



# BROADCASTING

THE BROADCASTING

AND RADIO

U S Air Force  
Air University Lib  
63-3999  
Serial Acq Section  
Maxwell AFB Ala

5A2763  
3Y 10C  
11515  
MAY 64 CIN

NEWSPAPER

FEBRUARY 10, 1964

Henry promises new method but same result:  
radio-TV commercial control . . . . . 27

Radio raters try to pick their way through  
a welter of confusion . . . . . 70

The syndication picture for 1964: first-run  
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The Phoenix Open becomes first golf contest  
to assign TV rights to PGA . . . . . 38

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Photo by Vivian Crozier Accessories - Abercrombie & Fitch

## The final touch that makes the difference

When it comes to advertising, what better way to drive home your sales message than Spot Radio? Whatever impressions you make in other media are reinforced by the reminder value of Spot Radio—the final media touch that sells.

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

\*West Coast only

RADIO DIVISION

**EDWARD PETRY & CO., INC.**

THE ORIGINAL STATION REPRESENTATIVE

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



# great viewing

again

...and again

...and again

...and again!

How many times have you seen "It Happened One Night" and loved every minute of it? The same goes for "Mr. Smith Goes To Washington," "His Girl Friday," "Lost Horizon," "Golden Boy," "Commandos Strike At Dawn," "The Killers," "Gilda" . . . and all the great "Shock" classics.

They're all here . . . the prize-winners and the audience winners . . . ready to deliver (and keep on delivering) solid feature film entertainment in your market!

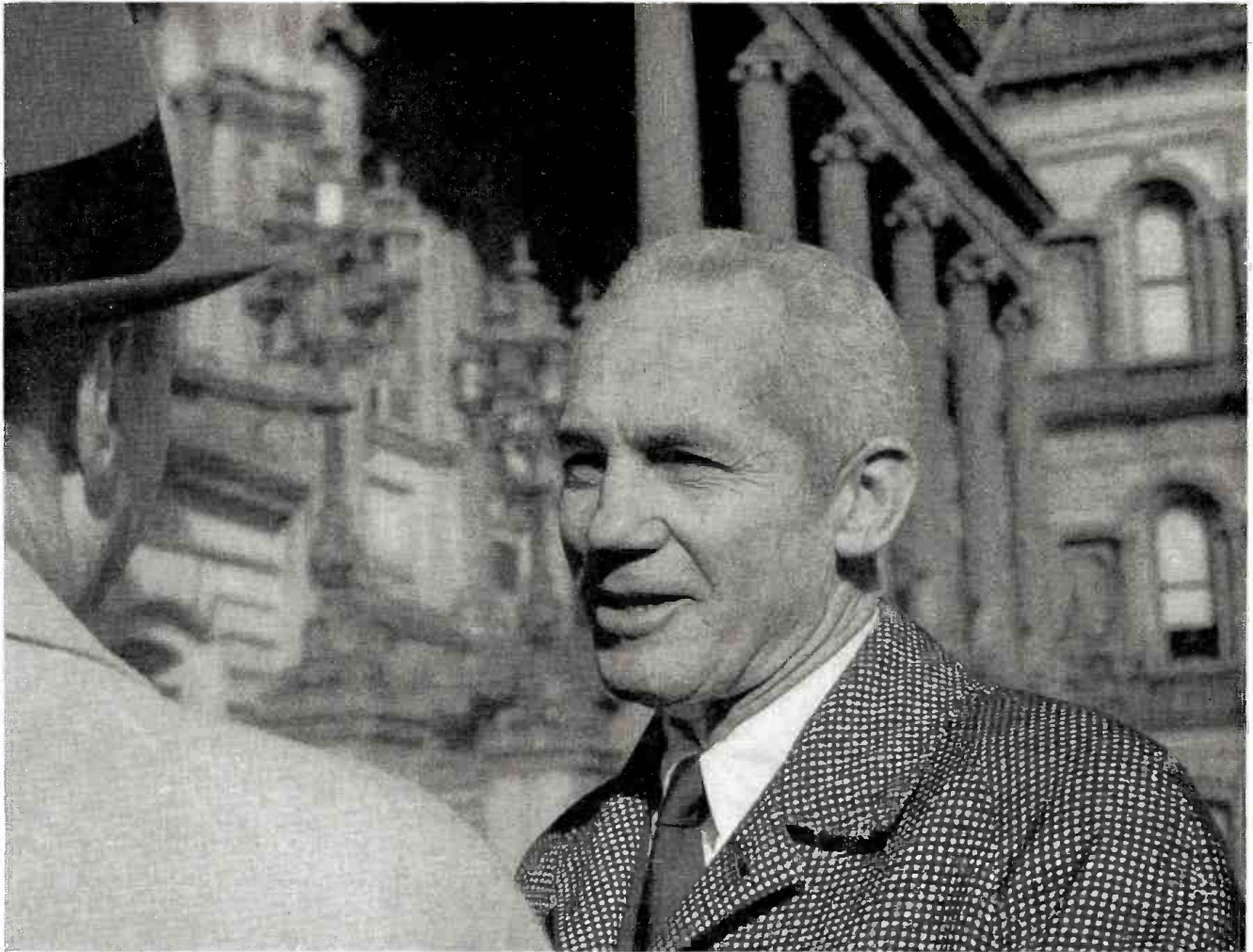
**SCREEN  GEMS**



**500**  
power-packed  
feature films  
from Columbia  
and Universal  
Studios

... write for your copy!





Scene: City Hall, Baltimore

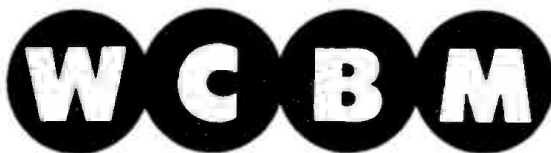
## **MEET CHARLES ROEDER ...MR. RADIO NEWS IN BALTIMORE!**

When he's not on-the-air at WCBM, he's covering Baltimore, Annapolis or anywhere in the state where news is breaking! Local political figures and the police department know him well. Charles Roeder is WCBM's ace news reporter and director. His news reports and "Speak To Me" interviews every night are "must" listening for anyone who wants to be well informed. Under his supervision, WCBM's top team of 14 legmen cover local and regional news! This coverage, plus special correspondents in key cities, AP and UPI,

enables WCBM to broadcast the kind of news-in-depth adults prefer! Local and regional news . . . in addition to CBS News and analysts . . . give WCBM listeners a total of 32 hours of news every week!

The news . . . plus music for adults . . . plus intelligent, likeable on-air personalities . . . combine to make WCBM the radio station preferred by adults . . . the people who buy your products and services.

Reach the adults . . . the "buying" audience. Put WCBM at the top of your radio advertising schedule in Baltimore!



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

*National Sales Representative*

**Metro Radio Sales**

A SERVICE OF METROPOLITAN BROADCASTING



# Soap

DETERGENT

*grease component • hydrolyzed*

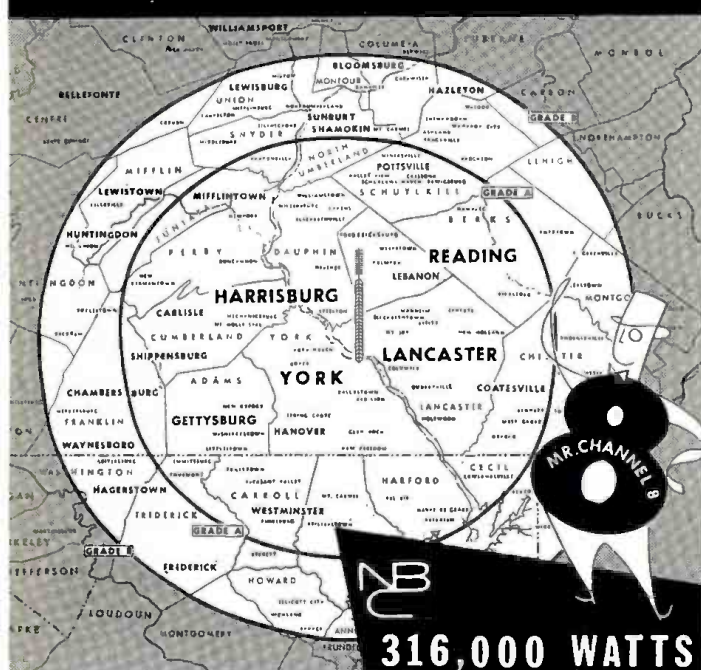
**BLEACH • SAPONIFICATION**

**caustic soda • suds • flakes • bar**

**sodium silicate • alkylolamine**

**SURFACTANTS • ALKANOLAMIDES**

## MULTI-CITY TV MARKET



**Whatever your business language, WGAL-TV translates it into sales**

Channel 8 speaks the language of the people in its widespread multi-city market. Viewers listen, understand, and respond. To prove it, Channel 8 telecasts sales messages for practically any product you can name.

# WGAL-TV

## Channel 8 Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

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



## Woman on the FCC?

Next appointee to FCC could be a woman—if President Johnson follows through on promise to put 50 females into top government jobs. But it's unlikely. Fred Ford, West Virginia Republican, whose term is next to expire, has strong bi-partisan support for reappointment. If President were to choose another for Mr. Ford's place, he'd have to pick Republican or independent, since quota of four Democrats—maximum that law allows from any one party—is filled.

*In its 30 years FCC has had only one woman commissioner, Frieda B. Hennock, Democrat, who served from July 1948 to June 30, 1955. Miss Hennock died in 1960. Commissioner Ford has been on FCC since August 1957, was chairman for year before Kennedy administration took office.*

## CBS's own bonanza

Insiders at CBS-TV are predicting practically complete — and perhaps 100%—sellout of their National Football League games next season and say their unprecedented \$28.2 million two-year investment in NFL rights may prove to be "biggest financial coup" in TV history. They're still negotiating with Ford and Marlboro cigarettes, last year's national sponsors, who asked for and got extension of decision deadline till this week. Meanwhile they say they have firm orders from four regional sponsors and tentative orders for pre-game and post-game quarter-hours—none of which they've accepted pending decisions on national sponsorships. Price structure is such that they conceivably could recoup more than entire \$28.2 million investment in one year (BROADCASTING, Feb. 3).

*That's not all that's up at CBS-TV. Rate adjustments, mostly upward, are being worked out for daytime and Saturday morning periods, to become effective next fall. Details not yet set, but increases seem more apt to be selective than across-the-board.*

## Aftermath at NAB

Being talked up in wake of NAB board of directors meeting at Sarasota, Fla. (BROADCASTING, Feb. 3) is top level reorganization of trade association. Following narrow vote (25 to 18) for retention of LeRoy Collins as president, several plans that would entail revision of by-laws currently are being discussed by board members.

*One proposal with considerable support was for election of NAB president from broadcasters' ranks, with public figure, such as Mr. Collins, to serve as board chairman and chief*

# CLOSED CIRCUIT®

*ceremonial executive. Broadcaster president would be expected to devote most of his time to directing policy, but administrative and staff level work would be under executive vice president. Another suggestion advanced was for broadcaster to serve as elected chairman and president, with staff supervised by executive director or managing director.*

## Church work

Proposed pronouncement of TV, Radio and Film Commission of Methodist Church similar to statement last spring of National Council of Churches urging government control of programming has been sidelined following meeting 10 days ago in New York. Milder statement is being redrafted for presentation at annual conference of church in Pittsburgh this summer. LeRoy Collins, president of National Association of Broadcasters, advised commission its proposed pronouncement "advocates almost police-state controls over broadcasting, including business practices and program control, and even engages in a superficial alliance with censorship." Lee Fonden, KLZ Denver, member of Methodist commission, presented Governor Collins's and industry's opposition to statement at New York meeting.

## P&G approves

Agency executives close to Procter & Gamble, TV's No. 1 user of television, report that P&G is pleased with National Association of Broadcasters' newly adopted code provision on piggybacks. P&G, through Compton Advertising, had helped crystalize industry debate over piggyback commercials. P&G does so much bulk buying that it was bumping into situations where its commercials would have to be placed adjacent to two others, or to two messages classified as piggybacks. Compton letter several weeks ago warned P&G would ask for make-goods if its commercials were run next to more than one other. Alberto-Culver and Helene Curtis Industries criticized P&G's position and alleged broadcasters were knuckling under to P&G demands.

## Multiple ownership

FCC is expected to issue in next couple of weeks notice of inquiry in its effort to resolve dilemma posed by financial houses that are in technical violation of commission's multiple ownership rules. Issue involves mutual funds, stock brokerages and trusts that either own or hold for

others more than 1% of stock in two or more large broadcasting companies. Commission, which doesn't have solution of its own to propose, is leaving matter open for widest possible discussion by interested parties.

*Notice has been drafted, but commission is holding its release until return of Commissioner Lee Loevinger, who is former chief of Justice Department's antitrust division. Commissioner is attending international conference in Geneva and is due back Feb. 24.*

## Folding the tent

Time-Life Broadcast has quietly disposed of its minority (about 28%) interest in CLT(TV) Beirut, Lebanon (chs. 7 and 9) after three years of Time-Life management. Its interest was sold to wealthy widow of shiek of Kuwait last summer, at which time Clayton Brace, general manager, returned to U. S. Sales price, approximately \$400,000, permitted Time-Life to pull out just about all-even. Mr. Brace is now vice president-general manager of Time-Life stations KOGO-AM-FM-TV San Diego.

## Pay TV reinforcements

Appointment of McFadden, Strauss, Eddy, Irwin & Goodman as PR representative of Subscription Television, pay TV firm planning to start closed circuit program service in Los Angeles and San Francisco this summer, is seen as foreshadowing massive publicity drive to back up advertising (to be placed by Young & Rubicam, L. A.) in effort to roll back wave of sympathetic public reaction to proposal to outlaw pay TV in California. Boards of supervisors of both Los Angeles and San Francisco counties have already unanimously voted endorsements of anti-pay TV movement.

## It's FTC's ball

FCC is continuing to defer to Federal Trade Commission in matters affecting cigarette advertising. FCC has received letters from public asking what it plans to do about radio-TV commercials in wake of surgeon general's committee report labeling cigarette smoking as health hazard. Commission replies that its jurisdiction applies to only part of advertising and that FTC has responsibility for advertising in all media. Consequently, FCC says, it wants to coordinate its activities with those of FTC, which is now considering tough new rules for cigarette advertising.



**Reach Pittsburgh  
with a spot of TAE**

Find out why most media people  
won't go without TAE in Pittsburgh  
—plain or "with."

Our homes-reached record tells  
part of the tale. Our products-sold  
record tells the rest.

And our Katz man has the facts to  
prove it!

**WTAE CHANNEL 4**

take  
TAE  
and  
see



# WEEK IN BRIEF

Determined to get some form of commercial control, FCC last week began case-by-case study of "excessive commercials." However, congressional critics of policy were ready for action. See . . .

## NEW WAY TO CONTROL . . . 27

Only seven off-network shows are set for entry into syndication this year, but four were front-runners on networks. Several producers expect to offer one to three first-run series for stations in coming months. See . . .

## FIRST-RUN SHOWS UP . . . 44

Resurgent interest in radio ratings being shown as firms conduct studies on how to do job with most accuracy and least money. Also in act are Broadcasting Ratings Council and RAB-NAB methodology study. See . . .

## NEW RUMBLE IN RADIO RATINGS . . . 70

Professional Golfers Association, setting out to win television rights for its tournaments, hires former CBS-TV attorney to do bargaining. Phoenix Open, first test case, won by PGA. See . . .

## PGA ANGLES TO CAPTURE RIGHTS . . . 38

FCC stays California CATV grant on request of ch. 12 TV permittee in Santa Barbara which fears CATV could put it out of business. Action may presage new far-reaching policies in field. See . . .

## WHAT'S FCC THINKING? . . . 64

R. J. Reynolds readjusts its spot radio schedule to reach adult audiences. General Tobacco moves cigar advertising into hole left by American Tobacco's cigarette accounts' withdrawal from Boston Red Sox games. See . . .

## ADVERTISERS MOVE MONEY . . . 36

In expected action, FCC orders Edwin Estes to hand in licenses to WMOZ, WPFA by March 31. Licensee maintains innocence of commission charge of "attempted fraud and deception." See . . .

## ESTES MUST GIVE UP STATIONS . . . 73

Congress should investigate Federal Trade Commission, says Advertising Federation of America. Meeting last week in Washington, AFA adopts probe resolution, attacks federal agency's Clorox order. See . . .

## AFA WANTS PROBE OF FTC . . . 29

Pat Weaver says broadcasters fears about pay TV are groundless. Rather, contends president of Subscription Television Inc., toll system will build added interest in color TV, create new viewers. See . . .

## WEAVER POOH-POOHS FEARS . . . 52

American businessmen must work in unison to serve society, NAB's LeRoy Collins reminds International Radio and Television Society luncheon meeting. This, he says, will stem tide of government encroachment. See . . .

## COLLINS IN NEW YORK . . . 67

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### BROADCASTING

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## THE ILLUSION OF POWER

Which line is longer—the thin vertical one or the thick horizontal one?

Which station broadcasts a more satisfactory signal to a greater radius—one with 5,000 watts or one with 50,000 watts? You can't answer accurately without considering frequency.

The distance to which any radio station can broadcast a satisfactory signal is a function of power AND frequency, combined with other variables such as ground conductivity, directionalization, interference and efficiency of facilities. WMAL's 5,000 watts at 630 kc offer more effective coverage than stations with ten times the power at the top of the broadcast dial.

Don't be power mad. Like the lines illustrated, power alone is illusory. (Now measure the lines.)



**WMAL RADIO**  **WASHINGTON, D.C.**

**630 KC ■ 5,000 POWERFUL WATTS ■ WASHINGTON'S BEST FULLTIME RADIO SIGNAL**

Represented Nationally by McGavren-Guild Co., Inc.

The Evening Star Broadcasting Company



## HOUSE GIRDS FOR COMMERCIAL DEBATE

### Three-hour time limit set for talk on bill to slap FCC

Stage for major House floor debate on commercial regulation was set Friday (Feb. 7) when House Rules Committee granted three-hour time limit for discussion of HR 8316. Bill, which drew congressional support, is believed to have persuaded FCC to abandon proposed rulemaking on length and frequency of commercials.

Legislation cleared House Commerce Committee late last year, but eight of 33 members on panel signed strongly worded minority views which said FCC was on right course in proposal and ought to be backed—not thwarted—by Commerce Committee (BROADCASTING, Dec. 16, 1963).

Bill's author, Representative Walter Rogers (D-Tex.), chairman of Communications Subcommittee, told Rules Committee his group did not consider merits of FCC overcommercialization plea; it supported his argument that FCC did not have authority agency claimed. Representative Rogers had reiterated his position earlier in week in speech to audience of advertising executives in Washington (see page 27).

Representative Oren Harris (D-Ark), chairman of parent Commerce Committee, asked rules panel for at least two hours for debate, explaining that there was considerable controversy and time would be needed. Way bill is be-

ing brought to House would permit it to be amended on floor.

**Moss's Position** ■ Representative John E. Moss (D-Calif.), committee member and ranking Democrat on communications unit, has been steadfast supporter of FCC's contention that overcommercialization policy is needed and that FCC should set standards by adopting "reasonable rules." Bill would prohibit rulemaking in this area. Views advanced by minority noted that commission could have done better job in presenting case against overcommercialization, but said clarification of commercial policy by commission would help broadcaster know what it means when it says he must avoid commercial abuses.

Representative Moss would not forecast outcome of House vote (bill is not expected to reach floor until next week at soonest), but said Friday, "I know of quite a number of congressmen not members of our committee who will oppose HR 8316." Vote could be of great importance to FCC, he added, as "defeat would strengthen the commission."

Even if bill passes House, Representative Moss believes, it faces rough uphill fight in Senate where not as much sympathy has been shown for House committee's position on commercials.

## NAFMB 10-market study on schedule

Special FM audience surveys of nation's 10 largest markets will be released this month, according to James Schulke, president of National Association of FM Broadcasters, which commissioned study.

Measurements, made by The Pulse Inc., included 2,000 samples in each market and all field work has been completed, Mr. Schulke said. Specially designed ratings study will be major step forward in FM's bid for greater advertising revenues, he said.

NAFMB first announced 10-market project last summer (BROADCASTING, Sept. 16, 1963) and Mr. Schulke said last Friday (Feb. 7) results will be released on schedule. "The research will provide the most comprehensive figures ever available on the true magnitude of listening habits among FM families," he said.

All field work will be audited by

NAFMB research consultant Ben Gedalecia. Subscription to rating was offered to all FM-only and separately programed FM stations in test cities—New York, Los Angeles, Chicago, Philadelphia, Detroit, Boston, San Francisco, Cleveland, Pittsburgh and Washington. Over 80% of stations eligible to participate (72) have subscribed and will be entitled to use reports, NAFMB president said.

## FTC draws up charge against TV repairmen

Federal Trade Commission was to announce Saturday (Feb. 8) that consent order has been signed requiring national organization of TV repairmen and its members to "stop unlawfully suppressing competition."

Agency charged that National Alliance of TV Repairmen and Electronic Service Associations and its associated members engaged in conspiracy to restrain trade. Alleged illegal efforts had "a dangerous tendency to eliminate part-

### Correction

BROADCASTING magazine, in reporting on a pleading by WALA-AM-TV Mobile, Ala., in the FCC's then-pending revocation proceeding against the station, erred in stating that "Wadsworth Pape and Malcolm Eno were involved in extortions." The story appeared in the May 20, 1963, issue.

The pleading, filed by counsel for the station, made no such charge, nor did it assert that any of the "charges" made by the commission against officials and employees of the station were true.

Wadsworth Pape was general manager of WALA-AM-TV and Mr. Eno was an employe. Both have since left the stations' employ. The commission has dropped its charges against the stations.

time servicemen," FTC said.

In separate case, FTC Hearing Examiner Wilmer Tinley issued initial decision finding that Fred Astaire Dance Studio in Washington had used "unfair, misleading and coercive tactics to sell dance instruction courses." Examiner said that claim in radio commercials that persons calling given number would receive free \$100 savings bond is deceptive. Actually, examiner ruled, caller is asked to sign "contest entry blank" which turns out to be contract for purchase of lessons and "free" bond is applied to tuition fee.

## NEW KODAK PROCESSOR Single system camera film ready for showing in minutes

Eastman Kodak Co. demonstrated its new film processing system Friday (Feb. 7) in simultaneous showings in New York, Chicago and Los Angeles. System, designed principally for TV stations, permits recording 16mm black-and-white motion picture negative and magnetic sound in single system camera (BROADCASTING, Feb. 3).

In news briefing, Kodak officials demonstrated how negative can be processed and ready for projection within minutes. Officials said system also would assure low maintenance and that one person could use single piece of equipment to record pictures and sound of news event, rush film back to TV studio and have it on air within minutes. Key to completion of system is new, spe-

## AT DEADLINE continued

cially developed, prestripped, black-and-white picture film.

Kodak also said it will market all standard 16mm monochrome films with same magnetic prestripping. Company spokesmen said system package could have potential for commercial filming by major agencies for roughs.

Before new development, Viscomat processor was used with positive motion picture film, thus limiting usefulness. New film also will ease editing time for rush film.

Processors are sold for \$12,500, and prestripped film now is available through normal distribution channels.

### Big Six shell out for smoking research

Offer of \$10 million by Big Six tobacco companies to Education and Research Foundation of American Medical Association for five-year study of smoking and health has been accepted by AMA Foundation, it was announced Friday (Feb. 7) by Dr. Raymond M. McKeown, foundation president. He said funds were offered with understanding they could be accepted only if given without restriction.

Six firms involved are American Tobacco Co., Brown & Williamson Tobacco Corp., Liggett & Myers Tobacco Co., P. Lorillard Co., Philip Morris Inc. and R. J. Reynolds Tobacco Co.

AMA's basic research project was authorized by group's house of delegates last December (BROADCASTING, Dec. 9, 1963) and AMA board appropriated \$500,000 to get study underway.

Funds from Big Six will be spread equally over five-year period.

### Spotty radio-TV news is blot on industry

It is time for "rank and file" broadcast stations to either "start handling news with professionalism or to stop bragging about what they are doing with news departments they don't have." This was advice given Friday (Feb. 7) by Dean Alexander, news director of KDWB Minneapolis at radio-TV news short course, that city, sponsored by Northwest Broadcast News Association and University of Minnesota.

These stations are hurting cause of broadcast journalism by failing to maintain competent news departments, he said. "It is necessary for us to preach taste and ethics to a large part of broadcasting where competent newsmen are not employed and to find ways to convince managers of those stations to accept our recommendations and to im-

plement our standards of practice," Mr. Alexander added.

Robert Lindsay, University of Minnesota journalism professor, said radio-TV news has not yet outgrown "all of the awkward embarrassments associated with adolescence." Comparatively speaking, broadcast journalism remains young craft. Area of concern is "widespread prevalence among far too many radio and TV stations of the broadcasting of nonnews by nonjournalists. . . . Rip-and-read is too polite a term to describe their concept of news programming; it is more like 'yank-and-yell.'"

Mr. Lindsay said employment of full-time competent newsmen by licensee is just important to station as engineer.

Steve Henry, wxmt Merrill, Wis., was elected president of NBNA, succeeding Dick Petrik of KORL Olewein, Iowa. Other officers elected were Robert Hill, wnax Yankton, S. D., vice president, and Tom Read, KDTH Dubuque, Iowa, secretary-treasurer.

### More teeth for FTC asked by Roosevelt

Federal Trade Commission would be empowered to seek temporary cease and desist orders from federal courts in crackdowns on false and misleading advertising under terms of bill introduced Friday (Feb. 7) by Representative James Roosevelt (D-Calif.). It was referred to House Commerce Committee.

FTC already has power to move against false advertising in drugs and cosmetics but has been unable to get same authority for other goods. If enacted, bill would provide more FTC muscle for actions against false cigarette advertising, too.

Legislation, HR 9941, is same bill that Commerce Committee held hear-

ings on in 87th Congress but did not report out. Measure has been requested three years running in presidential consumer messages, and President asked for it again last week (see page 28).

### Canada Dry plans move to expand spot radio-TV

Canada Dry Corp., New York, though cutting out network TV, is expected to expand its spot radio and TV schedules as part of new campaign for full line of carbonated beverages. Agency is J. M. Mathes, New York.

Canada Dry plans to drop all network TV and devote much of forthcoming campaign to displays in *Life* magazine. Figures were not available Friday (Feb. 7), but Mathes said magazine ads will "run into the millions."

### WHYY-TV gets NBC grant

NBC announced Friday (Feb. 7) approval by board of directors of \$100,000 contribution to WHYY-TV (ch. 12) Wilmington, Del., educational station. Check is to be presented to WHYY-TV today (Feb. 10) by Raymond Welpott, executive vice president, NBC's owned stations and general manager WRCV-AM-TV Philadelphia. WHYY-TV has transmitter in Glassboro, N. J., and serves Delaware, southern New Jersey and southeastern Pennsylvania.

### KM&G reports record billings

Ketchum, MacLeod & Grove, Pittsburgh agency, last week reported 1963 billings at \$45.2 million—a 22% increase over 1962. KM&G said record figure represents largest annual increase in its 40-year history. Agency President Edward T. Parrack said gains last year were recorded in all departments, and 1964 budgets for KM&G's 75 clients have been expanded.

### Details of NABET contract terms revealed

Contract terms between National Association of Broadcast Employees and Technicians and NBC and ABC were learned Friday (Feb. 7). Pact was reached last week (see page 62).

According to reports, NABET contract is for 38 months, from Feb. 1, 1964, to March 31, 1967. Basic pattern is 5% increase with guaranteed minimums for first 24 months, additional 3% for last 14 months for engineers and technical employees.

Various increases are given other types of employees: newswriters at ABC with two years or more seniority will receive \$200 per week to Jan. 31, 1966, \$205 thereafter; for

beginning newswriters the weekly scale is \$153 immediately; \$157 after Feb. 1, 1966.

Scale for unit publicists at ABC runs from \$148 per week for new employes to \$203 for those with more than four years seniority for first two years of new pact, then rises to \$159 and \$218, respectively, for final 14 months. NBC publicists, newly employed, will get \$161 now, rising to \$166 for Feb. 1, 1966-March 31, 1967 period. NBC publicists with more than four years seniority will get \$225 immediately, \$240 for final 14 months of new contract.



# Wife

## 30 DAY PROGRESS REPORT

### Communiques . . .

NAPTOWN GAZETTE: Don Burden, owner of the new radio station WIFE, is tickled to pieces with the latest Hooper ratings. Burden, 35-year-old collector of radio stations, made a shambles of the ratings with his \$113,000 give-away promotion. His station landed so far in front, it was strictly no contest.

this does not mean Supt. Wilson should indorse the Schwarz program. Why? I do not think instructional

### Whee, the people . . .

In the WIFE radio promotion campaign, Indianapolis Symphony conductor Isler Solomon's wife, Betty, won a movie camera.

His men did a magnificent job — this time. He received



Managing Editor of The Indianapolis Times, columnist and author of "My Indiana".

*Irving Lebowitz*



DON W. BURDEN, PRESIDENT

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

SOLD NATIONALLY BY H-Radio

# HOW TO IDENTIFY A NETWORK

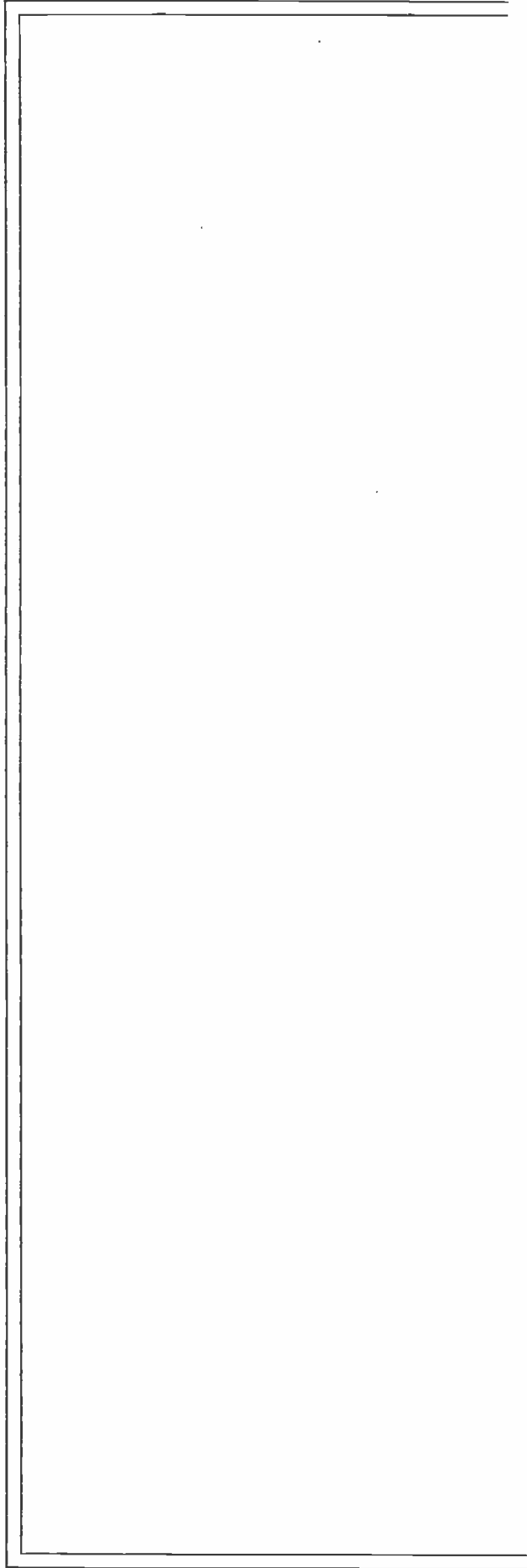
You don't really need a television set in order to identify a network. All you have to do is eavesdrop on the way to work.

Last November's special, one-hour preview of "*That Was The Week That Was*," for instance, was easy to recognize as an NBC program by the way it completely dominated morning-after conversation. Comment about its originality and daring filled the air.

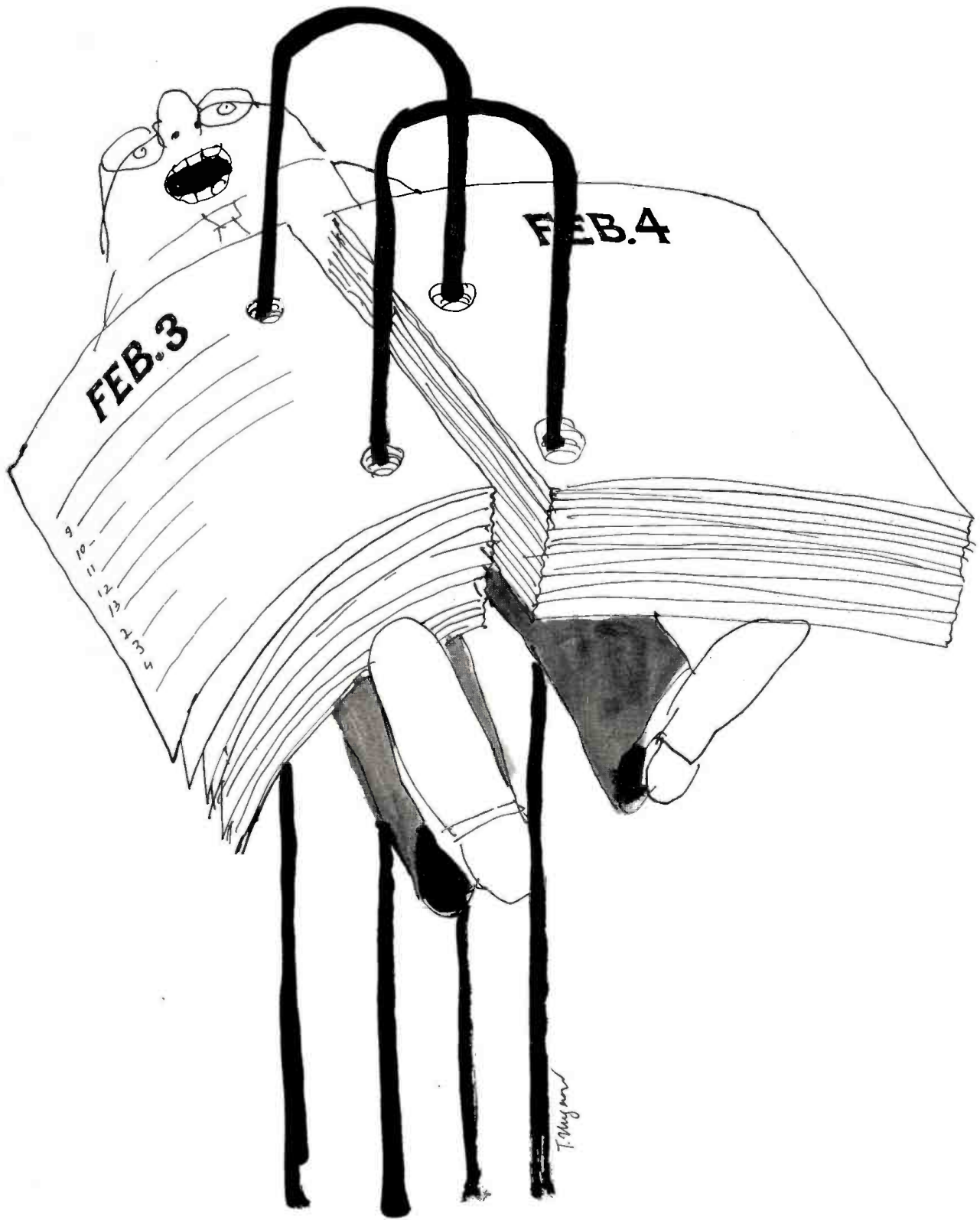
It filled newspaper columns, as well. Said the New York World Telegram & Sun, "There's never been an hour of television quite like it. Nothing so impudent, so gay, so salty, so outrageously funny." The Washington Star noted, "It was a dandy hour...a refreshing change of pace." "...fresh, bright, imaginative, amusing..." said the Boston Traveler. The New York Times proclaimed it, "...an important turning point for network TV."

Obviously, there was only one thing to do, and we did it. "*That Was The Week That Was*" (or TW3, for short) became a weekly feature of the NBC Television schedule last month. The ensuing conversations have made it easier than ever to identify a network by eavesdropping on train, bus or ferry.

Of course, there's no denying that with a program like TW3, it's even more fun to identify this network by watching it.







## DATEBOOK



### SUNNY ROPES THE "MAVERICK MARKET"

Sunny ties up what the "Sunshine State's" business magazine, *Florida Trend*, cites as "FLORIDA'S MAVERICK MARKET."

WSUN's home county has the nation's highest incidence of auto and stock ownership; brain power industries; high discretionary income . . . *Florida's 2nd market should be 1st on your list.*

WHAT A MARKET,  
AND SUNNY SELLS IT!

# WSUN

TELEVISION - RADIO  
TAMPA - ST. PETERSBURG

Natl. Rep: VENARD, TORBET & MCCONNELL  
S. E. Rep: JAMES S. AYERS

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

▪ Indicates first or revised listing.

### FEBRUARY

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—**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, Statler-Hilton hotel, Boston.

▪Feb. 15-16—**National Community Television Association** board of directors meeting to hear (1) report on NCTA discussions with FCC's committee on proposed CATV legislation; (2) report on research NCTA is sponsoring to support its filings in proposed rulemakings to govern grants in microwave services; and (3) report from selection committee seeking candidates for NCTA president. Sheraton hotel in Dallas, Tex.

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, D. C.

▪Feb. 20-21—**College Majors Conference** sponsored by International Radio & Television Foundation (managed by International Radio & Television Society). Panels: (Feb. 20) Daniel P. Weinig, WPAT Paterson, N. J., moderates radio station operation; John E. McArdle, WNEW-TV New York, moderates TV station operation; Robert R. Pauley, president of ABC Radio, on radio network operation, and TV network operation by Julius Barnathan, ABC-TV; (Feb. 21) Lincoln Diamant of Ogilvy, Benson & Mather, will moderate TV commercial panel; David Sutton of MCA-TV on TV films, and Lawrence Webb of Station Representatives Association, on TV reps. Luncheon speakers (in order of appearance) Thomas S. Murphy, Capital Cities

Broadcasting Corp., and Stockton Helfrich, National Association of Broadcasters' code office. James Alspaugh, H-R Representatives, is conference chairman. Roosevelt hotel, New York.

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.; and Arthur Tatham, board chairman of Tatham-Laird Inc., Chicago. Shamrock Hilton hotel, Houston.

Feb. 21—**Western States Advertising Agencies Association** "Man of the Year" luncheon honoring Charles W. Collier, executive vice president of Advertising Association of the West, 12 noon, Ambassador hotel, Los Angeles.

Feb. 22—**Directors Guild of America** annual awards dinner, Waldorf Astoria hotel, New York.

▪Feb. 24—Discussion at 8 p.m. by FCC Commissioner Kenneth A. Cox, Theodore W. Pierson of Pierson, Ball & Dowd, Washington communications law firm, and Professor John P. Sullivan of George Washington University Law School. Topic will be "The Fairness Doctrine: Is it Constitutional? Is it Sound Policy?" Moderator is Professor Monroe H. Freedman of GW Law School. National Lawyers Club, Washington.

▪Feb. 24—**New deadline** for comments on FCC rulemaking to govern grants in microwave services to systems supplying community antenna systems. Former deadline was Jan. 22.

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

▪Feb. 26-29—Seventeenth annual conference of **Western Radio and Television Association.** Speakers include FCC Commissioner Robert T. Bartley; Richard Pack, vice president in charge of programming for Group W (Westinghouse Broadcasting Co.); Mrs. A. Scott Bullitt, board chairman of KING Broadcasting Co., Seattle; Jules Dundes, vice president of CBS Radio and general manager of KCBS-AM-FM San Francisco and president of San Francisco Radio Broadcasters; Harold See, general manager of



*Who has the Cream of Post '48 feature films?*

**Little Old Rating Maker, Me!**



Latest reports show MGM post '48 features continue as hit makers for stations from coast-to-coast, including: New York WNBC-TV, Boston WNAC-TV, Washington WMAL-TV, Cleveland WEWS, Indianapolis WISH-TV, Shreveport KTAL-TV, El Paso KROD-TV, San Francisco KTVU. For details on feature titles and ratings, ask any MGM-TV salesman.



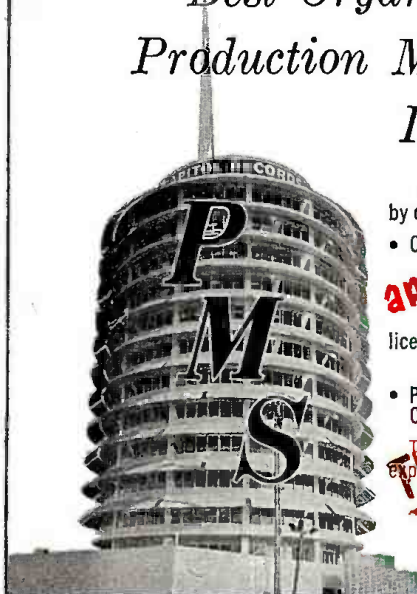
**New York • Chicago • Culver City • Charlotte • Toronto**

WAVE RADIO AND TV  
 PROGRAM FOR THE  
 VERY BEST  
 AUDIENCE  
**LOUISVILLE**  
 BOTH NBC

BOTH REPRESENTED BY THE KATZ AGENCY

(Antique type from the Robinson-Pforzheimer Collection.)

*It's Here! The Easiest-To-Use,  
 Best Organized Hi-Quality  
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 In Broadcasting!*



- Saves your time in selecting background music by categories, not titles — all most push-button selection.
- Offers you a wide choice of classifications, from "News & Metro" to "5:00 p.m. Show Melodic". Costs nothing extra — you pay only once for unlimited live use all material. Can be licensed for videotape or film scoring upon request and at a nominal cost.
- Provides the assurance that comes with Capitol's High Fidelity Recording. This music especially created & recorded by experts for your needs.

**and now a brand new  
 1000 Volume  
 Modern Part  
 TYPED for COMMERCIALS!  
 Plus numerous programming aids**

GET YOUR FREE DEMONSTRATION  
 DISC TODAY. WIRE OR WRITE:

**CAPITOL LIBRARY SERVICES**  
 HOLLYWOOD AND VINE, HOLLYWOOD, CALIFORNIA

KRON-TV San Francisco, and John F. White, president of National Educational Television & Radio Center. Make reservations to Ken Winslow, conference chairman, 15 California Hall, University of California, Berkeley. Jack Tar hotel, San Francisco.

■Feb. 27—Annual stockholders meeting of MGM, Hotel Astor, New York.

Feb. 27-28—Annual meeting of Southwest council of American Association of Advertising Agencies, Menger hotel, San Antonio.

■Feb. 28—Annual ball for Advertising Women of New York Foundation, to be sponsored by Spanish Pavillion of 1964-65 New York World's Fair. Waldorf Astoria hotel, New York City.

■Feb. 28—UPI Broadcasters Association of Massachusetts annual Tom Phillips Awards Dinner, 5:30 p.m., Charter House motel, Cambridge, Mass.

■Feb. 28-Mar. 1—Hollywood: Screens World TV Classics '64. Screenings of outstanding foreign TV programs in eight sessions, starting Feb. 28 at 2 p.m. For additional information contact Al Preiss, 7071 Hollywood Blvd., Hollywood, Calif. Directors Guild of America auditorium, Hollywood.

Feb. 29-March 1—Newsfilm Standards Conference of Radio-Television News Directors Association. RTNDA board of directors will meet Friday, Feb. 28. Time & Life Building auditorium, New York City.

**MARCH**

March 2-4—National Conference on the Improvement of Teaching by Television and Radio. University of Missouri, Columbia.

■March 3—Tenth annual meeting and dinner of New York State Broadcasters Association, Ten Eyck hotel, Albany.

March 4—International Radio and Television Society 24th anniversary banquet. 1964 Gold Medal award will be presented to Leonard Goldenson, American Broadcasting-Paramount Theatres president. Waldorf Astoria, New York.

■March 7-8—Second annual Radio Operations Seminar of Oklahoma Broadcasters Association. Speakers include FCC Commissioner Kenneth A. Cox on "The Year 1963 in Review"; Douglas A. Anello, general counsel of National Association of Broadcasters, on "Section 315, An Election Year Review," and Miles David of Radio Advertising Bureau will speak on ratings. University of Oklahoma Center for Continuing Education, Norman, Okla.

■Indicates first or revised listing.





**WTVO**

ROCKFORD, ILL.,

appoints

**Blair Television,**

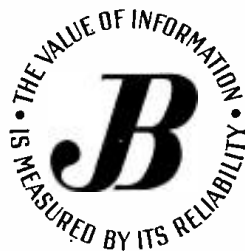
**BTA Division,**

its exclusive

national representative,

effective

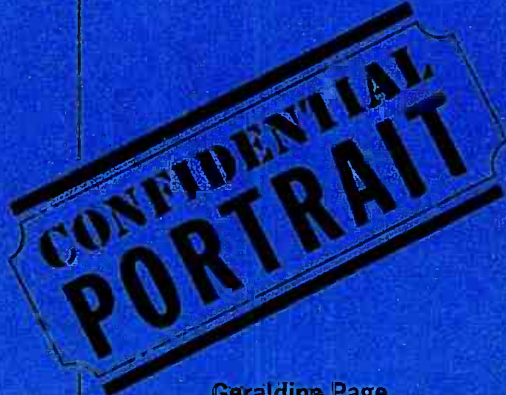
February 15, 1964.



# 52 STARS REVEAL THEMSELVES!

Jean Pierre Aumont  
 Harry Belafonte  
 Shelly Berman  
 Mal Britt  
 Mel Brooks  
 Ray Campanella  
 Ilka Chase  
 Gary Crosby  
 Xavier Cugat  
 Claude Dauphin  
 Bette Davis  
 Sammy Davis, Jr.  
 Ruby Dee  
 Phillis Diller  
 Faye Emerson  
 Betty Furness  
 Jolie Gabor  
 Dizzy Gillespie  
 Sheila Graham  
 Jose Greco  
 Huntington Hartford, Jr.  
 Gayelord Hauser  
 Sessue Hayakawa  
 Hildegard  
 Phil Ford / Mimi Hines  
 Rona Jaffee  
 Martin Luther King  
 Eartha Kitt  
 Frankie Laine  
 Abby Lane  
 Jack Lemmon  
 Jack E. Leonard

James Michener  
 Bess Myerson  
 Julie Newmar  
 Margaret O'Brien



Geraldine Page  
 Anthony Quinn  
 Quentin Reynolds  
 Buddy Rich  
 Mort Sahl  
 Inger Stevens  
 Robert St. John  
 Carl Sandburg  
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 Toots Shor  
 Rod Steiger  
 Burr Tillstrum  
 Myoshi Umekei  
 Ethel Waters  
 Paul Whiteman  
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AND MORE TO COME...

MIKE WALLACE  
 THE GUESTS  
 THE SCORE  
 THE APPEAL

TOP NOTCH REPORTER/INTERVIEWER  
 ALL FAMOUS PERSONALITIES IN THE NEWS  
 WIDE RANGE OF CONTENT  
 POWERFUL GENERAL INTEREST

52 HALF-HOUR PROGRAMS AVAILABLE ON TAPE OR FILM

# NTA

NATIONAL TELEVISION ASSOCIATES, INC.  
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 TELEPHONE: OLEANDER 5-7701  
 444 MADISON AVENUE, NEW YORK 22, NEW YORK  
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## OPEN MIKE®

### A minor detail

EDITOR: Thanks for that editorial [BROADCASTING, Jan. 27]. I told them in New York that more specific guidelines were needed in order to make the commission's present policy on overcommercialization more effective.

I think there should be a rule, and you think we should eliminate the present policy. Except for that minor detail, we are in agreement.—*E. William Henry, chairman, FCC, Washington.*

(The editorial noted that the FCC had responded to congressional advice against adoption of a rule limiting commercial time on radio and television, and it urged that Congress consider further action to discourage the commission from questioning "over-commercialization"—which the FCC is unable to define—in individual cases. The "New York" reference in Mr. Henry's letter is to his speech before the International Radio and Television Society last September when he vigorously advocated the rule that the commission later declined to adopt.)

### Thanks noted

EDITOR: Let me take this opportunity to express my thanks for the wonderful way in which you treated my Monday Memo (BROADCASTING, Jan. 13).—*Alfred G. Beckmann, president and general manager, Pioneer Flour Mills, San Antonio, Tex.*

### Gratification and friends

EDITOR: I am very appreciative of the kind and flattering "Our Respects" (BROADCASTING, Dec. 23, 1963).

I have had many comments from business associates and even old friends whom I have not seen for years, about the story. Recognition in one's business is always gratifying. This was especially so to me. . . .—*James E. Duffy, vice president for television network sales, ABC, New York.*

### A service rendered

EDITOR: At the close of the January March of Dimes it is clearly evident that the broadcasting industry has again rendered this organization an incalculable service. We are deeply indebted to you and your fine magazine for helping us call to the industry's attention the materials we had prepared for them. Yours was a most gracious gesture.—*George P. Voss, vice president for public relations, The National Foundation, New York.*

### 52-week contract

EDITOR: As the chief announcer of WIZE, I find it necessary to keep myself apprised as to the latest developments in my chosen profession. Since BROADCASTING seems best equipped to fill this need, I read it regularly.

However, everyone here at the station feels the same as me—at least as for reading the periodical. As a matter



WASHINGTON TYPES #2

## the inside dope

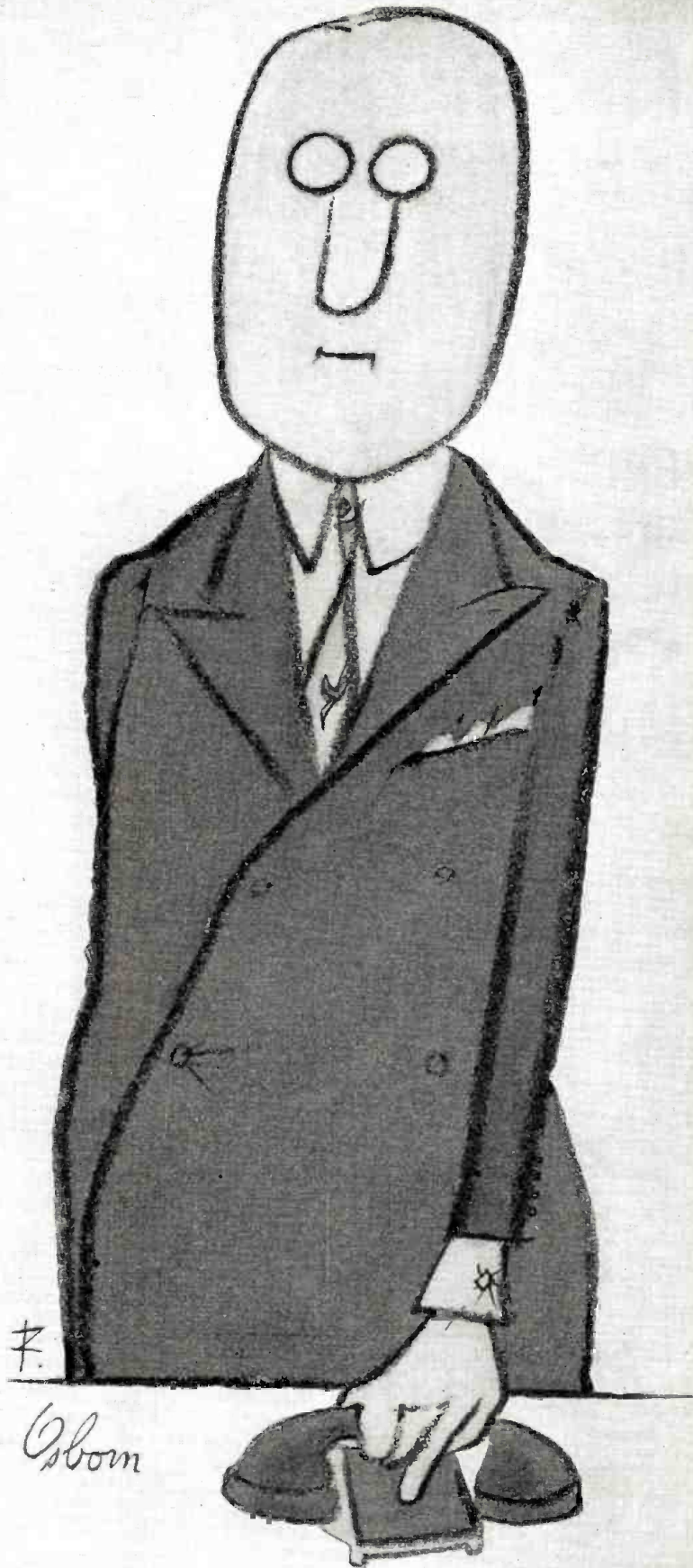
*Pulls wires, lifts glasses  
and drops names. Whispers  
small talk. Shouts  
confidences. Thinks conflict  
of interest refers to his  
wife's attitude. Opens every  
conversation with "Hear  
you've been having trouble  
with your government  
contract". Seldom wrong.  
Major source of "inside"  
information: listening to  
WTOP RADIO, the important  
station in Washington, D.C.,  
that's many things to  
many people.*

# WTOP RADIO

Washington, D. C.

Represented by CBS Radio Spot Sales

**POST-NEWSWEEK  
STATIONS** A DIVISION OF  
THE WASHINGTON POST COMPANY



# Master Eraser



## CEC's high performance Automatic Tape Degausser

The CEC TD-2903 Automatic Tape Degausser has set a new standard of efficiency for the erasure of all types of magnetic tape.

Here are some of the TD-2903's significant advantages:

- Degausses magnetic tapes a nominal 90 db below saturation level in only 120 seconds.
- Accepts all reel sizes; tape widths from 1/4" to 2", including video tape.
- Anyone can operate it. Just press a button, and the tape is automatically erased.
- Weighs only 90 lbs. (15" x 12" x 23") so will fit a bench top, RETMA rack or cabinet.
- Virtually maintenance-free due to superior components and simplicity of design.

Add up the reasons for selecting CEC's TD-2903, and you can understand why it is becoming so popular with both the electronics and broadcasting industries.

For further information, call or write for Bulletin CEC 2903-X7.

### CEC

Data Recorders Division

**CONSOLIDATED ELECTRODYNAMICS**

A SUBSIDIARY OF BELL & HOWELL/PASADENA, CALIF. 91109  
INTERNATIONAL SUBSIDIARIES: WOKING, SURREY, ENGLAND  
AND FRANKFURT/MAIN, GERMANY

of fact, I can't seem to lay my hands on a copy until it is dog-eared and almost illegible.

Therefore, I enclose my check for \$13.50 to subscribe to BROADCASTING for a year (plus the YEARBOOK) with an option to renew.—*Donald A. Brown, WIZE Springfield, Ohio.*

### Comments on debate

EDITOR: How disingenuous it is of the American Council for Judaism to pretend that the refusal of American Zionists to debate with its representatives constitutes an ungallant effort to "throttle radio and television debates on public issues" (BROADCASTING, Dec. 30, 1963).

Beginning in 1943, the American Council for Judaism opposed the creation of the state of Israel. . . . For years [it] has sought to discredit Zionism by invention of spurious issues. . . . Every responsible Jewish organization in the United States has repudiated the council and anyone who debates with a council representative is conspiring against himself. Why should any Zionist share a platform with an antagonist who denies his right to exist?

Of course the council may say what it pleases. But it is not a violation of the council's right of free speech for others to exercise the right of silence.—*I. L. Kenen, editor, Near East Report, Washington.*

### Nothing new

EDITOR: With regard to "FM taking the dual road to reach automobile radios" (BROADCASTING, Nov. 11, 1963), the transmitter technique is not a new one to KSRF(FM). Since the station's inception in December 1960, we have been equipped with horizontal and vertical antennas and have given considerable special attention to the FM car radio potential.—*George A. Baron, vice president and general manager, KSRF(FM) Santa Monica, Calif.*

### Return to sender

EDITOR: Are you a program director or station manager who has listened to audition tapes, then after hearing them just filed the tape with the station's library of blank tapes? If so, you are a heel . . . no one likes the job of carrying tapes to the mail box, but when job applicants include return postage is it too much to expect?

When a man is not associated with a station he must go to a recording studio and make his tape at an average cost of \$20 for 12 tapes. This is above the original cost of the tapes. Now don't you think it would be nice to gather up those audition tapes that include return postage and return them. . . ?—*Robert L. Paul, 6200 East South Street, Lakewood, Calif.*

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**BROADCASTING**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

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WHAT'S IN THE MIDDLE  
MAKES THE BIG DIFFERENCE



..and, IN PENNSYLVANIA, IT'S  
**WJAC-TV**

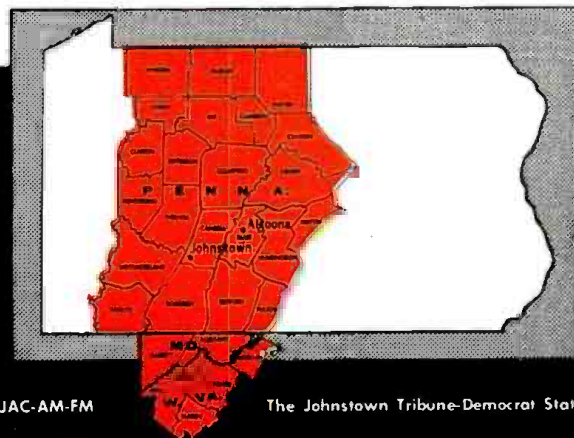
Don't slip up on one of the most important markets . . . Pennsylvania's million dollar "middle" market.

WJAC-TV is the one station that gives you this big generous cushion of viewers. The most profitable market on which you've ever landed!

America's 27th largest TV market.



Represented  
Nationally  
by  
Harrington,  
Richter &  
Parsons, Inc.



Affiliated with WJAC-AM-FM

The Johnstown Tribune-Democrat Stations

## Successful departure from past strategy

On the ground and in the air, there is an extensive program of innovation going on at TWA: new planes, terminals, procedures. But we are equally concerned with finding new ways to communicate with the public. One way we're reaching potential air travelers is with FM radio.

Our advertising in all media—radio, television, magazines and papers—is designed to display, as effectively as we can, the quality and dependability of TWA's service to a broad audience. And, while our decision to enter FM radio in the fall of 1963 represented a distinct departure from past marketing strategy, it was a natural extension of our overall advertising program, but designed especially to seek out a more selective group of people, with more discriminating tastes, and a higher level of sophistication in their travel habits.

**Why FM?** ■ Why did we choose FM radio? Having found a high correlation between people who are music lovers and people who travel a good deal (especially to Europe), we were looking for an advertising medium that would selectively reach this audience. A quiet survey among a sampling of TWA's regular customers indicated a high degree of FM radio ownership and good music-listening habits. This gave our decision additional confirmation.

Last summer we decided, experimentally, to try a conservative program formula which we could test inexpensively on a small number of FM stations. We tested reaction and response and were soon satisfied that we were making the right kind of impression on the audience we wanted to reach.

The programs began early in the fall, with twice-weekly concert programs on FM radio stations in five cities—New York, Boston, San Francisco, Chicago and Los Angeles. We chose the title *The World of Adventure in Music*, not only because of the play on our corporate initials, but because of a dual connotation on this theme of innovation and the geography of adventure.

Programs consisting of 55 to 60 minutes of the world's finest instrumental and orchestral works were put together in the belief that the people we were after would appreciate programing to their highest taste-level rather than to the lowest common denominator of popular fads and fancies.

**The Format** ■ In planning the programs with our advertising agency, Foote, Cone & Belding, New York, we asked them to select stations with the highest quality of programing, on the theory that the quality of an audience

follows the quality characteristics of the stations' own programs. In addition, we chose a new and enterprising program producer, LaBrie Associates, who had much the same ideas.

In creating the program format, we had only to look down the horn of musical history. Throughout the ages it has been the innovators, the artists who created out of their deep conviction, who shaped musical history and gave it continuing vitality. *The World of Adventure in Music* is designed around this theme—the power of new ideas.

Theme music was created to set the mood for the concert programs, and special commercials were written in a relaxed low key, in harmony with the high quality of the music.

We try to tailor these commercials especially for the sensitive ear of the good listener so that they will not be intrusive or offensive. We don't believe you can trap people like this with good music and then knock them on the head with browbeating commercials. There are no jingles or musical backgrounds to the commercials. Both the national host, Frank Waldecker, and local announcers deliver our messages in a friendly and informal way.

**A Binding Thread** ■ There is always a basic thematic idea to pull our musical selections together. One evening we may do a program about the development of the baroque sonata; another evening may be dedicated to a spectrum of works by a single composer. But programs are never thrown haphazardly together, without some unifying idea.

We studiously avoid programing mere background music or what the trade calls "wallpaper" music, or popular tunes. The program structure is based on classic formulas but over a broad span in time and taste, including an occasional contemporary piece to

show that we are not hidebound about any particular era or composer. In order to insure that the program represents more than a single taste, we have set up what amounts to a screening committee.

Some recent program titles indicate this combination of variety with thematic unity—"The Horn in History," "Children of Bach," "The Young Composer," "Water and Sea," "The Classic Guitar."

"Jupiter and the Planets" consists of Mozart's "Symphony No. 41, the Jupiter," and Holst's "The Planets—Uranus, Mercury and Jupiter."

Mozart's "King of Prussia" played by the Vienna Philharmonic Quartet is paired with Haydn's "Emperor" by the Budapest Quartet under the program title, "Royal Dedications."

Although there is no real way to measure the effectiveness of such an advertising venture as this in terms of actual business developed, the response from listeners has been gratifying. We sent a program for the first month to a list of our regular customers, simply suggesting that they listen, without even soliciting a reply.

To our astonishment, hundreds of people began to write us letters, commending the programing. Out of all the responses I saw, there was only one of dissatisfaction and that was from a disgruntled stockholder. Most were extremely enthusiastic. In addition, many letters have been received through the stations from listeners who may or may not be TWA customers expressing their pleasure in the programs.

Since the first of the year we have been sufficiently confident that we are on a sound advertising wavelength to expand our outlets in three cities. We now have two station outlets in Los Angeles and have added AM outlets in New York and San Francisco.



Henry G. Riegner is vice president of advertising and sales promotion for Trans World Airlines, New York. He joined TWA in 1940 as advertising assistant and has been in the airline's advertising and sales organization ever since, except for a World War II hiatus during which he served in the Air Force. He has been associated with the travel and transportation business throughout his career, starting in the thirties with a steamship line. A native New Yorker, he went to Brooklyn College.



# YOU NEED TERRE HAUTE, TOO . . .

**Crisco.**  
**OIL**

**IS SOLD  
IN  
INDIANA'S  
TOP TWO  
T.V. MARKETS\***

*\*Indianapolis and Terre Haute*



- More and more leading advertisers are choosing the Top Two Indiana Markets for maximum TV impact on the more than Six Billion Dollar Hoosier Sales Potential.
- CRISCO OIL is one of more than 120 brands which have added WTHI-TV which covers the Second Largest Indiana TV Market.
- These discerning advertisers recognize the pronounced impact of WTHI's single station coverage which, added to Indianapolis TV, offers more additional TV homes (with a slice of Illinois as a bonus) than even the most extensive use of Indianapolis TV, alone.

**WTHI-TV**  
delivers more homes  
per average quarter  
hour than any  
Indiana station\*  
(November 1963 ARB)  
*\*except Indianapolis*

## WTHI-TV

**CHANNEL 10  
TERRE HAUTE, INDIANA**



REPRESENTED BY  
**EDWARD PETRY & CO., INC.**  
THE ORIGINAL STATION REPRESENTATIVE

**WDIA** MEMPHIS 50,000 WATTS OF GOODWILL

*February 10, 1964*

We are pleased to announce that WDIA, one of America's great radio stations with an unparalleled record of success for national advertisers, is now represented by Bernard Howard & Company, Inc., 270 Park Ave., New York.

*Bert Ferguson*

*Bert Ferguson*

*Executive Vice-President*

A SONDERLING STATION



# the NEGRO audience in metropolitan NEW YORK

NOW REPRESENTED BY THE NEWEST  
SONDERLING STATION



RADIO  
1600  
  
5000  
WATTS

UNDER THE DIRECTION OF A  
GREAT MANAGEMENT TEAM

*EGMONT SONDERLING presents*

**FIRST IN NEW YORK . . .**

Contemporary Negro programming featuring a **NEW SOUND** — Target Date, February 17th.

24 hours daily, Monday through Friday.

Hard Hitting News and Editorials!

Vital New Sounds and Services for a Significant Body of American Citizens!

New Dynamic Air Personalities!



**FRANK WARD**  
General  
Manager



**SELWYN DONNESON**  
General Sales  
Manager



**HAL JACKSON**  
Program  
Director



**FRED BARR**  
Assistant  
Manager



**WWRL**  
New York

**WDIA**  
Memphis

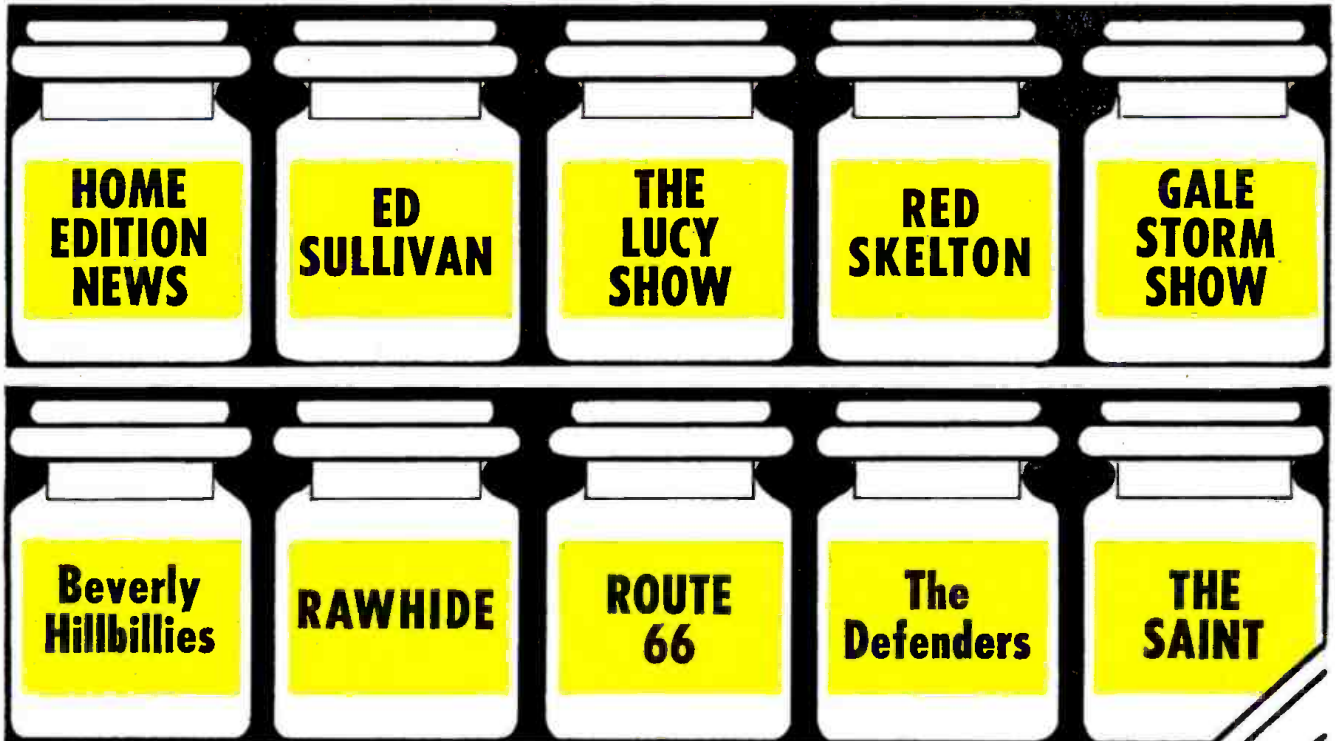
**WOPA**  
Chicago

**KDIA**  
San Francisco

**KFOX**  
Los Angeles

Nationally Represented, including New York, by BERNARD HOWARD & COMPANY (Effective March 15th)

# "Seasoned to Please!"



## WKRG-TV

Mobile-Pensacola

Channel 5

Represented by H-R Television, Inc.

or

Call C. P. Persons Jr., General Manager





# NEW WAY TO COMMERCIAL CONTROL

## Rebuffed in attempt to write rules limiting advertising, FCC tries another route to same goal—and Congress reacts

Chairman E. William Henry said last week that the FCC has committed itself to a continuing attack on overcommercialization.

Although the commission, several weeks ago, abandoned—under congressional pressure—an attempt to write commercial time standards into its rules, Mr. Henry announced last week that the agency would go about the establishment of standards by other means. His announcement stirred new action in Congress to arrest the commission's new approach.

The chairman said the FCC would begin looking into individual cases of "excessive commercials" and would build a body of rulings that would add up to a policy "so that you will know and we will know just what the rules of the game are to be." A day later the FCC confirmed its chairman's announcement by questioning the commercial proposals of two applicants for television license renewals (see story page 28).

**The Right Place** ■ For his announcement of the FCC's new venture into commercial controls Mr. Henry chose an appropriate forum: the midwinter Washington conference of the Advertising Federation of America and the Advertising Association of the West.

Representative Walter Rogers (D-Tex.) appeared before the same group of advertiser and agency executives an hour after the FCC chief, and once again warned the commission that it lacks the legal authority to promulgate rules setting limits on commercial time. The congressman, who is chairman of the House Communications Subcommittee, has argued with the FCC for a year on this issue and is the author of a bill (HR 8316) that would prohibit the FCC from making rules to weigh advertising time against program time.

The FCC chairman said although he would have preferred taking an even harder line, the agency's decision ending the rulemaking contains "a number of important statements relating to the problem of overcommercialization" and advertisers ought to understand just what the action means.

**Looking For Excesses** ■ Mr. Henry said the FCC staff has been instructed to present applications for renewal showing "excessive commercials" to the

commissioners for action. "And it should be emphasized that this is over and above the cases where there is a deviation between promise and performance," he warned.

Chairman Henry said that during his

programming. "This literally means what it says," he said. "Each licensee must find some community support for his advertising time standards." The commission recognized that one element of the public interest is an appropriate di-



Chairman Henry

FCC Chairman E. William Henry picked another fight with Congress last week when he announced the FCC's new policy to set commercial standards by dealing with individual stations. The leader of congressional



Chairman Rogers

campaign that prevented FCC from setting commercial standards by rule said he would oppose the FCC's new maneuver. He's Representative Walter Rogers, House Communications Subcommittee chairman.

16 months on the FCC, the staff has yet to bring a case to the commissioners because of overcommercialization, per se. The only reason, he said, was that the commission's policy on commercials has been so lenient that no licensee got into serious trouble. "Obviously, something was wrong with our policy," he said in promising stricter policing in the future.

This means, Chairman Henry said, that henceforth each station must justify its commercial practices—just as it now has to justify past and proposed

vision by the licensee between program material and advertising, the chairman maintained.

The decision further recognizes "overcommercialization as a serious problem . . . which requires explanation and further consideration," the chairman told his advertising audience. And, he said, the two major facets of the problem are the time consumed by advertising and the extent to which such advertising is permitted to interrupt programming. "What we propose and all we propose is to bring a little

order out of chaos," Chairman Henry said.

He repeated his statement of last September before the International Radio and TV Executives Society in New York that the FCC needs to establish definitive criteria on overcommercialization (BROADCASTING, Sept. 30, 1963).

**Extent Of Complaints** ■ In answer to a question from the floor on the seriousness of overcommercialization, Chairman Henry said the FCC received 311 complaints on commercials during the month of December 1962. Using his own projection of what he called this "sample," he said this figure could be multiplied by 1,000 to show there were 311,000 Americans dissatisfied with broadcast commercials during the month. This is significant, he said, because the number of complaints was "far and above" those received on any other subject and because a majority of the public does not know where to lodge a complaint against radio and television.

Representative Rogers pointed out that he introduced HR 8316 after the FCC announced its plans to "dictate to broadcasters the quantity of advertising they would be permitted to sell and transmit. . . . It remains my conviction that the commission has no such authority."

He said dismissal of the rulemaking represented "sound judgment" on the part of the FCC, but that legislation still is needed because of the agency's announced plans to consider commercial practices on a case-by-case basis.

Two days later the House Rules Committee scheduled a hearing on the Rogers bill for Friday (Feb. 7). Representative Rogers's subcommittee conducted hearings on HR 8316 in November. It was approved by the parent Commerce Committee a month later (BROADCASTING, Dec. 16, 1963). Representative Rogers has maintained that passage of the measure was important: "I hope enactment will clear the air," he said.

## LBJ would bolster trade commission

President Johnson sent a consumer message to Congress Wednesday (Feb. 5) that urges—among other things—legislation to bolster Federal Trade Commission power to halt unfair practices and false advertising.

The President also cited the all-channel TV set law, which restricts production of VHF-only receivers April 30, and the FTC's program against deceptive television ratings and demonstrations in a review of how "the consumer's position has been protected and strengthened" since 1962.

But the message conspicuously avoided any reference to FTC and congressional pleas for restrictions on cigarette advertising (see page 36).

The Johnson message was much like a similar one sent to Congress in 1962 by President Kennedy, none of whose proposals, such as truth in lending and packaging legislation, restrictions on patent medicine advertising and pesticide sales, have been enacted.

## And the letter writing on commercials starts already

Two Tampa, Fla., television stations last week became the first broadcasting outlets in the country to feel the effect of the FCC's new case-by-case approach to overcommercialization.

The stations are WTVT(TV), owned by the Oklahoma Publishing Co., and WFLA-TV, owned by the *Tampa Tribune*.

Each of the stations reported carrying more than 1,000 spots in the composite week contained in their renewal applications. But although the number of spots caught the commission's eye, it was, reportedly, the apparent difference between promise and performance in commercialization policy that caused the commission to act.

**Deferred List** ■ The commission ordered the stations' renewal applications placed on the deferred list and directed the staff to send letters inquiring into the stations' commercial policies. Five of the six commissioners present favored the action. Commissioner Rosel H. Hyde was said to be the lone dissenter.

The FCC, in abandoning its rulemaking to limit the number of commercials that broadcast stations might carry, said it would deal with overcommercialization on a case-by-case basis.

The order said the staff, in reviewing applications for renewal, would select those showing the heaviest amount of commercialization and bring them to the commission for its "consideration and action" (BROADCASTING, Jan. 20).

FCC Chairman E. William Henry, in a speech before the annual mid-winter conferences of the Advertising Federation of America last week, stressed the seriousness with which, he said, the commission views overcommercialization.

He said the commission, by its order, made clear that the "status quo with regard to overcommercialization will not be tolerated." The commission, he added, is "committed" to action (see page 27).

The chairman spoke on Tuesday, a day before the commission voted to inquire into the commercialization policy of the Tampa stations. The stations in Florida, Puerto Rico and the Virgin Islands, whose renewal date is Feb. 1, were the first to come under commission scrutiny since adoption of the case-by-case policy.

**More Waiting** ■ The staff, reportedly, had the applications of five AM's ready for commission consideration also, but these were said to have been passed over.

The letters to the Tampa stations,

reportedly, will not express criticism but will note that the stations' performances appear to differ from the policies set forth in their last renewal applications and will ask for an explanation.

WTVT, according to its renewal application, broadcast 1,018 spot announcements during the composite week representing its 1961-64 license period. The station said its policy is to schedule spots in the ratio of one minute of announcement to five minutes of broadcast time. However, its composite week showed 28 14½-minute segments in which it broadcast four spots and 45 such segments in which five or more spots were carried.

**Reasons Mentioned** ■ An exhibit conceded the apparent discrepancy and sought to give a number of reasons for it. The exhibit said short programs of 10- and 5-minute lengths are often scheduled sequentially, with the result that four spots are carried in a 14½ minute period.

As additional reasons for an unusually high number of spots falling within the 14½-minute segment, the station cited floating chainbreaks which don't fall precisely on the hour and half-hour; network programs that end before the completion of the 14½-minute period, and



In addition to his legislative requests, however, President Johnson outlined a program to be followed by his new adviser on consumer affairs, Mrs. Esther Peterson, who was appointed last month (BROADCASTING, Jan. 13).

Among tasks assigned her and the President's Committee on Consumer Interests:

- A series of regional conferences with advertising agencies, consumer groups, manufacturers, retailers and government agencies on "problems of adequate consumer information."

- Examination of programs for consumer education in schools on the "fundamentals of budgeting, buying and borrowing."

- Development of "means of keeping the public continuously informed of developments of importance in the consumer field."

Explaining a legislative proposal for the FTC (first offered three years ago), President Johnson said it needs "authority to issue temporary cease-and-desist orders at the outset of proceeding, subject to court review," when the commission thinks it necessary.

the increasing length of chainbreaks.

WFLA-TV, in its renewal application, reported 1,124 spots in its composite week. In 1961, it said its policy is to use the National Association of Broadcasters' commercial code as "guidance" and, as a rule, not to broadcast more than three spots in a 14½-minute segment, unless required to do so by "unusual circumstances."

The station's composite week showed 50 14½-minute segments containing four spots and 48 with five or more. The application also said that in the event more than three spots per segment are carried, they are usually short, so that the total time devoted to the spots doesn't exceed three minutes.

Commission officials, besides expressing concern about the variation between promise and performance, were also said to have commented on the increase in the number of commercials carried by both stations.

WTVT's total number of spots increased from 800, in its 1961 application, to 1,018; and the number of 14½-minute segments containing five or more spots went from 24 to 45. WFLA-TV's total number of spots increased from 822 to 1,124; the number of 14½-minute segments containing five or more spots, from 20 to 48.

## AFA WANTS PROBE OF FTC

### Clorox order attacked; Dixon charges advertising can be used wrongly but admits it is essential

The Advertising Federation of America last week asked Congress to investigate the Federal Trade Commission and to clip the agency's wings in any attempt it might make to specify which kind and how much advertising is in the public interest.

Meeting in Washington last week, the AFA board of directors attacked the FTC's order requiring Procter & Gamble Co. to dispose of its subsidiary, Clorox Chemical Co., as outside the agency's legal authority (BROADCASTING, Dec. 23, 1963). The board adopted a resolution calling for a congressional inquiry of the "departure by FTC from its time-honored role as protector of business from unfair competition and an attempt by the FTC to establish itself as an arbiter of economic philosophy in the U. S."

**Final Act** ■ AFA's board acted at the close of the sixth annual mid-winter Washington conference, sponsored jointly by the federation and the Advertising Association of the West. FTC Chairman Paul Rand Dixon spoke to the advertiser and agency delegates for the third straight year, and although he did not mention the Clorox decision by name he did repeat several of the conclusions reached.

(In the Clorox decision, the FTC said that brand name advertising in a field such as liquid bleaches can be detrimental to the public interest. The agency also ruled that P&G's volume discounts for its many products advertised on TV had resulted in an unfair advantage accruing to Clorox in competing with other bleaches.)

Chairman Dixon charged that advertising "has been used sometimes as a monopolistic weapon to destroy competition and frequently as a false or deceptive one to corrupt it. In addition, very extensive and expensive advertising of a product to differentiate it from similar, if not identical, articles may also result in getting entry to mass markets in excess to that warranted by the facts," he said.

By such advertising, companies strive to make it difficult for newcomers or competitors, the FTC chief said. On the other hand, he said, the FTC knows full well that advertising is essential to a free market economy. The whole country loses, he said, if there is substantial misleading advertising, because the economic system is thereby misdirected.

Responsibility for preventing deceptive advertising begins first with the industry's associations, Chairman Dixon said. "The incentive is plainly self-pres-



Paul Rand Dixon, chairman of the Federal Trade Commission, told the Advertising Federation of America last week the whole country loses if advertising is misleading, because the economic system is misdirected.

ervation," he stated in asking for wide industry support for FTC policing activities of advertising. He said \$4 million of the FTC's fiscal 1963 appropriation of \$11.5 million were spent to protect consumers, principally from false advertising.

**Cigarettes Skipped** ■ The AFA board also considered, but tabled after a lengthy debate, a second resolution urging the FTC not to take "precipitate action" limiting the right of cigarette advertisers to "tell their story with full regard for truth in advertising." The Trade Commission has instituted rule-making which would require all cigarette radio and TV commercials to include a warning that smoking constitutes a health hazard (BROADCASTING, Jan. 27).

The resolution which was tabled also would have urged the cigarette manufacturers to immediately prepare and put into use a code of advertising practice. AAW had adopted a similar resolution two weeks ago.

AFA also authorized a permanent committee to develop official policy statements for the association "quickly whenever an important specific situation develops," such as the FTC's Clorox decision and the cigarette rule-

making. The committee will consult with AFA President Mark Cooper on policy whenever the situation warrants.

In a statement opening the AFA-AAW conference, Arthur Fatt, board chairman of Grey Advertising Inc., New York, charged that regulatory agencies "in their honest zeal for protecting the consumer actually are hurting the object of their affection by needlessly, and at times it seems capriciously, setting up barricades to impede the progress of the market place." These actions, he said, slow sales, discourage innovation and create uncertainty and uneasiness.

Two featured speakers at the conference, Representative Walter Rogers (D-Tex.) and FCC Chairman E. William Henry, expressed diametrically opposite viewpoints on the FCC's authority to establish commercial time standards for radio and television (see page 27).

Marion Harper, president of the Interpublic Group of Companies Inc. (including McCann-Erickson) called for a marketing approach in the fight against poverty in a Wednesday morning breakfast address with members of Congress as special guests. "The contribution of advertising can be to develop more and more effective communications for the successful motivation of people and to assure understanding of advertising's role among government and business leaders who are striving for a faster-growing economy," he said.

**Senate Warning** ■ Jerry S. Cohen, chief counsel of the Senate Antitrust

Subcommittee, questioned whether advertising really is "the voice of free choice." As a substitute speaker for Senator Philip Hart (D-Mich.), subcommittee chairman, Mr. Cohen said that emotionalism rather than rationalism is playing an ever-increasing role in modern advertising and nonprice forms of competition.

Stating that advertising should give facts to the consumer, he warned that government regulation "comes about because some sector of private industry fails to get the job done that ought to be done."

Winton B. Rankin, assistant commissioner of the U. S. Food and Drug Administration, discussed federal regulations on drug advertising. Their basic purpose, he said, is to provide assurances that an advertisement will "fairly and truthfully present the message of what the drug will do, what its limitations are and what side effects and contraindications may attend its use."

He urged advertisers of prescription drugs to use the voluntary pre-clearance service of the administration.

The government official noted that a federal grand jury has returned a 58-point indictment against Drug Research Corp. and its agency, Kastor, Hilton, Chesley, Clifford and Atherton, New York, for allegedly using fraudulent TV commercials for Regimen tablets (BROADCASTING, Feb. 3). The indictment for the first time places the blame for questioned ads on the agency, he said, and has directed attention to sanctions that "can be employed."

## FTC hits Motorola on 'misleading' ads

Motorola Inc. last week was ordered by the Federal Trade Commission to stop misrepresenting to the public the capabilities and characteristics of its radio and television receivers. At the same time, the FTC suspended consideration of charges that Motorola had misrepresented the foreign origin of certain components in its sets as American made and announced an industrywide proceeding to establish trade regulation rules governing foreign components.

In a decision written by Chairman Paul Rand Dixon, the trade commission said that testimony in the case showed that many Motorola competitors, "including the largest and best known radio manufacturers in the U. S.," also use foreign parts in radios. For that reason, the charge against Motorola will be held in abeyance and the FTC will issue later proposed industry regulations, Chairman Dixon said.

The FTC ruled that these typical advertised claims by Motorola are "false, deceptive and misleading": certain radio models will "play hundreds of hours at peak performance on low-priced batteries," "nine times more power to select desired stations, reject unwanted stations," "like carrying a full 10-tube radio in your pocket."

A Motorola claim that its "golden tube sentry system" would triple "TV life expectancy and "eliminate three out of four service calls" was ruled misleading. Also, FTC rejected the company's claim that its 1960 TV receivers all contained 20,000 volts of picture power and 180 volts of video drive.

**Ideal Toy** ■ In a separate decision, the FTC ruled that Ideal Toy Corp. had falsely implied in TV commercials that its battery-powered "Robot Commando" is voice-controlled. At the same time, the FTC rejected an examiner's findings that Ideal's commercials failed to disclose clearly that the robot requires batteries and that the company had unlawfully depicted the movements of a wind-up doll, Thumbelina, in separate commercials.

## ABC takes advertisers on Winter Olympics trek

A group of top advertising and agency executives were attending the Winter Olympics at Innsbruck, Austria, last week as guests of ABC, which was covering the event for TV. Though it was known the group was in Austria, it was not clear whether or not the network wanted it known.

It was indicated that ABC didn't want it "publicized," though the reason was not given. Asked for the list of



## Gas association gets TvB national award

The American Gas Association was given a national award last week by the Television Bureau of Advertising for "outstanding performance of the art of total communication to an industry through advertising." Also honored by TvB at a breakfast in Washington was the New York & New England

Apple Institute Inc., regional winner.

Shown (l to r): Tom Lane, senior vice president of Lennen & Newell, AGA's agency; S. F. Wikstrom, director of the association's promotion-advertising-research department; Norman E. Cash, TvB president, and Dick Eyman, Lennen & Newell account executive.



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# Advertisers Spent Nearly \$2,800,000. on WHO-TV/Radio in 1963!

WHO Radio and WHO-TV are the biggest broadcasting operation in Iowa — and *have* been for many, many years.

Yes, advertisers spend more dollars on WHO and WHO-TV than on any other combination radio and TV station in the state — nearly \$2,800,000. in 1963.

“There must be a reason.” In fact, there are *many* reasons. Ask PGW!

**WHO** RADIO

**FOR IOWA PLUS!**

**WHO** TV

**FOR CENTRAL IOWA**

**50,000 WATTS • DES MOINES • CHANNEL 13  
BOTH NBC AFFILIATES**



Peters, Griffin, Woodward, Inc.,  
*National Representatives*

guests, a network source said no list was available in New York.

A check of several offices of executives said to be on the trip revealed the following:

Confirmed by their offices to be on the trip were Pat Gorman, advertising director of Schlitz Brewing; Nicholas Keesely, senior vice president and general manager of radio-TV at Lennen & Newell; Charles Ryan, director of merchandising-advertising and sales promotion at Firestone Tire & Rubber Co.; Herminio Traviesas, vice president in charge of BBDO's Hollywood office, and Richard A. R. Pinkham, senior vice president, Ted Bates & Co.

Though other persons were reported on the trip including a broadcaster and other agency or advertiser people, the list could not be ascertained last Thursday (Feb. 6).

## 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. Approximate cost is listed, when given by producer.

**Mid-America Videotape Productions division of WGN Inc., 2501 West Bradley Place, Chicago 18.**

International Milling Co., Minneapolis (Robin Hood flour); three 60's for TV, live on tape. Dale Juhlin, director. Agency: Wade Advertising, Chicago. Royal Alcott, agency producer.

Duncan Foods Co., Houston (Butter-Nut coffee); three 60's for TV, live on tape. Dale Juhlin, director. Agency: Tatham-Laird, Chicago. Bill Steward, agency producer.

Home Health Centers, Chicago (health equipment); three 60's for TV, live on tape. Dale

Juhlin, director. Agency: Albert Jay Rosenthal & Co., Chicago. Neal Waldman, agency producer.

**Roland Reed Productions Inc., 650 North Bronson, Hollywood 4.**

Carling Brewing Co., Cleveland (Black Label beer); one 60 for TV, live with Preston Foster. Duke Goldstone, production manager. Agency: Lang, Fisher and Stashower, Cleveland. John Rose, account executive and agency producer. Approximate cost: \$6,000.

**Rose-Magwood Productions, 72 West 45th Street, New York 36.**

Hazel Bishop Inc., Union, N. J. (Lanolin Plus Setique); two 60's for TV, live on film. Jim Rose, production manager. Agency: Daniel & Charles, New York. John DeBenham, agency producer. Approximate cost: \$15,000.

Martinson's Coffee division, Beech-Nut Life Savers Inc., New York (coffee); two 60's for TV, live on film. Howard Magwood, production manager. Agency: Grey Advertising, New York. Charles Powers, agency producer. Approximate cost: \$16,000.

Chemstrand Co., New York (Acrylan and Cumulof); two 90's for TV, live on film (color). Howard Magwood, production manager. Agency: Doyle Dane Bernbach, New York. Ernie Hartman, agency producer. Approximate cost: \$30,000.

Chase Manhattan Bank, New York; one 60 for TV, live on film. Jim Rose, production manager. Agency: Ted Bates, New York. Henry Bate, agency producer. Approximate cost: \$10,000.

**Thirty Three Productions Inc., 266 East 78th Street, New York 21.**

F&M Schaefer Brewing Co., Brooklyn (beer); two 60's for TV, live on film (color). Michael Stehney, production manager. Agency: BBDO. Tom Villante; account executive. Lou Georgaris, agency producer.

Lever Brothers, New York (Lucky Whip); one 60 and one 30 for TV, live on film. Michael Stehney, production manager. Agency: Ogilvy, Benson & Mather, New York.

**TV Graphics, 369 Lexington Avenue, New York.**

Chevrolet (Corvaire); one 120 for TV, live on film (color). Sid Greenhaus, production manager. Agency: Campbell-Ewald, Detroit. Pete Miranda, agency producer.

Beech-Nut Life Savers Inc., New York (Beech-Nut coffee); one 80 for TV, live and stop motion on film. Agency: Charles W. Hoyt, New York. Tom Lee, agency producer.

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

Food Town stores, Atlanta; one 60 for radio, jingle. Charles Barclay, production manager. Agency: Kirkland, White & Schell, Atlanta. Gene Sample, account executive.

## Sears places big order on Chicago's UHF TV

Sears Roebuck & Co., Chicago, affirmed its confidence in UHF television last week by placing a \$100,000 order for time on Chicago's first UHF station. WCIU-TV, on channel 26 took the air Thursday evening in ceremonies including Mayor Richard J. Daley. Sears is promoting all-channel TV sets heavily now.

Other initial sponsors on WCIU-TV include Budweiser and Preparation H.

Placed through Gourfain, Loeff & Adler Adv., Chicago, the Sears purchase calls for 36 hours weekly for 52 weeks



### The newest instant product: contracts

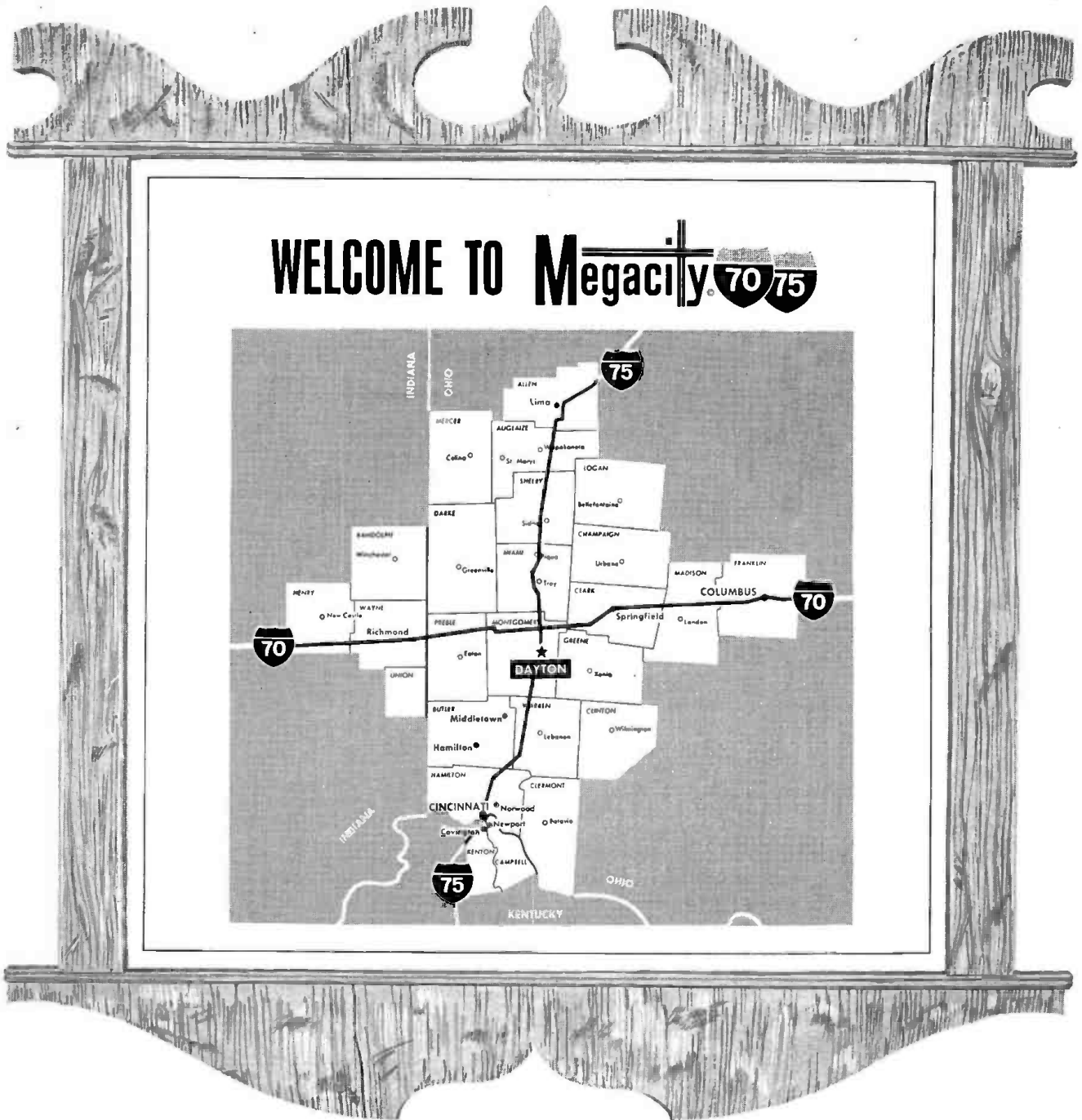
Kal, Ehrlich & Merrick, Washington, through its vice president, Nella C. Manes, became the first advertising agency to sign a master time contract with WMAL-AM-FM-TV Washington. The contract between station and agency is permanent and eliminates the need for signed contracts with each time order.

With Miss Manes (l-r): Robert L. Livingston, WMAL-TV local sales manager; Alexander W. Sheftell,

WMAL local sales manager; Richard S. Stakes, controller and assistant treasurer for the stations, and Alvin Q. Ehrlich, executive vice president of the agency.

The master agreement was formulated by a joint committee of the Institute of Broadcasting Financial Management, of which Mr. Stakes is chairman, and The Advertising Financial Management Group (BROADCASTING, Oct. 28, 1963).





*... the tenth largest consumer market in America*

Within seventy miles of the intersection of Interstate routes 70 and 75 are the business centers of seven metropolitan areas . . . three and one-half million people . . . **tenth** largest consumer market in America! ■ Situated in the geographical center of Megacity 70-75 are the transmitters of WHIO-TV, AM, FM—powered to reach a huge segment of this concentrated audience with a total buying power of over **seven billion**. ■ Let George P. Hollingbery tell you how efficiently and economically you can reach it. ■ Megacity 70-75!

WHIO-TV • CBS • CHANNEL 7

**WHIO**

WHIO-AM-FM • DAYTON, OHIO

Associated with WSB, WSB-TV, Atlanta, WSOC, WSOC-TV, Charlotte, WIOD-AM-FM, Miami, and KTVU, San Francisco-Oakland



1104 FT.

# TOILETRIES TYCOONS



buy WNBC-TV. Top names in the trade all know it's the most efficient means of reaching—and selling—New Yorkers. Among the tycoons:

**Alberto Culver**  
**Avon**  
**Hazel Bishop**  
**Block Drug**  
**Bristol Myers**  
**Chesebrough-Ponds**  
**Colgate-Palmolive**  
**Coty**  
**Helene Curtis**  
**Dow Chemical**  
**Jergens**  
**Lever Brothers**  
**Procter & Gamble**

Take a tip from the toiletries field: whatever the product or service you have to sell, do it on WNBC-TV. . . . Results: beautiful.



**WNBC-TV**  
**NEW YORK**

on WCIV. John Weigel, president of the new independent outlet, described the bulk order as one of TV's biggest.

Sears is sponsoring a Monday-through-Saturday 10 a.m. to 4 p.m. program called *Ultrascope*, an extended, simple time-weather-bulletin format with music background. Regular programming on WCIV begins after *Ultrascope* and runs through the evening with movies, Italian opera, soccer, wrestling, foreign language news shows and weekend features like Mexico City bullfights and tapes of Tom Duggan from Hollywood.

Ted Bates & Co., New York, placed a \$20,000 order for 10 spots weekly for 52 weeks for Preparation H, Mr. Weigel said. Budweiser is sponsor of *Game of the Week* live professional basketball via Sports Network. Budweiser agency is D'Arcy Advertising, St. Louis.

## Station fined for airing 'teaser' announcements

Gordon Collins, owner of WDOC Prestonsburg, Ky., was informed last week by the FCC that he is liable to a \$250 fine for "willful or repeated violations of . . . sponsorship identification rules" by permitting the airing of "teaser" announcements.

The commission said the spots cited were broadcast between Sept. 23 and 25, 1963, and promoted the Bruce Walters Ford Co., Prestonsburg, without identifying the dealership as the sponsor. "The announcements," the commission said, "which constituted a part of a package plan sold to the company, took the form of 'teasers' consisting of the words, 'The Blue Coats are coming, The Blue Coats are coming.'"

Mr. Collins had 30 days to contest or pay the fine.

## NBC-TV sells sports show

NBC-TV announced last week that it has sold its Saturday *Sports Special* (4:30-6 p.m. EST) to five more advertisers, bringing to eight the number of sponsors for the sports variety program.

New advertisers are Brown & Williamson, through Post-Keyes-Gardner; U. S. Rubber, Doyle Dane Bernbach; Schick Safety Razor, Compton; Charles Pfizer, Leo Burnett, and Dodge division of Chrysler Corp., BBDO. Bristol-Myers, Consolidated Cigar and Autolite division of Ford Motor Co. are the other sponsors.

## Agency appointments...

- The Arnold Palmer Co., newly formed sports goods manufacturer, has named Redmond & Marcus, New York.
- Rain Bird Sprinkler Manufacturing Corp., Glendora, Calif., has named Geyer, Morey, Ballard, Los Angeles.
- Lehn & Fink Products Corp., New York, appoints Richard K. Manoff Inc., that city, to handle Stri-Dex medicated pads, and Geyer, Morey, Ballard Inc., also New York, to handle Noreen color hair rinse.

## FM rep firm formed

A new firm geared for FM sales and merchandising has been formed in Cleveland by Thomas M. Ferguson. Impact Media Sales Inc., with Mr. Ferguson as president, plans to serve as local representative for FM stations. He formerly was general manager of WCIV Cleveland.

## Spot TV shows biggest revenue gain in '63

Advertising in 1963 topped \$13 billion according to "preliminary" estimates prepared by McCann-Erickson Inc.'s media research department.

Among the biggest percentage gainers were spot television, up 16.5% over 1962 (with \$712 million) and network radio, up 14% (with \$52.2 million).

Network TV was up 4.5% (with \$1.02 billion), and local TV gained 6.6% (with \$331 million). The TV total was \$2.062 billion, a gain of 8.7%.

Radio's total was \$779.3 million, an increase of 5.9%. Spot radio increased 2%, for an estimated \$233.4

million, and local radio was up 7%, for an estimated \$493.7 million.

National business in newspapers was down 2% (\$766 million). Newspapers' greatest source of advertising revenue was from local advertisers who accounted for 23.1% of all advertising placed in 1963.

Total ad volume for magazines was up 6.4% (at \$1.035 billion), with monthlies the biggest gainers.

Newspapers accounted for 29% of the \$13,050,500,000 advertising outlay for the year. TV registered 15.8% of the total; radio 5.9%, and magazines 8%.

The complete McCann-Erickson report was published in *Printers' Ink*.





## **Why WKTV bought Volumes 1,2,3,4,5 & 7 of Seven Arts' "Films of the 50's"**

### **Says Gordon Gray:**

President and General Manager WKTV, Utica-Rome, New York.

"WKTV purchased Volume 1 of Seven Arts' 'Films of the 50's' in 1961. Since then we have purchased Seven Arts' Volumes 2, 3, 4, 5, and 7. Why? Because our advertisers and viewers have been attracted in ever increasing numbers to our showcase for these films... Million Dollar Movie, Monday thru Friday 5:00 to 6:15 p.m.

"When the count was totaled in our annual 'Viewers Choice' write-in poll by WKTV's audience,

# **THEIR PREFERENCE WAS APPARENT**

and there was no question that we exercised good judgement in contracting for the excellent entertainment value of Seven Arts' 'Films of the 50's.' "



**SEVEN ARTS  
ASSOCIATED  
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

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LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. STate 8-8276

TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193

LONDON W1 ENGLAND: 24 Berkeley Sq. Hyde Park 0671

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



# Tobacco advertisers move their money

## THE DEBATE CONTINUES: WHETHER AND WHEN TO PITCH CIGARETTES

The largest producer of the tobacco industry's Big Six companies—R. J. Reynolds Tobacco Co., Winston-Salem, N. C.—last week made a first move to reshape its broadcast advertising following the government's Jan. 11 report on smoking and health (BROADCASTING, Jan. 13).

The company confirmed that it would pull its spot schedules after 3 p.m. weekdays on radio stations that make a principal appeal to teen-age audiences. But these funds may not be lost to radio.

The Reynolds move came as American Tobacco Co., New York, continued its general withdrawal from sponsorship of sports broadcasts (BROADCASTING, Feb. 3). It also was learned that American Tobacco considers it is taking the "lead" among the Big Six in redirecting its advertising away from youth. American is the second biggest tobacco manufacturer.

**No Cut-Back** ■ It was learned from American Tobacco agency sources, however, that the firm does not intend to cut back on broadcast budgets and will probably rechannel its funds from sports to other sponsorships.

Also confirmed from authoritative spokesmen: American Tobacco will seek out programs which start at 9 p.m. or later for sponsorship on network TV.

R. J. Reynolds denied a report that it has no plans for repositioning the cancelled schedules.

A Reynolds statement said: "It would be erroneous to imply that we are engaged in a massive advertising shift or substantial adjustment in our over-all radio advertising budget.

"This move simply is a part of a continuing evaluation of our advertising with a view toward reaching adult audiences.

"In the case of radio, it is probable that every time period on nearly every station has an audience composed primarily of adults. However, during non-school hours, the ratio of young people in the audience increases on certain stations, according to the musical programming, personality of the announcer, and for other reasons.

"We are giving study to repositioning our commercials occupying certain time periods on certain stations so as to further accomplish our desire to reach adult audiences."

Reynolds indicated it feels its television schedules are presently programed to reach predominantly adult audiences and that any changes in its TV schedules would be prompted by reasons other than attempting to segment an older audience for its television an-

nouncements.

The Reynolds's move came a week after radio outlets in markets of varying sizes—including WMCA New York, KWUN Concord, Calif., and WMHE(FM) Toledo, Ohio—had enacted bans of one sort or another on cigarette commercials (BROADCASTING, Feb. 3).

In other developments in this field last week:

**Jockeying for Position** ■ General Cigar Co. moved into a position left vacant by American Tobacco (BROADCASTING, Feb. 3) in part sponsorship of baseball (Boston Red Sox of the American League). The cigar advertiser acknowledged it may also pursue this tack elsewhere.

■ Brown & Williamson Tobacco Co. demonstrated at least some inconsistency in policy on the part of tobacco advertisers by purchasing participations in NBC-TV's *Sport Special* (Saturday, 4:30-6 p.m. EST) (see page 34).

■ It was reported that several radio broadcasters and/or their station representative companies were preparing statistics and presentations in attempts to emphasize that teen-age appeal in the major markets of the country is overwhelmingly overshadowed by radio's adult audience.

■ Three major cigarette producers—

## Solons grapple with problems of cigarette advertising

The only tobacco legislation receiving attention on Capitol Hill last week was a proposal for a government-backed crash research program to discover ways to make smoking safe, but debate on the controversy continued unabated.

The research plan, in the form of a resolution (HJ Res 916) broadly supported by tobacco state congressmen, won unanimous approval on successive days from the House Tobacco Subcommittee and the Agriculture Committee.

Representative Watkins M. Abbitt (D-Va.), subcommittee chairman and one of the resolution's sponsors, predicted early House passage. The resolution calls on the Secretary of Agriculture to utilize federal personnel and work with private and state interests to discover and eliminate from tobacco "factors, properties, or substances which may be detrimental to health." It was suggested that \$5 to \$10 million could finance the program for a year.

**Tobacco Debate** ■ Earlier in the week Representative Abbitt debated the smoking and health issue on *The Leading Question* (CBS Radio, Tuesday, 6:30 p.m. EST) with Representative Paul A. Fino (R-N.Y.), an advocate since 1955 of tar and nicotine content labeling.

Representative Abbitt opposed labeling requirements but agreed that the government, through the Public Health Service, "has a great obligation to the tobacco industry and smokers" to inform the public, especially young people, of smoking hazards.

But the congressman balked at a question from Paul Niven, moderator, who asked whether the Department of Health, Education and Welfare ought to buy advertising time and space to counteract smoking advertising. "No, I wouldn't go that far," Representative Abbitt said.

Representative Fino said, "I don't think any amount of advertising or lack of advertising will affect how

much people smoke." This should be left to the individual, he said, "but the government should require labeling."

**Praise For NAB** ■ Among other congressional comment was a statement by Representative Kenneth A. Roberts (D-Ala.), chairman of the House Health and Safety Subcommittee, who praised broadcasting Monday (Feb. 3) "for the action it has taken to place restrictions on the depiction of cigarette smoking."

Representative Roberts said the actions of the National Association of Broadcasters represent "a fine example of the sense of public responsibility and self-regulation exercised by broadcasters through their radio and television codes."

Last month the NAB's governing boards approved code review board proposals for restricting ads appealing to youth and examining smoking commercials in the face of developments in smoking and health (BROADCASTING, Feb. 3).

B & W, Philip Morris Inc. and P. Lorillard Co.—cut back schedules for an estimated 8,400 employes in Louisville, Ky., to four days a week. Spokesmen said it was a seasonal adjustment. The same schedule has gone into effect at Reynolds's North Carolina plants. American Tobacco and Liggett & Myers Tobacco Co.s however, said they were working overtime to fill demands for filtered Carlton and Lark cigarettes respectively.

■ Reynolds, meantime, reported 1963 saw the highest sales and earnings in its history. The cigarette maker recorded net earnings at \$129 million, equal to \$3.13 a common share and representing a 6.5% increase over earnings in 1962.

■ Two bills to ban cigarette advertising—one covering basic media, the other distribution of cigarette samples to the young—were introduced in New York state. But the bills' sponsor said chances for passage are slim and he doubts they'll even clear committee.

**Details** ■ General Cigar indicated it may be moving into the breach left by American Tobacco when it decided to pull its advertising out of sports programs on television (BROADCASTING, Feb. 3).

General Cigar's move toward sports last week was through Young & Rubicam. The cigar firm signed for sponsorship of one-third of the radio-television broadcasts of the Boston Red Sox for the coming season, one of the six major league baseball teams' games that were sponsored on the air by American Tobacco. Sponsorship cost the cigar company a reported \$200,000 for its share of the game rights.

A spokesman for the company said that as other sports availabilities are brought to its attention, General Cigar will make a case-by-case decision as to whether the existing marketing situation warrants additional baseball sponsorship.

Other cities where American Tobacco had sponsored broadcast baseball games are Los Angeles, San Francisco, Houston, St. Louis and Detroit.

William O. Wiseman, manager of wow Omaha, was in New York last week armed with columns of figures covering the seven markets of Boston, Chicago, Denver, Los Angeles, the Twin Cities, New York and Omaha. Shown is the percentage of 17-year-olds and younger as against the adults (18 and older) for each three-hour time block in the day on the basis of the average quarter-hour audience.

The presentation showed a teen-age audience in the seven markets from a low of 3% in the noon to 3 p.m. period to a high of 7% at the 6-9 p.m. period.

**In Bill Form** ■ The weight of the surgeon general's report was felt in the

New York state legislature where Democratic Senator Abraham Bernstein introduced two advertisement-restricting bills designed to prevent the spread of the cigarette habit to youthful non-smokers.

Senator Bernstein said one bill would prohibit cigarette advertising on radio, TV and all other media. The other bill, a companion proposal, would prohibit the free distribution to young people of sample cigarettes, particularly at educational institutions. Neither bill contained reference to any other form of tobacco.

The senator was unenthusiastic over prospects for passage of his proposals, however. He said they "may not even get out of committee" and anticipated strong opposition from manufacturers, distributors, advertising agencies and broadcasters. He also noted prompt action on his proposals was not likely because the legislature is holding off on such action pending receipt of a report from a special committee appointed to study the surgeon general's report.

## Tobacco proposal called unrealistic

Establishing definite periods on television and radio in which there would be no cigarette advertising would be unrealistic and meaningless, Ernest Lee Jahncke Jr., NBC standards and practices vice president and president of the Broadcast Pioneers, said last week.

He gave his views in answer to questions after addressing a joint luncheon of the Poor Richard Club and the Delaware Valley Chapter of Broadcast Pioneers last Tuesday in Philadelphia.

Mr. Jahncke told questioners that he personally thought it would be unrealistic to put restrictions on the broadcast advertising of tobacco companies so long as their ads can be carried—in four colors if they wish—on the back covers and in the pages of magazines that are available at all hours of the day and night to young people and adults alike.

He alluded to proposals that cigarette advertising be kept off radio and TV until after, say, 8:30 or 9 p.m. Actually, he noted, young people are watching television and listening to radio later than that as well as earlier.

He suggested that one of the strongest forces leading young people to start smoking is imitation of their parents, and that the logical way to avoid this influence would be for the parents to stop smoking.

He described the surgeon general's report on smoking and health as "dull reading" but "grim reading." However, he pointed out, advertising is only one part of the issue, and radio and TV are only part of the advertising question.

## Business briefly . . .

**The Xerox Corp.**, Rochester, N. Y., through Papert, Koenig, Lois, New York, has purchased full sponsorship in *Our Man in Washington*, a one hour, NBC-TV color special to be broadcast March 3 (10-11 p.m. EST). The program, featuring David Brinkley, will present an informal review of the behind-the-scenes life in the nation's capital.

**Chrysler Corp.**, Detroit, in behalf of its French import car, Simca, plans a \$1 million advertising budget this year chiefly in newspapers and magazines but some radio-TV will be used on market-by-market basis. Chrysler now owns control of Simca. Agency: Richard N. Meltzer Advertising, Detroit.

**Illinois Bell Telephone Co.**, through N. W. Ayer & Son, Chicago, has renewed for the 12th year its sponsorship of the state's annual high school basketball tournament on a network of 12 TV stations. Games will be aired March 20-21.

**The Kirsch Co.**, Sturgis, Mich., through MacManus, John & Adams, Detroit, and **Adolph's Ltd.**, Burbank, Calif., through McCann-Erickson, Los Angeles, have purchased sponsorship in ABC-TV's *The Tennessee Ernie Ford Show*. Kirsch, a hardware manufacturer, starts its campaign March 3, and will run it throughout 1964. Adolph's has also purchased sponsorships in six other ABC-TV daytime programs: *The Price Is Right*, *Trailmaster*, *The Object Is*, *Day in Court*, *Queen for a Day* and *Father Knows Best*. The campaign will feature Adolph's meat tenderizer, Adolph's salt substitute and Adolph's sugar substitute.

## Rep appointments . .

■ **WBJA-TV** Binghamton, N. Y.: Vic Piano Associates, New York, as national representative.

■ **WICU** Erie, Pa.: Avery-Knodel Inc., New York, as national representative.

■ **WBRE** Wilkes-Barre, and **wscr** Scranton, both Pennsylvania: Prestige Representation Organization, New York, as national representative, except in Pennsylvania and Maryland.

■ **KATU(TV)** Portland, Ore., and **CKNW** New Westminster, B. C.: William L. Simpson, Seattle, as regional representative.

■ **KTEM** Temple, Tex.: Clyde Melville Co., Dallas, as southwest representative.

■ **WIOK** Bloomington, Ill., and **KFNF** Shenandoah, Iowa: Mid-West Time Sales, St. Louis and Kansas City, Mo., as regional representative.



# PGA angles to capture golf TV rights

## PHOENIX OPEN IS FIRST TOURNAMENT TO TRY OUT NEW PLAN

Phoenix, Ariz., became a test market last week when the Professional Golfers Association put into action a long-calculated plan to capture the TV rights to professional golf tournaments.

The plan, on the books since the PGA annual meeting in late 1962, calls for a new clause in the association's co-sponsored tournament contracts that "TV rights will be vested in the association," according to Jim Gaquin, PGA tournament manager.

The clause was to take effect with contracts being signed Jan. 1, 1964, and after.

Although tournaments in San Diego and Los Angeles in January preceded the Phoenix Open, the man whom the PGA was relying on to take over the TV rights business wasn't hired until the San Diego tourney.

Martin Carmichael, formerly director of sports contracts, CBS-TV business affairs department was hired early in January to get the best market prices nationally, regionally or locally for TV rights to the 35 or so tournaments the PGA co-sponsors. One expected move is that he'll package some tournaments, much in the manner that the pro football schedules are sold.

After heated negotiations just before the Phoenix Open, the PGA received from the sponsors, the Thunderbirds, the signed contract which gave the association the power to negotiate the TV rights. However, since the Thunderbirds had already signed with Sports Network Inc. for \$5,000 to telecast the concluding hour of the event Sunday (Feb. 8), the victory was more a moral one.

The PGA, cognizant of the huge sums of money now being spent to telecast sports events, hopes to be able to gain a larger share of revenue for itself. While assuring the tournament promoters that they would be given their fair share of any TV money for staging the tournaments, the PGA feels that since the players are the sole attraction, they should have control of the TV rights. The PGA tentatively plans to use part of the money it would get from the sale of TV rights to set up a pension fund for its players.

Although the pension fund, according to Mr. Gaquin, is "still in the embryonic stage," he said nothing can actually be decided for the more than 5,000 PGA members because the association doesn't "actually know the value of our commodity." However, he said,

the money received from TV rights would be divided among the PGA, the players and tournament sponsors.

He cited reasons for the marketing action:

- The PGA feels it has a moral right to take over sale of TV rights since the value of the tournaments is there because of PGA participation.

- The PGA can sell better and make it a more attractive deal.

He added that in the long run he thinks "sponsors (of tournaments) will benefit more by PGA marketing."

However, it would seem that the golfers have a long way to go before putting any such plans into practice.

**Phoenix Meeting** ▪ Their first step was to convince a group of representatives of the tournament sponsors at a meeting in Phoenix that they were entitled to have control of the TV rights. Then, as individual tournament contracts expire, the golfers hope to get each sponsor to sign over the TV rights to the PGA, eventually enabling the association to offer the major tournaments as a package deal to networks and advertisers.

There will be more golf tournaments on television this year than last. In addition to the Phoenix Open, Sports Network will telecast the New Orleans, Doral (Fla.), Cleveland and Western opens. CBS-TV has added the \$200,000 Carling World Championship to its telecast of the Masters and PGA tournaments.

NBC-TV has the Bing Crosby pro-amateur, the Tournament of Champions, the National Open and expects to telecast the World Series of Golf at Akron in September. ABC-TV does not have any tournaments scheduled, but all three networks have been active in promoting exclusive match-play specials on a weekly basis.

However, broadcasters seem to agree that, except for the four or five major tournaments such as the Masters, tournament golf is not that popular with the TV audience. One official said that it was hard to find advertisers for the lesser-known tournaments because golf was a "very expensive" buy in relation to the audience that it attracts.

**Carling Contract** ▪ The PGA also will run into such obstacles as the five-year contract CBS-TV has with Carling and the two years still to run on the Masters contract, two of the biggest tournaments.

Jay Hebert, chairman of the PGA Tournament Committee, indicated in his meeting with the Phoenix sponsors that the players are determined to overcome all these obstacles. The players hope that in the future the sponsors will not dispute the PGA's right to control television rights, but will only have to negotiate as to the division of the money. Should the sponsors balk at giving the TV rights to the PGA, Mr. Hebert indicated the golfers would



### Another unhappy star

The latest of many who have been unhappy about ratings for one reason or other is Red Skelton, whose Tuesday hour, 8-9 p.m., on CBS-TV dropped to 20th place in the latest Nielsen. Red failed to show up for his taping time last week, told reporters he's not going to appear until someone does something about remedying the trouble, which he blamed on the time of his show, too early for a program of its type, he feels, especially in the Midwest, where it starts at 7 p.m.

CBS-TV, with three or four Skelton shows on the spool and ready for airing, wasn't worrying —yet. They'd seen things like this before that had blown over, network executives said. But with Jack Benny, Lucille Ball and Danny Thomas already out of the CBS-TV lineup for fall, it was recognized that the Skelton dissatisfaction could not be dismissed lightly.



# THEY LAUGHED WHEN WE SAT DOWN AND COMBINED RADIO AND TELEVISION . . .

Our broadcast operations are unique. Our personalities appear on both KRNT Radio and KRNT-TV. Most of our executives and staff work in both areas of operation, and our salesmen — and this sort of knocks people out — our salesmen sell both radio and television. To our way of thinking, radio and television go together like ham and eggs. In our sales department, it's like the song, "Love and Marriage" — our salesmen can't have one without the other.

## MEDIA MIX HERE SINCE 1955

The result of this philosophy of operation has been a media mix of radio and television. They're in love with each other, and our clients are in love with them. The union has resulted in an amazing number of satisfied long-term advertisers. We do nearly  $\frac{3}{4}$  of all local television business in this three-station market, and always have since the inception of our TV station 9 years ago. We generally do around half of the total local radio business in this market of six AM radio stations!

Now, this is not because our salesmen are so good, although they are smart, sharp advertising men. It's because they sell broadcast advertising that is good, and here's one of the factors that make it good: They sell the same personalities on both radio and TV.

Some of our advertisers say that personalities well-known on TV are the best thing a radio station can have to sell, and if you think about it, this makes sense. There is a factor involved, called Inter-Media Motivation, which makes it true. All our people are seen regularly on our television station; radio listeners really **know** the person that goes with the voice. There are more widely known personalities on KRNT Radio than on all other local radio stations combined.

## RADIO IMPORTANT TO TV PERSONALITIES

They say that personalities who are heard regularly and continuously on radio are the best thing a TV station can have to sell—same Inter-Media Motivation Factor again. These advertisers have been dem-

onstrating the effectiveness of this philosophy since the start of our television operation 9 years ago. They believe, and their sales prove it, that this KRNT Radio - KRNT-TV media mix is the most all-reaching, most constantly persuasive, most memorable, the surest way to advertising profit known hereabouts. We know of quite a few national advertisers who now believe this, also.

## YOU'LL GET RESULTS USING BOTH

If you aspire to sell as if you really owned the products you advertise — if you think of yourself as having a big inventory and having to move it quickly at a profit — then you will want to give careful thought to this most all-reaching, this quickest, surest way to advertising effectiveness, as so many of these local advertisers have done.

The media mix of KRNT Radio and KRNT-TV—served up by the best-known personalities in this part of the country, in an atmosphere of friendliness and warmth, and heavily cross-promoted over these two outstanding broadcast facilities—will get you the results you must have in this competitive market place.

We believe without reservation that the most powerful media mix is radio and television and that, in our case, where radio and television are so married to each other, KRNT Broadcasting offers you your best media buy. Out here in the center of Iowa and the U.S.A., we're demonstrating a great truth. You can't beat advertising results. We sell sales.

# KRNT KRNT-TV

**DES MOINES**

*An Operation of Cowles Magazines  
and Broadcasting, Inc.*

REPRESENTED BY THE KATZ AGENCY, INC.

**CORRECTION** We regret that an error was inadvertently made in our "Rifleman" ad January 27th issue of Broadcasting. The WHTN (Charleston-Huntington, W. Va.) rating story incorrectly showed the call letters of WUSN, (Charleston, S. C.). We hasten to correct this information as shown below and apologize to the stations involved.

**STRIPPED IN CHARLESTON-HUNTINGTON  
AGAINST NEWS AND ACTION**

**LEADS ITS TIME PERIOD 7 P.M...DOUBLES  
THE RATING AND SHARE OF LEAD IN  
NOV. 1963 ARB (M.T.W.T.)**

	Rating	Share	Lead In	Rating	Share
<b>WHTN</b> THE RIFLEMAN	18.4	38.8	GIANTS/MAST/BEA PIONEER	8.3	19.0
HUCK/SLADE/MAR- VIN/RIPCORN	18.3	38.6	HUNT/BRINK	25.8	58.3
ESSO RPTS	10.1	21.4	CBS NEWS	9.8	22.5

... AND MOVED STATION FROM LAST TO FIRST PLACE

FOUR STAR DISTRIBUTION CORP. • 600 FIFTH AVENUE • NEW YORK 20, N. Y.



The Port of Houston, where more than 4,000 ships a year move almost 60 million tons of cargo. The port and its industrial complex constitute a prime generator of Houston-area wealth.

**K-NUZ** is the prime generator of sales for products marketed in Houston... one of the nation's three greatest ports!

**K-NUZ**  SOLD IN COMBINATION  
WITH KAY-C, BEAUMONT

**THE KATZ AGENCY, INC. — NATIONAL REPRESENTATIVE**  
IN HOUSTON CALL DAVE MORRIS • JACKSON 3-2581

then try to find new sponsors.

At present, rights to golf tournaments run as high as about \$70,000 for such major tournaments as the PGA. Although this does not seem like much in comparison with football and baseball, tournament sponsors have found it difficult to attract networks and advertisers because of the competition from baseball and because of summer-time activity by the viewers. As a result, some promoters have had to settle for a minimum guarantee from networks depending on the number of advertisers who can be found and the number of stations that will pre-empt regular shows.

Mr. Gaquin noted that rights to some tournaments had gone for as little as \$1,000-\$1,500.

Richard E. Bailey, president of Sports Network, said that SNI might have to change its plans to do more golf programming if the golfers gain control of the TV rights.

"We had hoped to promote golf and make it a good vehicle for TV," he said. "But if it is going to be a matter of golf pricing itself out of the market, then we can't help build golf and then have to drop it for price reasons.

### Task force to review AP's broadcast wire

Wes Gallagher, general manager of the Associated Press, announced last week that a special "task force" has been appointed to review the output of approximately 60 AP bureaus in the U. S. that file news on the broadcast wire. The broadcast service is received by some 2,400 radio and TV stations.

Mr. Gallagher said the main objective of the inspecting group is to "raise the standard of broadcast writing and editing on the regional level." The task force will try to determine whether the AP member stations are being served correctly with up-to-date news.

The investigation is expected to continue throughout 1964. A report summarizing its progress will be delivered to the Associated Press Radio and Television Association at the group's annual meeting next September.

### Seven Arts to release Vol. 9

A three-day meeting of the Seven Arts Associated sales staff, which begins in New York today, will be followed by the syndication company's release of a feature-film package and a concert series, it was announced last week.

To be released are Seven Arts' four-part *Volume 9, Films of the 50's* and a second series of 13 hour-length concert specials featuring the Boston Symphony Orchestra.



## Us Hayseeds Get Around!

Maybe you'll never believe it until you see it— but though some of our pastimes may seem rather rural, *the Red River Valley is one of the highest-living, richest-spending areas in the U.S.A.\**

Since almost the very beginning of radio and/or television, WDAY and WDAY-TV have been the favorite, leadership stations in the Red River Valley. Ask PGW to show you the list of schedules we are carrying from top-notch national advertisers — and the reasons why.

\* Fargo-Moorhead is always among the very top leaders in Standard Rate & Data's ranking of Metro Area Retail-Sales-Per-Household. Why? Well, as the Encyclopaedia Britannica says (see "Red River Valley") — this is one of the most fertile agricultural areas in the United States. Look up *both* these references, and see for yourself!

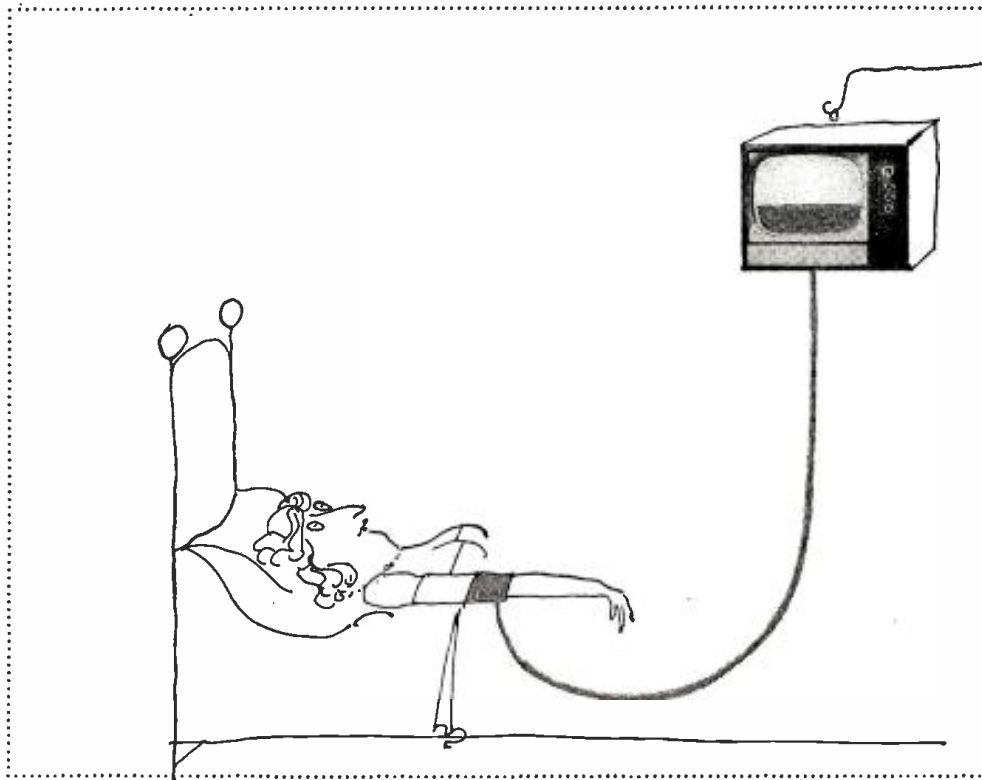
BROADCASTING, February 10, 1964


**WDAY**  
 5000 WATTS • 970 KILOCYCLES • NBC  
 and  
**WDAY-TV**  
 AFFILIATED WITH NBC • CHANNEL 6  
 FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC.,  
 Exclusive National Representatives





Some women can't live without it. Indeed, our daytime line-up is such a vital part of their lives that the 9 most popular programs are all ours. Of our 16 daytime programs, 12 are in the Top 15. The ladies have taken us to their hearts.  
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, October 1963-January I, 1964)



**We didn't expect that big  
a hand this season. But the  
spontaneous applause for our  
nighttime schedule gives us 9 of the  
Top 10 programs, 15 of the  
Top 20, and five of seven nights.  
That about wraps it up.  
The 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)

# First-run shows up, off-networks drop

## SOME TOP-RATERS COMING INTO SYNDICATION; NEW PRODUCT PROMISED

New off-network syndicated programs coming into the television market this year will be shorter on quantity than in the past several seasons. But, proportionately, they will pack more audience appeal than in the past.

Of the seven series which have already been designated for sale to stations at least four were top runners while on the networks. Although more than twice as many programs came off the networks last year only about a third of them had commanded high ratings on the networks.

Taken from another angle there are expected to be more first-run programs produced specifically for syndication this year than there were in 1963. Al-

years, off-network programs have dominated the syndication field. At this time last year, 24 programs that had been carried on ABC-TV, NBC-TV and CBS-TV were ready for release to the syndication marketplace (BROADCASTING, April 22, 1963) and by the fall of 1963 the total grew to more than 30.

In contrast, as of last week seven off-network series had been committed definitely to syndication this year, although the total will increase in ensuing months as syndicators evaluate their backlog and current marketing conditions.

The drift away from off-network in 1964 also is pointed up by a 1961 BROADCASTING report showing that there were 23 off-network series released by

time scheduling.)

**Only 23 Programs** ■ Though an accurate projection is difficult to make at this time, the most optimistic estimate would be for 14 off-network and nine first-run programs in 1964 for a total of 23.

In 1963, a compilation by one leading syndicator placed the total of off-networks and first-runs at 40.

The reasons for the decline in off-network are varied:

■ From 1959 through 1963 more than 100 such series were offered for syndication, coming from a backlog that dated back to the early 1950's. In essence, the reservoir of marketable programs has now been tapped.

■ Syndicators are becoming more cautious. One distributor estimates that at least half of the series offered for sale have not turned a profit. Residual costs run high—at least \$4,000 per episode for two runs—and sales and other expenses often run expenditures up to a point where a profit is difficult to attain.

■ The flood of programs in prior years tended to depress prices. There is agreement by syndicators that a more orderly, selective release will hopefully make the marketplace less competitive.

■ There is a realization that the area of profitability may lie in concentrating on sales of off-network shows that have been in syndication for a year or two and have done well. With a demonstrated syndication track record, these properties prove attractive in markets in which they have not been sold. Selling costs will not be high since residuals often have been paid.

Off-network programs definitely earmarked to go into syndication this year are: *Route 66* (150 hours) and *Empire* (32 hours) from Screen Gems; *Car 54, Where Are You?* (60 half hours) from NBC Films; *Marshall Dillon* (reruns of *Gunsmoke*, 233 half-hours) from CBS Films; *East Side/West Side* (26 hours) and *New Phil Silvers Show* (32 half hours) from United Artists Television, and *77 Sunset Strip* (180 hours) from Warner Bros. Television.

**Possibilities** ■ Other off-networks that loom as possibilities are *Ensign O'Toole* from Four Star Distribution Corp.; *The Travels of Jaimie McPheeters* from MGM-TV and *Richard Boone* from NBC Films. Several distributors noted they are considering other properties for release, but decline to discuss them.

First-run properties definitely slated for syndication are *America* (39 half hours) from CBS Films; *Zero One* (26 half hours) from MGM-TV; *Human Jungle* (26 hours) from United Artists

### TvQ's top 10 for January by age

Rank	Program	Total Audience TvQ*	Age groups				
			6-11 TvQ	12-17 TvQ	18-34 TvQ	35-49 TvQ	50+ TvQ
1	Bonanza (NBC)	54	59	68	47	47	56
2	Beverly Hillbillies (CBS)	50	82	63	42	42	41
3	Disney World of Color (NBC)	48	76	51	42	42	43
4	Saturday Night Movies (NBC)	43	48	51	46	41	34
5	Andy Griffith (CBS)	42	57	44	38	37	42
5	Red Skelton (CBS)	42	69	47	37	34	38
7	The Fugitive (ABC)	41	33	41	49	42	32
8	Combat (ABC)	39	56	43	44	33	26
9	Dick Van Dyke (CBS)	37	60	44	37	31	27
9	Dr. Kildare (NBC)	37	45	38	34	29	43
9	Gunsmoke (CBS)	37	48	34	28	33	44
9	Virginian (NBC)	37	42	32	33	36	41

\* Percentage of those familiar with program and who say it is one of their favorites.  
Copyright Home Testing Institute Inc., 1964

though producers were reluctant to name the new programs they had in mind several major companies told BROADCASTING they expected they would offer from one to three first-run series to stations during the next few months.

While the backlog of new off-network material appears to have been substantially depleted, this year's known entries in this category are dominated by shows that were front-runners in the ratings during their network runs—among them the half-hour *Gunsmoke* programs, *Route 66*, *77 Sunset Strip*, and *Car 54, Where Are You?*"

These conclusions emerged from talks last week with officials of leading production and syndication companies, station-group operators and independent stations. It was emphasized, however, that although the broad outlines of 1964's new syndication offerings are now apparent, the final outcome must await the locking-in of network schedules, which will pinpoint the new off-network possibilities more precisely.

**1964 Is Different** ■ For the past four

July of that year (BROADCASTING, July 17, 1961).

The volatile nature of the syndication business is underscored by the emergence of a somewhat stronger movement toward first-run production. In 1963, there were three such programs in syndication (*The Little Hobo*, *The Saint* and *The Lee Marvin Show*).

Four new first-run series have been officially earmarked for syndication this year, and some distributors indicate strongly that as many as five additional such programs may be announced within the next 60 days.

If plans for first-run materialize, 1964 will be the most formidable year for this type of program since the late 1950's when first-run went into eclipse because of rising production and distribution costs, vanishing time slots due to network occupancy of more station periods and the disaffection of regional advertisers. (The term "first-run" here signifies programs of prime or near-prime-time caliber and does not apply to series intended largely for fringe



Television and *Man of the World* (20 hours) from Independent Television Corp. Significantly, three of these series—the exception being *America*—were produced in Britain and have recouped some of their costs by exposure in the United Kingdom and in the Commonwealth countries.

Several distributors said they would make decisions within the next few months on producing additional first runs.

A sampling of executives at leading station-group organizations indicated, by and large, that there was no serious program shortage. They cited these points:

- There has been an overabundance

a network program. But they acknowledge that both these considerations—the ABC-TV move and the option time matter—are still very much in the “iffy” area and may not “shake down” for several more months.

The view that 1964 would be largely a year of concentrating on sales of off-network series that have been released in the past was stressed by Hal Golden, vice president for syndicated sales of MCA-TV. He noted that MCA-TV has had “considerable success” with *M-Squad* and *Leave It to Beaver*, among others, but emphasized that many markets haven’t bought these shows.

“I think an important point is that stations are watching the syndication

dip in new program series: production costs are “substantially higher”; there is “so much earlier off-network product still around” and the competition is rugged, particularly in two- and three-station markets.

“But I am hopeful that with ABC-TV turning about an hour and a half to stations there will be more opportunity to make sales.” Mr. Harper ventured. “On the other hand, I haven’t seen any substantial change in the last 12 months resulting from option time abolition.”

The decline in product offering this year was interpreted as a “hopeful” sign by William Breen, vice president, sales, NBC Films. He pointed out the market



Mr. Breen



Mr. Kotler



Mr. Firestone



Mr. Harper



Mr. Golden

There was some division of opinion among syndicators and producers last week as to whether more series offered to stations for the first time this season would be new product or would come off the networks. Among those who expected sales of off-network programs to predominate were Hal Golden, MCA-TV; Richard Harper, MGM-TV; William Breen, NBC Films; Len Firestone, Four Star, and

Joseph Kotler, Warner Bros. Television. Among those promising first-run product were Robert L. Seidelman, Screen Gems; Pierre Weis, UA-TV; Abe Mandell, ITC and James T. Victory, CBS Films. Jack Kuney, Westinghouse Broadcasting finds local shows best. Several expected additional off-network programs to become available for syndication as schedules shake down.



Mr. Seidelman



Mr. Mandell



Mr. Weis



Mr. Victory



Mr. Kuney

of such programs in the past and selections still can be made from a large backlog of current and old off-networks.

▪ Many stations have bought series of 100 episodes or more in the past and are still scheduling them.

▪ Many of the larger stations have been developing local-interest programs or have access to series from “sister” stations when they are part of a group.

There was a general but by no means unanimous opinion among distributors and station officials that the syndication picture will be brighter this year. They are heartened by reports that ABC-TV will relinquish three half-hour periods and perhaps more to its affiliates next fall. They mention, too, that the abolition of network option time will have its first real test this fall when stations can elect to substitute a syndicated show for

records of off-network shows,” Mr. Golden commented. “Some shows that had great network records fell flat on their faces in syndication, and vice versa. Now we have a track record for off-networks and it stands to reason that some of these shows, on the basis of their syndication ratings, will be bought by markets that were reluctant the first time around.”

**Lean Year** ▪ Richard Harper, director of syndication and feature film sales for MGM-TV, agreed that 1964 promises to be a “lean year” for new product, though he mentioned that his company is syndicating *Zero One* and may release *Jaimie McPheeters*. He echoed Mr. Golden when he said that MGM-TV will accentuate “depth selling” of the series it already has in distribution. Mr. Harper cited these reasons for the

was “glutted” last year when many series were offered. The situation, he said, is more promising this year with fewer new programs scheduled for release. He believes more time will become available as a result of the relinquishing of periods by ABC-TV and perhaps other networks. NBC Films is firm in plans to release *Car 54* and may decide to offer other series later, Mr. Breen stated.

**Mop-Up Period** ▪ Alan Silverbach, director of syndication for 20th Century-Fox Television, reported that Fox intends to keep busy selling shows currently in syndication that have not been sold as widely as their potential would indicate. He characterized 1964 generally as a “mop-up” period, during which series that have performed well in syndication during the past year will

be emphasized to station clients. The return of time by networks is "obviously a plus in terms of sales opportunities," he observed.

CBS Films is one distribution company that plans to release a fairly substantial number of syndicated program series this year. James T. Victory, domestic sales vice president, pointed out the company is offering 233 half hours of *Marshall Dillon* (network reruns of *Gunsmoke*) and the new *America* series and is considering the release of one or two other series, which he could not name at this time. He agreed that many stations have backlogs of properties they bought in the past, but stressed that they often want to buy something "new." The reported opening of time held by the networks should prove beneficial to the syndication business, he added.

Three production-distribution companies that are eying the first-run syndication market are Screen Gems, ITC and UA-TV. It is significant that Screen Gems is examining this area because SG, once a leader in first-run, has accentuated the sale of network and off-network series and feature films in recent years.

Robert L. Seidelman, vice president in charge of syndication for Screen Gems, disclosed that "we are working on several first-run projects and we will come to a decision within the next 30 days." The time may be "ripe," he said, with networks indicating they will give more time back to stations. The decision to plunge into first-run will be based on SG's judgment that time will be available and that stations want to pay the price for such shows, Mr. Seidelman stated. For 1964 SG also is offering *Route 66* and *Empire*, both off-network series.

**Two First-Runs** ■ Pierre Weis, vice president and general manager of UA-TV's syndication division, revealed that the company intends to release two first-run series later this year in addition to *Human Jungle*. He conceded that time slots are "tight," but claimed that "if you have a good show, stations manage to find the time." He said stations are looking for "something new" and pointed out that without an intensive sales effort, *Human Jungle* has been sold in 18 markets, including New York, Los Angeles and Houston.

Abe Mandell, executive vice president of ITC, offered the view that "the bloom is off the off-network rose." He said ITC hopes to make available shortly two first-run series, a half-hour and a one-hour program. Mr. Mandell claimed that the large number of off-networks posed a problem in that they "flooded the market." He is encouraged that new first-run will find "greater acceptance" in 1964. (It is known that *Man of the World*, starring Craig

Stevens, is one of ITC's first-run entries.)

Joseph Kotler, vice president and general manager of Warner Bros. Television, believes the industry is moving steadily in the direction of the large-scale operation and the era of the small syndicator is past. The increasingly rugged competition places a premium on large product sources which can handle large distribution costs and provide stations with related services, such as merchandising and promotion. He noted that WB is releasing the successful *77 Sunset Strip* series and plans to offer two additional off-network properties, which he could not identify at this time. He believes Warners will have "an excellent year."

Len Firestone, vice president and general manager of Four Star Distribution, in the forefront of distributors who last fall predicted there would be a new product shortage this year (BROADCASTING, Sept. 30, 1963), noted that some stations had "stockpiled" series for this contingency. He believed that many successful off-network series, such as

Four Star's *Rifleman*, will be bought in additional markets this year. Four Star may release *Ensign O'Toole*, he said, but no definite decision has been made.

**Enough Programs** ■ One executive at a station group said the management was not "concerned" with a drop in program supply. He insisted there was an "adequate" number of programs from this year or previous years to choose from and added: "our stations have done well. We expect to do just as well this year. People keep saying there will be a program shortage, but time periods always get filled."

Jack Kuney, national TV program manager for Westinghouse Broadcasting Co., offered another slant to the syndicated program situation.

"I think the market is saturated with syndicated shows. At our stations there is a move toward local, live programs. Many of these shows are better in quality than syndicated shows, and I feel the syndicators should improve their product if they want to stay in business."

## Is Section 315 suspension dead for '64?

### YOUNGER TELLS HOUSE THAT IT'S IN 'THROES OF DEATH'

While a key Republican member of the House Commerce Committee last week mourned the "last painful throes of death" of a resolution to suspend Section 315 for the presidential and vice presidential campaigns, one of the party's leading candidates for the presidential nomination indirectly added support to anti-passage forces.

As recalled in a floor speech Monday (Feb. 3) by Representative J. Arthur Younger (R-Calif.), senior Republican on the House Communications Subcommittee, HJ Res 247, the resolution, has passed both the Senate and the House in slightly different (although believed to be reconcilable) versions but has not been brought before the House again for a final vote (BROADCASTING, Dec. 16, 1963).

Representative Younger suggested, with an eye on President Johnson's alleged aversion to TV debates, "it might have some adverse effect on the image of one of the presidential candidates." President Johnson has not expressed himself publicly on whether he would appear with an opponent, although President Kennedy, who used the 1960 joint appearances to his advantage, had promised to join his 1964 opponent.

Meanwhile, Senator Barry Goldwater (R-Ariz.), seeking the GOP presidential nomination, said on the *Jack Paar Show* (NBC-TV, Friday 10-11 p.m.) Jan. 31 that if he were President, he would not debate his opponent.

Paar: You wouldn't?

Goldwater: Why buy his audience?

Let him get his own.

Paar: Really?

Goldwater: Well, that wouldn't be the motivating thought behind a refusal. I think it's kind of dangerous to subject the President of the U. S. to the questioning or to debate. After all, his is the most responsible job in the world and he might just slip and say something inadvertently that might, could even change the course of history.

Another GOP contender, New York Governor Nelson A. Rockefeller, has said he would debate if he were the nominee (BROADCASTING, Aug. 5, 1963).

Representative Younger commented on Senator Goldwater's remarks: "I think he was being very honest."

**Smoking It Out** ■ He said that "if broadcasters get behind it [HJ Res 247], we can smoke it out. . . . I would like to see the broadcasting people who promoted this, who thought it was such a hot idea last June . . ." work to bring it to the floor.

In his Monday speech Representative Younger said he thought a Jan. 17 *Washington Post* article on HJ Res 247 was killed after it ran in the first edition "because it contracted the most deadly disease known to the journalistic world as managed news." He said he "had it on very good authority that it was the White House that stopped publication."

The *Post* said Tuesday (Feb. 4): "After the story in question was further developed in detail, it was published in its entirety in the next day's editions of the *Washington Post*."



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# Wagner buys part of Peter Frank company

## PAYS MORE THAN \$1.5 MILLION FOR THREE DIVISIONS

A new radio program organization, Morton J. Wagner Companies Inc., came into being last week. It was formed by a combination of the creative, producing and selling divisions of the Peter Frank Organization, which Mr. Wagner purchased from Mr. Frank at a price said to be well in excess of \$1.5 million.

Mr. Wagner, who for the past 19 months has been executive vice president and managing director of PFO, is president of the new firm, which will be strictly a holding company. Its operations will be handled by subsidiaries or divisions.

The sales arm is Richard H. Ullman Associates (Richard H. Ullman Inc. when it was a branch of PFO), "a field force of 12 men—all former top echelon station executives—and we expect the total to rise to 15 by NAB convention time," Mr. Wagner said.

Two classes of Ullman stock have been issued, the Class A voting stock held by Mr. Wagner and his financial associates, and the Class B, nonvoting stock which will be apportioned among the Ullman salesmen as part of a profit-sharing plan. The group will elect officers and directors to represent it in company planning sessions.

**Creative Division** ■ The creative branch of Morton J. Wagner Companies is the Dallas-based organization that has



Mr. Wagner

been known as PFO Radio & TV Productions and now is called MusiCreations Inc. The function of MusiCreations is to create the product that the Ullman organization sells to radio stations. In addition to this material, MusiCreations also creates commercials

for advertising agencies and their clients through a MusiCommercial division that has its own sales and creative personnel. Ullman sells only to stations.

The MusiCommercial division is presently serving such regional and national accounts as Delta Air Lines, American Bakeries, Citizens and Southern Bank of the South, Lone Star Brewing Co. and many more, Mr. Wagner reported.

The program material and program aids created by MusiCreations are produced at the Hollywood headquarters of MJWC by Stars International, which is a division of the parent company whereas Ullman and MusiCreations are separate companies.

"Nearly a third of the nation's radio stations are currently using our material," Mr. Wagner said, "and we'd like to increase that figure. We want to be the General Motors of the business."

**Radio Drama** ■ The company is ready to supply stations with half-hour radio dramatic series such as *The Adventures of the Falcon*, *The Amazing Mr. Malone* and *Night Beat*.

It also has made an arrangement with Radio New York Worldwide to serve as exclusive sales agent for a New York World's Fair package which starts with a basic service of three five-minute or one quarter-hour-on-the-spot report per week, plus 10 one-minute news feature reports from points all over the fair grounds.

The Peter Frank Organization retains several subsidiary companies, including Omar Music Co., a library of music for TV program themes and background which is now used by some 50 video series including *Lassie* and *The Untouchables*. Mr. Frank also has an application before the FCC for a new radio station in Houston, filed with James Higson, former program director of KHJ-TV Los Angeles.

## 'Project 120' to be specials, not a series

Production realities on its proposed *Project 120* series, the two-hour movies made for television that NBC-TV tentatively had scheduled for its 1964-65 lineup (Wednesdays, 9-11 p.m.), has caused the network to revamp its programming plans for Mondays and Wednesdays.

The first of this series, "Johnny North," took some eight weeks to produce.

NBC-TV says that the Monday night movies will be switched to Wednesday evening and that occasional *Project 120* movies, being produced by Revue, will be telecast as specials in both the Wednesday and Saturday night movie time slots.

To fill the two-hour Monday period, the network plans to put a variety pro-

## McIntire strikes out on equal time appeal

Dr. Carl McIntire has tried, and failed, to enlist the FCC in an effort to obtain time on NBC. He wanted the time to attack the FCC policies.

Dr. McIntire, president of the International Council of Christian Churches and long a bitter critic of the FCC, had wired NBC demanding equal time after FCC Chairman E. William Henry appeared on *Meet the Press* on Dec. 8.

Pertinent portions of Dr. McIntire's wire to NBC, the network's response, and the commission's comment on Dr. McIntire's complaint about NBC were made public by the FCC last week.

Dr. McIntire, in his telegram to NBC, had complained that "true condition concerning denial of free exercise of religion and freedom of speech to broadcasters [was] not presented" during the *Meet the Press* program on which chairman Henry appeared.

He also asserted that he wanted to appear on the network to discuss

"cancellation of programs because of the [commission's] fairness doctrine; impossible demands made on broadcasters; censorship of clergymen's sermons; dictation of content of speeches resulting from FCC directives; intimidation and fear created in industry by FCC.

"Calls for full congressional investigation of FCC including lower echelons of commission with commission lawyers" should also be discussed, he said. "All these need to be fully explained before the American people. FCC today is a controversial subject."

NBC, however, replied that none of the matters which Dr. McIntire wanted to discuss were mentioned on the program. As a result, the network said, "there would seem to be no basis for consideration by us of a request on your part to reply to a point of view concerning them."

The commission—with Chairman Henry not participating—upheld this judgment. The vote was 5-0.



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Gubernatorial candidates deLesseps Morrison (l) and John McKeithen

## Louisiana's 'Great Debates' a success

Seeing no reason for "Great Debates" to remain exclusively national, five Louisiana TV stations banded together to cover statewide primary election returns decided to add an exchange between the contenders.

The stations, WWL-TV New Orleans, WBRZ-TV Baton Rouge, KSLA-TV Shreveport, KNOE-TV Monroe-West Monroe, and KLFY-TV Lafayette aired a three-hour and 45-minute debate among nine of ten Democratic candidates for governor six days before the first election, and a second one-hour prime-time debate between John McKeithen and deLesseps Morrison nine days prior to the runoff. Candidates in both cases

were questioned by news directors of the participating stations. (Since Louisiana has no sizable Republican party, winning the Democratic primaries is tantamount to election.)

Although the debates were run as a public service, Frey Meats, a Louisiana-based meat packer, paid \$47,000 for coverage of the returns, a venture which increased sales.

Said Mr. Morrison of the enterprise: "Never before in the history of the state have the voters been so well informed. They knew the issues and they knew the candidates. Television can be very proud of itself. No other medium could have done such a job."

gram in the 9-10 p.m. slot and insert a drama program in the 10-11 p.m. period. The titles of these programs were not identified.

NBC-TV also said it hoped the *Project 120* series would become a regular weekly program for the 1965-66 season.

Meanwhile, CBS-TV has not yet decided how it will fill the Monday period left vacant by Lucille Ball's decision to terminate her series at the end of the current season (BROADCASTING, Feb. 3).

## Controversy over 'East Side/West Side'

A B'nai B'rith Anti-Defamation League "Special Television Award" made Feb. 2 to David Susskind for his *East Side/West Side* episode of "No Hiding Place" provided the platform for a tempest in a teapot over CBS-TV's decision to cancel the TV series.

Mr. Susskind, who has actively, but unsuccessfully, campaigned to have CBS-TV retain the series, said that one

of the contributory reasons to the network's decision to cancel the show was that 26 Southern stations had refused to carry the "No Hiding Place" episode. The program, which first was telecast Dec. 2, 1963, and repeated Feb. 3, dealt with the problems a Negro family faced when it moved into a white neighborhood.

CBS-TV said only one Southern station refused to carry the repeat of the telecast. The network also said that it has added about 20 new stations, half of them from the South, to the number of stations now carrying *East Side, West Side*. Of the 190 CBS-TV affiliates, 152 now carry the program. Although the network admitted that it had expected more affiliates to carry the program from the beginning, the recent station additions had brought it up to about par with other programs.

When questioned later, Mr. Susskind regretted any inference that he might have made that he was criticizing CBS-TV's decision to cancel *East Side/West Side*. He said he had meant his speech

to be nothing but laudatory of the network's efforts to keep the program on the air.

Mr. Susskind said he believed the network had lost about \$1.9 million on the program because of two, unsold commercial minutes each week, and praised its "statesmanship" in going through with 26 episodes even though it could have cancelled at any time.

To prove that relations between himself and CBS-TV were "never better," Mr. Susskind noted that his Talent Associates - Paramount Ltd. production company has sold a new one-hour series, *Mr. Broadway*, to the network for the 1964-65 season.

## Film sales . . .

*The New Breed* (ABC Films): Sold to KTVU(TV) Oakland-San Francisco and KNTV(TV) San Jose, Calif. Now sold in 45 markets.

*Bowery Boys* (Allied Artists TV): Sold to WJBK-TV Detroit; WGHP-TV High Point, N. C.; WZZM-TV Grand Rapids, Mich.; KBOI-TV Boise, Idaho; KBMT(TV) Beaumont, Tex., and KLFY-TV Lafayette, La.

*Amos 'n' Andy* (CBS Films): Sold to WTVM(TV) Columbus, Ga.; WSPA-TV Spartanburg, S. C.; WPTV(TV) West Palm Beach, Fla., and WCYB-TV Bristol, Va.-Johnson City-Kingsport, Tenn.

*December Bride* (CBS Films): Sold to KXTV(TV) Sacramento, Calif. and KIRO-TV Seattle.

*Navy Log* (CBS Films): Sold to KHVH-TV Honolulu.

*Phil Silvers* (CBS Films): Sold to WAFB-TV Baton Rouge.

*San Francisco Beat* (CBS Films): Sold to KHVH-TV Honolulu.

*Wanted: Dead or Alive* (CBS Films): Sold to WTVJ(TV) Miami; WLOS-TV Asheville, N. C., and KSLA-TV Shreveport, La.

*World of Giants* (CBS Films): Sold to KENS-TV San Antonio, Tex.

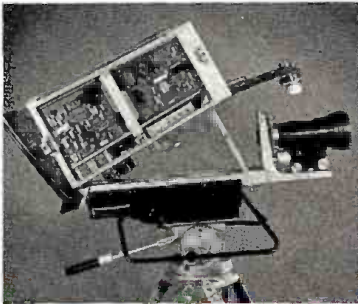
*Volume 8 features* (Seven Arts Associated): Sold to KLZ-TV Denver; KSHO-TV Las Vegas; KGMB-TV Honolulu; WTVJ(TV) Miami, and WLOS-TV Asheville, N. C.

*Volume 7 features* (Seven Arts Associated): Sold to KENS-TV San Antonio, Tex.

*Volumes 4 & 5 features* (Seven Arts Associated): Sold to WTCN-TV Minneapolis-St. Paul.

*The Untouchables* (Desilu Sales): Sold to WXYZ-TV Detroit; WLBW-TV Miami; KTVT(TV) Fort Worth-Dallas; WBRC-TV Birmingham, Ala.; KCTO(TV) Denver; KNTV(TV) San Jose, Calif., and KIVA(TV) Yuma, Ariz.





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# WEAVER POOH-POOHS PAY-TV FEARS

**Says STV will whet color appetite, find new viewers**

The fears of some broadcasters and most theater operators that pay TV threatens their future well-being are nonsense, Sylvester L. (Pat) Weaver, president of Subscription Television Inc., told the Los Angeles Advertising Club last Tuesday (Feb. 4).

The major single effect of the closed-circuit pay-TV full color program service that STV plans for Los Angeles and San Francisco this summer will be to stimulate the sale of color TV sets and that will serve to make commercial television a more effective advertising medium.

STV will not even compete with commercial television for attention of most regular TV watchers, the former NBC president and board chairman declared. Most of the viewers of the paid-service programming, he stated, will come from the third of the set owners whose sets are not usually in use. The three TV networks today compete with each other for the mass audience with escape and habit viewing programming, he said; STV will offer thought-stimulating programming of strong interest to small groups, in addition to such mass audience programs as first-run movies and sporting events.

"It is this capability to give small groups what they passionately want, instead of trying to modify material to reach out to hold gigantic groups without offending or boring too many that demonstrates the difference between television and telecommunications [that is, commercial television and subscription television or pay TV]. We are a bookstore selling everything; the networks try to sell only best sellers. . . .

"But we admit that we never expect to build a habit of viewing. We do not want the five hours a day that television gets. Like books you buy or magazines you subscribe to, you will single out

from our service that which appeals strongly enough to you so that you will give your undivided attention and pay a fee for the material delivered to you."

Mr. Weaver said that July 1 is the target date for the inception of STV's program service and that there are 90,000 homes in the areas in which service will be initiated, but he declined to make any progress report on when and where cable is being strung and subscribers solicited. He said that the first advertising by STV, prepared and placed by Young & Rubicam, Los Angeles, would appear in newspapers in that city and San Francisco "within a few weeks."

He was reticent about divulging program specifics, except to confirm earlier reports that STV is interested in broadcasting professional football as well as baseball and would bid for the right to cover the Los Angeles Rams and San Francisco 49ers games which are not now seen in their home cities.

He also refused to discuss the installation charges and program fees planned for TV's closed-circuit pay TV service.

## CBS News to set up N.H. election studio

CBS News said it will set a precedent next month when it sets up a complete election headquarters to cover the results of the New Hampshire primary elections March 10.

Special headquarters studios will be established at Manchester and Concord, and CBS-TV will originate a special *Face the Nation* telecast Sunday, March 8, from Manchester.

*CBS Evening News with Walter Cronkite* also will originate from New Hampshire Monday and Tuesday evenings and Mr. Cronkite will anchor the special telecast of the results Tuesday

night (9:30-10 p.m. and possibly 11:30 p.m. to conclusion). Dallas Townsend will anchor the network's radio coverage, from 8:15 p.m. until the results are known. Both television and radio networks will interrupt regular programming during election day with bulletins as necessary.

The election coverage will involve some 150 CBS News reportorial and production personnel as well as 300 vote reporters around the state.

## Defense Department spells out guidelines

Arthur Sylvester, assistant secretary of defense for public affairs, has issued a set of guidelines for television and motion picture firms who wish to produce shows that touch on Defense Department functions. The instructions do not constitute a new policy, but do spell out the requirements for department cooperation which have been in effect for the past two years.

The guidelines point out that a producer must write to Mr. Sylvester stating the specifics of his program idea and pledging to abide by department requirements. Television series dealing with defense functions must be cleared by the department, and all story lines must be approved. Project approval is also necessary for documentaries.

The instructions are available from Mr. Sylvester's office in the Defense Department, Washington 25.

## Denver pay TV gets another FCC extension

KCTO(TV) Denver last week received a fifth FCC extension, from Feb. 1 to May 1, of its target date for pay TV programming trial.

On Jan. 29, the TV station asked for a three-month extension to prepare a request for modification of the existing authorization to permit transmitting a scrambled picture, and to allow for commission consideration of that request. The request itself was filed on Jan. 31, and therefore granted for the latter reason alone. A lack of program material has contributed to the delays.

## TV program form to get fresh look by new group

A joint communications bar-industry-government committee has been formed to study the proposed TV program form and to take recommendations which may bring forth a revised proposal from the FCC.

FCC Chairman E. William Henry agreed to establish an ad hoc committee last Thursday. Mr. Henry's concurrence came after a group of 30-35 communications lawyers met Wednesday

## Meanwhile, back at city hall . . .

At the same time that STV President Pat Weaver was telling the Los Angeles Ad Club about the blessings his brand of pay TV will bring to Los Angeles and San Francisco, the Los Angeles county board of supervisors was voicing unanimous approval of a move to prevent STV from making this possible. The San Francisco supervisors are already on record as opposing pay TV.

Specifically, the Los Angeles supervisors adopted a resolution "to oppose all efforts to impose any system of pay TV on the public" and

to support the Citizens' Committee For Free TV's measure to preserve free home television. The citizens committee is headed by Mrs. Fred Teasley, radio-TV chairman of the California Federation of Women's Clubs, and Don Belding, Emeritus Advertising executive. It is attempting to obtain nearly 500,000 signatures of registered California voters on an initiative petition to put on the Nov. 3 general election ballot a measure to revoke the California law permitting closed-circuit pay TV to operate within the state.



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# to reach and sell the markets they have to be in.

ACCENT-INTERNATIONAL, DIV. OF INTERNATIONAL MINERALS & CHEMICAL CORPORATION; ALLIED VAN LINES, INC.; ALUMINUM COMPANY OF AMERICA; AMANA REFRIGERATION, INC.; AMERICAN AIRLINES, INC.; AMERICAN DAIRY ASSOCIATION; AMERICAN EXPRESS COMPANY; AMERICAN HERITAGE PUBLISHING CO., INC.; AMERICAN SAFETY RAZOR COMPANY, DIV. PHILIP MORRIS, INC.; AMERICAN TELEPHONE & TELEGRAPH CO.; AMERICAN TOBACCO COMPANY, INC.; B. T. BABBITT, INC.; BLACK MAGIC, INC.; BRISTOL-MYERS COMPANY; CALIFORNIA PACKING CORPORATION; CAMPANA DIV. OF PUREX CORPORATION; CAMPBELL SOUP COMPANY; CANADA DRY CORPORATION; THE CELOTEX CORPORATION; CHAMPION SPARK PLUG COMPANY; CHEMICAL COMPOUNDS, DIV. STUDEBAKER-PACKARD; CHEMWAY CORP.; CHRYSLER CORPORATION, PLYMOUTH & VALIANT DIV. DODGE DIV.; CHURCH & DWIGHT CO., INC.; CITIES SERVICE OIL COMPANY, DIV. CITIES SERVICE COMPANY; COLUMBIA RECORDS, DIV. OF COLUMBIA BROADCASTING SYSTEM, INC.; CONTINENTAL CASUALTY COMPANY; COWLES MAGAZINES & BROADCASTING, INC.; HELENE CURTIS INDUSTRIES, INC.; E. I. DU PONT DE NEMOURS & COMPANY, INC.; EMERY INDUSTRIES, INC.; EX-LAX, INC.; FARI BAULT WOOLEN MILL, INC.; THE 'FLORISTS' TELEGRAPH DELIVERY ASS'N, INC.; FORD MOTOR COMPANY, FORD DIV. MONACO PROMOTION, PARTS & SERVICES, USED CARS, LINCOLN-MERCURY; FOSTER-MILBURN COMPANY; THE GABRIEL COMPANY, DIV. NAREMONT COMPANY; GENERAL CIGAR CO.; GENERAL DEVELOPMENT CORPORATION; GENERAL ELECTRIC CO. PHOTO LAMP DIV. FLASH BULBS, MINIATURE (AUTO) LAMP; GENERAL MILLS, INC.; GENERAL MOTORS CORPORATION, BUICK DIV., CHEVROLET DIV., OLDSMOBILE, FISHER BODY; GILLETTE SAFETY RAZOR CO.; THE GLIDDEN COMPANY; GOLD SEAL CO.; THE GOODYEAR TIRE & RUBBER CO. NEOLITE DIV. GROlier SOCIETY, INC.; GROVE LABORATORIES, INC. SUB. OF BRISTOL-MYERS COMPANY; GULF AMERICAN LAND CORPORATION; THE HEARST CORPORATION; THE CHARLES E. HIRS CO., DIV. BEVERAGES INTERNATIONAL, INC.; INCABLOC CORPORATION; KELLOGG COMPANY; KERR GLASS MFG. CORP.; KRAFT FOODS, DIV. NATIONAL DAIRY PRODUCTS CORPORATION; KRIM-KO CORP.; LANVIN-PARFUMS, INC.; LEHN & FINK PRODUCTS CORP.; LIGGETT & MYERS TOBACCO COMPANY; P. LORILLARD & CO.; MACFADDEN-BARTELL CORP.; MARS, INCORPORATED; MENLEY & JAMES LABORATORIES, INC., DIV. SMITH, KLINE & FRENCH LABS, INC.; THE NIENEN COMPANY; THE MENTHOLATUM COMPANY INC.; MEREDITH PUBLISHING CO., BETTER HOMES & GARDENS DIV.; G. & C. MERRIAM CO.; METROPOLITAN LIFE INSURANCE CO.; MILLER BREWING COMPANY; MILLERS FALLS CO.; MINNESOTA MINING & MFG. CO.; MINUTE MAID COMPANY, DIV. COCA COLA CO.; JOHN MORRELL & CO.; PHILIP MORRIS, INC.; MORTON HOUSE KITCHENS; NATIONAL BISCUIT COMPANY; THE NESTLE COMPANY, INC.; NEWSWEEK, INC. DIV. WASHINGTON POST CO.; THE NORWICH PHARMACAL CO.; OCEAN SPRAY CRANBERRIES INC.; PARENT MAGAZINE ENTERPRISES INC.; PEPSI-COLA COMPANY; PET MILK COMPANY-WHITMAN DIV.; PETERSEN MANUFACTURING CO., INC.; PHARMACRAFT LABORATORIES; PRO-PHY-LAC-TIC BRUSH CO. DIV. STANDARD OIL OF OHIO; QUAKER OATS COMPANY; REXALL DRUG CO.; R. J. REYNOLDS TOBACCO CO.; SALADA FOODS, SALADA-JUNKET DIV.; SARDEAU, INC.; SCHICK SAFETY RAZOR COMPANY, DIV. EVERSARP, INC.; THE SCHOLL MANUFACTURING CO.; THE SEVEN-UP COMPANY; SINCLAIR REFINING COMPANY; J. M. SMUCKER COMPANY; STANDARD BRANDS, INC.; STANDARD KNITTING MILLS, INC.; STANDARD PACKAGING CORP.; SYLVANIA ELECTRIC PRODUCTS, INC., SUB. GENERAL TELEPHONE & ELECTRONICS; TEXACO INC.; TETRON, INC.-HOMELITE DIV.; TIME, INC.; THE WANDER COMPANY; WARNER-LAMBERT PRODUCTS, DIV. WARNER LAMBERT PHARMACEUTICAL COMPANY; WESTGATE CALIFORNIA PRODUCTS, INC., DIV. WESTGATE CALIFORNIA CORP.; WM. WRIGLEY JR. COMPANY.

"Arthur Godfrey Time"; Art Linkletter's "House Party"; "The Garry Moore Show" with Durward Kirby; "The Pat Boone Show"; Jack Drees on Sports; Lowell Thomas and the News; "Worldwide Sports" with Chris Schenkel; Alexander Kendrick News Analysis; "Sports Time" with Phil Rizzuto; "The World This Week" with Harry Reasoner; "World News Roundup"; "The World Tonight"; "Sports Time" with Jack Stroud; Marvin Kalb's "Evening Report"; News Analysis with Bill Leonard; News Analysis with Richard C. Hottelet.

**News-on-the-Hour with CBS News Correspondents:** Winston Burdett, Ned Calmer, Wells Church, Charles Collingwood, Tom Costigan, David Dugan, Douglas Edwards, Bernard Eismann, George Herman, Richard C. Hottelet, Allan Jackson, Bernard Kalb, Marvin Kalb, Peter Kalischer, Frank Kearns, Alexander Kendrick, Charles Kuralt, Blaine Littell, Roger Mudd, Paul Niven, Stuart Novins, Robert Pierpoint, Dan Rather, Prescott Robinson, Hughes Rudd, Robert Schackne, Daniel Schorr, Eric Sevareid, Neil Strawser, Dallas Townsend, Robert Trout, Charles von Fremd. **"Dimension" Programs:** "The Moscow Scene" with Stuart Novins; "European Diary" with Daniel Schorr; "Mediterranean Notebook" with Winston Burdett; "Sidelights" with Charles Collingwood; "Ask Dimension" with Walter Cronkite; "Better Living" with Douglas Edwards; "The Headliner" with Douglas Edwards; "Woman's World" with Betty Furness; "Fashion Notes" with Edith Head; "The Women of Washington" with George Herman; "At The U.N." with Richard C. Hottelet; "Follow-Up" with Richard C. Hottelet; "The Morning Report" with Allan Jackson; "Dateline" with Richard Joseph; "Calling America" with Peter Kalischer; "Special From London" with Alexander Kendrick; "This Week In Business" with Stanley Levey; "At Your Leisure" with Bill Leonard; "In New York" with Kenneth Banghart; "White House Correspondent" with Robert Pierpoint; "It's New" with Harry Reasoner; "In Latin America" with Bert Quint; "In Hollywood" with Ralph Story; "Science Beat" with Dallas Townsend; "Dear Abby" with Abigail Van Buren; "This Week in Space" with Charles von Fremd; "Personal Close-up" with Mike Wallace.

Alabama Birmingham WATV, Gadsden WAAX, Mobile WKRG, Montgomery WCOV, Selma WGCV, Tuscaloosa WJRD, Tusculum WVNA Alaska Anchorage KFQD, Fairbanks KFRB, Juneau KINY, Ketchikan KTKN, Seward KIBH, Sitka KIFW Arizona Phoenix KOOI, Tucson KLOO Arkansas El Dorado KELD, Fort Smith KFPW, Hot Springs KZNC, Little Rock KXLR California Bakerfield KERN, Chico KHSI, Eureka KINS, Fresno KFRE, Los Angeles KNX, Modesto KBEE, Palm Springs KCMJ, Redding KVCV, Sacramento KFBK, San Diego KFMB, San Francisco KCBS Colorado Colorado Springs KVOR, Denver KLZ, Grand Junction KREX Connecticut Hartford-Manchester WINF, Waterbury WBRY Florida Delray Beach WDBF, Fort Myers WINK, Fort Pierce WARR, Gainesville WGGG, Jacksonville WIVY, Key West WKWF, Lake City WDSR, Miami Beach WKAT, Orlando WDBO, Pensacola WMEI, St. Augustine WFOY, Sarasota WSPB, Tallahassee WTVT, Tampa WDAE Georgia Albany WGPC, Athens WGAU, Atlanta WAKE, Augusta WROW, Brunswick WMOG, Columbus WRBL, Gainesville WGGG, Macon WMAZ, Rome WLAQ, Savannah WTOG, Thomasville WPAX, Waycross WAYX Hawaii Hilo KHCB, Honolulu KGMB Idaho Boise KBOI, Idaho Falls KID, Lewiston KRLC Illinois Champaign WDSW, Chicago WBBM, Danville WDAN, Decatur WSOY, Peoria WWBD, Quincy WTAD, Rock Island WHBF, Springfield WTAX Indiana Anderson WHBU, Fort Wayne WANE, Indianapolis WFBI, Kokomo WIOU, Madison WORX, Marion WMRI, Muncie WLBC, South Bend WBSB, Terre Haute WTHI, Vincennes WAOV Iowa Cedar Rapids WMT, Des Moines KRNT, Mason City KGLD, Ottumwa KBIZ, Kansas Colby KXXC, Pittsburg KSEK, Topeka WIBW, Wichita KXII Kentucky Ashland WCMJ, Henderson WSON, Hopkinsville WHOP, Lexington WVLK, Louisville WINN, Owensboro WOMI, Paducah WPAD, Paintsville WSP Louisiana Alexandria KALB, Monroe KNOE, New Orleans WWL Maine Portland WLOB, Rumford WRUM, Waterville-Skowhegan WGHM Maryland Baltimore WCBM, Cumberland WCUM, Frederick WFMD, Hagerstown WARK Massachusetts Boston WEEL, Fitchburg WFGM, Greenfield WHAI, Pittsfield WBRK, Springfield WMAZ, Worcester WNEB Michigan Detroit WJR, Grand Rapids WJEF, Ishpeming WJAN, Kalamazoo WKZO, Saginaw WSGW Minnesota Duluth KDAL, Minneapolis KCCO, Mississippi Meridian WCOG, Missouri Joplin KODE, Kansas City KCMO, St. Louis KMOX, Springfield KTTS Montana Butte KBOW, Great Falls KFBZ, Missoula KQVO Nebraska Omaha WOW, Scottsbluff KOLT Nevada Las Vegas KLCU, Reno KCBN New Hampshire Concord WKXL, Keene WKNE, Laconia WEMJ New Jersey Atlantic City WPGN New Mexico Albuquerque KGGM, Santa Fe KV5E New York Albany WROW, Binghamton WBNF, Buffalo WBEN, Elmira WELM, Gloversville WENT, Ithaca WHCU, Kingston WKNY, New York WCBZ, Plattsburgh WEAV, Rochester WHEC, Syracuse WHEN, Utica WIBX, Watertown WWNY North Carolina Asheville WYMG, Charlotte WBT, Durham WDNB, Fayetteville WFAI, Greensboro WBG, Greenville WGTG, Rocky Mount WFMA North Dakota Grand Forks KILQ, Jamestown KEYJ, Valley City KOVC, Wahpeton KBMW Ohio Akron WADC, Cincinnati WCPO, Cleveland WDOK, Columbus WBNS, Dayton WHIO, Portsmouth WPAV, Youngstown WKBN Oklahoma Oklahoma City-Norman WNAD Oregon Eugene KERG, Klamath Falls KFLW, Medford KYJC, Portland KOIN, Roseburg KRNK Pennsylvania Altoona WVAM, DuBois WCED, Harrisburg WHP, Indiana WDAO, Johnstown WARD, Philadelphia WCAU, Pittsburgh-McKeesport WEDO, Reading WHUM, Scranton WGBI, State College WRSC, Sunbury WKOK, Uniontown WMBS, Williamsport WPPA Rhode Island Providence WEEA South Carolina Anderson WAIM, Charleston WCSC, Columbia-Cayce WCAV, Greenville WMRB, Spartanburg WSPA South Dakota Rapid City KOTA, Yankton WNAX Tennessee Chattanooga WDDO, Cookeville WHUS, Johnson City WJCV, Knoxville WRLL, Memphis WREX, Nashville WLAC Texas Austin KTBC, Corpus Christi KSIX, Dallas KRLD, El Paso KIZZ, Harlingen KGBT, Houston KTRH, Lubbock KFYO, San Antonio KMAC, Texarkana KOSY, Wichita Falls KWFT Utah Cedar City KSUB, Salt Lake City KSL Vermont Barre WSNO, Brattleboro WKVT, Newport WIKE, St. Johnsbury WVTN, Virginia Norfolk WTAR, Richmond WRNL, Roanoke WDBJ, Staunton WAFB Washington Seattle KIRO, Spokane KGA, Sunnyside KBCW, Walla Walla KUI, Wenatchee KUEH Washington, D. C. WTOP West Virginia Beckley WJLS, Charleston WCHS, Fairmont WMNN, Parkersburg WPAR, Princeton WLOH, Wheeling WHLL Wisconsin Green Bay WBAY, Madison WKOW, Milwaukee WEMP Wyoming Casper KATI.



# The CBS Radio Network

\*Representing a 50% sales increase over 1962! And, so far in 1964, sales are 15% ahead of First Quarter, 1963.



# The Orient Express: San Francisco version

The Republican party holds its national convention in San Francisco in July. But it would take the nomination of Rin Tin Tin to top last week's "Case of the Disappearing Plans."

The plans for NBC's GOP convention coverage produced a hotel-to-hotel chase, an alleged threat to toss someone out of a 10th floor window and a hidden conspirator, according to NBC.

CBS, however, said it was nothing of the sort; that good fellowship transcended the network affiliations.

Both networks agree that NBC's convention plans were taken from the St. Francis hotel by CBS News producer Don Hewitt. The plans had been in the hands of Allen B. (Scotty) Connal, an NBC News unit manager, when both attended a meeting of the Republican National Committee's radio-television group,

and network and station representatives.

There the similarity ends.

According to NBC: Mr. Connal looked for the black looseleaf book, which bore the NBC insignia, under his chair and found it gone. He looked behind him and saw Mr. Hewitt's seat vacant. Suspecting the book was in the enemy's hands, Mr. Connal left the meeting and took a cab to the Fairmont hotel.

There he knocked at the door of Mr. Hewitt's 10th floor room and demanded the book's return.

At first, said NBC, Mr. Hewitt denied having the book, but he later gave it to Mr. Connal, who at this time, was described as "towering" over Mr. Hewitt. Mr. Connal was alleged to have said: "If I don't have the book in five seconds, you're going out the window."

(NBC spokesmen later implied

that a second CBS man had been in the room and had locked himself in the bathroom when Mr. Connal knocked on the door.)

According to CBS: Mr. Connal had apparently put the book under his chair and kicked it backwards. Mr. Hewitt, who was sitting behind Mr. Connal and next to Bill Leonard, executive producer of the CBS election unit, picked the book up, began to read it and took it back to his hotel room.

When Mr. Connal knocked, Mr. Hewitt admitted to having the book. Mr. Connal said there was nothing in the plans that Mr. Hewitt couldn't see and offered to let him finish reading them. When Mr. Hewitt gave the book back, the men left the hotel together for a meeting at the Cow Palace.

(It could almost have been a pilot film plot.)

(Feb. 5) at the suggestion of Douglas Anello, general counsel of the National Association of Broadcasters (CLOSED CIRCUIT, Jan. 27). The tripartite committee was the result of a consensus that the proposed television form needs revision.

The first meeting of the joint committee is scheduled for Tuesday (Feb. 11) at the NAB. Representing the Federal Communications Bar Association will be Frank U. Fletcher, Ben C. Fisher, Joseph M. Kittner, and Thomas W. Wilson, FCBA president. The NAB will be represented by two broadcasters and a network representative. The FCC's group was unknown at week's end.

The TV program form was issued as a rule-making proceeding by the FCC late in December and is scheduled for oral argument before the full commission March 12. Although there was no mention of a postponement in the conversations with Mr. Henry, it is presumed that if the committee were to convince the FCC to issue a revised document, a new date for the oral argument would be set.

## GAC acquires talent agency

The acquisition by General Artists Corp. of IMA Talent Ltd., Hollywood, for cash and stock was announced jointly last week by Lawrence R. Barnett, board chairman of GAC and Herbert T. Brenner, president of IMA.

IMA brings into GAC the representation contracts of more than 100 artists in all areas of entertainment, largely in

television and motion pictures. Joining GAC from IMA in executive capacities are Mr. Brenner, Richard Harris and Howard Rubin, who were all formerly with MCA.

## Go-slow approach on UHF network shows

The FCC has taken a go-slow approach on two potentially controversial proposals for providing network programming for UHF stations competing with VHF's in the nation's top markets.

The proposals—one advanced by Chairman E. William Henry, the other by Commissioners Kenneth A. Cox and Robert E. Lee—were contained in a draft notice of proposed rulemaking that was on the commission's agenda last week (BROADCASTING, Feb. 3).

However, the commission decided to pass the matter to give it further consideration. It also, reportedly, will ask the Justice Department for legal opinion of the proposals.

The three commissioners present last week who didn't have a hand in preparing proposals—Robert T. Bartley, Rosel H. Hyde and Frederick W. Ford—were said to have reacted coolly to them. The seventh commissioner, Lee Loevinger, is in Geneva attending an international conference on radio frequency allocations for aircraft.

Both proposals would affect the top 18 markets that have two VHF stations and one UHF. Under the Henry plan, the networks would have to share af-

filiate equally—each would have 12 V's and 6 U's. This would not only assure the U's primary network affiliations, the chairman says, but would also help ABC in its effort to become competitive with the other networks—another concern of the commission.

The Cox-Lee plan would require the stations to share network programming equally. No station would be allowed to take more than one-third of its network programming from a single network. A network that wanted to get its full schedule into a market would have to make its programs available to all three stations.

It's understood that the draft rule-making would not limit industry comments to these two proposals but would invite the widest range of comments on the question of how to make network programming available to UHF stations and, thus, help them compete with their VHF neighbors.

## Official to handle features

Seymour Reed, president of Official Films, New York TV program syndicator, announced last week that his firm has set up a new department for purchase, sale and distribution of feature films for TV. Mr. Reed said the new division will enable Official to "negotiate for films before their theatrical rounds or for recently released motion pictures currently on display." His statement was made in New York shortly before he flew to Los Angeles (Feb. 4) for negotiations with independent film producers.

## 'Rigged contest' may cost station \$1,000

The FCC last week told KFYZ-TV Bismarck, N. D., it was liable to a \$1,000 fine because the station staff had conducted a "rigged contest."

The contest in question was entitled "Bonanza" and was conducted from June 21 to Sept. 5, 1963, with the joint sponsorship of 19 local businesses. Each of the places of business made available to the public entry blanks and a box in which the blanks were then deposited. The merchants then drew one slip from each box each week and forwarded it to KFYZ-TV. The station in turn broadcast a weekly program during which the winning entry was drawn from the 19 semi-final contestants submitted by the merchants. A cash prize, the amount of which the commission didn't disclose, was awarded.

The commission, on the basis of information it collected during its investigation, said "it appears that on August 1, 1963, certain employes of the licensee [Meyer Broadcasting Co.] engaged in an artifice or scheme for the purpose of prearranging or predetermining in whole or in part the outcome of a purportedly bona fide contest. . . ."

It was pointed out by the commission that "neither the president [William Ekberg] nor any other officer or stockholder . . . was aware that the contest had been fraudulently conducted until so informed by members of the commission staff. . . ." The agency added that after being informed Mr. Ekberg "cooperated fully" with the commission. The station has discontinued all contests until methods are established which would prevent "recurrence of any fraud or deception," the commission said.

The FCC added its oft-repeated warning to licensees that a "lack of knowledge does not absolve . . . responsibility. . . . As we have stated many times, a licensee is responsible for the acts of its employes and for all material broadcast over its station." KFYZ-TV has 30 days to pay or contest the possible fine.

## Drumbeats . . .

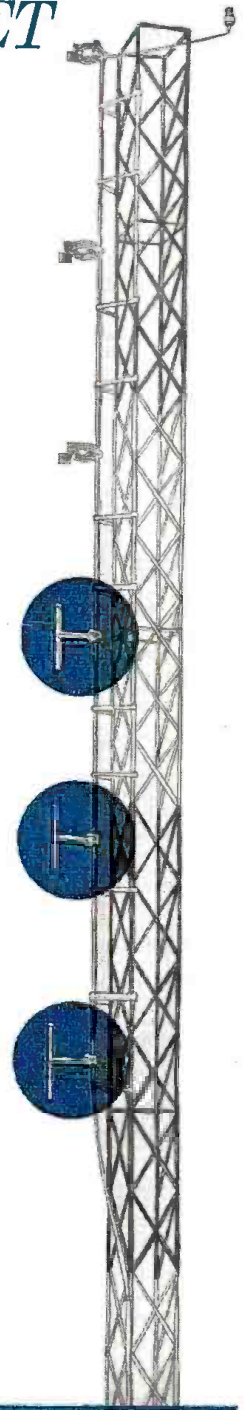
**Hello book** ■ KOA Denver is offering listeners a Hello Neighbor book compiled from listener recipes used on the station's *Hello Neighbor Show*. More than 27,000 orders have been received for the book, available for the fourth time this year.

**Tie this!** ■ Listeners submitted almost 30 miles of shoestrings in the KXOK St. Louis "Longest Shoestring" contest. Held in conjunction with the movie

# IMPROVE YOUR FM COVERAGE—BROADEN YOUR FM MARKET WITH THE NEW GATES DUAL POLARIZED FM ANTENNA

Now, by combining horizontally and vertically polarized FM antennas (dual polarization) you can have improved coverage and eliminate the voids in your service area. Here is the vertically polarized counterpart of the field-proven Gates horizontally polarized "Cycloid" FM ring antenna. Immediate improvement is noticed with higher density and improved reception in home, office and automobile receivers. The addition of vertical polarization eliminates much of the need for special FM receiving antennas. And under FCC rules, you can *double* your transmitter power and divide it between the horizontal and vertical radiating elements.

Contact Gates for details on how this advance in the state-of-the-art in FM broadcasting can benefit you.



**GATES**

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A Subsidiary of Harris-Intertype Corporation  
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**HARRIS  
INTERTYPE  
CORPORATION**



"The Wheeler Dealers," the contest offered a first prize of 50 silver dollars.

**Gorilla loose in hospital** ■ The Ideal Toy Co., New York, sponsor of the new *Magilla Gorilla* cartoon show, is inviting hospitalized children to preview the weekly, half-hour series before it starts presentation this week on more than 150 stations across the U. S. The cartoon, produced by Hanna-Barbera, will also be seen by TV critics during the hospital previews in major cities.

**Program promotion** ■ KGLM Avalon, Calif., has begun a two-month cam-

paigned on TV and in newspapers in Los Angeles to promote listening to its "beautiful and familiar" musical programming. A total of 30 announcements a week will run on KTLA(TV) and KCOP-TV; the two Los Angeles daily papers will carry a total of 20 small-space ads during the next six weeks.

**Blood drive** ■ WNEW New York has joined forces with the American Red Cross in an effort to reverse the normal post-New Year decline in blood donation. The station converted its facilities into a blood donor center as part of a campaign that was begun Jan. 6 and

produced 73 pledges the first day.

**Promotion promotion** ■ The Broadcasters' Promotion Association is holding a radio and television promotion announcements contest for the third consecutive year, according to David R. Klemm, chairman of BPA's awards committee. The contest is open to all radio and TV stations, which may submit as many as nine entries broadcast between Oct. 1, 1962 and Dec. 31, 1963. Categories, three each for radio and TV, are: station image; special events; and personalities and programs. The deadline is Feb. 15.

## FINANCIAL REPORTS

### Transcontinent liquidation plan

#### STOCKHOLDERS TO VOTE ON IT AT FEB. 20 MEETING

Stockholders of Transcontinent Television Corp. have been asked to approve a plan of liquidation and dissolution, including the \$38.5 million sale of all its radio and TV stations except its radio properties in Cleveland, at a meeting Feb. 20 in Buffalo, N. Y.

In a notice to shareholders dated Jan. 30, the company explains that it has already received a favorable ruling from the Internal Revenue Service and that it is awaiting FCC action on the applications, which were filed last September.

TTC is selling all of its broadcast properties except WDOK-AM-FM Cleveland. Taft Broadcasting Co. is paying \$26,890,000 for WGR-AM-FM-TV Buffalo, WDAF-AM-FM-TV Kansas City, Mo., and WNEP-TV Scranton/Wilkes-Barre, Pa.

Midwest Television Inc. (August C. Meyer, president) is paying over \$10 million for KFMB-AM-FM-TV San Diego, and Time Inc. is paying over \$1.5 million for KERO-TV Bakersfield, Calif.

The Taft contract also calls for the buyer to assume estimated current and long term obligations of \$6.9 million plus contingent tax liabilities. Under certain conditions, Midwest will pay up to \$150,000 of the tax obligations relating to San Diego.

TTC's board plans to omit the 12½ cents a share quarterly dividend for the first quarter of 1964, a course it followed for the last quarter of 1963. This is apparently an adjustment of about \$450,000 in the purchase price.

**Capital Gains** ■ The IRS ruling holds that the sales transactions and sub-

sequent liquidation of TTC will not be chargeable as capital gains to TTC, but that any gain or loss realized by shareholders will be capital gains or losses as the case may be to the individual stockholders.

TTC subsidiary, Northeastern Pennsylvania Broadcasting Inc. will retain ownership of the Cleveland stations. WDOK-AM-FM are valued at \$1.4 million.

Under the plan of liquidation, TTC stockholders will receive a total of \$22 a share. At the first distribution, they will receive \$20 in cash and voting trust certificates valued at 29 cents in Northeastern Pennsylvania. TTC trustees in the liquidation will receive \$1.20 a share and 51 cents in Northeastern subordinated debentures as a reserve against possible claims. Most of these reserves are expected to be distributed to present TTC stockholders in about a year, with the remainder as soon as possible after all claims are satisfied.

The Northeastern certificates and debentures equal 80 cents a share, the value of the Cleveland stations. There are outstanding, 28,200 shares of Class A common and 1,788,452 shares of Class B common stock of TTC.

The contracts with Taft, Midwest and Time provide that they may be terminated by either party if the FCC has not granted final and nonreviewable consent to the transactions by March 31. This would require FCC action before the end of this month.

### Disney earnings up in 14-week 1st quarter

"All divisions and subsidiaries of (Walt Disney Productions) are operating profitably and management feels confident that the current year's earnings will compare favorably with the prior year," Roy O. Disney, president, told the company's annual stockholders meeting, held Tuesday (Feb. 4) at the firm's Burbank, Calif., studio. For the first quarter of fiscal 1964, ended Jan. 4, a 14-week period, TV revenues were

### SEC January report on stock transactions

The Securities & Exchange Commission has reported the following stock transactions by officers and directors of broadcasting and allied companies in its January issue of Official Summary (all common stock unless otherwise indicated):

**Ampex Corp.**—Charles P. Ginsburg exercised option to buy 2,250, holds 3,265; Henry A. McMicking sold 2,000, retains 46,535.

**Capital Cities Broadcasting Corp.**—Joseph P. Dougherty exercised option to buy 5,000, holds 5,000; Thomas S. Murphy exercised option to buy 7,500, holds 18,281; Frank M. Smith exercised option to buy 7,500, holds 133,847.

**Columbia Broadcasting System**—J. A. Iglehart bought 100, holds 19,780; William S. Paley sold 2,000, retains 721,683 in own name, also holds 148,714 in holding company, and 4,581 as trustee.

**Macfadden-Bartell**—Frederick A. Klein bought 1,000, holds 2,200 and as custodian holds 400.

**Metromedia Inc.**—Stanley Landow bought 100, holds 500.

**RCA**—Charles R. Denny, sold 1,161, retains 3,000; Melvin E. Karns exercised option to buy 300, holds 374; George R. Marek exercised option to buy 1,600, holds 4,546.

**Reeves Broadcasting**—Richard Weinger under name of Premier Investing bought 2,800, holds 83,200; Dolores J. Russell bought \$1,000 worth of 6% convertible subordinated debentures, holds \$39,000.

**Rollins Broadcasting**—O. Wayne Rollins as guardian bought 100, holds 7,880; also bought 100 Class B common, holds 3,600; also holds 184,036 of Class B. common under own name.



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# WORLD'S FAIR TICKET DISCOUNT ENDS FEBRUARY 29, 1964

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Your company must act now to  
save  $32\frac{1}{2}\%$  on tickets for  
employees and promotions.



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**Over 4 million tickets have already been sold!**  
If your company wants to purchase discount tickets for *customer premiums, contest prizes, sales force bonuses, incentive-plan awards, sales meeting giveaways, charity donations and employee availability*, you must make plans quickly.

The savings your company can realize until February 29 are substantial. At the Fair gates, an adult ticket will be sold for \$2.00; a child's ticket for \$1.00. You can purchase them now for \$1.35 and ~~67½¢~~ respectively, if you order more than 50. On an order of 50,000 adult tickets you will save \$32,500.

To order tickets  
or request information,  
write or phone:  
NEW YORK  
WORLD'S FAIR,  
Time and  
Life Building,  
Suite 4029,  
Rockefeller Center,  
New York, New York,  
CO 5-4161



Unisphere presented by  United States Steel  
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about the same as last year, film revenues were up by \$663,000, Disneyland park up by \$1,181,000 (chiefly due to the 14th week, New Year's week) and other revenues up by \$645,000, in large part from food operations at the park and at Celebrity Sports center, formerly leased to other firms.

This year's first quarter earnings of 85 cents a share are after giving effect to the 3% stock dividend declared Nov. 14, 1963. Regular quarterly cash dividend of 10 cents a share, payable April 1 to stockholders of record March 18, was declared. Three months ended Jan. 4:

	1964		1963	
Earnings per share*	\$	0.85	\$	0.76
Gross Revenues	17,770,000.00		15,291,000.00	
Tax provision	1,656,000.00		1,396,000.00	
Net profits	1,506,855.00		1,304,473.00	

\*Common shares outstanding were 1,779,967 in 1964 period; 1,725,049 in 1963 period.

## RKO General earnings increased 18% of '62

Billings for the broadcasting division of RKO General were up 13% with an 18% increase in earnings, General Tire & Rubber Co. reported last week in hailing all-time record sales and earnings for the fiscal year ended Nov. 30, 1963.

Overall, RKO General results were excellent, the General Tire announcement said. For the fifth straight year, RKO General's gross was well ahead of the year before and its corporate pre-tax earnings were at an all-time high. RKO General revenues for 1963 were \$54,410,903 and net profit, \$6,-

348,802. These compare with revenues and net profit for the year before of \$48,395,000, and \$5,066,000.

RKO General is owned by General Tire. General Tire had consolidated net sales of \$1.084 billion and net earnings of \$34.7 million in 1963; compared to net sales and net earnings of \$959.8 million and \$26.7 million in 1962. Earnings per share in 1963 were \$2.02, compared with \$1.55 in 1962.

## Metromedia earnings up 51% in 1963

Metromedia Inc. last week released a preliminary year-end statement showing a per-share earnings gain of 51% over 1962. The company's gross revenue over the period jumped approximately \$16.6 million reaching a record high of \$69,690,000.

The 51% increase in earnings per share takes into account an additional 109,735 common shares outstanding.

Coupled with the Metromedia report, which is subject to final audit, is a company forecast that gross revenues will reach about \$90 million for 1964 with an attendant 10% gain in net income.

Metromedia expects that while gross revenues, operating income and cash flow for the first quarter of 1964 will outdistance corresponding figures for 1963's first quarter, net income will decline for the quarter, reflecting depreciation resulting from recent acquisitions

by the company.

A company spokesman said the acquisitions referred to in the report are General Outdoor Advertising properties in New York and Chicago purchased for \$13.5 million and KTTV(TV) Los Angeles for \$10.4 million.

Other properties recently acquired by Metromedia are WCBM Baltimore (\$2 million), KLAC Los Angeles (\$4.5 million), and the Ice Capades Inc. (\$2 million).

12 months ended Dec. 28:

	1963		1962	
Earned per share	\$	2.12	\$	1.40
Gross revenue	69,690,000		53,069,751	
Net income	3,950,000		2,489,639	
Shares outstanding	1,817,417		1,707,682	

## Financial notes . . .

▪ Directors of Gross Telecasting Inc. (WJIM-AM-FM-TV Lansing, Mich.) have declared regular quarterly dividend of 40 cents a share on common and 7½ cents a share on Class B common, both payable Feb. 10 to shareholders of record Jan. 24.

▪ The board of Storer Broadcasting Co. declared a regular quarterly dividend of 45 cents per share on its common stock, payable March 9 to stockholders of record February 21.

At the same meeting the Storer board declared a quarterly dividend of 12½ cents a share on its class "B" common stock.

## EQUIPMENT & ENGINEERING

### Manufacturers ask for channels 14, 15

The communications committee of the National Association of Manufacturers last week renewed efforts to obtain additional facilities in the UHF television band. NAM asked the FCC to allow land mobile radio users to make use of channels 14 and 15 in metropolitan areas where those channels would not be allocated under the proposed FCC assignment table.

The NAM proposal was contained in two separate filings with the commission. One was a petition for a rule-making that would authorize land mobile radio use of channels 14 and 15 in the Los Angeles metropolitan area. The other filing was a comment, essentially a plea for its petition, on the commission's proposed rulemaking for an expanded UHF allocations table (BROADCASTING, Feb. 3).

NAM asked that the UHF channels be assigned to Los Angeles, as no channels 14, 15 or 16 are in that area or the adjoining states of Arizona and Nevada. The NAM petition was based

on the new table as proposed by the commission and made no mention of a counter proposal by the National Association of Educational Broadcasters. But Los Angeles is not the only area

without the channels, NAM said, noting that in the FCC's proposed table 88 other metropolitan areas lack them. The association added that if the commission grants land mobile radio users the

### WHUT transmitter goes to blazes

WHUT Anderson, Ind., last week passed a trial by fire and came out through the Gates of Quincy, Ill.

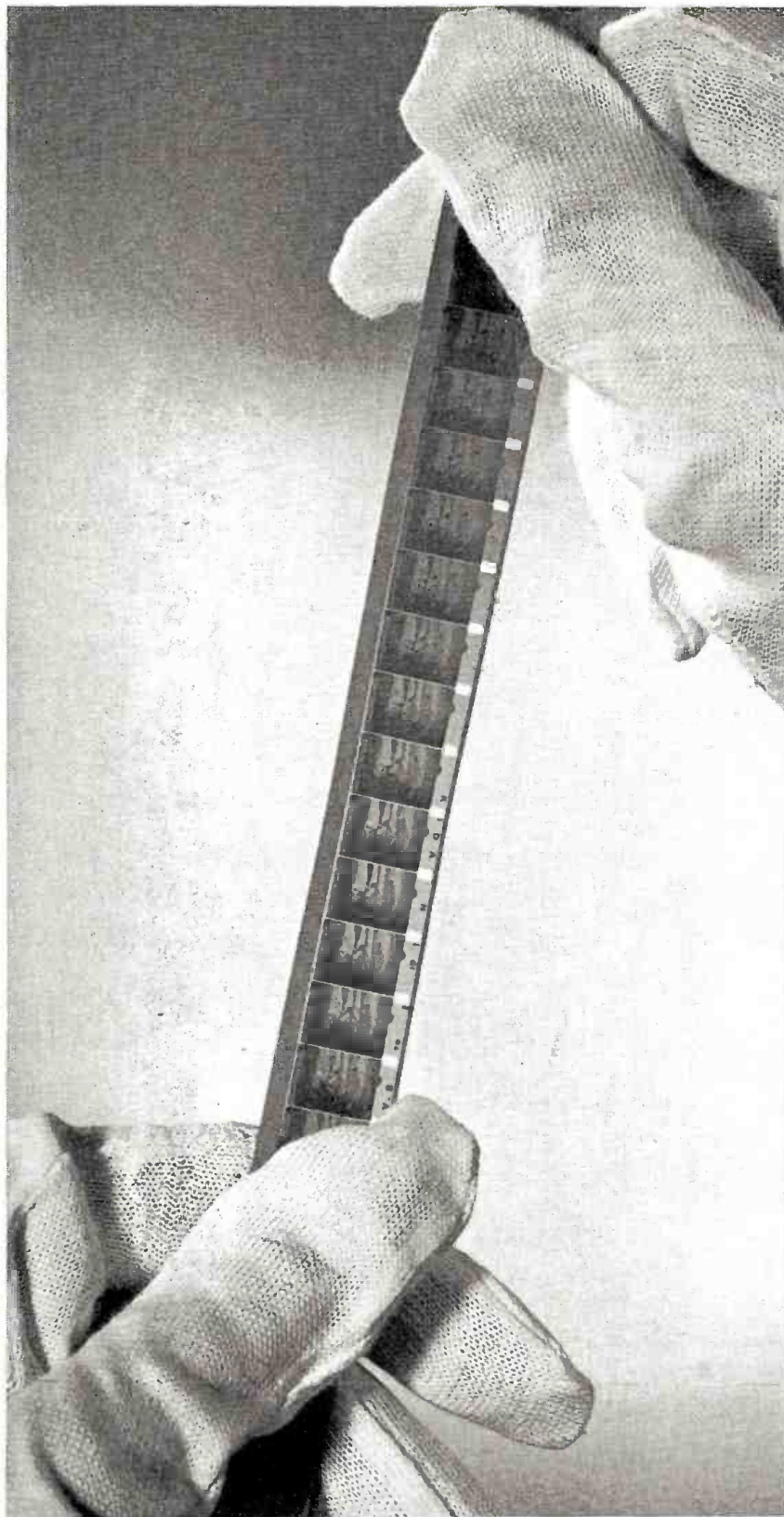
A 2 p.m. Monday (Feb. 3) an oil furnace in WHUT's transmitter building exploded, starting a fire which gutted the structure and knocked the station off the air. A half-hour after it began, John E. Karr, vice president and general manager of WHUT, arrived at the scene of the \$250,000 blaze. Using a two-way mobile telephone, Mr. Karr called Gates Radio Co. in Quincy, some 300 miles away, and ordered a new 1 kw transmitter.

An hour later all arrangements were completed, and by 5 p.m. the new transmitter was on a van headed for Anderson. By 5 a.m. Wednesday

the equipment had been installed and WHUT was ready to go back on the air. Though installation difficulties held power down to 250 w, full power was resumed the next day.

The transmitter was put into a nearby building housing the transmitter of WAFM(FM) Anderson. WAFM is under separate ownership, but WHUT has an application pending at the FCC to buy the 115 kw FM. WAFM's studios were also damaged by the fire.

Thanks to Gates' swift action, WHUT lost little more than a day off the air. And, Mr. Karr said last week, the station has received hundreds of calls expressing delight over the improved reception made possible by the new transmitter.



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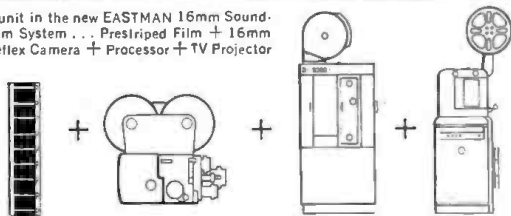
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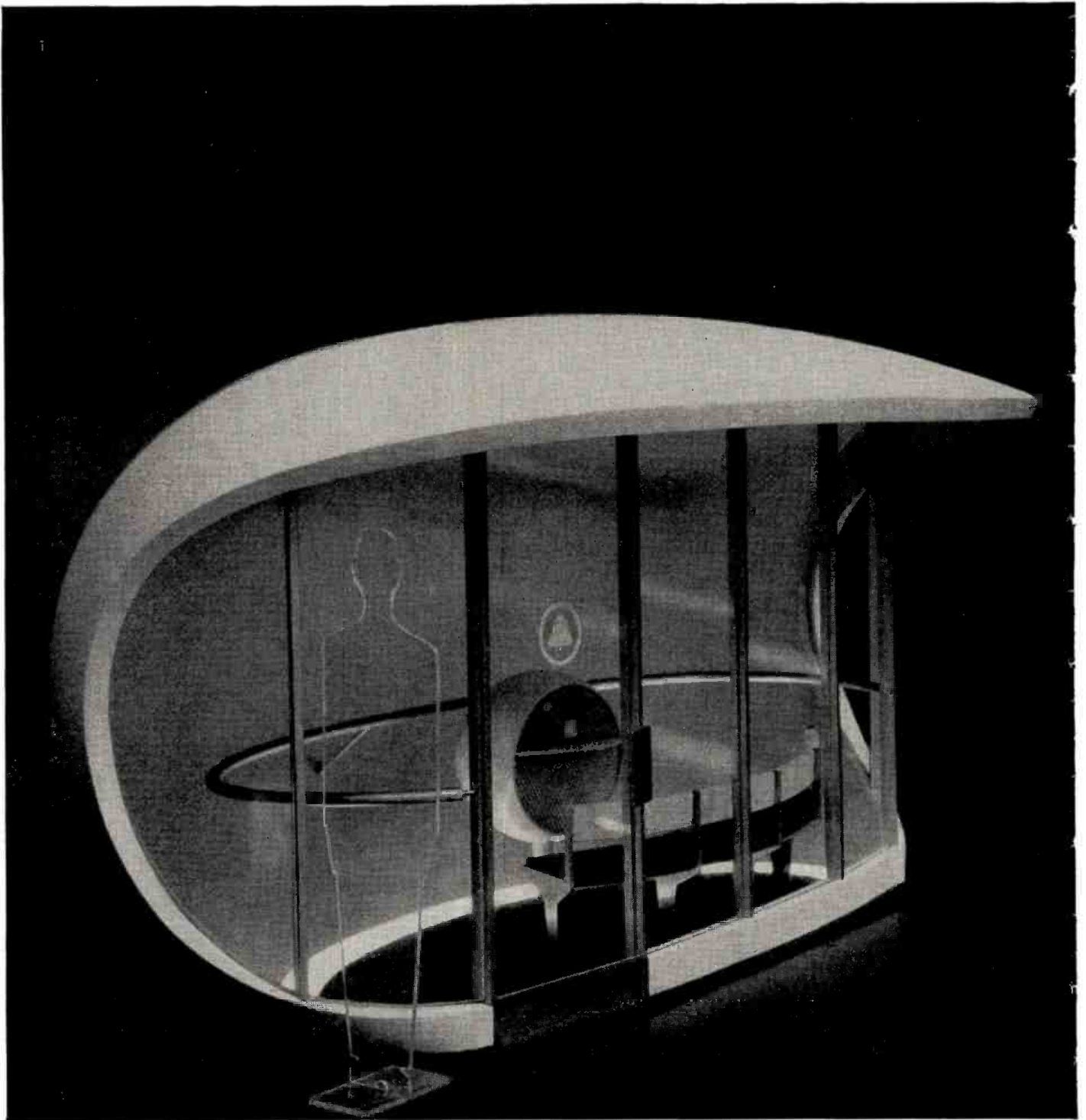
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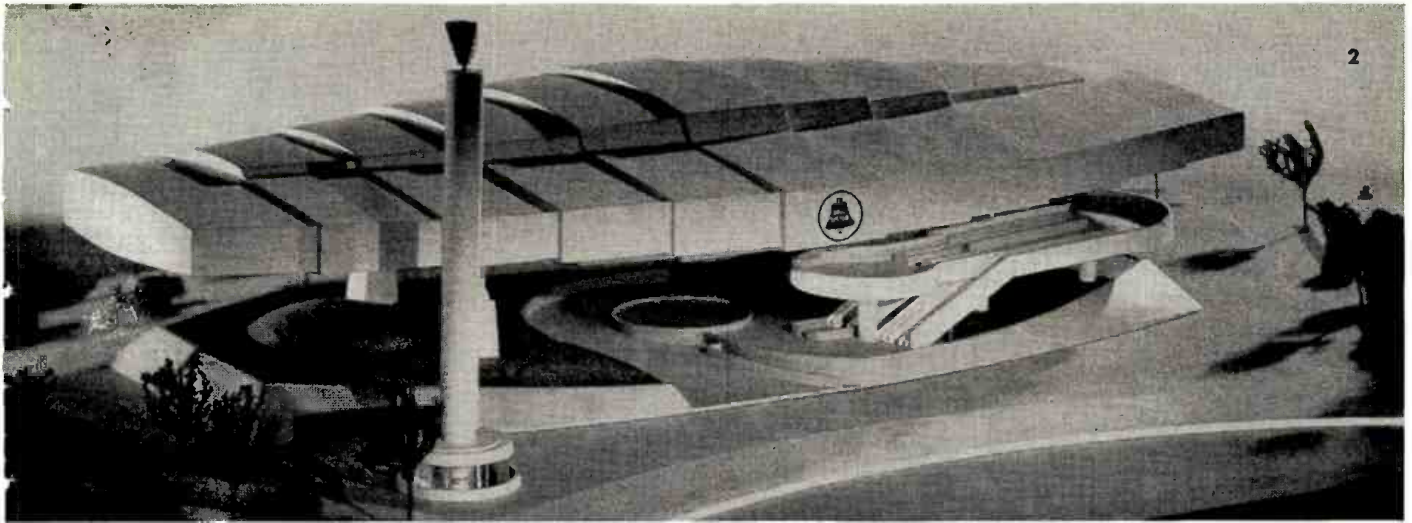
How Western Electric helped

FLUSHING MEADOWS, N.Y.C.—On April 22, 1964, the biggest World's Fair ever will fling wide its gates. Ready to serve the estimated 100 million visitors will be a complex network of telephones and other communications products provided by Western Electric, the manufacturing and supply arm of the Bell Telephone System. Already in place are miles of cable, tons of switching equipment and other electronic apparatus.

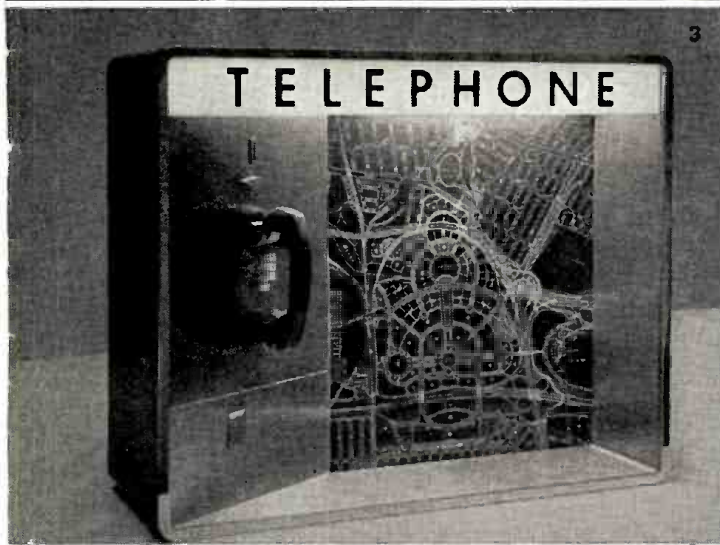
Working closely with our Bell System teammates in the New York Telephone Company, Western Electric installation crews

connected an intricate network of crossbar switching units, telephones and other communications apparatus in the new telephone central office and throughout the fairgrounds.

It is expected that more than 80,000 calls will originate every day from the 7,600 Western Electric-made telephones installed at the World's Fair. These phones will connect Fair visitors with distant cities and towns served by the Bell Telephone System communications network, a nationwide complex employing hundreds of quality Western Electric products.



2



3



4



5

**FAMILY PHONE BOOTH** (1.) has room for five people. Ten of these experimental products will be used at the Fair. Western Electric purchased 1,400 other booths to serve Fair visitors. **FIBERGLAS BUILDING** (2.) houses Bell System exhibit at the Fair. Visitors will take a chair ride through communications history. **TOUCH-TONE SERVICE** (3.) will be introduced to World's Fair visitors as a feature of all public telephones used there. With

"Touch-Tone" service push buttons are used instead of a dial. **THOUSANDS OF FEET** (4.) of Western Electric cable produced at plants in Baltimore, Buffalo and Chicago for installation in the new N. Y. Telephone central office will serve the Fair. **TEAMWORK** (5.) among crews from N. Y. Telephone Company and Western Electric made it possible to complete the installation of this complex switching system in record time.

**WESTERN ELECTRIC** MAKER OF TELEPHONE EQUIPMENT FOR THE BELL SYSTEM







## WGBS spending \$500,000 for 50 kw fulltime

Storer Broadcasting Co.'s WGBS Miami will be Florida's first fulltime 50 kw station when its new \$500,000 transmitter becomes operative in June or July. The station now broadcasts with 50 kw daytime and 10 kw at night.

Ed Lockwood, WGBS chief engineer, is shown supervising the unloading of the first piece of equipment for the new transmitter site,

which will be in Broward county, north of Miami's Dade county. The seven-tower directional antenna complex will extend the station's coverage throughout the Caribbean and into South America. The new gear has been bought from RCA.

Separate transmitter equipment has been purchased for WGBS-FM, which will increase its effective radiated power from 18 kw to 100 kw.

channels in Los Angeles, NAM will make similar requests in other areas.

The commission has yet to make a final decision on a long-pending rulemaking, requested by the Land Mobile Section of the Electronic Industries Association, that would reserve channels 14 and 15 on a nationwide basis for nonbroadcast use. Broadcasters' comments were unequivocally opposed to the rulemaking as being a nonbroadcast inroad on two of the most desirable UHF channels (BROADCASTING, Dec. 10, 1962).

## WREC-AM-TV to expand studio facilities

A \$500,000 improvement program is underway at WREC-AM-TV Memphis, with an expansion of studios and space for technical facilities, it was announced by Charles B. Brakefield, vice president and general manager of the Cowles Broadcasting Service's stations.

The announcement was made following conclusion of negotiations with the Peabody hotel in downtown Memphis for a long-term extension of the lease which involves the addition of approximately 13,000 square feet to be devoted exclusively to television operations.

WREC-AM-TV were bought by Cowles from Hoyt B. Wooten for \$8 million

last year. Cowles also owns KRNT-AM-TV Des Moines and publishes the *Des Moines Register* and *Tribune*, *Look* magazine, *Family Circle* magazine, *Insider's Newsletter*, *Gainesville (Fla.) Daily Sun*, and the *San Juan (P.R.) Star*.

## FCC affirms fine of \$3,000 against WVAR

The FCC last week affirmed a \$3,000 fine against WVAR Richwood, W. Va., because it failed to employ a full-time first class engineer, the commission said.

The daytime AM station, licensed to Royal Broadcasting Co., was notified last November of liability to the fine (BROADCASTING, Nov. 25, 1963). The commission said that it could find "no cogent reason," in the arguments of W. Courtney Evans, president and principal of the licensee, "for reducing the amount of the penalty."

Mr. Evans had claimed difficulty in finding a qualified engineer who would work in Richwood, but the commission didn't feel that the problem altered the fact that Mr. Evans promised to stay at WVAR at least five days a week. Mr. Evans, who is himself a first class engineer, failed to be at the station at least five days a week, the commission said.

## NABET strike still possible

Agreement over terms of a new 8-month pact, reached by negotiators for ABC, NBC and the National Association of Broadcast Employees and Technicians over the Feb. 1-2 weekend, averted a strike of NABET members at the two networks—at least temporarily. A mail referendum of the union's membership is to be held shortly and rumors were rife that the new contracts might be rejected. One report even had it that the union officials who conducted the negotiations were going to recommend a "no" vote to the members. A meeting of the Hollywood local was to be held last Friday night (Feb. 7).

Meanwhile, some of the publicists at NBC in Hollywood, who are represented by NABET, started a rump movement to withdraw from the union. This was to some extent a repetition of an action taken two months before, when the NBC publicity started decertification proceedings before the National Labor Relations Board, then dropped them (BROADCASTING, Jan. 6, Dec. 2, 1963) and decided to remain in the NABET fold.

## FCC rule would allow unattended mobile relays

The FCC last week invited comments on a rulemaking that would authorize broadcasters to use "automatic, unattended mobile relay stations in the remote pickup broadcast service, providing certain requirements are met," the commission said.

The "requirement" placed on the proposed service would be a "lock-out" device that would prevent interference between remote pickup stations, the commission said. The device would prevent a station from being turned on if there were already a signal on the same frequency. The technique was devised, the commission said, in discussions with various broadcasters, following a request for such a rulemaking by the New Mexico Broadcasting Co., owner of KGGM-AM-TV Albuquerque, N. M.

The commission said the proposed changes in its rules, in order to allow use of automatic stations, would limit such operations to the 450 mc band "and preclude the use of automatic mobile relay stations in tandem or at intermediate points in a studio transmitter link or intercity relay system."

In proposing the rulemaking the commission said it "recognizes the need for such automatic mobile relay operations in broadcast coverage of on-the-spot and other news events when portable or mobile transmitters must operate in unfavorable locations."

Comments are due March 20.



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# What does FCC have in mind for CATV?

## IT POSSIBLY HAS NEW, FAR-REACHING POLICIES ON REGULATIONS

The FCC stood poised last week on the edge of what could be new and far-ranging policy decisions concerning the regulation of community antenna television services.

Some commission officials, at least, placed this interpretation on the agency's decision to stay the grant of a construction permit to allow a CATV operator to build a microwave system to relay the signals of seven Los Angeles TV stations into Santa Barbara county, California.

The commission has long felt the need to protect TV stations from the competition of cable operators who bring in signals from distant cities. The commission is proposing to do this both through legislation and agency rule.

But the questions involved in the stay order go beyond the issues that have been the subject of negotiations between CATV and FCC representatives who are seeking to reach agreement on a bill that would authorize the commission to regulate CATV operators (see box below).

One issue is whether the commission should allow large multiple broadcast owners to have extensive CATV holdings. A broadcaster directly involved

is RKO General.

Another is whether the protection the commission is seeking to assure TV stations against CATV systems is in all cases sufficient.

**New Station** ■ The stay order was issued at the request of KCOY-TV (ch. 12) Santa Maria, Calif., a new station not yet on the air. The station, which would compete for audience with the CATV system, has also asked the commission to reconsider the grant and either set it aside, add further conditions to the grant, or set it for hearing. This petition is under consideration.

The CATV system concerned is Lompoc Valley Cable TV. But RKO General is slated to become involved through its proposed purchase of H&B Communications Corp., parent corporation of Lompoc Valley. An application for transfer of control of H&B, which owns more than 20 CATV systems, to RKO General is now pending before the commission.

The microwave grant to Lompoc Valley was announced on Nov. 6, 1963. The commission made the grant subject to the condition that the CATV operator provide the same protection for TV stations in its area that would

be required under the commission's proposed rulemaking affecting microwave grants for CATV systems.

Under the condition, which is imposed on all CATV microwave grants, Lompoc Valley would not duplicate the signals of a TV station in its area either simultaneously or for 15 days before or after a program is broadcast by the station. The condition also requires the CATV system to carry without degradation the signals of the station, if requested.

**Small Audience** ■ KCOY-TV, which won its construction permit in a comparative hearing and which hopes to go on the air this month, also argues that this protection is not enough. The station notes that the audience available is 75,000 and that Lompoc Valley intends to bring the signals of seven Los Angeles stations, including those carrying network programs, into the area. The station says it expected competition from KEYT(TV) Santa Barbara and KSBY-TV San Luis Obispo. But, it adds, competition from the seven additional channels to be brought in from Los Angeles would work to its "immediate harm and possibly demise."

KCOY-TV, in its petition, also asserted

### FCC-NCTA meeting of minds may be near

Representatives of the FCC and the National Community Television Association hope to present well-shaped legislative proposals for federal regulation of community antenna television to the commission and the NCTA board of directors when these bodies meet separately at meetings to be held in Washington and Dallas this week.

Lawyers of both groups met almost daily last week in a continuing air of optimism as they worked toward agreement on all but one or two major points. If the staff negotiators are unable to find agreement in meetings planned for today (Feb. 10) and possibly tomorrow, they will report to their parent groups and leave the last delicate steps to the policy-setting boards, the commission and the NCTA directors.

The commission, meanwhile, stayed the grant of a license for a California microwave facility last

week pending its review of a petition for reconsideration by a local TV station (see above). The California case involved policy questions that conceivably go beyond matters being discussed in the FCC-NCTA negotiations.

One FCC staff attorney said Thursday (Feb. 7) that it was possible the commission could consider the negotiator-drawn legislation at its meeting Wednesday (Feb. 12), and that the commission could in turn act in time for the NCTA board to react at its meeting in Dallas Saturday and Sunday (Feb. 15-16).

**Unexpected Harmony** ■ One participant said agreement had been found where the NCTA gave in, but another commented that the FCC has agreed on some points where the CATV lawyers had not expected harmony. Lawyers on both sides refused to discuss specifics, explaining only that they were working under

instructions outlined by their parent bodies and that it appeared they might be able to come to agreement on one or two major points, these to be brought back to the commission and the NCTA board for policy direction.

Protection of the local station in CATV-served markets has been the overall point of controversy throughout the joint discussions which, until two weeks ago, had not been held since last June (BROADCASTING, Feb. 3).

Representatives and senators who have expressed continuing interest in the legislative discussions were remaining silent on recent developments, although it was understood they have been kept informed as the talks progress. Last week the lawyers exchanged drafts of sections proposed for an overall bill, but no complete bill had been put forth, it was learned.



that the pending acquisition of H&B by RKO General "raises grave questions as to the overall impact of CATV ownership on the commission's rules, particularly those dealing with multiple ownership.

"It also raises serious questions as to whether the commission's policies, and in fact the regulation of the entire television industry, are being undermined by what is developing into a nationwide wired television operation."

The station observed that RKO General now owns five VHF stations (including one in Windsor, Ont.) and a UHF station in Hartford, which is engaged in a pay-TV experiment. KCOY-TV maintains the pay-TV station is significant in that "CATV has never left any doubt that pay television is a definite part of the future of CATV."

**CATV Properties** ■ KCOY-TV also noted that RKO General has extensive CATV holdings in Arizona, Oklahoma, Mississippi, Texas and Kansas. "Thus," it contended, "RKO General, if permitted by the commission, will very easily be able to avoid the multiple ownership rules and acquire what amounts to far in excess of the five VHF television stations which it already owns, plus the pay television UHF station in Hartford."

The commission, in its stay order, said that since the station isn't on the air it is not, "as a matter of technical pleading," entitled to a stay as a matter of right.

**Basic Questions** ■ But it said the arguments advanced "raise substantial policy questions." The commission said it isn't conceding it erred in granting the microwave facility. But it said it "conceives it to be the better policy" to stay the grant until a decision can be reached on the merits of the petition for reconsideration.

The commission said it was concerned about the allegations that, despite the protection promised by the CATV system, the station might not be able to survive. The commission added that it was also concerned about the argument that "it might be unwise policy to permit a large multiple owner such extensive holdings in the community antenna field.

"Even though these are merely bare allegations at this time," the order said, "the commission believes it should maintain as much flexibility as possible in considering the policy implications involved."

Commission officials, however, say privately these are only some of the problems the agency may have to face as a result of the proliferation of CATV's. They say that the commission might want to get into the question of whether CATV's are, as some have claimed, a forerunner of a nationwide pay-TV system.

Yet another question being dis-

cussed is what should the commission do in the event licensees attempt to extend their signals far beyond their normal range through the use of CATV?

And what about the question of cross-ownership of CATV's and television stations in the same community. This has not been fully resolved.

Not all of these questions can be ex-

plored in connection with the KCOY-TV pleading. The commission must resolve that issue by early March, to meet the deadline for deciding on petitions for reconsideration.

However, one official speculated that the commission might decide to set the microwave grant aside, and go into a full-scale inquiry of CATV problems.

## CATV BATTLE BREWS IN NAB

### TV board decision to ask for legislation finds critics within broadcasters' ranks

The television board of the National Association of Broadcasters—and its Future of TV in America Committee—is facing a stiff battle within its own industry on the controversial board action two weeks ago that defined community antenna TV systems originating any form of programing as pay TV (BROADCASTING, Feb. 3).

In addition, the TV board decided to seek congressional legislation regulating both microwave-fed and off-the-air pick-up CATV systems and a system of nonduplication requirements pegged on program types.

Two members of the seven-man future of TV group filed dissenting statements with the recommendations adopted by the parent TV board. G. Richard Shafto, WIS-TV Columbia, S. C. (whose company owns CATV systems in Florida and South Carolina), objected violently to the committee's inclusion of systems which originate local programs in the definition of pay TV. William Grove, KFBC-TV Cheyenne, Wyo. (whose station competes with outside CATV's), dissented to the NAB's nonduplication provisions.

Opponents of the NAB position have promised to continue their fight against the new CATV definition and particularly to bring the NAB into agreement with any compromise reached on proposed legislation between the National Community TV Association and the FCC (see page 64).

**Newly Defined** ■ The NAB's new definition of pay TV encompasses "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 would include all CATV systems which originate any form of local programing (about 25%) and those which provide a background music service.

A majority of the future of TV committee, headed by Dwight Martin, WDSU-TV New Orleans, concluded that "a policy that is opposed to pay TV by wireless and silent as to wire [CATV] systems is unrealistic." Both are con-

trary to the public interest and both pose equal threats to free broadcasting, the committee said in its majority report to the NAB TV board.

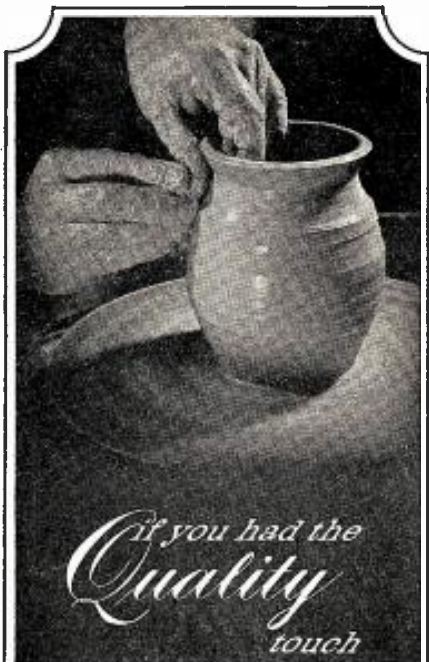
"Accordingly, the committee believes we should look to the Congress for the enactment of a law that would prohibit pay TV in the home as contrary to the public interest of the Communications Act," the report said.

Mr. Shafto's written dissent was directed toward this portion of the committee's recommendations. He proposed that pay TV be defined as "the offering in the home of programs on a selective fee basis," language which would exclude CATV. In his dissenting statement he said the NAB must take cognizance of the harmonious and mutually beneficial relationship now existing between broadcasters and hundreds of CATV systems. This relationship, he said, "was developed without the compulsion of regulation or outside influence."

Also, Mr. Shafto maintained, the NAB must recognize the present and future existence of single transmissions of specialized programs. "To take on this electronic world by broad definition reflects a fear of the unknown and gives rise in the legislative mind as to whether NAB would have the Congress believe that only broadcasting can be in the public interest," he said.

Hundreds of CATV systems offer educational programs and weather shows on otherwise unused channels, the South Carolina broadcaster pointed out. "I am convinced that the NAB cannot realistically regard such services as either a threat to broadcasting or as against the public interest," he said. "Moreover, I doubt that the NAB can convince a congressional committee to outlaw such practices."

**Why Legislation?** ■ The Martin committee said that legislation is necessary because both pay TV and the "uncontrolled growth of CATV systems not only pose a substantial threat to free broadcasting in America, but are contrary to the public interest." The legislation, NAB said, should be geared to the protection of the local station and



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would cover all CATV systems.

(At the present time, the FCC regulates only those CATV systems which receive their signals through licensed microwave facilities. Rulemaking currently is outstanding to formalize this regulation, with comments due Feb. 28.)

Any legislation should make it clear that CATV systems may not originate program material "but must confine themselves to the reception and redistribution of free off-the-air broadcast signals. This is necessary to preclude such systems from developing into carriers of pay television programs," the NAB concluded.

The NAB also is asking Congress to establish the following nonduplication requirements of a "local" station (one within whose Grade A contour the CATV system is located): 8 days prior to broadcast of network programs in the Eastern and Central time zones and 15 days for Mountain and Pacific zones; 30 days prior to the first showing of a feature film; no simultaneous duplication of sporting events.

No protection is being sought by the NAB for syndicated programs and special events and, in its recommendations, the committee said it did not "possess any information related to the necessity for protection after broadcast" of any programming.

Mr. Grove said it is "extremely disturbing" that the NAB will not seek protection after a program is broadcast. "The practical effect of this almost amounts to no nonduplication protection at all," he said. He said local stations need protection for 15 days after broadcast as well as before. Mr. Grove said it is "equally disturbing" that no protection will be sought for syndicated programs.

## New CATV facilities planned in Florida

Construction of community-antenna and closed-circuit television facilities costing \$2 million and potentially linking almost 2,200 hotels and motels in the Daytona Beach, Fla., area will begin in mid-March, William Shlank, president of Community Television Systems Inc., New Haven, Conn., said Thursday (Feb. 6).

The Florida systems will provide local commercial channels (WESH-TV [ch. 2] Daytona, WDBO-TV [ch. 6] Orlando and WFTV-TV [ch. 9] Orlando), educational television (WJCT-TV [ch. 7] Jacksonville) and up to 12 closed-circuit program origination points in the Daytona area, Mr. Shlank said. It is hoped that the closed circuit facilities will attract more convention business to Daytona, since delegates could be linked from their motel rooms to major proceedings without the need for large

meeting rooms which the area presently lacks, Mr. Shlank pointed out.

Having lost referenda for a CATV franchise in Daytona Beach in 1960 and 1962, Mr. Shlank has just completed arrangements with the city whereby Daytona Cablevision Inc., his firm, will operate on a permit and pay the city 5% of its gross receipts for each of the next five years and 6% for each year thereafter. Halifax Cablevision Inc., another new Shlank firm, will service Daytona Beach Shores, on the ocean and just south of Daytona Beach proper. A third company, Volusia Cablevision Corp., will serve unincorporated areas of Volusia county, the area outlying the other two communities.

These firms are subsidiaries of Mr. Shlank's community television firm in New Haven, which operates 38 systems in Connecticut.

## KRLA gets brief extension of life

The FCC last week granted KRLA Pasadena-Los Angeles permission to continue operation until the end of February. The station, due to nonrenewal of its license, was to have wound up its affairs by Feb. 10.

The extension of the deadline will give the commission time to study an application by Donald Cooke, sole owner of Eleven Ten Broadcasting Corp., the KRLA licensee, to transfer ownership to the nonprofit Broadcast Foundation of California (BROADCASTING, Feb. 3).

McKenna & Wilkinson, Washington communications law firm, last week told the commission that, in behalf of an unidentified group, which is prepared to file an application for the KRLA facility, it opposed any reconsideration of the KRLA nonrenewal. The law firm believes that the commission lacks the authority to study the Eleven Ten-Broadcast Foundation proposal, which, it said, amounts to a reconsideration hearing. A request for a rehearing must be filed within 30 days of the date of a final decision. The transfer proposal fails to meet that criterion, the firm said.

McKenna & Wilkinson also said the proposal is contrary to the commission's policy not to consider transfers unless a renewal application has been granted. The firm suggested that its unrevealed prospective applicant, Broadcast Foundation and any others applying operate the frequency on an interim basis pending conclusion of a comparative hearing.

There is one other known prospective applicant, the California Regional Broadcasting Corp. This party has also opposed a transfer to Broadcast Foundation.



# BUSINESS MUST SERVE SOCIETY

## Collins says this would 'stem' government encroachment

American businessmen must work together to achieve common goals of service to society as a whole, and "broadcasting will be in the vanguard of such effort," LeRoy Collins, president of the National Association of Broadcasters, said last week.

Speaking in New York at a luncheon of the International Radio and Television Society, Governor Collins urged American businessmen to marshal their forces in an effort to resolve this country's pressing problems. Such an action by business generally, he said, would help stem the tide of government encroachment on business and would demonstrate that businessmen "can work together to achieve common goals of service to our whole society."

Major U. S. domestic problems that business might solve, the NAB president

said, are poverty, education, unemployment, racial prejudice, juvenile delinquency and public health and welfare.

Among industries, he said, broadcasting's codes of good practice place it in the forefront of self-regulation. "In all American business, no industry has developed such a comprehensive and effective self-regulatory program as broadcasting," he said. "Certainly [the codes'] value has been recognized by the FCC. There is little doubt in my judgment that this government agency would have imposed commercial time standards a few weeks back had it not been for these codes." The day before, in an address in Washington, FCC Chairman E. William Henry announced a tough new policy of commercial control [story page 27].

**Vitality in Codes** ■ Governor Collins said the codes and their administration have great "vitality" and this was demonstrated in the action of the TV code review board in meeting head-on the cigarette advertising and multi-product commercials issues three weeks ago (BROADCASTING, Jan. 27).

The codes, he said, have two strong, new board chairmen, Elmo Ellis, WSB Atlanta, for radio and Clair McCollough, Steinman Stations, for TV and a new code director, Howard Bell, who brings to his assignment "high enthusiasm and great competence." "These men will lead," Governor Collins said. "Make no mistake about that."

He said important progress is being made in solving the problems of television clutter, with a second meeting of broadcasters and advertisers to discuss possible solutions next Wednesday (Feb. 12). "I hope this effort will in time become a broadcasting-advertising round table," he said. "The continuing improvement of the quality, economics and influence of broadcast advertising is a goal common to all and should be pursued with a vigorous common purpose."

Governor Collins had high praise for both radio and TV and described their power as "awesome." Radio, he said, is emerging from its problems of the 1950's. "Radio stations came to be bought and sold like cows at a livestock market," the NAB president said, "and the dominant criterion for their purchase was how much milk they would give."

"Some of these people saw in radio not an opportunity to serve—but merely an opportunity to exploit. The watchwords of these exploiters became: economize, plagiarize, and, with some, vulgarize." This period of radio is about over, he said.



During his speech last week to New York's International Radio and Television Society (whose president, Sam Cooke Digges of CBS Films, is shown greeting him in picture), LeRoy Collins, NAB president, poked fun at himself and controversies he has aroused in public statements on cigarette advertising and other matters.

Noting that most of his audience came from the advertising business, Governor Collins said: "I get the feeling this is Marlboro country." Of his dispute with NAB board members who two weeks ago voted 25-18 against a motion to dismiss him, Governor Collins said he was "speaking more lately, and they are enjoying it less." In Florida, where the NAB boards met, he said the slogan, LSMFT, had been changed to LSMFC: Lucky Strike means fire Collins.



You wouldn't hire just anyone to host your jazz show. You'd find an authority to get intimate with 2,000,000 jazz-loving Southwesterners. Realizing nothing endures but personal qualities, we sought that certain touch for "THE JAZZ SHOW". It's different. Host Dick Harp makes it different. He's the Southwest's true authority, having devoted more than 20 years to jazz... owner of the fabled "90TH FLOOR" hangout for jazz buffs... producer of classic jazz albums. Harp presents modern jazz music, discussed in layman's terms and capped by interviews with top artists. Three nights a week, WFAA presents the Sound of the Southwest on THE JAZZ SHOW... we'd be happy to slip in a spot or two for you. Call Petry for details. It'll give you that Quality feeling, too.

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## NCC stands firm on radio-TV control

The National Council of Churches last week restated its position in regard to control of broadcasting.

The Reverend Dr. S. Franklin Mack, retiring executive director of the council's Broadcasting and Film Commission, said "having declared itself publicly, the National Council should stand its ground. It should insist that it is the duty of the FCC to establish clear guidelines for station operation and that it should establish and enforce minimal rules wherever self-regulation, either through no-acceptance or noncompliance, proves ineffective.

"The council's position is not that there ought to be law, but rather that there ought not to have to be a law." Dr. Mack made the remarks at the annual meeting of the Broadcasting and Film Commission in New York.

A pronouncement passed by the council's general board last summer, among other things, called for FCC regulation of networks, government adoption of the National Association of Broadcasters radio and TV commercial codes and further FCC regional hearings for evaluation of the performance of local stations (BROADCASTING, June 17, 1963).

Dr. Mack said the pronouncement has brought about a serious confrontation between the churches and the broadcasters. He asserted that newspaper and trade press articles on the pronouncement and proposed meetings between churchmen and broadcasters show how seriously the broadcasting industry regards the church as "a dynamic force."

Succeeding Dr. Mack as executive director of the Broadcasting and Film Commission is the Reverend William F. Fore, who took office last week.

## McLendon in Texas race for U.S. Senate seat

Gordon B. McLendon, president of the McLendon Corp., Dallas, Monday (Feb. 3) entered a three-way Texas race for the Democratic nomination for U. S. senator in the May primary. He said last fall he "might possibly" run (BROADCASTING, Sept. 30, 1963).

Mr. McLendon, who has never run for public office before, said his only other political work was as Southern chairman of the Young Industry for Eisenhower committee in 1952, a year when many Texas Democrats bolted the party's national ticket. Asked why he is running, he said, "I think I can do a better job than Senator [Ralph] Yarborough" [D-Tex.]. Philosophically "we are worlds apart," Mr. McLendon said.

The broadcaster, whose firm operates

## More money for L.A. ETV

Good things come in pairs, according to Community Television of Southern California, nonprofit, noncommercial organization which is preparing to establish an educational TV station in Los Angeles. It probably will be called KCET(TV).

On Jan. 27, the FCC approved CTSC's application for a construction permit for a transmitter to operate on UHF channel 28 from a location on Mount Wilson, where all present Los Angeles TV stations have their transmitters. Plans call for completion of the transmitter in time to permit signal tests during the summer, with regular programming to start with the beginning of the school year in September.

In the same week, CTSC received a gift of \$100,000 from KCOP(TV) Los Angeles, local commercial station, presented by John Hopkins, president and general manager of KCOP, to Dr. Lee A. DuBridge, board chairman of CTSC. The KCOP grant followed gifts of \$250,000 each from CBS, NBC and Metromedia, whose Metropolitan Broadcasting division owns and operates KTTV(TV) and KLAC Los Angeles. Late last month, the U. S. Dept. of Health, Education and Welfare awarded a grant of \$468,790 to CTSC.



John Hopkins (l), president of KCOP-TV Los Angeles, presents \$100,000 grant to Dr. Lee A. DuBridge, chairman of the board of newly granted ETV station.

six radio stations—three in Texas—faces Senator Yarborough, the incumbent, and John Van Cronkhite, also of Dallas.

Asked about campaign plans last

week, Mr. McLendon said he would utilize as much radio and television time as he can raise money to buy and he also intends to continue voicing editorials on McLendon stations and would gladly offer equal time where appropriate. His stations are KLIF-AM-FM Dallas, KILT and KOST(FM) Houston, KTSA San Antonio, all Texas; KABL Oakland-San Francisco, WYSL-AM-FM Buffalo and WYNR Chicago.

The youthful broadcaster (42) said he would like to debate the senator. "I will offer Senator Yarborough the opportunity to meet me on the field of oral combat," he said.

Asked for comment, Senator Yarborough said in Washington, "Since I'm the one who seems to be challenged, I get the choice of weapons. I choose foghorns at 100 paces."

The senator is completing his first Senate term and serves on both the Senate Communications Subcommittee and its Special Freedom of Communications Subcommittee, of which he is chairman.

Mr. McLendon planned to visit the White House Friday (Feb. 7) and to meet House members of the Texas congressional delegation in Washington.

## Taishoff argues for new broadcast law

Broadcasters should get behind an all-out effort to persuade Congress to draft a new communications act now, Sol Taishoff, editor and publisher of BROADCASTING and TELEVISION magazines, told the Wisconsin Broadcasters Association last Thursday (Feb. 6).

"A new act must be written," he said, and "the time was never more propitious." The publisher said the legislation should clearly mark the limits of federal influence and regulation, and establish a national policy that will provide maximum freedom for the creative energies of broadcasting. "Adding patchwork to the existing law won't do," Mr. Taishoff said.

At present, he said, there are too many regulations, too many court decisions and too many amendments to the present act which enables that FCC to find "some precedent somewhere for practically any kind of sanction it chooses to invoke."

Alvin M. King, director of state association liaison for the National Association of Broadcasters, told the annual WBA meeting in Milwaukee that although there has been a relaxation in federal interference with broadcasting, "this is not the time to relax." He said today there is a much better understanding in Congress of the industry



but that there "still is a lot of work to be done and problems that need to be solved."

He cited a relief of the complications inherent in Section 315 of the Communications Act (equal time provisions) and an acceptable version of the FCC's proposed TV program reporting form as areas where broadcasters must redouble their efforts.

## Media notes . . .

**New affiliate** ■ WLOL has replaced WPBC as Minneapolis Mutual affiliate. WLOL is fulltime on 1330 kc with 5 kw.

**PR firm signed** ■ The Rounsaville Radio Stations, based in Atlanta, have signed Woody Kepner Associates Inc., a Miami public relations firm, to help implement a year-long national campaign launched by the stations. The Rounsaville group consists of WFUN South Miami, Fla.; WCIN Cincinnati; WLOU Louisville, Ky.; WVOL Nashville; WTMP Tampa-St. Petersburg, Fla., and WYLD New Orleans.

**ETV donations** ■ More than \$12,000 worth of television equipment has been donated by WFMY-TV Greensboro, N. C., to the Universities of North Carolina and Colorado for educational TV use. When Colorado bought a television tape recorder from WFMY-TV, the station gave about \$2,000 worth of additional tape equipment to the school, and the commercial outlet gave more than \$10,000 worth of studio equipment to North Carolina.

## Forget abbreviations; FCC wants all the calls

Radio and television stations that drop any of their call letters in identifying themselves on the air are violating an FCC rule, no matter when the abbreviated identification is given.

The FCC passed this information on to Louisville, Ky., stations after receiving a complaint that "several stations" in that city were not using all their assigned call letters.

The commission letter makes clear that although stations must give all their call letters, as separate letters, at each mandatory station-identification time, the commission doesn't prohibit phonetic renderings of call letters at other times. Thus, a station assigned call letters WINK could identify itself "wink," the letter noted.

But, it emphasized, the stations must use all the call letters assigned, and in proper sequence, not only at the required station identification time but at any time the call letters are given.

The commission said a station giving less than its full complement of call let-

ters could be guilty of a false identification, in that a licensee in some other part of the spectrum might have such call letters. The hypothetical station WINK the commission said, would be violating the rule if it identified itself as I-N-K.

A commission official said the agency had established a precedent in the area in 1957, when it rejected a broadcaster's request for a waiver of the identification rule to permit use of something other than the call letters assigned his station. The commission said then, the official recalled, that any modification could result in a call-letter identification already assigned to another broadcasting station.

## NAB exhibits will be the biggest in history

The largest exhibit of broadcast equipment ever assembled already is assured for the 42d annual convention of the National Association of Broadcasters in Chicago April 5-8, according to Everett Revercomb, secretary-treasurer and convention manager.

Mr. Revercomb said last week that 66 equipment manufacturers, transcription companies and other NAB associate members have reserved space to date. This assures that the 1964 exhibit will top last year's record show which required 27,560 square feet of floor space.



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# NEW RUMBLES IN RADIO RATINGS

## Everybody wants to get into the act, but choosing an acceptable, reasonably priced method is another story

Nature abhors a vacuum, it's said, and the number of firms which are suddenly terribly interested in doing something about radio ratings, particularly for networks and national advertisers, indicates that there's a void there.

Actually, there isn't that much of a void for there is an existing network radio audit service and two others providing local reports, but the withdrawal of A. C. Nielsen Co., Chicago, from network ratings service last month (BROADCASTING, Jan. 13) sparked what may be the biggest upheaval in audience rating services since the congressional hearings last year rocked the industry.

Nielsen withdrew from the local radio

measurement field last spring. With its departure from network radio surveys, the field was left to only one firm, Sindlinger & Co., Norwood, Pa. Sindlinger began, last September, feeding audience listening data to ABC Radio. On the horizon now are two others: American Research Bureau, Beltsville, Md., which is in the middle of an extensive test in Detroit to determine whether its dairy system can be made to work for radio, and a newcomer, the Hooper-Holmes Bureau Inc., Morristown, N. J., which is an investigative agency for major life insurance companies.

**Two Continue** ■ In the local radio rating field, the two stalwarts continue to be The Pulse Inc., and C. E. Hooper

Co., both New York—but all of the three companies now in, or poised to go into, the network radio ratings business report they, too, will furnish local data if there is a market for it.

At the heart of the activity in the radio ratings field is the dual question of (1) which method is best able to get the information of who's listening to what, and (2) which method is most economical. It is the balance between valid information and cost that has generated the most interest, especially in network circles.

So far has this concern gone that there has been talk in radio network circles of the feasibility of pooling resources, maybe up to \$750,000, and using this fund to either underwrite additions to the Sindlinger service or to attract a newcomer into the field.

One suggestion went this far: to invite bids and let the Advertising Research Foundation pick one that shows the most promise (BROADCASTING, Jan. 20).

**Basic Research** ■ Hovering over all discussion of ratings at this point is the Broadcasting Ratings Council Inc., the all-industry supreme court, sponsored by the National Association of Broadcasters, the Radio Advertising Bureau, the Television Advertising Bureau, advertising organizations and networks.

Established after the battering the ratings services received last year at the hands of a congressional committee, the council came into corporate being late last year and has been getting organized since then. It will check the bona fides of rating services, suggest improvements, set criteria, and in general oversee the complex and often contradictory results that various independent researchers report.

Also a child of the House Commerce Investigations Subcommittee hearings is the \$200,000 RAB-NAB methodology study—a project that was delayed to some extent by the months of negotiations between the two organizations before they agreed to combine their separate plans.

Its purpose is to study new ways and means to improve radio rating surveys to the end that a more meaningful, or the most meaningful, result is obtained.

**At The Point** ■ A project spokesman says, a "good working relationship" has been established among members of the technical committee. This committee has

### Madow, Roslow talk about ratings problem

The present scurry to clean up the ratings mess is a typical "American comedy — or tragedy — of getting things done in a free economy, where no one wants to do anything painful until forced to by public, or governmental, pressure." So said William G. Madow of Stanford Research Institute at the annual winter conference of the Pacific Chapter, American Association for Public Opinion Research, in Santa Monica, Calif.

Dr. Madow said that if the rating organizations had followed the recommendations of his committee (appointed by the American Statistical Association to make a study of the various broadcast audience measurement services for Representative Oren Harris (D-Ark.) and his Regulatory Agencies Subcommittee [BROADCASTING, March 27, 1961]), they could have avoided the unpleasant experience of the public chastisement they subsequently received from Congress and the Federal Trade Commission.

Sydney Roslow, director of The Pulse, one of the audience measurement organizations referred to by Dr. Madow, expressed sharp disagreement, noting the FTC investigation of rating services began long before the Madow committee report.

He also disputed another Madow statement that the pocket pieces of the various rating services should include information that is available

but now omitted—such as the number of people who refused to accept diaries or, having taken them, refused to fill them out and return them; the number or percentage of nonlisted telephones in the area being surveyed and similar details.

Dr. Roslow said that information of this nature frequently could not be obtained without making another survey just for that purpose and, more importantly, it is left out of the rating service reports because the firms feel it's not wanted.

Keeping the cost of audience research within reasonable limits while still providing the essential information is a major problem with all the rating services, he commented, noting that the improvements in ratings methodology are bringing with them increased costs.

Dr. Madow and Dr. Roslow, together with Leon Aarons of the Television Bureau of Advertising, were members of a panel on broadcast audience measurement that for two hours discussed this controversial subject under the chairmanship of Oscar Kaplan of the San Diego State College Center for Survey Research.

The trio of experts agreed that the independent audit and the other activities of advertisers, agencies and broadcasters toward improving rating techniques should result in ratings that would merit and receive more confidence from their users.



been meeting regularly and is "now at the point where it is ready to submit a detailed written assignment to Audits & Surveys," New York, the firm picked to do the field work.

The assignment will cover one or several of a series of studies, it is pointed out. Aside from some pretest interviews, the earliest field work should be in the early spring, according to the spokesman.

The result, it's presumed, may be available by summer. But the answers, or at least some of the answers to the basic problem—how to measure radio's complete audience—may begin to become visible by the fall, according to some who are in a position to know. Others, however, say the complexity of the problem is such that it's impossible to predict, at this point, when meaningful findings will emerge.

Chairman of the technical committee is Mary McKenna, research vice president of Metromedia Inc. Others are Alfred Watson, RAB director of advanced research; Melvin Goldberg, NAB research vice president, and Hugh

M. Beville, NBC vice president for planning and research. Miles David, RAB administrative vice president, has been sitting in on meetings as an ex officio member.

**Hill Investigation** ■ The congressional hearings last year caused a good many people to raise their eyebrows. Although the emphasis in the hearings mostly was on television, some radio broadcasters recounted their experiences. One of them was Gordon McLendon who told how Hooper listed his KABL Oakland-San Francisco number one in that market, but according to Nielsen he was not even in the running. He also recounted how WAKY Louisville (which he then owned) received a Hooper share of audience of 42, a Pulse of 29 and a Nielsen of 5.

Pulse representatives spent a depressing couple of hours on the stand explaining why their interviewers checked homes in Clark and Floyd counties in Kentucky, about 100 miles away from Louisville, when they were supposed to check counties of the same name across the Ohio River in adjacent Indiana.

The congressional committee has been kept abreast of developments by the networks, NAB and others, but some members have shown, impatience with the progress.

Only last month, Representatives John E. Moss (D-Calif.) and William L. Springer (R-Ill.) expressed their disquiet with the manner in which the industry is attempting to straighten out ratings basics—particularly the method of choosing samples (BROADCASTING, Jan. 20).

**Detroit Test** ■ One of the most significant moves in the radio measurement field is underway right now in Detroit. There ARB is running a \$62,000 test to determine whether a radio-only diary or a multimedia diary is the best way to learn who's listening and to what station.

Predictably, ARB is interested in how the diaries will work for radio audience measurement. The diary system is ARB's basic tool in the TV field where it is one of the major research organizations.

If after the results of the Detroit study are correlated and it develops that the diary method is "validated," ARB is prepared to enter the radio ratings field, but only for network services at first.

"If the results show that the diary method is significantly superior to other systems now used, we're ready to produce a report for networks and national advertisers and agencies," James W. Seiler, president of ARB, says.

The Detroit study was commissioned by RKO General which is putting up

about \$12,000. ARB is putting up another \$50,000.

It has been accepted as a test project by the Advertising Research Foundation which is cooperating in checking procedures, methodology and basic standards. ARF's interest was sparked by the multimedia aspects of the experiment, and the overseeing is being done by its committee on improving the measurement of advertising media.

Alcun W. Lehman, president of ARF, says of the Detroit study: "It's a very worthwhile experiment and should contribute toward producing methods of obtaining better intermedia measurements."

**Test Of Test** ■ Actually, ARB ran a pilot test in the Washington and Baltimore areas last spring, using various types of diaries including an all-media record. About 800 people were tested in each of the two markets.

Stemming from these findings which brought into focus the type of diary ARB felt should be used, the Detroit project was inaugurated last September.

Basic to the project is the general feeling in radio circles that radio is



Mr. Sindlinger



Mr. Seiler

individual, rather than a family activity as television is considered to be at present (ARB uses family diaries for its TV service).

The area under test is the Detroit metropolitan area using 8,480 homes out of a random 10,000-home sample.

For the diary test individuals in 600 homes are being given the radio-only diary, and persons in another 600 homes the multimedia diary (this asks for notations on radio listening, TV viewing, newspaper and magazine reading). Each of the estimated 3,120 individuals (12 years or older) carrying the dairies is asked to report all listening-viewing-reading both at home and away from home.

**Other Methods** ■ Also during this test, ARB will conduct 300 telephone

politan area. This is the ARB metro, which covers 21 countries in and around Detroit. The technical statistical metropolitan area includes only three counties.

**Three-Week Test** ■ The Detroit project actually commenced Feb. 2, and will continue through Feb. 21. The basic evaluations will be made for the middle two weeks when a full complement of diaries, telephone calls and in-home interviews are in existence.

The program is under the direction of Ernest H. Clay, ARB director of production and research. ARB has three men in Detroit in charge of the program—George Corey, diary placement; Dr. John Thayer, in-home interviews, and Bill McClenaghan, telephone coincidental and interviews.

ARB officials hope to have an evalua-

tion, employs more than 3,000 men on a fulltime basis.

Hooper-Holmes plans to make its presentation to the networks within the next few weeks and envisages placing individual diaries with 10,000 people a month. Although the cost hasn't been determined, estimates indicate that this service can be had for somewhere between \$500,000 and \$600,000 a year.

The plan is to use its 3,000 field men (with an additional 750 "correspondents" or part-time workers in rural areas) to personally place diaries with individuals, and to personally collect the diaries at the end of each week. Respondents would receive trading stamps to pay them for their trouble. The diaries would be given to 2,500 people each week for four weeks. The sample individuals would not be permanent.

According to Jack Boyle, director of sales development for Hooper-Holmes, the returns should run about 85%, considered very high in research of this type. Mr. Boyle, was formerly with the Daniel Starch organization, Trendex, Audit & Services and McCann-Erickson.

Charles King is president of Hooper-Holmes, and Edward King, his son, is executive vice president. The company has no connection with C. E. Hooper.

Although it's principal business is investigations for insurance companies, it has engaged in some marketing research over the past years on a special order basis.

According to Mr. Boyle, Hooper-Holmes would entertain the possibility of starting with a single network order, but would necessarily have to cut its sample by one-third.

"This could be a holding operation," Mr. Boyle says, "until RAB and NAB come up with recommendations based on their methodology studies."

On the fire—or in this case in the computers—is Sindlinger & Co.'s break-out of local radio ratings which will be offered soon to broadcasters.

Soon to come will be reports for Detroit, Los Angeles, New York, Washington, Philadelphia, Miami, Fort Worth, all available upon order. These are based on Sindlinger measurements on radio listening which began in September 1963 primarily for ABC. There are about 67 local measurements that are almost ready.

Now also serving NBC and MBS, the Sindlinger network report is based on a telephone "call back-feed back" method in 187 markets, with 14,000 to 15,000 interviews per month.

The "call back-feed back" phrase, coined by Albert Sindlinger, founder of the company bearing his name, essentially means that every effort is made

## Experimentation is key word at Trendex

Trendex, which conducts special studies of both radio and TV audiences on assignment by clients, is pursuing a number of experiments that hold promise for full measurement of radio audiences at feasible prices, President Edward G. Hynes has reported.

He said that in one recent Monday-Friday study among Negro homes in Philadelphia, using telephone-recall methods, Trendex reached and got radio listening records from 80% of the individuals in 249 homes on no more than one callback per family. Other Trendex research, he said, indicated that the missing 20% could be reduced to about 10% by four callbacks, and to about 8% if additional callbacks were made the next day.

The study covered 50 homes each night, and solicited details on individual listening during the current day and the preceding evening. Of 590 individuals (12 years old or older) in the 249 homes, 401 were reached on the first call and 60

more on callbacks the same evening, while nine refused to be interviewed on the callback, Mr. Hynes reported.

He said Trendex encountered no "irritation factor" as a result of interviewing each family member individually rather than letting one member speak for all.

However, he added, another Trendex study is aimed at avoiding any possible irritation factor by (1) making screening calls to homes in the sample universe to determine the family composition of each household, and (2) then picking from this group a subsample of individuals that is representative of the age, sex and family composition of the sample universe.

This subsample would consist of not more than one individual in any home, so that one interview per home would produce results typical of those that would be found by separately interviewing each individual in each home in the original sample universe, he asserted.

coincidental interviews on radio listening and another on TV viewing each half hour for a total of 6,200 to determine in-home viewing. Also via telephone, one person in each of 280 homes will be interrogated about the listening-viewing-reading habits of all members of the family on a recall basis (yesterday). And by means of personal in-home interview, another 280 homes will be checked for print media only. For the media print check, respondents will be asked to answer from a list of five national magazines and two major Detroit newspapers.

In addition, the multimedia diary is being circulated in 200 extra homes in areas outside the official Detroit metro-

politan area. This is the ARB metro, which covers 21 countries in and around Detroit. The technical statistical metropolitan area includes only three counties.

To ARB the most significant element in the study is to determine which of the two diaries (radio-only, or all-media) gives the most valid measurement when checked against the more standard procedures—telephone coincidental, telephone interview and personal visit interview.

**Newest In Field** ■ Poised to enter the radio audience measurement field is a 64-year-old company that has specialized in personal investigations for major insurance companies: Hooper-Holmes Bureau Inc., with 138 branch



to reach the right home, even if this means calling no-answer numbers two and three times.

The survey is a continuous, seven-days a week job, and the interviewer attempts to determine everything that each individual in the family, 12 years old or older has heard, seen or read during the past 24 hours.

The local service will be available only for those markets where at least 2,000 interviews have taken place.

In a recent development, Mr. Sindlinger announced a revised format for his monthly network radio service. Beginning with the November issue (which has been delayed pending this change), the Sindlinger reports will be strictly on a program basis; share of audience has been omitted, he emphasizes, because in many markets programs are heard via several stations, some of which are even outside the market proper.

**On Local Scene** ■ Hooper interviews by phone, asking interviewees what they are listening to at the time of the call, and also what they listened to in the preceding 15 minutes.

Frank Stisser, president of Hooper, says his company currently has about 420 station and 30 agency subscribers—a gain of about 15% from a year ago.

In 1963 Hooper issued reports in 160 markets, with from one to four reports per market. For about 60 of the markets it also issues monthly indexes that show listening totals without the quarter-hourly detail contained in regular reports.

Mr. Stisser says that Hooper has been gradually expanding its interviewing to cover the 1960 census' metropolitan areas as officially defined; more-over the 1960 census changed some of the previous definitions. Hooper formerly did not make toll calls; it still doesn't, but it has expanded its interviewing staff and now covers the toll call areas by having people there do the phoning.

Hooper also has been doing experiments designed to deliver more complete measurement of radio, particularly the auto audience. It also is anxious to see what the RAB-NAB methodology project comes up with.

**Working On Improvements** ■ Pulse does roster-recall personal interviews, asking family members in group or individual interviews to reconstruct their respective listing patterns for the day of the interview and the preceding evening.

Pulse feels that its service covers total listening about as well as can be done at feasible prices, but is working on a number of improvements: One of these is what to do with homes that are unoccupied when the interviewer

visits—are their listening habits average or do they differ significantly? Pulse has turned this problem over to a university professor to see if he can find an answer.

A second major current project has to do with getting the habits of individual family members who are not present when the interviewer questions the rest of the family. Pulse is experimenting with a ballot which would be left for these absentees to fill out and return.

Pulse has more than 600 station subscribers and about 150 agency subscrib-

ers. It covers about 150 markets on a regular basis each year, doing from one to eight reports per market.

Pulse has done several things to tighten its controls and minimize the chance of error. Among other things it has installed an additional validation system that provides a check on the supervisors as well as on the interviewers. The mechanical part of the Pulse operation is now almost completely automated. Sample sizes have been increased. Coincidental interviews, at one time used in conjunction with roster recall, have been abandoned.

## ESTES MUST GIVE UP WMOZ, WPFA

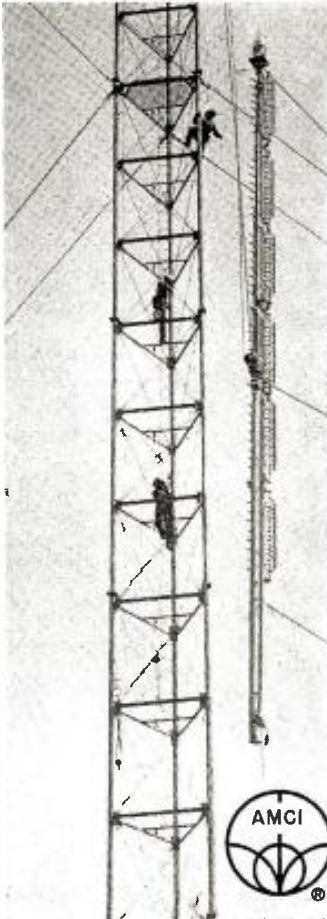
### Attempts at fraud, deceit cited in license nonrenewal

A unanimous, four-commissioner decision by the FCC last week gave Edwin H. Estes until March 31 to wrap up the affairs of WMOZ Mobile, Ala., and WPFA Pensacola, Fla., in view of Mr. Estes' "record of attempted fraud and deception virtually without equal in commission history." The license for WPFA was revoked as a result of evidence which came to light during the hearing on the denied license renewal application for WMOZ, the commission said. Mr. Estes is sole owner of both stations.

The commission's action against the licenses of Mr. Estes had been expected

(CLOSED CIRCUIT, Feb. 3). An initial decision issued by commission Hearing Examiner Herbert Sharfman, cited Mr. Estes for falsifying composite week program logs, which were submitted with the WMOZ renewal application, and recommended the strong penalties against the licensee of the stations (BROADCASTING, June 4, 1962).

Last week's decision was made by Chairman E. William Henry and Commissioners Rosel H. Hyde, Robert T. Bartley and Robert E. Lee. Commissioner Kenneth A. Cox didn't participate due to his former involvement in




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the case as chief of the Broadcast Bureau, and Commissioners Frederick W. Ford and Lee Loevinger were absent.

Mr. Estes has maintained that he is not guilty of falsifying the programing logs. Following the initial decision he had submitted an affidavit from a former WMOZ employe, Lester Foster, who stated that the WMOZ owner had been the victim of a conspiracy instigated by a competitor (BROADCASTING, April 29, 1963).

The commission noted that during the two previous renewal periods for WMOZ (1955 and 1958) the station had failed to meet the programing proposals of its original application and that on both occasions the commission inquired into the matter, receiving further promises that WMOZ would stick to the programing and commercialization plan set forth. The commission thus reasoned that when in 1960 Mr. Estes discovered that WMOZ had run about 1,500 commercial spots and 60 to 65 non-commercial spots during that year's designated composite week, he had "strong reason to conceal the station's spot announcement record . . ." because he was committed to no more than 1,000 total announcements per week.

**Strange Figuring** ■ The commission said the false program logs were dictated by Mr. Estes to his secretary and

that he then had the station announcers initial the false material. The logs also bore the initials of an announcer (Percy L. Mauldin) who had died since the actual logs were made, the commission added. It said the initials were the work of Willie Martin, a WMOZ announcer.

The commission said that "irrespective of whether others had a motive to cause trouble for Estes" or whether he personally had a motive, "the facts of record and Estes's lies concerning them establish, beyond any conceivable doubt, that Estes deliberately prepared a false set of logs for inclusion in the WMOZ renewal application." The commission also refused to believe the claims by Mr. Estes that he had been victimized by a competitor. According to the commission, Mr. Estes had also concealed the actual 1960 financial records of WMOZ and the station had continued to operate with "callous disregard of its programing commitments."

Mr. Estes produced a number of pleas from Mobile civic leaders and groups asking that the commission not take WMOZ off the air, claiming a need for its programing. But the agency found Mr. Estes's conduct before the commission "simply too grievous" to alter a nonrenewal decision. "We would point out to these persons, and to all other Mobile residents and organiza-

tions whose needs are currently catered to by WMOZ, that seven other standard broadcast stations, as well as FM and television stations, are licensed to serve the Mobile community," the commission said.

The commission told Mr. Estes that if, in 1961, the agency would have known the facts uncovered in the WMOZ renewal hearing it would not have then renewed the license for WFFA. Mr. Estes, as sole owner of the Pensacola station, is also unqualified to be a licensee of that outlet as he is unqualified for WMOZ, the commission further concluded.

Mr. Estes plans to request the commission to reconsider the nonrenewal and revocation, at which time he will also petition for a stay of the March 31 deadline.

## Changing hands

**ANNOUNCED** ■ *The following sale of station interests was reported last week subject to FCC approval:*

■ WLEX-TV Lexington, Ky.: Sold by J. D. Gay Jr., H. G. Bell, Earl L. Boyles and others to Crosley Broadcasting Corp. in a stock transaction estimated to be about \$2 million. Payment is in 87,500 shares of Avco Corp. stock, which closed at 22¾ Thursday (Feb. 6) on the New York Stock Exchange. Crosley is owned by Avco. Crosley owns WLW and WLWT(TV) Cincinnati, WLWD(TV) Dayton, WLWC(TV) Columbus, all Ohio, and WLWI(TV) Indianapolis. WLEX-TV was founded in 1955 and operates on channel 18 with both NBC and CBS affiliation. Broker: R. C. Crisler & 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 85).*

■ WFFG Marathon, Fla.: Sold by J. W. Betts to Bluegrass Broadcasting Co. for \$250,000. Bluegrass, which owns WVLC-AM-FM Lexington, WCMI-AM-FM Ashland and WINN Louisville, all Kentucky, and WHOO-AM-FM Orlando, Fla., is owned principally by Ralph G. Worster, Claude Sullivan and Frank G. Trimble Jr. WFFG, which went on the air in 1962, operates daytime only on 1300 kc with 500 w.

## Commission reduces fine against KATT(FM)

The penalty against KATT(FM) Woodland, Calif., for carrying out a series of unauthorized transfers of control was cut last week by the FCC from a fine of \$2,500 to \$500. The fine, the commission said, is levied against the FM's

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former licensee, Interstate Broadcasting Co.

The unauthorized changes of hand were committed by a former licensee but one of the principals involved, Kay K. Sagara, is now sole owner of the present licensee, KATT BROADCASTING Corp. (BROADCASTING, Sept. 23, 1963).

Interstate Broadcasting was owned originally by Melvyn E. Lucas and George E. Kristoff. In the course of two years the company underwent six unauthorized transfers of control, bringing in three new stockholders. Total control eventually came to Mr. Sagara under KATT Broadcasting, which has since received commission approval.

## 27 seeking positions on NAB radio board

Ballots were mailed last week to eligible voters as 27 broadcasters sought 12 seats on the radio board of directors of the National Association of Broadcasters. Seven incumbent directors have served only one term and are seeking reelection. Results of the mail ballot are to be announced March 1.

The most crowded contest is the race for director at large from large market stations. Four broadcasters are seeking the seat being vacated by John Patt, WJR Detroit, who is not eligible for reelection. They include John Box Jr., WIL St. Louis, who currently holds a board seat from a medium market station. He is being opposed by Thomas Carr, WBAL Baltimore; Frank Gaither, WSB Atlanta, and Robert J. Leder, WOR New York.

NAB by-laws limit board members to two consecutive two-year terms. In addition to Mr. Patt, this disqualifies Richard Chapin (District 10), KFOR Lincoln, Neb.; Allan Page (District 12), KGWA Enid, Okla., and Robert Mason (small market stations), WMRN Marion, Ohio. Fred Rabell, an FM director from KITT (FM) is not seeking reelection although eligible for another term.

In addition to the four candidates for the large market classification, other candidates include:

District 2—John Henzel (incumbent), WHDL Olean, N. Y.; Ellis Erdman, WOLF Syracuse, N. Y., and John Van Buren Sullivan, WNEW New York.

District 4—Harold Essex (incumbent), wsjs Winston-Salem, N. C.; James Crawford, WBTM Danville, Va., and Jack Starnes, WBAG Burlington, N. C.

District 6—Julian Haas (incumbent), KAGH Crossett, Ark., and F. C. Sowell, WLAC Nashville, Tenn.

District 8—Lester G. Spencer (incumbent), WKBV Richmond, Ind., and Robert D. Enoch, WXLW Indianapolis.

District 10—George W. Armstrong, WHB Kansas City, and W. Earl Dough-

### A communication

EDITOR: I was shocked by the report in BROADCASTING of Feb. 3 claiming that "Mr. [LeRoy] Collins [president of the National Association of Broadcasters] had rejected a contract settlement offered by the chairman of the NAB boards." No contract settlement ever was offered. If there had been such an offer I certainly would have advised the joint board.—*William B. Quarton (WMT-TV Cedar Rapids, Iowa), chairman, joint board, NAB.*

(BROADCASTING erred in implying that Mr. Quarton was the board official who had, in advance of the board meetings, attempted to negotiate a settlement with Mr. Collins. But, as reported by BROADCASTING, another highly placed board member informally conveyed a settlement proposal to Mr. Collins some two weeks before the board met. The terms that were suggested as a possibility were those that BROADCASTING reported. The same terms had been informally agreed upon by key NAB board members as those to be extended to the president if the vote, which turned out to be 25-18 against his dismissal, had gone the other way.)

erty, KXEO Mexico, Mo.

District 12—Rex Howell (incumbent), KREX Grand Junction, Colo., and

Donald T. Harding, KYSN Colorado Springs.

District 16—Lloyd Sigmon, KMPC Hollywood, and M. D. Buchen, KAVR Apple Valley, Calif.

Class B Markets—Mel Burka, WTIP Charleston, W. Va.; Daniel Kops, WAVZ New Haven, Conn., and Walter Windsor, KLBK Lubbock, Tex.

Class C Markets—James Curtis, KFRO Longview, Tex., and George Volger, KWPC Muscatine, Iowa.

FM Stations—John Booth, WCHA-FM Chambersburg, Pa., and Everett Dillard, WASH (FM) Washington.

The new directors will take office at the close of the NAB convention in Chicago. The TV board will elect five directors at the convention who will take office immediately.

### All heart

The Heart Committee of the broadcasting industry has supervised the distribution to networks and local radio and TV stations of broadcasting materials that will support the 1964 Heart Fund campaign this month.

Chairman of the committee's network division is Albert N. Halverstadt, vice president in charge of advertising for Procter & Gamble. Hathaway Watson, president of RKO General Broadcasting, is chairman of the committee's local station division.

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**FAR WEST**—Daytimer serving marketing area of 200,000. Heavy fixed assets. Ownership earnings in excess of \$25,000 annually. Priced at \$157,500 with \$37,500 down. **Contact—John F. Hardesty in our San Francisco office.**

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## Canadian broadcast regulations approved

### BBG ALSO OKAYS POWER INCREASES, NEW FM STATIONS

Power increases, new FM stations, and changes of ownership were approved by the Board of Broadcast Governors at its meeting in Ottawa. The BBG also announced that new regulations for radio and television stations under the Canada Broadcasting Act had been approved.

Power boosts were approved for CKNW New Westminster, B. C. (suburb of Vancouver, B. C.), from 10 kw day and 5 kw night, to 50 kw on 980 kc. The power increase includes approval for a change in antenna site.

CHRS St. Jean, Que., has been recommended for a change from 1 kw to 10 kw on 1090 kc. CFRN-FM Edmonton, Alberta, will move on 100.3 mc from 810 w to 16.2 kw. CKHQ-TV-1 Manicouagan, Que., a satellite TV station, has been approved for a power boost from 11.9 w video and 6 w audio on channel 10 to 55 w video and 27.4 w audio.

CJIC Sault Ste. Marie, Ont., has been recommended for an FM license on 100.5 mc with 3.6 kw, and CKCY Sault Ste. Marie, for an FM station on 104.3 mc with 6.76 kw. Both stations are to have separate programming from their AM operations.

CJON St. John's, Nfld., has been recommended for new AM stations at Grand Bank, on 710 kc with 1 kw, and in Central, on 680 kc with 10 kw. Both stations will use mainly programs from CJON.

Ownership changes were approved

through share transfers or outright sale of shares to new owners for CKSW Swift Current, Sask.; CHOK Sarnia, CJKS Stratford, CKMP Midland, and CKAR-1 Parry Sound, all Ontario, and the Newfoundland stations of CHMC Marystown, CKCM Grand Falls and WOCM St. John's.

The new regulations for radio and television stations are to be published in the official *Canada Gazette* and will replace existing regulations under the Canada Broadcasting Act of 1958. The new regulations were first published under the legislation.

## Germans discuss fee for movies on TV

A bill, now under discussion in the Bonn parliament, would make all West German TV broadcasting organizations pay \$10,000 for every movie shown on TV. The sum would go into a subsidy fund for the German motion picture industry.

Westdeutscher Rundfunk's Klaus von Bismarck has already said that his organization will not pay any amounts into such a fund, and other regional West German TV organizations are likely to follow the WDR lead.

Klaus von Bismarck said German TV stations are showing only two feature films per week. He described this as "normal" and as no reason for financing a subsidy fund for the German motion picture industry.

He added that the West German ARD

members are willing to contribute to motion picture financing by providing some 10% or 20% of total costs for feature films in return for the right to show the features two years after their start in motion picture theaters.

## Canadian advertising shows 10-month increase

Radio and television advertising was up in the first 10 months of 1963 compared to a similar period in 1962, according to Elliott-Haynes Ltd., Toronto market research firm. The statistics show radio advertising expenditures for January-October 1963 at \$19,766,076 against \$16,689,697 in the 1962 period, while television advertising in the same period for 1963 was \$51,023,631 and \$43,664,177 in 1962.

Major radio advertiser category was that of foods which totaled \$5,761,062 in 1963 against \$4,639,613 in 1962. Major television advertisers were drugs and toilet goods companies with \$12,345,008 in 1963 compared with \$9,272,398 in the 1962 period. Food companies were second with \$11,802,848 in 1963 and \$11,069,973 in 1962.

## ITT subsidiary gets order for Malayan TV

The International Telephone and Telegraph Corp., New York, announced last week that a British associate company, Standard Telephone and Cables Ltd., has received a \$700,000 order for microwave radio equipment to be installed at Malaya.

The equipment will be used to link Singapore, Kuala Lumpur and Ipoh.

## FATES & FORTUNES

### BROADCAST ADVERTISING

**Marvin H. Koslow**, group executive in radio-TV department at Young & Rubicam, New York, elected VP. Mr. Koslow, formerly with Barlow agency and Rossi-Cuno Adv., both Syracuse, N. Y., joined



Mr. Koslow

Y&R in 1956 as radio-TV cost coordinator. He was promoted to account supervisor in 1962 and group supervisor following year. **Theodore Barash**, **Joseph Bracken**, **Gene McMasters** and **Clifford Smith** appointed account supervisors in Y&R's New York office.

**John K. Cole**, director of broadcast services, and **Charles C. Vance**, director of public relations for Buchen Adv., Chicago, elected VP's.

**Don G. Mitchell**, chairman of executive committee of General Time Corp.,

New York, since September 1962, elected board chairman of corporation. Mr. Mitchell, who also holds post of chairman of American Management Association, has been board member of General Time since 1950.

**Gilbert W. Chapman**, retired president of The Yale & Towne Manufacturing Co., White Plains, N. Y., elected board chairman of The Simulmatics Corp., New York research firm.

**Arden E. Swisher**, general sales manager of KMTV(TV) Omaha, elected VP in charge of sales for May Broadcasting Co., which operates KMTV (TV), KMA Shenandoah, Iowa, and is affiliated with KFAB-AM-FM Omaha. Mr. Swisher, previously general manager of KOIL Omaha, joined KMTV in March 1953 as general sales manager.



Mr. Swisher

**A. Vernon Bowen** elected VP-creative director of Albert A. Kohler Inc., Old Greenwich, Conn., advertising agency. He joined Kohler in 1960.

**Ernest A. (Bill) Gray**, VP and member of board of directors of Fletcher Richards, Calkins & Holden, New York, where he was supervisor on National Distillers brands account, joins Kudner Agency, that city, as VP-account supervisor and member of plans and review board. **Richard Rife** of Grey Adv., joins Kudner's New York staff as account executive.



Mr. Gray

**Kent Valandra**, Bank of America, elected president of Los Angeles Junior Advertising Club at meeting last week, succeeding **Nancy Fritz**, MacManus, John & Adams. Other officers elected are **Frank Gleberman**, New York Life Insurance Corp., first VP; **Stan Opstad**,



Hixson & Jorgensen, second VP; **Penny Page**, Bullock's Stores, treasurer; **Robin Jarecki**, Braverman/Mirisch, recording secretary; and **Carol Murray**, Grey Adv., corresponding secretary.

**John T. Henderson Jr.**, who recently resigned as creative group director at N. W. Ayer & Son, New York, rejoins Lynn Baker Inc., New York advertising agency, in newly created position of executive VP. Before joining Ayer, Mr. Henderson served with Baker agency since 1955 as assistant director of radio-television department.

**Doug Gallow** and **Tony Lanitis**, both associate research directors at Sullivan, Stauffer, Colwell & Bayles, New York, elected vice presidents.



Mr. Gallow

**Durant (Dee) Heather**, timebuyer for past four years on Best Foods, Armstrong Rubber, Iberia Airlines, Paramount Pictures, Stokely Van Camp and City Service accounts at Lennen & Newell Inc., New York, joins TV sales staff of Advertising Time Sales, radio-TV sales representative, that city.



Mr. Lanitis

**Richard L. Stevens**, creative director at Ciba Pharmaceutical Co., Summit, N. J., joins Sudler & Hennessey, New York advertising agency, as VP and group copy supervisor. Before joining Ciba in 1951, Mr. Stevens served with Dana Jones Agency in Chicago.

**Leslie Parkhurst**, assistant to president of Schick Inc., Lancaster, Pa., elected VP in charge of marketing. Mr. Parkhurst joined Schick early last year after serving as president of American Safety Razor Co., New York.

**Mick Tacher**, since 1960 general manager of KFKF Bellevue, Wash., appointed sales manager of KOL-AM-FM Seattle, effective Monday (Feb. 17), replacing **Gil Jacobsen**, who resigned.

**John R. (Jack) Schluter**, for past five years manager of Los Angeles office of John W. Shaw Adv., Chicago-based advertising agency, elected VP-West Coast manager. He will continue to make his headquarters at Shaw's Wilshire Blvd. office in Los Angeles.

**Phil Bryce** resigns as assistant sales manager of KHJ-TV Los Angeles to become partner in Silver Valley Development Co., Newberry, Calif., real estate-development organization.

**Herman Raucher**, VP in charge of creative services for Gillette toiletries account at Maxon Inc., New York,

joins Gardner Adv., that city, as creative supervisor on American Tobacco Co.'s Carlton cigarette account. **Earl B. Hotze**, media director of Gardner's St. Louis office, elected VP of agency. **Alexander M. Burrell**, VP-account executive at Gardner, promoted to VP-supervisor on agency's Southwest Bell Telephone account.

**George Whitney Jr.**, formerly with RKO General National Sales in New York and San Francisco, joins KHJ-TV Los Angeles as account executive.

**Allen G. Bishop**, formerly with Erwin Wasey, Ruthrauff & Ryan, Chicago, joins Maxon Inc., that city, as executive on agency's newly acquired A. E. Staley Manufacturing grocery account.

**Henry Buccello** has been elected senior VP of Guild, Bascom & Bonfigli, San Francisco. He joined agency in 1957 as account executive, was elected VP in 1959 and director in 1962.

**Thomas Vietor Jr.**, associate director of TV production at Ted Bates & Co., New York, elected VP. He joined Bates in 1961. **Rolly Bester**, casting supervisor of agency, elected assistant VP. She joined Bates in 1960.

**Dr. Arthur Wilkins**, VP and associate director of information management at Benton & Bowles, New York, joins Papert, Koenig, Lois, that city, as director of research. Also joining PKL is **John Capsis**, television producer at Doyle Dane Bernback, New York.

**James E. Schultz**, account executive at KSL-TV Salt Lake City, Utah, for past five years, promoted to national sales manager. **Jay W. Lloyd**, formerly with sales department of KCPX-TV Salt Lake City, joins KSL-TV as local sales manager. **Kenneth L. Hatch** continues as KSL-TV general sales manager.



Mr. Schultz



Mr. Lloyd

**James R. Kelly**, executive responsible for various products of Chas. Pfizer & Co. account at Leo Burnett Co., Chicago, joins The Katz Agency, national radio-TV sales representative organization, that city, to work with television sales staff.

**Larry Gershman**, account executive at WCBS-TV New York, joins RKO General Broadcasting National Sales in New York as TV executive.

**Dick McCauley**, former station manager of WBAL-FM Baltimore, joins staff of McGavren-Guild Co., national radio-TV sales representative organization,

## IF YOUR STATION IS NOT ON AUTOMATION DO NOT LOOK AT THIS AD

Does your station run on 35¢ or 80¢ per hour? (That is for Production, Announcing, Extras.) Royal Artists Program Service has 27 types of programs.

Stereo if wanted, at no extra cost  
Top staff of D.J.-Announcers to host and MC programs. Plus read your spots on programs (Max. spots per hour, 15.)

### Your choice of Six Week Plans

- Plan 1 49 total hours per week
- Plan 2 56 total hours per week
- Plan 3 104 total hours per week
- Plan 4 112 total hours per week
- Plan 5 160 total hours per week
- Plan 6 168 total hours per week

Try us for 13 WEEKS AT OUR NEW LOW PRICES

Your cost is: 35¢ per hour with out D.J.  
80¢ per hour with top D.J.

### Prices on our Week Plan for 13 Weeks

	With out D.J.	With top D.J.
Plan 1	\$222.95	\$ 509.60
Plan 2	254.80	582.40
Plan 3	473.20	1081.60
Plan 4	509.60	1164.80
Plan 5	728.00	1674.00
Plan 6	764.40	1747.20

### List of Programs and Order No.

ORDER NO.	PROGRAM NAME
RA-TT-1	Top Tunes Of The Day
RA-RB-2	R & B Music
RA-CW-3	C & W Music
RA-ST-4	Show Tunes *
RA-OG-5	Oldies but Goodies-teen
RA-JA-6	Jazz *
RA-LL-7	Laugh Line
RA-FM-8	Folkmusic *
RA-AM-9	Adult Music *
RA-SL-10	Spotlight Music *
RA-IN-16	International Music *
RA-OG-17	Oldies but Goodies-adult *
RA-PC-18	Pops Concerts Favorites *
RA-MA-19	Marches *
RA-WD-20	Waltzes *
RA-LR-21	Latin Rhythms *
RA-SA-22	Sing Along *
RA-FI-23	Music Of Faith & Inspiration *
RA-CA-24	Candlelight & Wine *
RA-CP-25	Hawaiian Paradise *
RA-HP-26	Cocktail Piano *
RA-ST-27	Songs At Twilight *

### OPTIONS

- RA-RH-12A Record Hop With D.J. (4 hours)
- RA-RH-12B Record Hop Without D.J. (4 hours)
- RA-DJ-13 Special D.J. (reads your spots only)
- RA-IV-14 Interviews With Top Recording Artists—15 mins.
- RA-IV-15 Interviews With Top Recording Artists—30 mins.

THE STATION IS THE PARTY THAT SETS UP ITS OWN MUSIC FORMAT, AND TIME PER PROGRAM

SEND IN YOUR ORDER TODAY! RIGHT NOW! YOUR STATION WILL HAVE ROYAL ARTISTS PRE-RECORDED PROGRAMS WITHIN A WEEK. SEE THE NEW SALES YOU WILL GET.

**ROYAL ARTISTS** PROGRAM SERVICE

353 Puyallup, Washington

New York, replacing **Tom Hardy**, who has resigned. Also joining McGavren-Guild is **Tony Maisano**, for past year media planner and buyer on Nestlé account at McCann-Erickson, New York.

**Ruth Schumaker**, formerly broadcast manager at John W. Shaw Adv., Chicago, joins Roche, Rickerd, Henri, Hurst, that city, as radio-TV director.

**C. D. Haworth**, media supervisor since 1961 at General Mills, Minneapolis, promoted to broadcast media manager. He joined company in 1954.

**James D. Watterson**, former time-buyer on Warner-Lambert products account at Lennen & Newell, New York, appointed to New York TV sales staff of Edward Petry & Co., national radio-TV sales representative organization.



Mr. Murphy

**John J. Murphy Jr.**, former sales manager for participating program division of NBC-TV and with network and NBC-TV Spot Sales for past nine years, joins Peters, Griffin, Woodward, national radio-TV sales representation organization, that city, as TV account executive.

**Russell Rullman**, VP and supervisor on Union Pacific Railroad, Slick Airways, Marco Pet Foods and number of other accounts at Caples Co., Los Angeles, joins Foote, Cone & Belding, that city, as account executive.

**Gary Willson**, for past two years sales manager of KROY Sacramento, Calif., joins sales department of KXTV(TV), that city, as account executive.

**Ernesto V. Portillo**, former assistant manager and sales director of KXEW Tucson, Ariz., joins sales staff of KEVT, that city, as account executive.

**Paul H. Durish**, manager of advertising, sales promotion and public relations for Studebaker of Canada Ltd., Hamilton, Ont., assumes added duties as director of advertising for Studebaker's automotive division at South

## Dorfsman wins twice



Mr. Dorfsman

**Louis Dorfsman**, creative director of advertising and sales promotion for CBS-TV network, named recipient of two major honors in annual "50 Best Advertisements of the Year" competition conducted by American Institute of Graphic Arts, New York.

Mr. Dorfsman, an 18-year veteran with CBS, won awards for his advertisement entitled "Notes of Triumph," dealing with CBS-TV's special broadcast, *Lincoln Center Day*, and for advertisement "We Did It," dealing with film produced by network on comparative advertising effect of TV and magazines.

Bend, Ind. Mr. Durish, who will be directly responsible for all phases of automotive merchandising, will also serve as advertising, sales promotion and PR manager for company's Mercedes-Benz division in Canada. He joined firm in 1958.

**John Parker**, sports director of KORK Las Vegas, Nev., assumes added duties as radio-TV director of The Melvin Co., advertising agency, that city.

**Thomas W. Petree**, formerly sales service manager for NBC-TV network, joins Select Station Representatives, Chicago, as account executive.

**Al Kennedy** joins sales staff of KLAC Los Angeles as account executive.

**Leonard Schammel**, formerly with Bert Cluster Enterprises, Baltimore, which distribute *Romper Room* television show, joins WBAL-TV, that city, as account executive.

**Tom Papich** joins KDAY Santa Mon-

ica, Calif., as account executive.

**John Lauer**, formerly of WSyr-AM-TV Syracuse, N. Y., joins WCAU-AM-FM Philadelphia as account executive. He replaces **Jack Baker**, who has been transferred to sales staff of WCAU-TV.

**Mike McNally**, sales manager of WAIT Chicago, joins WJJD, that city, as director of newly formed sales development department.

**Emery McCullough** promoted from local sales to national sales representative at WTVY(TV) Dothan, Ala.

**Lonnie Licata** named national sales development director of KHOW Denver.

**Charles L. Helman**, associate media director of J. Walter Thompson Co., Chicago, joins Needham, Louis & Brorby, that city, as media supervisor. **Michael O. Jolivet**, assistant advertising manager of Pullman-Standard Co., joins NL&B as copy writer.

**Milt Berty**, general sales manager of Interstate Vending Co. and Food Services in San Francisco, joins sales department of KGO-TV, that city.

**Bill Stein**, formerly account services coordinator at BBDO, joins Campbell-Mithun, Chicago, as timebuyer.

**Wallace E. Wilson** joins WSJS Winston-Salem, N. C., as time salesman.



Mr. Schwartz

**Allen Schwartz**, product manager at Lever Brothers Co., New York, joins Ted Bates & Co., that city, as VP and account supervisor. **Edward G. Nottage**, creative director at Bates, elected VP-creative director. Mr. Nottage joined Bates in 1959 after leaving partnership at Johnson & Lanman Inc., New York-based advertising agency.

**Edward Reich** promoted from copywriter to copy supervisor in Los Angeles office of Young & Rubicam.

**Mary Stone**, formerly with J. Walter Thompson and Cunningham & Walsh, New York, joins creative department of Street & Finney, that city, to work on Colgate-Palmolive account.

**Rudolph C. Dochtermann**, for past three years with Young & Rubicam, Chicago, joins Clinton E. Frank Inc., that city, as art director.

**Ralph Klein**, general manager of WINF Manchester, Conn., joins WRYM New Britain, Conn., in same capacity.

**Ted Andresakes** appointed to newly created post of associate art director in advertising and sales promotion department of CBS Television Stations Division, New York, effective today (Feb. 10). Reporting to Mort Rubenstein,

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creative director of department, Mr. Andresakes will assist in design of advertising and promotion materials for division, five CBS-owned TV stations, CBS-TV Stations National Sales and CBS Films Inc. He joined CBS in 1956 and moved to TV division in 1958.

**Robert C. Hall Jr.**, media director of Cargill, Wilson & Acree Inc., Richmond, Va., advertising agency, appointed director of agency's recently enlarged marketing and research department. Joining department



Mr. Hall

will be **Sharon Fekety**, research assistant, and **Patty Taylor**, administrative assistant. **Bernard C. Schramm**, previously with Henry J. Kaufman & Associates, Washington, joins Cargill as media director, succeeding Mr. Hall.

**Gerald Cosco**, formerly with Young & Rubicam, joins Street & Finney, New York, as consumer research analyst. **Arlene Gilbert**, of McCann-Marschalk, joins S&F's creative staff to work on Colgate-Palmolive account.

**Frank Mecca**, formerly with Compton Adv., and **James Doyle**, television art director at McCann-Erickson, join Kenyon & Eckhardt, New York, as copywriter and art director-producer, respectively.

**MacLean Chandler**, formerly with BBDO, joins Post-Keyes-Gardner, Los Angeles, as account supervisor.

**Harry O. Andrews** joins William-Kelly-Northrup Inc., Cleveland-based advertising and marketing agency, as vice president-secretary.

**John Mowbray**, owner of KAPY Port Angeles and KASY Auburn, both Washington, named director of station relations for Western States Radio Empire, Seattle-based station representative firm.

**Claude Taylor** appointed local sales manager of WJZ-TV Baltimore.

**Jerome T. Howard**, media buyer at Anderson-McConnell Adv., Los Angeles, resigns to join staff of Erwin Wasey, Ruthrauff & Ryan, that city.

**Dikran Donchian**, head of his own dry cleaning chain in New York, appointed product manager in personal

products division of Lever Brothers, that city. **George Stafford**, assistant product manager in that division at Lever, promoted to product manager.

**Jack Moffitt**, executive producer and director of public relations bureau of WEWS(TV) Cleveland, resigns, effective Feb. 17, to join PR department of The Griswold-Eshleman Co., Cleveland advertising agency, as account executive.

**Michael H. Blake Jr.** joins Compton Jones Associates, Bethesda, Md., advertising and PR agency, as chief technical editor and copywriter.

**Arthur B. Cohen**, for 18 months copy chief and radio-TV director at Alfred L. Lino & Associates, St. Petersburg, Fla., joins Bogorad Adv., Miami, as copy chief and account executive.

**Lu Bassett** appointed local sales manager of WSAI-AM-FM Cincinnati.

**George E. Ferris**, formerly member of corporate marketing research department of General Foods Corp., New York, joins grocery products division of Ralston Purina Co., St. Louis, as director of market research.

## THE MEDIA

**Elmo Ellis** and **Don E. Heald**, station managers of Cox-owned WSB-AM-FM Atlanta and WSB-TV, respectively, promoted to general managers. **Frank Gaither**, director of Cox Broadcasting Stations, has served as general manager of WSB-AM-FM-TV since last September, as well as supervising operations of all Cox radio and TV stations under J. Leonard Reinsch, executive director of Cox broadcasting and CATV properties. New assignments will allow Mr. Gaither more time to work with all Cox stations. In addition to Atlanta operations, COX owns WHIO-AM-FM-TV Dayton, Ohio; WSOC-AM-FM-TV Charlotte, N. C.; WIOD-AM-FM Miami, Fla., and KTVU(TV) Oakland, Calif.



Mr. Ellis



Mr. Heald

**Ralph J. Shade**, formerly of sales department of WCOS-AM-FM Columbia, S. C., appointed general manager of WJNO West Palm Beach, Fla. **George H. Buck Jr.** is president of both outlets. Other appointments: **Ron Becky**, announcer, to program director, and **James Driscoll** to sales manager.

**Charles E. Bell**, until recently with Westinghouse Electric Corp., Pittsburgh, appointed to newly created post of broadcast division manager of Hen-



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REVIEW, MARCH 20  
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derson Belk Enterprises Inc., comprising WIST-AM-FM Charlotte, N. C.; WORD Spartanburg and WQXI Columbia, both South Carolina. Mr. Bell will make his headquarters in Charlotte.



Mr. McLarty

**R. Douglas McLarty**, director of programming for WQAD-TV Moline, Ill., since station went on air in August 1963, promoted to station manager. Before joining channel 8 in Moline, he served as program manager at KETV(TV) Omaha.

**Clifford M. Nelson**, salesman at KCHE Cherokee, Iowa for past eight years, promoted to station manager. **Sterling H. Heil**, chief engineer of KCHE for past 12 years, has purchased controlling interest of station and will continue in capacities of general manager and chief engineer.

**T. H. Patterson**, executive VP of WITN-TV Washington, N. C., elected to board of directors of North Carolina Television Inc., licensee of WITN-AM-TV. Mr. Patterson, who joined WITN-TV in 1955 when station went on air, has served on Washington City Council for past seven years and presently serves as mayor pro-tem of that city. **Earl Broome**, sales manager; **Hal Wilson**, director of operations, **Harvey Mason**, chief engineer, all of WITN-TV, elected VP's. All joined WITN-TV in 1955 in present posts.



Mr. Patterson

**Guy Corley**, VP and general manager of KLFY-TV Lafayette, La., elected VP and general manager of Founders Corp., New York, owners of WFBL Syracuse, N. Y.; **KORL** Honolulu, Hawaii, and 50% of **WSMB** New Orleans.

**Merlin O. Simundson**, account executive at **KRSI** St. Louis Park, Minn., and former general manager of **KLWW**

### Hobby pays off



Mr. Henke

**Mel Henke**, arranger - composer responsible for creating some of more memorable singing jingles as well as scoring many musical backgrounds for TV commercials, has turned his hobby of experimenting with movie taking and editing into new facet of his creative commercial activities. He has just accepted assignment for two-minute color commercial for Chrysler Corp.'s "Five Year Warranty Plan," which calls for his services as producer, director, writer, cameraman and film editor, as well as composer-arranger of spot's musical score. In negotiations, Chrysler was represented by Young & Rubicam, New York; Mr. Henke by Charles H. Stern Agency, Hollywood.

Cedar Rapids, Iowa, appointed station manager of **WMIN** Minneapolis-St. Paul. He succeeds **Sid Shear**, who remains with station in sales promotion capacity.

**LaThair H. (Curt) Curtis**, account executive and director of sales development for **KSL-TV** Salt Lake City, Utah, since joining station in August 1961, promoted to acting station manager, replacing **Lloyd E. Cooney**, recently elected executive VP and general manager of **Queen City Broadcasting Co.**, Seattle (BROADCASTING, Feb. 3).



Mr. Curtis

**Robert J. Rentschler** appointed station manager of **WSWM(FM)** East Lansing, Mich., and director of **Mid-State**

FM Network, comprising **WABX** Detroit, **WQDC** Midland, **WGMZ** Flint, **WXTO** Grand Rapids and **WSWM**. **David Jerrell** to network program coordinator.

**Bruce Wallace**, **WTMJ-AM-TV** Milwaukee, was re-elected president of Wisconsin Broadcasters Association. Also re-elected: VP for television, **Howard Dahl**, **WKBT(TV)** LaCrosse; secretary, **Carl V. Kolata**, **WTTN** Watertown, and treasurer, **Richard Dudley**, **WSAU-AM-TV** Wausau. **Bernie Strachota**, **WRIT** Milwaukee, elected VP for radio. Newly elected to board were **Tony Moe**, **WKOW-AM-TV** Madison, and **Robert Bodden**, **WSWW** Platteville (also see WBA meeting story, page 68).

### PROGRAMING

**N. Donald Ringsred**, sales representative in Detroit for **Alexander Film Co.**, Colorado Springs, Colo., elected president of company which produces commercials and business films. Mr. Ringsred



Mr. Ringsred

has been associated with **Alexander** since 1945, will make his headquarters at organization's newly established offices at **Maple Office Center** in **Birmingham, Mich.** He also is member of board of directors and executive committee of **Motion Picture Alexander Corp.**, **New Orleans**, supplier of theater advertising campaigns.

**Noel Blanc** elected executive VP and general manager of **Mel Blanc Associates**, Hollywood-based creative production company. He will supervise production of all commercials and oversee new "Sound of Selling" division.

**Giraud Chester**, who recently resigned as director of program administration at **NBC-TV** (BROADCASTING, Jan. 27), joins **Goodson-Todman Productions**, **New York**, as VP in charge of program administration. Before joining **NBC-TV** in 1962, Mr. Chester served as vice president in charge of daytime programming and member of program plans board at **ABC-TV** network.



Mr. Chester

**Frank Tuttle**, formerly supervisor of TV commercial production for **Procter & Gamble Co.**, Cincinnati, elected president of **SIB Productions** of California, commercial production company, Hollywood. **Robert Colodzin**, formerly of **Benton & Bowles**, **New York**, is president of **SIB Productions** of **New York**. In announcing appointment, **Walter Bien**, president of parent **SIB Produc-**

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tions Inc., announced company's expansion into program production for TV and theatrical exhibition.

**William R. LaBorde**, announcer formerly with KCMO-AM-FM-TV Kansas City, joins staff of WNDY Indianapolis, Ind., as program director. WNDY, 5 kw-day-timer on 1500 kc, is scheduled to go on air late this month. Thomas Howard is general manager.

**Roger Dodson** named operations manager of KODY North Platte, Neb.

**Mitch Miller**, renowned band leader and host of his own NBC-TV show, *Sing Along with Mitch* (Mondays, 10-10:30 p.m. EST), named recipient of National Brotherhood Award of National Conference of Christians and Jews. Presentation will be made Feb. 17 on his show.

**Polly Bergin**, hostess of two daily programs on WTYM East Longmeadow, Mass., assumes added duties as women's director. **Art Spivak**, formerly with Beacon Sports Productions, Boston, joins WTYM as operations manager.

**Nancy Wilson**, recording artist for Capitol Records, signed by Theo. Hamm Brewing Co., St. Paul, as commercial singing spokeswoman for Hamm's beer radio commercials. Negotiations with Hamm were handled for Negro songstress by her commercial representative, Charles H. Stern.



Mr. Tobias

**Lester Tobias**, former western division account executive for Seven Arts Associated Corp. and since August 1962 with production company's New York office, returns to West Coast as director of Seven Arts' new TV film shipping office, effective today (Feb. 10). Mr. Tobias will make his headquarters at Bonded TV Film Service office at 8290 Santa Monica Blvd. in Hollywood.

**James Seaborne**, formerly with Ted Bates & Co. and Compton Adv. as producer and packager of television properties, joins staff of NBC at Burbank, Calif., as manager of film program operations. He succeeds **James Merrick**, who recently was appointed director of NBC-TV network productions.

**Marjorie Newman**, program director of WFSU-FM (educational) Tallahassee, Fla., appointed radio director, representing Southeastern states, on board of directors of National Association of Educational Broadcasters. Term of office runs through Dec. 31, 1966.

**Richard B. Graff**, assistant to VP and general sales manager of Universal Pictures Co., has been placed on special assignment at MCA-TV, Universal City, Calif., to handle sales for large-screen

## Reunion scheduled

Second annual reunion of veterans of War Department Bureau of Public Relations will be held at National Press Club in Washington March 20. Also eligible to attend are those who served with Office of War Information and Office of Censorship and all war correspondents who were accredited by WDBPR. Those interested in attending should write Dallas Halverstadt, National Press Club, 14th and F Streets, Washington.

closed circuit TV for theaters, auditoriums and arenas for 48th annual Indianapolis Speedway 500-Mile race on Saturday, May 30.



Mr. DeFore

**Don DeFore**, who stars with Shirley Booth in NBC-TV's *Hazel* series (Thursdays, 9:30-10 p.m. EST), has formed his own company, D4 Productions Inc., to produce full-length motion picture, "Listen for a Bugle." **William Bowers** has been signed to do screenplay based on novel by T. D. Allen.

**Mel Bernstein**, director of advertising and promotion for United Artists TV Inc., has moved his headquarters from Cincinnati to New York offices.

**David Kapralik**, director of Columbia Records popular artists and repertoire on East Coast, promoted to general manager of April-Blackwood Publishing Cos. Mr. Kapralik joined Columbia in 1957. He is succeeded by **Robert Mersey**, since 1962 musical director for popular A&R department.

**Paul K. Taff**, assistant director of programming for National Educational Television, New York, appointed director of NET's newly created program

operations division. Mr. Taff, who joined NET in 1960 from WMVS-TV (educational ch. 10) Milwaukee where he was manager, will be responsible for all NET operations, program scheduling, and network's distribution and technical divisions in Ann Arbor, Mich.

**Marty Glickman**, sportscaster at WCBS New York, joins WHN, that city, as host of his own sports show to be aired Monday through Saturday (6:05-6:10 p.m. NYT) beginning March 1.



Mr. Glickman

Before joining WCBS in 1960, Mr. Glickman had been with WHN (then WMGM), leaving when station dropped baseball coverage. His return coincides with WHN's coverage of 1964 Met's baseball games.

**Mike Henry**, member of Los Angeles Rams professional football team, joins staff of ABC-TV in Hollywood as film editor. Mr. Henry will take leave of absence from network in July to report to Rams and return to his editing duties at ABC at end of football season.



Mr. Shoubin

**Harry Z. Shoubin**, for past two years program manager of WNHC-TV New Haven, Conn., appointed director of operations for WFIL-TV Philadelphia, effective today (Feb. 10). Both stations are owned by radio-TV division of Triangle Publications Inc. Mr. Shoubin began his broadcast career at WJZ-TV Baltimore (then WAAM) in 1949 and served in capacities of staff director, assistant program manager and executive producer before leaving in 1962.

**James Loper** resigns his position as director of television at Los Angeles State College to become director of educational services for KCET-TV Los Angeles, educational TV station schedu-

1  
United Press International news produces!

## AP promotes two, shifts foreign assignments

Several top-level personnel changes were announced last week by Associated Press. **Keith Fuller**, general executive in charge of personnel, features and world-wide photos, and **Stanley M. Swinton**, director of world services, appointed assistant general managers. Mr. Fuller joined AP in 1949 and has served as bureau chief in several cities. Mr. Swinton, who will retain title as director of world services, has served as foreign correspondent and bureau chief.

Bureau shifts and foreign service

assignments announced include: **Conrad Fink**, correspondent at AP bureau in Tokyo, named bureau chief in New Delhi. Mr. Fink succeeds **Henry S. Bradsher**, who has been assigned to AP's Moscow bureau. **Lynn Heinzerling**, AP bureau chief in Columbus, Ohio, named chief of African operations, with temporary headquarters in Nairobi, Kenya. He is succeeded by **Alva M. Dopking**, bureau chief in Little Rock, Ark. Mr. Dopking, in turn, will be succeeded by **Thomas J. Dygard**, news editor in New Orleans bureau.

led to begin programing in September on UHF channel 28. **James W. Chase**, former program director and assistant executive director of KRMA-TV (educational ch. 6) Denver, joins KCET(TV) as director of programing.

**Greg Warren**, formerly with WQXI Atlanta, joins 7-11 p.m. personality staff of WFUN South Miami, Fla.

**Anne Harding**, manager of CBS Radio service division for 28 years, retired last week after 30 years with network. Since joining CBS in 1929, she has served under 12 division directors.

**Terry O'Connor**, for past two years program director of WSKT Montpelier, Vt., resigns to join WILI Willimantic, Conn., as air personality, and to work in production, sales and programing departments of station as well.

**Laurel Fuhrman** named women's and farm director of KCHE Cherokee, Iowa.

**Maureen O'Sullivan**, film and stage actress, joins cast of NBC-TV's *Today* show, effective March 2. Miss O'Sullivan currently is starring in Broadway production, "Never too Late," but will leave play May 4.

**David McNamee**, previously program director of KBEA Mission, Kan., joins staff of WTRY Troy, N. Y.

**Ed Conway**, news and sportscaster at WTAE(TV) Pittsburgh, assumes added duties as host of his own Monday through Friday sports show (5:55-6 p.m.) on WRYT-AM-FM, that city. Program will be sponsored by Gulf Refining Co. through Young & Rubicam.

**Petah Gregory** joins WEDR(TV) Miami as air personality.

**Joel A. Spivak**, formerly of WPRO-AM-FM Providence, R. I., joins staff of WJAR, that city, as air personality.

**Lee Shepherd**, formerly of KMOX-TV St. Louis, joins on-air news staff of WJBK-TV Detroit as weathercaster. Be-

ginning today (Feb. 10), WJBK-TV's *6 O'Clock Report* will also feature **Jac LeGoff** and **Joe Weaver**, news, and **Ray Lane**, sports round-up.

**Ted Bergmann**, president of Charter Producers Corp., New York, named producer also of CBS Radio's *Arthur Godfrey Time*. He formerly served Revlon in advertising function.

**Pie Traynor**, sports director of KQV Pittsburgh since 1945, assumes added duties as host of his own daily, five minute question-and-answer sports program, *Pop One to Pie*, at 8 a.m.

## EQUIPMENT & ENGINEERING



Mr. Fisher



Mr. Wood

**Walter C. Fisher**, formerly VP and manager of distribution for Zenith Sales Corp., Chicago, appointed to new post of VP and general sales manager. **Philip J. Wood**, VP and field sales manager, named VP in charge of distribution. Mr. Fisher, who joined Zenith in September 1961, previously served as VP in charge of sales for Norge Sales Corp. Mr. Wood joined Zenith Radio Corp., parent organization, as assistant to VP in charge of radio-TV sales in February 1955. He was named field sales manager for Zenith Sales Corp. in 1961 and elected VP of corporation following year.

**Walter W. Slocum**, president and member of board of directors of International Resistance Co., Philadelphia, resigns, effective April 1. He will con-

tinue, however, as member of board. **Charles Weyl**, chairman, succeeds Mr. Slocum as president. **Wilson Oelkers**, VP-operations, elected executive VP and member of board of directors.

**John F. Antoniazzi**, previously with CBS Laboratories, Stamford, Conn., appointed assistant general manager of Machlett Laboratories (high power broadcasting and communications tubes and photosensitive devices), subsidiary of Raytheon Co., Springdale, Conn. He joined Raytheon in 1960.



Mr. Schupp

**George A. Schupp**, director of engineering for The Magnavox Co., Fort Wayne, Ind., for past three years, elected VP and general manager of Knight Electronics, manufacturing subsidiary of Allied Radio Corp., Chicago. Before joining Magnavox, Mr. Schupp was manager of development engineering for General Electric Co., Syracuse, N. Y.

**W. E. Pohl** elected VP of Technicolor Corp., New York. Mr. Pohl will continue his duties as technical director of Technicolor's motion picture division and, in addition, will assume direction of corporation's systems and procedures program.

**George C. Kanen**, former manager of marketing services for Entron Inc. (manufacturer of electronic and CATV equipment), Silver Spring, Md., appointed to newly created position of assistant sales manager. **Joan M. Homa** named Entron's advertising manager, responsible for public relations, technical publications and advertising, and also for promotion of company's new high-power equipment. **Patricia White-man** has been appointed sales office supervisor.

**T. Webster Hitchcock** named chief engineer of WDRG Hartford, Conn.

**William E. Cowan**, since 1954 president and chief executive officer of P. Nacey Co., Chicago, joins Allied Radio Corp., that city, in newly created post of VP-operations. Previously, Mr. Cowan served with Spiegel Inc., Chicago, as vice president, member of board of directors and general operating manager.



Mr. Cowan

**Lawrence Costello**, eastern regional manager for industrial products division of Sony Corp. of America, New York, appointed national marketing manager for division, which was formed year ago to market Sony portable video tape recorder, PV-100. Before joining Sony



## ABC's convention set-up

**William Seamans**, producer of *Ron Cochran with the News*, and **Robert Sammon**, former CBS-TV writer-editor, have been appointed ABC News' top production men for network's TV coverage of 1964 national political conventions. Mr. Sammon, who joined ABC News last week as manager of convention-election-inauguration coverage, will be in charge of all technical operations and planning. Mr. Seamans will be TV producer at Republican convention at San Francisco (beginning July 13) and Democratic convention at Atlantic City (beginning Aug. 24). They will work under **Jesse Zousmer**, director of television news. ABC Radio's convention coverage will be produced by **Tom O'Brien**, director of radio news. **Walter Porges**, assistant director of radio news, will act as production coordinator.

in 1963 Mr. Costello was director of closed circuit TV equipment for Transvision Electronics Inc.

**William T. Rush**, marketing manager for Westinghouse Electric Corp.'s standard control division at Beaver, Pa., promoted to industrial advertising and sales promotion manager for corporation, with headquarters in Pittsburgh. He succeeds **Drayton Heard**, recently appointed director of sales planning. Mr. Rush joined Westinghouse in 1939.

**Michael V. Burrige**, senior applications engineer for Radio Engineering Laboratories, communications division of Dynamics Corp. of America, Long Island, N. Y., promoted to sales manager. Mr. Burrige joined REL in 1962 from Telefunken Canada Ltd.

**Milton Philipson**, regional sales manager of Roberts Electronics, covering western states including Alaska and Hawaii, named to newly created post of national sales promotion manager for company, wholly owned subsidiary of Rheem Manufacturing, New York. In new post, Mr. Philipson will supervise local, regional and national sales promotions for Roberts line of tape recorders and associated audio products.

**Roger H. Bolin**, director of advertising for Westinghouse Electric Corp., Pittsburgh, appointed chairman of American Cancer Society's advertising advisory committee.

**Parker T. Valentine** appointed manager of Mountaintop, Pa., plant of RCA

industrial tube and semiconductor division. He replaces **William H. Wright**, who becomes manager of operations planning and financial controls for industrial semiconductor operations department at Somerville, N. J.

## NEWS

**Larry Kane**, newsman formerly with WIL St. Louis, joins WFUN South Miami, Fla., as news director, succeeding **Joe Leigh**, who has resigned to form his own public relations firm there.

**Dick McGee**, former newsman at WMIX-AM-FM Mount Vernon, Ill., appointed news director of KWK St. Louis.

**Ken Lawrence**, former freelance newsman at WWJ Detroit appointed news director of WCUE Akron, Ohio.

**Hugh T. (Sam) Hall Jr.**, former news director of WSJV(TV) and WTRC-AM-FM Elkhart, Ind., appointed daytime news editor of wowo Fort Wayne, Ind., replacing **Bud Stone**, who has been promoted to wowo news director.

**Frank J. Little**, director of press information at WABC-TV New York, named director of press information and promotion for ABC News, effective today (Feb. 10). Before joining WABC-TV in 1962, he was assistant director of advertising and publicity at ABC-owned WBKB(TV) Chicago.

**Fred D. de Armond**, former writer and staff director at Cameron Film Productions, Seattle, joins news staff of KING-AM-FM-TV, that city, as assistant director of special features.

**Robert E. Wilson**, news director of WROZ Evansville, Ind., for past two years, joins news staff of WEHT(TV), that city, as reporter-photographer.

**Felix Kubik** appointed chief cameraman for WGN-AM-TV Chicago.

**Mark Forrest**, reporter-at-large for WPEN-AM-FM Philadelphia, assigned to four-week tour of Midwest to explore presidential climate in such cities as Cleveland, Detroit and Chicago.

**Gene Pell**, newscaster at WBZ-TV Boston, assumes added duties at station as on-air reporter for *Eyewitness News/11PM* (Monday-Friday), effective today (Feb. 10). He replaces **Jim Jensen**, who has joined WCBS-TV New York. **Mort Dean**, WBZ-TV newsman since 1961, will report 6:30 and 11 p.m. *Eyewitness News* programs on week-ends formerly handled by Messrs. Pell and Jensen.

**Dick Eardley**, VP in charge of news at KBOI-AM-TV Boise, Idaho, elected president of Utah-Idaho Associated

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**Press Broadcasters Association.**

**Martin Plissner**, former editorial director and producer of special news and public affairs programs at WMCA New York, joins election unit of CBS News as associate producer-writer.

**FANFARE**

**Annette Keehn**, formerly with Winner-Clippinger & Associates, Los Angeles, for two years, appointed promotion director of KCOP(TV), that city.


**Hal Meden**, principal in Franznick-Meden Inc., New York, reappointed secretary-treasurer of Broadcasters' Promotion Association for 1964.

**ALLIED FIELDS**

**Leslie A. Roberts**, 1963 graduate of George Washington University Law School, named as communications attorney with Washington law firm of Dow, Lohnes & Albertson. Mr. Roberts has served as law clerk for firm for several years.

**INTERNATIONAL**

**Raymond W. Peirce**, new products manager of Oak Manufacturing Co. (manufacturer of electronics and electrical components), Crystal Lake, Ill., promoted to newly created post of Far



Mr. Barnes      Mr. Dunn      Mr. Lester      Mr. Burn      Mr. Kennedy

**Dunn replaces Barnes as WDAY Inc. executive VP**

Jack Dunn, general manager of WDAY Fargo, N. D., elected executive vice president of WDAY Inc., replacing Tom Barnes, executive vice president and general manager of WDAY-TV, who has resigned. Jack Lester appointed general manager of WDAY-TV, succeeding Mr. Barnes. Bill Burn and Ken Kennedy have been appointed general manager and station manager, respectively, of

WDAY. Messrs. Lester and Burn will continue as national sales managers for their respective stations. Mr. Kennedy will continue as program-production director of WDAY-TV. Mr. Dunn has been with WDAY since 1931; Mr. Kennedy since 1933; Mr. Lester since 1947, and Mr. Burn since 1948. Mr. Barnes, who resigned, has not announced his future plans.

East operations manager. Before joining Oak in 1961, Mr. Peirce was product planning manager for ITT Kellogg division of International Telephone & Telegraph, New York. He will continue to be located at Crystal Lake.

**Hershel Harris**, VP and general manager of Independent Television Corp. of Canada Ltd., Toronto, elected to board of directors of parent firm, Independent Television Corp., New York. Mr. Harris joined ITC in 1959.

**Lloyd Fabri**, account executive in San Francisco office of McCann-Erickson, transfers to agency's international division and will leave Feb. 15 for new duties in Geneva. Formerly with Garfield, Hoffman & Conner, San Francisco, he joined M-E in 1960.

**DEATHS**

**Leland Stanford Briggs**, 73, former chief of news service of U. S. Information Agency, died Feb. 2 at Princeton Hospital in Princeton, N. J. Mr. Briggs began his career in advertising business in New York in 1912 with McCann-Erickson. He rose to VP and general manager of M-E's eastern regional offices, also serving as creative director in charge of production of advertising copy. Mr. Briggs was appointed chief of USIA's news service in 1954, and retired in 1959.

**Irving Vermilya**, 73, a pioneer amateur radio operator, who became acquainted with Guglielmo Marconi, developer of wireless telegraphy, at his Goat Hill, Nfld., station in 1901, died Jan. 30 at his home in Mattapoisett, Mass. Mr. Vermilya was introduced to radio, or wireless telegraphy, as it was

then known, when he was 11 years old. He received his radio license, first to be issued, in 1912, with number of other applicants, who shared with Mr. Vermilya distinction of holding No. 1 license. Mr. Vermilya, who was early member of American Radio Relay League, ham radio organization, held call letters, W-1-ZE, which became known world over.

**Walter Brown**, 45, administrator of sales promotions for NBC Radio network, died Feb. 2 at Veterans Administration Hospital in New York after lengthy illness. He joined NBC in 1959.

**Mrs. Jane Windon Robinson**, Shenandoah Valley radio personality and wife of Wip Robinson 3d, newsmen at WSVA-AM-FM-TV Harrisonburg, Va., died Feb. 1 at hospital in that city.

**Lewis W. Herzog**, 66, who had been associated with The Journal Co. (WTMJ-AM-FM-TV Milwaukee) for 38 years until his retirement in June 1962, died Jan. 31 at Mayo Clinic in Rochester, Minn. He had been under treatment for cancer. Mr. Herzog became manager of WTMJ in 1939 and assistant general manager in 1945. In 1952 he was appointed research and development coordinator for Journal Stations, and four years later (1956) was named administrative assistant for stations, position he held until retiring.

**Gene W. Conrad**, 69, author and playwright who had written for number of radio-TV personalities, including Red Skelton, Milton Berle and Jack Benny, died Jan. 28 in Hollywood. Mr. Conrad had been active member of American Society of Composers, Authors & Publishers (ASCAP).

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Jan. 30 through Feb. 5 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

APPLICATIONS

Terre Haute, Ind.—Fort Harrison Telecasting Corp. VHF channel 2 (54-60 mc); ERP 100 kw vis., 50 kw aur. Ant. height above average terrain 952 feet, above ground 999 feet. P. O. address c/o H. Ralph Johnston, 1000 Wabash Avenue, Terre Haute. Estimated construction cost \$877,781; first year operating cost \$895,990; revenue \$1,086,000. Studio location Terre Haute; trans. location on U.S. 150, 14 miles south of Terre Haute. Geographic coordinates 39° 13' 27.5" north latitude, 87° 23' 43.5" west longitude. Type trans. RCA TT-26-CL, type ant. RCA TF-6-AL. Legal counsel Spearman and Roberson, Washington; consulting engineer Gautney & Jones, Washington. Principals: George R. Ranes (20%), John W. Haley (12%), H. Ralph Johnston (11.71%), Marshall T. Hubbard (10.71%) and others. Mr. Johnston is judge, Vigo circuit court, Ind.; Messrs. Ranes, Haley and Hubbard are local businessmen. Ann. Feb. 4.

Terre Haute, Ind.—Illiana Telecasting Corp. VHF channel 2 (54-60 mc); ERP 100 kw vis., 50 kw aur. Ant. height above average terrain 954 feet, above ground 999 feet. P. O. address c/o John T. Gelder Jr., 300 Star Building, Terre Haute. Estimated construction cost \$830,791; first year operating cost \$754,744; revenue \$772,720. Studio location Terre Haute; trans. location 18 miles south of Terre Haute on west side of U. S. 41 and 150. Geographic coordinates 39° 13' 30" north latitude, 87° 23' 40" west longitude. Type trans. RCA TT-25DL, type ant. RCA TF-6AL. Legal counsel Dow, Lohnes and Albertson, Washington; consulting engineer Lohnes and Culver, Washington. Principals: John T. Gelder Jr. (18.75%), Albert G. Wade II (10%), Don J. Watson and George O. Nichols (both 9.75%), Silverton M. Aston and Philip H. Templeton (both 3.75%) and others. Mr. Gelder is president of Illiana Telecasting. Ann. Feb. 4.

Terre Haute, Ind.—Livesay Broadcasting Inc. VHF channel 2 (54-60 mc); ERP 100 kw vis., 50 kw aur. Ant. height above average terrain 955 feet; above ground 1,004 feet. P. O. address c/o J. R. Livesay, 1632½ Broadway Avenue, Box 322, Mattoon, Ill. Estimated construction cost \$602,900; first year operating cost \$650,000; revenue \$720,000. Studio location Terre Haute; trans. location one half mile west of U. S. 41, approximately two miles south-southwest of Farmersburg, Ind. Geographic coordinates 39° 13' 31" north latitude, 87° 23' 49" west longitude. Type trans. RCA TT-24DL, type ant. RCA TF-6AL. Legal counsel Cottone and Fanelli, Washington; consulting engineer Lincoln Electronic Engineering Co., Mattoon, Ill. Principals: J. R. Livesay (12.66%), Mattoon Broadcasting Co. (50.83%), L. Paul Harris (7.6%), Kenneth Wooddell, Howard O. Miller and Wilb Walker (each 8.33%), Gale W. Durre (5.06%), Mrs. J. R. Livesay (4.8%) and others. Mr. Livesay has 50.86% interest in Mattoon Broadcasting (WLBH-AM-FM Mattoon) and 65.23% of WHOW Clinton, Ill.; Mr. Harris owns 20% of Mattoon. Ann. Feb. 4.

Rochester, Minn.—Rochester Telecasting Co. UHF channel 55 (716-722 mc); ERP 13.86 kw vis., 6.93 kw aur. Ant. height above average terrain 399 feet, above ground 500

feet. P. O. address c/o Mayo Priebe, Rural Route 73, Rochester. Estimated construction cost \$240,904; first year operating cost \$184,000; revenue \$188,000. Studio location Rochester, trans. location 2 miles southeast of Rochester city limits and ¼ mile west of U. S. 52. Geographic coordinates 43° 58' 48" north latitude, 92° 24' 12" west longitude. Type trans. RCA TTU-1B, type ant. RCA TFU-27J. Legal counsel Alfred R. Sundberg, St. Paul, Minn.; consulting engineer Wayne A. Mayer, Minneapolis. Principals: Mayo L. Priebe (50%), James J. McCarter (10%), Elmer L. Piorier (1%), Roger C. Rosburg Jr. (4%), Thomas J. Gallivan and Alfred R. Sundberg (each 17½%). All are local businessmen. Ann. Feb. 3.

Lewistown, Mont.—KXLO Broadcast Inc. VHF channel 13 (210-216 mc); ERP 855 w vis., 44 w aur. Ant. height above average terrain 185 feet, above ground 205 feet. P. O. address c/o George D. Charles, 444 Henrietta Avenue, Logan, Ohio. Estimated construction cost \$52,500; first year operating cost \$50,000; revenue \$75,000. Studio location Lewistown; trans. location north side of U. S. 87, east of HY19, Lewistown. Geographic coordinates 47° 04' 13" north latitude, 109° 24' 26" west longitude. Type trans. Gates BT 500 CH; type ant. Jampro JATV 25/H. Legal counsel Samuel Miller, Washington; consulting engineer Serge Bergen, Fairfax, Va. Applicant is licensee of KXLO Lewistown. Ann. Jan. 29.

\*Lexington, Neb.—Nebraska Educational Television Commission. VHF channel 3 (60-66 mc); ERP 30.6 kw vis., 15.3 kw aur. Ant. height above average terrain 1109 feet, above ground 1116.5 feet. P. O. address c/o Jack G. McBride, Temple Building, 12th & R Streets, Lincoln, Nebraska. Estimated construction cost \$341,611; first year operating cost \$69,800. Studios to be interconnected with KUON-TV Lincoln; trans. located in Atlanta, Neb. Geographic coordinates 40° 23' 13" north latitude, 99° 27' 31" west longitude. Type trans. RCA TT6-AL, type ant. RCA TF6-AL. Legal counsel Dow, Lohnes and Albertson, Washington; consulting engineer William R. Ramsay, director of engineering, Nebraska Educational Television Commission. Principals: Nebraska Educational Television Commission. Ann. Jan. 30.

Existing TV stations

CALL LETTERS ASSIGNED

- KIXE(TV) Redding, Calif.—Northern California Educational Television Association Inc.
- \*WUCM-TV University Center, Mich.—Delta College.
- \*WDSE-TV Duluth, Minn.—Duluth-Superior Area Educational Television Corp.
- KTHI-TV Fargo, N. D.—Pembina Broadcasting Inc. Changed from KEND-TV.
- KTVR(TV) La Grande, Ore.—KTVB Inc.
- KIH(TV) Corpus Christi, Tex.—South Texas Telecasting Inc. Changed from KVDO-TV.
- \*WCVE-TV Richmond, Va.—Central Virginia Educational Television Corp.

New AM stations

APPLICATIONS

Cocoa, Fla.—Blue Crystal Broadcasting Corp. 1510 kc, 250 w. D. P. O. address Box 712, Vero Beach, Fla. Estimated construction cost \$31,384; first year operating cost \$72,500; revenue \$76,000. Principals: Joseph S. (30%), William A. (80%), Elizabeth A. and Joe H. Earman (each 5%). William A. Earman is employe of WPDQ Jacksonville, Fla. Mrs. Earman is housewife. Messrs. Joseph S. and Joe H. Earman are local businessmen. Ann. Jan. 31.

Brookneal, Va.—Lester L. Williams. 1230 kc, 250 w, unl. P. O. address Box 471, Rocky Mount, Va. Estimated construction cost \$14,000; first year operating cost \$36,000; revenue \$36,000. Principal: Lester L. Williams (100%). Mr. Williams is 50% owner of WYTI Rocky Mount and WODY Bassett, both Virginia. Ann. Jan. 31.

Existing AM stations

ACTION BY FCC

WFPA Fort Payne, Ala.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action Jan. 29.

WAIT Chicago—Because of unique circumstances, granted request for adjustment of sign-off time on 820 kc, now fixed on sunset at Dallas, to extent of keying it to sunset at joint trans. (570 kc) of WFAA Dallas and WBAP Fort Worth, near Grapevine, Tex. Action Jan. 29.

KLIN Lincoln, Neb.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action Jan. 29.

WLSB Copperhill, Tenn.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action Jan. 29.

KELP El Paso—Granted renewal of license. Action Jan. 29.

KCKG Sonora, Tex.—Granted change in operation from unl. time to SH. (Is licensed on 1240 kc, 250 w-N, 1 kw-LS.) Action Jan. 29.

KPUG Bellingham, Wash.—Waived Sec. 1.569 of rules, removed from pending files and placed in line for processing in normal course application to increase power from 1 kw to 10 kw, continued unlimited time operation on 1170 kc, DA-1. Action Jan. 29.

CALL LETTERS ASSIGNED


- WUWU Gainesville, Fla.—Leon E. Mims. Changed from WPUF.
- WDGL Douglasville, Ga.—Douglas County Broadcasting Co.
- WXXO Bay City, Mich.—Water Wonderland Broadcasting Inc. Changed from WWBC.
- WACY Moss Point, Miss.—Coastal Cities Broadcasting Inc.
- KICS Hastings, Neb.—K Bar J Inc.

APPLICATION

WPFX Starke, Fla.—Mod. of license to

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change hours from SH to unl.

### New FM stations

#### ACTIONS BY FCC

Bucyrus, Ohio—Brokenword Broadcasting Co.—Granted CP for new FM on 92.7 mc, channel 224, 3 kw. Ant. height above average terrain 140 feet. P. O. address Box 266, Bucyrus. Estimated construction cost \$11,919; first year operating cost \$2,000; no estimated revenue. Principals: Thomas P. Moore, Orville J. Sather and Elfrida Mercier (each 33 1/3%). Permittee owns WBCO Bucyrus. Action Jan. 30.

Des Moines, Iowa—S. E. Q. Corp.—Granted CP for new FM on 93.7 mc; 35 kw. Ant. height above average terrain 410 feet. P. O. address 408 Lincoln Court, Des Moines. Estimated construction cost \$35,590; first year operating cost \$60,000; revenue \$78,000. Principal is George W. Webber (53.3%). He has no other business interest. Action Jan. 30.

#### APPLICATIONS

Springfield, Ill.—Capital Broadcasting Co. 104.5 mc, channel 283, 10.25 kw. Ant. height above average terrain 201 feet. P. O. address 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. Wingenter, and R. W. Deffenbaugh, (each 25%). Messrs. Johnson and Wingenter are local businessmen; Mr. Hoskins is employe of Plains Television Corp.; Mr. Deffenbaugh is attorney. 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, Radio-TV Park, 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.

Exeter, N. H.—Trustees of The Phillips Exeter Academy 88.1 mc, channel 201, 10 w. Ant. height above average terrain 74 feet. P. O. address James W. Griswold, Exeter. Estimated construction cost \$5,000; first year operating cost \$300. Principals: board of trustees. Ann. Feb. 5.

Kingston, N. Y.—Big River Broadcasting Corp. 97.7 mc, channel 249A, 3 kw. Ant. height above average terrain minus 32 feet. P. O. address John F. Clagett, 301 East Capitol Street, Washington. Estimated construction cost \$13,109; first year operating cost \$11,800; revenue \$13,000. Applicant is licensee of WBAA Kingston. Ann. Jan. 30.

Greensboro, N. C.—The University of North Carolina at Greensboro 89.9 mc, channel 210, 10 w. P. O. address 1,000 Spring Garden Street, Greensboro. Estimated construction cost \$750; first year operating cost \$1,000. Principals: board of trustees. Ann. Feb. 5.

Conroe, Tex.—Rigby Owen 106.9 mc, channel 295, 29.07 kw. Ant. height above average terrain 146.25 feet. P. O. address Box 609, Conroe. Estimated construction cost \$13,770; first year operating cost \$12,900; revenue \$17,475. Principal: Rigby Owen. Ann. Feb. 5.

Mount Jackson, Va.—Richard F. Lewis Jr. Inc. of Mount Jackson 93.3 mc, channel 257, 3 kw. Ant. height above average terrain minus 45 feet. P. O. address Marion Park

Lewis, WINC Building, Winchester, Va. Estimated construction cost \$16,092; first year operating cost \$4,800; revenue \$5,200. Applicant is licensee of WSIG Mount Jackson, Va. Ann. Feb. 5.

Appleton, Wis.—Norbertine. Fathers. 99.3 mc, channel 257, 3 kw. Ant. height above average terrain 227.1 feet. P. O. address Rev. I. M. Gosz, 115 South Jefferson Street, Green Bay, Wis. Estimated construction cost \$20,100; first year operating cost \$15,000; revenue \$5,200. Applicant is licensee of WHBY Appleton and WBAY-AM-FM-TV Green Bay. Ann. Feb. 5.

### Existing FM stations

#### ACTIONS BY FCC

KPLI-FM Riverside, Calif.—By letter, dismissed for lack of prosecution application for renewal of license. Action Jan. 29.

WZIP-FM Cincinnati—Granted further extension of time to June 15 to complete construction. By letter, denied objection by North Cincinnati Broadcasting Co. (WAEF-FM), Cincinnati. Action Jan. 29.

\*WUSV(FM) Scranton, Pa.—Granted license. Previous license had expired. Action Jan. 29.

\*WFOS(FM) South Norfolk, Va.—Granted application to change designation of station location to Chesapeake. The city of South Norfolk recently entered into consolidation agreement with Norfolk County, forming new entity known as city of Chesapeake. Action Jan. 29.

WRVB-FM Madison, Wis.—Granted change on 102.5 mc from ERP 3.9 kw, ant. height 185 feet, to ERP 7.4 kw, ant. height 460 feet; and change trans. and ant. location; remote control permitted. Action Jan. 29.

#### CALL LETTERS ASSIGNED

WDDJ(FM) Panama City, Fla.—Mus-Air Inc.

WPIN-FM St. Petersburg, Fla.—Florida West Coast Broadcasters Inc.

WSAL-FM Logansport, Ind.—Logansport Broadcasting Corp.

WSVL-FM Shelbyville, Ind.—Shelby County Broadcasting Inc.

WJVA-FM South Bend, Ind.—Booth Broadcasting Co.

WACY-FM Moss Point, Miss.—Coastal Cities Broadcasting Inc.

WMVR-FM Sidney, Ohio—Van Wert Broadcasting Co.

WLCM-FM Lancaster, S. C.—Royal Broadcasting Inc.

WMYB-FM Myrtle Beach, S. C.—Golden Strand Broadcasting Co.

KELO-FM Sioux Falls, S. D.—Midcontinent Broadcasting Co.

WPTN-FM Cookeville, Tenn.—WPTN Inc. Changed from WZXR.

WDXL-FM Lexington, Tenn.—Lexington Broadcasting Service Inc.

KLJT(FM) Lake Jackson, Tex.—Texas Audio Electronics Co.

### Ownership changes

#### ACTIONS BY FCC

KTYM-AM-FM Inglewood, Calif.—Granted assignment of license from Albert J. Williams (100%) to Trans America Broadcast-

ing Corp., wholly owned by Mr. Williams. No financial consideration involved. Action Jan. 31.

KLAN Lemoore, Calif.—Granted assignment of license from Joseph E. Gamble (90%), deceased, and Fred Volken (10%), d/b as Radio Lemoore, to Mr. Volken, as surviving partner, d/b as company of same name; 90% control of Radio Lemoore remains with estate of Mr. Gamble. No financial consideration involved. Action Jan. 31.

KJAY Sacramento and KJOY Stockton, both California—Granted 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. Action Jan. 31.

WFDR Manchester, Ga.—Granted acquisition of negative control of licensee corporation by Jack Whitehorn and Elmer Loftin (each 50%) through purchase of stock from B. W. Key Jr. (28.75%). Consideration \$8,600. Messrs. Whitehorn and Loftin presently own 41.2% and 30% respectively. Applicant has applied for new FM station in Manchester. Action Jan. 31.

WTOC-AM-FM-TV Savannah, Ga.—Granted relinquishment of positive control of licensee corporation, Savannah Broadcasting Co., by William T. Knight Jr. (44.3% after transfer, 50.2% before) through transfer of stock to William T. Knight III, Stuart G. Knight, F. Schley Knight, and Courtney K. Gaines (each 8.1% after, 6.7% before). Transferees are children of transferor. No financial consideration involved. Action Jan. 31.

WGBF Evansville, Ind.—Granted transfer of control of licensee corporation, WGBF Inc., from On The Air Inc., to subsidiary, Curtis Radiocasting Corp. No financial consideration involved. Action Jan. 31.

KWRE Warrenton, Mo.—Granted assignment of license from Glenayre Broadcasting Co., 100% owned by Harry H. Coon, to Kaspar Broadcasting Co. of Missouri, owned by Vernon J. Kaspar (50%), Ray V. and Susanne F. Hamilton (each 25%). Consideration \$105,000. Mr. Kaspar owns WLO-AM-FM Frankfort, Ky.; Mr. Hamilton is majority owner of KERN-AM-FM Bakersfield, Calif., and chairman of board of Hamilton-Landis & Associates, station brokerage firm; Mrs. Hamilton is president of broadcast reality firm. Action Jan. 31.

WAFS Amsterdam, N. Y.—Granted assignment of license from Irving G. Segel, Thomas W. Leavenworth, Joseph N. Barnett and John A. Kosinski (each 25%), d/b as Valley Information Programs Inc., to Jack R. Poppele (40%), William E. Endres, June Poppele, Pauline Poppele and Loraine Poppele (each 15%). tr/as Tele-Measurements Inc. Consideration \$35,000. Tele-Measurements deals in radio-TV electronic equipment. Action Jan. 31.

WADE Wadesboro, N. C.—Granted 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. Action Jan. 31.

WBTC Uhrichsville, Ohio—Granted acquisition of positive control of permittee corporation, The Tuscarawas Broadcasting Co., by James Natoli Jr. and Mary C. Natoli (100%) through purchase of stock from Theodore W. and Margaret T. Austin (27.79%). Consideration \$1,508. Action Jan. 30.

KRHD Duncan, Okla.—Granted assignment of license from Duncan Broadcasting Co. to Duncan Broadcasting Inc.; only ownership change in stock owned by T. R. Warkentin, deceased, is distributed to his estate. No financial consideration involved. Action Jan. 31.

WHYL-AM-FM Carlisle, Pa.—Granted transfer of control of licensee corporation, Richard F. Lewis Jr. Inc. of Carlisle, from Marion Park Lewis, individually and as trustee, to Mid Atlantic Network Inc., wholly owned by Lewis estate. No financial consideration involved. Also see WAYZ-AM-FM Waynesboro, Pa., WSIG Mount Jackson and WINC, WRFL(FM) Winchester, both Va., and WELD Fisher, W. Va. Action Jan. 31.

WAYZ-AM-FM Waynesboro, Pa.—Granted transfer of control of licensee corporation, Richard F. Lewis Jr. Inc. of Waynesboro, from Marion Park Lewis, individually and as trustee, to Mid Atlantic Network Inc., wholly owned by Lewis estate. No financial consideration involved. For other information see WHYL-AM-FM Carlisle, Pa., above. Action Jan. 31.

KWBC Navasota, Tex.—Granted assign-

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## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Feb. 5

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,856	81	108	293
FM	1,117	29	121	263
TV	522 <sup>1</sup>	60	79	128

## OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Feb. 5

	VHF	UHF	TOTAL TV
Commercial	477	95 <sup>2</sup>	572 <sup>2</sup>
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

<sup>1</sup>Does not include seven licensed stations off air.

<sup>2</sup>Includes three noncommercial stations operating on commercial channels.

of license from Westbrook Broadcasting Inc., owned by Harlan G. Murrell, Howard L. Green, John T. Stethers, Myron W. LaBarr, Albert E. Theetge and Donald M. Simmons (each 16%), to Greater Portland Radio Inc., same owners. No financial consideration involved. Mr. Green is officer of South Jersey Radio Inc., Pleasantville, N. J. Contingent on grant of pending application to purchase control. Ann. Feb. 3.

WXEL, WOMC(FM) Detroit and WHGR, WJGS(FM) Houghton Lake, Mich.—Seek acquisition of negative control of licensee corporation, Sparks Broadcasting Co., by Garnet G. and Gordon A. Sparks (each 50% after transfer, 29.2% before) through transfer of stock from Jacob B. Sparks, deceased. No financial consideration involved. Ann. Feb. 5.

KCHS Truth or Consequences, N. M.—Seeks assignment of license from Rex A. Tynes, d/b as Southwestern Broadcasting Co., to Bairdland Broadcasting Inc., owned by Nell R. Baird Sr. (75%) and James D. (23%) and Etta Mae Landers (2%). Consideration \$11,600 plus \$1,919 assumption of indebtedness of assignor. Mr. Baird is employee of KDEF-AM-FM Albuquerque, N.M.; Mr. Landers is retired; Mrs. Landers is housewife. Ann. Feb. 3.

WNCN(FM) New York—Seeks assignment of license and SCA from WNCN Inc., also licensee of WBCN(FM) Boston and WHCN (FM) Hartford, Conn. to SN Network Inc., owned by L. W. Frohlich. Consideration \$487,000. Mr. Frohlich has advertising agency and other interests. Ann. Jan. 30.

WFIG Sumter, S. C.—Seeks transfer of control of licensee corporation, Radio Station WFIG Inc., from Fulton B. Fulton B. Jr., and John S. Creech and J. S. Brody (53%, 10%, and 31%, respectively), to Harvey Ray Laughter (51%) and Thomas Paul Tisdale (49%). Consideration: \$145,150. Mr. Laughter has interest in WYCL York, S. C., applicant for CP to operate WRPL Charlotte, N. C., and applicant for facilities of WBMT Black Mountain, N. C. Mr. Tisdale has interest in Swannanoa Valley Broadcasting and is local businessman. Ann. Feb. 3.

## Hearing cases

### INITIAL DECISIONS

■ Hearing Examiner Forest L. McClenning issued initial decision looking toward (1) granting application of Ponce Broadcasting Corp. for a new AM in Cayey, P. R., on 1080 kc, 250 w, U; and (2) denying application of Abacoa Radio Corp. to increase daytime power of WMIA Arecibo, P. R., on 1070 kc from 500 w to 5 kw, continued nighttime operation with 500 w. Action Feb. 4.

■ Hearing Examiner H. Gifford Irion issued initial decision looking toward denying application of W. A. Corbett, J. R. Marlowe and Roy Cox, Jr., tr/as Al-Or Broadcasting Co., for new daytime AM on 1530 kc, 1 kw with 250 w-CH, in Mebane, N. C. Action Feb. 4.

### OTHER ACTIONS

■ By order, commission denied application by William H. Bauer for review of Nov. 21, 1963 action by Review Board dismissing Bauer's late-filed petition to reopen record to receive his testimony in proceeding on NBC-RKO-Philco broadcast applications. Commissioner Hyde not participating. Action Feb. 5.

■ By memorandum opinion and order, commission denied application by Broadcast Bureau for review of Oct. 29, 1963 action by Review Board which granted application of Stuart W. Epperson for new daytime AM on 1500 kc, 1 kw, DA, in Winston-Salem, N. C. Chairman Henry dissented. Action Feb. 5.

■ By order, commission accepted late filed pleading and denied application by North Alabama Broadcasting Co. (WHOS), Decatur, Ala., for review of Review Board's Dec. 26, 1963 action denying petition to enlarge issues in proceeding on AM application of Arthur D. Smith Jr. (WMTS), Murfreesboro, Tenn. Action Feb. 5.

■ By memorandum opinion and order, commission dismissed untimely filed petition by Sounds Along the Mohawk Inc., seeking denial of pending application for assignment of license of WAFS Amsterdam, N. Y., from Valley Information Programs Inc., to Tele-Measurements Inc. Sounds sought denial of application on basis of pending suit in New York State courts for alleged breach by Valley of August 1962 contract to sell WAFS to Valley. Commissioner Cox ab-

ment of license from Whitten Broadcasting Co., owned by J. G. and R. H. Whitten (each 50%), to R. H. Whitten (100%), tr/as company of same name. No financial consideration involved. Action Jan. 31.

WSIG Mount Jackson, Va.—Granted transfer of control of licensee corporation, Richard F. Lewis Jr. Inc. of Mount Jackson, from Marion Park Lewis, individually and as trustee, to Mid Atlantic Network Inc., wholly owned by Lewis estate. No financial consideration involved. For other information see WHYL-AM-FM Carlisle, Pa. above. Action Jan. 31.

WFMV(FM) Richmond, Va.—Granted transfer of control of licensee corporation, Professional Broadcasting Inc., from Joseph T. Byrne, William F. Grigg Jr., William T. Moore and others to Fidelity Broadcasting Co., subsidiary of Fidelity Bankers Life Insurance Co. Consideration is stock in Fidelity Broadcasting. Action Feb. 5.

WINC, WRFL(FM) Winchester, Va.—Granted transfer of control of licensee corporation, Richard F. Lewis Jr. Inc. of Winchester, from Marion Park Lewis, individually and as trustee, to Mid Atlantic Network Inc., wholly owned by Lewis estate. No financial consideration involved. For other information see WHYL-AM-FM Carlisle, Pa., above. Action Jan. 31.

WELD Fisher, W. Va.—Granted transfer of control of licensee corporation, South Branch Broadcasting Corp., from Marion Park Lewis, individually and as trustee, to Mid Atlantic Network Inc., wholly owned by Lewis estate. No financial consideration involved. For other information see WHYL-AM-FM Carlisle, Pa., above. Action Jan. 31.

### APPLICATIONS

WTHG Jackson, Ala.—Seeks acquisition of positive control of licensee corporation, Jackson Broadcasting Inc., by Rowdy McGee (68% after sale, 48% before) through sale of stock by T. H. Gaillard Jr. (20% before). Consideration \$15,000. Ann. Jan. 29.

KRLA Pasadena, Calif.—Seeks transfer of control of licensee corporation, Eleven Ten Broadcasting Corp., from Donald R. Cooke (100%) to Broadcast Foundation of California Inc. (100%), nonprofit organization. No financial consideration involved. Lawrence Webb is president and member of board of trustees of Broadcast Foundation. Ann. Jan. 29.

KKIS Pittsburg, Calif.—Seeks assignment of license from Face-Shear Radio Inc., owned by Sherry B. Pace, Dr. Bedford F. Pace, James H. and Julia Selma Shear (each 25%) to Major-Minor Corporation, owned by W. Ernst Minor (100%). Consideration \$200,000. Mr. Minor is Cincinnati businessman. Ann. Feb. 5.

WPAP Fernandina Beach, Fla.—Seeks assignment of license from Denver T. Brannen (100%) to Northeast Florida Radio Inc., owned by Harold J. Mann (79.3%), William E. Alexander (19.3%), Inez Mann and Violet M. Alexander (each .7%). Consideration \$50,000. Mrs. Mann and Mrs. Alexander are housewives; Mr. Alexander is employee of WPAP; Mr. Mann is Jacksonville, Fla., businessman. Ann. Feb. 5.

WXYC Fort Myers, Fla.—Seeks assignment of CP from William H. Martin licensee of WWAB Lakeland, Fla., to Lee Broadcasting Inc., owned by Shawnee Broadcasting Co. (50%), Dr. Nicholas H. and Jessie U. Holmes (each 25%). Consideration to be determined at closing date. Dr. and Mrs. Holmes are physician and housewife, respectively; Shawnee is licensee of WBEX-AM-FM Chillicothe, Ohio. Also see WWAB application below. Ann. Feb. 3.

WWAB Lakeland, Fla.—Seeks assignment of license from Polk Radio Inc., owned by William H. Martin (98%) to WWAB Inc., owned by Shawnee Broadcasting Co. and Don W. Hughes (each 33%), and Dr. Nicholas H. and Jessie U. Holmes (each 16%). Consideration \$120,000. Shawnee Broadcasting is licensee of WBEX-AM-FM Chillicothe, Ohio; Mr. Hughes is employee of Shawnee; Dr. and Mrs. Holmes are physician and housewife, respectively. Also see WXYC Fort Myers, Fla., above. Ann. Feb. 3.

WXLI Dublin, Ga.—Seeks assignment of license from C. Theodore Kirby and Raymond C. Palmer (each 50%), d/b as The Laurens County Broadcasting Co., to C. Theodore Kirby (100%), tr/as company of same name. Consideration \$7,500. Ann. Feb. 5.

WSME Sanford, Me.—Seeks assignment of license from York Broadcasting Co., owned by Melvin L. Stone, John Carlson and Herbert S. Hoffman (each 33%), to Sound Enterprises Inc., owned by William R. Sweeney (100%). Consideration \$75,000. Mr. Sweeney is local businessman. Ann. Feb. 5.

WJAB Westbrooke, Me.—Seeks assignment



stained from voting. Action Jan. 29.

■ By memorandum opinion and order, denied petition by Brainerd Broadcasting Co. (KLIZ), Brainerd, Minn., requesting (1) reconsideration of Oct. 10, 1963 action which granted without hearing application of Greater Minnesota Broadcasting Corp. (KVBR), for new AM on 1340 kc, 250 w, U, in Brainerd, and (2) consolidation of Greater Minnesota application with proceeding on KLIZ application for change on 1380 kc from 1 kw, D, to 5 kw, DA-N, U. Action Feb. 5.

■ By order, extended for three months, from Feb. 1 to May 1, the time for Channel 2 Corp. to start trial of subscription programming over KCTO-TV on channel 2 at Denver. Action Jan. 31.

■ By order, commission extended from Feb. 3 to April 3 time to file comments, and from April 3 to June 3 for replies, in related rulemaking proceedings on fostering expanded use of UHF channels and allocation of UHF channels for regular airborne educational TV operation. This further extension was requested by National Association of Educational Broadcasters and Midwest Program on Airborne Television Instruction Inc., jointly, and Georgia State Board of Education. Action Jan. 30.

■ Granted, in part, application of Peninsular Broadcasting Corp. insofar as to change facilities of WCG Coral Gables, Fla., from 1070 kc, 1 kw-D, to 1080 kc, 10 kw, DA, D, conditions include precluding presunrise operation with daytime facilities pending final decision in Doc. 14419 but withheld action on portion of application seeking to operate unl. time with 500 w-N pending amendment to correct nighttime interference problem. Action Jan. 29.

■ By memorandum opinion and order, denied petition by Capitol Broadcasting Co. (WCOV-TV [channel 20]), Montgomery, Ala., to designate for hearing application of Robert J. Thomas, receiver of First Alabama Corp., for assignment of CP of WCCB-TV Montgomery, to Montgomery Independent Telecasters Inc. Commissioner Bartley abstained from voting. (Assignment was granted by staff action Jan. 31.) WCCB-TV ceased operation on Feb. 20, 1963, and was declared bankrupt following March. Assignee proposes to place station in operation again and thereby bring second UHF and third TV service to Montgomery area. Action Jan. 29.

■ By order, commission granted petitions by Connecticut Television Inc. (WHNB-TV), New Britain, Conn., and Springfield Television Broadcasting Corp. (WWLF-TV), Springfield, Mass., and Broadcast Bureau to extent of extending to Feb. 17 time for filing exceptions to initial decision in proceeding on application of Triangle Publications Inc. (WNEC-TV), New Haven, Conn. Action Jan. 29.

■ By order, in Miami TV channel 10 proceeding, commission granted motion by L. B. Wilson Inc. (WLBW-TV) to extend time to Feb. 14 for filing exceptions to initial decision and to March 5 for reply briefs, and ordered no further extensions of time will be granted unless there is showing of extraordinary cause therefor. Action Jan. 29.

## Routine roundup

### ACTIONS BY REVIEW BOARD

■ Dismissed joint motion by Lutheran Church-Missouri Synod (KFUO), Clayton, Mo., and Fox Broadcasting Corp. (WFOX), Milwaukee, Wis., to enlarge issues in proceeding on application of Lake-Valley Broadcasters Inc. for new AM in Crystal Lake, Ill. Action Feb. 5.

■ Granted petitions by Broadcast Bureau to extend time to Feb. 10 to file responses to motions by United Artists Broadcasting Inc. to enlarge issues with respect to applications of Cleveland Telecasting Corp. and Superior Broadcasting Corp. in Cleveland, Ohio, TV Channel 65 proceeding. Action Feb. 5.

■ Granted motion by Ultravision Broadcasting Co. to extend time to Feb. 14 to file oppositions to motion to enlarge issues and to motion by WEBR Inc., to modify and enlarge issues in proceeding on applications for new TV's on channel 29 Buffalo. Action Feb. 4.

■ By memorandum opinion and order in Boston TV channel 5 proceeding, granted petition by Charles River Civic Television Inc., and enlarged issues to determine (1) what efforts have been made by Greater Boston TV Inc. to ascertain programming needs and interests of area application proposes to serve and manner in which it proposes to meet such needs and interests, and (2) whether Greater Boston has reasonable

assurance of being able to secure proposed antenna site. Board Member Nelson abstained from voting. Action Feb. 3.

■ By memorandum opinion and order in Houston, Texas, TV channel 23 proceeding, granted petition by United Artists Broadcasting Inc., to extent of adding additional issue to determine whether TVue Associates Inc. in view of its proposal as to staff, is qualified to operate station in manner proposed in application. Action Feb. 3.

■ By memorandum opinion and order in proceeding on application of John Self for new AM in Winfield, Ala., (1) denied petition by Self to set aside Jan. 14 order which granted respondent Kate F. Fite (WERH) Hamilton, Ala., extension of time to file exceptions to initial decision, and (2) affirmed Jan. 14 action which granted extension to Jan. 28. Board Member Sloane dissented. Action Feb. 3.

■ Granted petition by Delaware Valley Broadcasting Co. (WAAT), Trenton, N. J., to extent of extending to Feb. 7 time to file exceptions to initial decision in proceeding on AM application. Action Feb. 3.

■ Granted petition by Jupiter Associates Inc., to extent of extending to Feb. 7 time to file exceptions to initial decision in proceeding on application for new AM in Matawan, N. J., et al. Action Feb. 3.

■ Granted petition by North Atlanta Broadcasting Co. to extend time to Feb. 7 to file exceptions to initial decision in proceeding on application for new AM in North Atlanta, Ga. Action Feb. 3.

■ Granted petition by Broadcast Bureau to extend time to Feb. 6 to file exceptions to initial decision in proceeding on AM application of Brainerd Broadcasting Co. (KLIZ), Brainerd, Minn. Board member Nelson concurred. Action Jan. 31.

■ By memorandum opinion and order in proceeding on application of Mitchell Broadcasting Co. for new AM in Estherville, Iowa, denied Mitchell's motion to strike Southern Minnesota Broadcasting Co. (KRCC), Rochester, Minn., notice of intention to appear and participate in oral argument. Action Jan. 30.

### ACTIONS ON MOTIONS

■ Commission granted request by Association of Maximum Service Telecasters Inc. to extend time from Feb. 3 to Feb. 10 to file oppositions to petition by South Central Broadcasting Corp. for reconsideration of commission's memorandum opinion and order released Dec. 23, 1963, in matter of additional VHF channel to Knoxville, Tenn. Action Feb. 3.

By Chief Hearing Examiner  
James D. Cunningham

■ Designated Examiner Chester F. Naumowicz Jr. to preside at hearing in proceeding on applications of Greylock Broadcasting Co. and WEEC Inc. for new FM's in Pittsfield, Mass., scheduled prehearing conference for March 6 and hearing for April 23. Action Jan. 29.

By Hearing Examiner James D. Cunningham

■ Cancelled Jan. 30 hearing and referred to Review Board matter of revocation of licenses of Mrs. Elizabeth G. Coughlan's WELF-FM (Citadel Broadcasters of Du Page) Glen Ellyn, Ill., and WELG-FM (Citadel Broadcasters) Elgin, Ill. (Respondent waived hearing right.) Action Jan. 29.

■ Granted request by North Caddo Broadcasting Co. to continue Feb. 3 hearing to June 9 in proceeding on application for new AM in Vivian, La. Action Jan. 29.

By Hearing Examiner Walther W. Guenther

■ Granted motion by Northland Radio Corp. (KWEB), Rochester, Minn., to extend time for filing reply findings and conclusions from Jan. 30 to Feb. 6 in proceeding on AM application. Action Jan. 30.

By Hearing Examiner Isadore A. Honig

■ Issued memorandum of rulings made at Jan. 27 second further prehearing conference in proceeding on application of Verne M. Miller for new AM in Crystal Bay, Nev., and extended, nunc pro tunc, from Jan. 6 to Jan. 13 date for exchange of applicant's exhibits and scheduled further prehearing conference for Feb. 28. Action Jan. 31.

By Hearing Examiner H. Gifford Irion

■ Granted petition by Holston Broadcasting Corp. to extend time for notification of witnesses from Feb. 10 to March 10 and continue Feb. 17 hearing to March 16 in proceeding on application and that of C. M.

Continued on page 95

*The man with  
the sharp pencil  
figures Collins  
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the best buy  
and he's right*



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# CLASSIFIED ADVERTISEMENTS

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• SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.

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• All other classifications, 30¢ per word—\$4.00 minimum.

• No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington, 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

Sales manager to work with Negro programed station, not a chain operation. Station rated No. 2 general, No. 1 Negro by wide margin. Doubled 62 gross in '63. Experience in Negro programed 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.

Iowa daytimer needs station manager with emphasis on sales & ideas. Must know all phases of small market radio. Good salary and future with a stick option. Box B-157, 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, plx, personal interview arranged. Salary, commission earnings unlimited. Bess Gilmore, Community Club Awards, Inc., Westport, Conn.

### Sales

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.

Top salesman familiar with small market NBC affiliate in Arizona with liberal commissions and draw reply to Box B-106, BROADCASTING.

Rocky Mountain area, college town of 10,000, fulltime single market station needs good local salesman. Good sound, good image. Salary, plus commission, plus car allowance. Send resume, references, salary requirements to Box B-117, BROADCASTING.

Salesman—immediate opening in Pennsylvania's capital market. Base salary plus commission. Full company benefits. Send full resume and photo to: Mr. Jamie F. Rowley, Manager, Hershey Broadcasting Co. WHRY Radio, Box 1800, Elizabethtown, Pennsylvania.

Opening for salesman or salesman-announcer. Will train if qualified. Jim Rivers, WMJM, Cordele, Ga.

Announcer with first phone, no maintenance. WAMD, Aberdeen, Md.

### Announcers

East coast, near Baltimore, experienced announcer with first phone. Full resume and tape. Box A-121, BROADCASTING.

Immediate opening in North Carolina for an announcer-first ticket engineer. Box A-135, BROADCASTING.

## RADIO—Help Wanted

### Announcers—(Cont'd)

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.

Virginia daytime independent has immediate opening for airman now. Only experienced people with ability need apply. Send tape, resume to Box B-82, BROADCASTING.

Girl for part time announcing and full time sales. Terrific opportunity in New England major market. Send resume and photo Box B-126, BROADCASTING.

Want top notch Broadcasting instructor for established, reputable school. Must have radio station experience in all phases of commercial broadcasting. Degree not required, but some college desirable. Previous teaching experience unnecessary. Military obligations must have been met. Applicants will be thoroughly checked on credit, character, and ability. Submit resume in first correspondence. Box B-132, BROADCASTING.

KFYR radio, Bismarck, North Dakota, needs an announcer for the night shift. Quality music and production. 1st ticket preferred, but others considered. Good working conditions and salary. Send tape and background to Jim Backlin, P. 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.

First ticket announcer. Experienced WGSB-Saint Charles, Ill.

Announcer. Live, swinging personality, top 40 operation. WHSL, Wilmington, N. C.

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 with first class license excellent opportunity for man light on experience—ABC network. Write: Joe Leonard, WWIZ, 6th & Broadway, Lorain, Ohio.

Mature dj and salesman—Christian station expanding—good future—good pay and opportunity for advancement. Bring us your sales record. This is great market. Write or call WTOF, Christian Broadcasting Assoc., Canton, Ohio, GL 2-4009, Dr. E. M. Mortenson.

Daytimer—Central Pennsylvania—has immediate opening—staff announcer. Send resume. Box 389, Williamsport, Penna.

## RADIO—Help Wanted

### Technical

Experienced engineer—first class ticket, AM & FM Southern New England station—operates remote control—no announcing. Write Box A-223, BROADCASTING.

Rocky Mountain area, college town of 10,000 population, full timer, single market station needs experienced engineer capable of some announcing and sales. New equipment, good sound, good image. Resume, references, salary requirements to Box B-118, BROADCASTING.

WOWO—Fort Wayne, 50,000 watt, Group "W" station needs Transmitter engineer . . . Must be experienced and have first phone. Studio experience desirable. Write: B. L. Wolfe, Chief Engineer, WOWO, Fort Wayne, Indiana, with concise resume and salary requirements.

Sharp maintenance engineer—Experienced with directionals for two tower AM kilowatt and 3 kw FM. All new equipment—new building—must be strong on installation and maintenance. No announcing. Pleasant, rapidly growing community of 35,000 located on Gulf Coast. Permanent position—real opportunity for right man. Send complete details, photo, and references to: C. M. Hunter—Coastal Cities Broadcasting, P.O. Box 8352, Mobile, Alabama.

### Production—Programing, Others

One of Michigan's leading small-market stations wants a full staff to begin a brand-new daytime operation in Northern Indiana. These people must be experienced in small market operations, people who want a permanent position with a growing organization. If you have experience as a manager or sales manager, salesman, or announcer, send complete resume, photo and availability to Box B-90, BROADCASTING.

Wanted, experienced copy writer for progressive station, send sample copy and information to Box B-98, BROADCASTING.

Need creative man for fast paced, top rated top 40. Must have outstanding programing, showmanship, production, promotion, and writing ability with knowledge of gimmicks and audience getters. Good southern market with approximately half a million population. Box B-131, BROADCASTING.

Need experienced announcer for good music station. Full details first letter. KCCO radio, Lawton, Oklahoma.

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.

Michigan independent seeking industrious newsman with ability to gather, write, air local news. . . . Complete resume references and example of writing ability . . . audition tape to Mr. Stapp, WJMS, Ironwood, Michigan.

News. Expanding local news department, powerful, authoritative delivery, rewrite exp., tape, resume to Dick Levitan, WMEX, Boston 15, Massachusetts.



**RADIO—Help Wanted****Production—Programing, Others  
Continued**

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.

**RADIO—Situations Wanted  
Management**

10 years sales experience in small and medium market. Desire management in medium market in Midwest. Able to invest. presently employed station manager. Box A-240, BROADCASTING.

Attention new grants—general manager with proven record wants permanency—well qualified—best references . . . Box A-261, 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.

Selling manager, small and large station experience, available immediately. Masters degree. Family man. Creative selling, economy minded. Box B-70, BROADCASTING.

Qualified to manage small station in small town. 37, available immediately. Prefer South. Box B-101, BROADCASTING.

General management wanted by stable all-around radioman. Completely experienced . . . especially sales. Box B-108, BROADCASTING.

Attention absentee owners: recipe for success: take one unprofitable small market station; put my experience in programing and sales in the managers office, and hang my 1st phone on the wall. Simple? Details on request. No hurry, now profitably employed, but want management. Box B-110, BROADCASTING.

Revamping programing? Top, monster-market talent to deliver winning sound, plus primetime show. Larger markets. Box B-121, BROADCASTING.

Station sold, 12 years radio-TV all phases. 2 years managerial. Prefer central States. Box B-141, BROADCASTING.

Money maker . . . Now manager 5 kw in tough market middlewest. Here two years, gross \$1400.00 month when took over, now doing \$9000.00 month with overhead less than \$5000.00. Any state OK. If need manager who can make money, contract me for details and interview. In radio since 1949, know the business. Married, children, caucasian, 33. Good reason for change, will inform when contacted. Box B-143, BROADCASTING.

AM-FM seasoned pro-successful 16 years in dual role full change general manager/sales sales manager competitive metropolitan northeast. Want full charge general manager/sales manager slot in competitive metropolitan area requiring 24 hr. dedication for our mutual growth. 1st phone. Available now. Box B-145, BROADCASTING.

Experienced radio station manager wishes change to small station. Write P.O. Box 611, Raleigh, N. C.

**Announcers**

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.

**RADIO—Situations Wanted****Announcers—(Cont'd)**

16 years experience. Announcing, selling, first class license. Steady, reliable, references. Box A-247, 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.

Ohio stations: I have 6½ years experience and top references. Box B-33, BROADCASTING.

Summer baseball—Mature, authoritative style. Good background. Live and recreation. Box B-69, BROADCASTING.

Newscaster, exp., mature sound, family bright dj, salesman. Dependable, personable. Will settle. Box B-84, 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.

Announcer; engineer, 5 years experience. Picture, resume and tape on request. Box B-86, BROADCASTING.

Attention in large market top 40! Swinging combo. Drive-time morning man, 150,000 metro market, desires change. Imaginative production, tight board and authoritative news. Two years college. Box B-96, BROADCASTING.

Tired of rat race, experienced all phases, major market, 2nd phone, married. Permanent medium, major. Box B-97, BROADCASTING.

Happy top 40 or middle of road dj, no screamer. 5 years experience. Family man, good habits, best of references. Box B-103, BROADCASTING.

Great audience response. Versatile—solid sound—production—4 years experience—first phone—23—married—stable—need challenge. Box B-104, BROADCASTING.

DJ, tight board, strong news, sell commercials, young, will travel. Box-155, BROADCASTING.

Major market p.d.'s . . . buy yourself a jock with that "easy-going, swingin' style" . . . now a medium market p.d. looking for a shot at the top. Married, seven year veteran of all phases. Modern format stations in the top thirty markets write Box B-112, BROADCASTING.

Sportscaster of major league baseball and all sports seeks baseball play by play assignment for this season. Prefer major league or triple A ball. Top references. Can also do re-creation of games. Box B-115, BROADCASTING.

Attention: Tennessee, Kentucky: announcer, dj, combo: cut all shows—4 years experience. Presently employed, but would like to relocate within 150 miles of Nashville, Tennessee. Personal interview preferred at my expense. Married, veteran, and reliable. Good references. Box B-116, BROADCASTING.

All around radio man, 17 years experience sales, announcing, play by play, news, production. Southerner, family man, excellent references desires change to Florida, Georgia, S. Carolina. Box B-123, BROADCASTING.

Now in top ten market—I came on, ratings went up—looking for major market music and talk—consider allnight. Box B-124, BROADCASTING.

Finest news voice in the Nation. Twelve years diversified radio experience. Excellent baseball, football play by play. Top markets considered only. Preferably Los Angeles, N. Y. C. Box B-128, BROADCASTING.

Planning ahead? I am. I'm a full time college student with commercial announcing experience looking forward to becoming your vacation announcer this summer. Box B-129, BROADCASTING.

**RADIO—Situations Wanted****Announcers—(Cont'd)**

1½ years experience—D.J., news copywriting. Prefer small market in Ohio area. Will accept right offer anywhere. Box B-133, BROADCASTING.

Family man desires to relocate in larger market. Five years all around experience. \$125.00. Box B-134, BROADCASTING.

Changing format? Dissatisfied with present staff? Want to improve ratings? Like 1st class with two thirds? Easy AM . . . Solid afternoon . . . Swinging nighttime. Contact the 3 M's . . . the 3 M's swing. Box B-135, BROADCASTING.

Attn: Major markets. Have 1st phone, want nighttime show, with free hand to build audience. Have proven record. \$150.00. Only 10 kw or more need answer. Box B-136, BROADCASTING.

Major markets—Looking for good 3rd class man with top 40 experience? Ability to get ratings. . . If you'll give me a free hand I'm ready. . . \$125.00. Box B-137, BROADCASTING.

DJ-announcer, 3 years experience, all replies answered. Box B-138, BROADCASTING.

Announcer, first phone, presently employed, seeks announcer-chief engineer position. Experienced announcing, maintenance and construction. Details and tape available, please state format. Box B-139, BROADCASTING.

Experienced, proven top 40 dj desires good spot in major market. Presently employed top rate station big southern market where I pulled almost 70 in latest rating. Can furnish excellent recommendations and proof I can get the numbers. Box B-144, BROADCASTING.

Announcer dj graduate. Training in all phases of radio. Hard worker. Available. Box B-146, BROADCASTING.

Sports-minded announcer looking for sports minded station. Four years radio experience. Box B-147, BROADCASTING.

Bright air personality: dj-announcer, authoritative newscaster, tight board, fast pace, cooperative, dependable. Box B-149, BROADCASTING.

All around man. Announcer. Authoritative newscaster. DJ control board operator. Not a floater or prima-donna. Pleasing personality. Family man. Box B-150, BROADCASTING.

Announcer, newscaster, dj experienced. Family man. Personable. Dependable, will settle. Not a floater or prima-donna. Box B-152, BROADCASTING.

Top rated drive-home dj with 7 years experience major markets. Desire position with top notch station with future. Am dependable, efficient, can handle top 40 or middle of road formats equally well. Also experienced in news gathering, writing and reporting. Now with one of the top 40's in business. Available immediately. Box B-156, BROADCASTING.

C & W dj or pd. Married and sober. Will locate anywhere. Phone Steve French, 643-6518 or write 486 LaJolla, Vallejo, Calif.

Help! Idea man trapped in a tape cartridge! Personality dj 4 years experience in top 150 markets. Has used African Lion as a co-air personality. Lion has had all shots—dj hasn't! College Degrees: B. S. double major, radio-TV production and political science, 1 year law school Ex-history teacher. Want p.d. position in top 150 markets. Will not work for peanuts—however will consider being paid in Rhubarbs! Not interested in Mickey Mouse or Donald Duck operations. Popeye is O.K. though! Looking for station or chain willing to progress! Bob Ballard, SO 5-9774, 1810 Sealey St., Galveston, Texas.

Negro announcer/dj. 3rd phone. Need experienced announcer on your staff to handle multiple duties? Gather write, air news in factual manner. Dependable. Seeking solid opportunity. Available. Who? Where? When? Call 212-Dayton 9-4441.

## RADIO—Situations Wanted

### Announcers—(Cont'd)

Announcer—veteran, aged 40, W.W. II, mature, married, five children, graduate Northwest schools, Portland, Oregon. Natural ability, desires job as announcer, dj, etc. Southwest or West preferred. Contact David Winslow, 11808 West Bobolink Ave., Milwaukee 18, Wisconsin.

Dependable, first phone, some experience. Small to medium markets, any area. Good voice. Gary Stover, Four Seasons Apartments, 2422 Inwood Rd., Apt. 248, Dallas.

First phone, experience, like top hundred! Telephone Johnny Bowles, 606-987-2647.

Female dj announcer, experienced, bright sound. R. Kelly, 9570 Memorial, Detroit, Mich. 48227.

Experienced young Kentucky top 40 announcer seeking better position and permanent location. Presently employed, third phone, married. Available February 28. Contact Donnie Hammonds, WGOH Radio, Grayson, Kentucky.

Ann. Eng., 1st phone. Exp. 6 yrs. Good music only. Phone 213-463-8548. Age 39.

### Technical

Army retired, now working chief engineer. Desire fulltime engineering, West Coast. Box B-94, BROADCASTING.

First class-engineer, over a year's experience in AM & FM transmitter operation. No announcing. Southwest or south preferred. Available immediately. Box B-99, BROADCASTING.

Experienced radio-TV operating engineer. Any location considered. No announcing. Box B-100, BROADCASTING.

First class combo man wishes change. All phases of broadcasting. Write P.O. Box 611, Raleigh, N. C.

### Production, Programing & Others

Sharpen your continuity with new, improved writer. For free samples write Box A-257, 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.

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.

News director: Track record of skilled and knowledgeable reporting of local, regional and world news. Dependable performance and leadership talents provable by investigation. Not cheap but worth the difference. Box B-83, BROADCASTING.

Writer-newscaster. 12 years experience. presently employed major TV and 50 kw radio. Seeking news directorship medium market or newsman major market. \$10,000 minimum. No hurry. Box B-88, BROADCASTING.

Male copywriter. Thoroughly experienced radio, TV. Creative, effective, strong production. Box B-102, BROADCASTING.

FM announcer-PD—Most of top staff in one man. Top continuity, commercial and news delivery—major market AM and FM experience. Experienced copy, know good music. And a 1st ticket! Available April; major markets only. Box B-107, BROADCASTING.

Reporter desires to enter broadcast field. . . Some experience. Don Wilson. News-Post, Frederick, Md.

## RADIO—Situations Wanted

### Production—Programing, Others Continued

EX-Crowell-Collier newsman now available. Special events director—now in top 100 seek top 20 market—prefer western United States—Salary \$150+. Desire change to a growing organization. Know how ability back up with well known references. Can make your news department #1 in market with little expense—have know how. Write or wire: Box B-109, BROADCASTING.

Dick Clark radio show executive producer available immediately. Ex Storz pd. 50,000 watt outlet, work with Balaban and Crowell-Collier broadcasting. Have programed radio stations to No. 1 position on east, west coast and south west central. Have consulted and produced aids for radio stations throughout country and Canada. Commercials, contests, total program format. Will relocate anywhere for right position. Bill Adams, Stamford, Conn. 203-348-7430.

## TELEVISION—Help Wanted

### Sales

Man for television time sales in branch office. Upstate Michigan group station. Write giving full details of training and experience. WWTV, Box 627, Cadillac, Mich.

### Announcers

Southeastern network affiliate seeking announcers with news, weather & MC experience. Send resume, photo and audio or video tape to Box B-85, BROADCASTING.

TV sportscaster . . . fine opportunity for experienced pro with Northwest's oldest broadcasting station. Must run own sports department, do radio play by play, and be strong on TV commercials. Immediate opening . . . Contact WDAY-TV, Fargo, N. Dak.

### 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.

TV control room engineer, first phone, audio & video switching plus VTR operation. Contact Don Ferguson, Chief engineer, KXTV, Sacramento, California.

South Florida fullpower VHF needs video technicians. Experienced in VTR-STL and studio operation and maintenance. First class license required. If interested in full-time permanent employment, send resume, photo and salary to—Director of Engineering, WEAT-AM & TV, P.O. Box 70, West Palm Beach Florida.

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.

## TELEVISION—Help Wanted

### Production—Programing, Others Continued

Aggressive No. One station in three station market, seeks fully experienced people, as art director, film director, announcer, and copywriter. A complete resume and recent photograph are needed. Box B-87, BROADCASTING.

News director — Southeast. Opening for newsman with solid educational and professional background. Must be equally adept in gathering, writing and on-camera performance of news and capable of directing news staff. Only top flight man will be considered. All replies strictly confidential. Box B-122, BROADCASTING.

Experienced cameraman-reporter for leading TV station, major Florida market. Proven background in photography and in-depth reporting essential. Documentary production experience preferable. Frankly, we're looking for brain power to add to already top-notch news department. Box B-130, BROADCASTING.

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.

## TELEVISION—Situations Wanted

### Management

CFA, 34, seeks responsibility for bookkeeping, financial statements, taxes, budgets, etc. Will relocate. Box B-89, BROADCASTING.

Television executive: 15 years experience in all phases of operation—management, programing, sales. Extensive contacts with leading agencies throughout country. Top references. Have supervised both medium and large market operations. Resume available. Box B-113, BROADCASTING.

### Sales

Available: One of the best salesmen in the business. 16 years experience in general and national sales management. Professional background in both medium and large markets. Box B-114, BROADCASTING.

### Announcers

Announcer: 17 yrs. radio desires TV contact: Carmine E. Diorio, 25 Elm St., Peru, N. Y.

### Technical

Experienced transmitter-maintenance man. Supervisory experience. Excellent references. Available now. Box B-64, BROADCASTING.

Sick of industrial monotony. Have brain. Will use. RCA graduate, 1st phone, ham. Radio or TV. Box B-119, BROADCASTING.

Chief engineer of midwest large market VHF desires change. Extremely well qualified technically and administratively with long record of accomplishments. Highly experienced in color, VTR, remotes, microwave and AM-FM. Box B-127, BROADCASTING.

First phone, two years exp. TV studio, smtr & radio tech. school graduate. Area looking for position, Florida. Box B-148, BROADCASTING.

Maintenance technician, three years experience in television and radio in installation, construction, operation, proofs and maintenance of all types of broadcasting equipment. Two years of college. Two young children. Available immediately. Contact James Tarvid, Dellwood, Wis. ED 9-4429.



## TELEVISION—Situations Wanted

### Production Programing & Others

Production director-performer. Proven top quality creative ability, versatility in all phases television production. Audience pleasing "selling" air personality. 11 years experience. Competent administrator. Family man. Prefer California, Southwest, Florida. Box A-207, BROADCASTING.

First phone control room and production experience desires non-maintenance position. Box B-42, 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.

TV production man. Tape and film editor, cameraman. All phases TV and film production. Three years experience recording and film studio. Box B-91, BROADCASTING.

Research and sale promotion manager. Young, experienced, creative. Presently with network O&O TV station. Box B-92, BROADCASTING.

Advertising/promotion mgr.—Want JWT-type promotion on a Peoria budget? Believe in a strong merchandising policy? Degree, related experience available for aggressive, medium market. Resume, samples, references available from Box B-120, BROADCASTING.

## WANTED TO BUY

### Equipment

TV mobile unit needed by Midwest station—picture, equipment, list, best price WTAF-TV, Marion, Indiana.

Need good 16mm film processor and zoom lens for Bolex 16mm camera. State price and condition first letter to KTVE, Box 791, El Dorado, Arkansas.

## FOR SALE

### Equipment

Two (2) Stancil-Hoffman minitape M-8 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—\$5,500.00. 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.

Transmission 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.

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 Continued

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, 7¼-15. \$900.00, Ampex 350-C, 7¼-15 \$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.

Westinghouse 3 kw FM transmitter, 400 feet 1½" transmission line, frequency & modulation monitor. Box B-36, BROADCASTING.

12 Browning used T-100 Multiplex tuners needing repair, \$25.00 each f.o.b. Houston. Taft Broadcasting Company, 4808 San Felipe Road, Houston, Texas.

Complete RCA equipment for kilowatt station—Telephone Bernard Zucker, Waterbury, Conn. 203-756-46413—evenings 203-755-2947.

Model 400 B & W distortion analyzer. Good condition. \$100 postpaid. G. Landau, WDDO, Chattanooga, Tenn.

Crown international 824/carrying case and remote unit. Sells for \$1,250.00. Brand new. Sacrifice, best offer over \$850. Box B-154, BROADCASTING.

Browning Laboratories multiplex monitor. Model 599. Serial 001. Never in service, as new; recently re-calibrated. Crystal 97.3 mc. Best offer over \$900. Reply, Manager, WGH-FM, P.O.B. 98, Newport News, Virginia.

## BUSINESS OPPORTUNITY

15 years top ten market operator wishes to contact investors to purchase radio property. Investors to participate on a stock plus convertible venture basis. Box B-93, BROADCASTING.

## MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications, 2221, Steiner St., San Francisco.

"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

Two daily 4:30 feature reports, with the actual voices of the newsmakers, on top national and international stories. Perfect partner to complement your sparkling local coverage—daily tape via air mail special delivery. Peak listener reaction—low cost. Let us join your team. Write Box N-61, BROADCASTING.

Sports written, produced from your copy or fact sheet. \$5.00 each, minimum order five. Satisfaction or recut. Six Twenty Nine Productions, Pensacola.

## 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.

## INSTRUCTIONS—(Cont'd)

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

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.

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.

Announcing, newscasting etc. Home study. Beginners, advanced. Free brochure. Fisher, 678 Medford, Studio 24, Patchogue, N. Y.

## RADIO—Help Wanted

### Management

#### STATION MANAGER NEW ORLEANS

Earn from \$15,000 to \$20,000 annually based on volume

The OK GROUP one of the oldest and most successful Negro programed station groups in the country, needs a highly capable experienced man to manage its headquarters station, WBOK. We want a thoroughly experienced administrator and above all an aggressive sales manager capable of leading his sales staff by proven sales of his own.

You will be identified with an organization that has information, sales help, know how and knowledge of this Negro market to make your own ability highly effective. A real opportunity to work into group management as assistant to the general manager after proving yourself as a successful operator at WBOK. Write giving full details of past experience, salary record, sales record and education. Current manager leaving after 13 years to manage his own station. Write:

Stanley W. Ray  
505 Baronne St.  
New Orleans, La.

### Sales

#### LOCAL SALESMEN-SALES MANAGERS & MANAGERS

Your future assured if you can sell local accounts and create new business in tough market. Growing east coast large market chain wants salesmen that consistently produce. Also Sales managers and Manager who sell locally. Rush Photo, details in confidence. Box B-158, BROADCASTING.

### Announcers

#### WANTED NEWS DIRECTOR

Operations Manager of completely news dominated 5 kw network station in top 30 market. Responsible DIRECTLY to General Manager for sound sign-on to sign-off. Will voice network newscasts. 5 figure salary with expanding organization. Send resume and on-air tapes to:

Box B-140, BROADCASTING

IT DOESN'T HAPPEN OFTEN . . .  
But one of the Nation's leading 50 KW stations in a top market is looking for mature announcers-Deejays. Send resume and air check to:  
Box B-161, BROADCASTING

#### ARE YOU A TALKER?

50,000 watt Midwestern radio station looking for an outstanding disc-jockey to conduct a nighttime talk show. Must be adult, popular, literate and sharp. Reply immediately. State experience, qualifications, age and salary expected.

Box B-125, BROADCASTING

## RADIO

### Production—Programing, Others

**Radio Production Man**  
Job demands an imaginative continuity-production specialist with ability to write and voice taped commercials. Salary open. Send tape, photo and resume to Jim Watt, Assistant Manager, KSTT, Davenport, Iowa.

### Situations Wanted

**EXPERIENCED TALK PROGRAM MAN**  
Top rating on phone audience participation show, conversation show. 16 years experience, major markets. Good music deejay, program director. Top 20 markets only.  
Box B-95, BROADCASTING

### TELEVISION—Help Wanted—Sales

**INDEPENDENT TV FILM SALESMAN**  
Want top product—First run your area—commission. Contact distributor with top first run programs available.  
Box B-160, BROADCASTING

### Announcers

#### WE WANT A PERSONALITY

If you are strongly individualistic as an performer. . . . If you have some fresh and new approaches to tired TV formats. . . . If you'd like to be a non-conformist but never had a chance. . . . If you know a lot about a lot of things. . . . If you're willing to be a part of an experiment and willing to take a chance, then maybe you're the man we're looking for to host a new concept in local TV programing. We are a major eastern market station owned by a progressive group. Send Resume and video tape of SOF to:  
Box B-159, BROADCASTING

#### TV ANNOUNCER

Are you a good announcer? Unaffected, on-the-air salesman! Send letter of application and audio audition tape with picture to: Ralph Webb, KWTX-TV, Waco, Texas.

### EMPLOYMENT SERVICE

The leading company for the recruitment and placement of:  
**BROADCAST PERSONNEL**  
Agency  
527 Madison Ave.  
New York City 10022  
SHERLEE BARISH, Director

## WANTED TO BUY—Stations

### WANTED

Station within 300 miles of New York. To \$500,000. Profit-maker. Any interesting situation considered.

Box B-68, BROADCASTING

### WE'RE LOOKING

For a radio station, priced \$100,000 —\$170,000. Daytime or fulltime —single or multiple market. Replies completely confidential!

Box B-105, BROADCASTING

### 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

#### Radio Station KEVL

the only 1000 watt station located on the Mississippi River between Baton Rouge & New Orleans—will consider selling part interest to a person who can manage station. Write to:  
Box B-142, BROADCASTING

#### CALIFORNIA REGIONAL POWERHOUSE

Fulltime 5 kw station with unusual coverage of one of the most delightful living areas on the west coast. Priced at about twice annual gross but well worth it considering the assured growth prospects of the region. The price is \$325,000 with half cash required.

Box B-153, BROADCASTING

#### METRO DETROIT FM

Seventy Thousand  
CASH AND QUALIFIED APPLICANTS ONLY

ASSUME STATION DEBT FREE—HAS EQUIPMENT MORTGAGE—IMMEDIATE SALE FOR REASONS OF HEALTH.

Box B-111, BROADCASTING

#### THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Appraisals Management Financing

HOWARD S. FRAZIER, INC.

1736 Wisconsin Ave., N.W.  
Washington 7, D. C.



Continued from page 89

Taylor for new AM's in Elizabethton and Blountville, respectively, both Tennessee. Action Jan. 30.

**BROADCAST ACTIONS**  
by Broadcast Bureau

Action of Feb. 5

WTVJ(TV) Miami—Granted license covering use of old main trans. and ant. system as auxiliary trans. and ant.

Actions of Feb. 4

KECR(FM) El Cajon, Calif.—Waived Sec. 73.210 of rules and granted CP to change studio location and remote control point to Santee, Calif., ant.-trans. location to one mile west of Suncrest, Calif., change type trans. and type ant., and make changes in ant. system; increase ERP to 16 kw and ant. height to 440 feet; remote control permitted; without prejudice to action commission may deem necessary as result of final determination with respect to applications for renewal of licenses of KEAR(FM) San Francisco, KEBR(FM) Sacramento and KECR(FM) El Cajon, all California.

■ Granted renewal of licenses for following: WGBS Miami; WFMV (FM) Richmond, Va.

KXLR North Little Rock, Ark.—Granted mod. of license to change name to Little Rock Great Empire Broadcasting Inc.

KOKE Austin, Tex.—Granted mod. of license to change name to Travis County Broadcasting Co.

KLFM(FM) Long Beach, Calif.—Waived Section 73.210(a) of rules and granted mod. of license to extent of permitting establishment of main studio location and remote control point outside the corporate limits of Long Beach, at Lakewood, Calif.; condition. Long Beach station identification to be continued

WRVM Rochester, N. Y.—Granted CP to change ant.-trans. location and make changes in ant. and ground systems; remote control permitted.

KHHQ(FM) Sacramento, Calif.—Granted CP to change ant.-trans. and main studio location; ERP 17.5 kw; ant. height 125 feet; remote control permitted.

WPBI(FM) Danville, Ill.—Granted CP to replace expired permit to make changes in ERP, ant. height and transmission line and to install new ant.

WBUG Ridgeland, S. C.—Granted mod. of CP to change ant.-trans. and studio location.

WVPO-FM Stroudsburg, Pa.—Granted mod. of CP to change type trans. install vertical polarized ant. and change ant. height to 800 feet; remote control permitted.

Actions of Feb. 3

WAFS Amsterdam, N. Y.—Stayed action of Jan. 31, which granted assignment of license of WAFS from Valley Information

Programs Inc. to Tele-Measurements Inc., pending disposition, by U. S. Court of Appeals for District of Columbia, of appeal and motion to stay commission's grant, filed by Sounds Along the Mohawk Inc.

WJAX Jacksonville, Fla.—Granted renewal of license.

■ Granted renewal of licenses for following: WJAX-FM Jacksonville, Fla.; WCYB-TV Bristol, Va.

WSNT Sandersville, Ga.—Granted license covering increase in daytime power.

K04CT, K02CY Oakridge, Ore.—Granted licenses for VHF TV translator stations.

WHUB-FM Cookeville, Tenn.—Granted extension of completion date to June 30.

Actions of Jan. 31

WRAI Rio Piedras, P. R.—Granted license covering installation of auxiliary trans.

■ Granted renewal of licenses for following TV translator stations: K07DG, K08CX, K08CY, K09DG, K10DL, K10DM, K11DM, K12CV, K12CX, Better Community Television Association, Omak and Okanogan, Tunk Valley and Pine Creek area, Tonasket and Riverside, all Washington; K08AP, K10AP, K12AV, Pateros-Brewster TV Association Inc., Pateros, Brester and Mansfield, all Washington; K08DX, K10EJ, K12DM, Prescott T. V. System Inc., Prescott, Wash.; K02CV, Sumner School District #320, Sumner, Wash.; K08AY, K10BD, K12BA, K09BH, K11BQ, K13BM, K09BI, K11BM, K13BN, Upper Methow Valley T. V. Association, Winthrop-Twisp, Mazama and Methow, all Washington; K74BP, Columbia Empire Broadcasting Corp., Prosser-Whistler, Wash.; K71AA, K81AJ, Kittitas Valley T. V. Association Inc., Ellensburg and Kittitas Valley area, all Washington; K70AU, Southern Oregon Broadcasting Co., Cave Junction and Selma, both Oregon.

KHAS Hastings, Neb.—Granted increased daytime power on 1230 kc, from 250 w to 1 kw, continued nighttime operation with 250 w; install new trans.; change ant.-trans. location, and make changes in ant. system (decrease height); remote control permitted; conditions.

■ Granted renewal of licenses for following stations: KCBQ San Diego, Calif.; WDSC-FM Dillon, S. C.; WHIL-FM Medford, Mass.; WJBR(FM) Wilmington, Del.; WTAR Norfolk, Va.; WAFS Amsterdam, N. Y.; WSCM Panama City Beach, WEBY Milton, both Florida; WIVI Christiansted, St. Croix, V. I.; WRAI Rio Piedras, P. R. WCRG Morgantown, W. Va.; WICU-TV Erie, WJAC Johnstown, both Pennsylvania; WPDJX Clarkstown, W. Va.; WDJ5 Mount Olive, N. C.; WGBI Scranton, Pa.; WHLL Wheeling, W. Va.; WSSC Sumter, S. C.; WADE Wadesboro, N. C.; WIOD-AM-FM Miami, WAYR Orange Park, WEZY Cocoa, WQIK Jacksonville, WRKT-AM-FM and SCA, Cocoa Beach, all Florida; WDAU-TV Scranton, Pa.; WLSL-TV Roanoke, Va.

WJDX-AM-FM Jackson, Miss.—Granted licenses covering use of old main daytime trans. as auxiliary nighttime trans. for AM; installation of old auxiliary trans. as main trans. and increase in ERP and use of old main trans. as an auxiliary trans. for FM; condition on each grant

\*WIPR-TV San Juan, P. R.—Granted CP to install an auxiliary ant. system at main trans. and ant. location.

WVUE(TV) New Orleans—Granted CP to install previously authorized trans. as auxiliary trans., and permit its use as alternate driver unit for main trans.

KOCO-TV Oklahoma City—Granted CP to install old main trans. as alternate main trans. at new main trans. and ant. location; ERP 57.2 kw visual, and 28.6 kw aural (both DA); and ant. height 1520 feet.

K04AF Dubois, Wyo.—Granted CP to change type trans. and make changes in ant. system for VHF TV translator station.

KBEK Elk City, Okla.—Granted extension of authority to operate with sign-off at 7 p.m., except for special events, for period ending April 15.

KGUC Gunnison, Colo.—Granted extension of authority to operate from 7 a.m. to 7 p.m., Monday through Saturday, and from 8 a.m. to 6 p.m., Sundays, except for special events, for period ending April 30.

Actions of Jan. 30

Tru-View Television Association, Thale, Five Mile Creek Community, White Sulphur Springs and Fort Logan Community, Mont.—Granted CP for new VHF TV translator on channel 13 to rebroadcast programs of KRTV(TV) (ch. 3) Great Falls, Mont.

\*KUOP(FM) Stockton, Calif.—Granted CP to increase ERP on 91.3 mc, from 3.4 kw to 30 kw, and ant. height from 70 feet to 215 feet; make changes in ant. system, install new transmitter and new ant., and change ant.-trans. location.

WFMI-FM Montgomery, Ala.—Granted li-

cense covering changes in trans. equipment, and change in ant.-trans. and main studio location, and remote control point.

WSOC-FM Charlotte, N. C.—Issued mod. license, pursuant to third report, memorandum opinion and order specifying operation on 103.7 mc; 35 kw; and ant. height 415 feet.

WEEZ Chester, Pa.—Granted CP to change ant.-trans. location 110 feet northeast of present site, and move studio-trans. building 650 feet, install new trans., and make changes in DA system.

KXEN Festus, St. Louis, both Missouri—Granted CP to install an auxiliary trans. at main trans. site.

WCMS Norfolk, Va.—Granted CP to change ant.-trans. location to Virginia Beach, Va., and install new trans.

KELT-FM Harlingen, Tex.—Granted CP to decrease ERP to 2.70 kw.

KMJ-TV Fresno, Calif.—Granted mod. of CP to change ERP to 191 kw vis., and 97.7 kw aur. (both DA); change type ant., and make changes in ant. system (main trans. and ant.).

WCMS-FM Norfolk, Va.—Granted mod. of CP to change ant.-trans. and main studio locations and remote control point; install new trans. and new ant.; decrease ant. height to 205 feet, and make changes in ant. system; remote control permitted.

Actions of Jan. 29

Leavenworth Non-Profit TV Association Inc., Leavenworth, Peshastin and vicinity, both Washington—Granted CP for new VHF TV translator on channel 3 to rebroadcast programs of KHQ-TV (ch. 8) Spokane.

WRVA-TV Richmond, Va.—Granted renewal of license (main trans. and ant. and auxiliary trans.) and auxiliaries.

K06BD, K07CD Nile Valley, Wash.—Granted licenses for VHF TV translator stations.

WAYE Dundalk, Md.—Granted CP to install auxiliary trans. at main trans. site.

■ The following stations were granted extensions of completion dates as shown: KOLL Honolulu to June 30; WIRE Indianapolis to March 1.

Action of Jan. 24

Liberty Television, Inc. Lebanon, Ore.—Granted CP for new VHF TV translator station, on channel 4, to rebroadcast programs of KEZI-TV (channel 9) Eugene, Ore.

**Revocations**

■ Commission announced decision which (1) revoked license of Edwin H. Estes for WFFA Pensacola, Fla., and (2) denied renewal of license to WMOZ Inc. (of which Estes is 99% owner) for WMOZ Mobile, Ala., each effective March 31, in order to enable licensees to conclude stations' affairs. Willful and knowing deception, to inclusion of false and forged program logs, on part of Estes showed "record of attempted fraud and deception virtually without equal in commission history" and disqualifies him from being commission licensee. Examiner's initial decision of May 28, 1962 looked toward action. Action Jan. 29.

**Rulemakings**

**PROPOSED**

■ Pursuant to announcement in connection with action of July 25, 1963, in adopting FM channel assignment plan, commission, by third further notice of proposed rulemaking, proposed (1) rules which would permit power increases for some existing FM's that are "short-spaced" under new mileage separation rules (Commissioner Bartley dissented), and (2) tables of FM assignments for Alaska, Hawaii, Puerto Rico, Virgin Islands and Guam (Commissioner Bartley concurred). Comments are invited by March 27. Action Jan. 30.

**PETITIONS FOR RULEMAKING FILED**

■ Leflore County Board of Education, Board of Trustees, Greenwood Municipal Separate School District and Mississippi Department of Education, Greenwood, Miss.—Request amendment of rules to reserve channel 24, Greenwood, for noncommercial educational use. Received Jan. 24.

■ Rust Craft Broadcasting Co., Jacksonville, Fla.—Requests amendment of rules looking toward following changes in table of assignments: Jacksonville: delete 36-, add 17; Palatka, Fla.: delete \*17, add \*36-. Received Jan. 27.

■ WMYR Fort Myers, Fla.—Requests institution of rulemaking proceeding to modify FM table of assignments by assigning channel 270 to Fort Myers and substituting channel 228A in lieu of channel 270 at Naples, Fla. Received Jan. 28.

**FOR SALE—Stations—(Cont'd)**

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MAJOR MARKET. West. Full time. \$200,000. Terms.

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R.I.	single	daytime	100M	terms
Ky.	medium	fulltime	195M	35M
Fla.	metro	fulltime	240M	29%
Pa.	suburb	power	350M	75M
S.E.	Major	daytime	237M	29%

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# RED CROSS SERVICE NEVER STOPS

THE RED CROSS STORY CAN BE TOLD ALL YEAR — YEAR AFTER YEAR



Here are the *new* ways to tell it

## Down to Earth

is the title and the theme of the new 1964 year-round film featuring down-to-earth services for American families. The first 4½ minutes portray services for the armed forces. The last 10 minutes feature disaster relief, youth and volunteer services, safety information, and the life-giving Red Cross Blood Program.

*Down to Earth* can be shown three ways — as a 4½-minute film, as a 10-minute film, or in its entirety as a 14½-minute film.

BLACK AND WHITE, SOUND, 16mm, 14½ MINUTES, CLEARED FOR TELEVISION



### NEW — ALL NEW TV FILM SPOTS

60-20-10 second 35mm & 16mm  
color and black and white

Motion picture scenes of various Red Cross services vividly illustrate the lyrics of the inspiring song *Always There*, composed by Alvy West and sung by Gordon MacRae with the United States Air Force Symphony and the famous Singing Sergeants.

2 x 2 color slides, which lend themselves to insertion of station call letters or logo are available with localized voice-over copy.

### NEW — ALL NEW RADIO RECORDING

12", 33 1/3 Standard

#### STAR ☆ APPEALS AND ☆ SONGS

Betty Ackerman	Andy Griffith
Keith Andes	Olivia de Havilland
Ed Begley	Bob Hope
Ray Bolger	Glynis Johns
Raymond Burr	The Four Lads
Michael Callan	Keith Larsen
Nat "King" Cole	Gordon MacRae
Joseph Cotten	Mitch Miller
Robert Goulet	Ray Walston

... and others

### Artificial Respiration



1 Tilt victim's head back, and pull or push the jaw into a jutting-out position. (Fig. 1.)



2 If victim is a small child, place your mouth tightly over his mouth and nose (see Fig. 2) and blow gently into his lungs about 20 times a minute. If victim is an adult, cover the mouth with your mouth, pinch his nostrils shut, and blow vigorously about 12 times a minute.



3 If unable to get air into lungs of victim, and if head and jaw positions are correct, suspect foreign matter in throat. To remove it place victim, if a small child, in position shown in Fig. 3, and slap sharply between shoulder blades. If the victim is adult, place in position shown in Fig. 4, and use same procedure.



1964  
is the  
50th  
anniversary  
of  
RED CROSS  
WATER SAFETY

There's no better public service than helping to save a life. Red Cross knows this from experience. And the Red Cross knows from experience, too, that *broadcasters* can help it do the job in the process of serving its audience. For your network and station the Red Cross can provide —

**FILMS, SPOTS, DEMONSTRATIONS, ANNOUNCEMENTS, EQUIPMENT, INTERVIEWS, and VOLUNTEERS**

### RED CROSS MATERIALS

All Red Cross materials are available from —  
**YOUR LOCAL RED CROSS CHAPTER**  
**THE AMERICAN NATIONAL RED CROSS**

In New York: SUsquahanna 7-1000  
In Hollywood: 465-5262



**THE ADVERTISING COUNCIL**  
New York Chicago Hollywood

THIS SPACE CONTRIBUTED AS A PUBLIC SERVICE



**P**aul Loyet has a quiet confidence about all things broadcasting.

It's an approach so assured and so unperturbed that the casual observer might mistake it for just that, casual. But it isn't. It's sheer Loyet.

There is the external calm and patience that complement a determination on points of fairness, and an empathy instantly responsive for the well-being of others. All are qualities that have developed in his more than four decades of pioneering in midwest radio and television as engineer and executive.

**Pattern For Progress** ■ Now vice president-general manager of WHO-AM-FM-TV Des Moines, an association with Palmer Stations that began in 1924 at woc Davenport, Iowa, Mr. Loyet has more than mere faith in the future of broadcasting. He knows that the industry must continue its orderly advance to new achievements in engineering and programing.

Both WHO and WHO-TV reached milestones this spring that Mr. Loyet feels are typical of the profession's growing horizons. WHO in April marks its 40th anniversary while WHO-TV will have its 10th birthday. Both are NBC outlets.

Mr. Loyet became a stockholder of Central Broadcasting Co. at its inception in 1930 when the Palmer interests purchased WHO. In the years following he helped WHO develop technically into a Class 1-A clear channel station on 1040 kc and he subsequently helped establish WHO-FM and WHO-TV.

A member of the board of Central Broadcasting since 1933, Mr. Loyet was elected vice president in 1943 and was made resident manager of WHO in 1947. More recently he also has given technical counsel in some phases of the building and equipping of the ultra-modern WOC-AM-FM-TV broadcast center newly dedicated at Davenport. The woc stations are operated by Tri-City Broadcasting Co., a wholly-owned subsidiary of Central Broadcasting.

**Room For All** ■ Mr. Loyet's confidence in the future embraces AM, FM and TV, including color TV.

This is not to say there will be no struggles in these advances as each medium seeks to find its own best individual role. He notes that FM, for example, has survived multiple disappointments during its evolution concurrent with the more glamorous TV.

Mention clear channels or higher power for AM stations and you will quickly learn that Mr. Loyet has no doubts about the enduring need for the older aural medium. WHO is one of several major stations that have asked the FCC for authority to experiment with 750 kw.

Call that "superpower" and Mr. Loyet will promptly correct you: It's purely relative if you consider that 5 kw was once high power in radio, or

## Human values make it all worthwhile

that today in TV "the next gigantic move is to 5 million watts on UHF channels west of the Mississippi River, surpassing any power granted any place in the world to my knowledge."

He points out that the word superpower "in itself means nothing unless connected with the ability of a radio signal to override noise and man-made interference."

**Ham 'N' Oatmeal** ■ Paul Loyet's electronic education began in 1919 in Davenport when he was only 13 and a neighbor boy introduced him to the

mysteries of ham radio. Quickly building his own oatmeal box receiver, young Paul hooked up his new rig and listened for his first pickup. It was Robert Karlowa's 9BY Rock Island, Ill., which in February 1922 was to become woc. Soon after, Mr. Loyet put his own ham station on the air.

During high school and early college at St. Ambrose in Davenport, he continued his amateur radio work, rebuilding the school's 2.5 kw spark transmitter and later converting and building its first tube transmitter. In 1924 he began parttime work at woc and helped install one of the earliest Western Electric 5 kw transmitters. He became woc's chief engineer in 1928.

In the radio reallocation of 1928 woc and WHO were shifted to the same frequency, 1000 kc, to operate with shared time. It was obvious this was neither economical nor efficient, so Mr. Loyet was assigned to work out some practical solution.

**The Innovators** ■ After two years of study and experimentation, including important contributions by Bell Telephone Laboratories and Jack DeWitt of WSM Nashville, engineering methods were evolved enabling the synchronous operations of woc and WHO. The Palmer group then acquired WHO and the stations pioneered synchronized operation for about three years.

Meanwhile, in 1930 Mr. Loyet appeared in hearings before the old Federal Radio Commission seeking high power of 50 kw. In 1931 he designed and built Davenport's first police radio system.

In 1931 he also built new studios at Des Moines for WHO. Soon after, he designed and supervised the building of one of the original 50 kw installations in the U. S. for WHO at Mitchellville, Iowa. WHO moved to 1040 kc in 1941.

Around 1934-35 Mr. Loyet engineered the removal of KICK Carter Lake, Iowa, to Davenport, so that woc could be re-established there as an individual station. The task involved putting into operation one of the first shunt-fed antennas grounded to the roof of a steel building. This was but one of his many innovations in the field of antennas.

**'Keep On Trying'** ■ Just before World War II Mr. Loyet experimented with home facsimile, and during the war he served on various FCC panels on engineering standards. At this time he also was chairman of the National Association of Broadcasters' engineering committee.

Mr. Loyet lost his voice in a laryngectomy in 1961 and he has had a couple of cataract operations too, but though he now "talks" with an electronic larynx pressed to his throat, nothing yet has managed to slow him down.

## WEEK'S PROFILE



Paul Anthony Loyet—Engineer, broadcaster; B. Ottumwa, Iowa, Jan. 10, 1906; State University of Iowa, BE, 1927; stockholder, director and VP of Central Broadcasting Co. and general manager of WHO-AM-FM-TV Des Moines; Iowa chairman for state industry advisory committee, FCC's emergency communications defense organization; past president of Iowa Broadcasters Assn. and Iowa AP Broadcasters Assn.; director, Des Moines Junior Achievement; for 16 years director, Greater Des Moines Chamber of Commerce; past president, Des Moines Golf and Country Club; member—Broadcast Pioneers, Radio and Television Executives Society, Institute of Radio Engineers, Advertising Club of Des Moines, Rotary Club; M. Hazel Josephine Gillin of Davenport, Iowa (died 1947), in September 1927; M. Virginia D. Hobbs of Des Moines Sept. 15, 1949; children—Michael (died 1955 at age 5) and Kevin Paul, 8; hobbies—golf, photography, fishing, hunting, bowling, woodworking; Knights of Columbus.

## It can't be had both ways

**B**EFORE the National Association of Broadcasters rushes to beseech the government to put an end to the threat of competition from all forms of pay TV—as its television board urged a fortnight ago—it had better think twice. There would seem to be some inconsistency if a body of mass communicators pleaded for protection against the creation of another system of communication while simultaneously asserting their own right to be free of government restraints.

There has been some logic in the NAB's historic opposition to the authorization of on-the-air pay TV. The association could argue that the diversion of frequencies that are within the government's authority to allocate would eventually deprive the public of programs it now gets free.

But to extend that opposition to include a petition for laws against wired systems for subscription television, as the NAB's television board would have the association do, is to ask for nothing more than a policy of economic protectionism. The government could no more adopt such a policy, without also adopting economic restraints on the broadcasters who asked for the protection, than it could grant AT&T a monopoly without also fixing AT&T's rates.

It's just possible that the NAB television board was so distracted by other issues that its thoughts were muddled when it voted on pay TV. Whatever the reasons for its vote, reconsideration is in order.

## The postman rings twice

**E**VERYONE engaged in broadcast advertising has reason to be alarmed by the policy of commercial control that was announced last week by FCC Chairman E. William Henry. The policy, as described by Mr. Henry to the Advertising Federation of America, boils down to this: The FCC intends to impose limits on the number of commercials that any radio or television station may broadcast.

It is now clear that the commission has set out to achieve, through the prosecution of individual cases, the same objective that the House Commerce Committee told it not to attempt through the adoption of a general rule. Short of spitting in Oren Harris's eye, the FCC could not have more flagrantly defied the Congress.

As Mr. Henry explained it last week, the FCC has instructed its staff to bring to its attention all license renewal applications that show "excessive commercials." After the commission has "seen a number of these cases," Mr. Henry believes, it "can and will come up with a policy so that you will know and we will know just what the rules of the game are to be."

What obviously is planned is a new adventure in FCC letter writing that is intended to exert the same kind of influence on commercial practices that the commission and its staff have exerted on programing. The applicant whose commercial proposals are found "excessive" will be sent a letter asking him to justify them. Justification may not be easy. Mr. Henry said last week that broadcasters will risk their licenses if they cannot demonstrate that the public approves their commercial practices.

It may be predicted that at least some applicants who get letters from the FCC will reduce the quantity of their commercials to whatever magic number they guess the FCC will accept. In this process, as it extends throughout the country, the FCC will succeed in invoking by individual pressure the national criteria it could not adopt by rule.

As was to be expected, those congressmen who opposed the original FCC rulemaking were upset by the commis-

sion's new maneuver. Representative Walter Rogers (D-Tex.), chairman of the House Communications Subcommittee, would be entitled to feel that he had been victimized by a clever gambit. It was Mr. Rogers who introduced a bill that would prohibit commercial rulemaking on the ground that the FCC was exceeding its authority. That bill still awaits House action after clearing both Mr. Rogers's subcommittee and the parent Commerce Committee which Representative Harris (D-Ark) heads.

What is needed now is a new bill with broader language to prohibit the FCC from flouting the purpose of the original bill. That new bill may not be passed unless broadcasters persuade the Congress of the need for it.

The need for it is obvious. Last week, the day after Mr. Henry made his speech, the first two inquiries about "over-commercialization" were sent to applicants by the FCC. Unless the Congress moves against this new procedure, the letters will soon be flooding the country.

## Bureau of missing speakers

**I**F broadcasters were asked to name the public figure who had done the most for them in 1963, their hands-down choice would be Representative Walter E. Rogers (D-Tex.). As chairman of the House Communications Subcommittee he marshalled the forces that were successful in preventing the FCC from adopting a rule limiting commercials.

If broadcasters can count on anyone to understand their case against the FCC's new attack on commercials, it is the same Mr. Rogers. He is not only needed by the broadcasters but he also deserves their public recognition.

The natural forum for an expression of appreciation is the annual convention of the National Association of Broadcasters, to be held in Chicago April 5-8. By inexplicable accident or indefensible choice, Mr. Rogers was not invited to address the convention. The key speakers, as the program now stands, will be the NAB president, the FCC chairman and, for reasons that are not entirely clear, the ever-ready evangelist, Billy Graham.

Representative Rogers, the legislator who carried the ball for broadcasters, apparently wasn't considered as a key speaker. Those associated with the planning of the convention program say Mr. Rogers will be asked to participate on a panel with some other people, identities unknown as this was written.

Broadcasters are entitled to wonder whether the NAB convention planners know what they are doing.



Drawn for BROADCASTING by Sid Hix

"Whose bright idea was it to shoot an Ajax commercial with a real tornado!"



# DYNAMIC SIMPLICITY

The  
only  
television  
station  
in  
the  
world  
complementing  
your  
sales  
message  
with  
total  
design  
discipline  
through  
Ikonogenics





“... most recent firecracker is WKNR DETROIT, which reportedly represents one of the most dynamic rating turn arounds in recent radio history ...”


Billboard, January 18, 1964

## BULLETIN:

After 11 weeks . . . repeat 11 weeks  
. . . of WKNR Programming . . .

 WKNR is #1 in Detroit at night (6:00 PM to 10:00 PM Monday thru Saturday)

 WKNR is #2 in Detroit on Sunday (10:00 AM to 6:00 PM)

 WKNR is tied for #2 in Detroit on Saturday (10:00 AM to 6:00 PM)

# WKNR

THE STATION THAT  
KNOWS DETROIT

\*See Hooper Radio Audience Index for December-January 1963-1964. The data used are estimates only, subject to errors and limitations inherent in indicated sources. WKNR does not assume responsibility for the accuracy, completeness or validity of such original data.

## NOW—THE STATION DETROIT KNOWS

### KNORR BROADCASTING CORPORATION

Mrs. Fred Knorr,  
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Walter Patterson,  
Executive Vice President  
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