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The final touch that makes the difference

A hansom cab ride into the dawn ... the final touch that will often recall the events of a memorable evening. Spot Radio, too, is the final touch ... activates sales impressions made in other media. Spot Radio's facility for reminding people is the final touch that sells your product.

Edward Petry & Co., Inc.

Radio Division

Edgar M. Petry

The Original Station Representative

New York - Chicago - Atlanta - Boston - Dallas - Detroit - Los Angeles - Philadelphia - San Francisco - St. Louis
WHAT'S IN THE MIDDLE MAKES THE BIG DIFFERENCE

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

Don’t slip up on the big Pennsylvania market! You need a firm grip on the middle -- the million dollar market in the middle. It’s within easy reach when you buy WJAC-TV. The station that climbs high atop the Alleghenies to bring you America’s 27th largest market.
“WINSTON CHURCHILL—THE VALIANT YEARS”... one of television's most acclaimed series... winner of two Emmy Awards... (voice portrayed by Richard Burton) now available for local TV from SCREEN GEMS.
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

BROADCASTING, January 13, 1964
Two to the bar

Despairing of getting agreement by negotiation, All-Industry Radio Music License Committee has decided to ask courts to determine reasonable fees for radio stations' use of music of American Society of Composers, Authors and Publishers. This course is available under consent decree governing ASCAP operations, and petition for fee fixing is expected to be filed in next 30-60 days in U. S. Southern District Court in New York.

When radio case goes before it, Southern District court will have full house of broadcasting-ASCAP proceedings. Radio networks have already filed, and similar fee proceeding for television has been in and out of that court—on appeal—for more than two years. Radio committee, representing 1,150 stations, is headed by Bob Mason, of WGN, Marion, Ohio, and its petition will be filed by its New York counsel, Emanuel Dannett.

Fat purse

National Association of Broadcasters' proposed budget for all activity for fiscal year, April 1, 1964-March 31, 1965, to be proposed to association's full board of directors at meeting in Sarasota, Fla., Jan. 27-31, is record-breaking $2,135,000. This is in contrast to approximately $2,000,000 for current fiscal year, not all of which was spent. Estimated income for fiscal 1964-65 is $2,350,000.

Revival of the soaps

North American Newspaper Alliance, long-established print media syndicate, is forming new division, NANA Radio, to become active in production of radio shows. As result of recent upsurge of interest in radio dramas, NANA Radio is planning to produce new versions of old-time favorites of soap opera variety. Details will be announced later this week.

Radio reports

FCC made considerable progress last week in putting final touches on proposed revision of reporting form for AM and FM stations, and most officials expect document to be put out this week for comments. As is case with proposed TV form that came out some weeks ago, not all commissioners are wildly enthusiastic about all aspects of AM-FM document, but they are anxious to get record-making machinery started. Commissioners suggested many revisions last week, but most were minor. Form still calls for survey of community and listing of programs carried to meet needs; emphasis remains on reporting of news and public affairs programs and on commercial practices.

Economy wave

U. S. Office of Emergency Planning suffered grievous blow when Congress gave it only $4.7 million for fiscal 1964, as against $7.2 million requested. About 100 employees already have been dropped, effective Jan. 15, including Fred Alexander, long-time chief of OEP's telecommunications division.

All OEP telecommunications activities are now centered under Ralph Clark, one-time radio consulting engineer, who officially remains as assistant to director of telecommunications management, though directorship itself has been vacant since resignation last year of Dr. Irvin Stewart, former FCC commissioner and former president of West Virginia University. Dr. Stewart quit OEP to return to teaching. He was also telecommunication consultant to President, job now being filled temporarily by presidential science aide, Jerome Wiesner, who is about to leave government.

One of their own

Committee selecting new president for National Community TV Association now is seeking man from its own ranks after rejecting idea of hiring top name or lesser known expert on Washington matters. While thinking still leaned toward seeking public figure, committee seriously considered offering post to FCC Commissioner Frederick W. Ford, whose FCC term expires June 30. Names of other government officials were before selectors, but all have been temporarily rejected with search now centering on CATV man, Martin Marlarkey of Washington is chairman of three-man screening committee. NCTA presidency has been vacant since Bill Dalton resigned last summer to open consulting firm (Broadcasting, Aug. 26, 1963).

Ready for action

Although Gene Autry is still awaiting FCC approval of his purchase of KTLA-TV Los Angeles, station is already set for play-by-play coverage of Los Angeles Angels, also an Autry property. Total of 29 games is scheduled, including 10 exhibition pre-season contests, starting March 7. Home games will be colorcast and games reaching Los Angeles viewers in daytime will be taped and repeated at night. For past three seasons, Angels games have been covered by KHJ-TV Los Angeles. Autry-owned KMPX Los Angeles will feed radio play-by-play accounts of all Angels games to special sports network of some 20 stations as in previous years.

Alerting system

Methods of using radio and TV to alert public in event of war emergency are coming to fruition. After tests of several proposals in Florida late last year, under supervision of special committee of National Industry Advisory Committee, AM system is pretty well established and may be announced next month. Ideas for FM and TV alarm systems are scheduled to be tested over WNET-TV Philadelphia late this month, and after results are studied by NIAC single system will be adopted. Hope is for agreement on techniques by spring.

Help for H-B

Change in NBC's West Coast news management—presumably in hope of bolstering ratings—is underway. John Thompson is out as manager of news on West Coast, will be replaced by Arthur Wakelee, now weekend manager of NBC News in New York, who will be acting head of NBC News western operations. It's no secret that NBC has been disappointed in showing of Huntley-Brinkley during 6-7 p.m. news hour in which CBS's KNX(TV) has been hogging audience.

Foreign expansion

Time Inc. is negotiating for minority interest in Swedish TV production firm. If talks go through, Time may come up with quarter interest in firm that will produce programs for TV in Europe. Other parties were not identified, but Swedish interests reportedly will retain about half of new company.

No more room

Land mobile radio users who have been clamoring for additional spectrum space can't expect relief from FCC in near future. Commission's six-year-old proceeding aimed at finding extra space is drawing to close, with inconclusive results. At special meeting Friday commission instructed staff to prepare order terminating rulemaking. Document isn't expected to do more than list areas of possible future study. One such area is sharing of space now allocated, including that used by television. Commission is also expected to keep project alive through creation of industry-government committee to study problem of spectrum shortage, which is particularly acute in major cities.
MAXIMUM RESPONSE
— that’s advertising efficiency.

WBAL-TV BALTIMORE
“MARYLAND’S NUMBER ONE CHANNEL OF COMMUNICATION”
NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.
WEEK IN BRIEF

Tobacco companies get ready for surgeon general's report on smoking and health. Request no cigarette ads next to newscasts on subject. NAB's Radio Code Review Board establishes tobacco subcommittee. See . . .

MEETING THE CIGARETTE CRISIS . . . 33

Commercial time limit regulation may be dead, but FCC is considering publication of some sort of standards so stations will know if license renewal applications are to be scrutinized more carefully. See . . .

JUST SIMPLE STANDARDS . . . 40

Watch the woman's angle; there's a real feminism in a spot that can count. Esther Peterson named chairman of consumer committee by President, feels TV commercials stereotype women. See . . .

WOMAN'S VIEW OF WOMEN . . . 44

Broadcasting Ratings Council becomes a reality. McGannon is chosen first chairman. Group of network officials visit Representative Harris to tell him what they're doing on ratings. See . . .

RATINGS COUNCIL HANGS SHINGLE . . . 46

RAB seeks faster rate growth for radio advertising, at least by 10% in 1964, which would make it twice rate of 1963. Bunker plans direct presentations to agency media departments. See . . .

RAB DETAILS '64 PLANS . . . 48

FCC wrestling with benchmark question: should it permit a local CATV system to take over only TV station in locality? Oral argument held in pending sale of WBOY-AM-TV to Clarksburg cable owners. See . . .

COMMISSION PONDERING TV SALE . . . 62

Collins unyielding on right to speak out on anything, anytime. Executive committee takes no action, but entire matter will get official consideration at joint board meeting in Florida. See . . .

COLLINS INTENDS TO TALK . . . 52

Barry-Enright station license renewal argued before FCC. Broadcast Bureau wants renewal denied; former quiz show entrepreneurs claim Florida station has operated without blemish. See . . .

LICENSEE MORALITY ARGUED . . . 58

Now NBC is on receiving end of complaint about fairness in dramatic shows. Los Angeles funeral directors ask for equal time to answer alleged unfair reflections in "Dr. Kildare" show. See . . .

DRAMA FAIRNESS QUESTION . . . 71

Community antenna television system prepares to originate local programs. New system carrying 12 channels—more than enough—will use extra channels to give subscribers local news and events. See . . .

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BROADCASTING, January 13, 1964
WEAM...

first choice on the road in Washington

Washington is a city on wheels. Hundreds of thousands pour in and out of the District every day... commuters stretching out as much as 20 to 30 miles in every direction. Their companion on the road is radio.

Their first choice is WEAM.

WEAM, the only fulltime Washington area station with the modern-radio concept, captures the number one spot with this big, important audience. This is supported by the unique survey that measures, exclusively, the auto radio audience, conducted impartially and subscribed to by many of the area's 18 radio stations.

The fact is simple enough: if you want to reach the city on wheels, in Washington you must use WEAM.

AUTO AUDITS PICKS WEAM AS #1 IN WASHINGTON!

Auto-Audits, now in its fourth year, surveys Washington area motorists (including the surrounding Maryland-Virginia area) at traffic islands, parking lots and red lights; only listeners (with radios on) are tabulated...no recall...no diary...only face-to-face coincidental interviews. (Figures shown are Monday through Friday share-of-audience percentages).

WEAM—20.6%  STATION B—7.7%
STATION A—15.3%  STATION E—7.6%
STATION B—11.6%  STATION F—3.6%
STATION C—10.4%  STATION G—1.0%
The following are daytime—only stations:
STATION H—3.7%  STATION I—3.2%
STATION J—3.0%

Washington is a city on wheels. Hundreds of thousands pour in and out of the District every day... commuters stretching out as much as 20 to 30 miles in every direction. Their companion on the road is radio. Their first choice is WEAM.

WEAM, the only fulltime Washington area station with the modern-radio concept, captures the number one spot with this big, important audience. This is supported by the unique survey that measures, exclusively, the auto radio audience, conducted impartially and subscribed to by many of the area's 18 radio stations.

The fact is simple enough: if you want to reach the city on wheels, in Washington you must use WEAM.

NATIONAL REPRESENTATIVES
THE KATZ AGENCY, INC.

or call Harry Averill, Vice President, General Manager, direct—703-524-7500

WEAM YOUR MUSIC STATION • 15 YEARS IN THE NATION'S CAPITAL
Tobacco men invited to TV code meeting

Chief executives of Big Six cigarette manufacturers have been invited to TV code board meeting of National Association of Broadcasters, Jan. 22-23 in Miami. In wire Friday (Jan. 10), TV code board chairman Bill Pabst, KYW (TV) Oakland-San Francisco, told cigarette makers that board will be discussing U. S. surgeon general's report on smoking (see page 33) and would appreciate "the benefit of your views."

Mr. Pabst also invited George Allen, president of The Tobacco Institute, along with American Tobacco Co., Liggett & Myers, Philip Morris, R. J. Reynolds and Brown & Williamson. If NAB offer is accepted, cigarette industry spokesmen were asked to make arrangements for their appearances with Howard Bell, NAB code authority director.

On Thursday (Jan. 9), radio code review board had appointed subcommittee to study tobacco advertising and had asked TV board to name similar group for joint study.

Friday, radio board meeting in Washington rejected proposals to amend time standards of code. Proposed changes dealt with multisponsor category and maximum minutes per time segments were not involved.

Charles Stone, radio code manager, reported that 65.8% of subscribers have been monitored past nine months and that violations were very low.

Miller urges Johnson to support TV debates

Representative William P. Miller (D-N.Y.), chairman of Republican National Committee, called on President Johnson Friday (Jan. 10) to "honor the Kennedy commitment for face-to-face TV debates between the candidates" in presidential campaign.

Speaking to national committee meeting in Washington, Representative Miller said Mr. Johnson "urged repeatedly in 1960 that there be more than four television debates."

GOP leader said President's support "would help to insure early enactment" of HJ Res 247, bill to suspend equal time for presidential race this fall.

Price boost in sight for GE division

General Electric's visual communications division, Syracuse, N. Y., is to announce today (Jan. 13) boost in prices up to 29% on some TV broadcasting gear. Largest single-unit dollar increase was new PE-25A, 3-10 color studio cameras—up 3.9%.

H. E. Smith, manager of visual communications products, said increased costs are being felt particularly in development of all transistorized monochrome and color TV equipment.

FRC&H joins complex of Interpublic firms

Fletcher Richards, Calkins & Holden is affiliating with McCann-Erickson Inc., division of Interpublic Inc. FRC&H will continue as autonomous operation called The Fletcher Richards Co.

Move brings approximately $11.5 million to Interpublic. Billing does not include National Distillers Products Co., which announced it was leaving FRC&H to seek new agency for its $5 million business because Interpublic affiliates already handle two other distillers, Shelly Industries and Brown Forman Distilleries Corp. (Broadcasting, Jan. 6).

Fletcher Richards now becomes part of Interpublic's complex of advertising agencies, research companies, public relations organizations and sales development and merchandising firms. Interpublic's total annual billing exceeds $500 million. Third agency in Interpublic empire is Erwin Wasey, Ruthrauff & Ryan.

CBS says tobacco ads to be re-evaluated

CBS "is undertaking an immediate study" of surgeon general's report on smoking and health "and will re-examine its advertising standards in light of the findings," CBS said in statement prepared for release after report was made public Saturday (Jan. 11).

Statement also noted CBS representative on National Association of Broadcasters code board will participate in that body's studies later this month. It also said CBS radio and TV networks would give details of surgeon general's report "through continuing news coverage and through a special broadcast" Saturday night.

CBS statement was similar to one prepared earlier by NBC (story page 33). ABC spokesman said late Friday he knew of no plans for ABC statement on issuance of surgeon general's report.

'Reluctant' Nielsen drops network radio

A. C. Nielsen Co. is pulling out of radio completely. Firm announced Friday (Jan. 10) that after measuring network radio audiences for 21 years it will discontinue its network service (Nielsen Radio Index) as of mid-April.

It dropped local radio audience measurements last spring.

Chairman A. C. Nielsen said changing conditions had aggravated technical problems and made radio measurement uneconomic. He cited (1) "substantial" reduction in radio listening due to TV; (2) fragmentation of audiences as radio station population has multiplied; (3) resultant lower radio ratings, making bigger and therefore more expensive samples desirable, and (4) need for separate measurements of plug-in, portable, auto radio audiences.

Mr. Nielsen said firm developed "two research techniques capable of producing reliable measurements of network radio even under today's difficult conditions"—but cost led to rejection by network clients.

Decision to leave radio, he said, was "reluctant" and would be "promptly" reconsidered if "any reasonable possibility for solving the economic problems" were found.

He said network radio service "represents only a very small percentage of our total sales and for a number of years has made no contribution whatsoever to profits." Radio withdrawal, he said, will not affect Nielsen television, magazine, newspaper and marketing research activities.

Decision leaves Hooper, The Pulse and Sindingler as principal syndicated radio audience research services.

Austin CATV asks FCC to reconsider denial

TV Cable of Austin Inc. has asked FCC to reconsider its refusal to permit that community antenna television company to duplicate programs of KBBC-TV Austin, Tex.

Station is owned by Texas Broadcast-
**WEEK'S HEADLINERS**

**Sig Mickelson**, VP and director of international affairs of *Time-Life Broadcasters Inc.* subsidiary of *Time Inc.*, New York, will take leave of absence beginning April 1 to become executive program director of 1964 Republican national convention. Former CBS president for news and public affairs, Mr. Mickelson "will be in immediate charge of program presentation" and will operate under William W. Treat, party official from New Hampshire. Mr. Mickelson, when heading CBS-TV news operations in 1952, served as chairman of combined network committee on broadcast coverage of Democratic and Republican conventions, and was spokesman for networks in 1956 and 1960 planning. He is past president of Radio-Television News Directors Association.

**Robert S. Marker** elected senior VP of McCann-Erickson Inc. and manager of agency's Detroit regional office, succeeding *Frederick W. Overesch*, senior VP, who has been assigned expanded responsibilities on agency's board of management, reporting to *Thomas J. King*, executive VP. Mr. Marker joined M-E early last year as VP and Buick account supervisor and before that had been VP-creative director of Leo Bur-nett Co., Chicago. *R. Thomas Brogan* elected M-E VP and supervisor for Buick account, succeeding Mr. Marker. Mr. Brogan has been VP and Detroit manager of SCI division of Communications Affiliates Inc., with supervisory responsibilities on Buick and GMC truck and coach division accounts. Both M-E and SCI are subsidiaries of Interpublic Inc. To be announced this week: elevation of *Arthur R. Harrington* to VP and Detroit manager of SCI division, succeeding Mr. Brogan. Mr. Harrington has been SCI account executive.

**Pierre Weis**, VP and general manager of Economee Television Programs, rerun arm of United Artists Television, New York, appointed VP and general manager of UA-TV's syndication division, with sales supervision responsibilities for all non-feature company programs in syndication. Mr. Weis, who will continue to report to M. J. (Bud) Rifkin, UA-TV executive VP in charge of sales, will direct sales for 42 rerun program series and two first-run series, *The Human Jungle* and *Lee Marvin Presents—Lawmaker.* Henceforth, Economee Television Programs will not function as unit of company.

For other personnel changes of the

**CATV owners form new trade group**

Group of well-heeled community antenna TV system owners who provide microwave service to CATV operators is setting up National Association of Microwave Common Carriers, group to sell microwave service story in Washington, it was learned Friday (Jan. 10).

Headed by Bruce Merrill, Phoenix CATV operator and equipment manufacturer, NAMCC, which instructed lawyer to draw up incorporation papers at Chicago meeting Tuesday (Jan. 7), will meet again in four or five weeks. Officers and board includes four directors of National Community Antenna Television Association.

Other officers: secretary, Frank Spain, Tupello, Miss.; secretary-treasurer, Cliff W. Collins, Ephrata, Wash.


**CBS-TV claims big lead over others**

CBS-TV claimed "average lead" in nighttime schedule of 12% over "second-ranking" network and 27% over "third-ranking" network in current season in year-end report released Friday (Jan. 10). CBS-TV said percentages were based on Nielsen Television Index. In daytime, CBS-TV claimed to have 56% lead over "second network" and 109% lead over "third network." Average rating for new programs this season was 16.8 for CBS-TV, network said, which represents 11% lead over other two networks in category.

Network report said CBS-TV was world's "largest advertising medium" for 10th straight year in 1963, that nighttime schedule was upward of 95% sold through most of year and that 24 out of 25 top network TV advertisers were represented on CBS-TV.

**Disney TV revenues up more than one-third**

Television income of Walt Disney Productions for year ended Sept. 28, 1963, amounted to $8,239,723, gain of 37.8% over $5,933,361 for previous year, company's annual report shows. Film rentals were off $1.5 million, amusement park income up $4 million and income from newspaper comics, character licensing, music, books, etc., up $1.5 million for year, raising total income $6.3 million (8.3%).

Report notes that *Walt Disney's Wonderful World of Color* "continues to improve its audience . . ., it also continues to help sell color sets" and will start its fourth year on NBC-TV in color this fall. *Mickey Mouse Club* "is midway through its second year of syndication, with its success dictating plans for still a third season . . . with new footage to be added."

Year ended Sept. 28:

<table>
<thead>
<tr>
<th>1963</th>
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<tr>
<td>Earned per share</td>
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</tr>
<tr>
<td>Profit for year</td>
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**Off the canvas**

ABC-TV now plans to retain Friday boxing show (10-10:45 p.m. EST) through summer.

Network had been studying move and in December had considered possible drop of fights as early as April (Broadcasting, Dec. 30, 1963), but current contract with Madison Square Garden, New York, where bouts are staged, would block early cancellation with settlement payment.
ALREADY A HOOSIER HOUSEHOLD WORD

Indianapolis, Indiana

SOLD NATIONALLY BY H-Radio
DATEBOOK

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

- Indicates first or revised listing.

JANUARY

Jan. 13—Annual winter meeting of the Rhode Island Association of Broadcasters.
- Jan. 14—Meet between Subscription Televis Inc. and the California Crusade for Free TV will take place publicly at a meeting of the Los Angeles chapter of the National Academy of Tele Radio Arts and Sciences. Subject of the evening discussion will be pay TV. Among the speakers are: Sylvester L. (Paul) Weiser, STV president; Dana Andrews, new president of the Screen Actors Guild; and a representative, not yet identified, of the Crusade organization. Dan Jenkins of Rogers & Cowan, Hollywood PR firm, is chairman of the Natas session. 5:30 p.m., Mount Royal, Hollywood.
- Jan. 15—Meeting of the temporary board of directors of the Los Angeles chapter of Broadcast News will elect a chairman of Van C. Newkirk, at the continental hotel. Purpose of the meeting is to select a list of candidates for permanent directorship and officers and to start a membership drive.
- Jan. 17—Annual membership meeting of the Association of American Televising Arts and Sciences will honor Jackie Gleason at its annual "closeup" dinner and show, Americana hotel, New York. Alan King is master of ceremonies.
- Jan. 17—Midwinter meeting of Oklahoma Broadcasters Association, Enid. Paul Comstock, National Association of Broadcasters vice president in government affairs, will be featured speaker.
- Jan. 20—Hollywood Ad Club luncheon meeting, 12 noon, at Hollywood Roosevelt. Richard Dinsmore, vice president and general manager of Desilu Sales, will speak on foreign market for American TV shows.
- Jan. 21—22—Nineteenth annual Radio-TV Institute, co-sponsored by the Georgia Association of Broadcasters and the Henry Grady School of Journalism, University of Georgia, Athens. Program includes day-long debate with FCC commissioners Kenneth Cox and Lee Loevinger, and hour and two-hour workshops on sales, sales promotions, rates and rate cards, FM and stereo news and editorials: and a special copywriting clinic. Speakers include William McAndrew, executive vice president in charge of NBC News; Dr. Frank Stanton, president of CBS; and Sam J. Slane, executive vice president of RKO General Broadcasting.
- Jan. 22—Deadline for comments on FCC rulemakings to govern microwave services to systems supplying community antenna systems.
- Jan. 22—Distinguished service banquet of the Indianapolis Junior Chamber of Commerce, Columbia Club. Sander Vanocur, NBC White House correspondent, will be featured speaker.
- Jan. 22—Television Code Board of National Association of Broadcasters meeting, Miami, Fla.
- Jan. 24—Annual awards dinner of the National Cowboy Hall of Fame and Western Heritage Center, Oklahoma City.
- Jan. 24—Annual mid-winter convention of the Advertising Association of the West, Hacienda motel, Bakersfield, Calif.
- Jan. 29—Workshop meeting of the Iowa Associated Press radio-television, Des Moines, William F. Suenpep, Iowa public safety commissioner, will discuss training school planned for highway patrolmen to include dealings with news media personnel.
- Jan. 27—31—Annual winter meetings of National Association of Broadcasters radio, television and combined boards, Par Hyatt hotel, San Antonio, Texas.
- Jan. 28—Annual business meeting of the Advertising Research Foundation at Hotel Gotham, New York.
- Jan. 29—Radio Corporation of America holds special meeting at 3 p.m. of shareholders to vote on a proposed three-for-one split of common stock of split of common stock of San Francisco chapter of Broadcast Executives Club. Sander Vanocur, president of the club, addressing the group, will speak on "The Changing Scene of Electronic Communications in the World." 12 p.m., Statler Hilton hotel, Washington.
- Jan. 30—Feb. 1—Seventeenth annual convention of the South Carolina Broadcasters Association, Jack Tar Poinsetti hotel, Greenville, S. C.

FEBRUARY

- Feb. 1—Deadline for entries for the Overseas Press Club of America annual award for newspaper, wire service, radio, television, magazine, book and photographic work published for 1966—printed or broadcast in the U. S.
- Feb. 2—Thirteenth annual Communion Breakfast for Catholics in Television and Motion Pictures, 11 a.m., at the Beverly Hilton hotel, following 9 a.m. High Mass at the Church of the Blessed Sacrament in Hollywood.
- Feb. 3—Deadline for comments on rule-making to enter six UHF channels for airborne TV in six Midwestern states.
- Feb. 3—Deadline for comments on UHF allocations tabled proposed by FCC and National Association of Educational Broadcasters.
- Feb. 3—Hollywood Ad Club luncheon meeting, 12 noon, at Hollywood Roosevelt. Club president, Burton Brown, Gaslight Club president, will speak on the role of advertising in promoting his chain of clubs.
- Feb. 3—Second annual Electronic Marketing Conference of the Electronic Sales Marketing Association (ESMA), Barbiton Plaza hotel, New York.
- Feb. 4—Sixth annual Conference on Advertising/Government Relations, co-sponsored by the Advertising Federation of America and the Advertising Association of the West, Statler Hilton hotel, Washington. Highlight will be a breakfast session during which top industry officials will present advertising's side to congressmen. U. S. Chamber of Commerce will host Feb. 5-6 at public affairs conference.
- Feb. 5—Television Bureau of Advertising's
Only the top commercials will open them!

Some 57,000,000 handbags open wide every week to buy the products women see on TV.

But viewers are choosy. Research reveals that one in three television commercials is completely unpersuasive.

What’s needed to win and hold a place in this multibillion-dollar market?

Ideas new and sparkling...seasoned by skill and experience. These are the things that show up in sales and profits for our clients.

*The commercial is the payoff* / N. W. Ayer & Son, Inc.
What makes a great salesman?

Before he had perfected the incandescent electric light, Thomas Alva Edison initiated a full-scale press campaign to convince the public that the success of his invention was assured. The Jersey genius announced that he soon would light up the entire downtown area of New York with 500,000 of his revolutionary lamps, "powered by a few steam dynamos." Edison's salesmanship did more than convince the man on the street; it secured the critically-needed backing of Wall Street financiers, and doomed the gaslight to extinction.

Besides the electric light, the "Wizard of Menlo Park" contributed a wealth of innovations to benefit modern man: The phonograph. The motion-picture camera. The dry storage battery. While other inventors were tinkering in their basements, Edison pioneered the modern industrial research laboratory. And Edison sold his ideas so effectively that by the 1920's his various manufacturing enterprises were grossing millions of dollars annually.

The value of Thomas Edison's gifts to this century cannot easily be calculated, whether the measure is billions of dollars or trillions of kilowatt hours. Marconi called him "one of the world's great benefactors." He remained to the very end of his career a man of the people, his keen mind always seeking out new ways to serve mankind. The Storer stations exhibit the same enduring interest in the public good — with programming keyed to community preferences; frequent public-service broadcasts; and vital public-interest editorials. (All Storer stations are code-subscribing stations.) The pay-off? Loyal listeners and viewers that become buyers! In Toledo, Storer's great salesmen are WSPD and WSPD-TV, two important stations in an important market.


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


# Feb. 6—Wisconsin Broadcasters Association annual meeting, Coach House Inn, Milwaukee. Banquet speaker is Sol Taishoff, editor-publisher of Broadcasting magazine.

Feb. 6—Minnesota Associated Broadcasters Association meeting, Minneapolis.

Feb. 6-10—International TV and Equipment Market, Lyons, France.

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 the states west of the Rockies.


Feb. 14—Annual Valentine's Day Ball of Hollywood chapter of National Academy of Television Arts and Sciences. Place to be announced.


Feb. 22—Directors Guild of America annual awards dinner, Waldorf Astoria hotel, New York (originally scheduled for Feb. 8 to avoid conflict with 40th Anniversary of IATSE Local 52 in New York).


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


Feb. 28-March 1—Newsfilm Standards Conference of the Radio-Television News Directors Association, auditorium of the
the free loader

Drinks to forget, but forgets what. Plenty metal. Brassy personality, nerves of steel and a cast iron constitution. First got sick on a martini olive snitched from mother at age 3; has developed enormous tolerances since then. Unselfish only in his touching devotion to WTOP RADIO, the important station that's many things to many people.
SUNNY ROPESTHE 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!

OPEN MIKE®

No World sale or merger

EDITOR: I was quite disturbed to read articles published in Broadcasting on Dec. 16, 23 and 30, 1963, concerning sale of World Broadcasting System Inc. by me. They were greatly erroneous. Preliminary discussions were held concerning variously a sale of World, a merger, or a purchase by me of Mr. [John] Coyle's company [Commercial Recording Corp. of Dallas].

We were as far from a deal as Philadelphia is from Dallas. Contrary to Broadcasting's understanding, no agreement had ever been reached, much less any written agreement executed. I fail to comprehend Mr. Coyle's purposes in seeking publication of the offending items.

We are an old line company, well established, and known to the trade and cannot permit such a disturbing thing to stand uncorrected.—Paul F. Harron, World Broadcasting System Inc., Philadelphia.

Berkeley, not Barclay

EDITOR: A lot of broadcasters will regret the retirement of that "last Renaissance man," Carl Haverlin, from the presidency of Broadcast Music Inc. (Broadcasting, Dec. 23, 1963). His activities in our industry and his intellectual achievements will be missed.

This includes his "best known collection of Barclay, an obscure 17th century English philosopher," whom you made more obscure. The 1963 edition of the Encyclopaedia Britannica lists no Barclay of that description. It does list George Berkeley, 1685-1753, pronounced "Barclay," and devotes over a

Time & Life Building, New York City. RTNDA board of directors will meet Friday, Feb. 28.

MARCH

March 2—Hollywood Ad Club luncheon meeting, 12 noon, at the Hollywood Roosevelt, Ed Bunkeer, president of Radio Advertising Bureau, will be featured speaker.

March 2—National conference on the Improvement of Teaching by Television and Radio, Memiors Student Union, University of Missouri, Columbia. Co-sponsored by the National Association of Educational Broadcasters and the University of Missouri, the conference will stress quality of instruction through programs on the roles of teachers, administrators, and producer-directors; and also programs on the application of research, the use of graphics and devices, and the inter-institutional exchange of broadcast materials.


March 9—Seventeenth annual Writers Awards dinner of Writers Guild of America, West, combining screen and television-radio awards, Beverly Hilton, Beverly Hills, Calif. Christopher Knopp, president of TV-radio branch, and Allen Rivkin, president of screen branch, are co-chairmen.

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

March 12—FCC will hold an oral proceeding on its proposed television program reporting form.


APRIL

April 2—Twenty-fifth annual White House News Photographers Association photo contest dinner, Washington. All photos, black and white, must have been made by WINPA members between Jan. 1, 1963, and Dec. 31, 1963. All color must have been made or appeared for the first time between the same dates. Each member may submit up to, and including, 15 prints for judging. The contest deadline is Friday, Jan. 31, 1964. All prints and mounted transparencies shall be delivered to the receptionist desk of the National Geographic Magazine, 1146 Sixteenth Street, N.W., Washington, no later than 5 p.m. of the above date. Tom Shields is co-chairman of the photo committee.

April 3—Deadline for reply comments on UHF allocations tables proposed by FCC and National Association of Educational Broadcasters.

April 3—Deadline for reply comments on rulemaking to authorize six UHF channels for airborne ETV in six Midwestern states.

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

April 5—West Coast meeting of the Association of National Advertisers, Delmonte Lodge, Pebble Beach, Calif.

April 6—Thirty-first annual National Premium Buyers Exposition, under auspices of National Premium Sales Executives, the Premium Advertising Association of America and the Trading Stamp Institute of America. More than 500 manufacturers are expected to participate in exhibits, McCormick Place, Chicago.

April 12-17—Ninety-fifth Technical Conference of the Society of Motion Picture and Television Engineers (SMPTE), Ambassador hotel, Los Angeles. John M. Waner, of Eastman Kodak Co., Hollywood, is program chairman. Papers committee chairman is C. Loren Graham, of Kodak Color Technology Department in Rochester, N. Y. Topics and topic chairman for papers to be presented at the semiannual conference include: Cinematography: Viscous Flowing; Roderick T. Ryan, Eastman Kodak Co., Hollywood; Motion Pictures, Television and Education, Howard E. Parks, Los Angeles State College, Los Angeles; Television Engineering, Development, Henry Ball, RCA, Burbank, Calif.; and Television Production. Edward F. Ancona Jr., NBC, Burbank, Calif.

April 13—Thirty-sixth annual "Geez" Show of Academy of Motion Picture Arts and Sciences. The awards presentation will be carried over the combined radio and TV facilities of American Broadcasting Company from Santa Monica (Calif.) Civic Auditorium.
Big NAMES MAKE NEWS at rating time

Spencer Tracy
Fredric March
Gene Kelly

"Inherit the Wind"
Big Names Make News at rating time

John Wayne
William Holden

on TV

The Horse Soldiers
SEPARATE TABLES

Rita Hayworth
Deborah Kerr
David Niven
Burt Lancaster

Big Names Make News at rating time
...presenting: a new, impressive list of 40 outstanding features of recent vintage... with special emphasis on 'big-name' stars — popular, award-winning stars famous for their power to attract entertainment fans, time and time again. For the most promotable names, the most illustrious talents in the newest features on TV — call

I. I. I.

UNITED ARTISTS ASSOCIATED

a Division of

UNITED ARTISTS TELEVISION, INC.

GREATEST STARS

STORIES

PRODUCERS

DIRECTORS

on TV
Happy Anniversary on TV

David Niven

Mitzi Gaynor

Big Names Make News at rating time

Good
Big Names Make News at rating time

Marlon Brando
Anna Magnani
Joanne Woodward

"The Fugitive Kind" on TV
On CATV sabotage

EDITOR: RE SANTA BARBARA CABLE SABOTAGE STORY BROADCASTING TODAY JAN. 6, POSSIBLE WRONG INFERENCE ABOUT KEYT(TV) SINCE REPORT CORRECTLY STATED KEYT REMAINED IN SERVICE WHILE OTHER CHANNELS NOT AVAILABLE. INASMUCH AS WE UTILIZE CATV FACILITIES FOR NETWORK SERVICE AND MAINTAIN OUR OWN MICROWAVE AT BUTCHER'S LA CUMBRE PEAK LOCATION, DISRUPTION THIS DISH DID NOT AFFECT KEYT SIGNALS. CATV AND KEYT COOPERATE FULLY AND WE WERE AS DISTRESSED AS CABLE TV AT STRANGE NEW YEAR'S MORNING EVENT.—Leslie H. Norins, vice president and general manager, KEYT Santa Barbara.

Davis fund needs cash

EDITOR: The first Elmer Davis Memorial lecture delivered by Herblock was an extraordinary success. The ovation from the capacity audience of 700 in the Low Rotunda at Columbia University was one evidence of this. The film of the lecture is now being completed for showing at other institutions and on TV.

The Elmer Davis Memorial Fund is still $27,000 short of its $75,000 endowment goal. The amount is needed particularly to cover the costs of filming (and taping) the lectures for use at other universities and on educational television stations.

Contributions...will be greatly appreciated.—John Daly, for the Elmer Davis Memorial Committee, Graduate School of Journalism, Columbia University, New York.

From front to back

EDITOR: Thank you for making such sense and seeming substance out of the bare material I gave you (OUR RESPECTS, Nov. 18, 1963). I know you have heard it time and again, but for your records it is amazing how many people read BROADCASTING through to the back of the book. I have had many comments and letters, including a few from characters I haven't heard of in 10 years.—Grant A. Tinker, vice-president, NBC, Burbank, Calif.

Wants to hear your town

EDITOR: Our small 50-w radio station here in Pago Pago is badly in need of programing. American Samoans are most anxious to hear the type of programs broadcast by stateside stations and have been most enthusiastic whenever they have had the opportunity to hear them.

They are also most anxious to know more about the U. S. I wonder if state-
acceptance
A TRADITION
OF OUTSTANDING
ACCEPTANCE

For eight years (May, 1955 to April, 1963), the A. C. Nielsen Company reported radio audiences in the Minneapolis-St. Paul market. Thirty-five separate bi-monthly reports—covering 141,120 quarter-hours of broadcasting—were released. Every report showed WCCO Radio was the overwhelming audience leader in the market.

WCCO Radio's share of audience, as estimated by Nielsen, ranged from 64.8% to 68.6% in the final eight reports (November-December, 1961 to March-April, 1963). Average: 66.9%—or twice as many listeners as all other stations combined!

Nielsen data also showed WCCO Radio ranked as one of the very highest-rated stations of the nation in both share of audience and size of audience.

Nielsen no longer measures local radio markets. But the audience is still there—listening and ready to be counted.

WCCO Radio not only awaits the development of a new, authoritative service that will measure the total radio audience—but stands ready to support and cooperate in any way possible with such a project. It is sure to be another powerful affirmation of WCCO Radio's great audience leadership and acceptance.

Audience data source: Estimates based on Nielsen Stations Indexes/Station Total/6:00 AM-Midnight, 7-day week. Copies of reports available on request.

WCCO RADIO
MINNEAPOLIS • ST. PAUL
Northwest's Only 50,000-Watt 1-A Clear Channel Station
REPRESENTED BY CBS RADI o SPOT SALES
True! Absolutely true! We love more than just one, we love every one of our stations. Mark Century created and produced "Radio A La Carte" as a labor of love. And how do we love them? Let us count the ways: music, comedy, commercials, contests, public service, station promotions and so much more. Any polygamist will tell you it takes a lot of work to keep so many loves on an exciting plane. We think it's worth it, and so do our "Radio A La Carte" stations. On the opposite page are some of our loves.

Mark Century Corporation / 6 West 57th Street, New York, N.Y. CI 5-3741
side radio stations would want to send us 15-minute programs on either platter or tape? If so, the program might be a musical one with the announcer giving a two-minute description in the middle of the town from which the program comes. This probably should be followed by some instrumental music which could be faded to give a local Samoan announcer an opportunity to translate. We would also like to have copies of the remarks in order to facilitate translation.

It would also give our people a good idea of what High Point, N. C., Red Wing, Minn., and other parts of the U. S. are like.—Governor H. Rex Lee, Pago Pago, American Samoa.

(WVUV, licensed to the U. S. Department of Education, operates on 1520 kc. A VHFA educational TV station is under construction.)

The pros and cons of FCC

Editor: I read with a great deal of interest the treatement of Billy James Hargis’s letter to FCC Chairman E. William Henry (Mr. Hargis asked for time to rebut what he called unfair statement by network TV commentators linking President Kennedy’s assassination to conservative elements, BROADCASTING, Dec. 30, 1963).

We carried the Christian Crusade on this station for quite some time, in fact several weeks longer than we should have since we still have a substantial unpaid balance due.

Now there are times when I very definitely do not see eye-to-eye with the FCC and there are times when I have said so but I don’t keep it in my editorial programs. But there are more often times when in all honesty and fairness I feel they are right.

We and the FCC form a huge and not always happy family. Certainly we have our differences but we fight it out clean, as fairly as possible and above board. Nor do I think that august body will accuse me, or any of us, of “polishing the apple” when I say that as a member of the broadcast family when they are attacked unfairly we are just as quick to defend them.

To all who sell time to speakers on a regular basis, stay on your toes and be alert. The enemy is diabolically clever and before you know it he can have you believing against him but acting for him.—J. G. Greer, general manager, KTLW Texas City, Tex.

‘Sunday’ omitted

Editor: We noticed with some distress that in your TV SHOWSHEETS section (Broadcasting, Jan. 6) you listed Sunday afternoons between 2 and 4 p.m. as “no network service” for NBC-TV.

For the record, Sunday with Frank Blair as host is presented on the NBC network each Sunday from 3 to 4 p.m. EST.—Robert Asman, Washington producer,  ABC, NBC-TV, Washington.
The case for special-audience TV

We've just finished weighing the impact of special-audience television in South Texas and have come up with a whopping 1,368 tons. This is the amount of flour—2,737,855 pounds of it—sold as a direct result of the year's liveliest promotion. A flour mill and a television station teamed up to create something new in amateur nights and audience polls.

Pioneer Flour Mills, founded in 1851, and KWEK-TV, founded in 1955, are both San Antonio institutions. Pioneer, fastest-growing milling company in Texas, manufactures standard, top-quality flour, corn meal and ready mixes for corn bread, biscuits and pancakes. KWEK-TV (ch. 41) is a UHF station that broadcasts entirely in Spanish (53% of San Antonio's citizens are Mexican-Americans).

A Wild Idea • Knowing something of the steady and loyal buying power of Mexican-Americans in our territory, I had a wild idea and I presented it to the brisk young head of KWEK-TV, Emilio Nicolas. Why not stage a talent contest, to be telecast live with a built-in gimmick aimed at the channel 41 audience? Our agency (Fuller & Smith & Ross, Fort Worth) confirmed my belief that we could get maximum results in only one way: We would tie the balloting directly to the amount of Pioneer products a contestant could muster, alone or by proxy—exactly as a stockholder votes his shares at an annual meeting.

The result was Buscando Estrellas (literally, Searching for Stars), which packed the Alameda theater, San Antonio's largest Spanish-language house, every Sunday evening for weeks. KWEK-TV mobile units covered each one-hour amateur show, beamed live to an audience of upwards of a half million.

Pioneer sells flour to everybody, including the Common Market and the United Arab Republic. Buscando Estrellas was a device to push the company's sales in a strictly defined market—the Spanish-speaking population of greater San Antonio and nearby towns.

KWEK-TV began spot announcements in August, inviting amateur entertainers to sign up for auditions. Some 600 hopefuls sang, danced, played an instrument or otherwise performed during one-month tryouts which winnowed the group to 120. On each of 12 Sundays, an average of 10 contestants appeared on the Alameda stage. The shows were professional in pace and appeal, fully mounted, with orchestra and mariachi players to back up soloists.

Bag Front Ballots • Votes received determined weekly winners and grand prize winners. Ballots were flour bag fronts or package fronts from Pioneer corn meal and ready-mix products. Voters of course could bring in "reasonable facsimiles" if they chose. No one did. Every pound of flour was good for two votes and Pioneer's ready mixes garnered five votes a package. The promotion was backed up with seven TV spots and 10 radio announcements daily, plus newspaper space, bus cards and point-of-sale material.

On Monday, Sept. 30, the morning after the first telecast, votes began to pour in. Within five weeks, the vote count exceeded 1 million; it totaled 1,744,312 at the end of nine weeks and reached 2,846,829 at the 11th week's deadline. During the 12th and final week, however, the count almost doubled to an incredible total of 5,475,730 on Dec. 19, when the polls closed.

In-Person Voting • Someone had to deliver every one of the 5,475,730 votes in person. Not one could be mailed, because each vote had to be registered, receipted in triplicate and locked up.

At first we asked that ballots be brought to the KWEK-TV studios. One week's volume almost halted broadcasting when the mail room overflowed into the main studio. Then we rented an office in the Casa de Mexico building, next to the theater. Every evening the day's votes were trucked to a secret shed at Pioneer Mills, stored in bales and kept under lock and armed guard.

As vote deadline neared, the afternoon of Dec. 19, the line of people delivering ballots stretched around the corner. We added a half dozen clerks, three calculating machines, and extra guards who watched the headquarters office. When polls closed, ballots filled the office and anteroom to the ceiling.

This dramatic home stretch led into an even more exciting finish, a 90-minute spectacular telecast from the Alameda's stage. The winner was pure inspiration. A six-year-old orphan, Guadalupe Galvan, had caught the fancy of Latin San Antonio from the moment she first trooped out to center stage, some Sundays earlier.

Relatives and neighbors had amassed 885,950 votes in the child's behalf, or 16% of the total. Guadalupe won $1,000 and two round-trip air tickets to Mexico City. Pioneer awarded a TV set, major home appliances and $1,250 in cash to the nine runners-up.

A Powerful Ally • I consider this the greatest promotion in the 112-year history of Pioneer Mills. We also feel that the results have national significance in terms of special-audience broadcasting. By concentrating on the 750,000 Mexican-Americans between Austin and the Rio Grande, KWEK-TV has built Spanish-language programming into a powerful emotional ally for its sponsors. In the Pioneer Mills promotion, this loyalty sold 10 pounds of flour for every man, woman and child among Mexican-Americans in the station's area.

Reaching a special audience may not be as easy as going after the so-called mass, but it's infinitely more effective for the advertiser who dares to try. His degree of success in wooing this special audience may surprise him. In this single promotion, we pulled the Mexican-Americans of South Texas out of mass statistics and wooed them as a group. The Spanish-language approach was important, but not the whole story: We wooed them by a streamlined, strictly show-business amateur hour that put a premium on their own rich culture of song and dance.

The response to this two-pronged approach exploded dramatically in a landside of flour. We are still awed by the magnitude of the response, and it will affect planning of future promotions.

Alfred G. Beckmann, president and general manager of Pioneer Flour Mills, is the fourth generation to serve this San Antonio company, which was founded in 1851 by his great grandfather, Carl Hilmar Guenther. He worked briefly at the mill before entering the U. S. Army during World War II and has been at Pioneer since his discharge in 1945, becoming assistant sales manager in 1946, treasurer in 1951, vice president and general manager in 1954 and president and general manager in 1957.
This provocative headline is more than a facetious approach to a marketing problem. If you presently have distribution in and are exerting advertising pressure on the Indianapolis market, then consideration of the Terre Haute market is of vital importance to your sales success.

**HERE'S WHY:**

1. Terre Haute is closely linked to Indianapolis for its distribution.

2. Two of the Leading Supermarket Chains in the Terre Haute-Indianapolis coverage area credit the WTHI-TV area with more than one fourth of their total area sales.

3. Indianapolis Television, even when extensively used, misses 80% of the Terre Haute metro area.

4. Combining WTHI-TV with any Indianapolis television develops sizeable, additional penetration without additional cost.

5. The combination of WTHI-TV with an Indianapolis effort reduces excessive duplication, substituting new potential customers.

6. The Terre Haute-Indianapolis media approach does not reduce the level of impact in metro Indianapolis.

*These facts were revealed through a series of special studies conducted by ARB. These are presented in detail and are available through your Edward Petry Man.*

**WTHI-TV**

*CHANNEL 10
TERRE HAUTE, INDIANA

*AN AFFILIATE OF
WTHI AM & FM*

**WTHI-TV**

*delivers more homes per average quarter hour than any Indiana station*  
*(March 1963 ARB)*
“Seasoned to Please!”

HOME EDITION NEWS  ED SULLIVAN  THE LUCY SHOW  RED SKELTON  GALE STORM SHOW

Beverly Hillbillies  RAWHIDE  ROUTE 66  The Defenders  THE SAINT

WKRG-TV
Mobile—Pensacola
Channel 5

Represented by H-R Television, Inc.
or
Call C. P. Persons Jr., General Manager
MEETING THE CIGARETTE CRISIS

- Tobacco commercials juggled to cope with smoking report
- Radio code board starts cigarette study, urges TV do same
- At stake for broadcasters: $132 million in tobacco billings

The nation's tobacco manufacturers, representing more than $132 million in annual television and radio advertising, were ready today to cushion as best they could the effects of the U. S. surgeon general's report on smoking and health.

In preparation for the long awaited study five U. S. manufacturers in tobacco's big six called upon broadcasters to move their commercials out of positions in or adjacent to programs dealing with the report—and some went several steps further.

The sixth, Brown & Williamson, made to move, because, according to company officials, Brown & Williamson scheduled no commercial in or near newscasts or special programs involving the report. An executive said B&W planned to follow its customary advertising pattern without change.

Radio Code Board Committee - Also ready was the National Association of Broadcasters' Radio Code Review Board which established a special subcommittee to study tobacco advertising two days before the U. S. report was released.

The Federal Trade Commission was reminded by Senator Maurine Neuberger (D-Ore.) that it now has all the power it needs to require that cigarettes be labeled as injurious to health. At least a half dozen bills putting controls on cigarettes are pending before House and Senate committees.

Tobacco companies were encouraged by a report from England that cigarette sales in 1963 were at a higher point than they were in 1962 following the smoking and health report by the British Royal College of Physicians.

In some cases the American tobacco companies' precautions extended to the point of preparing special standby commercials for use when the contents of the report, which was to be released last week-end, had been studied.

One major manufacturer and its agency were known to have made special TV commercials as well as preparations encompassing other media, in case their use should prove desirable. Some others were thought to have similar plans in reserve, and it was widely believed that, since they'd had 16 months to get ready, most, if not all, had quietly worked out individual counter strategies to be put into play if the need proved urgent enough—and if the counter strategies proved appropriate to the need.

The request that commercials be isolated from broadcasts dealing with the smoking study represented routine procedures—as when an air or bus line's commercials are moved or dropped immediately following a crash involving that line.

Broadcasters seemed glad to cooperate—as they do with transportation advertisers in such cases. Many voluntarily decided to move tobacco advertisers out of newscasts, whether requested or not.

Metropolitan Broadcasting's WNEW New York, for example, disclosed that it would take cigarette commercials out of newscasts "and move them as far away from newscasts as possible" for a period of 48 hours from the report's Saturday noon release date.

Uninhibited News - Other stations, both independent and group owned, made similar plans. The purpose was both to protect the advertiser from the embarrassment from seeming to sponsor a program contrary to his best interests and to make clear at the same time.

The thought of one tobacco study leads to another

Meeting in Washington last Thursday, the National Association of Broadcasters' Radio Code Review Board named a three-man subcommittee to study tobacco advertising and make recommendations to the parent radio board of the NAB. The action was taken 48 hours before the release of the government report on smoking and health, and the radio board asked the TV code board, which meets next week, to name a similar group for a joint study (see story page 52). At the meeting were (1 to r) Robert B. Jones Jr., WJFR Baltimore; Elmo Ellis, WSB Atlanta; Charles Stone, NAB radio code manager; Howard Bell, NAB code authority director; Cliff Gill, KEZV Anaheim, Calif., and radio code board chairman; Robert Prati, KGIF Coffeyville, Kan.; Lee Fondren, KLZ Denver; Herbert Krueger, WTAG Worcester, Mass.; Richard Dunning, KMQ Spokane, Wash.; Richard Mason, WPTF Raleigh, N. C., and Richard Fairbanks, WIBC Indianapolis. Messrs. Jones, Mason and Fairbanks were appointed to the NAB's Radio Code Review Board subcommittee.
time that their news operations are uninhibited.

There was no indication that the tobacco companies were cancelling their news positions, rather, they were asking for substitute positions, or "make goods."

With few exceptions, both the advertisers and their agencies guarded their plans almost as carefully as the government guarded the contents of its report in advance of the release date. Most refused to confirm officially that they had even asked to have newscast commercials moved.

The list of such requests was compiled from sales representatives and others close to the situation. These sources said requests had come from Reynolds Tobacco, American Tobacco, Liggett & Myers, P. Lorillard and Philip Morris, all of the big six but Brown & Williamson.

Some of the requests were said to have been oral; others written. A letter sent out on behalf of Liggett & Myers, by Ruth Jones, supervisor of station and network relations, J. Walter Thompson Co., was cited as representative.

Shift News Commercials • Miss Jones said it was recognized that the subject of smoking and health was in the news and must be treated as such by broadcasters, but asked that any L&M commercials scheduled within a news, discussion or panel program relating to this subject be removed and a suitable make-good provided.

Miss Jones also asked that at least 30 minutes separation be provided between any L&M spot and any commercial or any educational message antithetical to smoking.

Although tobacco companies and their agencies were reluctant to comment officially about the report, they left little doubt that they expected it to be strongly adverse to smoking. They pointed out, but not for attribution, that since the report was to be based on thousands of studies already made—many of them sharply critical of smoking—and would contain no new research it would have little chance of being anything but adverse.

Even so, it was their view that no major changes in tobacco advertising policies would be immediately necessary—even though it is known that some changes, particularly in an ultimate shifting of their advertising into hours after 8:30 p.m., along the long-range agenda of some manufacturers (CLOSSED CIRCUIT, Nov. 4, 1963).

With $130-plus million in advertising budgets involved, however, few would predict flatly that no revisions would ensue.

It was clear that broadcasters as well as the cigarette makers would be studying the report both individually and through the National Association of Broadcasters' code boards.

NBC Prepared • Although the networks also declined to speculate on the report, NBC for one, was prepared to tell questioners that it would review its own code in the light of the surgeon general's findings, as well as participate in NAB's review of the industry's code.

In the meantime, NBC said, it accepts advertising that meets the requirements of applicable law and conforms to its own and the NAB code's after satisfying itself that the commercials "are in good taste and that the advertising claims are not misleading and can be substantiated."

The NBC statement also noted that "cigarette commercials broadcast by NBC do not appear in programs designed specifically for children, nor do such commercials make special appeals to children."

The Radio Code Review Board of the NAB got a jump on the surgeon general's report by establishing their special subcommittee to study tobacco advertising at a meeting in Washington last Thursday and Friday. Governo Collins was present. The radio code board asked its TV counterpart, which meets next week in Miami, to name a similar subcommittee for a joint study. The TV board, however, will be facing pressures to take stronger steps in the face of the surgeon general's report.

If the TV board goes along with the radio code action—and the parent
boards ratify the joint study—it will effectively forestall immediate steps by broadcasting to curtail cigarette advertising. However, despite actions by the code boards, NAB President LeRoy Collins is expected to repeat his call for immediate code amendments restricting cigarette advertising with a special appeal to children.

Three Members • Cliff Gill of KEZY Anaheim, Calif., radio code board chairman, named three board members to the tobacco-study subcommittee. They include Richard Mason, WFTS Raleigh, N. C.; Richard Fairbanks, WIBC Indianapolis, and Robert Jones Jr., WFBF Baltimore.

Howard Bell, newly appointed director of the code authority, met for the first time with the board and stressed the need for an increase in the number of code subscribers (see page 56).

As president of the National Association of Broadcasters, LeRoy Collins’s public statements have caused controversy among broadcasters on other subjects—but none has equaled the continuing protests against his often-expressed position on cigarette advertising.

On Nov. 19, 1962, at the NAB fall conference in Portland, Ore., Governor Collins angered many segments of the broadcasting advertising industries with a call for restrictions against cigarette commercials that appeal to minors. At that time, he said: "If we are honest with ourselves, we cannot ignore the mounting evidence that tobacco provides a serious hazard to health. Can we in good conscience ignore the fact that progressively more and more of our high school age (and lower) children are now becoming habitual cigarette smokers? ...

"We also know that this condition is being made continually worse under the promotional impact of advertising designed primarily to influence young people. ... Where others have persistently failed to subordinate their profit motives to the higher purpose of the general good health of our young people, then I think the broadcaster should make corrective moves on his own...."

Urged Code Changes • Governor Collins, a nonsmoker, proposed that the
NAB radio and television codes be amended to deal directly with cigarette advertising. The cigarette portion of the prepared text of the Portland speech was added as an insert after the rest of the talk had been mimeographed. The governor discussed his proposal with several individuals in advance, most of whom advised him not to make such a public statement. They included Robert D. Swezey, code director at the time.

The NAB president said following his Portland speech—and has repeated many times since—that he was not speaking for the NAB but expressing his own viewpoint, reached after much thought and consideration. In the nearly 14 months that have followed, Governor Collins has consistently maintained his same position.

Two months later, at the meeting of NAB radio and TV boards in Phoenix, Governor Collins asked that the code director be instructed to seek voluntary agreements from tobacco advertisers to avoid advertising of "special appeal to minors." The boards rejected the president's proposal and announced that it would take no position pending the report on smoking and health of the U.S. surgeon general.

Expected Last June • At that time, the report was expected before the boards' June 1963 meetings in Washington.

During the past year, Governor Collins has been asked about cigarette advertising almost weekly. He has stated his position over and over and feels the NAB radio and TV boards are "committed" to take action with the release of the surgeon general's report.

Late last November, the governor interjected new controversy when he attacked as "cynical" an advertising campaign for Lucky Strike (Broadcasting, Dec. 2, 1963). He told a National Council of Churches meeting in Philadelphia that the slogan "Lucky Strike separates the men from the boys, but not from the girls" is a "brazen, cynical flouting of the concern of millions of American parents about their children starting the smoking habit."

The radio code board acted two days before public release of the government report. The TV code board meets next week—with the report in their brochure. And, the actions of both subordinate code boards can be overruled by their parent NAB boards, which begin a five-day meeting Jan. 27 in Sarasota, Fla.

Senator Neuberger, leading advocate of controls on cigarette advertising, recommended a three-point program to the FTC:

• That all cigarette labels, advertisements and commercials include this warning or its equivalent: "CAUTION—HABITUAL CIGARETTE SMOKING IS INJURIOUS TO HEALTH."

• That the "present moratorium on tar and nicotine claims be replaced with "a closely policing 'tar derby'" that would be implemented by the commission's 1) establishing standardized testing procedures for determining tar and nicotine yields, 2) "establish facilities for the periodic monitoring of tar and nicotine yields; 3) "requiring a statement of average tar and nicotine yields, by FTC test, on each cigarette package label, and 4) sanctioning tar and nicotine claims which conform to such statements."

• That the FTC set guidelines for commercials "to eliminate advertisements which tend to make cigarette smoking attractive to children and adolescents." The senator suggested guidelines set up by the Independent Television Authority in Great Britain as a starter.

But, she pointed out, Congress is obligated to set the basic policy, and so she proposed two new bills. One would give the FTC "the same power to regulate cigarette advertising and labeling as it now has to regulate drug advertising." The other would "provide for education and research by the Department of Health, Education and Welfare that would direct the secretary to conduct an educational program on the hazards of smoking and would include authority to purchase space and time in commercial media."

Other Legislation Pending • At least half a dozen bills on smoking are already pending before House and Senate committees. Chief among them is a proposal to bring smoking products under the federal food and drug laws.

The House version was first. Representative Morris K. Udall (D-Ariz.) introduced HR 5973 on April 30, 1963, and a companion measure, S 1682, was introduced in the Senate by Senator Frank E. Moss (D-Utah) and co-sponsored by Senator Joseph S. Clark (D-Pa.) on June 6. This bill, as other House bills on the subject, is before the Commerce Committee, which, under the direction of Representative Oren Harris (D-Ark.), chairman, requested reports from the Bureau of the Budget, HEW, the Department of Agriculture and the FTC. None have been forwarded to the committee, although it was understood these federal agencies were awaiting the Surgeon General's report.

Representative Udall, particularly concerned about the effects of cigarette commercials appealing to young people,
Des Moines Metro Area accounts for only 13.7% of AUTO SALES in "Iowa Plus"

You see as many shiny new cars in the Des Moines metro area as anywhere else — yet less than one of every seven cars sold in Iowa Plus is purchased in the Des Moines metro area (13.7%)!*

In fact, all eight of Iowa’s metropolitan areas combined account for less than half of the cars purchased in Iowa Plus (47.4%).*

Iowa Plus is WHO Radio's Nielsen '61 coverage area shown in the map above — America's 23rd radio market. It is the home of 808,480 families** — of 239,000 families who listen daily to WHO Radio.

Covering Iowa Plus, metro area by metro area, is a costly process. But you can do it with WHO Radio at remarkably low cost. If this sounds "too good to be true," let PGW document the facts for you, item by item, from sources that you yourself know to be dependable. Soon?

*These figures are for Sales Management's newly-defined and frequently larger metro areas, as found in the June 10, 1963 Survey of Buying Power issue.

**NCS '61, updated by SRDS, '62.

WHO
for Iowa PLUS!

Des Moines . . . 50,000 Watts . . . NBC Affiliate

Broadcasting, January 13, 1964
MERCHANDISE PRINCES

No hearings have been held on any of these bills.

The history of tobacco sales and advertising regulations abroad after the British report in 1962 became increasingly important following the U. S. report.

The announcement of results of the smoking and health study in Great Britain resulted in a sharp 4% drop in cigarette sales in that nation. However, at last reports cigarette sales had passed the 1962 peak and were at an even higher level than before the report.

In Britain where an estimated $30 million was put into cigarette advertising last year, five kinds of tobacco advertising have been banned by the Independent Television Authority. An estimated $14 million was spent on ITA by cigarette manufacturers in 1961 (Broadcasting, April 9, 1962).

Today, under voluntary agreement, tobacco spots on ITA are seen only after 9 p.m.

Spots banned are those which:
- Greatly overemphasize the pleasure to be obtained from cigarettes.
- Appeal to pride or general manliness.
- Feature the conventional heroes of

What's up front is now counted

The American Tobacco Co. jumped into the lead last week in what could become a new "tar derby," with distribution of the Carlton cigarette, a new filter brand with "tar" and nicotine contents printed on cartons and individual packages.

Gardner Advertising, St. Louis, which already has cigar accounts of American Tobacco, has been appointed agency for the cigarette and will handle the account through its New York office.

Introductory marketing of the cigarette has begun in New York, Chicago and Los Angeles, backed by heavy radio campaigns and newspaper advertising. Saturation radio schedules encompassing 50 stations in the three metropolitan areas will run for 13 weeks and tentative plans call for national television coverage.

The company is a big user of TV (see table page 35).

Talk of tar content in cigarettes has been missing from tobacco promotion for several years. In late 1959 and early 1960 the Federal Trade Commission persuaded cigarette advertisers—especially those featuring filter brands—to cease using claims of low tar or nicotine content. Until then a number of companies had been stressing such claims in what became known as the "tar derby."

American Tobacco said the Carlton had been designed to appeal to that segment of the market which is concerned about the amount of so-called "tar" and nicotine in cigarettes and noted that "more than half of today’s smokers are filter smokers."

The Carlton has a "two-stage" filter; an inner filter treated with activated charcoal and "flavoring elements" and an outer estren filter.

An American Tobacco official stated that current distribution of the Carlton represents an "introduction" of the cigarette, not a test marketing period. "If we had enough of them, they'd be in national distribution right now," he asserted.

Announcement of the new cigarette had no immediate significant effect on the price of American Tobacco stock which opened at 283/4 on Monday (Jan. 6) and stood at 27% at midweek.

On the initial Carlton packages the per-cigarette "tar" and nicotine counts are stated to be 2.5 mg and .4 mg respectively. Also on the package is a statement that an analysis of the smoke of the cigarette will be made periodically by an independent research laboratory. A footnote defines "tar" as smoke components commonly, but inaccurately, called "tar." The research laboratory making the analyses is understood to be Foster D. Snell, New York, the same firm that has done similar cigarette studies for The Reader's Digest.
Patty Berg, one of golf's greatest and a member of the Wilson Advisory Staff, has scored a 70 or better many times during her illustrious career. DID YOU KNOW THAT THE ATLANTA MARKET'S SALES GROWTH RATE IS 70 PER CENT ABOVE THE NATIONAL AVERAGE? WSB-TV is Atlanta's par-breaking station! (1963 Sales Management "Survey of Buying Power").
young people.

- Use a fashionable social setting to support the impression that cigarette smoking is an essential part of the pleasure and excitement of modern living.
- Link romance to smoking.

A campaign by the British Ministry of Health warning of hazards of smoking has been limited to posters to date. However, the ministry is considering putting the campaign on television in the form of 30 and 60 second spots beginning about July. Both the ITA and the BBC have agreed to show the films, which would be considered as public service material on the commercial network.

**Advertising** - In Italy the government-controlled radio and television stations no longer accept tobacco advertising, even from the government-controlled domestic tobacco industry. Italian stations are carrying antismoking messages.

In Finland the tobacco industry voluntarily has ceased tobacco advertising on the government and commercial television stations.

In Canada a 9 p.m. ban, similar to Britain's, is in effect voluntarily.

In Denmark the state-owned radio and TV stations do not carry advertising. However the tobacco industry there has voluntarily ended cigarette advertising in magazines and movies.

In New Zealand legislation to ban tobacco advertising on all media is under consideration.

**JUST SIMPLE STANDARDS**

**FCC fishing in overcommercialization debris for license renewal criteria on advertising**

The FCC's proposed rulemaking to establish commercial time limits may be dead—but an effort was launched within the commission last week to salvage something from the remains.

A relatively mild draft order terminating the rulemaking and declaring only that the FCC would consider commercial practices on a case-by-case basis has been awaiting commission approval for the past several weeks.

But last week the commissioners began considering a suggestion that the agency—in addition to adopting this order—develop and publish standards against which a licensee's commercial practices would be examined by the staff at renewal time.

Applications that didn't meet the standards would be sent up to the commission for a closer look. This could mean that the commission would ask the licensee to explain the reasons for his commercial policy.

**Standard Set** - Thus, although the commission would abandon efforts to limit commercials by rule, it would at least have a "standard"—and it was the lack of a meaningful standard that Chairman E. William Henry cited in discussing the need for the rulemaking on "overcommercialization."

There was no indication last week, however, that the proposal would be adopted, for it sparked considerable debate among the seven commissioners. Chairman Henry and Commissioner Kenneth A. Cox are among those who favored it, while Commissioner Lee Loevinger led the opposition. The issue is expected to come up again this week.

The standards would not, according to present discussions, resemble the NAB commercial codes, which the commission had proposed adopting as an agency rule. Rather, only the number of spot announcements would be considered, with the data to be secured from the present application form.

**Radio And TV** - There were conflicting reports last week as to whether the proposal to revise the standards applies to television as well as radio. But one official said the staff is preparing, for commission consideration, proposed standards for both services.

The new suggestion was contained in a memorandum submitted by the staff. One official said the procedures under which the commission examines commercial practices has been "under consideration from the beginning"—that is, since the start of the commercialization rulemaking last March.

And in connection with the proposal to terminate the rulemaking, he said, the commission is faced with the question of what standards to apply in considering commercial practices on a case-by-case basis.

The commission now has standards which the staff, acting under its delegation of authority, applies in determining whether an application should be granted routinely or referred to the commission.

However, the feeling of many at the commission is that the criteria used in considering commercial practices are vague and inadequate. Officials say that few, if any, applications have been referred to the commission solely because of commercialization questions.

Furthermore, the criteria used by the staff have ever been made public.

Some officials point out that the proposal to publish criteria is not new. Former Chairman Newton N. Minow last January advocated making public all criteria used by the staff in considering renewal applications.

**Miles buys Benny**

Wade Advertising, Chicago, announced Thursday (Jan. 9) it has purchased one-half sponsorship of the new Jack Benny program for 52 weeks for Miles Labs next fall, when Mr. Benny moves to NBC-TV, his original network affiliation. Products to be advertised will be Alka-Seltzer and One-A-Day band vitamins. Time and starting date for the Benny show are not yet set.

**Business briefly . . .**

General Mills, Minneapolis, plans a TV spot drive early this year in selected midwest markets for the new Betty Crocker Vienna Dream Bar Mix. Agency: Needham, Louis & Brorby, Chicago.

**Lucky Lager Brewing Co.** through McCann-Erickson, San Francisco, will sponsor TV coverage of the Lucky International Open golf tournament, Jan. 26, 2:30-4:30 p.m. PST, on an 11-station sports network formed in association with KTVU-TV Oakland-San Francisco, which will originate the tournament in San Francisco's Hardin Park, with five cameras covering the 16th, 17th and 18th holes. Lucky Lager is sponsoring the tournament as well as the broadcasts, with all proceeds going to the Easter Seal societies for crippled children.

**The Glidden Co.** through Meldrum & Fewsmit, Cleveland, has purchased sponsorship in NBC-TV's Today, Tonight and Sunday programs beginning the end of March. The 12-week saturation campaign marks Glidden's return to network TV for the first time in several years.

**The Chemstrand Corp.** through Doyle Dane Bernbach, New York, and Lever
Why KTVH bought Volumes 2, 3, 4 and 5 of Seven Arts' "Films of the 50's"

Says M. Dale Larsen:
Vice-President & General Manager of KTVH, Wichita-Hutchinson, Kansas

"Despite depth status of our existing feature film library... between 800 and 1,000 titles, we recognized a crying need for additional quality.
Applying our carefully developed, and we think excellent, system of rating pictures, our program director

INSISTED ON
SEVEN ARTS' QUALITY

as the films needed to bring our quality level up to a par with our quantity level."

Feature films are programmed by two of the three stations in the Central Kansas area, so it was a 'must' that we add the then available quality of Volumes 2, 3, 4 and 5 to our feature film shelves in order to maintain our strong feature film lineup.

'We're most pleased with the acceptance of these finer quality films by Television 12 viewers.'

SEVEN ARTS
ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS LTD
NEW YORK 200 Park Avenue
CHICAGO 4630 Ester Lincolnwood Rd Chicago 5705
DALLAS 5641 Champions Dr
LOS ANGELES 3562 Faye Roads Drive Glendale 8110-6276
TORONTO ONTARIO 11 Admiral St. West - Emore 4367
LONDON ENGLAND 21 Grevin St. W1 - Hyde Park AVE
Distributed outside of the United States and Canada
Cable: NORTHERN LONDON

For list of TV stations programming Seven Arts 50th "Films of the 50's" see Third Cover 5065 - (009 TV Rates and Data)
When a motion picture, usually thought of as “entertainment,” conveys an idea, examines a problem, or lifts a heart—isn’t that serving the public? And how often have we found this to be true of a movement of music, a moment of drama, a minute of history? Isn’t it also true that the best TV documentaries are those that arouse the mind and appeal to the emotions? The more programming we plan and do—public service or otherwise—the more we realize that the familiar compartments and categories can use some re-appraising. The content is what counts. The form is secondary in importance and the old distinctions seem less valid.

When we plan what are traditionally called “public service” programs we aim to inform, to broaden understanding, and to stimulate thought. We choose a
subject and then we select the form. We have found that the special magic of TV and radio, properly employed through sound broadcasting techniques, often lifts public service programs out of their assumed narrow limits, and enables them to appeal to the broadest possible audience.

Thus, without sacrificing content, we can choose the form of program which will do most for—serve, if you will—the public. This is the way it should be. As we face 1964 and the rest of this challenging decade, let's keep it this way.

**RKO General Broadcasting**

WOR AM/FM/TV NEW YORK • KHJ AM/FM/TV LOS ANGELES • WNAC AM/TV AND WRKO FM BOSTON • THE YANKEE NETWORK

CKLW AM/FM/TV DETROIT-WINDSOR • KFRC AM/FM SAN FRANCISCO • WOJS AM/FM WASHINGTON, D.C. • WHBQ AM/TV MEMPHIS
A woman's view of women in TV commercials

Mrs. Esther Peterson, America's No. 1 consumer (by designation of President Johnson) has strong convictions about the portrayal of women in TV and radio commercials—"they're cliches, stereotypes and unrealistic," she says—and she intends to do something about it.

Two weeks ago President Johnson named Mrs. Peterson a special White House aide on consumer affairs to give the consumer a voice in the highest councils of the executive department. He also established a presidential committee on consumer interests, with Mrs. Peterson as its chairman.

Mrs. Peterson is assistant secretary of labor in charge of its Women's Bureau. She was executive vice chairman of the President's Commission on the Status of Women which issued its report last October.

Mrs. Peterson, whose background includes long years as a union officer in educational and woman's fields, feels incensed at the way some advertisers portray women in TV commercials. Most of them show women living in rose-covered cottages, a housewife and mother of children, with her whole life centered on cooking, washing dishes and doing the laundry.

"This isn't what we are at all," Mrs. Peterson protested the other day. "Women are in all sorts of positions and conditions. They're much more varied in their pursuits and status." They should be shown that way—as wage earners, as civic workers, as career professionals.

Notwithstanding her sunny smile, Mrs. Peterson is seriously concerned, she says, about advertising that attacks basic American values. "My clothes are whiter than yours" messages she characterized as the very opposite of American ideals.

Price and Safety Protection = The purpose of the consumer committee, Mrs. Peterson says, is to see that the consumer gets a fair break in pricing, packaging and health.

"When you go into store and buy staples, like butter or flour or milk," she says, "you buy by the pound or the quart. But when you want to buy some of the new products, you need a slide rule to figure out what 54 ounces 10 grams is equivalent to, or what 1 pound 13 ounces is equal to.

"And prices are confusing too. Why must a store sell a product for 67 cents less 2 cents off? That's an insult to the consumer."

Mrs. Peterson says she is going to try and persuade businessmen to make things simpler for the housewife. And if safety is involved, or where deception is practiced, she is going to act with all the power of the government. If legislation is needed, she says, she'll ask for it—although she doesn't think there will be great need immediately.

Membership on the committee includes representatives of government departments and agencies which have anything to do with consumer affairs—Justice, Agriculture, Interior, Commerce, Federal Trade Commission, and the like.

Advertising is not all black, Mrs. Peterson acknowledges. It has served to enhance the American standard of living "and that's what we want, don't we?", she asks.

Vital, competent, a confirmed feminist, Mrs. Peterson is the wife of a retired foreign service officer, and the mother of four children. She is a native of Utah, taught for many years, and for the last 20 years has been active in labor union affairs. She has worked for the Amalgamated Clothing Workers of America, the International Ladies Garment Workers Union, and the AFL-CIO, both at home and abroad. She was appointed to her present post by President Kennedy in 1961.

Brothers, through J. Walter Thompson Co., New York, have purchased sponsorship of an hour comedy special scheduled for April 19 (8-9 p.m. EST) over CBS-TV. The show, which will feature Lucille Ball and Bob Hope, is tentatively titled "Mr. and Mrs." It will pre-empt the Ed Sullivan Show.

The Xerox Corp., through Papert, Koenig, Lois, New York, has purchased sponsorship of "The Kremlin," a full-hour color special to be repeated Jan. 26 (10-11 p.m. EST) over NBC-TV. Xerox sponsored the historical program when it was first presented by NBC-TV in May 1963 and again when it was repeated two weeks later.

The Noxema Chemical Co. of Baltimore, through Sullivan, Stauffer, Colwell & Bayles, New York, has launched a nationwide lipstick campaign featuring heavy use of radio and TV. The drive for Cover Girl Lipstick will include spot radio and TV in top U. S. markets as well as nighttime sponsorship in NBC-TV's Mr. Novak, Jack Paar Show and The Virginians and ABC-TV's Hootenanny, Ben Casey and Jimmy Dean.

Davis, Higginbotham get recess appointments

President Johnson last week gave recess appointments to three federal judges, two of interest to broadcasters. One of them has broadcast interests, another opens a vacancy on the Federal Trade Commission. Both are for U. S. district judge in Philadelphia. They are:

John Morgan Davis, former lieutenant governor of Pennsylvania. Mr. Davis with his wife owns 50% of Wall Middletown, N. Y. WALL owns 100% of WSPB Sarasota, Fla. Mr. Davis is a director of WBAB Tarpon Springs, Fla.

A. Leon Higginbotham Jr., appointed an FTC commissioner in 1962. He was a Philadelphia lawyer.

Mr. Higginbotham and Mr. Davis were nominated to the bench by President Kennedy last September. A Senate judiciary subcommittee approved their nominations, but Congress adjourned before the full committee could act.

At that time, President Kennedy also had nominated John R. Reilley, Department of Justice attorney, as a successor to Mr. Higginbotham on the FTC. This, too, failed to be acted on before Congress adjourned. It is believed that President Johnson will send Mr. Reilley's name to the Senate again.
Group W has produced a series of thirty television lectures on the "Meaning of Communism." They were created to arm young Americans with the vital weapon of knowledge in the struggle for freedom.

This series provides a dispassionate analysis of the principles and realities that shape Communism and Russia today. The lectures will appear on Group W stations, and will be made available to other broadcasters and schools who seek to give young Americans a strong foundation of information on this subject.

Broadcasting, with its ability to reach millions of people, is the ideal medium to undertake a project of this nature. And the Group broadcaster, responsive as he is to the needs of the community, has the responsibility to create such programs that enlighten and forearm. To bring the truth to all who seek it, in the belief that education is the strongest weapon of a free people.

*The series features Prof. Marshall D. Shulman, Fletcher School of Law and Diplomacy, and Prof. Henry L. Roberts, Director of Columbia University's Russian Institute, and is based on "The Meaning of Communism" published by the Silver Burdett Company/Time Incorporated.
Ratings Council hangs its shingle

M'GANNON CITES LONG STRIDES MADE IN TWO OF THREE AREAS

The newly incorporated Broadcast Ratings Council Inc. became an official going concern last week.

Donald H. McGannon, president of Westinghouse Broadcasting Co. and chairman of the committee that set up the nonprofit corporation and charted its objectives an Thursday (Jan. 9), was elected chairman of the board.

The founding committee itself was disbanded and operation of the new council was taken over by its own 15-man board of directors, representing 10 organizations, at a meeting in New York Wednesday (Jan. 15) to report to the full subcommittee—also in closed-door session (story page 47).

Long Strides • Both in his letter to the subcommittee and in his news conference, Mr. McGannon said long strides had been made toward two of the council’s three major objectives—establishment of minimum criteria and standards for rating services, and development of an auditing service to assure maintenance of those standards—and that the board was already at work also on the third objective—development of long-range methodology studies to improve audience research.

He declined to describe publicly the methodology project under consideration, pointing out that discussions were still in progress and that, in any event, is what he spelled out in his letter to the subcommittee: that he expects the NAB to approve “a major appropriation which will be used for important methodology studies in the local area.”

Mr. McGannon reiterated the council’s hope that audit service will be “in the mobile test” by the end of the first quarter of the year.

He said council officials had talked with 11 independent auditing services in quest of one to handle the auditing of rating services; that six of these already have submitted proposals and that the five others are expected to do so.

In addition, he said, the printed media’s Audit Bureau of Circulations also has shown interest in the broadcast audit job and is considering entering the competition.

Direction of the ratings council will be in the hands of its 15-man board, whose officers include, in addition to Chairman McGannon: Douglas Anello, NAB general counsel, assistant secretary; Melvin Goldberg, NAB research vice president, assistant treasurer. No vice chairman was named to back up Mr. McGannon, who also heads the NAB research committee.

The appointment of Dr. Kenneth Baker as executive director (BROADCASTING, Dec. 30, 1963) was ratified by the board. Mr. Baker also was named secretary and treasurer.

Standards And Criteria • The general criteria and standards for rating services, Mr. McGannon noted, already have been distributed to the services for their reactions (BROADCASTING, Dec. 23, 1963) and one of the companies has given its approval. He said there may be some modification of the proposed criteria but that no substitute changes are expected.

He also pointed out that the council is beginning to get returns from exhaustive questionnaires it submitted to nationally syndicated services asking for details of their systems and methods. Once service, he said, has answered fully, two have supplied more than half of the requested information and others are completing their replies.

In the letter to the subcommittee, dated Dec. 30 but not received on Capitol Hill until Jan. 8, Mr. McGannon said “We have received full response from The Pulse Inc., a considerable portion of the response from the American Research Bureau, and the NTIS [Nielsen Television Index Service] from the A. C. Nielsen Company.” Other Nielsen data was expected in two to three weeks. The Nielsen Station Index had been mailed and C. E. Hooper's sub-

THE RING OF THE BELL PROPOSAL

Agenciesmen, reps disagree whether to kill the piggyback

Executives at advertising agencies and station representative companies last week expressed mixed reaction to the proposal by Howard H. Bell, director of the NAB Code Authority, to outlaw piggyback announcements (BROADCASTING, Jan. 6).

Mr. Bell, in a memorandum to members of the television code board, which meets in Miami on Jan. 22-23, proposed that approval be given only to “integrated” commercials meeting the following specifications: the product or services must be related in nature and produced by the same advertiser; the spot must be produced in such a way that it appears to the average viewer to be a single announcement.

In general, both those executives who agreed and disagreed with Mr. Bell stressed that there must be an extremely clear definition of what constitutes a commercial that is acceptable and one that is unacceptable. In addition, there was a feeling on the part of some officials who supported Mr. Bell’s move that from a practical viewpoint it might prove difficult to enforce such rules regarding piggybacks, since some stations may give a broader interpretation to the definition.

Pro And Con • These were some of the points made by those who backed Mr. Bell: The NAB action will provide the impetus for stations to tighten their definition of piggybacks and the implementation of this proposal will tend to increase commercial effectiveness and help television generally.

Those who differed with Mr. Bell offered these comments: There is no proof that piggybacks offend the viewers or result in lowered commercial efficiency; there is a strong possibility that a large number of stations will not honor a prohibition against piggybacks; there is an opportunity for stations to charge premium rates for piggybacks; there can be no “fool-proof” definition of piggyback, and this can lead to confusion.

unit that set off last year’s ratings row when it held an extensive public hearing on audience measurement and research (BROADCASTING, Feb. 18, 1963, et seq.).

Meanwhile, a special group of network television vice presidents met privately with Representative Harris in his Washington office Thursday (Jan. 9) to explain results of special studies being conducted on network TV research. They are to return to Wash-
mission was expected by the end of the week, he continued. A. E. Sindlinger Co. should be in by the end of January, Mr. McGannon said.

He appeared satisfied with this rate of return, pointing out that the material requested is so voluminous that Pulse required a crate to transport it all.

This material on systems and methods, along with the criteria established by the council, will form the “underpinning” of the audit service, Mr. McGannon said.

Unresolved Problems * He said the frequency at which audits will be made involves a problem of a reconciling cost and effectiveness—a problem not yet resolved. With five rating services and hundreds of markets involved, he pointed out, the auditing job will be complex and costly.

The services are those offering regular nationally syndicated audience-measurement reports: A.C. Nielsen Co., ARB, Hooper, Sindlinger and Pulse. Mr. McGannon indicated that others, offering more specialized services, like Trendex and Videodex, would undoubtedly be involved on a secondary basis.

He continued that it was contemplated that the cost of auditing the services would be borne by these services themselves, and that presumably these costs would be reflected in their charges to their subscribers.

In a brief reference to ratings council accreditation, Mr. McGannon mentioned in his letter that “we are now in the process of having this reviewed legally because of the sensitive antitrust problems involved.” The letter adds that “this includes review and hearing on shortcomings and noncompliance [of rating services] as well as the possible consequence of disaccreditation.”

Representative J. Arthur Younger (D-Calif.), ranking Republican on the ratings subcommittee, commented favorably on the report. “I think they’re making progress in the right direction.”

Representative Paul G. Rogers (D-Fla.), a subcommittee member who has expressed concern that ratings legislation might be needed if broadcasters didn’t “clean up their own house,” said earlier in the week that the council’s issuance of proposed ratings criteria was “very significant.”

The list of council members released last week contained one not on earlier lists—Mutual Radio.

Members pay at the rate of $5,000 a year for each seat they have on the board of directors—a total of $75,000 a year. NAB has five representatives on the board; the American Association of Advertising Agencies has two and the other members one each. The directors and their organizations are:


ABC—Julius Barnathan.

CBS—Thomas Fisher, Richard Fors- ling, as deputy.

NBC—Hugh M. Beville Jr.

Mutual—Raymond T. Anderson.

Television Bureau of Advertising—Norman E. Cash.


Station Representatives Association—Edward Codel, The Katz Agency.

FM Broadcasters Association—James Schultze.

The council’s headquarters will be in New York. While office space is being sought, Dr. Baker is working temporarily in the Time-Life building there.

Research directors of the television networks and the National Association of Broadcasters met privately with Representative Oren Harris (D-Ark.) last Thursday (Jan. 9) to explain what the networks are doing jointly to solve ratings problems.

Representative Harris, chairman of the Special Subcommittee on Investigations, invited the broadcasters to return Wednesday (Jan. 15) and tell their story to the full panel.

The unannounced, closed-door session in Washington followed by one day a public report by the Broadcast Ratings Council, now incorporated, on progress broadcasters and rating companies have made toward improving ratings (story above).

Those attending the Washington meeting included Melvin Goldberg, research director of the National Association of Broadcasters; Julius Barnathan, ABC research vice president; Jay Eliasberg, CBS research director; Hugh M. Beville, NBC research vice president; Representative Harris, Charles P. Howze Jr., subcommittee staff director, and Kurt Borchardt, communications counsel of the parent Commerce Committee.

The network executives are members of the Committee on National Television Audience Measurements, an offshoot of the NAB’s research committee, that works in conjunction with Mr. Goldberg. The networks, through an independent market research company, are sponsoring three methodological studies: a comparison of ratings with various levels of sample size; a comparison of the viewing habits of persons who cooperate in audience research studies in the national audience field with viewers who do not cooperate, and a comparison of the results of the American Research Bureau and A. C. Nielsen Co.

‘Incredible’ Correlation * Two of the studies have been completed, but the research company is still at work on unanswered problems about noncooperating respondents, the researchers reported. This study is limited to ARB and Nielsen, who have been conducting similar studies of their own for some time.

The completed studies show that separate ARB and Nielsen reports on the popularity of the top and bottom 20 network television programs carried in prime time result in “an incredible correlation,” as one meeting participant put it.
RAB DETAILS 1964 PLANS

'Balanced' approach of multiphase sales program can double radio's growth rate, Bunker claims

The Radio Advertising Bureau last week unveiled a sales program of ambitious proportions for 1964 which, if successful, would eventually see radio's annual growth rate climb to 10%, twice its present yearly rate.

The plan, titled "operation acceleration," was outlined by RAB President Edmund C. Bunker for 16 radio representation firms. Mr. Bunker said "it's not enough for radio to grow just as fast as other media. We're growing from too low a base. . . . We are not growing as fast as we deserve to grow on merit. . . ."

A significant departure for RAB described by Mr. Bunker as part of the multiphase radio sales program will be a new emphasis on presentations to agency media departments. He said he would lead the presentation to the top 50 agencies himself, and that these would be followed up with talks to as many account groups as possible.

Robert H. Alter, RAB vice president and director of national sales, outlined a new "balanced" approach in the bureau's selling method which would involve "a far greater penetration of agencies than had been possible previously." Calls which have been directed principally at national advertisers in the past would now include both media and account departments of agencies.

The Plan - Mr. Bunker said the first phase of "operation acceleration" would consist of a new presentation drawing its sales data from $175,000 worth of research already done in carrying out the RAB Radio Marketing Plan campaigns aimed at large national advertisers.

Another phase, described by Miles David, RAB administrative vice president, would be aimed at establishing new advertisers by putting existing ones on record. He said RAB would release a list of the top 50 national spot radio advertisers during 1963. The figures, now being compiled, will be based on information offered by representation firms and other sources. Mr. David assessed the technique as follows: "We expect to create and we believe you will create dozens of new advertisers just by putting radio's advertisers on the record." Another aid to radio salesmen will be monthly compilation of a business barometer for spot radio, intended to provide a measure of comparable sales activity for the medium from one year to the next.

Mr. Bunker described the creation of an RAB station representatives liaison committee as another integral part of the overall sales effort. The purpose of the committee would be to decide where the radio industry's major selling efforts should be directed, hopefully eliminating duplicated efforts.

Ratings Leadership - Mr. David said the radio industry's leadership in presenting for audience measurement methodology research has resulted in radio's getting the credit for leadership in this area in the minds of advertisers and agency people. He added, though, that "full benefits of the RAB-NAB methodology study won't come until next year because of the depth with which the study is to be undertaken."

The RAB sales acceleration program will also place a new accent on the importance of creativity in radio commercials. As part of its plan to foster creativity RAB plans to double the number of awards it gives yearly for the most creative radio commercials from 12 to 24. Mr. Bunker called on station representatives to assist RAB in expanding radio's sales force, singling out personal salesmanship as the basic ingredient for more radio revenues. He said RAB plans a continuing increase in its sales force through 1964.

Those attending the meeting and their organizations: Thomas B. Campbell and W. B. Taylor Eldon, Advertising Time Sales; Bill Losee, AM Radio Sales; Arthur McCoy and Lou Faust, Blair Radio; Carl L. Schuele, Broadcast Time Sales; Maurice Webster and Ron Gilbert, CBS Radio Spot Sales; Richard Arbuckle, Robert Eastman Co.; James Alspaugh and Max Friedman, H-R Reps; Morris Kelner and Martin Beck, Katz Agency; Ralph Guild, McGavren-Guild; Herb Hahn, Meeker Co.; Bud Neuwirth and Robert Copping, Metromedia Radio Sales; Fred Lyons and Wilbur Fromm, NBC Radio Spot Sales; Roger O'Connor and Gay Eckard, Roger O'Connor Inc.; Tom Taylor, Peters, Griffin and Woodward; Ben Holmes, Edward Petry & Co., and Peggy Stone and Saul Frischling, Stone Reps.

Rep appointments . . .

- KLTV(TV) Tyler, Tex.: Avery-Knodel Inc., New York, as national sales representative, effective Jan. 15.
- WAGV-TV Huntsville, Ala.: Jack Masla & Co., New York, as national representative.
- WLM Lewiston, Me.: George P. Holllingbery, New York, as national representative, effective Feb. 1.
- KFEN(FM) San Francisco: Jack Masla & Co., New York, as national sales representative, effective immediately.
- WKAT Miami Beach, Fla.: CBS Radio Spot Sales, New York, as national representative, effective Feb. 1.
- KDTH Dubuque, Iowa: Grant Webb & Co., New York, as national representative, effective Feb. 1.
- WAKY Louisville, Ky.: H-R Representatives, New York, as national representative.
- WNP Hartford, Conn.: Mort Bassett & Co., New York, as national representative.
- KTEM Temple, Tex.: Prestige Representation Organization, New York, as national representative.

Agency appointments...

- Glass Marine Industries, Costa Mesa, Calif., has named MacManus, John & Adams Inc., Los Angeles, as advertising agency. The fiberglass sailboat manufacturer has annual billings of approximately $200,000.
- Maola Milk & Ice Cream Co., New Bern, N. C., has named C. Knox Massey and Associates Inc., Durham, N. C., as advertising agency. Maola's annual advertising budget is approximately $140,000.
- Yamaha International, California subsidiary of Nippon Gakki Co. of Japan, appoints Hixson & Jorgensen, Los Angeles, effective March 1. With 1964 sales of the company's pianos and motorcycles estimated at $13 million, the advertising budget is expected to be about $500,000.
We have just won an "Ole!" from Spain that means as much to us as both ears and a tail to a victorious matador. The trophy shown above was awarded to us for our public service series entitled "La Clase de Espanol" ("The Spanish Class") ... judged the best cultural program of 1963 in the recent Spanish International Radio and Television Awards Competition in Barcelona. To the Spanish government, with a touch of Hoosier accent, we say "muchas gracias." And we hasten to remind our friends in advertising that "the station that serves best sells best!"
Network TV billings up 3.8% in October

**Network TV billings up 3.8% in October**

**Released by Television Bureau of Advertising**

**Network television gross time billings**

<table>
<thead>
<tr>
<th></th>
<th>October</th>
<th>January-October</th>
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</thead>
<tbody>
<tr>
<td><strong>ABC</strong></td>
<td>$19,219.8</td>
<td>$19,960.6</td>
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<tr>
<td><strong>CBS</strong></td>
<td>$28,774.4</td>
<td>$29,457.4</td>
</tr>
<tr>
<td><strong>NBC</strong></td>
<td>$26,098.5</td>
<td>$27,507.8</td>
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<tr>
<td><strong>Total</strong></td>
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**ABC**

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<th>% Change</th>
<th>1962</th>
<th>1963</th>
<th>% Change</th>
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<tbody>
<tr>
<td>October</td>
<td>$18,264.8</td>
<td>$18,761.2</td>
<td>+2.8%</td>
<td>$24,095.6</td>
<td>$25,912.7</td>
<td>+7.8%</td>
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<tr>
<td>January</td>
<td>$13,698.0</td>
<td>$13,607.4</td>
<td>-0.7%</td>
<td>$18,264.8</td>
<td>$18,761.2</td>
<td>+2.8%</td>
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</tbody>
</table>

**June**

<table>
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<tr>
<th></th>
<th>1962</th>
<th>1963</th>
<th>% Change</th>
<th>1962</th>
<th>1963</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>June</td>
<td>$14,577.9</td>
<td>$15,261.9</td>
<td>+4.7%</td>
<td>$20,383.6</td>
<td>$21,507.8</td>
<td>+5.9%</td>
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<tr>
<td>July</td>
<td>$15,297.8</td>
<td>$15,927.8</td>
<td>+4.1%</td>
<td>$20,907.6</td>
<td>$22,150.8</td>
<td>+5.5%</td>
</tr>
</tbody>
</table>

**Commercial in production...**

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

- **Alexander Film Co., Colorado Springs.**
  - Alberto-Culver (Rinse Away); three 30's for TV. Agency: Compton. Marge Corby, agency producer.
  - Seven-Up (soft drink); three 20's for TV. Agency: J. Walter Thompson. Art Lunn, agency producer.
  - Phillips "56" Petroleum Co. (fertilizer); one 60 for TV. Agency: J. Walter Thompson. Don Frat, agency producer.
  - Sinclair Refining Co. (gasoline); one 60 for TV. Agency: Geyer, Morey & Ballard. Anthony Rizzo, agency producer.
  - Pet Milk Co. (Sego diet food); one 60 for TV. Agency: Gardner Advertising. Dale Kirschhoft, agency producer.
  - Chevrolet Division, General Motors; one 120 for TV. Agency: Campbell-Ewald. Larry McIlvain, agency producer.
  - Jefferson Productions, 1 Julian Price Place, Charlotte, N. C.

- **Keltz & Herndon Inc., 3801 Oak Grove, Dallas 4.**

- **Mid-America Videotape Productions, a division of WGN Inc., 2501 West Bradley Place, Chicago 16.**

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

**Toy firm, FTC agree**

**AMT Corp., Troy, Mich.**

- last week agreed to a consent order issued by the Federal Trade Commission forbidding AMT from making misrepresentations in its TV commercials for the "Authentic Model Turnpike," a toy. According to the FTC, the turnpike kit does not include two cars (but only one), and several other accessories, contrary to statements and pictorial presentations in the firm's commercials.

- The order also is binding upon four officers of the company. The agreement is for settlement purposes only and does not constitute an admission of guilt by AMT, the FTC said.

**AFTRA, networks agree on new codes**

The extensive negotiations for new codes governing performers appearing in TV and radio commercials, and network radio and television programs were headed for conclusion last week as networks and the American Federation of Television & Radio Artists reached agreement on the final phase of the overall contract.

The joint negotiations between the Screen Actors Guild and AFTRA on the one hand, and the advertising agencies, advertisers and networks began last October to replace various codes that expired Nov. 15. An agreement was reached between AFTRA-SAG and the advertisers and agencies last month (BROADCASTING, Dec. 9, 1963) in the critical television commercial area. In conformity with custom, no overall contract was signed pending the outcome of AFTRA's negotiations with the networks for codes covering the areas of transcribed spot announcements, radio-TV network programs and network-owned stations' staff announcers and newsmen.

An AFTRA spokesman said union and network negotiators held through-the-night sessions last Tuesday (Jan. 7) and evolved a "workable formula" on Wednesday (Jan. 8). He said proposals will be submitted to members of the national board in New York, Chicago and Los Angeles this week for approval and to members for ratification.

It is expected that all codes will be signed within the next two to three weeks.

Though details of the various agreements have not been made public, it is reported that the unions again made major gains in the critical TV commercial area. The session fee was raised from $95 to $105 and the use payment from 15% up to 100% in some instances.

The proposed agreement with the networks reportedly calls for increases in salaries and fees ranging from 5% to 10% and added fringe benefits.

**50 (BROADCAST ADVERTISING)**

**Commercials in production...**

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  - Alberto-Culver (Rinse Away); three 30's for TV. Agency: Compton. Marge Corby, agency producer.
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**50 (BROADCAST ADVERTISING)**
Us Hayseeds are in ORBIT!

Why is it, you suppose, that for years and years, the Fargo-Moorhead “Metro Area Retail-Sales-Per-Household” are at or very near the top in Standard Rate & Data’s entire list?

It’s because us Hayseeds are just plain rich, that’s why! Get out your Encyclopaedia Britannica and turn to the Red River Valley . . . “One of the most fertile agricultural areas in the United States,” it says!

Yes, it’s true. As a consequence, dozens of top national advertisers give WDAY and WDAY-TV bigger schedules than you’d expect — often the same kind of schedules they set up for top-50-market areas. Ask PGW for the facts.

BROADCASTING, January 13, 1964
Retail merchants convention hears praise of UHF

Delegates to the National Retail Merchants Association convention in New York last week heard UHF television extolled as a medium suited to their advertising needs. William L. Putnam, president, Springfield Television Broadcasting Corp., suggested that UHF stations must stay local rather than regional in outlook in order to operate profitably and that this attitude works to the advantage of local advertisers. Large volume purchases, he said, are generally made by people who have travelled no more than 20 miles from their home to the point of purchase. “Normal retailing trade areas,” he added, “have grown up which are substantially smaller than the normal coverage areas of most old channel VHF television stations. This is what makes the rates too high for most retailers . . .”

In concluding remarks to the retailers, Mr. Putnam said “furtherance of local television by the widespread development of the UHF channels gives you the best opportunity to reach your customers that you have ever had.”

Audience delivery up

NBC researchers last week calculated TV usage based on average program ratings for all the networks and found audience delivery to be up this season over last. The research department at NBC reported 9.44 million homes delivered per “average minute” in the fourth quarter of 1963 compared to 8.81 million homes delivered on that basis in the like period of 1962.

Metro TV Sales signs WTTV

Metro TV Sales, New York, has been named national representative for wttv(tv) Bloomington-Indianapolis. It will be the first TV station not owned by Metromedia Inc. to be represented by the group’s rep firm. Metro TV Sales was established early in 1962 to represent Metromedia TV stations: wnbc-tv New York; kttv Los Angeles; wttg Washington; kmkv-tv Kansas City, Mo.; kovb-tv Stockton-Sacramento, Calif.; wtvh Peoria, Ill.; and wtvp Decatur, III.

New theme for Bud

“That Bud . . . that’s beer!” is the 1964 copy theme for Budweiser beer, and the nation was told about it Wednesday (Jan. 8) by Johnny Carson on NBC-TV’s Tonight, coincidental with 1,000 Anheuser-Busch marketing executives meeting for their annual sales convention in Tampa, Fla. Local radio and TV schedules are being bought on some 450 stations. Agency: D’Arcy Advertising, St. Louis.

Collins intends to go on talking

HE TELLS NAB BOARD CHIEFS HE’LL SAY WHAT HE THINKS

LeRoy Collins, president of the National Association of Broadcasters, told the NAB’s executive committee last week that he will continue to speak publicly on controversial matters—including those not related to broadcasting—and that he would not accede to any arrangement requiring him to clear his statements in advance.

The governor was determined and unyielding in his position when called on the carpet last Monday (Jan. 6) in Washington by the association’s five-man executive committee, all of whom were present. The committee—consisting of the chairmen and vice chairmen of the NAB boards—questioned the president for approximately two hours on his recent public statements, primarily those on civil rights (BROADCASTING, Dec. 9, 1963) and cigarette advertising (BROADCASTING, Dec. 2, 1963).

Governor Collins and the committee—William Quarton, wmt-tv Cedar Rapids, Iowa (chairman); James Russell, kxtv(tv) Colorado Springs, Colo.; Ben Stroie, wwdc-am-fm Washington; Glenn Marshall, wjxtv(tv) Jacksonville, Fla., and Richard Chapin, kfor Lincoln, Neb.—agreed that he would state his position before the NAB combined boards in Sarasota, Fla., later this month.

The committee neither endorsed nor disapproved of the governor’s past actions. The question of approval will be put to the board. Although no vote was taken at the executive committee session, the sentiment was said to be 3-2 against the governor’s contention that he is duty-bound to speak out on any subject of his choosing without any restrictions. This lack of unanimity, it was reported, is the reason the board took no action, publicly or privately.

Mr. Quarton, who also is NAB board chairman, made the following statement: “We discussed routine association matters in preparation for the board meeting later this month in Sarasota. We also had a frank discussion with Governor Collins about several of his recent speeches. He feels he is doing a fine job for the broadcasters and proposes to continue to speak out on important national issues as well as on matters directly concerning broadcasting.”

Behind the Doors — Governor Collins was said to have made a forceful presentation of his conception of his duties and obligations as NAB president. He said that he would continue to speak out as he has in the past and that he would not submit to any plan for prior consultation with broadcasters on his statements.

The committee suggested that there are broadcasters in Washington in
YOU WANT ACTION
DRAMA
SUSPENSE
ROMANCE?

YOU'VE GOT IT!

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

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

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

165 W. 46th Street, N. Y. C. Plaza 7-0630
1232 So. Michigan Ave., Chicago, Illinois Wabash 2-7937
4376 Sunset Drive, Hollywood, California Normandy 2-9181
2204 Commerce St., Dallas, Texas Riverside 7-1698

ALLIED ARTISTS TV
William Quarton (standing) reports to nine other members of the radio and television boards of the National Association of Broadcasters at an informal dinner session in Washington last Monday (Jan. 6). Mr. Quarton, WMT-TV Cedar Rapids, Iowa, is chairman of the NAB combined boards. Major topic of discussion was a meeting earlier in the day of the NAB executive committee (also chaired by Mr. Quarton) which NAB President LeRoy Collins attended.

 whom the president has confidence, or that any one in the country could be quickly reached by telephone, and that perhaps he should check out his ideas in advance with one of them. The group did not propose any particular broadcaster or a formal or informal committee for the governor to talk with but suggested he select the man or men.

No, replied Governor Collins. He would not be as effective, he reportedly told the committee, if he cleared his talks in advance under any arrangement. He said, it is understood, that he wanted his audiences to know that his speeches were a product of his own thoughts and not of a committee of broadcasters. Also, it is understood, he objected on the grounds that he did not want to set a precedent of agreeing to discuss his statements in advance of their delivery.

At the executive committee meeting the governor reportedly was told by one of the members that a majority of the board did not agree with his position. To which the governor was said to have countered that he was convinced most broadcasters did support his viewpoint on the duties of an NAB president.

All members of the executive committee except Mr. Strouse met that same evening with six other NAB board members who were in Washington for an NAB finance committee meeting the next day. They discussed Governor Collins's position and the executive committee's decision to present the matter to the board for possible action.

The NAB boards meet Jan. 27-31 in Sarasota and the first meeting of the combined radio and TV boards is set for Jan. 28. It is expected that the Collins question will come up at that time.

New CATV comment deadline

The FCC last week announced that parties wishing to comment on the commission's rulemakings to regulate microwave systems servicing community antennas may have until Feb. 24 to submit their views and until March 16 for reply comments. The action, which extended the deadlines from Jan. 22 and Feb. 12, respectively, was requested by the National Community Television Association.

The rulemakings would require that grants to microwave systems be conditioned on the CATV not duplicating for a 15-day period the programming of local television, with their grade A service area (Broadcasting, Dec. 16, 1963). It would also be required that the CATV carry local station signals if so requested.
puzzle: The Next Half-Hour Will Be Brought To You By...?

Bob Whiteley, WMAL-TV National Sales Representative,* went out to round up four businessmen to sponsor the telecast of the basketball championship play-off between a local five and a neighboring rival. He found eight of the town's more solvent industrialists attending a Board of Trade luncheon and broached the subject. All eight of them were eager to sponsor, but they laid down such peculiar conditions that Whiteley was somewhat at a loss to pick the needed four.

The manufacturer of Peerless Pickles and the owner of The Three Seasons Restaurant (closed July and August) said they would co-sponsor with anybody. However, Harry's Hardware won't sponsor unless United Trust Bank does and United Trust won't sponsor with The Three Seasons. Comfy Drive-In won't sponsor unless Bob's Bowling Alley does. Sam's Supermarket won't sponsor with Comfy Drive-In unless Superba Stores does, and won't sponsor with United Trust unless Comfy Drive-In sponsors too. Superba Stores won't sponsor with both Harry's Hardware and United Trust, and with either Peerless Pickles or The Three Seasons. Bob's Bowling Alley won't sponsor unless Harry's Hardware or Sam's Supermarket does, won't sponsor with United Trust unless Superba Stores does too and won't co-sponsor with both Peerless Pickles and The Three Seasons.

Can you find us four equally willing sponsors before the baseball season begins?

No conflicts sully the atmosphere at WMAL-TV. Choice availabilities for one-minute spots in prime time—"Naked City," Sunday, 10 p.m.; "Dick Powell Theatre," Saturday, 10:30 p.m., and others of this ilk—are open now. Come one, come all. Check Harrington, Righter & Parsons, Inc., for details.

*Bob Whiteley is a real National Sales Representative. The uncooperative business firms and all other characters are, to our limited knowledge, fictitious.
Bell outlines drive for code subscribers

BOARD TOLD OF FUNDS FOR COMMERCIAL RESEARCH

An intensive drive for new members and extensive research into radio commercial practices and problems were key areas discussed last Thursday (Jan. 9) at a Washington meeting of the Radio Code Review Board of the National Association of Broadcasters.

The board also named a subcommittee to study tobacco advertising in light of the U. S. surgeon general's report issued Saturday (story, page 33).

Howard H. Bell, newly-appointed NAB code authority director, who was meeting with a code board for the first time, outlined a program designed to increase the importance of the radio code to broadcasters and to make it better known to the public. He said first priority must be given to increasing the number of station subscribers, now standing at 1,854, 38% of the total U. S. radio stations.

"An all-out effort will be launched for new subscribers," he said, with a combination salesman and promotion man to be added to the code staff. The membership campaign will include direct mail promotion, personal calls and telephone.

Melvin Goldberg, NAB vice president for research, reported that the NAB research committee has appropriated funds to conduct a study of radio commercial practices. Several weeks ago, the code authority had requested the committee to undertake and finance such a project and a similar study is planned for TV, Mr. Bell said.

The code board members discussed various approaches for the research and commercial problems with Mr. Goldberg. The research will include quality of commercials, placement, individual tastes and other areas.

Mr. Bell said the response and support of the research committee to the code effort is "extremely significant and valuable to our whole program."

The code board also heard reports from Douglas Anello, NAB general counsel, on government action on time standards and Paul Comstock, NAB vice president for government affairs, on legislative matters.

All radio code board members attended the meeting. They include Cliff Gill, KEZV Anaheim, Calif., chairman; Richard Dunning, KHQ Spokane, Wash.; Elmo Ellis, WBB Atlanta; Robert Jones Jr., WYPR Baltimore; Herbert Krueger, WTAG Worcester, Mass.; Robert Pratt, KGOF Coffeyville, Kan.; Richard Fairbanks, WIBC Indianapolis; Lee Fondren, KLZ Denver, and Richard Mason, WPPT Raleigh, N. C.

NAB radio board election to be held

It's election time again on the radio board of the National Association of Broadcasters with the terms of 12 of the 29 directors ending with the NAB convention next April. Radio members will elect eight district directors, one FM and one each from the three market classifications by population.

Nominating forms will be sent to members Thursday (Jan. 16) with actual ballots to be mailed Feb. 1. Results of the mail ballot will be announced March 2 with the new directors to take office at the close of the convention in Chicago.

Only four of the directors whose terms expire are not eligible for re-election under NAB by-laws which limit board members to two consecutive two-year terms. They are Richard Chapin, KFOR Lincoln, Neb., and radio vice chairman (District 10 which includes Iowa, Missouri and Nebraska); Allan Page, KOWA Enid, Okla. (District 12, Oklahoma and Kansas); John Patt, WJW Detroit representing large markets, and Robert Mason, WMRN Mason, Ohio, representing small markets.

John F. Box Jr., WIL St. Louis, now is on the board representing medium-sized markets. His term expires this spring and while he is not eligible for re-election to his present board spot he can be elected a director from a district or large market.


The television board will elect new directors at the convention with the terms of six board members expiring at that time.

CBS TV stations have their best year

The CBS Television Stations Division last week released a yearend report saying that 1963 was the most successful year in the division's history. The report showed an 11% increase in net sales for the division's components: five CBS-owned television stations, CBS Television Stations National Sales and CBS Films Inc.

The stations reported a 12% combined net sales increase over 1962, and CBS Television Stations National Sales reported a 14% increase. CBS Films, which said 1963 was its best year since 1958, reported that by the end of last year it was distributing 82 program series in 70 countries—an increase of eight countries and six program series.

The division report covered 1963 programming activities for the stations: WCBS-NEW YORK, KNXT(TV) Los Angeles, WBBM-TV Chicago, WCAD-TV Philadelphia and KFOX-TV St. Louis. The report stressed increased news coverage and public affairs at the stations. Heavy news schedules last year prompted the stations to set up "a full-time Washington news bureau employing sound-on-film equipment."

The report also noted that WCBS-TV, which it claimed has the largest local news operation in the country, increased its local news schedule two hours and 40 minutes a week. Plans are being completed now for WCBS-TV news bureaus in Albany, N. Y., and Trenton, N. J.
Do you sell toothpaste in Boston?

Whatever you sell, brush up on the facts about what's new in Boston radio and prevent sales decay! WMEX delivers the largest share of the five-county Boston mass market — the audience of big, young, growing families — at a far lower cost per thousand! Get the full story from your McGavren-Guild man. It's a story with real teeth in it!
Veteran network executives feted

Two top network executives—Walter D. Scott, executive vice president in charge of NBC-TV, and Arthur Hull Hayes, president of CBS Radio—received recognition for their years of service last week.

Left photo—Mr. Scott, who marked his 25th year with NBC, is congratulated by NBC President Robert W. Kintner (left) and Board Chairman Robert W. Sarnoff (right). Mr. Scott and six other NBC employees were inducted into the network’s 25 Year Club at a luncheon at the Waldorf Astoria in New York on Jan. 7.

Oral argument on licensee morality

IT’S CENTRAL ISSUE IN BARRY-ENRIGHT RENEWAL CASE

Licensee morality was given a hard look last week as the FCC held an oral argument in the WGMA Hollywood, Fla., renewal proceeding. The Hollywood station is owned by Jack Barry and Daniel Enright, two prominent figures in the quiz show scandal of several years ago and two men the commission’s Broadcast Bureau doubts are morally qualified to be licensees.

Arguing against WGMA’s attorney Marcus Cohn, the Broadcast Bureau’s William A. Kehoe Jr. told the commission that there is no doubt that Mr. Enright “fixed” the quiz shows Twenty-One and Tic Tac Dough giving complete instructions to a number of contestants—such as answers, how long to pause before answering and other 引号s—and that Mr. Barry was fully aware of the dishonesty. Strong doubt is cast upon the two men’s character qualifications to be licensees, Mr. Kehoe said.

This has been a pivotal question throughout the renewal hearing. Hearing Examiner Elizabeth C. Smith, in her initial decision recommending renewal, said that Messrs. Barry and Enright’s actions were not to be condoned, but that they didn’t equal “an absolute disqualification as to the basic character attributes” necessary to be a licensee. (Broadcasting, May 6, 1963). She also pointed out the so-called “moral climate” of the times in making her evaluations. The operation of WGMA she concluded had been exemplary.

This was not the thinking of the Broadcast Bureau which charged the initial decision would “invite further assaults on the moral fabric of television,” (Broadcasting, June 10, 1963).

Public Tarnish • Among all the falsehoods committed Mr. Kehoe felt the worst was the statement read by Mr. Barry, and prepared by him and his partner, on the Twenty-One show broadcast Sept. 8, 1958. In the statement Mr. Barry assured his viewers that the quiz show was not rigged, as it had been publically claimed, and that any charges to that effect were “wholly untrue.” Mr. Kehoe claimed the two WGMA owners were guilty of using a network broadcast to communicate an untruth to the public—which, he said, is not a good recommendation for a commission licensee.

Mr. Kehoe couldn’t deny that Messrs. Barry and Enright had run fraudulent quiz shows, but claimed credit due the two men as they admitted their wrong doings before the House Committee on Legislative Oversight hearing held on the question of quiz-show fixing. Mr. Cohn said that their actions were not done as commission licensees and that they had violated no existing law.

Mr. Cohn said that Messrs. Barry and Enright were not alone in rigging or other false practices. He recalled the observation of the hearing examiner that there was existing at that time a widespread attitude in the broadcast industry accepting false practices. He said that NBC-TV “knew or should have known” that the rigging was going on. Commissioner Lee Loevinger, however, wondered how this could exonerate Messrs. Barry and Enright.

Redemption? • Mr. Cohn said as long as the owners of WGMA have proven themselves reliable, since the scandal broke, they should be judged qualified to hold a license. “Sinners can be redeemed” according to the attorney. But Chairman E. William Henry appeared to wish to make the record clear that Mr. Barry was, as well as Mr. Enright, a commission licensee during the show fixing. Mr. Cohn agreed but said that the quiz show had no bearing on the operation of WGMA which has been highly praised.

Mr. Cohn said that the Hollywood station has not committed any of the
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“AUNTIE MAME”
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“REVOLT OF MAMIE STOVER”
Jane Russell, Agnes Moorehead

“DAMN YANKEES”
Tab Hunter, Gwen Verdon

“THE OLD MAN AND THE SEA”
Spencer Tracy, Felipe Pazos

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violations on which the commission has based revocations and nonrenewals. The present case, he said, is far different from the kwxx St. Louis revocation case or the nonrenewal of KRLA Pasadena, Calif.—woma's record is clean, he said. Mr. Cohn cited the KORD Pasco, Wash., case—invoking the programming question of promise vs. performance—in asking for another chance for the woma licensees. This suggestion brought a question from Commissioner Frederick W. Ford, who asked if the commission should be responsible for reminding its licensees to be good.

Mr. Cohn also noted that the commission renewed the 14 licenses of Westinghouse Broadcasting Co., despite the fact that the parent corporation had been found guilty of price fixing.

Rebutting Mr. Cohn, Mr. Kehoe again returned to the personal qualifications of Messrs. Barry and Enright—Mr. Enright in particular who was characterized as consistently untruthful during the revelation of the rigged quiz shows.

Mutual adds 3 affiliates

MBS announced the addition of three more affiliates, effective the first of this year.

The new stations are KXYZ Everett, Wash., with 1 kw day, 250 w night on 1230 kc; KPUG Bellingham, Wash., with 1 kw on 1700 kc; and WXVV Jeffersonville, Ind. (Louisville, Ky.), with 1 kw day, 250 w night on 1450 kc.

WXVV will have a nighttime only affiliation with MBS until June 1, when it becomes fulltime after WTMT Louisville, a daytimer, drops its connection with Mutual.

'Whale of a year' for CBS Radio sales

A CBS Radio year-end report issued last week by Arthur Hull Hayes, president of the network, said sales volume picked up 50% over its 1962 level and went on to predict further advances for the coming year.

The financial picture was contained in the network's annual letter to affiliates. The letter included news that "sales for the first quarter of this year are already 9% ahead of the same three months in 1963."

Mr. Hayes noted unusually high interest in network affiliation during 1963 and remarked on "a much stronger line-up of stations than we had a year ago."

In his letter Mr. Hayes made particular mention of the possibility that dramatic programing might return to network radio. In this connection he said: "We're weighing the many imponderables in terms of audience appeal and of economics. Our own knowledge does not suggest an immediate move in this direction; it appears that listeners primarily want news, information, informal entertainment, and music." He stated, however, that the idea of radio drama is "under serious consideration." He also indicated that a revival of comedy shows of the past is a distinct possibility.

Turning to the problem of research, Mr. Hayes said CBS Radio would give strong support to programs of the Radio Advertising Bureau, National Association of Broadcasters, Advertising Research Foundation and the Broadcast Rating Council, directed at improvement of quantitative audience measurement.

Mr. Hayes said the network had offered listeners 146 special programs in 1963. He characterized the fiscal period as "a whale of a year."

Changing hands

ANNOUNCED  •  The following sales of station interests were reported last week subject to FCC approval:

• KSAN San Francisco: Sold by Norwood J. Patterson and family to Les Malloy and Del Courtney for $700,000. Mr. Malloy is 50% owner of KLO Portland, Ore., and formerly owned and operated radio stations in both Los Angeles and San Francisco. Mr. Courtney is a nationally known band leader and recording star. KSAN, founded in 1939, operates full time on 1450 kc with 1 kw daytime and 250 w nighttime. Broker: Hamilton-Lands & Associates.

• KLOO Corvallis, Ore.: Sold by Mr. and Mrs. William C. Hurley to Mr. and Mrs. Robert Houglum for $76,875. Mr. Houglum is program director of KUGN Eugene, Ore. KLOO operates fulltime on 1340 kc with 250 w. Broker: Hamilton-Lands & Associates.

APPROVED  •  The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 91).

• KTVQ(RV) Kirksville, Mo.-Ottumwa, Iowa: Sold by James J. Conroy and Raymond E. Russell to Appleton (Wis.) Post-Crescent for $1,225,000. Appleton newspaper already owns WEAU-TV Eau Clair and WAAW Chippewa Falls, both Wisconsin. Ktvq sale was conditioned on Roger C. Minahan, 64% stockholder of the newspaper, divesting himself of his office and directorship in the Polaris Corp., a broadcast group.
owner. Mr. Minahan, who has already resigned his positions with the Polaris Corp., also holds less than 1% of Polaris stock. Lloyd William King continues as station manager of KTVO and there will be no personnel changes. KTVO began operating in 1956 on channel 3; its principal office is in Ottumwa and has studios there and in Lancaster, Mo.

* WHIN Portsmouth, Va.: Sold by John M. Abbit Jr. and Luther W. White, trustees, to Speidel Broadcasting Inc. of Virginia for $190,000 (if station is silent, $165,000). Speidel stations are WOIC Columbia, WPAL Charleston, WYNN Florence, all South Carolina; WSOK Savannah, Ga., and WKEF-FM Kettering, Ohio. WHIN operates on 1400 kc with 1 kw day and 250 w night.

* KLBR-AM-TV Lubbock, Tex.: FCC reconsidered and set aside Dec. 31, 1963, action which granted transfer of control from Sidney A. Grayson et al to Theodore Shanbaum, Dr. Ellis Carp and Lee Optical Co., trust (BROADCASTING, Jan. 6).

Community Antenna Systems

Lampasas, Tex.: Sold by Frontier Theatres Inc. to Vumore Co. of Oklahoma City (RKO General subsidiary) for $83,000. Connections: 100. RKO General, group broadcast owner, holds majority interest in H&B American, Beverly Hills, Calif., owner of systems with nearly 80,000 connections. Vumore CATV properties have more than 20,000. Broker: Daniels & Associates.

Only the name is changed

The LBJ Co., the licensee of KTBC-AM-FM-TV Austin, Tex., owned by Mrs. Claudia T. Johnson and her two daughters, last week received an FCC authorization to change its corporate name to Texas Broadcasting Corp.

The interest of Mrs. Johnson and daughters are now in trusteeship (BROADCASTING, Dec. 6, 1963). The newly named Texas Broadcasting also owns 29% of KWTX Broadcasting Co., licensee of KWTX-AM-TV Waco, which in turn owns 50% of KBTX(AM) Bryan, 80% of KNAL Victoria, both Texas, and 80% of KVIF(TV) Ardmore, Okla.

Media reports...

Headquarters change * The Missouri Broadcasters Association has moved its headquarters office from St. Louis to the state capital, Jefferson City, it was announced last week by MBA president Harold Douglas, KMMO Marshall. The new MBA executive secretary is Wendell Locke, head of his own public relations firm there, Mr. Douglas said. Next major project of the MBA is participation in Journalism Week starting May 6 at the University of Missouri, preceded by the MBA spring meeting in Columbia on May 5. New MBA address: 121 East High Street, Jefferson City.

Kaytor exhibition * A memorial exhibition of the works of Albert J. Kaytor, former graphic artist and designer at CBS, will be held this month at the Art Gallery of Pratt Institute, Brooklyn, N. Y. Included in the exhibit will be examples of Mr. Kaytor’s work in photography, film graphics, film animation and typography.

Horse report * WCBS-TV New York last week released results of a public opinion survey indicating that three out of four New Yorkers favor a trial for off-track betting. The survey was commissioned by the station and carried out by International Research Associates Inc. under the supervision of Dr. Gary A. Steiner of the University of Chicago. In announcing the survey, Norman E. Walt Jr., vice president, CBS Television Stations, said WCBS-TV is taking no official stand on the betting issue.

New satellite * CBS-TV last week announced that KTVS(TV) Sterling, Colo. has joined the network as a satellite station of KFBC-TV, a CBS affiliate in Cheyenne, Wyo. KTVS is owned and operated by the Frontier Broadcasting Co., Cheyenne.

Metromedia’s Kluge is a ‘foster parent’

John W. Kluge, president and chairman of the board of Metromedia Inc., last week became an unusual sort of a “foster parent.” It came about with the birth of a rare white tiger at the National Zoo in Washington where the zoo directors watched the event on closed circuit TV. They feared that viewing in person would disturb the mother, herself a white tigress. Two kittens of less distinction were also born at the zoo.

The closed-circuit facilities were provided by WRIG(TV) Washington, a Metromedia station, which filmed the proceedings for a special program Sunday (Jan. 12). Mohini, the mother, was presented to the zoo three years ago by Mr. Kluge.

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Commission pondering Clarksburg TV sale

JOINT OWNERSHIP OF CATV AND LOCAL TV QUESTIONED

The FCC heard oral arguments last week in a case that could become a benchmark in the history of the commission's dealings with community antenna TV systems.

At issue is whether the FCC should permit common ownership of a CATV system and the only viable television station in its community—and if so, under what circumstances.

The case involves the proposed sale of WBOY-AM-TV Clarksburg, W. Va., from Rust Craft Broadcasting Co. to Northern West Virginia Television Broadcasting Co., for $950,000. The proposed purchaser is a subsidiary of Fortnightly Corp., which also owns CATV systems in Clarksburg and nearby Fairmont, W. Va.

The commission has permitted CATV systems in Yuma, Ariz., and Helena, Mont., to purchase the TV stations in those communities. The commission's rationale was that the stations were failing and the areas were in danger of losing their television service

—although Commissioner Kenneth A. Cox last week said figures indicate the stations showed a profit in their last year of independent operation.

Rust Craft and Fortnightly have had a number of legal battles over the years as a result of the conflict between their operations in Clarksburg. Several issues are still in court. But the proposed sale would terminate the cases.

The commission reportedly wrestled with the question of whether to approve the WBOY-TV sale for some time before deciding to hold oral arguments and attempt to make a policy determination.

*Key Question* In ordering the argument, the commission said it wanted to examine the question of whether the common owner of a CATV system and a broadcast station, both of which compete for audience, "can be expected to be as zealous" in promoting both properties. The commission noted that the station's profits depend on advertising, while the CATV system's revenues "come in the more direct and regular form" of subscriber payments.

The commission's Broadcast Bureau opposed the proposed sale. Robert Rawson, the head of the bureau's renewal and transfer division, said "a hopeless conflict of interest" would be created if the sale were approved.

He said the commission should institute a rulemaking proceeding to deal with the question of common ownership on a national basis.

Attorney E. Stratford Smith, representing Northern West Virginia, said it would be in the self-interest of the common owner to promote the television station as zealously as possible. Fortnightly, he said, wouldn't invest close to $1 million in a property it intended to let deteriorate.

*Former Foe* Support for the sale came also from Rust Craft, as well as WJFB-AM-WV Weston, W. Va. WJFB-TV had originally protested the sale on the ground that it would give WBOY-TV a competitive edge in the Clarksburg-Weston-Fairmont area since Fortnightly intended to carry WBOY-TV's signals on its CATV systems in Clarksburg and Fairmont. However, WJFB-TV withdrew its opposition after Fortnightly agreed

NCTA board discusses legislation, new president, ETV

Members of the board of the National Community Television Association Inc. discussed legislation, recruiting a new president and educational television during a meeting in Washington, Monday (Jan. 6).

The board will convene again Feb. 17-19 in Dallas where the NCTA also will conduct its annual legal seminar Feb. 19-21.

The NCTA's executive committee is composed of, seated (l-r): R. L. Stoner, treasurer, La Granada, Ore.; Fred J. Stevenson, national chairman, Rogers, Ark.; Archer Taylor, national vice-chairman, Kalispell, Mont., and Jack R. Crosby, secretary, Del Rio, Tex.

Standing (l-r) are the directors: Carl Williams, Denver; Benjamin J. Conroy Jr., Uvalde, Tex.; Ralph L. Weir, Junction City, Kan.; Martin F. Malarkey Jr., Wilmington, N.C.; Irving B. Kahn, New York; Franklin R. Valentine Jr., Dallas; Sidney E. Young, Rutland, Vt.; Bruce Merrill, Phoenix; Douglas B. Danzer, Naples, Fla.; J. Leonard Reinsch (Cox stations), Atlanta; Frank P. Thompson, Rochester, Minn.; Robert J. Tarlton, Lansford, Pa.; Glenn H. Flinn, past national chairman, Tyler, Tex.; John Walsonovich, Mahanoy City, Pa.

Attending the meeting but not shown: F. Gordon Fuqua, Bluefield, W. Va.; Harry Harkins, Webster Springs, W. Va., and Robert Regan, Mankato, Minn. Board members not attending: George J. Barco, Meadville, Pa.; Virgil G. Evans, Alexandria, La., and Charles W. Fribley Jr., Corning, N.Y.
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For 30 years one principle has guided us in meeting our responsibility to provide you with equipment of the highest performance standards. That principle is *integrity*.

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to carry that station on the two systems.

Mr. Rawson said the question of competition is of prime importance. The CATV system, he said, "is interested in hooking up as many homes possible."

As a result, he said, Fortnightly wouldn't be expected to improve the operations of its television station to the point where its ability to secure and retain subscribers for its CATV system would be impaired.

He recalled that the commission in 1959, in studying the question of CATV's impact on television broadcasting, had considered whether CATV's should be made subject to the commission's multiple ownership rule. "Based on experience since 1959, we feel there is a hopeless conflict of interest [in common ownership of a CATV system and television station] and should not be allowed."

Northern West Virginia has volunteered to accept a number of unusual conditions if the sale is approved. It has offered to take a one-year license and submit periodic reports to the commission to permit a close surveillance of its operation of the station.

Close Look * Mr. Rawson, however, said these conditions "would have the commission looking over the station's shoulder, looking at its programming."

He said the commission wouldn't want to get involved in scrutinizing the station's operations that closely.

Mr. Smith said there is nothing that would "per se justify" the commission prohibiting, as a matter of policy, common ownership of a CATV system and a TV station. He noted that CATV's don't originate programs or compete with television stations for advertising.

Consequently, he said, the common ownership of a CATV system and television station in the same community is not analogous to owning two or more TV stations in the same area.

Economic Interest = "But," asked Commissioner Lee Loevinger, "isn't economic interest a factor to be considered." He noted that Congress is opposed to monopolistic practices.

Mr. Smith replied that although CATV systems provide the public with a wider choice of channels, "no economic conflict is involved—CATV systems and stations are not in competition, as such."

Mr. Smith also said the question of whether WBOY-TV is viable should not be relevant. A policy that would permit CATV systems to own money-losing stations but not profitable ones, he said, "could not be within the contemplation of the commission."

He said under such a policy a CATV operator who takes over the only local station, which is losing money, and turns it into a profitable operation would become ineligible to hold the license. Such a policy, he said, would penalize aggressive promotion of the station.

Rust Craft has a number of other broadcast interests. It owns WSTV-AM-FM-TV Steubenville, Ohio; WRCB-TV Chattanooga, and WWOL-AM-FM Buffalo. It has 40% interest in WVUE-TV New Orleans; and through its parent, Rust Craft Greeting Cards, has interests in WFTT-AM-FM Pittsburgh; WSUL Tampa, Fla., and WRDW-TV Augusta, Ga.

Broadcasters oppose daylight time extension

The New York state joint legislative committee on motor vehicles and traffic safety last week released an annual report noting strong opposition from several broadcasters to a proposal to extend daylight saving time to nine months in New York, Massachusetts and Connecticut. The opposition from "daylight-only radio stations and radio-television networks" was cited as a major obstacle to the bill, which was filed last week in the New York State Legislature by State Senator Edward J. Speno (Broadcasting, Dec. 16, 1963).

One of the recent attacks on the proposal came last week from Paul Godofsky, chairman of a New York State Broadcasters Association subcommittee Mr. Godofsky, who is also president of WHIT Hempstead, N. Y., charged that passage of the bill would mean that school children and commuters "would be on their way to their destinations in the hazardous pitch dark of winter mornings." Many daytime stations contend the daylight saving extension would decrease their morning newscasts.

Kraushaar withdraws from channel 5 case

The Boston channel 5 comparative hearing received a new hearing examiner last week when David I. Kraushaar voluntarily withdrew.

Herbert Sharfman was named by Chief Hearing Examiner James D. Cunningham to conduct the hearing which involves WHDH-TV Boston, on license renewal, and three applicants for the same facility.

Mr. Kraushaar took the action after WHDH- TV moved that he disqualify himself because he had, as a member of the FCC's Broadcast Bureau staff in 1957, filed an interlocutory pleading in the original Boston channel 5 case (Broadcasting, Jan. 6).

At the present time, the commission has been ordered by the U. S. Court of Appeals to show cause why the four-month license granted WHDH-TV last
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KATU's new tower and antenna rises 1,550 feet above average terrain atop Portland’s West Hills in the heart of Oregon’s metropolitan core.

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KATU's “towerful” new picture is brighter, sharper, more shadow-free throughout its coverage area than ever before. This new, better view means stronger sell to almost 1,300,000 viewers in KATU's coverage area.

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NEW AND BETTER PROGRAMMING
Coming soon...the second phase of KATU’s new view...ABC Network Programming. On March 1st, KATU proudly joins “The New ABC” Network for greater depth in entertainment, news and sports.

* pant'o-scop'ic View all; having a wide field of view.
year shouldn't be voided so that the comparative hearing for channel 5 could be held with all applicants equal. Re-plies to the court's suggestion are due today (Jan. 13). The court also has been asked by WHDH-TV to remand the case to the FCC because of the death of Robert B. Choate, president of WHDH Inc., licensee of the TV station (BROADCASTING, Dec. 30, 1963).

Court upholds FCC on UHF translator grant

A federal court in Washington last week upheld the FCC on a technical legal point.

Three judges of the U. S. Court of Appeals for the District of Columbia agreed with the FCC in dismissing a petition for reconsideration of a grant of a UHF translator on the ground the protestant had not filed a pre-grant objection and that the plea did not warrant setting aside the grant.

Springfield Television Broadcasting Corp. had asked for reconsideration against the grant by the commission of a UHF translator in Athol, Mass., to Millers River Translators Inc. Springfield Television (which operates WRLP [tv] Greenfield, Mass., among other stations in New England) claimed that the Millers River translator was going to be used to pick up WHDH-TV Boston which is an NBC affiliate. WRLP in Greenfield, about 20 miles away from Athol is also an NBC affiliate. Springfield claimed NBC policy is to approve use of its programs by translators from only the nearest affiliate.

Millers River also received approval for two other UHF translators to pick up the signals of CBS and ABC affiliated stations. These were not involved in the litigation.

CBS Foundation offers eight news fellowships

Applications are being invited for eight CBS Foundation news fellowships offered at Columbia University for the academic year 1964-65, according to Ralph F. Collin, president of the foundation. The closing date for applications is Feb. 19, with winners to be announced in April.

Eligible are news and public affairs staff employees of CBS News, CBS owned radio and television stations, independent stations affiliated with CBS Radio and CBS-TV, noncommercial educational stations and teachers of courses in news and public affairs techniques at universities and colleges. Fellowship grants average approximately $8,000 apiece to cover university costs and living and other necessary expenses.

The selecting committee for the 1964-65 fellowships will be: public members—Mark Ethridge, vice president and editor, Newsday; Alfred A. Knopf, chairman of the board, Alfred A. Knopf Inc. and Sol Taishoff, president, Broadcasting Publications Inc.; Columbia University members—Dr. Lawrence H. Chamberlain, vice president of the university and Dr. Ralph S. Halford, dean of graduate faculties; CBS foundation members—Richard S. Salant, president, CBS News, and Blair Clark, vice president and general manager, CBS News.

FCC allocation plan on AMST board agenda

A computer study of the FCC's proposed new table of allocations for UHF is being used by the Association of Maximum Service Telecasters in preparing comments on the rulemaking. The AMST board of directors will meet in Hollywood, Fla., Friday (Jan. 17) to go over the results of the computer evaluation of the FCC plan to add 411 UHF channels (BROADCASTING, Oct. 28, 1963) and to plan its own comments.

AMST also is applying the computer to a new allocations plan proposed by the National Association of Educational Broadcasters, which itself used a computer in an attempt to convince the FCC to assign more channels to ETV, NAEB said it would need 1,200 assignments in the next decade (BROADCASTING, Nov. 11).

The AMST computer has been at work since shortly after the FCC rulemaking was announced.

At the Florida meeting, the board also will take a postion on the request of the Midwest Program on Airborne TV Instruction Inc. for the permanent allocation of six UHF channels to its use and Federal Aviation Agency proposals on antenna farms and restricted tower heights.

Jack Harris, KPRC-TV Houston, is president of AMST.

Broadcasters dine with LBJ, business leaders

Executives of some of the top broadcast groups were among those members of the Business Advisory Council having dinner with President Johnson last Tuesday (Jan. 7).

The President also had lunch the same day with major labor leaders, among whom were several representing unions having jurisdiction in the broadcast field.

Representing broadcast interests in the Business Advisory Council were: Fred Bohen, Meredith Publishing Co. (Meredith Stations); John Cowles, Minneapolis Star & Tribune (which owns 47% of WCCO-AM-TV Minneapolis-St. Paul, and 80% of KTNV-TV Hutchinson-Wichita, Kan.); Edgar F. Kaiser, Kaiser Industries Corp. (Kaiser stations), and Frank Stanton, CBS Inc.

Labor officials representing broadcast or film unions at the luncheon were: Joseph A. Beirne, Communication Workers of America; Joseph D. Keenan, International Brotherhood of Electrical Workers; Herman O. Kenin, American Federation of Musicians; Richard F. Walsh, International Alliance of Theatrical Stage Employees of Moving Picture Operators and James B. Carey, International Union of Electrical Workers.

Ottumwa citizens reject another CATV proposal

CATV proposals just don't seem to be doing well in Ottumwa, Iowa, these days, but an optimist might say things are getting better.

Ottumwa citizens voted by a 7 to 1 margin Wednesday (Jan. 8) against an Iowa Cable Television Co. proposal to establish a community antenna system.

That was an improvement over the last Ottumwa referendum on CATV which rejected a Jerrold Electronics proposal by 10 to 1 Jan. 17, 1961.

Wednesday's referendum was the second of five CATV proposals to be put to Ottumwa voters. Ottumwa Cable TV Co. is up next on Feb. 18. Still to come, but not yet scheduled are Cable TV Inc., Able Cable and KTVO(TV), which put in its own CATV bid as a protection measure.

Broadcasters join in tribute to library

Broadcasters joined their colleagues in the motion picture and recording fields Thursday (Jan. 9) in honoring the Library of Congress on the 70th anniversary of the first motion picture copyright.

Governor LeRoy Collins, president of the National Association of Broadcasters, noted that "in a very large sense we in radio and television are recording for history, and much of what we put on tape and film and disks will ultimately pass into the archives of this great library."

The Hollywood Museum, sponsored by the NAB with recording and motion picture associations, was host for the luncheon tribute in Washington. Sol Lesser, who arranged the anniversary program, heads the museum which will serve as a "repository for the history of our own industries," Governor Collins said.

The first copyright motion picture—it recorded a sneeze—was received for copyright Jan. 9, 1894.
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BASKETBALL ON TV THURSDAY NIGHTS

NBA pro games on 23 stations, mostly independents

Professional basketball is making a comeback on home television screens.

Twenty-three major television stations across the country are carrying National Basketball Association games on a live basis every Thursday night until the end of the season. This is in marked contrast to last season when stations in three NBA cities, Los Angeles, St. Louis and Cincinnati, occasionally carried a game. Network telecasts were carried during the 1961-62 season. Interest mounted again this season in Baltimore and Philadelphia which gained franchises in the NBA, and a network was formed to begin carrying games on a regular basis beginning Jan. 2.

Most of the stations are independents and occasionally they will omit a game from the schedule because of prior commitments. But WTTG-TV Washington signed up for the games last week and NBA President J. Walter Kennedy said he believed the number of stations in the network will be increased "substantially," particularly for the playoffs which begin in mid-March.

Mr. Kennedy said no regional or national sponsorship has yet been obtained, but added that individual stations apparently have completely sold out the games to local sponsors.

While the possibility of a contract with one of the major networks for the remainder of this season is "remote," Mr. Kennedy held out hope for such an agreement for next season, although there have been "no negotiations as yet."

It's understood that stations carrying NBA basketball games in addition to WTTG, include, WOR-TV New York; KHLJ-TV Los Angeles, WFL-TV Philadelphia and KPLR-TV St. Louis.

Supreme Court hears Birmingham libel case

An echo of the bitter integration demonstrations of three years ago was heard in the U.S. Supreme Court last week in a case which has significance for TV and radio.

The court heard oral argument on an appeal by the New York Times against a $500,000 judgment for libel won by a Montgomery, Ala., city commissioner. The judgment in favor of City Commissioner L. B. Sullivan was upheld by Alabama courts, for criticisms of city officials in handling race demonstrations expressed in a paid advertisement run in the Times in 1960. Mr. Sullivan was in charge of police activities then. The advertisement had been paid for by a Committee to Defend Martin Luther King. Although it did not mention Mr. Sullivan by name, he sued on the ground that he was the target of the criticisms and that there were errors of fact in the advertisement.

Attorney Herbert Wechsler for the Times agreed that there were factual errors in the ad, but argued that Mr. Sullivan had no basis for claiming personal injury. He also claimed that the $500,000 award was excessive. Public officials cannot, he contended, sue for libel over statements about their official conduct.

M. Roland Nachman, attorney for Mr. Sullivan, argued that the statement critical of Montgomery police pointed directly to Mr. Sullivan. He disputed the argument that criticism of city officials is immune to libel laws under the First Amendment, made by Mr. Wechsler. Also appealing are three Negro ministers whose names were listed in the advertisement as supporting the charges.

Both the Times and CBS have been sued by Birmingham officials, the former on a series of articles and the latter for the CBS Reports "Who Speaks for Birmingham?" Suits total $3 million against the Times, and $1.7 million against CBS.

Study shows moppets aided by TV programs

A study of children's TV viewing habits made in Chicago indicates that more than 50% of elementary school children are aided in their school work by television programming.

A survey of 200 such children by Dr. Paul Witt of Northwestern University singles out Discovery '63 (ABC-TV) as the "most helpful" program cited by children of elementary grades.

The report, originally printed in Elementary English, the publication of the National Council of Teachers of English, has been reprinted and distributed by the Television Information Office.

Among other data in the report is the finding that more than 50% of the children questioned read books associated with TV programs they watch.

In the entertainment program category children in grades four through six ranked the following ten shows as their favorites in 1963 in this order: Beverly Hillbillies (CBS), The Lucy Show (CBS), Dick Van Dyke Show (CBS), Combat (ABC), Family Classics

Car 54' rolls down syndication highway

George A. Graham Jr., chairman of the boards of NBC Films Inc. and NBC International Inc. (1), talks over agreement for syndication by his firms of Car 54, Where Are You? series. Originally shown on NBC-TV, the 60 half-hour programs were produced by Eupolis Productions Inc. With Graham are Howard Epstein, president of Eupolis (c) and Morris Rittenberg, president of NBC Films. The comedy series has already been purchased by WABC-TV New York.

68
TV news chiefs to urge LBJ pool

When the TV network news chiefs visit the White House again this week, they are prepared to recommend coverage of President Johnson's news conferences on a pool basis, similar to the procedures that were in effect at President Kennedy's conferences. The only trouble is that President Johnson hasn't held that kind of a news conference; he's more inclined to call in White House reporters without advance notice.

Although President Johnson has said he would have televised news conferences from time to time, the proposals to be brought to Washington by the networks are expected to play a major part in deciding on the format.

The meeting this week (the date had not been set as of Jan. 9) will be the second that the President and news secretary Pierre Salinger will have had with network officials. The President had representatives of all three TV networks to lunch successively last month (Broadcasting, Dec. 23, 1963).

In addition to the televising of news conferences, a second Conversation with the President, where the President is interviewed by three newsmen from the networks, may also be discussed. President Kennedy held the first such Conversation in December 1962 and had planned a second.

Discussions in New York have been among these network executives:

ABC, James C. Haggerty, American Broadcasting-Paramount Theaters vice president; Elmer W. Lower, president, ABC News; Frank Marx, president, ABC Engineering.

CBS, Frank Stanton, president, Richard S. Salant, president, CBS News; Edward L. Saxe, vice president, operations, CBS Television Network.

NBC, Robert E. Kintner, president; Charles W. McAndrew, executive vice president, NBC News; William Trevathan, vice president, operations, NBC Television Network.

ABC Radio gets rights for Liston-Clay fight

ABC Radio has gained the exclusive radio rights in the U. S. and Canada for the Sonny Liston-Cassius Clay heavyweight championship fight, Tuesday, Feb. 25 (10:05 p.m. to conclusion), the sixth consecutive heavyweight title bout ABC has carried.

Terms of the contract between ABC Radio and Intercontinental Promotions Inc., which is promoting the fight, were not announced. The network also said it has not tried to find sponsors for the event, but does not anticipate any difficulty as its previous broadcasts were practically sold out.

Howard Coswell, ABC Radio sports director, will provide the color commentary during the bout. A decision has not yet been made concerning who will describe the fight itself.

Networks giving library film of JFK coverage

The Library of Congress, seeking an audio-visual record of news coverage of the events surrounding the assassination of President Kennedy, will be given NBC's entire coverage—all 71 hours and 36 minutes of it.

ABC, CBS and Mutual are providing segments, too, but how much was unknown last week.

The networks said they would absorb all costs of preparing their contributions.

L. Quincy Mumford, librarian of

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is proud to announce
the opening of its Nashville office
located at 806 16th Avenue, So.,
under the direction of
Mr. Roy Drusky

you are cordially invited
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Congress, wrote the networks on Dec. 4, explaining that “the tragic events of Nov. 22, 1963, and the succeeding days will always be etched in the minds of the American people. We feel, therefore, that it is our special duty to gather and preserve a visual record of these events.”

The television networks face considerable expense in converting their material to film since much of it is on video tape. The cost to NBC alone was expected to exceed $50,000. The network will restrict its work to television only.

ABC Radio already had given the library a two-record condensation of its radio coverage.

Program notes . . .

Foy play • The pilot program for a possible series next year will be telecast Friday, Jan. 24, 8:30-9:30 p.m., on NBC-TV when Bob Hope Presents the Chrysler Theater airs “The Seven Little Foyes.” The TV version of the story of the famous vaudeville family is based on a 1955 motion picture that starred Bob Hope. Eddie Foy Jr. will star in the TV play, with Mickey Rooney appearing as a special guest in the role of the late George M. Cohan. Bob Hope Enterprises would produce the proposed series next season.

Bullfight fight • The proposal of wcru (tv) Chicago to air bullfight tapes from Mexico City when the new UHF channel station gets on the air soon is generating controversy—much to the delight of wcru. The National Anti-vivisection Society has protested to FCC Chairman E. William Henry and plans possible legal action. John Weigel, wcru president, said he chose the bullfights because they are controversial. The station hopes to air a test pattern this week or next.

Noisy program • The sounds of nuclear reactors, atom smashers and other mod ern gear are featured in a new 13-week quarter-hour radio series offered to stations by the Argonne National Laboratory, Argonne, Ill. Titled Sounds of Science, the series features producer-host Ed Ronne in interviews at the research center.

Primary debate • WDSU-AM-TV New Orleans last week originated a debate between two Louisiana gubernatorial candidates, John McKeithen and DeLesseps S. Morrison, which was fed to a state network of four other TV stations and seven radio outlets. The one-and-three-quarters hour program features questioning by a panel of newsmen and government experts. The two hopefuls in the Democratic primary, held Saturday (Jan. 11), were the last of the 10 candidates who were presented on WDSU-TV.

Houston branch • Branch offices for producing live, taped and film shows have been opened by G. Prentice Baker Productions, Conroe, Tex. The new facilities are at 6207 Sherwood, Houston.

Back at Sherwood Forest • Next entry for The NBC Children’s Theatre will be a new dramatic version of the story of Robin Hood, in color Saturday, Feb. 15 (noon-1 p.m.). It will replace in the time spot “PeteY and the Pogo Stick,” which NBC-TV has in turn shifted to Sunday, April 12 (6-7 p.m.). For “Robin Hood,” executive producer is George A. Heinemann, producer-director is Frank Pacelli and script is by Richard Kintner and Kay Rockefeller.

The First Lady • The nation’s first lady, Mrs. Lyndon B. Johnson, granted her first extensive television interview since her husband assumed the Presidency when she appeared on NBC-TV’s Sunday program yesterday. In addition to the interview, the program also showed films of some of Mrs. Johnson’s activities during the past week.

Television Affiliates Corp. • Thirty-three television stations have renewed their membership in Television Affiliates Corp., Robert Welserg, TAC vice president, announced last week. Sixty-five stations belong to TAC, which serves as a clearing-house for the distribution to members of documentary-public affairs shows and special news, weather and editorial programs produced by stations.

News specials on Cuba • NBC-TV has rescheduled two NBC White Paper programs dealing with Cuba. “Cuba: Bay of Pigs” will be telecast Feb. 4 (10-11 p.m. EST) instead of Jan. 26, and “Cuba: The Missile Crisis” will be presented Feb. 9 (10-11 p.m. EST) instead of Feb. 4 as originally scheduled. The Xerox Corp., through Papert, Koenig, Lois, New York, has purchased sponsorship of “Cuba: The Missile Crisis.”

Programs wanted • Alan Sands Producers, recorded radio program distributors, is in the process of expanding its catalogue. Individuals possessing completed series of one- and five-min ute programs are asked to contact: Sands Productions, 565 Fifth Avenue, New York.

More ‘stars’ • An order from NBC-TV for another five half-hour specials raises to 31 the number of Hollywood and the Stars programs that WolperProductions will produce for the network this season. Mel Stuart, who produced-directed “The Making of a President, 1960,” will produce and direct two of the five Hollywood programs, with Nicolas Noxon, Alan Ramus and Irwin Rosten producing one apiece.

New TV talent • The pilot for New Faces, half-hour comedy-variety show which George Schlatter Productions is preparing for ABC-TV goes into production this week in New York, with Bobby Morse, star of the Broadway musical, “How To Succeed in Business Without Really Trying,” as host. Segments will be recorded in Greenwich Village, Juilliard School of Music, the Playboy Club and the Winter Garden, featuring professional talent new to TV.

How Ben Casey got that way • A series of three half-hour programs covering medical doctors’ years in school, internship, residency and early experiences as practitioners will be presented next year on the National Educational Television Network. The documentaries will be supported by a grant from the Merck Sharp & Dohme pharmaceutical company. The Making of a Doctor is designed to give viewers a better knowl-
edge of the country's medical institutions as well as encourage young people to pursue medical careers. Lee R. Bobker will produce the series.

Drama pilot * A two-part drama, "The Arena," to be broadcast as the Feb. 25 and March 3 episodes of The Richard Boone Show (NBC-TV, Tuesday, 9-10 p.m.), is the first pilot spin-off of this anthology series. Lloyd Bochner is headlined in the pilot, written by Harry Julian Fink, and will carry a leading role in the one-hour series. Richard Boone directed the two-part program in which he also played a minor role and Buck Houghton produced the show at MGM-TV for Goodson-Todman.

After 'Hercules' * Embassy Pictures Corp., which recently disclosed plans to enter the TV production field with a Hercules series for 1965-66 (At DEADLINE, Jan. 6), reported last week that it is blueprinting two additional TV series. One will be based on Casanova, the legendary lover, and the other on D'Artagnan, one of the heroes of the drama, "The Three Musketeers," by Alexandre Dumas.

A NEW FAIRNESS CASE
This time it's funeral directors vs. Dr. Kildare

Does the FCC's fairness doctrine apply to dramatic programs?

The commission, which sidestepped this question last month in disposing of a complaint against a CBS-TV program (BROADCASTING, Jan. 6), is faced with it again, in a petition filed by the Los Angeles County Funeral Directors Association.

And this time the question has been posed in a manner that gives the commission less room to maneuver.

The association's complaint was against a Dr. Kildare episode on NBC-TV, "The Explorers," on Oct. 31. The association said the program damaged its members' professional reputations, and it wants equal time on the network to present a "contrasting view."

The program dealt with the problems of a nurse who was high pressured by a mortician into spending more than she could afford on her husband's funeral.

The association said the program portrayed funeral directors as "ruthless, cunning, greedy, cut-throat, fraudulent, vulturous, deceitful, overbearing hucksters of grief."

Such a portrayal, the association added, is "false, slanderous, libelous and defamatory."

No Comment Yet * NBC officials are aware of the association's feelings about the program. But a network spokesman said there would be no comment on the complaint until commission officials had an opportunity to study it.

Commission officials could not recall a previous instance in which a demand for equal time was made in connection with a dramatic program.

The question of whether the fairness doctrine applies to drama was previously raised in connection with a complaint about the CBS-TV program "Smash-up," which was an episode in the Armstrong Circle Theater series.

The National Association of Claimants Counsel said the program, which dealt with fraudulent auto injury suits, prejudiced juries against claimants.

But that association didn't ask for equal time. It simply asked that the commission keep such programs off the air. It was CBS-TV, in commenting on the complaint, that raised the fairness doctrine issue, saying the doctrine does not apply to dramatic programs.

L to r: NBC's Huntley, CBS's Cronkite, ABC's Cochran
not apply to dramatic programs.

A majority of the commissioners would not accept that argument. They feel that drama could be—and has been—used as a vehicle for propaganda. There was also the feeling that the doctrine should be applied only in extreme cases.

Some Opposed = Other commissioners, however, said the doctrine should never be applied to dramatic shows. And all said they loathe to issue a statement that might have the effect of inhibiting producers from dealing in controversy.

As a result of these conflicting views—and since the claimant attorneys themselves never raised the issue—the commission abandoned its effort to draft a policy statement. It rejected the attorneys' complaint, saying there was no evidence insurance companies had instigated the program and declaring that the commission has no authority to censor shows. And, in a letter to CBS-TV, the commission said merely that its decision doesn't imply acceptance of the network's position.

However, some commission officials expressed the view that it wouldn't be as easy to avoid discussing the issue in disposing of the funeral directors' complaint.

Their petition said NBC and its Los Angeles outlet, KNBC-TV, rejected two requests by the association for time to respond to "The Exploitsers."

Therefore, it added, the commission should "order" the network and its affiliates to make time available.

The petition also asked that a hearing on the complaint be held in Los Angeles and that NBC be ordered to make a transcript and film of "The Exploitsers" available to the association.

The petition noted that the ethical standards of funeral directors and the costs of funerals have developed into an issue of national interest. It cited numerous books, magazine articles, newspaper stories and radio and television programs that have been devoted to these subjects during the past few years.

**PEPPER STUDIOS ACQUIRES MARS**

Transaction adds third force to production company

In a purchase exceeding $500,000, Pepper Sound Studios, Memphis, has acquired Mars Broadcasting Co., from the Winston-Salem Broadcasting Co., Winston-Salem, N.C.

Mars, a radio program and feature producer, will maintain its production facilities in Stamford, Conn., but the sales and administrative units will be centered in Memphis.

Bob Whitney, executive producer and programing consultant for Mars will continue in charge of the firm as executive vice president.

William B. Tanner, president of Pepper, also becomes president of Mars. Wilson Northcross, vice president for sales development of the firms, will be primarily concerned with Mars's "Demand Radio," a customized program service.

The Mars acquisition brings a third sales group to Pepper—one force will continue to work directly with radio stations in attracting new advertisers on long-term contracts; a second will service library and station identification material, and the third will represent Mars.

Mars has produced and syndicated the Dick Clark Show, Fun Test, Star Test and Promotion of the Month in the U.S., Canada and Australia.

Pepper produces library services, station identification series and commercials.

As part of the agreement, Winston-Salem, which owns WTOB Winston-Salem; WCN Birmingham, Ala.; KTTV Houston and 55% of WGHP-TV High Point, N.C., signed to continue to use the services of both Mars and Pepper. The stations had purchased program features from Mars and jingles from Pepper.

**Washington news bureau opened by WGN Inc.**

Another major station interest, WON Inc., will open a Washington news bureau this week (CLOSED CIRCUIT, Sept. 23, 1963). WON Inc. is licensee of WRW-AM-TV Chicago and parent firm of KIDL-AM-TV Duluth-Superior, Minn.

The bureau will serve both outlets.

Ward L. Quaal, executive vice president and general manager of WON Inc., said the news bureau will open Wednesday (Jan. 15) and will have a staff of four to cover Capitol Hill and general Washington news. Bureau chief will be Robert Foster, who has directed WON's bureau in the Illinois capital at Springfield. He will be assisted by Bert R. Martin, WON-TV newscell cameraman.

Among other station groups, besides networks, which maintain their own news bureaus in Washington are Westminster, Time-Life, Metropolitan, Storage and Triangle Stations. The WON Inc. bureau will be located at 1737 DeSales Street, N.W.

Make-good for Nashville

When the Isaac Litton High School band of Nashville, which had traveled all the way to California to take part in the New Year's day Rose Parade, failed to appear on the parade coverage of CBS-TV, friends and relatives of the young band members were annoyed and WLAC-TV Nashville, outlet of CBS-TV, was embarrassed. But KTTV(TV) Los Angeles relieved the Nashville tension by supplying to WLAC-TV the portion of the parade telecast not covered by CBS-TV, permitting the station to do a make-good.

Unlike the network, KTTV kept its cameras on the parade throughout, with all commercials done with either transparencies or cutouts permitting the advertiser to get his message in without interrupting the station's coverage of the floats and bands.

L to r: Messrs. Northcross, Tanner and Whitney
How sharp and clear can a color picture be?

Ask

WSM-TV, WGEM-TV, KMSPTV, WAST, WJXT, WRGB, WRAL-TV, WESH-TV, WFIL-TV, WNBF-TV, WAGA-TV, WFBG-TV, and WWJ-TV

about G.E.'s new 4-Vidicon Color Film Camera Channel.

General Electric's PE-24-A has already been ordered by 13 television stations across the country. What sold them? The fourth vidicon. A monochrome signal that gives the picture detail and luminance while the other three "paint in" the colors. Registration problem is eliminated. Result: you get a sharp, detailed picture for both color and monochrome reception. Program after program.

And you get it more economically. Because the G-E 4-V camera is transistorized, it operates cooler and has increased component life and reliability.

To see the PE-24-A in action, call or write Visual Communication Products, 212 W. Division St., Syracuse 8, N. Y.

Progress Is Our Most Important Product

GENERAL ELECTRIC
"Air Express helped us keep the Tempest Wide-Track Secret!"

Air Express gives fast, simultaneous delivery of highly secret promotion materials to 3,500 Pontiac dealers!

MacManus, John and Adams Advertising Agency has the problem of releasing new car news across the country, simultaneously... and at the last possible moment to insure secrecy. Air Express allows them to do both.

The agency gives Air Express the addresses of their suppliers. R E A Express trucks pick up the promotion materials, rush them to nearby airports, and put them on the first outbound flights. (Air Express has official priority on all 38 scheduled airlines.) At destination airports, R E A trucks speed them to the dealers. In most cases, the entire operation is done overnight!

You may not have a Big Secret to keep, but are you sure you don't need Air Express' speed, dependability and economy?

Programing is next for Williamsport CATV
NATIONAL GENERAL SYSTEM WILL USE EXTRA CHANNELS

Subscribers to the community TV antenna service in Williamsport, Pa., will soon be receiving locally originated programs in addition to those picked up from outside sources, as part of an extensive experiment being undertaken by National General Corp., owner of the CATV system.

"It's really very simple," Frank Jones, assistant to the NGC president, told Broadcasting. "We were installing new equipment at Williamsport to improve service and found that we could put in an all-channel system with no additional expense. This gives us 12 channels, more than are needed for the program pick-ups from out-of-town TV stations, so we decided to experiment with local programming, to be supplied to subscribers without charge as an extra service."

The nature of this local programming is extremely tentative at the moment, Mr. Jones said, but the plan provides for programs of civic interest, with the mayor, the chiefs of the police and fire departments and other city officials as speakers. Lycoming College, located at Williamsport, might provide educational programs and there are educational and industrial films of general interest which might be used. "Obviously, we can't spend a lot of money for programming we're giving away," he commented, "but we do want to experiment and find out whether there is any local interest in this kind of public service programming." Arrangements are now in progress toward acquisition of a small studio equipped for local live programming.

The availability of appropriate local programming in Williamsport is now being explored by the new manager of the Williamsport Cable Co., Warren Maus, who has both broadcasting and theater experience. Williamsport is a good site for the experiments with local programming for a CATV system, Mr. Jones said, as it has no local TV station and therefore will be able to conduct its tests without encountering any locally competitive situations. If the experiments in Williamsport prove successful, local programs may also be introduced into the NGC CATV operation in Biloxi, Miss., he said.

The Williamsport CATV system serves 14,000 subscribers with programs from WFGG-TV Altoona, WQAL-TV Lancaster, WDU-TV and WNEP-TV Scranton and WBBY-TV Wilkes-Barre, all Pennsylvania.

Film sales...

Guest Shot (Trans-Lux): Sold to Australian Broadcasting Commission.


Zoorama (Trans-Lux): Sold to KFRE-TV Fresno, Calif. and WTIC-TV Hartford, Conn.

Top Draw (Trans-Lux): Sold to WPTV-TV Palm Beach, Fla. and WZZM-TV Grand Rapids.

Churchill, the Man (Seven Arts): WTNJ-TV Albany; WKBW-TV Buffalo; WSTV-TV Charlotte, N.C.; WNEP-WBTV Denver; KVAN-TV Eugene, Ore.; KEYT (TV) Santa Barbara, Calif.; WTVN-TV Washington-Greenville, N.C. and Ram Distributing Co., Omaha. Now in 46 markets.

En France (Seven Arts): Sold to

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* Percentage of those familiar with program and who say it is one of their favorites.

Copyright Home Testing Institute Inc., 1964
WLWC-TV Columbus, Ohio; WLVA-TV Lynchburg, Va.; WXYT Oklahoma City and KFDX-TV Wichita Falls, Tex. Now sold in 67 markets.


Our Gang (MGW-TV): Sold to Television Broadcasters Ltd., Australia; Irish Television and Oy Mainos, Finland.

70 MGM Cartoons (MGW-TV): Sold to Rediffusion-TV Television Francaise.


Eleventh Hour (MGW-TV): Sold to CIA Latino Americana de Doblasjé, Mexico City and Telemundo Inc., San Juan, P. R.

Post '60 pictures (Westhampton Film Corp.): Sold to WABE-TV New York; WXYZ-TV Detroit; WNBQ-TV Chicago; WKBX-TV Cincinnati; KGO-TV San Francisco; KABC-TV Los Angeles; WMTW-TV Poland Spring, Me.; KTTV (TV) Los Angeles; WKBW-TV Buffalo; WTTN (TV) Albany; WPRO-TV Providence, R. I.; WTTG (TV) Washington; KMBC-TV Kansas City, Mo.; WTIV (TV) Bloomington-Indianapolis, and KFAR-TV Phoenix, Ariz.

500 want TNT fight

Theatre Network Television Inc. announced Jan. 6 that a record number of more than 500 locations have applied for bookings for TNT's closed-circuit telecast of Sonny Liston-Cassius Clay heavyweight championship bout set for Feb. 25 in Miami Beach. Applications have been received from theaters, arenas, ball parks, race tracks and hotel ballrooms in more than 200 cities throughout the U.S., Canada and Mexico, according to Nathan L. Halpern, TNT president.

MARK CENTURY'S FIRST

Herson notes progress of radio production firm

Mark Century Inc., New York, which specializes in radio programming services, last week marked its first year in business. It has more than 125 station clients, a new package offered to stations and other new program ideas ready to be launched.

In an interview, Milton Herson, Mark Century's president commented on the sales buildup of the company that signs two-year servicing contracts for "Radio a la Carte" providing exclusivity for the station in its market.

Mr. Herson noted that on Jan. 7, 1963, the company "started on the road with one salesman" and by Jan. 30, 1963, had a total of eight stations. As of last week, Mark Century's list was 126 stations in 65 of the top 100 markets in the country, a total sales force of seven people and two agency companies—Mark Ten in Canada and Dot Distributors in Australia.

Mr. Herson said the highpoint of the service has come with reports from the majority of subscribers that they've sold enough time to advertisers in the first three to six months on the basis of the features to pay for the cost to the station of the two-year package.

Mark Century each month provides production and commercial music in lengths of 20, 30 and 60 seconds; a different comedy series; fully-produced contests; sound effects; public service material; materials for commercials (musical ingredients and a commercial copy service); air checks on station subscribers in other markets to sample sounds and programming methods; intros especially tailored for the station to use in weather, news and special broadcasts and seasonal promotions for sale to local advertisers.

A new jingle package introduced last fall and already sold to 20 stations is called "Fabulous Las Vegas Sounds." Still other ideas which Mark Century is preparing for 1964 are a series of original dramatic programs of 15-minute length, and programming episodes that'll capture the sounds and music of foreign lands.

Since its inception, Mark Century has attempted to integrate itself within the industry in a way that it hopes will help radio programming and sell more of its product. At the National Association of Broadcasters convention last spring and in October, the company held program seminars (Broadcasting, Oct. 28, 1963). Also in October the company began distributing a 14-page newsletter to clients exchanging information on successful radio promotions and programming ideas. A newsletter is being mailed about every two months.

ABC-TV to rerun 'Empire'.

The one-hour Empire series, which was telecast by NBC-TV during the 1962-63 season, has been bought by ABC-TV to be rerun as a replacement program from March through September. An ABC-TV spokesman said a decision will be made shortly on the day and time period in which Empire will be scheduled.

A GOOD WEEK FOR COMSAT

Praise from Harris and a favorable ruling from FCC

The Communications Satellite Corp., last week got both the backing of a powerful congressman and a gift from the FCC in the area of equipment purchases.

The sympathetic pat on the back came from Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee. For a full hour on the House floor Thursday (Jan. 9), Mr. Harris praised Comsat and its plans as the expression of national policy for global communications by satellite relay.

In the course of his speech Mr. Harris urged the fullest cooperation with Comsat's activities and warned that any attempts to stymie the work of the organization will be frustrated by Congress.

"... Let there be no doubt," he said, "that in matters where the national interest is at stake and where interested private parties cannot reach voluntary agreements, Congress can act effectively and expeditiously in order to protect the national interest." Congress's prompt enactment of legislation to ward off the threatened railroad strike is a case in point, Mr. Harris said.

He continued: "It is my sincere hope that such action will not be necessary in order to bring about agreement on the part of the domestic groups who may have divergent private interests with regard to the establishment of an early global satellite system. We are fortunate indeed and can be proud of the fact that in this country of ours we have been able to count on private enterprise to keep up with the rapidly rising demand for high quality communications."

Good For AT&T & Mr. Harris lauded AT&T for agreeing to use satellite channels for telephone and TV circuits on an equal basis with cable circuits and agreeing to delay the laying of additional North Atlantic cables until this is accomplished (Broadcasting, Dec. 16, 1963).

In reporting on the Geneva conference on space satellite communications frequencies, Mr. Harris told the Congress it was one of the most successful of its kind in recent times, quoting the late President Kennedy's description. The leadership of the chairman
The Ampex PR-10 gives you all the features, all the performance of a console recorder. Even remote control. And it’s all wrapped up in a suitcase-sized package. That means you can take a complete recording studio out into the field, into the school, the church, industry—anywhere you need it. The PR-10 features positive push-button controls; record-safe switch; and separate erase, record and playback heads. And there’s room for an optional 4-track stereo or additional playback head. There’s also a new electro-dynamic clutch system to give you fast, gentle starts and lower braking tension. If you want to monitor on-the-spot, the PR-10 has A-B switches, VU meters, phone jacks, output circuits. Moreover, electrical alignment controls are accessible through the front panel. You get all this plus a new Ampex "FourStar" one-year warranty. For data write the only company with recorders, tape & memory devices for every application: Ampex Corp., 934 Charter St., Redwood City, Calif. Worldwide sales, service.
of the American delegation, Joseph H. McConnell, was superb, Mr. Harris said.

$25,000 Limit • Earlier in the week, the FCC unanimously adopted procurement rules for the satellite corporation which would apply only to purchases of $25,000 or more. In a proposal several months ago, the commission had suggested an exemption from its regulations for purchases of $2,500 or less. This brought a storm of objections, from Comsat as well as from communications carriers and electronic manufacturers.

The FCC rules require Comsat and major contractors to file with the commission on a notification statement prior to the award of a contract involving more than $25,000. Unless the FCC acts within 10 days, the contract may be awarded.

The commission urged that wherever possible contracts be broken down into small lots so small business firms may bid on them.

The rules become effective Feb. 24.

Short renewal recommend for engineering violation

An initial decision by FCC Hearing Examiner Chester F. Naumowicz Jr., last week recommended that license renewals for KCHY Cheyenne, Wyo., and KDAC Fort Bragg, Calif., be granted for a one-year period.

The examiner found that the owner of the two stations, Charles W. Stone, failed to maintain a first-class engineer at KCHY and attempted to obscure this from the commission. But, the examiner said, circumstances were such that nonrenewal would be too harsh a penalty.

Also involved in the proceeding is an application to change the facilities of KCHY from 1590 kc, 1 kw daytime to 1530 kc, 10 kw daytime and 1 kw nighttime. Examiner Naumowicz would grant this application in the face of the one-year renewals for Mr. Stone’s stations.

Soon after Mr. Stone acquired KDAC in 1960 the chief engineer then employed at the station was discharged and after failing to find another Mr. Stone sent his engineer at KCHY to KDAC. Mr. Stone then made a verbal contract with a first-class engineer in Cheyenne to watch the technical operation of KCHY until a regular engineer could be hired. The examiner found that Mr. Stone attempted to convince the commission that he had an engineer on duty when in fact that engineer was not aware that he was to check the operation on such a basis.

Mr. Naumowicz found that Mr. Stone did mislead the commission but that “His misrepresentations were the product of bad judgment inspired by fear rather than a willful attempt calculated from its origin to deceive the commission.” The examiner predicted that the commission can rely on Mr. Stone in the future, but the short-term renewal would not release the licensee without some penalty.

Request denied for night increase for class IV's

The request by class IV AM stations for an increase of nighttime power to 1 kw from 250 w was denied last week by the FCC. The petition for such a rulemaking, made by the Community Broadcasters Association, also would have provided for local channel stations using 500 w or 1 kw daytime to continue on that power at nighttime.

In refusing to propose such a rulemaking the commission said that the possibility of raising the night power of local channel stations can best be considered after future renegotiations of the North American Regional Broadcasting Agreement and the U. S.-Mexican Agreement. The commission said that the renegotiations will study how far it would be possible to ease the restrictions on domestic use of nighttime powers greater than 250 w.

CBA filed the request for a rulemaking in July 1962. The association at that time said that 708 stations had responded to its proposal with 670 approving the 1 kw power. Only 35 stations did not approve (Broadcasting, July 9, 1962). CBA said 268 failed to respond. The association said that with the increased power nighttime service would improve because interference from other means could be overcome and the economic position of local stations would be improved.

Temporary standards extension sought

TV manufacturers have asked the FCC to extend for another year the temporary standards on radiation from UHF television sets under which they're operating now.

At the present time, UHF receivers may radiate no more than 1,000 microvolts per meter at 1,000 feet, but this is due to be tightened to the VHF standard of 500 mv/m by April 30.

The Consumer Products Division of the Electronic Industries Association last week asked the FCC to extend the temporary 1,000 mv/m standard for another year because there is not sufficient information now on whether UHF tuners using solid state devices can meet the 500 mv/m requirement. EIA submitted measurements made by 10 companies on UHF tuners and receivers which show “improvement in the ratio of UHF sets with radiation of less than
Only a tiny piece of paper—but it's worth $1,000,000,000!

This, of course, is a trading stamp—well-known to shoppers for the little "extras" of good living it makes possible.

But it's much more than this from an economic point of view.

Today the trading stamp industry is a dynamic economic force that helps make America a prosperous nation.

This year alone, the industry will buy an estimated $500,000,000 worth of products (at cost or wholesale prices) from more than 600 U.S. manufacturers of consumer goods in 75 different industries.

In addition, the stamp industry is expected to generate another $500,000,000, ranging from over $120 million for transportation, warehousing, and redemption store operation, to more than $90 million in farm purchases of cotton, wool and other primary materials used in the production of merchandise for stamp redemption.

The full-time employment of more than 125,000 workers will be required at one stage or another of production or distribution to operate stamp companies and to supply merchandise for stamp redemptions.

So the tiny piece of paper shown above represents an industry that contributes one billion dollars to our economy every year.

Actually, the total retail value of merchandise received by consumers redeeming stamps in a state usually comes to more than 100 per cent of the money paid by the merchants who purchase stamp services. In all cases, the total value going back into the state when the payrolls, rents, taxes and other expenditures of stamp companies are taken into account is substantially more than the money paid for the stamp service.

All told, the trading stamp industry not only brings extra value to consumers, and a powerful promotional device to merchants, but contributes importantly to a stronger economy—both on the national level and in every state and community in which it does business.
500 mv/m since 1960," but noted there's insufficient data on tuners using transistors and "a number of industry members who have had experience with semiconductor devices in current tuner designs are concerned with their inability to make production models radiating as little as 500 mv/m."

EIA pointed out that both vacuum tube and semiconductor tuners will be required to implement the all-channel set requirement which goes into effect April 30.

Technical topics...

Tricky table • A totally motorized animation table designed to move flat art work and three-dimensional objects in front of a stationary TV camera to facilitate production of program and commercial material on video tape has been completed at NBC's west coast headquarters in Burbank, Calif.

Parts depot • RCA plans to build the biggest electronic parts depot in the world on the 132 acres of land near Camden, N. J., it bought from the Gulf Oil Corp. for $432,000.

Magnavox '64 outlook
The Magnavox Co., New York, last week predicted a 50% sales increase in 1964, a forecast which would place the company's volume for the year over $260 million.

Magnavox President Frank Freimann also commented on color TV set production capabilities of the company, noting he expects "an adequate number of color tubes this year will enable Magnavox to produce its full line of models." Color set sales, he said, are expected to make a sizable contribution to volume and profits this year.


Mr. Freimann confirmed that Magnavox has entered an agreement with Montgomery Ward to produce private label television and stereo hi-fi sets for the department store chain.

IN INTERNATIONAL

ITA RENEWS PROGRAMERS' LICENSES

'Closer and earlier supervision'

The programers' licenses for Britain's 14 commercial television stations were renewed by the Independent Television Authority last week, but ITA dropped a few weeds among the roses, promising "closer and earlier supervision" of the commercial stations in the future.

ITA also said it would exercise greater control over advertising and, additionally, warned that it would scrutinize the rates charged in the sale of programs. Smaller companies have claimed that the larger firms have overcharged them for programs, ITA noted, and an investigation will be held with a view toward reducing "the financial burden on the smaller companies. . . .

The licenses had a Nov. 18 closing date for renewal applications (Broadcasting, Dec. 16, 1963). In giving the 14 commercial firms the affirmative nod, ITA rejected three applications from new groups which wanted to take over licenses: Beaverbrook Newspapers, Edward Martell's Freedom Group, and an association consisting of 126 writers, producers and artists. The three challengers failed, ITA said, to establish their superiority over the present licensees. The contracts renewed last week will run to 1967.

Canada plans to regulate community antenna TV
Canada will regulate community antenna television systems in the same way as television stations, especially as regards Canadian program content, State Secretary J. W. Pickersgill and Transport Minister George McIlraith announced at Ottawa on Dec. 31, 1963. The Board of Broadcast Governors has been asked to study any legislative action necessary, and the Department of Transport will not issue new licenses for the time being for community antenna systems intending to relay programs from the United States. The projected study is understood not to include closed-circuit pay-tv systems.

Last June the BBG held a public hearing on cable systems and made a report to the government, but did not recommend any action. Both independent TV broadcasters and the government's Canadian Broadcasting Corp. want to see the cable systems regulated as to Canadian content, since most cable systems now import U. S. programs. U. S. ownership of cable systems is also increasing.

Grey Advertising acquires interest in Europe agency
Grey Advertising, New York, is taking a new expansion step—an acquisition move that will put the agency's name in Europe. Grey is purchasing a substantial minority interest in Dorland S.A., Paris, and Dorland, Brussels. The European firms will become Dorland & Grey S.A. with offices in Paris and Brussels.

Grey said the expansion will allow it to provide "more extensive service to those clients who either have or plan operations in the increasingly important European Common Market." The agency, which opened a Canadian office in Montreal in 1958, expanded its interests overseas in 1962 with purchase of an interest in a London firm, now Charles Hobson & Grey Ltd. Last October, it set up an office in Tokyo in a joint venture with Daiko Advertising.

Powers, Shrader move to Grant's Kenya office
Grant Advertising, Chicago, has established a new foreign office in Nairobi, Kenya, which will handle broadcast advertising along with other media, it was announced last week by board chairman Will C. Grant. There are 40 Grant offices, with 32 outside the U. S.

J. Murray Powers, formerly regional manager for Grant offices in India, Pakistan and Ceylon, will head the Kenya office with Morgan Shrader, formerly with Grant in Chicago, serving as radio-TV director there.
Greyhound carries packages on any of these days (or nights)

Ship nationwide, anytime... twenty-four hours a day, seven days a week, weekends or holidays. Packages go everywhere Greyhound goes, on regular Greyhound buses. Very often they arrive the same day shipped! Save time. Save money. Ease those inventory control problems, too. Whenever, wherever you ship, specify Greyhound Package Express. Convenient C.O.D., Collect, Prepaid or Charge Account service. Call your local Greyhound Terminal or mail this coupon today.

For Example: Buses Daily Running Time 10 lbs. 20 lbs. 30 lbs.*

<table>
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<th>NEW YORK—PHILADELPHIA</th>
<th>32</th>
<th>2 hrs. — min.</th>
<th>$1.25</th>
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<td>CHICAGO—MILWAUKEE</td>
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<td>ATLANTA—BIRMINGHAM</td>
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<td>1.45</td>
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*Other low rates up to 100 lbs.

IT'S THERE IN HOURS...AND COSTS YOU LESS

BROADCASTING, January 13, 1964
Corinthian, IRS briefs filed with tax court

The final paper round in Corinthian Broadcasting Corp.'s battle against the International Revenue Service—involving the legitimacy of depreciating $4,-
650,000 allocation to network affiliation —took place last week when both parties filed reply briefs with U. S. Tax Court Judge Howard O. Dawson Jr. Judge Dawson is expected to rule in 60-90 days.

Corinthian, which has $2 million in taxes at stake, is attacking an IRS ruling disallowing amortization of the $4.65 million allocated to the CBS affiliation for WISH-TV Indianapolis and WANE-TV Fort Wayne, both Indiana, when those two TV stations, and their AM adjuncts, were bought by Corinthian in 1956. IRS claims network affiliations have no determinable life. Corinthian paid $10 million for the four properties. The case was argued before Judge Dawson last June (BROADCASTING, June 24, 1963). Briefs were filed last October (BROADCASTING, Oct. 28, 1963).

In the documents filed last week, Corinthian emphasized that IRS regulations permit taxpayers who do not have a history for amortization to use industry practices. This is what Corinthian has done, it noted, coming up with a 14-year life expectancy for network affiliations in TV. The IRS has not refuted this, it claimed, and has not advanced an alternative method.

IRS reiterated its contention that network affiliation contracts do not have a specific life. It also challenged a goodwill figure of $1,450,850 used by Corinthian for 1957, 1958 and 1959—the tax returns at issue.

CBS-TV gets 7 IPI shows

The recent sale of seven International Productions Inc. programs to CBS-TV's Sunday Sports Spectacular is expected to give the company its most successful September to date this month, according to president Bob Brandt.

Mr. Brandt was re-elected president and chairman of the board at IPI's stockholders' meeting. Other board members re-elected were William F. Wallace, Richard M. Rosbenbloof, William E. Cooper, Dr. George Coleman, Allen Shaw and William Bennington.

General Instrument profits up 117%

The General Instrument Corp., Newark, N. J., electronics manufacturer, last week reported 14% increases in sales, both for three-month and nine-month periods ending Nov. 30, 1963. The company said a substantial contribution to sales and profits in the third quarter had been made by increased orders for UHF-TV tuners. Net profits were up 117% for the nine months over 1962.

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Coast-to-coast meeting

RCA last week announced plans for a special color television hookup that will enable stockholders on the East and West Coasts to see and talk to one another during the annual meeting May 5. The meeting will be telecast live from NBC studios in Burbank, Calif., to stockholders gathered in NBC's Peacock Studio at Radio City in New York.

This will be the first time that the annual RCA stockholders' meeting has not been held in New York. There will be a special meeting in that city Jan. 29, at which time stockholders will be asked to approve a share increase to provide for a three-for-one stock split (BROADCASTING, Dec. 9, 1963).
"Perspective '64"

BROADCASTING's seventh annual survey of the business outlook for 1964 ... will be published Feb. 17.

Virtually, every economic angle that affects the welfare of the broadcasting business will be analyzed and interpreted. In addition to our regular spot news the following in depth articles will include:

- A concise article on the national economy with particular emphasis on the general outlook for radio and television.
- BROADCASTING's annual Time Sales survey with 1963 figures and explanations on radio and television.
- Television, 1964. Its sales problems and prospects. Based on interviews with knowledgeable agencies, stations, networks, station reps, TVB.
- Radio, 1964. The older medium last year hit new highs on the comeback trail. The coming year promises an even brighter outlook.
- Radio & Television sales successes for 1963.
- Broadcast regulation in prospect for 1964. Detailed analysis of possible trends at the FCC, NAB, FTC and Congress.
- Status of 1963 station sales.

Broadcast buyers will find this single editorial effort takes 1963's countless broadcast experiences and permanently binds them into one clear perspective. Its charts, tables and billing figures have genuine reference value for repeated use during 1964. You get the year's biggest bonus of attention from TV & radio's busiest decision-makers.

Deadline for advertising is Feb. 8. Regular sizes and rates prevail. Wire or phone your nearest Broadcasting office today.
Kids to bare talents at bean guessing

130 STATIONS TAKING PART IN SCREEN GEMS PROMOTION

Screen Gems Inc. reported last week that 130 of 150 TV stations carrying the Yogi Bear cartoon series have agreed to participate in "Yogi Bear's Jellybean Sweepstakes," in which 10 youngsters under 12 and their parents will win an all-expenses paid trip abroad next summer.

The contest opened officially last Saturday (Jan. 11) and will continue through March 7. Stations have been supplied with jars and jellybeans. Each station puts a certain number of jellybeans in the jars and the children are asked to send in postcards guessing the number. The first postcard with the winning number in each city will be eligible for the grand contest. In turn, names of the winners will be eligible for a second drawing, at which time 10 names will be selected for the overseas trip.

The grand prize winners and their parents will be flown to Tokyo, Rome, London, Moscow, Sydney, Singapore and other cities to be chosen. Each child also will be given a live bear cub to be presented to a zoo in the city he visits on behalf of the children of America. Consolation prizes of Yogi Bear games, toys, books and records and dolls will be awarded to local winners. Screen Gems has supplied stations with an extensive array of promotional and merchandising materials.

Tennessee broadcasters to promote good health

The Tennessee Association of Broadcasters has joined with four other Tennessee groups for a one-year campaign to promote "good health for Tennessees." The project will run throughout 1964 and Tennessee radio and TV stations will donate time and production services for thousands of public-service announcements and programs.

The good health campaign is designed to give the people of Tennessee facts and suggestions for improving their health and to make them aware of available facilities. The project will be headed by Dr. Kenneth Wright, director of broadcasting services for the University of Tennessee. The University will produce the announcements and programs for airing by the 99 TAB member stations. Participating with TAB are the L. G. Noel Memorial Foundation, Tennessee Heart Association, Tennessee Public Health Association and the Tennessee State Dental Association.

NAB plans Radio Month

"Radio, your constant companion" will be the theme of Radio Month (Mar.) this year, sponsored annually by the National Association of Broadcasters, according to John M. Couric, NAB director of public relations.

This year's theme, he said, was adopted because of "radio's unique ability to serve a mass audience on an individual basis throughout the day, regardless of the listener's location, occupation or activity." Individual station kits for promotion of radio month will be mailed to NAB members early in March, Mr. Couric said.

Pioneers and mayors sponsor radio-TV award

Members of a seven-judge panel were named last week to select winners of a community service award for radio and television stations to be sponsored by the Broadcast Pioneers and the U. S. Conference of Mayors.

The award is intended to honor "the radio and the television station making the greatest over-all contribution to the good of the local community."

The selection committee will base its decision on station operation during the 1963 calendar year. All entries are to be submitted to mayors of respective communities before Feb. 1.

Named to the judging panel were Neil S. Blaisdell, mayor of Honolulu; T. A. M. Craven, consultant to the FCC and former commissioner; William S. Hedges, former vice president of both NBC and the National Association of Broadcasters; Sigurd S. Larm, former president of Young & Rubicam, New York; David Lawrence, special assistant to President Lyndon Johnson and former governor of Pennsylvania; Professor Leo Martin, chairman of communications arts, Michigan State University, and Neville Miller of Miller & Schroeder, Washington law firm, and former president of the NAB.

Drumbeats...

Fair ashtray = WCACW Charleston, W. Va. is sending to area radio timebuyers a kit featuring the ashtray/candy dish accepted as West Virginia's official design for the 1964 World's Fair in New York. In addition to the dish, the buyer will receive an invitation to be WCACW's guest to see the West Virginia pavilion at the fair.

TV class guides = NBC reports "remarkable success" with its NBC Teacher's Guides, which are being distributed as a means of enabling teachers to make use of NBC-TV programs in the classroom. The guides offer synopses of certain daytime TV programs and teaching suggestions for the shows. NBC says about 250,000 elementary school teachers regularly receive guides for Exploring, and the same distribution is maintained for NBC Children's Theatre. Guides for NBC News Encore are sent to 84,000 high school social studies teachers.

More than a decade of Constructive Service to Broadcasters and the Broadcasting Industry

HOWARD E. STARK
Brokers—Consultants

50 EAS STH STREET NEW YORK, N. Y. ELROGADO 5-0405

BROADCASTING, January 13, 1964
FATES & FORTUNES

BROADCAST ADVERTISING

Robert J. Kizer, senior VP and director of TV sales for Avery-Knodel Inc., New York-based radio-TV sales representative firm, elected to organization's board of directors. Also elected to firm's board are John S. Stewart, VP and director of radio sales; L. Jaquelina Gullett, treasurer; and F. Robert Kalthoff, VP and mid-western TV sales manager, with headquarters in Chicago. Re-elected to A-K board in addition to J. W. Knodel, firm's president, were Roger O'Sullivan, senior VP-Chicago; Charles C. Coleman, VP-Atlanta; and Martin Kleinbard, legal counsel-New York. David N. Simmons named TV sales manager in New York, replacing Mr. Kizer, who recently was elected to his present post. Alfred J. Larson named manager of TV market development, replacing Edward W. Lier, who will devote his full time to TV sales.

James L. Bradley, advertising manager of Pioneer Hi-Bred Corn Co., Des Moines, Iowa, elected to firm's board of directors.

Richard Kelliker, manager of Chicago office of Metro Radio Sales, a division of Metromedia Inc., appointed sales manager of Metromedia-owned WNED New York. He is succeeded by Robert Williamson, member of rep firm's staff since 1961. Before joining Metromedia, Mr. Kelliker was national sales manager of KKO General Broadcasting. Mr. Williamson formerly served as account executive at WJJD Chicago.

Charles A. Sobel, VP in charge of international operations of Universal Marketing Research Inc., New York, an affiliate of Alfred Politz Research Inc., elevated to president. Before joining UMR in 1961, Mr. Sobel was senior project director of International Research Associates, New York.

James L. Badgett, director of advertising for Schick Safety Razor Co., division of Eversharp Inc., Lancaster, Pa., elected VP in charge of advertising.

George L. DeBeer, John H. Giroux, Edward W. Hobler and Philip A. Leekley, all account supervisors at Foote, Cone & Belding, Chicago, elected VP's.

Herbert A. Southwell elected VP and director of marketing for Wyler & Co., Chicago, food and beverage manufacturing division of The Borden Co., New York. Mr. Southwell, previously sales manager, joined company in 1956.

Lang, Fisher & Stashower, Cleveland advertising agency, has elected five new VP's. They are G. C. McElveen, chief timebuyer; Helen G. Coyne, assistant treasurer; Edmund M. Kagy, art director; and David L. Stashower and Edward A. Hinkle, account executives.

Willard S. (Bill) Smith, who resigned last month as director of advertising for WJBK-TV Detroit, post he held for past three years, has established his own advertising, sales promotion and public relations agency, with Willard S. Smith Associates Adv., with offices at 2622 Guardian Bldg., Detroit. Telephone: 962-6886. Before joining WJBK-TV Mr. Smith was associated with Brooke, Smith, French & Dorrance, Detroit, and Sullivan, Stauffer, Colwell & Bayles, New York.


Jerry Soloman, manager of sales planning, promoted to regional sales manager for ABC-TV network sales department, with headquarters in New York. He is succeeded by John Tiedemann, manager of audience measurements for ABC-TV research department since July 1963. Mr. Soloman joined ABC in July 1962 as sales presentation writer and was named sales planning manager in August 1963. Previously, he was with NBC's research and sales development departments. Mr. Tiedemann joined ABC-TV in April 1959.

John R. Gladens, manager of marketing and analysis for American Motors Corp., elected chairman of statistical committee of Automobile Manufacturers Association, Detroit, succeeding Thaddeus J. Obal, manager of econometric analysis department of Ford Motor Co., Detroit.

Richard P. Levy joins Storer Television Sales Inc., New York, as eastern sales manager. Mr. Levy formerly was with Edward Petry & Co. in similar post.

Cyrus H. Nathan, formerly executive VP and senior partner of North Adv., Chicago, joins Sullivan, Stauffer, Colwell & Bayles, New York, as vice president and manager of agency's creative department.

Frank Vella, sales manager of salon-hair color division of Revlon Inc., New York, since 1962, promoted to general manager of that division. Mr. Vella joined Revlon in 1945.

Richard L. Chalmers, national director of Radio Advertising Bureau's membership development, resigns post effective Feb. 1 to establish radio station sales consulting firm in New York.

Charles E. Speights appointed general and national sales manager of WTAC Flint, Mich. Robert Halstead named WTAC's local sales manager, and...
George Strickler appointed manager of outlet's newly opened sales office in Saginaw-Bay City-Midland, Mich.

Lynda K. Woodworth, formerly of Post - Keyes - Gardner, Chicago, joins John W. Shaw Adv., that city, as radio-TV production manager.


Charles W. Collier, executive vice president of Advertising Association of the West, chosen as Man of the Year by Western States Advertising Agencies Association. Mr. Collier will be honored by testimonial luncheon Feb. 21 at Ambassador hotel, Los Angeles.

Fred C. Alexander, administrative VP of KIAU-Pierson-Dunlap, Milwaukee, joins Charles Bowes Adv., Los Angeles, as account supervisor, administrative assistant to president and member of executive committee.


Thomas F. Cosgrove Jr. joins CBS Radio Spot Sales, Chicago, as account executive. Mr. Cosgrove formerly was account executive at Robert E. Eastman & Co., that city.

Ray Perkins joins Papert, Koenig, Lois, New York, as account executive on Quaker Oats cat food account. Mr. Perkins formerly was account executive at Benton & Bowles, that city.

Paul C. Jeans, account executive for past seven years at Sturges & Associates, San Francisco-based advertising agency, joins Erwin Wasey, Ruthrauff & Ryan, that city, in same capacity.

Lewis A. Greenhouse, formerly of wtar Norfolk, Va., joins wcms, that city, as account executive.

John P. McLaughlin Jr., media supervisor at Ogilvy, Benson & Mather, New York, for past four years, joins c. j. LaRoche & Co., advertising agency, that city, as media director.

Thomas R. Murphy, G. William Sheridan and David Bolger join Dallas, Atlanta and Chicago sales staffs, respectively, of Advertising Time Sales, New York-based radio-TV sales representative firm. Mr. Murphy had been with Dallas office of The Bolling Co.; Mr. Sheridan was sales service director of wafv-TV Atlanta; and Mr. Bolger formerly was publicist with various mid-western investment companies.

Ronald P. McKenna, of Syracuse University where he has been studying under research assistantship in Television - Radio Center, joins wane-TV Fort Wayne, Ind., as advertising and promotion director.

Robert Allen, account executive at wcbs-AM-FM New York, joins sales staff of CBS Radio Spot Sales, that city.

Bob Bochroch, account executive with CBS Radio Spot Sales in Chicago, transfers to firm's New York office.

Charles Spencer joins Mort Bassett & Co., New York, as salesman. Mr. Spencer formerly was timebuyer for J. Walter Thompson Co., New York.

James Cvetko, formerly assistant media director at MacFarland, Aveyard & Co., Chicago, joins MacManus, John & Adams, that city, as media supervisor. Robert R. Capelli appointed field merchandising representative for MJA's consumer products group.

Daniel Borg and Frank McDonald, senior media buyers at Cunningham & Walsh, New York, promoted to media supervisors. Richard Busciglio appointed senior media buyer.

George Lekas, formerly with Thatham-Laird, Chicago, joins broadcast production department of Earle Ludgin & Co., that city.

Lou Serrille, copy group head at McCann-Erickson, New York, for past four years, and Douglas Liss, executive art director for past year with Charles Hobson & Grey, London, England, advertising agency, join Geyer, Morey, Ballard, New York, as copy supervisor and art director, respectively.

Tony Trezza, with S. E. Zubrow Co., Philadelphia advertising agency, since 1961, promoted to executive art director and TV producer.

Howard L. McFadden, for past seven years account executive with NBC Spot Sales in New York, joins NBC-owned wcvf Philadelphia as sales manager, re-
sponsible for national and local sales.

Lawrence Sepin, formerly with advertising departments of Brown & Bigelow and Montgomery Ward, appointed assistant advertising manager of CVA Co., marketers of Cresta Blanca and Roma wines, Chicago.

Hal Gluck appointed regional manager of Paramus, N. J., sales office of WJBZ-AM-FM Newark, N. J.

Clifford E. Ford, account executive at WNBC-AM-FM New York since 1960, appointed to WNBC-TV sales staff.

Pat Gmiter, of KQV Pittsburgh, joins local sales staff of WIC(TV), that city.

Tom Marcellino joins sales department of WTHI Terre Haute, Ind.

Rudolph Valentini joins sales promotion department of Cunningham & Walsh, New York, as art director. Mr. Valentini was formerly with Jurist Art Service, that city.

THE MEDIA

Richard C. Alden, president and general manager of Stecher-Traung Lithograph Corp., elected board chairman of Channel 13 of Rochester Inc., interim operators of WOKR(TV) Rochester, N. Y. Lee Halperin, Rochester realtor, succeeds Mr. Alden as VP of corporation. Mr. Alden, also treasurer of Flower City Television Corp., and Mr. Halperin, president of Main Broadcasting Inc., will serve three-month terms, retroactive to Jan. 1. By original design of corporation, offices of president, treasurer and secretary are not rotated.

Richard C. Landsman is president; William N. Posner, treasurer; and Dennis J. Livadas, secretary.


Is Your Guard Up Against Libel Suits?

There's no telling when the wrong word can bring libel action against you. When that happens, it's too late to ask about special excess insurance to help ease the loss. DO IT NOW . . . BEFORE CLAIMS ARISE! For details and rates, without obligation, concerning protection against loss due to libel, slander, piracy, plagiarism, copyright violation and invasion of privacy, contact:

EMPLOYERS REINSURANCE CORPORATION
21 W. WACKER DRIVE, KANSAS CITY, MO.

E. W. Wendell, for past 13 years with National Life and Accident Insurance Co., joins WSM Inc., licensee of WSM-AM-TV Nashville, Tenn., as administrative assistant to John H. DeWitt Jr., president. In addition, Mr. Wendell will be in charge of purchasing and personnel for WSM-AM-TV.

Jack Yaeger, for past three years general sales manager of KHOL-TV Kearney-Omaha, will be in charge of sales operations for WAAF-FM Austin, Minn., as general manager.

Vincent D. Garrity, VP of Metropolitan Sanitary District of Greater Chicago and for many years sports-news personality on WAAF Chicago, joins new UHF channel 26, WCUI(TV) Chicago, as vice president, member of board and director of special events.

John Ulrich Jr., named station manager of WNHC-FM New Haven, Conn. Mr. Ulrich formerly was account executive at WPHL-FM Philadelphia.

Philip J. Hennessey Jr., principal in Steadman, Leonard & Hennessey, Washington communications law firm, underwent hip surgery last week at Massachusetts Memorial hospital in Boston. He will recuperate at hospital until Feb. 1.

PROGRAMING

Joseph Stamler, former VP and general manager of WABC-TV New York, elected vice president of Charter Producers Corp., that city.

Dom Quinn, program director of WINS New York since 1962, joins wewi Boston in same capacity.

Richard O. Bieser, program-production director at WTHI Terre Haute, Ind., joins WOHI Dayton, Ohio, as assistant manager for program operations.

Roy Drusky, who has appeared as performer on KEVE Golden Valley, Minn., and WOST Atlanta and is recording artist and writer of country music, appointed director of new Nashville office of SESAC Inc., performing rights organization, at 806 16th Ave. South.

Dick Yates, who resigned last month as eastern sales manager of MGM-TV, has formed Richard G. Yates Film Sales Inc., with headquarters at Suite 552, 230 Park Ave., New York. Telephone: (516) HU 2-3827. New company will specialize in all phases of television and theatrical program sales. Before joining MGM-TV in 1959, Mr. Yates was associated with Republic Pictures for 14 years, last 10 as VP and eastern sales manager of Hollywood TV Service.

Sid Smith, producer-director of Bell Telephone Hour for NBC-TV and who last year produced and directed Elizabeth Taylor in London for CBS-TV, named producer-director of MetroMedia's Ice Capades. Mr. Smith will make his headquarters in New York.
Joe Pyne, late-night personality on KABC Los Angeles until he shifted his controversial comment from audience to station management, joins KLAC-AM-FM, that city, in charge of 9 p.m.-12 midnight period.

Tom Kollins appointed sports director of WCAR Detroit.

Kerby Scott, production manager of WARM Scranton, Pa., joins WOLF Syracuse, N. Y., as operations manager.

Charles W. Vaughan Jr., since 1961 executive producer of science programming for National Educational Television, New York, promoted to director of development, responsible for acquiring funds from corporations, foundations, government agencies, and individual citizens to finance NET programs. He succeeds William J. McCarter, who has been appointed general manager of WETA-TV (educational ch. 26) Washington. Before joining NET Mr. Vaughan was assistant general manager in charge of programming for WCET-TV (educational ch. 48) Cincinnati.

Tommy Holland, member of announcing staff of KTEM Temple, Tex., since September 1963, promoted to chief announcer, Jess C. Smith, formerly of KBZT Freeport, Tex., joins KTEM as sports director.

Bob Costigan, formerly with production staff of WNYC-AM-FM New York, joins WSLB Ogdensburg, N. Y., as staff announcer.


Robert Martz and John Garry, members of staff of Linmar Productions, Toledo, Ohio, radio-TV production company, assume added responsibilities at WORO Toledo as program director and air personality, respectively.


Changes at McLendon

Charles F. Payne, sales manager of McLendon Corp.'s KABL Oakland-San Francisco, elected VP in charge of national sales for McLendon Stations and appointed general manager of organization's KLIF-AM-FM Dallas. In these positions Mr. Payne succeeds William S. Morgan Jr., who has resigned. Frederick B. (Tad) Van Brunst, national sales manager of McLendon-owned KILT Houston, replaces Mr. Payne at KABL. Jay J. G. Schatz, general manager of McLendon's WYNR Chicago, appointed head of corporation's new sales office in Chicago. Jack Fiedler, VP and general manager of McLendon's San Antonio outlet, KTSX, replaces Mr. Schatz as WYNR general manager.

Bartrand M. Lanchner, director of business and legal affairs at Lawrence C. Gumbiner Adv. Agency, New York, joins CBS-TV business affairs department as director of contracts for sports. Prior to joining Gumbiner, Mr. Lanchner was assistant business manager of radio-TV department at Dancer-Fitzgerald-Sample, New York.

Ed Nelson appointed program director of WJZ-AF-AM-FM Newark, N. J., replacing Norman Roslin, who last month was named executive assistant to Lazar Emanuel, WJZ president and general manager. In addition to his administrative responsibilities as program director, Mr. Nelson will continue as WJZ air personality during 3-6 p.m. time slot.

Henry Vars, who wrote, scored and conducted music for original "Flipper" motion picture, assigned similar duties for MGM-TV series, Flipper, which was produced and directed by Leon Benson. Brian Kelly, Luke Halpin, Tommy Nordin and Flipper, the dolphin, star in this weekly, half-hour color adventure series.

Jack Hunter, public affairs director at WINS-TV Columbus, Ohio, joins WJZ-TV Baltimore as producer of special projects, effective Jan. 15.

Haywood Vincent, host of CBS adult talk program, Conversation Piece, joins WNBC-AM-FM Boston as host of his own discussion show.

Francine Parker appointed associate producer of radio-TV programs for Earl Warren Institute of Ethics and Human Relations of University of Judaism, Los Angeles, replacing Marion Freeman, who resigned.

Robert E. Hawkins, production coordinator and assistant to program director at KSFO San Francisco, appointed program director of KEX Portland, Ore. Both stations are owned and operated by Golden West Brewers, San Francisco.

Tom Campbell, air personality at WFCA Tampa, Fla., joins WOAY Minneapolis as host of Paul Bunyan Show (daily from 7 p.m. to 12 midnight).

FANFARE

Harold J. Ackley, assistant advertising manager of Sunkist Growers, California-Arizona citrus marketing cooperative, Los Angeles, appointed manager of public relations, succeeding Irving G. Clukas, who died Dec. 20.
NEWS

John Thomas, news director of WCKS-Dhan, elected president of North Carolina Associated Press Broadcasters Association, succeeding Robert Hilker, WCBC-Belmont. Jack Younts, WRED, Southern Pines-Pinehurst, was elected vice president of association, and Carl Bell, AP's Charlotte bureau chief, elected secretary-treasurer.

Jere Laird, assignment editor of Clete Roberts News program on KJJV-TV Los Angeles, named to executive steering committee of new California Radio-TV Correspondents Association.

Charles Collingwood, veteran CBS newscaster currently serving as host-narrator of Chronicle, CBS News' bi-weekly public affairs series, named European correspondent for CBS News, with headquarters in Paris, effective April 1. According to Richard S. Salant, president of CBS News, Mr. Collingwood will have all Europe as his beat, reporting and analyzing events relating to European community and specific stories within national boundaries.

Anthony P. LaMonica, formerly with news staff of WFUN South Miami, Fla., joins WFTY-Mineola, N. Y., as newsman-announcer.

Daniel O'Reilly, formerly with KABC-TV Los Angeles and operator of Dorfot Productions; Fred Immediato, who has worked with NBC-TV, CBS-TV, Telenews and Movietone News, and Dave Davidson, formerly with Metrotone News have joined the news staff of KTTV-TV Los Angeles as cameramen. Also joining the staff are Dan Fowler, formerly news writer for Paul Coates, commentator and columnist, who joins KTTV news writing staff, and Jonathon Kirby, who becomes weekend news editor at KTTV in addition to his weekday news duties at KFWB Los Angeles.

Meyer Goldberg, assistant sales manager of World Wide commercial division of Associated Press, in New York, elevated to general sales manager of division, succeeding Philip H. Miller, who is retiring. Mr. Goldberg joined AP more than 30 years ago.

Carl Ide, newscaster at WTAE(TV) Pittsburgh, joins news department of WYRT-AM-FM, that city owned by same licensee.

Don Rivers, former newfilm director at KTTV(TV) Sacramento, Calif., joins Broadcasters News, syndicated news service, that city, as cameraman. Margaret Wirsing joins Broadcasters News as radio news reporter.

INTERNATIONAL

George E. Cross, senior VP and account group head at Spitzer, Mills & Bates Ltd., Toronto and Montreal advertising agency, elected executive vice president. Mr. Cross joined agency in 1960, is also member of board of directors and of executive committee.

W. F. Mitchell named manager of Montreal office of All-Canada Radio and Television Ltd., station sales representative organization.

Karl Steeves, formerly VP and media director of McConnell, Eastman & Co., Toronto, named media director of Ronalds-Reynolds Ltd., Montreal.

John Larke appointed manager of CHCH Brampton, Ont.

Keith Randall, formerly of CHED Edmonton, Alberta, named promotion director of CKFT Peterborough, Ont.

EQUIPMENT & ENGINEERING

Arie Vernes, president and member of board of directors since 1952 of Philips Electronics and Pharmaceutical Industries Corp., New York, elected board chairman. Oliver H. Brewster, VP and member of board of directors, succeeds Mr. Vernes as president.

Wesley J. Gallagher, manager of central region of RCA electronic data processing, with headquarters at St.

Hawaiians elect Hibdon

Milton Hibdon, general manager of KULA Honolulu, elected president of Hawaiian Association of Broadcasters, succeeding Harry En Chu, general manager of KAHI Waipahu, Hawaii. Other HAB officers elected: Wally Jaderstrom, general manager of KIPA Hilo, vice president, and Dan Collins, station manager of KORI Honolulu, treasurer. Jack Benson, public relations consultant, continues as association's executive secretary.
Louis, elected division VP, government marketing, RCA electronic data processing, with Washington headquarters.

Ross D. Siragusa Jr., VP-sales, Admiral Corp., Chicago, promoted to VP-sales and marketing.

Carleton D. Smith, vice president of RCA, Washington, underwent surgery Jan. 7 for diverticulitis. Mr. Smith is at George Washington Hospital (4037-B) and is expected to be there for a couple of weeks.

Jasper L. Tripp Jr. elected VP in charge of western operations of Lawrence Behr Associates, Greenville, N. C., firm that provides technical consulting and field engineering services to radio stations and community antenna television systems. Mr. Tripp will make his headquarters at Behr's San Francisco office.

Richard H. Moss, in various technical positions with WBRQ-TV Chicago for 13 years, named sales representative for video recording division.

Dr. Elmer W. Engstrom, president of RCA, New York, appointed by Secretary of Commerce Luther H. Hodges to 5-year term on statutory visiting committee of National Bureau of Standards, Washington. Committee is principal over-all advisory group concerned with effectiveness of bureau's technical programs, and reports its evaluation annually to secretary of commerce.

Herbert M. Jaffee, in various sales posts with DuKane Corp. (speakers, audio-visual equipment), Chicago, for past 12 years, appointed sales manager of organization's recently expanded communications systems division. Other appointments: Clayton D. Campbell, sales promotion manager; William R. Torn, technical services manager, and Norman Plagge, sales administration manager.

Jack J. Badaracco, manager of educational TV sales for RCA Service Co., New York, appointed field sales manager for consumer products division, responsible for sales activities of company's television branches.

Joseph J. Sedik, for past 12 years with Motorola Inc. and Raytheon Co. in microwave systems, systems engineering and marketing, appointed New England district manager, with headquarters at Westwood, Mass., for Anchor Corp., Chicago-based manufacturer of antennas, cables and other broadcast equipment.

Five appointments to general sales staff of newly created RCA electronic components and devices organization was announced last week by Joseph E. Kelley, division VP-general sales. They are Kenneth G. Bucklin, formerly of RCA electron tube division, as firm's commercial engineering manager; Robert D. Wick, of RCA semiconductor and materials division, to marketing relations manager-Washington; Harold S. Stamm, of electron tube division, to new group as advertising and sales promotion manager; Herbert Taber and Howard C. Enders, both from electron tube division, to electronic components and devices group as market research manager and press relations administrator, respectively.

DEATHS

Willard D. Egolf, 59, Washington lawyer and former special counsel to NAB in early 1940's, died Jan. 8 at Doctors Hospital in Washington of heart attack. He was president of U.S. Beryllium Corp., Pueblo, Colo., based mining and drilling firm. Mr. Egolf, graduate of University of Oklahoma Law School and one-time employee at kvoo Tulsa, founded former wacc Bethesda, Md., in 1947. He managed station for three years until it was sold in 1950.

Helen Landsdowne Resor, 77, who helped her late husband, Stanley B. Resor, build J. Walter Thompson Co. into world's largest advertising agency, died Jan. 2 at LeRoy Hospital in New York after lengthy illness. Mrs. Resor, known for her copywriting accomplishments, coined such slogans as "The skin you love to touch" for Woodbury soap. She was credited also with originating idea of having society women and persons in news endorse products of Thompson clients. Mrs. Resor met her then future husband in Cincinnati in 1908 and moved with him to New York in 1912 when he became VP and general manager of Thompson agency. He took over control of agency in 1916 and they were married following year. Mrs. Resor became VP and director of Thompson and was active in its work for more than 40 years until she retired in 1961. Her husband died Oct. 29, 1962.

Ralph Dumko, 64, pioneer radio performer, died Jan. 4 of heart attack at his home in Sherman Oaks, Calif. Mr. Dumko started in radio in 1920's in Chicago, being teamed with Ed East in comedy program, "Sisters of the Skillet," that later took pair to New York for network broadcast.

Ellis A. Gimbel Jr., 66, who was executive head of Gimbel's department store in New York from 1929 to 1940, died Jan. 4 in Miami Beach, Fla., where he moved upon retirement in 1950. Mr. Gimbel joined Gimbel Brothers store in Philadelphia in 1919. Two years later he started Gimbel Brothers' WIP, first radio station in Philadelphia. He created popular radio character "Uncle Whip," and Mr. Gimbel moved to New York store in 1924 as assistant to president. One of his first duties was operation of former woss New York. Company sold station in 1927.
STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting Jan. 2 through Jan. 8 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, and other matters of practical interest.

Abbreviations: DA—Directional antenna. CP — construction permit. ERP—Effective radiated power. VHF—Very high frequency. UHF—Ultra high frequency.アンテナ—Antenna. 地理座標—Geographic coordinates. 担当者—Principals. 撮影地点—Transmitter location.取り口—Licensee.

For the Record

New TV stations

APPLICATIONS

Homewood, Ala.—Chapman Radio & Television Co. UHF channel 54 (716-716 mc); ERP 19.0 kw, 9.0 antenna elements; terrain average 653 feet, above ground 303 feet. Address: A. Chapman, Box 3267, Birmingham, Ala. Estimated construction cost $93,250; first year operating cost $50,000; revenue $60,600. Studio location Homewood, trans. location Birmingham, Georgia. Estimated construction cost 146,378.50 feet, antenna cost 2,748,700. Estimated construction cost $277,900; first year operating cost $293,228; revenue $348,900. Geographic coordinates 33° 51' 27" north latitude, 85° 46' 18" west longitude. Type trans. RCA TTV-14A, type ant. Co. EJ-2700. Legal counsel John H. Mitchell, Richmond, Calif.; consulting engineer James R. Bird, Rio Vista, Calif.; President J. Bird. Applicant is Jerry Bassett, Ann. 1.

Walnut Creek, Calif.—Jerry Bassett Inc. UHF channel 26 (542-548 mc); ERP 214 kw vis., 53.5 kw ant. Ant. height above average terrain 817 feet, above ground 318 feet. P.O. address c/o Jerry Bassett, 74 A Street, Concord, Calif. Estimated construction cost $277,900; first year operating cost $293,228; revenue $348,900. Geographic coordinates 37° 51' 27" north latitude, 122° 8' 9" west longitude. Studio and trans. locations both near Reno, Nevada, on Mulholland Hill. Type trans. RCA TTV-12A, type ant. Co. EJ-2700. Legal counsel John H. Mitchell, Richmond, Calif.; consulting engineer James R. Bird, Rio Vista, Calif.; President J. Bird. Applicant is Jerry Bassett, Ann. 1.


New FM stations

APPLICATIONS


Coneaut, Ohio—Louis W. Kelly. Granted CP for new FM on 107.9 mc. 8 kw. Ant. height above average terrain 743 feet. P.O. address Kelly, Inc. Estimated construction cost $33,000; first year operating cost $24,000; revenue $51,000. Principals: John T. Patrons and Jimmy T. Patrons (each 50%). Both are part owners of restaurant. Action Dec. 31, 1963.


BIRMINGHAM, ALA.

APPLICATIONS

West Point, Ga.—EDWIN PATRICK & COMPANY, INC.

Ulysses, Kan.—Grant County Broadcasting Inc. 1290 mc, 5 kw. 3 kw D. P.O. address Box 1114, Ulysses. Estimated construction cost $32,650; first year operating cost $45,000; revenue $50,000. Principals: Sam Elliott (42.7%) and others. Ann. Jan. 2.

North Little Rock, Ark.—James T. Brownell, Box 1530, 1 kw-D. P.O. address 3822 Ridge Pitk. Pic. Estimated construction cost $10,780; first year operating cost $50,000; revenue $45,000. Mr. Brownyard is advertising consultant. Ann. Jan. 7.

Existing AM stations

APPLICATIONS

WDSC Dyersburg, Tenn.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. Jan. 7.


New FM stations

APPLICATIONS

Fairfield, Conn.—Sacred Heart University. Granted CP for new FM on 91.1 mc, 0.9 kw. Ant. height above average terrain 303 feet. P.O. address c/o Bishop Walter W. Curtis, 8229 Park Avenue, Bridgeport 4, Conn. Estimated construction cost $225,000; first year operating cost $25,000; revenue $25,000. Principals: board of directors. Action Jan. 8.

Panama City, Fla.—Mus-Kir Air Inc. Granted CP for new FM on 91.7 mc, 8 kw. Ant. height above average terrain 743 feet. P.O. address Muslor, Inc. Estimated construction cost $36,000; first year operating cost $24,000; revenue $51,000. Principals: John T. Patrons and Jimmy T. Patrons (each 50%). Both are part owners of restaurant. Action Dec. 31, 1963.

Charlotte, Mich.—Easton County Broadcasting Co. Granted CP for new FM on 107.9 mc. 8 kw. Ant. height above average terrain 743 feet. P.O. address Kelly, Inc. Estimated construction cost $33,000; first year operating cost $24,000; revenue $51,000. Principals: John T. Patrons and Jimmy T. Patrons (each 50%). Both are part owners of restaurant. Action Dec. 31, 1963.

APPLICATIONS

Jackson, Ala.—Jackson Broadcasting Inc. 106.9 mc, channel 28a, 3 kw. Ant. height above average terrain 160 feet. Estimated construction cost $10,000; revenue $10,000. West is licensee of WTVJ Jacksonville. Action Dec. 31, 1963.

For the Record

Broadcasting, January 13, 1964
channel 265, 3 kw. Ant. height above average terrain 219 feet. P. O. address Route No. 1, Box 181A, Florence, Ky. Estimated construction cost $10,000; first year operating cost $20,000; revenue $26,000. Principals: Kenneth R. Thomas (78.8%) and Anne P. Thomas, Opal Hunter and Ethel Harper (each 7.7%). Mr. Thomas is Florence businessman; Mrs. Thomas is housewife; O. T. Hunter is school teacher, and E. Harper is secretary. Ann. Jan. 2.

Lake Charles, La.—Calcasieu Broadcasting Co. 29.9 kw, channel 288, 31.2 kw. Ant. height above average terrain 344 feet. P. O. address c/o T. B. Lanford, Box 1468, Lake Charles. Estimated construction cost $7,000; first year operating cost $15,000; revenue $20,000. Applicant is group of KXEL Inc. of Lake Charles. Ann. Jan. 6.


WFAG (FM) Farmville, Va. — Granted application of license from Stephen P. Bellinger (29%), Joel W. and Ren H. Townsend (29%), Morris E. Kemper and T. Keith Coleman (each 12.5%), and Charles Vanderver and Vernon M. Nichols. New Station Broadcasting Co., to Mr. Bellinger (34%). Applicant is licensee of WHOK-FM Lancaster, Ohio; Mrs. Greenwal and Nelsom E. Remy II (each 29%). Applicant is licensee of WPTC Lancaster, Ohio; R. and Charles Vanderven, Farmville, Va. This station is to be operated by Quality Broadcasting Corp., to Mr. Coleman (15.25%) and Mr. Vanderver (20.75%) in same manner. Consideration $25,000. Action Jan. 3.

WMPB Chicago Heights, III.—Granted transfer of control of permittee corporation, Seaway Broadcasting Co., from William S. Martin, Jr., to Philip A. Backhouse, to Mrs. W. S. Martin, administratrix of estate of W. S. Martin, deceased, and J. B. Martin, as family group. No financial consideration involved. Action Jan. 3.

KALAV Marlin, Ind.—Granted application of license from Stephen P. Bellinger (29%), Joel W. and Ren H. Townsend (29%), Morris E. Kemper and T. Keith Coleman (each 12.5%), and Charles Vanderver and Vernon M. Nichols. New Station Broadcasting Co., to Mr. Bellinger (34%). Applicant is licensee of WHOK-FM Lancaster, Ohio; R. and Charles Vanderven, Farmville, Va. This station is to be operated by Quality Broadcasting Corp., to Mr. Coleman (15.25%) and Mr. Vanderver (20.75%) in same manner. Consideration $25,000. Action Jan. 3.

WEMF (FM) Farmville, Va.—Granted transfer of control of license corporation, Geneco Broadcasting Inc., from Eugene C. Thompson (38.3%) after transfer by Mr. Thompson, Neil Nobilo and others. Consideration $20,000. Applicant is licensee of WEMF. Ann. Dec. 31, 1963.

WFPR Poplarville, Miss.—Granted assignment of license from Mr. A. M. Plunkett (59%) and Henry C. Hunter (35%) to Mr. Griffin (10%). Appraiser is Value of $2,500. Action Jan. 3, 1963.

KYTV (TV) Kirkville Mo.—Granted transfer of control of license corporation, KYTV Television Inc., from James J. Conley to Paul E. Blevins (18 1/2%), to Post Iowa Corporation, owned by Mr. A. J. Minahan (18.42%) and others. Consideration $1,250,000. Post owns WBAU-AM, Eau Claire and WAXX Chippewa Falls, both Wisconsin, and numerous newspapers. Action Jan. 3, 1963.

WLNG Sag Harbor, N. Y.—Granted assignment of license from Mr. C. F. Smith (100%), to James Martin, operator. Action Dec. 31, 1963.

WFAG Farmville, Va.—Granted assignment of license from Farmville Broadcasting, Inc., owned by Mr. A. C. Brand and Mr. H. Cloud Wade Jr. (each 50%), to Company of same name, owned by Messrs. Vanders and Wade (Bebbbie H. Venters) (1%), no financial consideration involved. Action Dec. 31, 1963.

WGTM Wilson, N. C.—Granted assignment of license from Watson Industries Inc., owned by P. T. Watson and family, to Campbell Broadcasting Co., owned by A. Marshfield Campbell, devoted to $250,000. Mr. Campbell is vice president of WNCN (TV) and WGTC, both Greenville, N. C. Action Dec. 31, 1963.


WQSP Spartanburg, S. C.—Granted assignment of license from Spartanburg Broadcasting Co., owned by C. L. Petteron (71%), T. S. Robinson (25%) and A. R. Peterson (4%), to Mid-South Broadcasting Co., owned by William H. Rechlace (50%), Fred D. Moffitt and Thomas W. Thu...
man (each 75%). Consideration $150,000. Mr. Moffitt is associate publisher of Spartanburg Herald & Vindicator. Mr. Thomas is general manager of WORD Spartanburg. Mr. Buchheit is publisher of Herald & Journal. Action Dec. 31, 1963.

WKYE Bristol, Tenn.—Granted assignment of license from John K. Rogers (100%) to Charles J. and Mary Jane McGuire (each 50%). Consideration $44,990 and assumption of debt. Mr. and Mrs. McGuire have interests in WQAZ Gate City, Va., and WISE Asheville, N.C. Action Dec. 31, 1963.

WHHM Memphis—Granted assignment of license from Marvin C. Goff Jr., trustee in bankruptcy, to WLOOK Inc. Proposed assignment is part of three-way ownership change with WHHM (see grants above and below). Action Dec. 31, 1963.

WLOOK Memphis—Granted assignment of license from Marvin C. Goff Jr., trustee in bankruptcy, to Century Broadcasting Inc., owned by Dalworth Broadcasting Inc. (80%), licensee of KCVU Port Washington, and Redger Management Co. (20%), and Parker-Frierson (assigned part is part of three-way ownership change with WHHM, see grants above and below). Action Dec. 31, 1963.

WJPO Portage, Wis.—Granted assignment of license from James Broadcasting Corp., owned by Edwin T. Ellick and others, to John M. Abolt Jr. and Luther W. White (each 50%); trustee, in bankruptcy, Mr. Abolt and others. No financial consideration involved. Action Dec. 31, 1963.

WJZ Fort Worth, Tex.—Granted assignment of license from John M. Abolt Jr. and Luther W. White, trustee, Spidel Broadcast Inc. of Virginia, subsidiary of Spidel Broadcasters Inc., owned by Joe Spidel III (30%), Jean W. Spidel (9%) and B. D. Fisher (16%). Consideration $100,000 if station continues operation, $10,000 if it goes silent. Mr. Spidel is majority owner of WPAL Charleston, WYNN Florence and WOIC Columbia, all South Carolina, WLOOK Salmon and WKET-FM Kettering, Ohio. Action Jan. 7.

KOZI Chelan, Wash.—Granted relinquishment of license on condition that licensee corporation, Lake Chelan Broadcasting Corp., by Stuart R. Thorson and Joe D. Nobles (each 50%) for sale after receipt of stock of Mark A. Sorley (50%). Consideration $18,000. Mr. Sorley is disqualified. Action Dec. 31, 1963.


APPLICATIONS


KRFM(FM) Phoenix, Ariz.—Seeks assign- ment of license from an entity of 50% or more owned by Delta Broadcasting Inc. to the same entity, as KRFM-FM Inc., with same ownership as Camelback Radio, LLC. No financial consideration. Ann. Jan. 7.

KTVK—AM-AM Inglewood, Calif.—Seeks assignment of license from Albert J. Williams (100%) to Trans America Broadcasting Corp., wholly owned by Mr. Williams. No financial consideration involved. Ann. Jan. 7.

WCXY Mason, Ohio.—Seeks transfer of negative control of licensee corporation, Middleburg Corporation, from Peachtree Development Corp. and Zack D. Craven and others (each 50%), to the firm of Lee G. Adams (50%). Consideration $15,000 and assumption of debt. Mr. Adams is attorney. Ann. Jan. 7.


KBOW Butte, Mont.—Seeks acquisition of positive control of licensee corporation, KBOW Inc., by Dr. and Mrs. C. F. Neasy and Richard R. Miller (as family group) for purchase of stock of Dr. and Mrs. Neasy (49.2%) from Prudential Diversified Services. Consideration $315,000. Action Jan. 7.

KRHD Duncan, Okla.—Seeks assignment of license from Duncan Broadcasting Co. to Duncan Broadcasting Co.; only ownership change is stock owned by T. R. Warkentin, deceased, to his estate. No financial consideration involved. Ann. Jan. 7.

KJEM—AM-FM Oklahoma City—Seeks assignment of license from Oklahoma City, owned by James M. Stewart and Paul E. Taft (each 35.2%), William E. Stewart (30%) and others, to Radio Oklahoma Inc., owned by Globe Life and Accident Insurance Co. (20%), Warrick, Richard A. Reb- ridge, Edward C. Coeants, Gerald M. Young, C. W. Copeland, Edward Freedwell, SHR Investments and State Capitol Investment Corp. (10%). Consideration $315,000. John L. Gourley, who votes stock of State Capitol Investment, is majority owner of KJEN Inc., as the original licensee. All other principals of Radio Oklahoma are state businessmen with no other connection with broadcasting. Also see KTOK application below. Ann. Jan. 6.

KTOK Oklahoma City—Seeks transfer of control of licensee corporation, KTOK Inc., from Wendell Mayes (100%) to KJEM Inc. Consideration $15,000, which is contingent on grant of KJEM—AM-FM Oklahoma City, application (see above). Ann. Jan. 7.


APPLICATIONS


WMLD—AM-AM Louisville, Ky.—Seeks transfer, by transfer of stock of Tieton Broadcasting Co., by Robert C. Whiteley Jr. (each 50%), to Tipton County Broadcasting Co., to Charles K. Sparks (100%), as Tipton County Broadcasting Co. Consideration $50,000. Mr. Sparks was part owner of WGBK in past. Ann. Jan. 2.


Hearing cases

INITIAL DECISION

Hearing Examiner Walther W. Quentner is charged with deciding (1) granting applications of Community Broadcasting Corp., from Onslow County, North Carolina, and (2) granting of WKBW Belton, S. C., from 500 W to 1 kw, continued operation of WAFB—TV—AM—FM—WM from Baltimore, S. C., from 500 W to 1 kw, and (3) granting of WAFB—TV—AM—FM—WM in Charleston, S. C., from 500 W to 1 kw, all by the Commission. In view of application by filing of single interlocutory pleading by Tanker Co., in support of chief of Division of Broadcast Bureau in 1957 in earlier channel 5 Boston proceeding. With consent of all parties, Chief Administrative Law Judge Cummings on Jan. 7 substituted Hearing Examiner Quentner for him to preside, and scheduled prehearing conference on Jan. 13. Action Jan. 7.


Pursuant to stay imposed by U. S.
Court of Appeals for Seventh Circuit, commission announces that application filing fees may not become effective for 50 days, pending commissioner's further stay until disposition of joint petition for review which has been brought in court to set aside adoption of fee schedule by commission. Action Dec. 31, 1963.

Routine roundup

**ACTIONS BY REVIEW BOARD**

* Granted petition by Porter County Broadcasting Co. to extend time to Jan. 13 to file reply to Valparaiso Broadcasting Co. exceptions to initial decision in proceeding on application for new AM stations in Valparaiso, Ind. Action Jan. 7.


* Denied in memorandums opinion and order, granted petition by Moberly Broadcasting Co. (WNIT), Moberly, Mo., for waiver of Sec. 1.594 of rules insofar as it requires broadcast of immediately following release of order specifying time and place of commencement of hearing in proceeding on its AM application. Board Member Berkemeyer dissented and stated he would require re-broadcast of notice. Action Jan. 3.

* In proceeding on applications of La Fiesta Broadcasting Co. and Mid-Cities Broadcasting Corp. for new AM stations in Laredo, Tex., granted motion by La Fiesta to correct transcript of Nov. 26 oral argument, filed Jan. 3.

* Granted petition by KLFT Radio Inc. to withdraw request for approval of agreement and terminate proceeding on application and that of John A. Egle for new AM stations in Golden Meadow, La. Action Jan. 3.

* Dismissed as moot request by North Alabama Broadcasting Co. (WTOC), Decatur, Ala., to stay effective date of initial decision in proceeding on AM application of Arthur D. Smith Jr. (WMTS), Murfreesboro, Tenn. Action Jan. 3.

* By memorandum opinion and order, denied petition by Mitchell Broadcasting Co. to extend time for exchange of exhibits and replies to application for new AM in Estherville, Iowa, to receive new evidence. Action Jan. 2.

* By memorandum opinion and order in consolidated proceeding on order to Radio Station WTPF Tifton, Ga., should not be reversed, filed Jan. 13, granted petitions by WTPF and WDMG for waiver of renewal of license of WDMG Douglas, Ga., granted petition by WTPF and WDMG and waived Sec. 1.594 of rules insofar as it requires broadcast of immediately following release of order specifying time and place of hearing. Action Jan. 2.

* In proceeding by Broadcast Bureau to extend to Jan. 9 time to file exceptions to initial decision in proceeding on AM application of Easton Broadcasting Co. (WEMD), Easton, Md. Action Jan. 2.

**ACTIONS ON MOTIONS**

* By Office of Opinions and Review

  * Granted motion by Evelyn R. Chauvin Schoenfeld, Elwood Park, Ill., to extend time to Jan. 16 to file replies to oppositions to motion to reopen record in proceeding on application for renewal of license of WXFM (P) Chicago, Ill., filed Dec. 19, 1963, and by separate order granted motion to extend time to Jan. 10 to file replies to exceptions to initial decision in proceeding. Action Jan. 7.

  * Granted motion by Deep South Broadcasting Co. to extend time to Jan. 6 to file reply to oppositions to application for license to broadcast on WVOV (FM) Atlanta, Ga. Action Jan. 3.

* By Chief Hearing Examiner James D. Hargrave


  * By Hearing Examiner Isadore A. Honig

    * In proceeding on AM applications of WEAX Inc. and De-Lan Inc., Depew, Leon

Lawrence Sidell, Hamburg, and Seaport Broadcasting Co., Lancaster, all New York, in Docs. 14621-6, granted motion by applicants Sidell and Seaport to continue indefinitely dates for exchange of Sidell's exhibits, commencement of reheat, and examination of Sidell, pending commission action on movants' Jan. 6 petition to dismiss Sidell application and simultaneous request for approval of related agreement. Action Jan. 7.

* By Hearing Examiner H. Gifford Irwin

  * Granted request by Woodland Broadcasting Co. to extend time from Jan. 6 to March 6 for exchange of exhibits. Jan. 17 to March 13 for further hearing conference and Jan. 27 to March 4 for commencement of hearing in proceeding on application and that of KWEN Broadcasting Co. for AM stations in Vidor and Port Arthur, respectively, both Texas. Action Jan. 5.

  * In proceeding on AM applications of KWEN Broadcasting Co. and Woodland Broadcasting Co. for new AM stations in Port Arthur and Vidor, respectively, both Texas, granted motion by KWEN for leave to amend application with respect to finances. Action Dec. 30, 1963.

* By Hearing Examiner David I. Krausbaar

  * On own motion, corrected transcript of Dec. 16 hearing in proceeding on application of Raul Santiago Roman for new AM in Vega Baja, P. R. Action Jan. 5.

* By Hearing Examiner Jay A. Kyle


* By Hearing Examiner Forrest L. McClennin

  * In proceeding on new AM applications in Puerto Rico, Wich was granted motion by WRIN to continue from Jan. 6 to March 6 time for exchange of exhibits and to reschedule Jan. 27 hearing for March 30. Action Jan. 5.

**COMMERICAL STATION BOXSCORE**

Compiled by FCC, Nov. 30

<table>
<thead>
<tr>
<th></th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>3,855</td>
<td>1,119</td>
<td>522</td>
</tr>
<tr>
<td>CP's on air (new stations)</td>
<td>71</td>
<td>22</td>
<td>57</td>
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<tr>
<td>CP's not on air (new stations)</td>
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<tr>
<td>Total authorized stations</td>
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<td>Applications for new stations (not in hearing)</td>
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<td>215</td>
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<tr>
<td>Applications for new stations (in hearing)</td>
<td>117</td>
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<td>Total applications for new stations</td>
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<td>122</td>
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<tr>
<td>Applications for major changes (not in hearing)</td>
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<tr>
<td>Applications for major changes (in hearing)</td>
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<tr>
<td>Total applications for major changes</td>
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<tr>
<td>CP's deleted</td>
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*Does not include seven licensed stations not air.

**COMMERCIAL STATION BOXSCORE**

Compiled by FCC, Jan. 8

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<th>VHF</th>
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<td>565</td>
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<tr>
<td>Noncommercial</td>
<td>53</td>
<td>29</td>
<td>82</td>
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**OPERATING TELEVISION STATIONS**

Compiled by Broadcasting, Jan. 8

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<tr>
<th></th>
<th>VHF</th>
<th>UHF</th>
<th>TV</th>
</tr>
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<tbody>
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<tr>
<td>FM</td>
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<td>262</td>
</tr>
<tr>
<td>TV</td>
<td>522</td>
<td>57</td>
<td>124</td>
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**SUMMARY OF COMMERCIAL BROADCASTING**

Compiled by Broadcasting, Jan. 8

<table>
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<tr>
<th></th>
<th>ON AIR</th>
<th>NOT ON AIR</th>
<th>TOTAL APPLICATIONS</th>
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</thead>
<tbody>
<tr>
<td>Lic.</td>
<td>CP's</td>
<td>Lic.</td>
<td>CP's</td>
</tr>
<tr>
<td>AM</td>
<td>3,855</td>
<td>56</td>
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</tr>
<tr>
<td>FM</td>
<td>1,119</td>
<td>20</td>
<td>108</td>
</tr>
<tr>
<td>TV</td>
<td>522</td>
<td>57</td>
<td>83</td>
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</table>

NEW YORK

<table>
<thead>
<tr>
<th>WOR</th>
<th>50,000 WATTS AM</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOES CONTINENTAL</td>
<td></td>
</tr>
<tr>
<td>&quot;... screen modulation gives us highest fidelity with less than 1% carrier shift... entire installation operates at half the cost of our old AM transmitters.&quot;</td>
<td></td>
</tr>
<tr>
<td>Chief Engineer</td>
<td></td>
</tr>
</tbody>
</table>

Continued on page 101
CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—$2.00 minimum • HELP WANTED 25¢ per word—$2.00 minimum.
- DISPLAY ads $20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS & EMPLOYMENT AGEN-
CIES requiring display space.
- All other classifications, 30¢ per word.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington, D. C., 20036.

APPENDIX: If transcriptions or bulk packages submitted, $1.00 charge for mailing. (Forward remittances separately, please.) All transcriptions, photos etc., sent to box numbers are sent at sender’s risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Sales manager—midwest, medium market, net affiliate. Excellent guarantee for proven salesman and plenty of room to grow with this group operation. Only professionals need apply. Tact and tact alone is as important here as anywhere. Solid sales experience is essential for open. Good sales position with established metropolitan California good market. Salary above average. Do not reply unless fully qualified and can supply excellent personal and business references. Reply in first person. Box A-45, BROADCASTING.

General manager for small market AM station in Eastern Kentucky. Applicant must have first phone license, at least 30 years old, high school education with experience in announcing, programing, copy writing, and general business. Salary commensurate with qualifications and ability. Give summary and experience in reply. Box A-46, BROADCASTING.

Substantial expanding 3 station radio group middle and large sales staff seeks exceptional one man sales—station manager for $200M gross office. Top man, top staff. If you are young aggressive go-getter accustomed street selling, not desk sitting, now manager of sales and general sales manager of smaller station and ready to move ahead. Must have a hard nose and no serious financial problems. Age 28 to 40 with minimum several years of time sales experience. Excellent spot with solid future. $9 to $100M with strong incentive. Resume, photo, earnings history to Box A-74, BROADCASTING.

Manager wanted—For small market, top station, one owner, who operates second newsstand. Must be aggressive young man, age 22-32 with proven sales record ready to earn $10-12,000. Opportunity for advancement with growing chain. Must have complete resume. Contact General Manager, WKUL, Cullman, Alabama.

Sales

The man I need is a professional radio salesman with some announcing ability. He is a family man who would enjoy working and living in a small northern New England community. He likes quality radio and takes pride in his profession. He is not a floater and has no serious financial problems. He would fit in a small talented staff and would be capable of selling one of the really good sounds in New England. His relationship with clients is sincere and he will as far as his job demands upon it, because it will. If you are this man, I would like to discuss the possibilities of long term employment with our organization. He is immediately available for the right man. Box A-46, BROADCASTING.

Immediate opening salesman/announcer. Medium Texas market, adult-pop format. Excellent pay with full fringe. Resume and references. Box A-43, BROADCASTING.

Top rated 10,000 watt Denver station needs young, aggressive salesman able to sell top forty format. Salary plus commission. Opportunity to become sales manager in three months. Send resume to Ron Curtis, P.O.B. 1, Arvada, Colorado.

RADIO

Help Wanted—Sales (Cont’d)

Montana’s number one station in state’s largest city needs experienced radio salesman. Must have imagination and initiative, copy and production abilities. Must not be satisfied for less than $10,000 a year. Prefer married man that wants to stay put. Entertainment and car expenses. Salary plus. Send resume to Jerry Daggett, Box 1465, Great Falls, Montana.

Announcers

One man for basketball, football play-by-play, news, production, light board shift. Box P-360, BROADCASTING.

$10,000.00 earning possible in radio market of KQ-LFer in Benton-Carroll. Combination needs top flight commercial announcer with outstanding voice quality, authoritative style and excellent references—with play ability. Salary commensurate with experience and preferably both. Give full details and reply only if qualified. Box R-10, BROADCASTING.

Good announcer and good announcer-engineer, both with production knowledge. Start in a midwest, medium market. Average pay with growing Texas group. Send complete details first. Contact General Manager, KSMX, San Antonio, Texas.

Experienced announcer, for suburban station. Home tract radio group middle Atlantic states seeking talented announcer. Send full details immediately. Box R-39, BROADCASTING.

Experienced radio announcer, for combo radio & TV. Rocky Mountain area. Preferably married. Must want to locate permanently. Opportunity for TV, send tape, recent photo, complete resume to Box A-18, BROADCASTING.

Housewife announcer for western Pennsylvania metropolitan station. Forward tape, resume, and photo. Box A-20, BROADCASTING.

Wanted! that rare combination of a man who can announce, write copy and do traffic. A first class ticket will enhance your value. Your references must check out! Please tell all in first letter. Send tape and recent photo. Box A-25, BROADCASTING.

Experienced announcers to learn selling. Salary—commission—mileage—profit sharing plan. Eight-year-old group station. Box A-39, BROADCASTING.

Announcer, six months experience, desires staff position with sound station. 25 years married. Box A-35, BROADCASTING.

Have opening for mature announcer for South Florida group station. Send tape, resume, and salary requirements. Box A-39, BROADCASTING.

Announcer, general staff duties plus special events and phone in, morning voice, writing and broadcasting. Can be key job. Box A-68, BROADCASTING.

RADIO

Help Wanted—Announcers (Cont’d)

Announcer for good music station in smaller Eastern market. Must be experienced to sell a commercial and make music news come alive. Good pay and fringe benefits. Box A-10, BROADCASTING.

Announcer-first phone, $5,000.00 watt New York state regional needs swinging DJ, for #1 station. Minimal Technical Schedule. Send tape and resume to Box A-46, BROADCASTING.

Colorado 5 kw has opening for announcer with good voice, excellent sales background and top sales record. Send resumes and auditions to Box R-6, BROADCASTING.

Immediate opening—capable of running tight shift with popular format and happy sound. Send resume, tape and references to Mr. Frank Wilson, WMGB, P.O.B. 5925, Richmond, Va.

Announcer, first phone, mature voice, experience with good music programming, contact General Manager, WTIT, Amherst, Massachusetts.

Technical

Group operation has opening for chief engineer capable hand. Full maintenance of fulltime non-directional plus general supervision of nearby affiliate. Excellent plants and equipment. Salary open. Send full particulars, tape and references to Box R-38, BROADCASTING.

Rocky Mountain station needs capable engineer. Will have same announcing. Box A-46, BROADCASTING.

Colorado kilowatt—clean station, pleasant surroundings—needs first with maintenance experience. Excellent speaking voice and good references. Respectable salary. Contact General Manager, WTTT, Amherst, Massachusetts.

Immediate opening—capable of running tight shift with popular format and happy sound. Send resume, tape and references to Box A-46, BROADCASTING.

BROADCASTING, January 13, 1964
KLMR radio has an opening for an experienced and qualified chief engineer with announcement responsibilities. Station has increased its power to 5000 watts. New Gates audio and Bauer transmitting equipment. Includes all transmitters. Excellent references. Please call Kent Roberts, Lamar, Colorado.

Chief engineer opening for experienced man in directional and studio maintenance. Must have references and requirements to WIRK, West Palm Beach, Fla.

Wanted: Experienced combination engineer-annc. WTMP Radio Station, Smithfield, N. C.

Immediate position open for Chief Engineer WQMR/WQAY-FM, Washington, D.C. 1st class license mandatory. Only aggressive, qualified engineer capable of assuming responsibility need apply. References and background will be thoroughly checked. Address application to Ted Dolan, Station Manager, WQMR, Washington, D.C.

Production—Programming, Others

Need both experienced news director and 1st dj. Good working knowledge of broadcasting. Send tape, resume to Box N-185, BROADCASTING.

Wanted—Experienced promotion man for AM/FM radio station in large midwest market. Excellent opportunity for contact man with high quality programming. Send complete resume and salary requirements. Box A-48, BROADCASTING.

Experienced program director, metropolitan New York area radio station. Broad local news and community service coverage. Worked with Box BROAD-CASTING. 20 years experience. Send tape, resume to Box A-43, BROADCASTING.

Newman-announcer for daytime goodmusic station in Midwest city over 50,000. Must be master of tape equipment. Only married, some college, Salary open. Real take-charge opportunity for young energetic ex-announcer with news background. Send tape, resume to Box A-43, BROADCASTING.

Production manager—announcer for quality medium market station. Must have good commercial voice, ability to create top quality announcements, commercials, programs. Send resume and samples to Box A-44, BROADCASTING.

All girl station going on air soon! We need talent! Air work—sales—needs experience. Send resume and photo to Judy, Box A-48, BROADCASTING.

News director who can collect and broadcast news wanted by regional station. Good salary. Write XTOE, Mankato, Minn.

News Director for small market. One man news staff. Must have some experience. Contact Brian Manager at WDLR in Port Jervis, New York.


### RADIO—Help Wanted

**Production—Programming, Others**

Program director with ideas is needed by station WCZT, Illinois. Box 428. Must be willing to work at keeping this station #1. Phone 516-352-1085.

**Situations Wanted**

**Management**

Wanted: Opportunity, not just salary. Interested; Management and sales. Experienced over 2 years local radio and network TV. College grad., 28, married. Veteran, Hard work guaranteed. Presently employed. Box P-176, BROADCASTING.

Broadcast executive desires management post. Well rounded in administration with a successful sales resume. In Madison, Michigan, Montgomery and Wilshire Blvd. Plus strong local sales. Aggressive, sober and able to get along. Will work for references available. Box A-4, BROADCASTING.

General Manager—Seventeen years in radio from small market independents to medium market network including group operation. Was successful in the record. Worked with top reps on national sales Nine years Manager—remaining Post. Excellent Director, talent. Best references. Box A-34, BROADCASTING.

Available now. 16 years experience AM-FM operations. Strong local, regional, national sales, Programming, production. Both independent and network. $14,000 minimum. Travel anywhere. Box A-38, BROADCASTING.

General management wanted by young, energetic, . . . but completely experienced radio man. Box A-62, BROADCASTING.

Manager—Sales Salesman. Proven producer, 20 years sales and management radio and TV, major and medium markets. Financial requirement secondary to employer's integrity. Box A-66, BROADCASTING.

My 8 years small and medium market experience can make you money. Sales back on ground with first phone. Will work for small base if there's good sharing or ownership experience. Box A-176, Cadillac, California.

Manager—12 years radio, 2 years small TV and agency. Ideas to produce profits any situation. Available January, Manager, 1030, Albany, Los Angeles, 90015 DU 8-6866. Will travel.


### ANNOUNCERS

San Francisco first phone personality available? Interested? Box N-45, BROADCASTING.

Sports announcer looking for sports minded station, finest of references. Box P-74, BROADCASTING.

Young experienced announcer with news and sports experience available immediately. Box R-58, BROADCASTING.

First phone radio-TV announcer, newswriter, 36, married, two children. Box R-63, BROADCASTING.

Available April 1st. Experienced, ambitious, young dj, seeks network spot in medium to large market. Prefer west, will go anywhere. Box A-11, BROADCASTING.

College graduate with first phone and six years experience in all phases of radio, including selling and commercials and knows good music. Married, Draft free. Works in medium market. Box A-19, BROADCASTING.

Announcer, 3rd ticket, family man, 32, 6 years experience. Northeast only. Box A-17, BROADCASTING.

Southwest only . . . Announcer 13 years experience all phases of adult radio & TV. Has 1st phone, full staff references. Box A-31, BROADCASTING.

TV-radio versatile commercial announcer. Weather, news, and on-the-air interviews. Five years experience. Age 29. Prestige but not "stuffy." Weathercast has bright, factual approach. Medium or top markets only. . . Video tape and resume for your consideration on request. Box A-24, BROADCASTING.

Disc Jockey—Almost two years experience, just married. Desires "top 40," Ohio or surrounding states. Bright and happy. Box A-36, BROADCASTING.

Wanted—Announcer. 4 years experience, one successul program of good music, middle of road, top 40. Experenced in all areas, programming, production, music, traffic, copy, news, and studio maintenance. No phone. No prima donna or floater. Box A-28, BROADCASTING.

First phone showman—8 years in the top 50 stations, college trained immediately. Box A-36, BROADCASTING.

Newscaster/announcer. Dependable. Family man, 3 years college, 2 years professional training, 2 years experience as concert baritone. Box A-36, BROADCASTING.

Experienced staff announcer, desires permanent work. Draft free will relocate. Box A-37, BROADCASTING.

Announcer—First phone. Now employed with two years experience in all phases including play by play and sales. Draft free. Seeks solid opportunity. West and Midwest only. Box A-41, BROADCASTING.

Program director for number one stereo station in one of the nation's top markets has the key to successful programming. If you have financially sound station and are interested in progressing with your operation the top spot in your area let's get together. Box A-62, BROADCASTING.

Top forty disc jockey in nations number three market wants to move up. Eight years experience. Will consider program director job in medium market. Box A-63, BROADCASTING.

Start your New Year right. With top air personality. Experienced radio & TV in New York metro area. Available on request only. Resume will follow—no tapes. Box A-54, BROADCASTING.

Announcer dj experienced, bright young personality, authoritative newscast tight production. Negro, no a floater or prima donna. Will travel anywhere. Box A-55, BROADCASTING.

Versatile announcer—dj—experienced selling sound—2 years experience—tight board—not a floater. Box A-56, BROADCASTING.

N.Y. City: Bilingual (Spanish & English) dj-announcer, bright air personality, authoritative newscast, tight board, dependable, professional attitude. Box A-97, BROADCASTING.

Announcer, 1st phone, Heavy writing production background. Humorous, authoritative, newscast. Married, has foner. Possibly a bit of a prima donna. Box A-89, BROADCASTING.

### RADIO—Situations Wanted

Announcers—(Cont'd)

Broadcast executive desires management post. Well rounded in administration with a successful sales resume. In Madison, Michigan, Montgomery and Wilshire Blvd. Plus strong local sales. Aggressive, sober and able to get along. Will work for references available. Box A-4, BROADCASTING.
RADIO—Situations Wanted

Announcers—(Cont'd)

First phone family man, 3 years experience. Pop music par excellence, but versatile, strong on production, prefer medium market. Will relocate on request. Box A-59, BROADCASTING.

West's top announcer, non-fra-n-tic—nurance voice. Could fit into most any operation, go anywhere, twenty years experience. Box A-61, BROADCASTING.

Gai di, news, women's programs, New York City area. Box A-72, BROADCASTING.

Chief engineer/personality locks desires position in large market. Particularly interested in Detroit-Toledo area. Experience in top thirty market. Box A-78, BROADCASTING.

1st phone with emphasis on announcing. Over 3 years experience. I am that good music man for that night shift. Box A-87, BROADCASTING.

Former WWJ announcer/newman will exchange writing for eastern credits and secure medium salary for rapid placement at adult station. Sincere calls collect. . . . Detroit, 272-3641.


Announcer, veteran, some experience, tight board. Authoritative news, good commercials. Locate anywhere, available immediately. Bill Ferrone, 32 Taylor St., Waterbury, Conn.

Smooth swinging, top 40 dj production manager. 2 years. Relocation effects. Phone. Box now! 290 market. Call now! 1-718-892-5166.


Technical

Have first phone license, ten years electronics experience. No broadcasting experience. Familiar with all aspects of learning. Prefer location in southeastern United States. Box R-25, BROADCASTING.

Chief engineer, 10 years experience transmitter and studio maintenance, radio. Want to relocate. Will consider all offers. Box R-60, BROADCASTING.


Transmitters-Audio-Tape-M/W—you name it in the radio broadcasting field and I can do it. 22 years experience. Have worked with many different antenna systems. Transmitter up to 50,000 watts. FM with and without SCA. Looking for location first and salary second. (TV in the program.) Not the last engineer from the fiftieth state. Prime choice—North Carolina, South Carolina, or Southern Virginia, however any location considered. All letters answered. Available July 1, 1964. Box A-3, BROADCASTING.

Engineer, first phone, good on maintenance, announcing experience. Desires job with future. Box A-8, BROADCASTING.

Chief engineer, no six week wonder, can announce, tough directional experience, sells himself, does newscast, employed. No shoestring, mill, or pressure operation. Can wait for right opportunity. Box A-14, BROADCASTING.

RADIO—Situations Wanted

Technical—(Cont'd)

Engineer experienced directional. Full/part time. Three years experience, immediately, first class license. Box A-47, BROADCASTING.

Young chief-engineer-announcer wants change. Will relocate. Box A-53, BROADCASTING.

Chief engineer, some announcing. Bill Taylor, Alpine 3-5456, Village Inn, Amherst, Mass.

First phone, heavy military electronics experience, seeking permanent position. Reliable, willing to learn. Desire part time as studio or transmitter engineer. Boston only. Call 444-9138.

Production Programming & Others

Listen to my play-by-play. If you can find someone who can throw tape away. Box A-12, BROADCASTING.

Program director—5 years Chicago production plus 6 years PD metropolitan station. Know how to hire & train personnel & talents. Sales written and produced 20 hours special & public affairs programs. Experienced in production of community activities. Box A-13, BROADCASTING.

Program director. Good music and news. Administrative ability, production know-how, announcing experience plus direct loyalty, integrity. Box A-19, BROADCASTING.

Have talent and typewriter, trenchcoat too. Will travel. Award winning news director, 10 year experience. Journalism degree, graduate work. Now heading three man staff. Specializing in in-depth reporting and editorial. I am well paid but aiming higher. Box A-50, BROADCASTING.

Experienced copywriter and announcer. Quality copy. Good commercial and news voice. Will relocate. Box A-69, BROADCASTING.

Public affairs special events director. Over 30 years experience in radio. Graduated college and currently working in top 40 market. Experienced in all phases of public affairs. Can write and produce low budget prestige shows. Do public relations. Excellent record, references, appearance. Imagination, integrity, creativity. Box A-70, BROADCASTING.

TELEVISION

Help Wanted—Technical

We are looking for an engineer with minimum maintenance experience who desires to work up to assistant chief's position. Begin by doing full maintenance, as ability is proven. Medium Midwest market, challenging opportunity. Good on maintenance. Box R-44, BROADCASTING.

TV Technician—Immediate opening in a large eastern University Medical Center for an experienced closed circuit and general TV cameraman. The University is in the process of establishing a University and state wide medical broadcasting system. Excellent educational and many other benefits. Reply with complete background and experience. Will relocate. Box A-85, BROADCASTING.

First Class Engineer for TV master control room and video and audio switching. Contact E. M. Tink, Vice Pres. Engineering, KWWL-TV Waterloo, Iowa.

Experienced TV studio engineer for control room and VTR operation. Sufficient technically qualified to do VTR maintenance with reasonable additional training. Write immediate if full particulars and your phone number to Chief Engineer, WENH-TV, Box 2, Durham, N. H.

Radio/TV engineer experienced in radio and TV phases of radio/TV studio, RCA tape and Closed Circuit systems. Technical school graduate with 1st phone. Salary over $5500. Closing date Feb. 1, 1964. Applicants should submit resume to WINK, 1300 South Main St., Oklahoma City, Ok.

Production—Programming, Others

Writer-producer for university educational radio-television stations. Master's degree required. Position includes teaching basic radio courses. Film and promotion experience desirable. Has demonstrated ability to write and produce both radio-television programs. Send resume of education and experience in first letter to Box R-20, BROADCASTING. All qualified applicants will receive consideration without regard to race, creed, color or national origin.

Art director wanted for leading New York state NEW, experience all phases TV art work, professional photo & art samples. Box R-82, BROADCASTING.

News director, Eastern TV station, medium market requires a director who can administer a small staff of reporters and photog- raphers, supervise VTRs. Must have thorough background in reporting or reporting news without comment, and who can appear on the air. College education and background required. Beginning salary range $6000-10,000 depending on experience, WCAX-TV, Burlington, Vt.

TELEVISION

Help Wanted—Technical

Production "PRO" available. Eleven years in television production. Extensive update experience in New York VTR production experience. For more information or to set up an appointment to be interviewed, contact award winning shows. College graduated, 36, top references. Desires to affiliate with progressive company to which he has been oriented, creative producer is worth five figure salary. Box A-9, BROADCASTING.

Top billing television salesman—13 years—ready for management—family man. Box A-73, BROADCASTING.

Cost and profit conscious experienced management in TV and radio. General management position, preferably in medium-sized market. Full understanding of complete station operation. Preferred for TV or Radio. Box A-82, BROADCASTING.

Situations Wanted—Management

Production "PRO" available. Eleven years in television production. Extensive update experience in New York VTR production experience. For more information or to set up an appointment to be interviewed, contact award winning shows. College graduated, 36, top references. Desires to affiliate with progressive company to which he has been oriented, creative producer is worth five figure salary. Box A-9, BROADCASTING.

Top billing television salesman—13 years—ready for management—family man. Box A-73, BROADCASTING.

Cost and profit conscious experienced management in TV and radio. General management position, preferably in medium-sized market. Full understanding of complete station operation. Preferred for TV or Radio. Box A-82, BROADCASTING.
TELEVISION

SITUATION WANTED—SALES

Executive-type salesman, 8 years TV, 10 years radio sales and management, major and minor networks, new account and personal connection. Mature, married, superb Excellent record, best references. Box A-67, BROADCASTING.

National sales manager of prominent television station seeking position in sales or sales executive capacity in television broadcasting or Allied field. For 17 years successfully managed national and regional operations, made direct sales contacts with advertising agencies in New York, Philadelphia, Baltimore and Pittsburgh, resulting in increased billings each year. Early experience included nation sales account executive for prominent television station group covering Philadelphia, Pittsburgh and Baltimore. Best of references. Write A-77, BROADCASTING.

College graduate, family. 10 years sales experience. Presently employed in national sales, major market. I quadrupled billings in 18 months. Currently earning in excess of five figures carries greater responsibility. National sales, medium market-local sales, large market. Area A-84, BROADCASTING.

ANNOUNCERS

TV announcer thoroughly experienced. Seeks move. Box A-33, BROADCASTING.

PRODUCTION PROGRAMMING & OTHERS

TV Production director and motion picture director return to Rocky Mountains; will consider Pacific coast. Film and television background. Experience references. Box R-48, BROADCASTING.

TV announcer, presently employed and experienced all phases. Married, 28, veteran, B. J. Journalism. Resume on request. Box A-16, BROADCASTING.

Top-flight director. Heavy news, sports, remote program producer. Executive trained. Box A-22, BROADCASTING.

Producer-director-eight years television experience, strong production and engineering background, married, now with station in number six market, looking for opportunities to do live programming. Box A-23, BROADCASTING.

Experienced news director. Successful investigative reporter seeks position with award-winning news organization. Box A-32, BROADCASTING.

Attempting to give your station a top-rated sports image? I am looking for such a station. Investigate my credentials before anyone else can be considered. By play a specialty. Honesty, integrity and leadership qualities. Marquette College graduate. Prefer personal interview. Box A-49, BROADCASTING.

News director... now employed... college graduate... journalism major. Seeks stable newsminded management. Special events... public service experience. Local... network... AM TV top-rated on-air... major markets administrative ability. G... mature... authoritative. Minimum $12,000. Box A-51, BROADCASTING.

News director. Award-winning reporter with top-rated delivery, extensive administrative experience in major markets. Best references, kine. VTR available. Box A-69, BROADCASTING.

Production manager—14 years experience television—VTR—sports remotes—top man. Box A-78, BROADCASTING.

WANTED TO BUY

EQUIPMENT

Wanted—used 50 kw AM transmitter. Please supply all information to Box R-1, BROADCASTING.


Good condition camera, Auricon 18 millimeter, single sound outfit complete. Interested in 400 foot conversion but will consider 100 foot. What have you? George McClanathan, Director of engineering. KPHO, 631 North First Ave., Phoenix, Arizona.

FOR SALE

EQUIPMENT

Two (2) Stancil-Hoffman minitape M-9 portable tape recorders, with battery chargers and carrying case. Less than two years old. Write Box L-178, BROADCASTING.

Three (3) Blaw-Knox 200 ft. self-supporting towers galv. in excellent condition. P. O. Box 757, Vidalia, N. Y. 

UHF 1 kw contractual transmitter, modified for color, presently tuned for Channel 18. Offer. Transmitter in excellent condition—$1,500.00. 

Contact J W West Engineer, WLWX-TV, Lexington, Kentucky.

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave. N.Y.C.

Exmission Line: Teflon insulated, 1/4" rigid. 51.5 Ohm flanged with bullets and all hardware. New—length for $40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1461 Middle Harbor Road, Oakland, California, Temple 2-3027.

Ampex 350-1, ft., with cases, $695. Berlant 4-channel mixer with mic informers, $125. R. Leffer, 8142 Beaver Lake Dr., San Diego, Calif.

Nems-Clarke surplus inventory sale of TR-1 rebroadcast TV receiver. Channel 6, 8, 12 & 13 available at $35 each. 

Write John Andre, 819 Jessup Blaire Dr., Silver Spring, Md.

25 KVA portable gas generator, 110v, 1 freq, voltage control, 1500 watts, as airport standby, $3000 or offer. DeGering, 1000-12, 16, 18, 20 Sarah, Chicago, Ill.

1 Presto 6N disc cutter, cabinet, 50-watt McIntosh amplifier, power supply, microgroove, 72-B RCA disc cutter, microscope. $1-21 Memories, Inc., 318 N. Monroe, Green Bay, Wisc.

MISCELLANEOUS


Two daily 4:30 feature reports, with the actual voices of the newsmakers, on top national and international programs. Perfect partner to complement your spacious local coverage—will do all special delivery. Peak listener reaction—low cost. Let us join your team. Write Box N-81, BROADCASTING.

"Broadcast Comedy" a free publication available to disc jockeys doing light comedy. Write, includes—Sherry Blaine Comedy Service (Dept. BC) 65 Parkway Court. Brookline, Mass. 02146.

Station staff, have two names? Proven both, real and air with attractive ident-Authori-
sation cards (no gimmick), gold embossed case, $18.90. Stockton Studios, Mt. Bethel, Pa.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in class. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Wash-
ington. For free 44-page brochure: Dept. 3-X, Grantham Schools, 3123 Gilham Road, Kansas City, Missouri.

Elkhart training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and labora-

Be prepared. First class FCC license in six weeks. Top quality laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.


Elkins Radio License School of Chicago—Six weeks quality instruction in legal methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programming, console operation. Twelve weeks intensive practical training. Finest, most modern equipment available. 1 approved method of Broadcasting, 2805 Inwood Road, Dallas 25, Texas.

San Francisco’s Chris Borden School continues top placement record. Proven first class. Excellent sound, illustrated brochure, 229 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 $225.00. License or complete refund. Free placement. Radio Engineering Institute of Florida, Inc., 135 N. Pineapple Ave., Sarasota, Florida.


Special accelerated first phone preparation available at Los Angeles Division of Grantham Schools. Intensive March 16 and 18, Lab training and advanced electronics available after first phone course, to the tune. For free brochure, write: Dept. 3-X, Grantham Schools, 1139 N. Western Ave., Los Angeles, Calif. 90007.


Intensive thirteen week course in announcing, control board operation, production, news and copy writing, modern equipment, facilities. Graduates have first jobs with WBCN, WHDH, WIBO, WJZ, WABC, WPIX. John L. Hughes, Director, Broadcasting Institute of America, Inc., P.O. Box 53331, New Orleans 94, Louisiana.
INSTRUCTIONS (Cont'd)

America's pioneer, 1st in broadcasting since 1924, National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

FCC License in six weeks. Total cost $200.00, radar endorsement included. Resident class only. Your opportunity in Space City, Houston, Texas.


RADIO

Help Wanted—Announcers

RADIO PERSONALITY TEST

Score 10 points for each affirmative answer:

Do you have at least five years experience?

Are you 25 to 35 years old?

Do you have a vital, commanding voice?

Do you have both a news and disc jockey background?

Can you combine light, exciting production with middle-of-the-road music?

Are you a better than average writer and producer?

Are you dependable?

Are you creative?

Do you conduct intelligent, probing interviews?

Are you available immediately?

If your score (honest) is 80 or more, one of Los Angeles' leading 50,000 watt radio stations is looking for you. Send an audition tape, snapshot, and background to Box A-47, BROADCASTING. Material is confidential but will not be returned.

PROGRAM DIRECTOR

Young, vital man needed for medium-size midwest metropolitan market. Must be capable of continuing top 40 programming, overseeing news department, and dreaming up new promotions. Salary commensurate with ability. Send resume and tape.

Box A-7, BROADCASTING

Situations Wanted

Sales

Marketing Executive...with proven 20 year success record in radio, music and film business. Currently employed by leading educational film producer. Desires to return to commercial radio, TV or allied electronics field. Minimum salary requirement: thirty thousand dollars. All replies held in strict confidence.

Box A-5, BROADCASTING

Production—Programming, Others

THOM SHERWOOD Now available for air or programming. Helped give Chicago's WIND #1 afternoon ratings...Almost 2 to 1 over 2nd place station. Call now: 312-748-9192. Write: 104 Peach St, Park Forest, Ill.

TELEVISION

Help Wanted—Management

Larger Western Market TV station requires junior executive, aged 35 to 38, to combine functions of business manager and assistant to station manager. Must have at least five years TV administrative experience and thorough operation knowledge all phases FCC and other laws and regulations applicable to broadcasting. May be light on sales experience but must be heavy on all phases TV operations and programming. Person meeting all qualifications will have promising future. Salary negotiable.

Box B-20, BROADCASTING

Sales

MAJOR TV FILM CO. WANTS SALESMAN FOR TEXAS REGION

If you live in the Dallas area, are young and free to travel, and have a good knowledge of the Television industry, you may be our man. Rep. salesmen, Agency men and Station salesmen invited to apply. Good commissions, liberal draw, travel expenses and fine product to sell.

Contact Dick Woollen, Statler Hilton Hotel, Dallas this week...January 13, 14 and 15.

Announcers

TV ANOUNCER Are you a good announcer? Unaffected, on-the-air salesman! Send letter of application and audio audition tape with picture to Ralph Webb, KWVT-TV, Waco, Texas.

Production—Programming, Others

PRODUCTION MANAGER—TV

Create and supervise commercial production-VTR—Film—Live. Excellent opportunity with growing organization. Good management potential. Write or phone—John Rodeck, WJBF, Augusta, Ga.

WANTED NEWSMAN

Must be able to shoot and develop own film, write and deliver News in major market TV Station. Television experience required. Salary open commensurate with ability and background. Send film, video tape and/or audio tape and pictures to Clark Davis, WHTN-TV, P. O. Box 1448, Huntington, W. Va.

BUSINESS OPPORTUNITIES

STATE FRANCHISE

now available exclusively to one radio station (or stations under group ownership) in each state to handle a never before developed facet of the broadcasting business. An extremely profitable new enterprise can be established at your station with a minimum of effort and without detracting in the least from your normal operation. Procedures and materials furnished following a modest investment. Because of the nature of this offering, applicants must be the owners or managers of their stations. Send for franchise proposal and details without obligation. Confidential replies made as received.

BROADCAST GUILD OF AMERICA, INC. 975 N. 35TH ST., MILWAUKEE, WIS. 53208

EMPLOYMENT SERVICE

SEEKING SUCCESS? ALL BROADCAST PERSONNEL PLACED ALL MAJOR U. S. MARKETS MIDWEST SATURATION WRITE FOR APPLICATION NOW

BROADCAST EMPLOYMENT SERVICE

4825 10th Ave. St. Minneapolis, Minn. 55417

The leading company for the recruitment and placement of:

BROADCAST PERSONNEL

Agency

527 Madison Ave., New York City 10022

SHERLEE BARISH, Director

MISCELLANEOUS

ATTENTION RADIO-TV INDEPENDENTS

Telephonic reports on Oregon's primary election now until May 15th. TV film reports also available. Low rates. Exclusive your area. Contact Bob Bruce, press room Stateside, Salem, Oregon.

WANTED TO BUY

Stations

WE'RE LOOKING

For a solid radio station. Prefer midwest. Either small single station market daytimer or medium multiple station fulltimer. Will consider others. All replies completely confidential.

Box A-65, BROADCASTING

BROADCASTING, January 13, 1964
Continued from page 95

By Hearing Examiner Sol Sildhause

SCHEDULED FURTHER PREHEARING CONFERENCE FOR JAN. 8 FOR PURPOSE OF HEARING ARGUMENTS IN QUANTITY POSTPONING JAN. 13 HEARING DATE IN PROCEEDINGS ON APPLICATIONS OF TVE ASSOCIATES INC. AND UNITED ARTISTS INC. FOR NEW TV STATIONS IN HARRISON COUNTY AND FOR NEW FM STATION IN HARRISON COUNTY.

RESCHEDULED JAN. 7 FOR FURTHER PREHEARING CONFERENCE FOR DATE FOR APPLICATIONS OF TVE ASSOCIATES INC. AND UNITED ARTISTS INC. FOR NEW TV STATIONS ON CHANNEL 23 IN HARRISON COUNTY.

By Hearing Examiner Herbert Shrinkman

GRANTED REQUEST OF NORTH BROADCASTING COMPANY TO RESCHEDULE JAN. 31, 1963, HEARING DATE IN PROCEEDINGS OF COMMISSIONER OF PUBLIC UTILITIES TO CLARIFY TERMS.

By memorandum opinion and order in DIRECT APPLICATIONS OF COASTAL BROADCASTING, INC. AND COLCHESTER BROADCASTING COMPANY FOR LICENSE TO CONDUCT NEW WILMINGTON, DEL. TV AND FM STATIONS.

The decision of the Commission is in the record and the interested persons are hereby advised to read it.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

NATIONAL AND STATEWIDE SERVICES

Management

Appraisals and Financial

Howard S. Frazier, Inc.

1730 Wisconsin Ave., N.W.
Washington 7, D.C.

RACE STATION

Highly successful non-competitive money making station in operation 8 years in middle South Metropolitan market of 280,000 new equipment and facilities—selling for personal reasons. Principals with cash reserves invited.

Box P-268, BROADCASTING

By Hearing Examiner Charles F. Naumowicz

IN PROCEEDING ON APPLICATIONS OF CHARLES COUNTY BROADCASTING CO., DORLON BROADCASTING INC., AND PREMIER BROADCASTING INC. FOR NEW AM STATIONS IN LA PLATA AND WALDORF, BOTH MARYLAND, RESPECTIVELY, AND DORLON FOR RENEWAL OF LICENSE OF WSMF (FM) WALDORF, REQUESTED ORDER OF COMMISSIONER OF PUBLIC UTILITIES TO DISMISS PROCEEDINGS OF FACT AND CONCLUSIONS OF LAW AND FILE ORAL ARGUMENTS TO JAN. 30 AND FEB. 28 RESPECTIVELY.

FOR SALE—Station

GUNZENDORFER

ARIZONA. Fulltimer $7,500 down. Asking $47,500.
OREGON. Fulltimer $10,000 down. Asking $60,000.
CALIFORNIA. Fulltimer $65,000 down. Asking $225,000.

WILTON GUNZENDORFER AND ASSOCIATES

Licensed to broadcast in LA PLATA and WALDORF, MARYLAND, 310,000. AVAILABLE: Conference for Jan. 8 on hearing argument postponing Jan. 13 hearing date in proceeding on application for license for new AM in Crystal Lake, Ill. Conference Jan. 7.

RESCHEDULED JAN. 7 FOR FURTHER PREHEARING CONFERENCE FOR APPLICATIONS OF TVE ASSOCIATES INC. AND UNITED ARTISTS INC. FOR NEW TV STATIONS ON CHANNEL 23 IN HARRISON COUNTY.

BROADCAST ACTIONS

By Broadcasting Bureau

Actions of Jan. 7

WBVM-FM Rochester, N.Y.—Granted CP to change from 88.6 to 89.3 mc, 4,500 kw to 1,000 kw, 65.7 kw to 30 kw.

WVOX-FM (Rochester, N.Y.—Granted CP to change frequency, continue operation with 15 kw, 95 kw.

K7IB Transes, Calif.—Granted license for UHF TV station.

WGAN-TV Rockford, Me.—Granted license covering installation of aux. trans. at main trans. site.

WTIC-TV Hartford, Conn.—Granted license covering installation of aux. system on same tower as previous authorized WFTC-FM.

WKBZ-FM Kalama, Wash.—Granted CP to change to FM type transmission.

WCP0-FM Chainmont—Granted CP to install new trans. and new LPD license.

WFLM-FM (Falmouth, Mass.—Granted CP to change to type FM license.

WKLW-AM Kalama, Wash.—Granted license covering installation of aux. trans. and LPD at new trans. site.

WBIZ-FM Indianapolis—Granted CP to install new trans. at main trans. location.

WCTC-FM Rome, N.Y.—Granted CP to install new trans. and change operation with 150 kw, 95 kw, 95 kw.

WTHA-FM (Albany, Ga.—Granted CP to change frequency, continue operation with 85 kw, 95 kw.

WAGA-TV Atlanta, Ga.—Granted CP to install new trans. and increase power.

WTTA-FM (Macon, Ga.—Granted CP to install new trans. and change operation with 40 kw, 90 kw, 90 kw.

WPTF-FM (Durham, N.C.—Granted CP to change to type FM license.

WKIR-FM (Kalamazoo, Mich.—Granted CP to change to FM trans. license.

WCMI-FM Kalamazoo, Mich.—Granted CP to change to FM trans. and transmission line; and increase EIRP to 23 kw.

WILS Fort Worth, Texas—Granted CP to install new trans. of 50 kw, 20 kw.

WJSQ-FM (Fort Lauderdale, Fla.—Granted CP to install new trans. and new LPD license.

WJAX-FM (Palm Beach, Fla.—Granted CP to install new trans. for LPD.

WJDN-FM (Graham, N.C.—Granted CP to install new trans. and increase power.

WJXK-FM (North Olmsted, Ohio.—Granted CP to install new trans. and increase power.

WJU-FM (Jupiter, Fla.—Granted CP to install new trans. and new LPD license.

WKRK-FM (Jackson, Miss.—Granted CP to install new trans. and new LPD license.

WTKC-AM Salisbury (MD)—Granted CP to install new trans. and new LPD license.

WLVK-FM (Rochester, N.Y.—Granted CP to install new trans. and new LPD license.

WLSZ-FM (Ft. Lauderdale, Fla.—Granted CP to install new trans. and new LPD license.

WJOT-FM (Milwaukee, Wis.—Granted CP to install new trans. and new LPD license.

THE STATIONS FOR SALE

SOUTHWEST, Exclusive, Daytime, Gross $60,000, $90,000, 24/7. SOUTHEAST, Daytime, Market of 60,000, $90,000, 24/7, 15% down, excellent terms.

JACK L. STOLL & ASSOCIATES

6381 Hollywood Blvd.
Los Angeles 28, California

Pa. single daytime $375 term.
Ill. single daytime $375 term.
Fla. single daytime $375 term.
W. Va. single daytime $375 term.
N. C. single daytime $375 term.

Buying and selling, check with
CHAPMAN COMPANY INC.
2045 Peachtree Rd., Atlanta, Georgia 30309

BROADCASTING, January 13, 1964

(FOR THE RECORD) 101
Now...the new EASTMAN Sound Recording Tape

Mark well the coding shown here. You'll find it on the back of all EASTMAN Sound Recording Tapes.

Look! “Lifetime Coded” for Positive Identification!

“Lifetime Coding”—your assurance of highest quality! A permanent legend continuously repeated on the back of EASTMAN Sound Recording Tapes identifies Eastman Kodak Company as the manufacturer; (2) provides positive batch-coating identification, thus assures the most closely matched sound characteristics, tape after tape, in the industry. The coding also provides a convenient means of cataloging tapes.

No stretch—thanks to the new DUROL Base! A specially prepared form of cellulose triacetate, this support material is distinguished for its high strength, low elongation. When equipment accidents happen, the new Eastman tapes break clean with practically no stretch. As a result, splices are made quickly, easily, with minimum program loss.

For information, see your electronic supplier or write Magnetic Products Sales

EASTMAN KODAK COMPANY
Rochester, N.Y. 14650

New “R-type” binder provides a smoother, tougher surface to suppress tape noise and distortion. In addition, it is extremely abrasion-resistant, thus reducing oxide build-up. Even more important are the superb magnetic characteristics of “R-type” binder dispersions which make possible two great recording tapes—both available now...

At leading electronic supply houses: Type A303, a vastly superior low-print tape with output comparable to a fine general-purpose tape... also Type A304, a high-output tape with remarkably low print-through.

©Eastman Kodak Company, MCMLXII

Unique ultra-handy Thread-Easy Reel with indexing scale and built-in splicing jig.
All business is good until you know something about it—like meeting the payroll.

Which is exactly why our congressmen and other elected officials must be more thoroughly apprised of the practical day-by-day problems of the broadcaster. They need to be brought much closer so that can see the grass root viewpoint.

So reasons E. L. (Red) Byrd, vice president and general manager of WLS Lansing, Mich., who always seems to go out of his way to try to whip a new challenge.

Elected president of the Michigan Association of Broadcasters last fall, Mr. Byrd feels that one of his primary goals is to help awaken broadcasters everywhere to the need for closer liaison with their government representatives at the local, state and national levels.

This was the reason Mr. Byrd went before the House Communications Subcommittee in early November in behalf of the state association to oppose the FCC proposal to set standards for the length and frequency of radio-TV commercials. It was the same reason Mr. Byrd has gone before committees of the state legislature and worked with state officials.

"State association work is a bigger job than most broadcasters realize," Mr. Byrd says, but he feels it is an honor to be chosen by business associates and to know one has their confidence. Mr. Byrd believes that for a state group to be effective each station member has to become well known to his elected representatives and communicate his views on issues affecting radio-TV.

Losers Not Wanted • The fact that broadcasters did stand up to be counted on the commercial limitation issue carried considerable weight with the congressmen, Mr. Byrd says. "They don't like to back a loser," he notes.

Broadcasters now should rally behind the industry on other major issues too, he feels, such as the licensee fee and fairness doctrine proposals. Mr. Byrd indicates that when it seems futile to get appropriate action from the FCC it is up to the broadcasters to take their case to congress which established the commission in the first place and lays down the ground rules.

Active in his state association's work for several years now, Mr. Byrd is the third member of the WLS executive family to hold office in the MAB. Earlier John C. Pomeroy served on the MAB board and Bill Pomeroy was president. The Pomeroys were co-founders of WLS in 1947.

The MAB's Feb. 5-6 meeting at the Jack Tar hotel in Lansing included an annual legislative dinner session. Mr. Byrd also is planning a dinner meeting with the Michigan delegation in Wash-

Goal in '64: Grass root viewpoint

Edwin Leslie Byrd—Broadcaster; VP and director of Lansing Broadcasting Co. (WLS Lansing) and gen. mgr. WLS-TV Lansing. Byrd was elected president of the Michigan Association of Broadcasters, 1963-64.

...ing in early May, a repeat of a successful similar event last year.

The Grass Roots • Getting down to the grass root viewpoint, Mr. Byrd cites the station's role within the community itself. It's a role that includes being a good corporate citizen and business success as well as offering an opportunity for the station's owner to listen to his station staff.

One can't succeed without the others, he indicates, and all of the parts are necessary to fulfill the total job of public service. WLS always has given of its money, time and services to worthy local causes, he recalls, and the people of the community freely come to the station for assistance in their projects. WLS also has editorialized for four years.

An independent outlet featuring bright music and news, WLS has a staff of 32. Of these six are in news and a dozen in programming. Mr. Byrd feels selection of music is an exacting job, requiring careful weighing of the desires of the available audience at a particular time and the matching of the right mix of golden records, ballads and pop tunes.

"Radio is far more important than a medium to entertain the kids," he feels, explaining that just because a record is on some "top" list doesn't mean it will be used on WLS.

Goose Necks And Bouts • Music sparked Mr. Byrd's interest in the radio field. He recalls in his early childhood listening for the first time to a crystal set and hearing the tune "Over the Waves." Then came the gooseneck speaker set on the family porch and folks gathering from blocks around to sit in the yard and listen to a championship fight.

But the interest was to remain somewhat passive for many more years while Mr. Byrd pursued various other fields that attracted his attention. Before World War II he delved into electrical engineering and architecture. During the war he was a naval aviator flying a PBY-5 seaplane on various missions, including make-shift bombing runs on Japanese shipping in the Pacific.

Before leaving the service in 1946 he had met and married Miriam Jane Pomeroy and with their savings they joined with her brothers in the founding of WLS, an investment that often had to be "sweetened" with new money during the lean early years. Although not directly active at first, Mr. Byrd kept in close contact with the WLS operation and recalls he became an avid student of the business through his weekly copy of BROADCASTING.

"Glorious" Defeat • In 1950 he bought a dairy farm near Lansing and his involvement with WLS subsequently increased. He learned grass root politics as school board member for the one-room school near his farm and went down in "glorious" defeat for township road commissioner ("I lead the ticket but lost").

The pitfalls of business are equally perilous, he knows, remembering long and expensive efforts to keep UHF channel 54 (WLS-TV Lansing) afloat around 1953-54. Eventually the WLS group obtained a 40% interest in WILX-TV there which became possible through the channel 10 drop-in at Onondaga.

But it always will be the dairy farm which really sharpened Mr. Byrd's respect for the other fellow's viewpoint. A city boy who learned farming the hard way, Mr. Byrd discovered something even the FCC doesn't know yet: "Cows are people too."
EDITORIALS

The mess in mutuals

The FCC must act without delay to fulfill its promise of a re-examination of its criteria for fixing limits on the number of radio and television stations a licensee may own. A prolonged delay could cause unwarranted financial set-backs to station owners whose stocks are traded publicly.

The need for a revision in the FCC multiple ownership rules became evident when the agency discovered that a number of mutual investment funds held blocks of stock in several broadcasting companies. Under its present rules, the FCC considers that a common ownership of 1% or more in multiple station properties is enough to count all the stations against the maximum portfolio of seven AM's, seven FM's and seven TV's (of which no more than five can be VHF) that any single licensee may own.

The subject came up a couple of months ago when the FCC approved Metromedia's purchase of WCBS-AM-FM in Baltimore on the condition that certain mutual funds holding more than 1% of stock in Metromedia and in other broadcast license-holding companies reduce their Metromedia holdings below 1%. Three weeks ago the FCC rejected a Metromedia request for a waiver of the multiple ownership rules but applied a new condition: that the mutual funds refrain from voting their Metromedia stock until the FCC comes to a final decision on the whole question of multiple ownership.

The question has its complications.

As Metromedia told the commission, in asking for a waiver of its rules, cross-ownerships among investment funds are common. Metromedia cited several examples of super-multiple ownership that could be construed from literal interpretations of the rules. One mutual fund holds small minorities of stock in seven different station groups that together hold 91 licenses. Another has interests in groups holding 51 licenses. We have no doubt that further research would turn up many other situations of that kind.

It is the argument of Metromedia, and of other publicly owned broadcasting companies, that the mutual funds exercise no control over any of the broadcast operations in which they have invested and that there is therefore no reason for FCC concern. To this we agree.

As a detailed report in this publication last week pointed out, the investment community is developing considerable respect for broadcast stocks that are publicly offered. That respect could be diminished if the FCC were to be rigid in its adherence to its present rules or to procrastinate in its revision of them.

Why?

The Olympic games are presumed to be the quintessence of amateur sportsmanship.

In recent years, particularly since the advent of television, these quadrennial games have taken on a commercial aspect. This probably would have been shocking to the ancient Greeks, but it doesn't seem to disturb today's entrepreneurs who pay millions for the rights to broadcast "amateur" college football games and other sports events.

What must be shocking to every broadcaster, however, is the affront to the U. S. Olympic Committee in disqualifying broadcasting as a news medium. An announcement by the U. S. Olympic Committee setting forth regulations governing "press" credentials for coverage of the Japanese Olympic games does not include radio or television among the "qualifying groups." The qualifying groups are listed as representatives of newspapers with net circulation of 100,000 up, and the news magazines.

"Radio, television, motion picture and still photography representatives are not included in the U. S. quotas," the U. S. Committee said. Representatives of those media, it added, must apply directly to the Japanese organizing committee in Tokyo "in order to be considered for credentials."

The U. S. committee based its action on the quota of 50 accreditations to which it said it was limited by the Japanese committee. Doesn't the U. S. committee know that radio and television are fully accredited news media in the United States, with White House, congressional, state house, court, county, city and township recognition?

The Olympic group may have made its exclusive deals for "play-by-play" full coverage of the events by networks and for exclusive newsmagazine picture and by-lined coverage. But these cannot preclude coverage of public events by all legitimate news media.

An experienced news director of an important station puts this question: "If the U. S. Olympic Committee doesn't even recognize broadcasting as a news medium, why the hell should we be helping them raise money?"

Why?

The image overseas

When television critics run out of things to be alarmed about on the domestic TV system, they turn to worrying about the image of America that American television films project when exported overseas.

Now a survey by the United States Information Agency has disclosed that fears about foreign reaction to American TV shows have been exaggerated. As reported in Broadcasting, Dec. 2, 1963, and in other publications more recently, the USIA has discovered that the more American television is seen in foreign lands, the more favorable is the impression it makes.

In England, for example, where 67% of television viewers had seen at least some American programs, 70% of those who had seen American exports found them enjoyable and 60% thought they conveyed a favorable impression of American life.

In France, only 20% of television viewers had seen American shows. Of those, 48% found U. S. programs enjoyable and 45% thought they conveyed a favorable impression of American life.

On the strength of the USIA survey, it may be suggested that as the volume of American exports increases, the image of America will be improved. At the very worst, the survey indicates that no harm is being done by the foreign distribution of our programs.
When the V.I.P.'s are on TV
Look for the TK-60 Camera!

When very important people appear on television, you're most apt to see this famous camera. It reflects a preference for the best. With its 4½-inch image orthicon picture tube and built-in aids to production, the TK-60 produces pictures of peak quality. Where striking reproduction can mean higher sales for a product or service, this is the camera that does it best.
CONSISTENTLY FIRST IN AUDIENCE ACCEPTANCE IN RICHMOND, VA.

47% 

AVERAGE SHARE OF AUDIENCE SIGN ON TO SIGN OFF AND

88.7% 

GREATER HOMES

Represented by Blair Television Associates

ARB (47% Share) Oct-Nov 1963
Nielsen Oct-Nov 1963
Average Audience 46.3%

**ARB Oct-Nov 1963
Nielsen Oct-Nov 1963
Average Homes 110% Greater than Station B and 74.3% Greater than Station C

Audience measurement data are estimates. Excerpts from ARB and Nielsen Reports of Oct-Nov 1963. Definitions an reminders as to use are contained therein.