



BROADCASTING

THE BUSINESS

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AND RADIO

NEWSPAPER

FEBRUARY 11, 1963

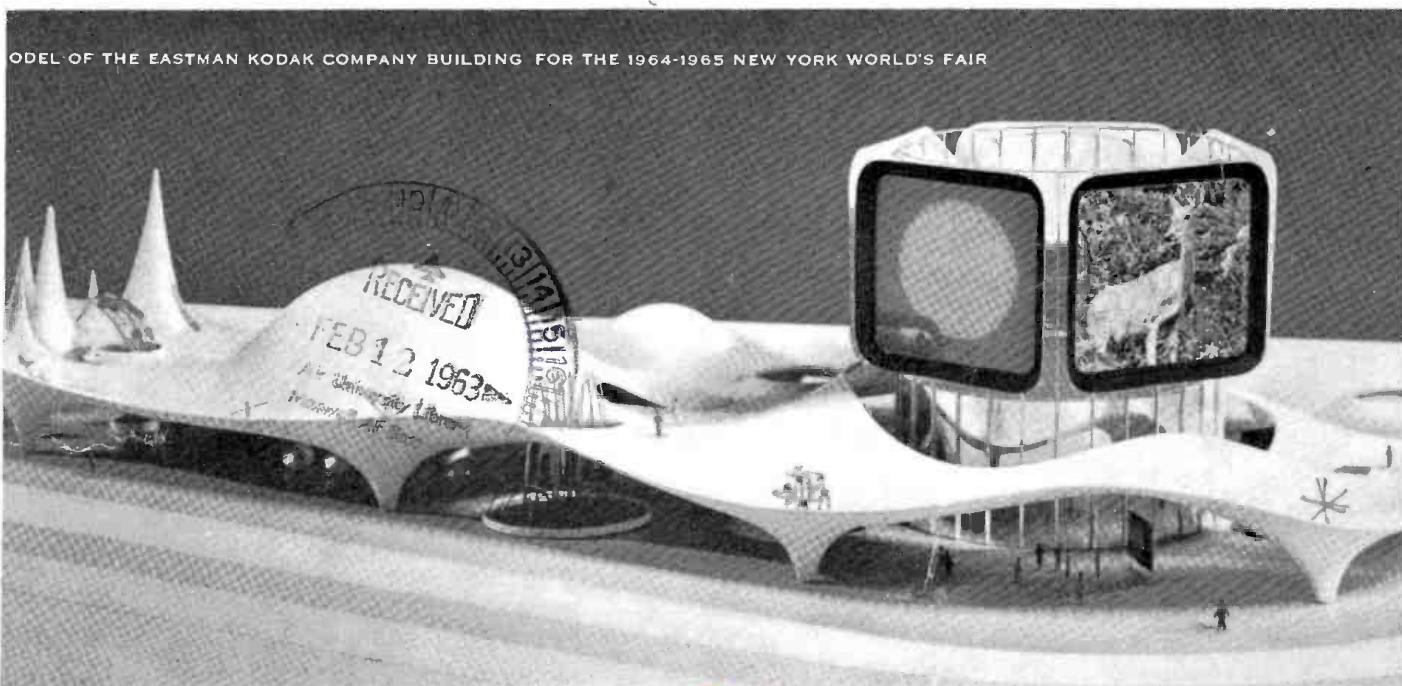
Minow to leave FCC at end of May; suggests Henry as successor 23

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The networks next season: how the programs are being slotted 24

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MODEL OF THE EASTMAN KODAK COMPANY BUILDING FOR THE 1964-1965 NEW YORK WORLD'S FAIR

SPOT TV

MODERN SELLING IN MODERN AMERICA

TELEVISION DIVISION



THE ORIGINAL STATION REPRESENTATIVE

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

Today's successful national advertisers use Spot Television more than ever before. They find that its flexibility, economy and impact make it the most practical medium. These quality stations offer the best of Spot Television in their markets.

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| WSB-TV | Atlanta | WTAR-TV | Norfolk-Newport News |
| KERO-TV | Bakersfield | KWTV | Oklahoma City |
| WBAL-TV | Baltimore | KMTV | Omaha |
| WGR-TV | Buffalo | KPTV | Portland, Ore. |
| WGN-TV | Chicago | WJAR-TV | Providence |
| WFAA-TV | Dallas | WTVD | Raleigh-Durham |
| KDAL-TV | Duluth-Superior | WROC-TV | Rochester |
| WNEM-TV | Flint-Bay City | KCRA-TV | Sacramento |
| KPRC-TV | Houston | KUTV | Salt Lake City |
| WDAF-TV | Kansas City | WOAI-TV | San Antonio |
| KARK-TV | Little Rock | KFMB-TV | San Diego |
| KCOP-TV | Los Angeles | WNXP-TV | Scranton-Wilkes Barre |
| WISN-TV | Milwaukee | KREM-TV | Spokane |
| KSTP-TV | Minneapolis-St. Paul | WTHI-TV | Terre Haute |
| WSM-TV | Nashville | KVOO-TV | Tulsa |



GOOD SOUND RADIO

wgar
RADIO 1220 

* Good Sound Listening

... that appeals to grown-ups of all ages ... variety shows ... complete news coverage ... good music ... sports ... special events ... featuring top local and NBC personalities.

* Good Sound Market

... a vast buying audience in Greater Cleveland Growthland and northeastern Ohio respond to *wgar's* kind of service ... good sound radio to help make your sales prospects, *your customers*.

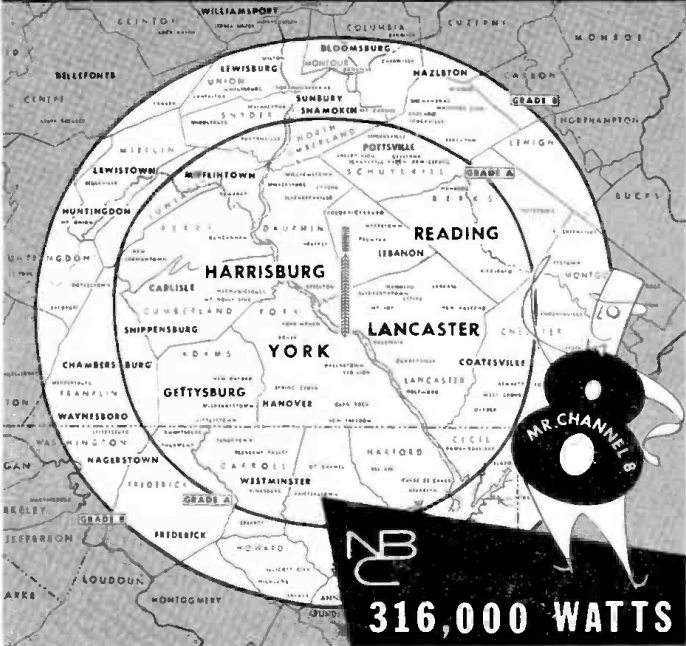
PEOPLES BROADCASTING CORPORATION

WGAR Cleveland, Ohio
WRFD . Columbus-Worthington, Ohio
WMMN . . . Fairmont, West Virginia
KVTM Sioux City, Iowa
WTTM Trenton, New Jersey
WNAX . . . Yankton, South Dakota

Represented by HENRY I. CRISTAL COMPANY



MULTI-CITY TV MARKET



Hercules Powder Company

WGAL-TV delivers a loyal, responsive audience. This unequaled viewer following results from fourteen years of pioneering, finest facilities, and the most complete and modern equipment in the area. Channel 8 is the only single medium in this entire region that assures full sales power for your advertising dollars.

WGAL-TV
Channel 8
Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

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

Drop-ins next week

Unless current views change, FCC at its meeting on Wed. Feb. 20 will approve vhf drop-ins at sub-standard separations for eight two-station cities: Baton Rouge, Birmingham, Charlotte, Dayton, Jacksonville, Johnstown-Altoona, Knoxville and Oklahoma City (shift of ch. 5 from Enid). Controversial proposal is slated for discussion this Wednesday (Feb. 13) with vote committed for following week.

Drop-ins are opposed by Assn. of Maximum Service Telecasters on grounds they are in conflict with FCC's own engineering standards and aren't needed anyway now that uhf has been given added promise by passage of all-channel set legislation at last session of Congress. But indications were FCC might well be unanimous in approving eight-city drop-ins to provide third vhf network outlet.

Deal for KLAC?

As sequel to its \$10 million purchase of KTTV (TV) Los Angeles, Metromedia is in negotiation with Mort Hall to buy KLAC-AM-FM in same city. John Kluge, Metromedia president, refused to comment, but other sources acknowledge there is basis for report. Price under consideration was not certain, but two years ago Westinghouse proposed to buy KLAC stations for \$4.25 million in cash. Westinghouse dropped negotiations when its antitrust troubles began and FCC held up renewal of WBC licenses for period (but subsequently renewed them).

Proliferating pitches

CBS-TV network is losing no time in spreading word of its new research technique that permits comparison of "apples" (magazines) and "oranges" (tv)—and finds "oranges" much richer in advertising sales juices (BROADCASTING, Jan. 28). President James T. Aubrey Jr. was host at presentation luncheon for chairmen, presidents and tv-radio heads of 30 top agencies in New York last week, is giving continental breakfast for 1,500 agency and advertiser executives at Waldorf-Astoria Thursday. Then presentation will go on road with group including sales vp Tom Dawson, research director Jay Eliasberg and sales promotion & advertising operations director George Bristol in Chicago Feb. 20, Detroit Feb. 21, other cities later. In addition, prints of presentation film will be made available to all CBS-TV affiliates March 1 for local use.

Catv compromise?

New approach to community antenna legislative and regulatory problems is seen in conversations under-

CLOSED CIRCUIT*

taken with FCC staff seeking common ground that would assure well-being of catv operations and possibly introduce modicum of regulatory controls, through legislation if need be, to protect live tv stations in smaller markets by requiring non-duplicated service on catv systems. FCC wants authority to regulate catv systems because of threat to small tv stations, but Rep. Oren Harris (D-Ark.) has taken opposite view. NAB board recently reaffirmed its determination to seek restrictive legislation.

Quest is for compromise between positions taken by FCC and NAB on one hand, and by Chairman Harris and catv operators on other. Minimal legislation that would pre-empt catv field as interstate commerce, thus removing state public utility commissions from primary control, presumably would be acceptable to catv groups as well as to FCC.

McCullough won't run

NAB joint board chairmanship—biggest job next to paid presidency—will be wide open next June. Clair R. McCullough, president, Steinman Stations, who has served two consecutive terms, has advised 43-man board that he will not be candidate and that he would "have to refuse" draft if one developed. And tv board Chairman William B. Quarton, WMT-TV Cedar Rapids, Iowa, has written board that he isn't candidate either but would, if elected, serve an additional year as tv board chairman.

Although any member of either radio or tv board would be eligible for election to joint board chairmanship in June, choice ordinarily would be between chairmen of respective boards. Chairman of radio board is Willard Schroeder, vice president and general manager, WOOD-AM-FM-TV Grand Rapids, Mich. Mr. Schroeder is known to be interested in joint board chairmanship and, all things equal, he's regarded as most logical successor.

Hour of 'True'

It's now near-certain that General Electric will sponsor new hour version of *True* on NBC-TV next season (also see story, page 24). GE still holds option on time period where CBS-TV has scheduled new *Judy Garland Show* (Sunday, 9-10 p.m.), but odds now are that advertiser will relinquish it, though a buy into Garland series is still possibility. *True*, featuring Jack Webb, is on CBS-TV this season in Sunday, 9:30-10 p.m. slot, under sponsorship of GE. BBDO

is GE's agency on show. On NBC-TV, *True* will fill as yet unspecified number of weeks in period where du Pont's *Show of the Week* appears. Early thinking had been 32 du Pont programs and 16 *True* episodes.

All-around writers

BBDO, New York, in continuing its "streamlining" of major functions has completed revamp of agency's copy-writing department. Agency now generally does not distinguish between writers of copy for broadcast and for print. They now write for both media on account group basis. Previously, copywriters worked on media "specialist" basis.

Albany shifts

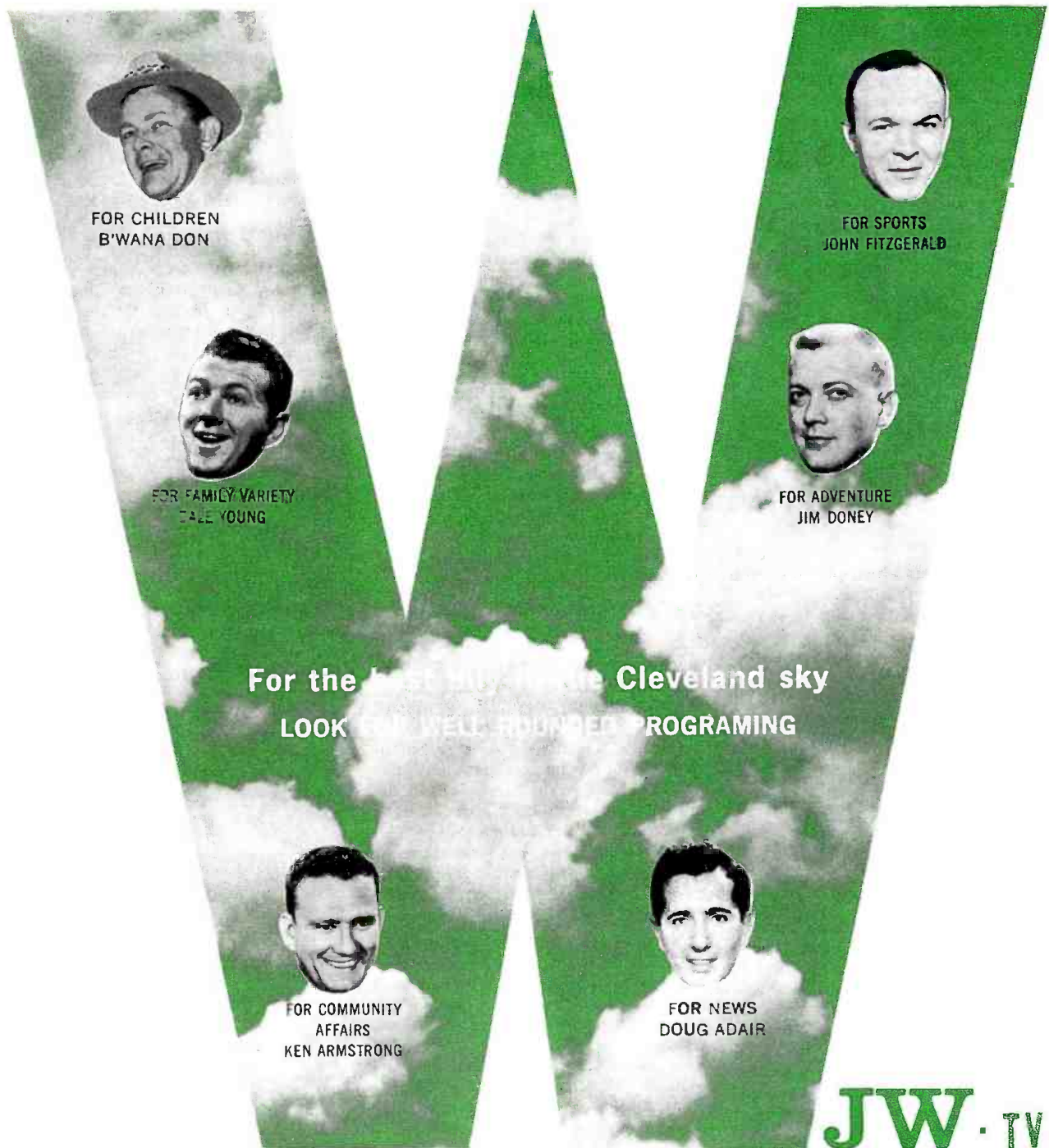
Physical moves of transmitters of WTEN-TV (ch. 10) and WAST-TV (ch. 13) (at sub-standard separations) to enable them to improve coverage of Albany-Schenectady-Troy area, possibly with use of translators, currently is being considered by FCC with prospect or early approval. FCC previously had denied WTEN-TV move from nearby Vail Mills, by one vote margin, but WAST-TV shift hadn't been considered. WRGB (TV) (ch. 6) is NBC affiliate in area while WAST-TV is ABC and WTEN-TV is CBS.

Quick raise

Mark F. Cooper, new president of Advertising Federation of America (WEEK'S HEADLINERS, page 10), will be paid \$25,000 annually at start, but drive already is underway to increase AFA revenues to give Mr. Cooper substantial raise. AFA realizes \$25,000 is well below average stipend for similar posts in New York and wants to raise its president up to par.


News management

NAB-instigated conference with White House officials on news policies of administration (BROADCASTING, Jan. 28) will include spokesmen from all news media. Newspapers at first were reluctant to join talks promoted by broadcasting, but publishers, wire service officials and working reporters now are participating in planning for session. Actual talks with White House News Secretary Pierre Salinger and other government officials will be held outside Washington in as yet unselected city. Howard Bell, NAB vice president for planning and development, is taking lead in early negotiations with Mr. Salinger.



For the best buy in the Cleveland sky
LOOK FOR WELL ROUNDED PROGRAMING

JW-TV

THE FIRST **W** IN **WJW-TV** STANDS FOR **W**ELL ROUNDED PROGRAMING. Your Storer Television Sales Representative can give you down-to-earth facts why Cleveland is the best TV buy in the nation. Compared to the top 15 markets WJW-TV—Cleveland delivers up to twice the spot audience on a CPMH basis...on prime shows, WJW-TV's CPMH per commercial minute is $\frac{1}{2}$ to $\frac{1}{3}$ less than the national average. Your unbeatable combination for coverage, impact and client service is WJW-TV Cleveland and your Storer Television Sales Representative. WJW-TV CBS  in Cleveland.



LOS ANGELES <i>KGBS</i>	PHILADELPHIA <i>WIBG</i>	CLEVELAND <i>WJW</i>	MIAMI <i>WGBS</i>	TOLEDO <i>WSPD</i>	DETROIT <i>WJBK</i>
NEW YORK <i>WJN</i>	MILWAUKEE <i>WITI-TV</i>	CLEVELAND <i>WJW-TV</i>	ATLANTA <i>WAGA-TV</i>	TOLEDO <i>WSPD-TV</i>	DETROIT <i>WJBK-TV</i>

STORER
BROADCASTING COMPANY

WEEK IN BRIEF

Newton Minow has advised the White House that he will be leaving the FCC in May to join Encyclopedia Britannica. The departing chairman also suggested Comr. E. William Henry as his successor. See . . .

END OF THE MINOW ERA . . . 23

Tv networks firming up prime time schedules for next season, but final lock up depends on many factors, including opposition plans. Nevertheless, programs are being offered to agencies. See . . .

TV PROGRAMS NEARLY SET . . . 24

Curtain drops on weak second act in Omaha. Stations tell Henry you can't judge local programming by statistical evaluations, but commissioner repeats remarks that FCC knows best and is capable of judging. See . . .

END OF OMAHA PROBE . . . 50

You buy the program and the toy company will buy adjacencies. Program is "The Funny Company," a cartoon series for children, underwritten by Mattel. Plan explained at Los Angeles meeting. See . . .

MATTEL EXPLAINS PLAN . . . 32

Battle still rages: Is or isn't the administration friendly to business? Debate runs through Washington meeting of AFA and AAW, as regulators pitch and advertisers oppose more controls. See . . .

ADVERTISING WANTS ROOM . . . 34

Women shoppers (the real targets of retailing advertising) continue to buy at normal or above levels in newspaperless New York and Cleveland. RAB studies women shopping for month of January. See . . .

SHOPPING GOES ON . . . 46

Stations which volunteered for Cuban crisis duty may still be paid, but hope that expenses can be deducted is dashed by IRS ruling. VOA asks for bills and says it intends to reimburse for "reasonable" expenses. See . . .

IRS SAYS NO DEDUCTION . . . 56

Law group votes to retain Canon 35, bringing to close five-year battle to move ABA away from 25-year ban on broadcast access to court trials. Broadcasters now must fight on local level. See . . .

SETBACK IN ACCESS FIGHT . . . 42

Speaking of tax reductions, Denver eyes tv film rentals as source of revenue. Collectors claim sales tax includes tv film purchases. Stations are attempting to work out compromise. See . . .

DENVER TV FACES NEW TAX . . . 63

Canada turns down color tv for time being. Costs are too high for broadcasters and for viewers, BBG decides. Governors also refuse to set standards for color tv as urged by manufacturers. See . . .

CANADA TO STAY MONOCHROME . . . 61

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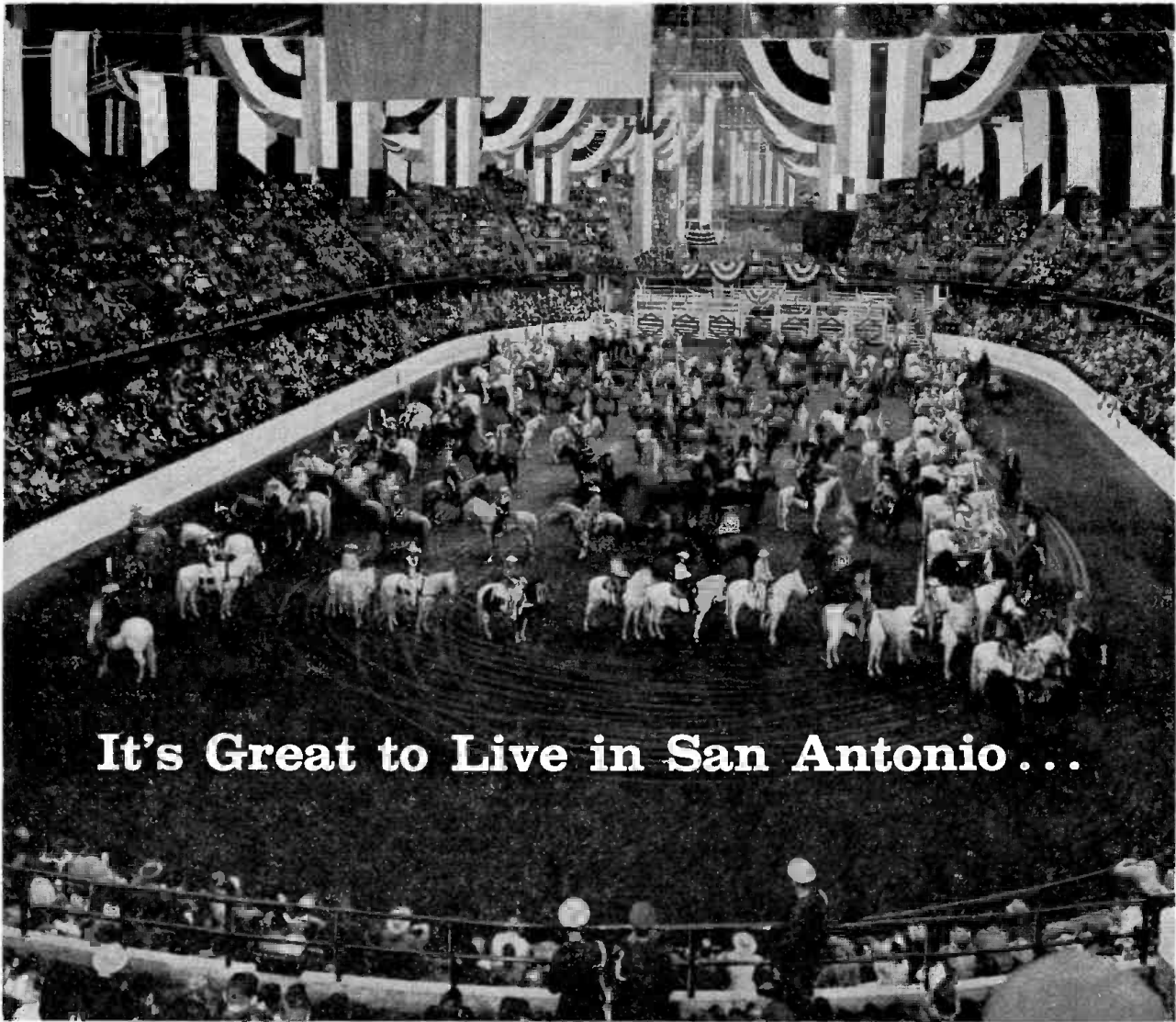


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Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses plus address label from front cover of magazine.



It's Great to Live in San Antonio...

Yes—it is great...and the world-famous San Antonio Stock Show and Rodeo held every February is typical of the many activities in the Alamo City. San Antonio...where almost 750,000 happy folks enjoy Venetian-like boat rides on the picturesque San Antonio River ... Grand Opera Festival ...

America's third largest zoo... rides on the world's longest miniature train in tropical Brackenridge Park... South's finest golf courses... world-renowned Symphony... outdoor art exhibits on the River Walk... historic Missions... fiesta parades ...outstanding Museums...world's largest Military Installations ... theatrical productions ... sailing on beautiful Woodlawn Lake in the heart of the city. All this and much, much more in sunny, funtime San Antonio. But beware—thousands of tourists who visit San Antonio each year make it their home!

It's Great to SELL San Antonio on KONO-TV ch.12

THE KATZ AGENCY, INC.
National Representatives



BROADCASTING, February 11, 1963

Hyde sounds alarm on program control trend

FCC MEMBER ALSO RAKES GRANDSTANDING BY TV CRITICS

FCC Commissioner Rosel H. Hyde has hit out against at what he considers trend toward "authoritarian" control by government over programming. He warned that such control stifles development of broadcasting and poses danger of electronic press being "subservient" to government.

Commissioner, in remarks prepared for delivery yesterday (Sunday) at Texas Assn. of Broadcasters convention in Austin, said "basic question . . . is whether . . . programs should be subject of authoritarian regulation or democratic choice."

Without naming them, Commissioner Hyde also took jab at FCC Chairman Newton N. Minow and other official critics of broadcasting. He said FCC concern with programming is "in the direction of the exercise of authoritarian power," then added: "Efforts in that direction are encouraged by the fact that an administrator attains a good public image by condemning what he deems unsuitable and demanding excellence according to his views and interests. It puts him [the administrator] on the side of the angels."

Open Challenge ■ Commissioner Hyde said public interest can't be defined in advance but "must remain as an open challenge and as a cause." He said government effort to promote public interest by direction is likely to "limit the vision." He warned that "sophisticated and . . . subtle" method of applying direction is through commission's policy of requiring broadcasters to adhere to programming promises.

"I do not think we should undertake to set official guidelines or establish presumptions as to programming elements usually necessary to serve the public interest," he said "I think we should rather encourage originality."

Commissioner said presumption that local live programming in prime time serves public interest "could be gross error."

Discussing need for aggressive, objective reporting by broadcast newsmen, Commissioner Hyde asked, "How can a service provide objective, critical, free-press type of examination of government and yet be subservient to the direction of that government?"

Commissioner Hyde was optimistic, however, that ultimately, government will fail in effort to control programming. Public, he said, "will still accept

what it wants, and refuse to hear or look at matters which are not of interest." This, not government regulation, Commissioner Hyde said, will be controlling factor.

You can't control catv, NCAA tells FCC agency

FCC proposed rulemaking to restrict catv systems from obtaining microwave licenses is "unsubstantiated" and unconstitutional, National Community Antenna Assn. told commission last Friday (Feb. 8).

NCAA said that catv systems do not injure operations of regular tv service or impede commission assignment program and policies. Association told FCC that if threat existed there would be no problem in getting Congress to take action on problem.

FC&B bills \$135 million; Cone sees shows' key

Favorable scheduling as "vital key to winning" top tv audience was discussed in annual report to clients by Fairfax Cone, executive committee chairman, Foote, Cone & Belding, Chicago. Released by the agency Friday (Feb. 8), report shows FC&B had "most successful year" in its history in 1962 with total volume of \$135 million and domestic volume of \$111.5 million of which 52.6% was spent in tv and 4.5% in radio.

Mr. Cone observed tv programming "continues to be the consideration up-

Germany travels

Prompt overseas sales and exposure of *CBS Reports* program on "Germany Since Hitler: Adenauer Sums Up" was reported Friday (Feb. 8) by CBS Films Inc. Program was telecast in U.S. on Wednesday (Feb. 6). Anticipating overseas interest, program was produced with both German and English translations. German version was carried in Holland on Thursday and in Germany Friday and has been bought in Sweden, Denmark and Austria. English version has been bought in Japan, Australia and England, CBS Films spokesman said.

permost in the minds of most advertisers who use this medium." He indicated also that networks might acquire much better audiences for documentary type shows if they would give them same best-schedule treatment as ordinary entertainment shows which have been able to beat out long-time favorites.

Mr. Cone said "changes in network programs and schedules, designed to further the networks' own best competitive interests, caused a considerable change in viewing habits during 1962. In the struggle, long-time favorites have lost audience to rather ordinary newcomers and shows with little or no pretense through several years suddenly have emerged with huge audiences, largely by virtue of favorable scheduling."

Agency size no criterion to corporate planning

Importance of corporate planning by small and medium-sized as well as large agencies was emphasized by Marion Harper Jr., chairman of Interpublic Inc. and of American Assn. of Advertising Agencies, in speech Friday at annual meeting of AAAA's Southeast Council in Atlanta.

"There are more and more small agencies today to benefit from planning," he said. "The number of agencies with billings of \$5 million and over showed a 5% increase from 1957 to 1961; at the same time there was a 27% increase in the number of agencies with billings under \$5 million. During the same period, there was a 12% gain in the number of agencies with billings of \$10 million and over, compared to a 21% gain in those with billings of less than \$10 million."

Phillip W. Wenig, president of SRDS-Data Inc., told council automation's most valuable contribution to advertising—helping media men reach decisions—will have to wait until computers are taught to think like humans. "The computer's own needs are so modest," Mr. Wenig said, that "they can be summed up in two words: information and data. But, to date, "the computer has not been getting either," Mr. Wenig concluded.

More time on fm table

FCC has postponed deadline for comments on proposed fm allocations table from Feb. 15 to March 18. New date for reply comments is April 17. Commission announced postponement in order issued Friday.

WEEK'S HEADLINERS

James G. Cominos, executive vp and member of board of directors of Needham, Louis & Brorby, Chicago - based advertising agency, appointed managing director of NL&B-New York. Continuing as manager of NL&B's New York office is **Robert F. Steinhoff**, reporting to Mr. Cominos. For past nine years Mr. Cominos has been in charge of tv-radio programs for agency and will continue to represent this activity on board of directors. Assuming additional broadcast programming duties will be **John Scott Keck**, vp and director of tv-radio program department.



Mr. Cominos



Mr. Denny

Charles R. Denny, RCA vp and an RCA-NBC executive for more than 15 years, elected vp and managing director of RCA International Div., succeeding **Douglas C. Lynch**, who resigned. Mr. Denny also is member of RCA Communications board and of RCA Great Britain Ltd. Mr. Denny was Washington lawyer and served with Justice Dept. until appointment to FCC in February 1942 as assistant general counsel, and later, general counsel. He was appointed FCC commissioner on March 30, 1945, became acting chairman on Feb. 26, 1946, and chairman on Dec. 4, 1946. He joined NBC on Nov. 1, 1947 as vp and

general counsel, subsequently was elected executive vp. As latter, Mr. Denny was in charge of operations (starting in September 1956) and was responsible for owned and operated stations, spot sales, NBC Radio, facilities' operations, California National Productions (film and merchandising subsidiary) and NBC International. He joined RCA as vp on April 1, 1958.

Herbert R. Banquer, continental sales manager for United Artists Television, elected vp in charge of foreign operations for UA-TV and United Artists Assoc., both of which are subsidiaries of United Artists



Mr. Banquer

Corp. He assumes duties relinquished by **Manny Reiner**, who joined Four Star Television as vp in charge of foreign operations (WEEK'S HEADLINERS, Jan. 21). Mr. Banquer has been with UA since 1957 in various overseas executive posts and earlier was with Motion Picture Export Assn. office in Paris. He will supervise overseas sales of 3,000 tv film series episodes for UA-TV and more than 3,500 features, cartoons and shorts handled by United Artists Assoc.

Edward A. Grey, senior vp in charge of media operations for Ted Bates & Co., New York, resigns effective April 1 in what's described as disagreement over policy. Mr. Grey, who led last summer's battle against station efforts to curtail product protection granted to competitive tv advertisers, has been with Bates last nine years. Earlier he was with Biow Co. for eight, served as

media director of Albert Frank-Guenther Law and had been associated with other agencies. His successor at Bates not yet designated, authorities said.

Mark F. Cooper, for past five years pr director of General Telephone Co. of Southwest, San Angelo, Tex., elected president of Advertising Federation of America at meeting last week in Washington, D.C.



Mr. Cooper

(see story, page 34). Prior to joining General Telephone in February 1957, Mr. Cooper owned and operated direct mail advertising agency, managed KGKL San Angelo and served with *San Francisco Chronicle*. His many years of field and administrative AFA experience include governorship of AFA 10th District in 1961, membership on AFA board of directors for 1961-62 term and service as vice chairman of National AFA Legislative Alertment Committee.



Mr. Bresnahan

John J. Bresnahan, former supervisor of media schedules for Colgate - Palmolive Co., New York, joins advertising staff of Brown & Williamson Tobacco Corp., Louisville, Ky., as supervisor of broadcast media. Mr. Bresnahan will be primarily responsible for operation and administration of all B&W's broadcast advertising, including radio and tv.

For other personnel changes of the week see **FATES & FORTUNES**

Public relations works in both directions

There's a "feedback" facet to public relations that is just as important to clients as getting message across to people. This "two-way street" function was stressed by William Ruder, president of New York public relations firm of Ruder & Finn, in speech at public service institute in Washington sponsored by NAB (see page 48).

"Unless we have a system of receiving as well as sending, we will not be doing our job. Only half of our job involves sending," he said.

He also warned that public relations

can be "an enormously dangerous tool," if improperly handled. It can, he added, be a potential for "anti-democratic" forces by "steamrolling ideas."

State briefing in S.F.

Representatives of radio, tv, press, and non-governmental organizations from northern California interested in foreign policy are invited to attend State Department briefing conference to be held in cooperation with World Affairs Council of Northern California in San Francisco Feb. 14. Sessions will be held at St. Francis Hotel. David Bell, Administrator of AID, is scheduled to give "an on-the-record" address.

CBS-TV sells Masters, PGA golf tournaments

CBS-TV reports sell out at this date for two golf tournament telecasts set in April and in July. Both scheduled for Sat.-Sun., each filling some 2½ hours of late afternoon time.

Signed for Master Golf Tournament (April 6 and 7) are Travelers Insurance Co. and Cluett-Peabody Inc., through Young & Rubicam; for PGA: Good-year Tire & Rubber, via Y&R; Georgia Pacific, through McCann-Erickson; P. Lorillard, via Grey Adv., and Pabst Blue Ribbon, through Kenyon & Eckhardt, New York.



RATINGS:

TV-gewatchenfolker snoopencounter guessenpoints

Insiden Milwaukee, der raten ben specialisch becausen das ABC-TV ist FIRST in der Primisch Lookentime!

Starten mit der newisch season, all der ratenbookers, mitout excepten, ben showen WITI-TV, ABC-TV en Steingehoistenburg, ist holden das TOPPENSPOT!

In der December Nielsen Guessenpoints, WITI-TV ben winnen 55 outen der 98 primisch quarter-hours.

Call Storer Television Sales for that prime time story . . . or a translation.

LOS ANGELES <i>KCBS</i>	PHILADELPHIA <i>WIBC</i>	CLEVELAND <i>WJW</i>	MILWAUKEE <i>WITI-TV</i>	TOLEDO <i>WSPD</i>	DETROIT <i>WJFK</i>	STORER BROADCASTING COMPANY
NEW YORK <i>WHN</i>	MIAMI <i>WGES</i>	CLEVELAND <i>WJW-TV</i>	ATLANTA <i>WAGA-TV</i>	TOLEDO <i>WSPD-TV</i>	DETROIT <i>WJFK-TV</i>	

WESTERN EDITION
The New York Times.

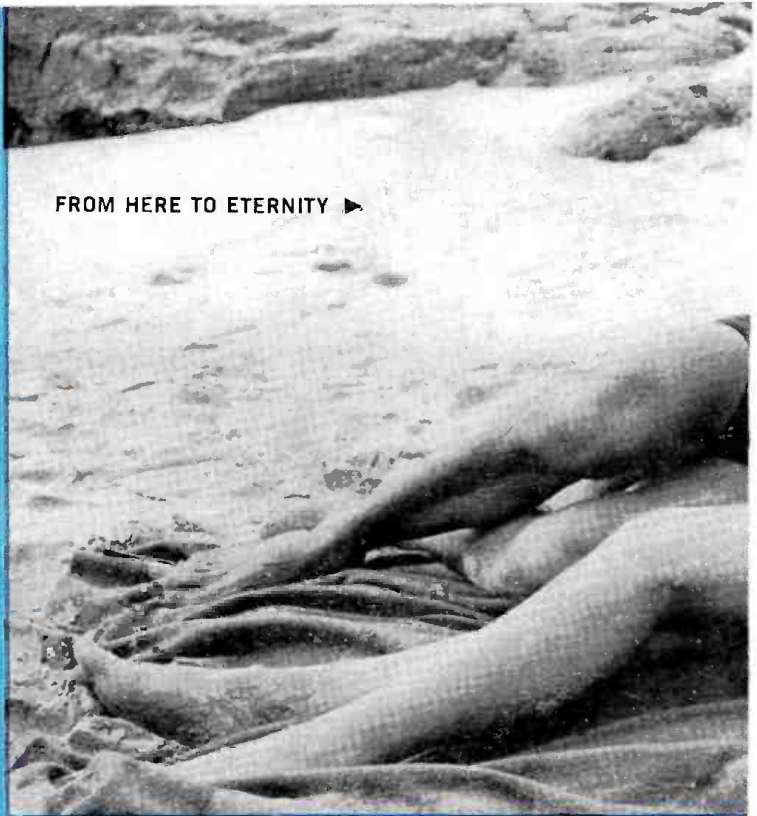
**"...IRONICALLY ENOUGH
INSTEAD OF DIMINISHING
IN APPEAL AFTER 15
YEARS OF TV, THE
FEATURE-LENGTH FILMS
APPEAR TO BE, IF
ANYTHING, MORE DURABLE
THAN EVER..."**

JACK GOULD
N.Y. TIMES, WESTERN EDITION
JANUARY 16, 1963

**"MR. GOULD... IF YOU
NEED FURTHER PROOF
FOR THIS STATEMENT,
JUST CITE THE AMAZING
RECORD OF THE
COLUMBIA POST-48's!"**

ROBERT SEIDELMAN
SCREEN GEMS, INC.

Member
TFE
63



FROM HERE TO ETERNITY ▶



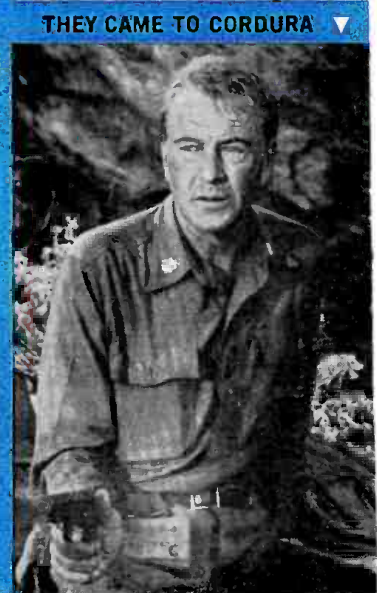
THE LAST ANGRY MAN ▼



THE KEY ▼



OPERATION MAD BALL ▼



THEY CAME TO CORDURA ▼



HERE ARE THE TV STATIONS THAT HAVE LICENSED THE COLUMBIA POST-48's

STATION	CITY	STATION	CITY
WICB-TV	NEW YORK CITY	KETV	OMAHA
WBAU-TV	PHILADELPHIA	WCIV-TV	CHARLESTON, S.C.
WMO-TV	ST. LOUIS	WBZ-TV	BOSTON
WBBM-TV	CHICAGO	WTVQ	ROCKFORD, ILL.
KNXT-TV	LOS ANGELES	WVL-TV	NEW ORLEANS
WTLN-TV	HARTFORD	WTAE	PITTSBURGH, PA.
WBBF-TV	ROCK ISLAND	KHSL-TV	CHICAGO-REDFORD
WOOD-TV	GRAND RAPIDS	WTVW	EVANSVILLE
WSYR-TV	SYRACUSE	HTAR-TV	NORFOLK, VA.
WPLI-TV	BIRMINGHAM	WNOU-TV	SD. BEND
WTAJ-TV	HARRISBURG	KFOA-TV	AMARILLO
WQAI-TV	SAN ANTONIO	WCCA-TV	COLUMBIA, S.C.
WKBW-TV	BUFFALO	KFDM-TV	BEAUMONT
WMOY-TV	KANSAS CITY, MO.	KING-TV	SEATTLE
WPHO-TV	PHOENIX	KELO-TV	SIoux FALLS
WRBL-TV	COLUMBUS, GA.	WKOW-TV	MADISON, WISC.
WBT-TV	CHARLOTTE, N.C.	WHCC-TV	ROCHESTER, N.Y.
WHVH-TV	HONOLULU	KREM-TV	SPOKANE
WKRQ-TV	MOBILE, ALA.	KREM-TV	MARQUETTE
WNEM-TV	BAY CITY	KYW-TV	CLEVELAND
WONF-TV	PORTLAND, ORE.	WHD-TV	DES MOINES
WBRE-TV	WILKES-BARRE-SCRANTON	WSAZ-TV	HUNTINGTON
WKBN-TV	YOUNGSTOWN	WTVH	PEDRIA
WJII-TV	ATLANTA	KOVR	STOCKTON-SACRAMENTO
WGAN-TV	PORTLAND, ME.	KHOL-TV	KEARNEY
WKTU	COLORADO SPRINGS	WWTU	CADILLAC
KLZ-TV	DENVER	KVTU	SIoux CITY
WREO-TV	MEMPHIS	WUMH-TV	CINCINNATI
WBAY-TV	GREEN BAY	WUAB-TV	COLUMBUS, OHIO
WTEM	ALBANY, N.Y.	WUWO-TV	DAYTON
WTVQ	RALEIGH-DURHAM	WBTW	FLORENCE
WALB-TV	ALBANY, GA.	WJIM-TV	LANSING
WJHG-TV	PANAMA CITY, FLA.	WGBN-TV	TUCSON
KLAS-TV	LAS VEGAS	KCRJ-TV	RENO
WYAT	TAMPA	KIVA	YUMA
WYAT	LEXINGTON, KY.	KNOP-TV	NO. PLATTE
WEAU-TV	EAU CLAIRE	NERO-TV	BAKERSFIELD
KCPX-TV	SALT LAKE CITY	WNTN-TV	ANCHORAGE
KCTV	SAN ANGELO	KFAR-TV	FAIRBANKS
WTOP-TV	WASHINGTON, D.C.	KOAL-TV	DULUTH
WDRB-TV	MONTGOMERY, ALA.	KITVO	KIRKSVILLE
WPCN-TV	MILWAUKEE	WSTV	STEBENVILLE
WQTV	CARLSBAD	WROW-TV	AUGUSTA, GA.
KMOT-TV	FRESNO	WRGP-TV	CHATTANOOGA
WTUL-TV	TULSA	WOAY-TV	FARGO
WFSB-TV	WAUSAU	KTBS-TV	SHREVEPORT
WFGA-TV	DICKSONVILLE, FLA.	KIMA-TV	YAKIMA
WTVJ	MIAMI, FLA.	KAKE-TV	WICHITA
WLOS-TV	ASHEVILLE	KOLN-TV	LINCOLN, NEB.
KVOS-TV	BELLINGHAM	KEYR-TV	BISMARCK
WYAT-TV	MILWAUKEE	WCIA	CHAMPAIGN
KFMB-TV	SAN DIEGO	WMBD-TV	PEORIA
KFVS-TV	CAPP. GIRARDEAU	KTVT	FT. WORTH-DALLAS
WITN-TV	WASHINGTON, N.C.	KENS-TV	SAN ANTONIO
KPIC-TV	LAKE CHARLES	WRGB	SCHENECTADY
KRAB-TV	ALEXANDRIA	KSHO-TV	LAS VEGAS
KGOM-TV	ALBUQUERQUE	KGMB-TV	HONOLULU
WZZM-TV	DETROIT	KGW-TV	PORTLAND, ORE.
KSBW-TV	SALINAS	KMBC-TV	KANSAS CITY, MO.
KGO-TV	SAN FRANCISCO		

MIDDLE OF THE NIGHT ▼

THE EDDY DUCHIN STORY ▼



BELL, BOOK AND CANDLE ▼

OUR MAN IN HAVANA ▼



Now...another 73 great
COLUMBIA POST-48's
are available for TV
...great ones like these!

Distributed Exclusively by

SCREEN GEMS, INC.



Trendex asked:*

Which station
comes closest
to playing the
kind of music
you like?

Washington answered:

WWDC...	18.4%
Station A	12.6%
Station B	12.5%
Station C	9.5%
Station D	8.4%
Station E	7.6%

*Based on completed interviews in 2,598 homes, September 9 to 20, 1962. Additional demographic material from this Trendex survey available. Contact WWDC, 1627 K St., N.W., Washington 6, D.C. or your John Blair man.

WWDC RADIO

WASHINGTON, D.C.

represented nationally
by John Blair & Co.



DATEBOOK

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

*Indicates first or revised listing

FEBRUARY

Feb. 11—Advertising Club of Metropolitan Washington luncheon, Presidential Arms Hotel. FCC Commissioner Robert E. Lee, and Richard Eaton, president of United Broadcasting Co., will be guest speakers.

Feb. 11—FCC continues NBC-Philco hearings.

Feb. 11-13 — Electronic Sales-Marketing Assn. first annual convention, Americana Hotel, New York City. A. D. Adams, vice president and general manager of New York office of Burton Brown Adv., will be convention chairman. For convention applications and more details, industry members are asked to contact Alex White, ESMA executive director, P. O. Box 1, Bellerose, L. I., N. Y.

*Feb. 13—International Radio & Television Society, Newsmaker Luncheon, 12 noon, Hotel Roosevelt Ballroom. Merrill Panitt, editor of *TV Guide*, is speaker.

Feb. 14—Assn. of National Advertisers clinic on tie-in promotion programs, Savoy Hilton, New York.

Feb. 14-15—British Columbia Assn. of Broadcasters annual convention, Empress Hotel, Victoria, B.C.

Feb. 14-15—Winter meeting, board of directors, National Community Television Assn. To be preceded by meetings of research and development council, Feb. 12-13, and NCTA executive committee, Feb. 13. Royal Orleans Hotel, New Orleans.

Feb. 14-16—Mutual Advertising Agency Network meeting, Royal Orleans Hotel, New Orleans, La. Those interested in attending should write to the executive secretary of the MAAN, A. J. Copeland, c/o Mandabach & Simms, 20 North Wacker Drive, Chicago 6.

Feb. 15—Western States Advertising Agencies Assn., "Advertising Citizen of the Year" award luncheon, Ambassador, Los Angeles.

Feb. 15—Comments are due on FCC's proposed fm allocations table.

Feb. 15—Entries due for fourth annual American Tv Commercials Festival. Entries, accompanied by \$20 entry fee, should be addressed to Wallace A. Ross, American Tv Commercials Festival, 40 E. 49th St., New York 17.

Feb. 15 — Academy of Television Arts & Sciences annual ball, Cocoanut Grove, Hotel Ambassador, Los Angeles.

Feb. 16—Deadline for entries for 1963 Ohio State Awards of Ohio State U. They should be sent to Ray Stanley, acting director, Institute for Education by Radio-Television, Ohio State U., Columbus, Ohio. Awards are for best productions in field of educational broadcasting.

Feb. 16—Annual dinner meeting of Mid-Western Advertising Women in Chicago. Earl Holliman, star of *Wide Country* series, plans to attend meeting to accept award of "television's man of the year" made by group.

Feb. 20—American Federation of Television & Radio Artists, Los Angeles chapter, annual meeting, 8 p.m. Hollywood Knickerbocker Hotel. New officers will be installed and a committee will report on wages and working conditions.

Feb. 21-23—Western Radio & Television Assn., 16th annual conference on the educational use of television, Ambassador Hotel, Los Angeles.

Feb. 25—Third annual Mike Award banquet of Broadcast Pioneers, Imperial Ball-

room, Americana Hotel, New York City. Cocktails at 6:30 p.m. in the Versailles Ballroom; dinner at 7:30 p.m. in the Imperial Ballroom.

Feb. 26—Third annual International Broadcasting Awards formal presentation dinner, Hollywood Palladium.

Feb. 26-27—NAB Conference of the state association presidents, Shoreham Hotel, Washington, D. C.

Feb. 27—March 1—Western Assn. of Broadcasters Engineers, division meeting, McDonald Hotel, Edmonton, Alta.

*Feb. 28—Academy of Television Arts & Sciences, Hollywood chapter, 8 p.m., "Meet the Creative Team" session with the producers of *The Eleventh Hour*. U. of California, Los Angeles.

MARCH

March 6—International Radio & Television Society banquet, Waldorf-Astoria Hotel, New York.

*March 6—Assn. of National Advertisers workshop on tv advertising to discuss new techniques for testing commercials, allocation of media budgets, participation vs. spot announcements and predicting tv success. Speakers will be David Mahoney, executive vice president of Colgate Palmolive; Herbert Zeltner, vice president and media director of Lennen & Newell; Henry Brenner, president of Home Testing Institute and Eric Marder, president of Eric Marder Assoc. Hotel Plaza, New York.

March 7—California Assn. of Broadcasters, Mark Hopkins Hotel, San Francisco.

*March 8-10—Annual Radio-Tv Conference and Clinic, U. of Oklahoma, Norman. It will be combined with the Seminar on Station Operations, sponsored by the Oklahoma Broadcasters Assn.

*March 9—American Women in Radio & Television, Projection '63 workshop, 10 a.m.-12:30 p.m., tv wing, McCann-Erickson Adv., 485 Lexington Ave., New York.

March 11—Florida Assn. of Broadcasters, U. of Florida broadcasting day, Gainesville.

March 12—Puerto Assn. of Broadcasters, San Juan. Howard Bell, NAB vice president, will speak.

March 13-15—Audio Engineering Society's West Coast spring convention, Hollywood Roosevelt Hotel, Los Angeles. Fm stereo broadcasting, disc recording and reproduction, microphones and earphones and audio applications in the space age are among topics to be dealt with in technical papers.

March 15—Louisiana Assn. of Broadcasters, Opelousas Inn, Opelousas.

March 15—Deadline for comments on FCC proposed rulemaking to allow daytime stations to go on the air at 6 a.m. or sunrise, whichever is earlier.

March 15-16—Institute of Electrical & Electronic Engineers, Pacific computer conference, California Institute of Technology.

March 18—Extended deadline for comments in FCC inquiry into the objectionable loudness of commercial announcements and commercial continuity over am, fm and tv stations.

March 18—Reply comments to FCC's proposed fm allocations table.

March 20-23—Spring conference of Electronic Industries Assn., Statler-Hilton Hotel, Washington, D. C. To be preceded by a symposium on "The European Electronics Market," featuring talks by authorities on overseas business development, on March 19.

March 21-22—Second annual Collegiate Broadcasters Conference, sponsored by International Radio & Television Society, Hotel Park-Sheraton, New York.

March 21-25—Annual management confer-



No other commercial television station in the Miami area devotes more time to scheduling, sound, responsible programs for its young viewers than Channel 10. As with its complete schedule, Channel 10's youth programs are varied to cover many needs and are completely live and vital.

MUSIC FROM MIAMI each week spotlights choral groups, soloists and orchestras from South Florida's high schools.

PROJECT SCOUTS is the only weekly half hour television show in the Miami area produced for and by Boy Scouts.

DISCOVERIES IN SCIENCE — a panel of teens who compete by recognizing objects of science.

ANSWERS PLEASE — High School students question governmental officials and celebrities of renown.

There are many other programs serving youth from 4 to 19 — over 15 hours a week.

A complete youth program service to better serve young Floridians from the Palm Beaches to the Florida Keys.

Represented by



SERVICE TO YOUTH

WLBW-TV MIAMI FLORIDA
 Affiliated with WCKY 50KW CINCINNATI, OHIO



**WANT L.A.'S
"BUY MOST"
AUDIENCE?**

**KABC
LISTENERS
SPEND MORE
FOR DRUG
PRODUCTS***

(Family expenditures
for 24 hour period)

**KABC LISTENERS
\$5.25**

**L.A. AVERAGE
\$3.60**

*Source: our recent Pulse
Audience Profile Study of Los
Angeles. A free copy is available
upon request.

Represented Nationally
by the Katz Agency

**KABC
conversation
RADIO 79**

Owned & Operated by American Broadcasting-Paramount Theatres, Inc.

ence of the National Federation of Advertising Agencies, Scottsdale, Ariz. Conference arrangements are being handled by Robert C. Garland, president of the Garland Agency of Phoenix.

March 22-23—Spring convention of Arkansas Broadcasters Assn., Sam Peck Hotel, Little Rock.

*March 22-23—Arkansas AP Broadcasters Assn. meeting, Little Rock.

March 23—Annual national convention of Intercollegiate Broadcasting System, New York University.

March 25-28—Institute of Electrical & Electronics Engineers, convention, New York Coliseum and Waldorf-Astoria Hotel.

March 28—Final date for the filing of applications for ch. 5 in Boston. Applications will compete comparatively with present occupant WHDH-TV.

March 31-April 3—Annual NAB convention, Conrad Hilton Hotel, Chicago.

APRIL

April 1—Stockholders meeting, Wometco Enterprises Inc., Miami, Fla.

April 1-5—Canadian Assn. of Broadcasters annual convention, Royal York Hotel, Toronto, Ont.

April 3-5—Assn. of National Advertisers West Coast meeting, Santa Barbara Biltmore Hotel, Santa Barbara, Calif.

*April 6—American Women in Radio & Television, Projection '63 workshop, 10 a.m.-12:30 p.m., tv wing, McCann-Erickson Ave., 485 Lexington Ave., New York.

*April 6—Georgia AP Broadcasters Assn. meeting, Atlanta.

April 8—Oscar awards ceremonies, to be broadcast on ABC's radio and tv networks.

April 17—American Marketing Assn. conference on new product marketing, New York Hilton.

April 18—Assn. of National Advertisers, workshop on international advertising, Hotel Plaza, New York.

April 19—Michigan AP Broadcasters Assn. meeting, Lansing.

April 21-25—Ninety-third convention of

Society of Motion Picture & Television Engineers, Traymore Hotel, Atlantic City, N. J.

*April 25-27—Annual meeting of American Assn. of Advertising Agencies, The Greenbrier, White Sulphur Springs, W. Va.

April 26—Pennsylvania AP Broadcasters meeting in Pittsburgh.

April 26-27—Virginia AP Broadcasters meeting, Executive Motor Hotel, Richmond. Awards in the VAPB newscasting and telecasting contests and for public service will be presented on first night at the banquet.

April 29-May 4—"Rose d'Or" Contest: May 20-25, 1963—Television Symposium and Tv Equipment Exhibition. The two events are part of the Third International Television Festival announced by The City of Montreux, Switzerland. For further information write to Box 97, Montreux.

MAY

May 2-5—American Women in Radio & Television annual convention, Sheraton Hotel Philadelphia. James T. Quirk, TV Guide publisher, will speak.

*May 3—Indiana U. Radio and Television Department banquet, Bloomington, Ind. Julian Goodman, vice president for news, NBC, will be guest speaker.

*May 9-11—Seminars in editorial, advertising and circulation. U. of Wisconsin School of Journalism, Madison.

*May 11—California AP Radio-Tv Assn. meeting, Anaheim, Calif.

May 16-18—Western States Advertising Agencies Assn. annual conference, Riviera Hotel, Palm Springs, Calif.

*May 17-19—Louisiana-Mississippi AP Broadcasters meeting, Lafayette, La.

*May 18—Florida AP Broadcasters annual meeting, Cape Colony Inn, Cocoa Beach, Fla. News panels in the morning, a luncheon, afternoon tour of Cape Canaveral and an awards dinner at night.

*May 19-21—Assn. of National Advertisers, spring meeting, Waldorf-Astoria Hotel, New York.

May 20—Georgia Radio Day, Atlanta Advertising Club, Atlanta.

OPEN MIKE

Agency readers alert

EDITOR: Two advertising agencies and one group of stations have made inquiry about our service on the basis of the writeup "News-30-Commercials" in your Dec. 31, 1962, issue. Also, we are in the discussion stage with another agency. Our "original" subscriber, KFOR Lincoln, Neb., goes on the air Feb. 15 with the package.—Edward J. Meehan, owner, Creative Radio Productions, 521 Moraga St., San Francisco 22.

First shall be first

EDITOR: BROADCASTING has meant many things to me in the past 22 years. Back in the early 40's I always started reading it from the back in the "Help Wanted" pages. Now, thanks to Leo Burnett and being 20 years older, I start at the front and find it even more interesting.—Hooper White, manager, commercial productions, Leo Burnett Co., New York City.

Radio forecast on target

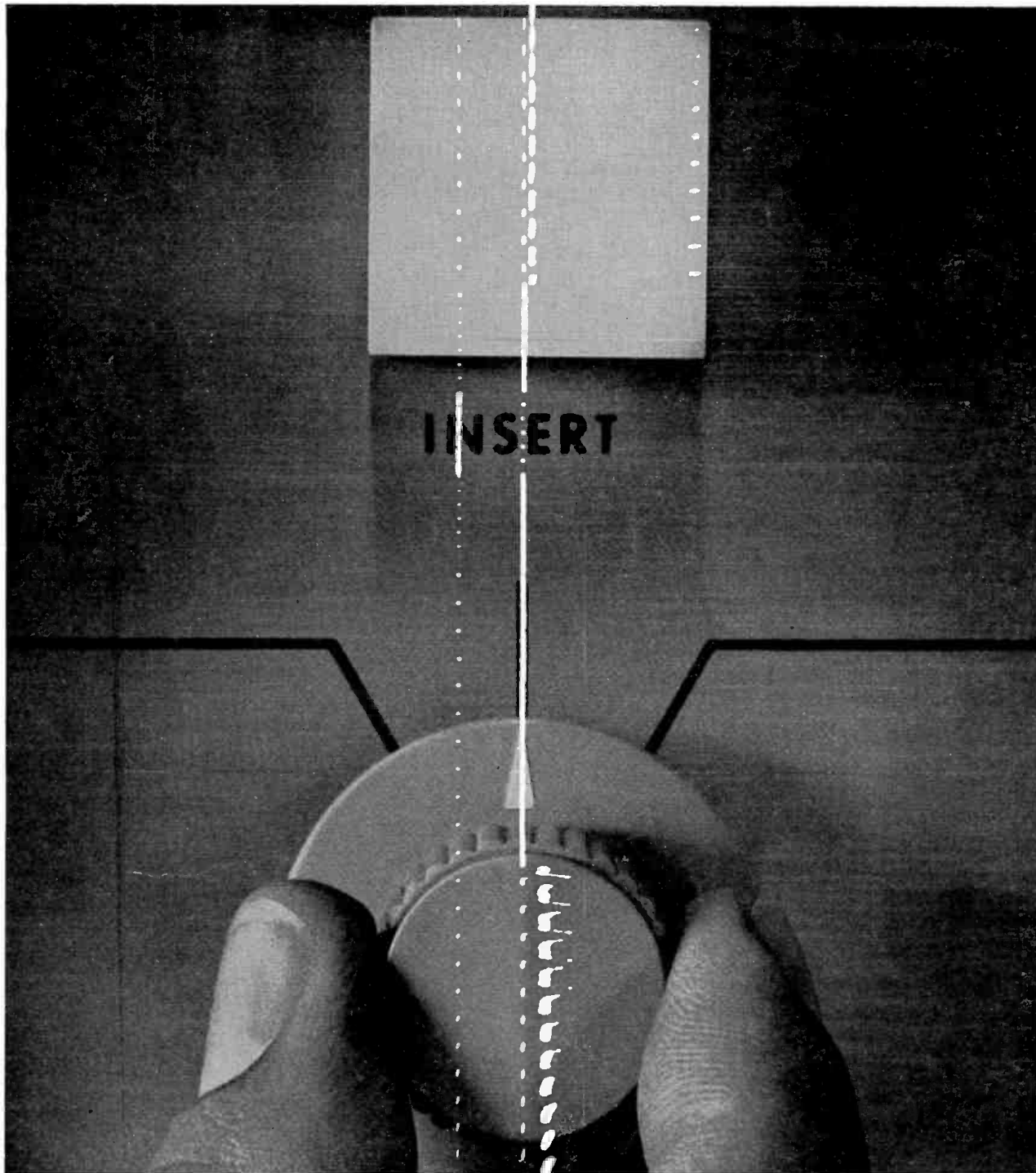
EDITOR: Your lead article Jan. 28 on radio business prospects was one of the most comprehensive and helpful I have read in a trade publication. Your entire staff is to be commended.—Robert Hyland, vice president & general manager, KMOX St. Louis.

Music for ivory towers

EDITOR: Your Jan. 28 article on country and western music stations gave us a much-needed lift. Hope the agencies in their ivory towers read it. I intend to give it good circulation.—John O'Brien, manager KTON Belton, Tex.

EDITOR: Please mail 1,000 reprints of "A big new sound blows out of Nashville."—Wesley Rose, Acuff-Rose Publications, Nashville.

EDITOR: We are pleased and delighted with the story on country music and Nashville. You did a tremendous job. We would like to reprint portions in our radio kit.—Jo Walker, executive di-



What cuts the cutting out of video tape editing? AMPEX Electronic Editor.

Don't cut your tape. Cut your cost. How? Simply turn the knob on an Ampex Electronic Editor. The old scene is erased, the new one added—all electronically. And both old and new sections of the tape can be viewed during actual production. The Ampex Electronic Editor inserts new scenes, new commercials, production changes, or corrects goofs — without splicing. You save time, save tape!



The Electronic Editor also lets you do stop-and-go recording, multi-camera effects with a single camera, and squeeze action — all without cutting the tape. Best news of all: no special training is needed. For more details write the only company providing tape and recorders for every application: Ampex Corp., 934 Charter St., Redwood City, Calif. **AMPEX** Worldwide sales and service.

Plan now to attend
**IEEE's special
TV
Symposium**

Wednesday, March 27,
2:30-5:30 p.m.
Morse Hall, at the
Coliseum, New York

Hear these 5 technical
papers:

**The South Carolina ETV
Story**

Part I: R. Lynn Kalmbach,
General Manager, South Carolina
ETV Center

Part II: W. R. Knight, Jr.,
Chief Engineer, Bell Telephone &
Telegraph Co.

You will view Educational TV
on a wide screen via closed-
circuit direct from Columbia,
S.C. Both studio and class room
will be seen in actual operation.

**Compensation for Dropouts
in TV Magnetic Tape
Recording**

I. Moskovitz, Mincom Division,
Minnesota Mining &
Manufacturing Co.

**New York City's UHF TV
Project Reports**

Mobile Field Strength
Measurements: Daniel Hutton,
FCC, Washington, D. C.
Analysis of Measurements &
Observations: George Waldo,
FCC, Washington, D. C.

Chairman: Arnold B. Covey,
AT&T, New York

Organizer: Clure Owen, Ameri-
can Broadcasting Company,
New York

Just one of 54 worthwhile
technical sessions at IEEE's
International Convention &
Exhibition in New York.
March 25, 26, 27 &
28, at the
Coliseum & the Waldorf
Astoria Hotel.
Admission: Members \$1.00;
non-members \$3.00. Minimum
age: 18.

rector, Country Music Assn., Nashville.

EDITOR: Your special report on country music . . . should stimulate the imaginations of sponsors throughout the country. We have been attempting to stir interest in this type of tv programming for the past two years in the Los Angeles area. Please mail us 50 reprints.—Richard Holst, president, H&S Productions, Studio City, Calif.

The judge's contributions

EDITOR: Let those who speak of country music uncover when they mention the name George Dewey (The Solemn Ole Judge) Hay.

The judge [mentioned on page 70 of the special report, BROADCASTING, Jan. 28] was standing by to give the station break following the first NBC broadcast of the Metropolitan Opera. At his side were Uncle Dave Macon and his son, The Fruit Jar Drinkers, The Gully Jumpers and other distinguished forebearers of today's cast of characters.

When the break came, the judge said "Ladies and gentlemen, you have just heard an historic broadcast: the first network presentation of the Metropolitan Opera. Here at WSM we don't have the Metropolitan but we do have our own *Grand Ole Opry!* Let 'er go, Uncle Dave!" And Uncle Dave did, and it has been going ever since.

Every hillbilly (before they knew they were "folk singers") came to see The Solemn Ole Judge. He became their unpaid agent, confidant and friend. George Hay put his hand into no man's pocket. All he insisted on was "Keep her close to the ground, boys." Almost single-handedly he developed the *Grand Ole Opry* into the institution it has become.

The last time I saw the judge he was living in dignified though modest retirement. Here was the man who could have been the country music czar.—Edwin M. Kirby, director of public relations, United Service Organizations, New York City.

Lauds proposed revisions

EDITOR: BROADCASTING, Jan. 28, 1963, pages 44-51: Amen!—Victor C. Diehm, president, WAZL Hazleton, Pa.

[Mr. Diehm refers to our coverage of Federal Communications Bar Assn. monographs on new Communications Act.]

A question from Georgia

EDITOR: If the claim of a first state-wide news network [THE MEDIA, Feb. 4] is for West Virginia, then the article is correct. But if it goes beyond that, the Georgia News Network [started in July 1962] beat them long ago.—Bernard Brown, news director, WGST Atlanta.

[Story was in reference to West Virginia only.]

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U. S. Patent Office
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THE FLINTSTONES

Music by
BILL HANNA and JOE BARBERA



JOE BARBERA and **BILL HANNA**, having made successful animated cartoons for the movies for more than 20 years, now serve TV with similar success. They won an Emmy for "Huckleberry Hound," created the world-famous "Yogi Bear," and are currently producing the "Flintstones," one of the highest rated shows of the season. Other hits in the Hanna-Barbera repertoire are "Quick Draw McGraw" and "The Jetsons."

BROADCASTING, February 11, 1963

and there are 104 other
regular network programs
which use BMI music.

BROADCAST MUSIC, INC.

589 FIFTH AVENUE,
NEW YORK 17, N.Y.

CHICAGO • LOS ANGELES • NASHVILLE • TORONTO • MONTREAL



How spot radio turns the spotlight on the man who sells

Our advertising goals are no different than those of other mutual life insurance companies. Equitable wants to make its name and products so well known to the public that its agents can serve present and prospective policyholders with the greatest degree of effectiveness.

But fulfilling these goals is something else again. Life insurance companies like ours can't flood the market with samples; they can't sell at bargain-basement prices; and point of purchase sales are all but impossible. Ballyhoo and stunt promotions are also out. Nor can we claim superiority over competing "Brand X."

Any advertising director in conjunction with an advertising agency would seem to have a tough nut to crack in planning a broad-based ad campaign for a life insurance company.

We brought our objective to the attention of Foote, Cone & Belding, our agency. By we, I include our home office agency department which represents our 6,000-plus sales force in the field, and company committees and officers charged with the responsibility of advertising. We discussed problems and possible solutions: Did FC&B have any recommendations?

"We Listened" ■ They did. We listened. After much hard-headed analysis a campaign was developed and put into operation. Three months later, we received this response from the field:

"Of all the media used over the past few years I have had more public and agent reaction to the radio spot ad programs than anything we have done in the past," wrote the Equitable agency manager in Boston.

"Agents reported the public heard the broadcasts," wrote another agency head from Saginaw, Mich., "providing a better working climate for their interviews."

From tough-to-sell New York City: "These spot announcements have done a great deal to break the ice for our salesmen."

These are only a few of the comments plucked from a flood of responses from our agency managers, who, I should explain, have no reticence in telling the ad director which trolley to take when a sales campaign doesn't click. The chief criticism so far has come from those managers who felt we hadn't chosen the right outlets in their particular areas. This situation was quickly corrected when further

study bore out their complaints.

Dream to Reality ■ Reaction such as the excerpts quoted above is the dream of every officer charged with an advertising program. What made this dream a reality was simplicity.

The radio spot campaign as recommended by Foote, Cone & Belding utilized more than 100 selected markets in all parts of the country. The spots themselves are pleasantly low key, opening with the simple announcement: "These are the sounds of the living," followed immediately by a montage of familiar sounds, such as children singing, a small-town parade, a political convention, etc.

After a quick fade, the service "pitch" is delivered, underlining the good life which may be had through life insurance protection. The whole thing is done simply, invitingly—presented, you might say, without mirrors and without echo chambers.

The response has been so gratifying that Equitable will continue the radio series through this spring with a new opening teaser:

"There's no better place to live than America," and segues into brief sounds of baseball, a practice piano, and the crash of a bowling alley, all of them easily recognizable. Each spot—there are four of them—carries its own combination of sounds, its own warm appeal in behalf of an up-to-date Equitable service, such as annuities, major medical coverage, college policies or a family policy called "planned security."

Name and Number ■ In this series, as in the earlier one, the local announcer wraps up the recorded one-minute spot with live delivery of the name and telephone number of the Equitable agency in the area. The en-

tire approach is that simple.

I don't believe we could have dropped this approach had we wanted to. The agent in the field has a public image dating back to our tv series and print ads of former years ("The Man from Equitable") and he apparently likes what he hears on radio.

And he likes what his friends, neighbors and prospective customers are saying about the spot ads.

"We feel the present plan is excellent and would like to see it on a year-round basis," writes one Alabama agency head.

"Please continue the present program," is the plea from a New Yorker.

From show-me Missouri: "Very fine. Have gotten more from the radio spot ads than anything else." And so on.

Popularity ■ To fall back on a time-tested advertising slogan, such popularity must be deserved. We like to think it is.

It's the kind of popularity that's pulling in sales, guaranteeing commissions for our agents and making for a contented field force without which no company the size of Equitable can grow.

Ours is not a product that can be seen, felt, touched or tried on for size. Until you've actually tried to convince a prospect (usually as grossly underinsured as he is skeptical) of the values of this "no-see, no-touch" product, you really haven't encountered sales resistance.

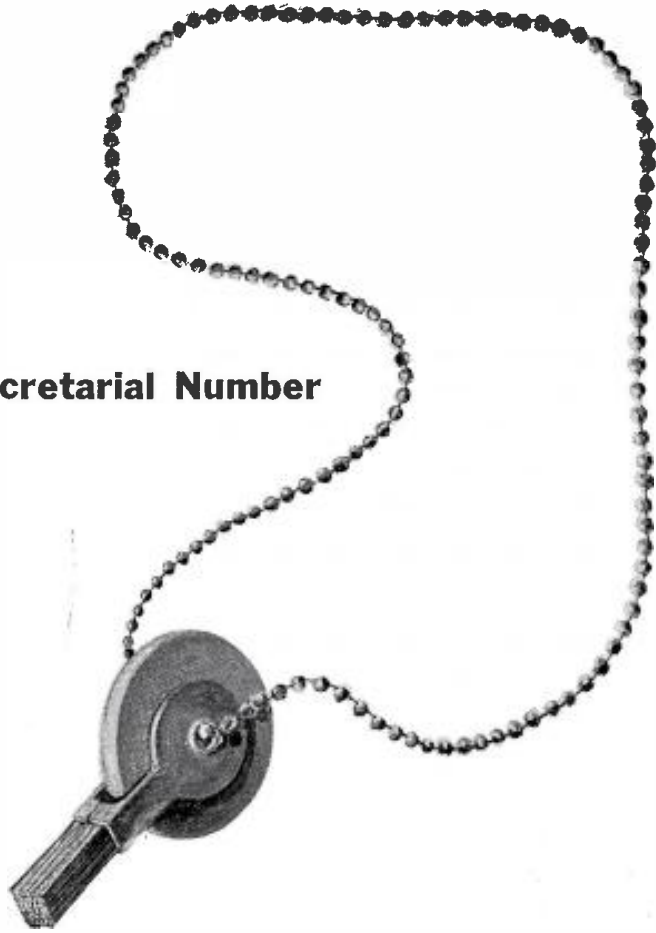
That's why when a grizzled veteran of our field force writes to say that "a walk-in applicant bought a \$10,000 single premium annuity because of the radio spot campaign," we know we have something that is working for us as well as for the public.

Charles R. Corcoran, vice president in charge of Equitable's advertising, publications and press relations department, joined the company in 1946. He was a vice president of a Providence, R. I., advertising agency and was in charge of Equitable's sales promotion and sales development. He serves as chairman of the Public Relations Society of America's workshop committee; is on the board of directors of Abilities, Inc. and the Human Resources Foundation.



puzzle:

Name, Rank and Secretarial Number



Three of the pillars of WMAL-TV's National Rep team (Harrington, Righter & Parsons, Inc.) are Jack Harrington, Turk Righter, and Jim Parsons. Their titles, not respectively, are Secretary, Treasurer and Vice-President. Their secretaries, also non-respectively, are Lillian, Joan and Madelon. The team is in adjoining offices 110, 112 and 114. The Vice-President is in 110.

Last Tuesday, Harrington took Lillian to lunch because she had helped him when his own secretary was ill for a few days. (This is typical of H.R.&P. team spirit. It works for clients, too.) Madelon went to a higher numbered office to eat with Parson's secretary. Later that afternoon, Righter sent his secretary to the Treasurer's office, which had a lower number than his, to get some sales figures for a client.*

What title does each man hold and what is his secretary's name?
Correct answers will earn one of our fascinating awards.

** Solidify your sales figures in the D. C. area with a spot program on WMAL-TV's popular late-afternoon Westerns—"The Lone Ranger" at 5 and "Maverick" at 5:30, Monday through Friday. Check Harrington, Righter & Parsons for availabilities.*

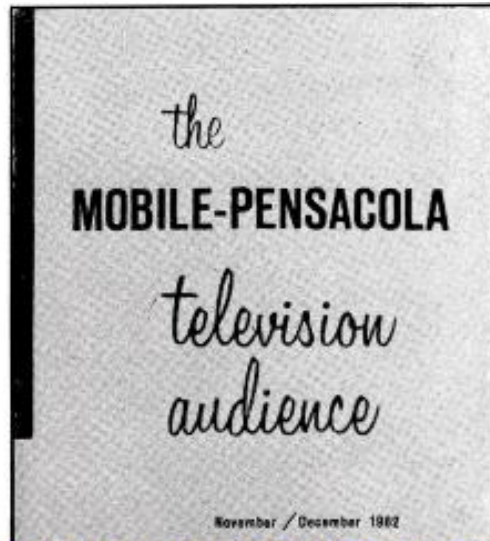
Puzzle adaptation courtesy Dover Publications, New York 14, N. Y.

Evening Star Broadcasting Company **wmal^{abc}-tv** Washington, D. C.
Represented by Harrington, Righter & Parsons, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

W K R G • T V

MOBILE CHANNEL 5 PENSACOLA



Exception To The Rule



Year After Year **ARB** PROVES

WKRG-TV IS

"THE EXCEPTION TO THE RULE"

50% or More SHARE of Audience



Represented by H-R Television, Inc.

or call



C. P. PERSONS, Jr., General Manager

End of the Minow era now in sight

HEADED FOR PRIVATE JOB, FCC BOSS PUSHES HENRY AS SUCCESSOR

Newton N. Minow has advised the President of his intention to leave the FCC and has recommended the appointment of Commissioner E. William Henry to succeed him as chairman.

Mr. Minow expects to leave the government at the end of May and to join Encyclopedia Britannica Inc. as a high officer and chief legal counsel. As Mr. Minow planned it, no announcement of his departure from government was to be made for some time—perhaps not until or after the early April convention of the National Assn. of Broadcasters, at which he will be a principal speaker.

It was at another NAB convention—in May 1961—that Mr. Minow was catapulted to national fame. It was his first major speech as chairman of the FCC, and he made headlines coast-to-coast when he called television a “vast wasteland.”

According to a number of sources in a position to know, Mr. Minow told the President of his plans during a private conversation at the White House two weeks ago. The conversation was at first presumed to have concerned Mr. Minow's role in a forthcoming UN conference in Geneva on the use of science to benefit underdeveloped nations. Mr. Minow leaves for Geneva Feb. 14. He



Mr. Minow
Bowling out in May

will be spokesman for the U.S. delegation at conference sessions dealing with communications. (Mrs. Minow will accompany him. They will return about Feb. 24, after stopping in London.)

The President was understood to have expressed regret at the prospects of Mr. Minow's resignation. The President's reaction to the chairman's recommendation of Mr. Henry as his successor was not known.

Henry's Chances ■ Mr. Henry, 33, is the junior member of the FCC in age and term of service. A commissioner for less than five months, he was the second Kennedy appointee to the FCC (Mr. Minow was the first). A third Kennedy appointee, Kenneth Cox, is awaiting confirmation by the Senate, a formality that has been delayed only by the Senate's preoccupation with the debate over filibustering.

When Mr. Minow resigns, the President will make his fourth appointment to the commission, and it will undoubtedly be a Democrat to replace the Democratic Mr. Minow. The President will also be able to choose a chairman—also undoubtedly to be a Democrat—from his own appointees, the new commissioner and Messrs. Henry and Cox, or the fourth Democrat, Robert Bartley, who became a commissioner in 1952—long before the Kennedy era in national Democratic politics. (Under the law no more than four members of the seven-member FCC may be of the same political party.)

Mr. Henry, a Memphis lawyer, was an active worker in John F. Kennedy's presidential campaign in 1960. He took his undergraduate work at Yale and his law degree at Vanderbilt in Nashville. He is said to have strong political connections with influential Kennedy supporters in Tennessee.

As the junior member of the FCC, Mr. Henry in the past two weeks has been given unusual national exposure as the commissioner presiding over the hearings into local television programming in Omaha (see page 50). His views on broadcast regulation seem to coincide with Mr. Minow's.

Magnuson's Protege ■ Mr. Cox, now 46, is a Seattle lawyer who carries the endorsement of Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee. Sen. Magnuson recommended Mr. Cox for appointment to the FCC at the beginning of the Kennedy administration. It was not

until the third vacancy occurred during the Kennedy tenure that Mr. Cox got the job. Meanwhile he had been appointed chief of the FCC's Broadcast Bureau.

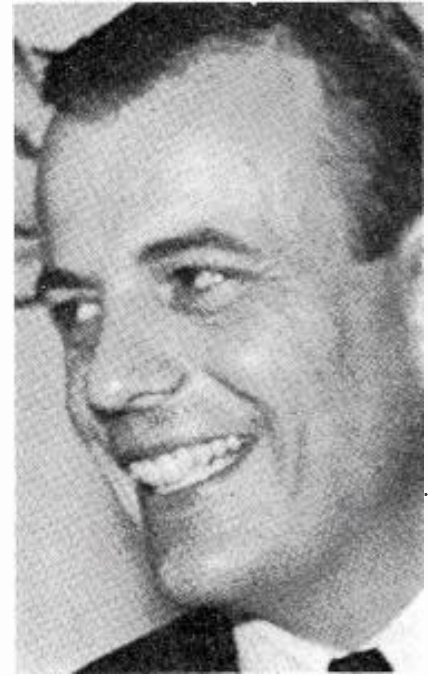
Mr. Cox did not take an active role in the 1960 presidential campaign.

Minow's New Career ■ Before joining the FCC, Mr. Minow, as a lawyer in the Chicago firm headed by Adlai Stevenson, represented Encyclopedia Britannica Films, then headed by Maurice B. Mitchell, onetime president of the Broadcast Advertising Bureau (predecessor to Radio Advertising Bureau).

Mr. Mitchell has since then become president of the parent Encyclopedia Britannica Inc. The chairman of the company is former Sen. William Benton, co-founder of the advertising agency, Benton & Bowles.

It is known that Mr. Minow was offered an executive job with the company before he took the FCC chairmanship, but he chose to join the government at the time. His interest in joining the company was reportedly reawakened in the past couple of months (CLOSED CIRCUIT, Dec. 31).

His new post will return him to Chicago where the Encyclopedia Britannica has its headquarters.



Mr. Henry
Will he be the heir?

'63-'64 TV PROGRAMS NEARLY SET

Juggle, juggle, toil and trouble at networks as more shows are fitted with sponsors and dropped into schedule for year

The television network drive for a quick lockup of next season's nighttime schedule is at its peak this week.

CBS-TV, of the three networks, is closest to that objective. Nearly all of its major program components are installed, and the network reportedly expects this week to begin filling the openings which remain.

The customary companion campaign to sell a part or all of the schedules' key programs to major advertisers has begun, and initial reports of commitments are trickling in.

The current status of next fall's schedules comes to this: There are still many uncertainties, particularly about the exact time position of some shows, but the networks are making their preliminary schedule pitches to agencies. A composite boxscore of what the schedules appear to be on the basis of what's being offered appears on page 25.

Despite all advance planning and slotting, a single move by one network could upend matters and change the stakes. Such a development appeared likely late Thursday of last week with a report that CBS-TV was negotiating for a switch of one of NBC-TV's program underpinnings—the half-hour situation comedy, *Hazel*—to its nighttime schedule.

A compilation of next season program sales to advertisers would illustrate the situation at this time:

- Colgate-Palmolive signed for *Harry's Girls*, a show it owns through a production deal with MGM-TV. It is set for NBC-TV.

- Armstrong Cork Co. and U.S. Steel are expected to remain in their usual Wednesday, 10-11 p.m. hour on CBS-TV and as alternate week advertisers, but on *The Danny Kaye Show*.

- Alberto-Culver is said to be signed for an alternate-week half (15 minutes on a weekly basis) of the one-hour new *Jamie Mc Pheeters* slated for 7:30 p.m. Sundays on ABC-TV.

- Procter & Gamble is holding firm in its 8:30-9 p.m. slot on NBC-TV, may stick with *Car 54 Where Are You?* or come in with a new show.

- Menley & James's Contac is reported to be ready to sign with CBS-TV for an alternate half-hour of the new hour *Judy Garland* showcase on Sunday.

- Renewals are about in or on their way from such advertisers as General

Foods and Procter & Gamble. GF, in particular, appears firm with its *Andy Griffith* and *Danny Thomas* shows on CBS-TV, to which it is adding a new half-hour comedy starring Phil Silvers. P&G has the NBC-TV half-hour on Sunday, is in on *Dick Van Dyke* and *Ben Casey* among others.

- Firestone will be back with its *Voice of Firestone* on ABC-TV Sundays. Kraft is firm on NBC-TV Wednesdays, though there's been talk about an "unsettlement" over Perry Como's future frequency. Bell Telephone is set on NBC-TV for a show parcel to alternate with Huntley-Brinkley on Tuesday. Du Pont is set for the 10-11 period on Sunday on NBC-TV. Gillette is certain with fights on ABC-TV Fridays.

- General Electric was reported negotiating with two networks—it had not released its option on the 9-9:30 period Sunday on CBS-TV over which the *Garland* vehicle will straddle, and was said to be interested in following *True* (in an hour version) to NBC-TV on Sunday.

- Chrysler Corp. appeared to be in favor of saving the one-hour *Empire* on NBC-TV even to the extent of buying additional time if other advertisers fail to renew the show. Chrysler currently is an advertiser on the show.

- Lever Bros. is expected to make one additional purchase—probably a new show—for its network lineup, the advertiser renewed for another season

its CBS-TV vehicles (*Lucy Show*, *The Defenders*, *Red Skelton* and *Candid Camera*).

According to those executives involved in negotiating next season's show properties, the current programming-sales period is characterized differently depending on the network involved.

For example, it's said that CBS-TV, which has fewer holes to worry about than the other two networks, is programming from strength and fretting over exact time slots in which to fit shows. The network presumably tries to nail down the advertisers once the shows are positioned.

ABC-TV, on the other hand, is on a slightly different tack, having sketched a near-complete nighttime schedule and then "peddled" this to potential advertisers. If enough interest and commitments are received, the network will continue along the lines indicated, otherwise a revised schedule will be blocked out. NBC-TV is programming and selling somewhere in between these two approaches.

Usual Delays ▪ This pre-seasonal planning and selling is much the same as in other years. Once again networks have been held up by such unpredictable as key advertisers delaying decisions, name talent problems, and some late arrivals of new show pilots.

In the area of name talent, Jackie Gleason perhaps is the most illustrative. For some time, the comedian vacillated over whether or not he would wish to continue with his show that appeared to have carved its niche this season on CBS-TV's schedule. By the week's end, it appeared Jackie Gleason was set for the next season and there was a report that the network may have agreed to schedule—adjacent to (before or after) the *Jackie Gleason Show*—a new half-hour comedy that would be produced next year by Mr. Gleason's company.

Another question mark among the star ranks is Perry Como. Reports are recurrent that the popular singer may not return next season in a weekly series but in an infrequent, occasional appearance on NBC-TV.

Several film producers last week were said to have only then come in with their first pilots for network-advertiser showing. Only a few of these: *Patty Duke Show* and *Inside Danny Baker* by United Artists Television, and *Ford &*

Movie tops, NBC claims

Early rating reports in New York indicated NBC-TV's first motion picture run of this season on Mondays (7:30-9:30 p.m.) scored Feb. 4 above both ABC-TV and CBS-TV periods. The NBC-TV claim, for the New York market only and based on the Nielsen average, shows these figures: NBC-TV, 28.2 average rating, 36 share; CBS-TV, 25.3 and 33; ABC-TV, 12.7 and 16.3. As of last week, it was not certain whether NBC-TV will continue its initial stand that the telecast of motion pictures on Mondays would run through September only.

Hines by Four Star Television.

Though it's certain that many of the time spots for the programs now committed for network showing may be changed over the next few months, show titles are expected to resemble in general those listed in the table.

Program Trends ■ A look at the composite schedule presents at least some trends now clearly defined. For example:

■ A move to schedule an individual program in a larger chunk of time continues. Next season already appears to

indicate committal to the renewal of the 90-minute *Virginian* on NBC-TV, an expanded to 90-minute *Wagon Train* on ABC-TV, and a two part *Arrest and Trial* on ABC-TV (in which two 45-minute programs are placed back-to-back), all produced by Revue Productions.

In addition, there is at least one time block set aside for motion pictures—on NBC-TV Saturdays, and there is a possibility remaining that another motion picture run would be slotted by the same network on Mondays. Another

large chunk of prime time will be occupied by Jerry Lewis on ABC-TV Saturdays, starting at 9:30.

■ An acceleration of a trend to big-name personalities coupled often with variety (musical or comedy), and adherence to star names is noted. CBS-TV is leading the movement, and the other two networks also are adding top names in either film series or in variety showcases.

Other trends: continued color increase in programming—ABC-TV's *Wagon Train* (90 minutes) is expected

How next fall's tv network lineup looks now

	7:30-8	8-8:30	8:30-9	9-9:30	9:30-10	10-10:30	10:30-11
SUNDAY	ABC	Jamie McPheeters		Arrest and Trial		Voice of Firestone	Roosevelt Years
	CBS	My Favorite Martian	Ed Sullivan		Judy Garland	Candid Camera	What's My Line
	NBC	Walt Disney		Car 54 or Magnificent Montague (P&G)	Bonanza		DuPont Show and True
MONDAY	ABC	Dakotas		Wagon Train		The Breaking Point	
	CBS	To Tell The Truth	I've Got A Secret	Lucy	Danny Thomas	Andy Griffith	East Side, West Side
	NBC	?		David Grant?		Mitch Miller	
TUESDAY	ABC	Combat		Butterball Brown	Ready For The People?		Mr. Kingston
	CBS	Marshall Dillon or?	Red Skelton		Ozark Widow	Jack Benny	Garry Moore
	NBC	Mr. Novak		Match Game	Richard Boone Show		Huntley-Brinkley and Bell Telephone
WEDNESDAY	ABC	Ozzie & Harriet or Inside Danny Baker	Greatest Show On Earth		Ben Casey		The Young and the Bold
	CBS	CBS Reports		Hillbillies	Silvers or Van Dyke	Silvers or Van Dyke	Danny Kaye
	NBC	The Virginian		Perry Como or Kraft Theatre		The 11th Hour	
THURSDAY	ABC	Flintstones	Donna Reed	Archie	Hey Cousin	Laughmakers	The Fugitive
	CBS	Password?	Rawhide?		Twilight Zone or Perry Mason		The Nurses
	NBC	Robert Taylor		Dr. Kildare		Hazel	Jack Paar
FRIDAY	ABC	Standby		McHale's Navy?	The Dean Show		Fight of the Week
	CBS	The Free and the Brave		Twilight Zone?	Route 66?		Hitchcock
	NBC	International Show Time		Adamsburg or Empire?		Harry's Girls?	Joey Bishop
SATURDAY	ABC	Thunderhead or Burke or Naked City?		Welk		Jerry Lewis Show	
	CBS	Jackie Gleason		"Gleason" Comedy?	Defenders		Gunsmoke
	NBC	The Lieutenant		Bill Dana?	Saturday Night at the Movies		

?—Question mark indicates status not definite.

'63-'64 TV PROGRAMS NEARLY SET continued

to be shown in color next season; there's a retention of the trend to comedy, particularly in star names and in half hour situations; dramatic film series will be plentiful—the public's taste for law investigation and for medical background series being reflected; additional New York-produced series are expected; and the emergence of such production companies on the "network scene" next season as United Artists Television and Metro-Goldwyn-Mayer.

Night by Night ■ Very briefly here is the interpretation of the nighttime schedule as presented in the chart on page 25, and based on latest information available:

Sunday: All three networks appear solidly scheduled. An exception: 8:30-9 on NBC-TV where Procter & Gamble may program *The Magnificent Montague*, a new Nat Hiken-created comedy series in place of *Car 54*.

Monday: ABC-TV and CBS-TV presumably are programmed but NBC-TV is not, especially in the 7:30-9 period in which it may decide to continue to run motion pictures.

Tuesday: Self-explanatory on the chart.

Wednesday: Under question is ABC-TV's 7:30-8 period but undoubtedly it will be a comedy half hour *Ozzie & Harriet* or *Inside Danny Baker*. CBS-TV has *Silvers* and *Dick Van Dyke* slotted for the periods, 9-10; which will precede the other apparently is not final. The disposition of Perry Como or some other Kraft vehicle appear the only doubt on NBC-TV.

Thursday: ABC-TV explanatory, CBS-TV is a bit uncertain, particularly in the 7:30-8 period and the hour following. The 9-10 slot leaned toward a continuation there of *Perry Mason* at press time; NBC-TV appeared certain except for the last-minute report of a possible shift of *Hazel* to CBS-TV.

Friday: ABC-TV appears as plotted on the chart, CBS-TV, however, may absorb a half-hour *Twilight Zone* that night and continue with *Route 66* as indicated on the chart, and NBC-TV appears to be leaning toward *Empire* that night, and a last-minute switch in thinking could place *Joey Bishop* in the

10-11 period instead of in the 7:30-8:30 slot on Saturday.

Saturday: ABC-TV still is far from pinning down 7:30-8:30, some three shows considered there but the rest of the evening is assured; CBS-TV's big question mark is just what half-hour show it might select (one report placed a Gleason-produced program there). On NBC-TV, if *Joey Bishop* is moved out, *The Lieutenant* is a possible entry.

New life in Truman series

After more than a year of inaction, projected Harry S. Truman tv series on nature of U. S. Presidency suddenly seems apt to get on the air after all. Apparently despairing of finding an outlet himself after investing close to \$400,000 in rights and production of the first two programs, producer David Susskind reportedly has sold all rights to Screen Gems, accepting a substantial loss because of his desire to get the project moving. It's understood Screen Gems plans 13-half-hours featuring ex-president Truman and other participants in the key events of his Presidency.

Du Pont only remaining live original drama program for '63-'64

The present blueprint of the 1963-64 network season (story page 24) indicates that the only live-tape original drama set for next season will be provided on NBC-TV's *Du Pont Show of the Week*.

Both *Armstrong Circle Theatre* and the *U. S. Steel Hour*, which have been mainstays on tv for many years, appear destined for cancellation. The low stage of original drama for next season is underscored by the report that in 1963-64, seven of the Du Pont one-hour programs will be of that genre. The remainder of Du Pont shows will be actuality and special programs, whereas this season there were seven original dramas and a group of drama programs based on works previously published or exposed in the theater or motion pictures.

The original dramas presented on *Show of the Week* this season and projected for 1963-64 are produced by the Directors Co., which is headed by executive producers Franklin Schaffner and Fielder Cook. They were both active in the so-called "golden age" of television when as many as seven original drama series flourished up to 1955. They are convinced that even today there is a need for this type of programming for both audiences and advertisers.

Acceptance Possible ■ They told BROADCASTING in an interview that

their experience with Du Pont leads them to believe that quality drama shows can acquire a substantial audience and gain advertiser acceptance. They acknowledged that tv cannot sustain the large volume of original drama programs that were on the air in the mid-1950's but are convinced there is room for additional programming of this type.

Mr. Schaffner reported he is cur-



Du Pont Show (NBC-TV, Sun., 10-11 p.m.) aims for provocative, contemporary drama, as in "Two Faces of Treason," which starred Lloyd Nolan (l) and Larry Blyden. The program was telecast yesterday (Feb. 10).

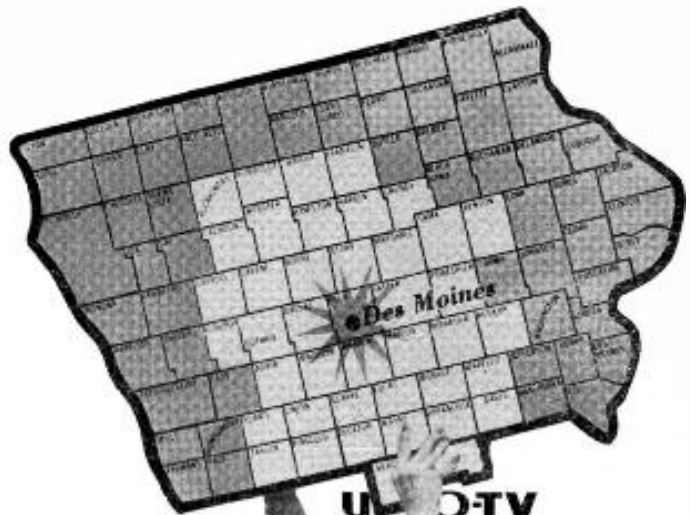
rently negotiating with CBS-TV for a group of dramatic specials to be carried on the network next fall. No decision has been made as yet on this project.

Though the outlook seems bleak at this time for quality original drama, both Messrs. Cook and Schaffner feel there will be some increase in the future, though it may be modest. They believe that "fear" is the main factor in the diminution of quality drama. As tv costs grew, both advertisers and networks became rating-conscious and looked to "sure-fire" entertainment, they assert.

The reason they believe that quality drama has a place in television, they point out, is that Du Pont drama programs have been achieving approximately 40% of the audience for the time period (Sunday, 10-11 p.m.). The Cook-Schaffner formula is to provide viewers with a range of dramatic forms—allegory, comedy, melodrama, realistic mood pieces—to satisfy Du Pont's requirements that its productions be provocative, contemporary and responsible.

Mr. Cook's capsule commentary: "I'm not saying that every tv show must be loaded with meaning. But for just a few hours a week, the medium should try—even if some of the tries are failures—to break away from mediocrity."

WHO-TV's FIGURES "STACK UP"!



The Nielsen '61 map shows how WHO-TV covers Central Iowa, *plus*—but take a look at the market-data figures for this 42- county area:

TV Homes	290,560
Households	328,590
CSI	\$1,914,739,000
Farm Households	72,994
Gross Farm Income	\$1,006,961,000
Food Sales	\$ 295,009,000
Gen. Merch. Sales	\$ 136,641,000
Home Furn. Sales	\$ 57,579,000
Automotive Sales	\$ 241,026,000
Gas Station Sales	\$ 119,710,000
Drug Sales	\$ 43,530,000
Total Ret. Sales	\$1,377,012,000

(Sources: May, '62 SRDS: Iowa Annual Farm Census, 1960; June 10, 1962 Sales Management.)

Get your share of this great market—most economically. WHO-TV offers you lowest costs-per-thousand on *many* great spot buys. Ask Peters, Griffin, Woodward, Inc.



CHANNEL 13 • DES MOINES **WHO-TV**



PETERS, GRIFFIN, WOODWARD, INC.,
National Representatives



AFFILIATE



NBC donates films

NBC-TV has made available film recordings of 17 of its television programs to the new Library and Museum of Television of the National Academy of TV Arts and Sciences Foundation, Walter D. Scott, executive vice president, announced today (Feb. 11).

The programs, according to Mr. Scott, have won 428 television awards, as special shows and episodes in daily and weekly series. Thomas W. Sarnoff (1), vice president West Coast NBC, made the presentation to Harry S. Ackerman, library chairman.

Value to community basis for new Emmy

A new Emmy award, honoring a commercial tv station for an outstanding job of public service programming, will be presented for the first time on May 26, when the National Academy of Television Arts & Sciences makes its annual presentation of the gold trophies for outstanding achievements in tv during 1962.

Robert Lewine, NATAS president, in announcing the new award, said that entries will not be judged on technical excellence, which would give an advantage to major market stations with large program and news departments, but solely on the value of the station's contribution to the community it serves. Along with the program, stations are asked to submit evidence of the results it accomplished.

Each of the nine academy chapters will appoint preliminary judges to select the best entry from a single region (not

that in which the chapter is located), Mr. Lewine said. The nine finalists will then be sent for final judging by a jury of outstanding citizens, which will determine the program that most merits the award.

Only commercial stations may make entries for this award, as non-profit educational stations are supposedly programmed exclusively as a public service and their performance cannot be measured on the same basis as that of a commercial station.

Wolper Productions buys Paramount News

Wolper Productions has purchased Paramount News, including its complete news film library of more than 10 million feet of film covering news events of the past 36 years, from Paramount Pictures Co. on basis where price could exceed \$500,000. David L. Wolper, president, Wolper Productions, said the company will be renamed Wolper Newsfilm Library. It will be closed for three weeks for reorganization and personnel changes.

Dale Robertson heads new Hollywood firm

Dale Robertson & Assoc. has been formed by the actor-producer to produce theatrical and tv films, animated commercials and film, tape and radio spots, plus personal management service. Headquarters for the new firm is 729 N. Seward St., Hollywood 38. Phone is HOLLYWOOD 6-3279. The new company is a subsidiary of Juggernaut Inc., which is also the parent company of Eagle Animation.

Dale Robertson is president of Dale Robertson & Assoc. Vern Carstensen, who continues as secretary-treasurer of Juggernaut, is executive vice president. Harry Koplan, head of Harry Koplan Productions, will also serve the new company as vice president and producer of tv properties. H. Mike Gurney, formerly general manager of Mel Blanc Assoc., is vice president in charge of

radio and tv commercials. Jack Easton, talent agent who discovered Robertson, will be vice president in charge of personal management in addition to serving his own clients.

Official producing new war series

Official Films Inc. will produce a new half-hour television actuality series, tentatively titled *Men at War*, based on the major battles of World War II, Seymour Reed, president of Official, announced last week.

The 26-episode series will have author-columnist Jim Bishop as host-narrator. Film footage for the programs will be obtained from sources throughout the world and each segment will present a survivor of a specific engagement.

The series will be produced in Hollywood for Official by Sherman Grinzberg, production supervisor on *Biography*, another OF presentation.

Production is nearing completion on the first episode of the new series, which will deal with Iwo Jima. Other segments will include the Battle of Stalingrad and Rommel's desert campaigns. Official is seeking a network sale on the series.

WPIX documentaries to run in prime time

WPIX (TV) New York will introduce next week a new monthly series of documentaries covering major events and personalities in recent history. Programs will be presented in prime time.

The series, titled *Special of the Month*, will be produced by Walter D. Engels and William L. Cooper, creators of WPIX's *The Secret Life of Adolph Hitler*, *Castro*, *Cuba* and *Communism* and other documentaries.

Initial telecast to be presented Feb. 19 (8:30-9:30 p.m.), will be a profile of the late Evita Peron. Subsequent programs will examine the war in Viet Nam and the rise and fall of Mussolini.

TvQ's top ten for January by age

Rank	Program	Total Audience TvQ*	Age Groups				
			6-11 TvQ*	12-17 TvQ*	18-34 TvQ*	35-49 TvQ*	50+ TvQ*
1	Beverly Hillbillies (CBS)	54	84	74	50	38	46
2	Bonanza (NBC)	48	47	55	44	41	55
2	Red Skelton Hour (CBS)	48	71	58	43	42	45
4	Ben Casey (ABC)	44	44	40	47	41	45
4	Doctor Kildare (NBC)	44	55	48	41	38	46
6	Sat. Night Movies (NBC)	43	55	54	46	38	29
7	Combat (ABC)	42	59	57	41	33	30
7	Disney World of Color (NBC)	42	67	48	35	36	36
9	Gallant Men (ABC)	39	57	51	37	29	24
9	Gunsmoke (CBS)	39	57	36	30	36	44

* Percentage of viewers familiar with a show who consider it "one of my favorites."
Copyright Home Testing Institute Inc., 1963.



SOURCE: A. C. Nielsen Station Index. May-June, 1962.

ONE: You get dominant coverage (42.1% average share) in the five-county Metro Atlanta market, where retail sales soar to \$1,352,520,000 annually.

TWO: You reach 132 counties in Ga., Ala., S. C., N. C., and Tenn., where retail sales total \$3,869,409,000 annually.

Buy the one that gives you two . . .

WSB RADIO

Georgia's 50,000 watt clear channel station

Represented by



Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

A drop in foreign language programming

More foreign languages are being used in programs broadcast by U. S. radio stations than seven years ago, but the number of stations carrying foreign language programs and the number of hours of such programs are down considerably.

The changes in foreign language programming since 1956 were shown in tabulations from information furnished by U. S. radio stations for their listings in the 1963 BROADCASTING YEARBOOK.

The new 1963 YEARBOOK lists a total of 45 languages in which programs are being carried. The 1956 tabulation totaled 40 languages.

But the total number of foreign language hours carried weekly on U. S. radio stations was down from some 4,500 hours in 1956 to 3,420 hours in the 1963 YEARBOOK. The stations carrying such programs are down in number from 463 in 1956 to 397 outlets, the figures show. Total stations on the air were 2,935 am and 540 fm in 1956, and 3,795 am and 1,062 fm at the end of 1962.

50 States Now ■ The big reason for the increase in total languages was the admission of Hawaii and Alaska into the union. It added Eskimo and Athabaskan on Alaskan stations and Samoan, Filipino and Chinese on Hawaiian outlets.

The addition of Hawaii as a state

also added 253 hours of Japanese to U. S. radio programming and placed that language in third place in total hours of foreign language programs aired weekly by U. S. broadcasters.

The Spanish language, though down from 2,800 to 1,885 hours, remained the dominant foreign tongue on U. S. radio. Italian retained second place with 277 hours (450 in 1956); Japanese was third with 264; Polish was displaced from third place to fourth with 250 hours (390 in 1956). Other languages with more than a hundred hours of programming weekly on U. S. radio stations: German 150 (115 in 1956); French 127 (135 in 1956). Yiddish dropped out of the hundred-plus group with 53 hours (102 in 1956).

Nine of the languages are, strictly speaking, not foreign, but North American Indian or Eskimo tribal tongues: Acoma, Athabaskan, Cherokee, Chippewa, Eskimo, Navajo, Pueblo, Seminole and Ute.

Other Languages ■ The other, non-Indian languages, and total hours: Albanian 0.5; Arabic 0.5; Armenian 6.5; Austrian 0.5; Basque 1; Chinese 23; Croatian 1.5; Czech 22; Dutch 6; Filipino 46; Finnish 12.75; French 126.75; Gaelic 6; German 149.75; Greek 39; Hungarian 22.5; Italian 277.25; Japanese 263.58; Latin 0.5; Lebanese 0.75; Lithuanian 12.25;

Polish 250; Portuguese 82; Rumanian 1; Russian 2; Samoan 1; Scandinavian languages 13.25; Serbian 6.5; Slavic 7; Slovak 1.5; Slovenian 11; Spanish 1,885; Syrian 1.5; Ukrainian 2.75; Yiddish 53; Yugoslav 45.

There were no foreign language programs reported by stations in ten states: Arkansas, Delaware, Georgia, Kentucky, Montana, Nevada, South Carolina, Tennessee, Vermont and Virginia.

The 1963 BROADCASTING YEARBOOK lists foreign language programming under the regular radio station listings, which also include other pertinent information about each station.

The 1963 BROADCASTING YEARBOOK number, the largest compilation of broadcasting facts in the 28-year history of this basic reference encyclopedia, contains 632 pages with a total of nearly two-thirds of a million words. The YEARBOOK includes 50 separate directories of basic economic, technical and business facts indispensable to all working in or contacting the worlds of radio and television. Single copies of the YEARBOOK are available at \$5 each so long as the supply lasts. The YEARBOOK issue plus the 52 weekly issues of BROADCASTING are \$12. Orders should be sent to BROADCASTING Circulation Dept., 1735 DeSales St. N. W., Washington 6, D. C.

State Dept. plans filming at WTTG (TV)

The third of a series of one-hour specials, entitled "State Department Briefing: Red China and the USSR," was filmed Feb. 2 in the studios of WTTG (TV) Washington.

The program featured a briefing team including Dean Rusk, Secretary of State, U. Alexis Johnson, Deputy Under Secretary for Political Affairs, W. Averell Harriman, Assistant Secretary of State for Far Eastern Affairs, as well as other department and non-government notables.

The briefing was followed by a question-and-answer period moderated by John L. Steele, chief of the Time-Life Washington Bureau.

Film Sales . . .

Seven Arts, Volumes 4 and 5 (Seven Arts Assoc.): Sold to KSL-TV Salt Lake City; WCNY-TV Carthage-Watertown, N. Y., and WLOS-TV Asheville, N. C. Vols. 4 and 5 now in 53 markets.

Seven Arts, Volume 3 (Seven Arts

Assoc.): Sold to KSL-TV Salt Lake City and WMT-TV Cedar Rapids. Now in 90 markets.

The Detectives (Four Star): Sold to KSHO-TV Las Vegas, WGN-TV Chicago and KMBC-TV Kansas City. Now in 29 markets.

Dick Powell's Zane Grey Theater (Four Star): Sold to KSHO-TV Las Vegas; WSPD-TV Toledo; WOC-TV Davenport, Iowa; and KOA-TV Denver. Now in 20 markets.

Stagecoach West (Four Star): Sold to KCPX-TV Salt Lake City. Now in 5 Markets.

Program notes . . .

Available: 'Michael Shayne' ■ NBC Films reports it is placing the hour *Michael Shayne* series into syndication. Local stations and advertisers will be offered 32 episodes which appeared on NBC-TV during 1960 and 1961.

New school show ■ The pilot of a new 60-minute tv program, produced by Red Skelton's and Jack Webb's production

companies for CBS, has been started in Hollywood. *The V.P.'s*, starring Dennis Weaver and Jane Wyman as vice principals of a small-town high school, will be directed by Mr. Webb.

Tv tee ■ Production has begun on *The Golden Tee*, a 90-minute tv special on golf produced by Jack Douglas Organizations. Mr. Douglas, who claims the show will be the most expensive ever made on golf, plans to sign several celebrities for the production, including golfer Byron Nelson.

26 instead of 12 ■ Trans-Lux Television Corp. reports it will distribute 26 episodes of the *Frontiers of Knowledge* half-hour science series instead of 12, as originally planned, because of growing audience and station interest. The series is produced by WFIL-TV Philadelphia in cooperation with the U. of Pennsylvania.

Now in color ■ Telesynd, New York, a division of the Wrather Corp., is offering for network sale 78 episodes of *Sgt. Preston of the Yukon* which were filmed in color.



Us hayseeds got a real OASIS!

GOING back to fundamentals a little bit, we'd like to remind you that the Red River Valley is one of the most fertile areas in America—thousands of square miles of ancient lake-bed with deep, rich soil — so fabulous that even the Encyclopaedia Britannica comments on it. Look up “Red River Valley,” and see!

Fargo is the very heart and center of this enormous and prosperous Valley. People listen to WDAY Radio, all over the Valley — come in from miles and miles around for shopping, recreation, big-ticket spending.

Ask PGW for the whole story. We know you'll be fascinated.

WDAY

5000 WATTS • 970 KILOCYCLES • NBC

FARGO, N. D.



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

MATTEL EXPLAINS NEW PLAN

Station purchasing its 'Funny Company' show will get matching spot buys from toy maker

Plans of Mattel Inc., toy maker whose year-round use of network television revolutionized toy advertising, to finance the production of a spot tv program series and to become a participating sponsor of the program (CLOSED CIRCUIT, Feb. 4), were spelled out Tuesday at a meeting of more than 40 station salesmen and representatives in Los Angeles. Eddie Smardan, radio-tv director of Carson/Roberts, Mattel's agency, explained the scheme at a two-hour breakfast meeting, at which three five-minute episodes from the series, *The Funny Company*, were screened.

Key of the plan is an agreement by Mattel to buy one-minute participations or adjacencies in *The Funny Company* on a two-year non-cancellable contract at the same price the station pays for an unlimited run, three-year license period for each five-minute episode. In effect, the station sets its own price for the series and for the Mattel commercials, Mr. Smardan ex-

plains. "The total amount of the film contract," a fact sheet explains. On participations in excess of 130, Mattel will pay "normal" rate increases, not to exceed 15%.

Mattel has set Jan. 13, 1964, as the date it will start its use of *The Funny Company* as an advertising vehicle. By that time 90 of the five-minute episodes will be ready. However, if stations want to start broadcasting the program earlier, in September, say, when 60 episodes are scheduled to be completed, the company would have no objection. Similarly, while broadcasting the series as half-hour programs made up exclusively of *Funny Company* films is advocated, no restrictions are placed on stations which feel another schedule is better, such as including one or more of these films in an established children's program period.

It's a Cartoon ■ The program itself is a cartoon, available either in color or black-and-white prints, which the

thing but prosaic), to the bizarre, like giving a guided tour through a haunted house, or selling toothpaste to a walrus.

While the programs are chiefly sequences of fast-moving comedy-dramatic action, each episode includes one-to-two minutes of education, so naturally introduced that it will be as acceptable to young viewers as it will be approved by their parents and teachers, or so Mattel and Carson/Roberts believe. They screened almost 200 children's tv shows in search for one that "would please kids, advertisers and Minow," as C/R's vice president explained in his MONDAY MEMO (Dec. 24, 1962). Not finding what they were after, a program that "would give the kids something to take away with them" and would avoid both the "stuffiness of an old-fashioned schoolroom and the sameness of more 'sillytoons,'" they encouraged the creation of *The Funny Company* and financed its production.

The programs are produced by The Funny Co., a group of Hollywood producers, writers, animators, voice talent and musicians, formed expressly to produce this series. The members work for minimum scale and will share in the profits of the production, if any, on a co-op basis. Head of the group as executive producer and script supervisor is Ken Snyder, senior vice president of Needham, Louis & Brorby, recognized lyricist and composer as well as a top-flight producer of tv and radio commercials. Sam Nicholson, for 10 years creative director for TV Spots, is animation producer. Leo Salkin, associate producer of *The Alvin Show*, has the same title with The Funny Co. Musical director is Jack Fascinato, who started in tv with Kukla, Fran & Ollie and today is one of the best known musical directors in the film business.

Wanted a Change ■ In addition to looking for a worth-while juvenile tv vehicle for its advertising, Mattel wanted to change its tv expenditures, which this year are made mostly in network television, in accordance with a belief that "the dynamics of local programming, local personalities, station selection, local promotion and merchandising can be utilized in such a way as to overcome the apparent advantages of network over spot." Despite its lack of any equity in the films it is financing, Mattel is willing to support them because of its ownership of product merchandising for *The Funny Company* characters. The producers will share in revenues derived from product merchandising. Without Mattel ID's in the films or restrictions on other toy firms taking adjacencies, Mattel may ask for adjacencies of its own beyond those in its basic contract.



Buzzer Bell



Shrinking Violet



Dr. Von Upp

The good guy, his gal & the bad guy of "Funny Company"

plained. Assume the price set is \$100. The station would then pay the program producers \$26,000 for three years' use of the programs. Mattel would contract to buy 260 minute spots a year for two years in A markets (at the assumed \$100 rate, this would mean a total expenditure of \$52,000). In B markets, Mattel would agree to buy 156 spots a year (\$31,200 total for two years). Only in C markets, where the Mattel guarantee would be for 130 spots, would the toy company's expenditure for time be just equal to the station's expenditure for the program.

"Since the time rates are set in advance on a non-pre-emptible basis for the entire two-year period, the total of the two-year time contract for the first 130 minutes used by Mattel each year

stations purchase at \$7.24 per monochrome print, \$14.17 per color print, "less than the price charged by General Film Labs for making them," Mr. Smardan stated. Prints are to be paid for on delivery, but stations can take up to two years to pay for their three-year program licenses, with minimum payments of one-24th of the total each month.

The programs depict the cartoon adventures of a group of youngsters who call themselves the Funny Company and are available for any sort of job which will earn them some spending money. The jobs range from the prosaic kind, like cleaning out an attic (although when they find the evil agents of a foreign power there in search of secret plans the situation becomes any-

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1963
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50 directories indexing the business world of tv and radio
SIX reference works in ONE
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CODES/PROGRAM SERVICES: Tv and radio codes; program producers, distributors, production services, news services, talent agents, foreign language and negro programming by stations; broadcast audience data.

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Designed for your specialized "must know" references, the 1963 BROADCASTING Yearbook issue is the largest (632 pages) and most complete encyclopedia-type book ever published for the business of radio-tv broadcasting and the associated arts and services. It includes 50 separate directories of basic economic technical and business facts indispensable to all working in or contacting the worlds of radio and television.

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ADVERTISING WANTS TO BREATHE

Fears of government inroads aired at Washington meeting; admen express disfavor with FTC plea for industry support

Advertising and government came face to face in Washington last week with the focus on federal efforts for additional controls over the medium.

Following two days of discussion at the 5th annual mid-winter conference of the Advertising Federation of America and the Advertising Assn. of the West, these developments captured the spotlight:

- A dispute between the AFA's general counsel and a Republican congressman and former agency head over how friendly the Kennedy administration is to business and advertising.

- A strong counterattack by Peter G. Peterson, president of Bell & Howell Co., on the current popular pastime of attacking all forms of advertising.

- A pitch by Federal Trade Commission Chairman Paul Rand Dixon for AFA-AAW support of his agency's request for legislation giving it the authority to order questioned advertising stopped while the wheels of litigation are turning. "The time is overdue for you who represents reputable elements in the advertising industry to realize

that the FTC is not trying to run your business or even to tell you how," Chairman Dixon said.

- Just as strong words by Mr. Peterson and others against the same "unprecedented" proposal advocated by Mr. Dixon.

- A telegram from President Kennedy praising the "dynamic role which advertising plays in improving our living standards and expanding our national economy. . . . It is through such conferences as yours, where representatives of advertising and government meet for frank and open discussion of the issues involved, that consumer interests will best be protected."

At the start of the two day conference, Mark W. Cooper was announced as the new president of AFA (see WEEKS' HEADLINERS, page 10). Mr. Cooper, director of public relations for the General Telephone Co., will take over his new duties in two weeks. His appointment was announced by George Head, AFA board chairman and advertising and sales promotion manager of the National Cash Register Co.

Some 700 delegates, representing the blue chip advertisers and agencies, attended the conference last Tuesday and Wednesday in Washington. It closed with a reception for members of Congress and other government officials.

Pennsylvania Ave. Dispute ▪ Two speakers at the Tuesday night opening session took opposing views on just how friendly President Kennedy's administration is toward advertising—with a member of Congress warning delegates not to believe the "high sounding statements" from the White House.

Rep. Bob Wilson (R-Calif.), a former agency executive in San Diego, disputed the contention of John J. Ryan, AFA general counsel, that advertising now is enjoying an "unaccustomed era of good rapport with a national Administration." Mr. Ryan maintained the President is keenly aware of the importance of cultivating the assistance and cooperation of business and that there can be no doubt about the sincerity of his statements friendly to business and advertising.

Mr. Ryan, a Democratic member of



Mark F. Cooper (l), public relations director of General Telephone Co. of the Southwest and newly elected president of the Advertising Federation

of America, huddles at last week's conference in Washington with AFA Board Chairman George Head, National Cash Register Co.



Bell & Howell president Peter G. Peterson warns that no sin of advertising could compare with its regression under federal regulation.

the New York State Legislature, said that it is evident the President has spurned the advice of his advisors who advocate "pump priming"—increased government spending and false aids for economy. The administration has not fallen for the theory, advocated by some of his advisors, that advertising is a totally unproductive industry "to be harassed in every fashion," he said.

Rep. Wilson, on the other hand, said "I don't see much to be happy about in the attitude of the administration" toward advertising. He said he is disturbed over the voices around the President which are anti-advertising. He charged the FCC and FTC are "running rampant over a lot of businesses and unduly influencing advertising, radio and tv."

Mr. Ryan, member of the New York firm of Sawyer, Sullivan & Ryan, also had harsh words for agencies seeking greater powers over the industry in citing apparent "contradictions" in the attitude of the administration. He said the FCC is trying to take a "larger and larger part in radio and tv programming" and that "bureaucratically-conceived inhibitions" are being placed by government against some forms of advertising.

Hitting the FTC request for cease-and-desist and injunctive powers as an "unprecedented" grab for power, Mr. Ryan warned: "We must be constantly alert to insure that misguided zealots in government do not foist upon us restrictions and regulations which we . . . know can only lead to chaos or destruction."

Concern Lessened ■ Arthur Fatt, board chairman of Grey Advertising Inc. and chairman of last week's conference, said the industry no longer looks with fear on the Kennedy administration but now has an opinion of "quiet confidence."

In a keynote address, he disclosed that 11 of 16 agency heads (representing billings of nearly \$2 billion) feel that advertising's relations with government are much the same at the present time as during the Eisenhower years. Only 5 of the 16 said they thought the government-advertising relations had worsened since President Kennedy took office, Mr. Fatt said.

Government and advertising "can't afford the luxury of being antagonists," he said.

One criticism of the administration given in the survey, Mr. Fatt said, was "the method of FCC pronouncements in respect to its guardianship of public taste."

Peterson Hits Controls ■ Warning against government attempts to control the imponderables of advertising, Mr. Peterson said: "No sin that advertising could commit could be as great as its



Taking a break in Washington last week were (l to r) Pete Cash, president of Tv Bureau of Advertising; William

E. Rine, Storer Broadcasting Co., and John R. Bowers, car advertising manager for the Ford Div. of Ford Motor.

regression by government forces—for if advertising can be forced into a bureaucratic strait jacket, where does this end?"

For the last few years, he said, Madison Avenue has been America's most popular villain. "The Wolves of Wall Street, as they were vividly described in the twenties, are probably greatly relieved to give up their pre-eminent position," he said.

Attacks on advertising should be broadened to include the businessmen, who design and market the products and the consumers, who buy the products. If the consumer is to be protected against outside forces, Mr. Peterson said, it is well that he be confronted directly with what he is being protected against and what the methods and costs of protecting him are likely to involve. "If it is his tastes that are being criticized, then let us say so directly," the Bell & Howell president said to government.

The basic question is the freedom of the consumer to make a choice among the widest possible number of alternatives and whether he has the wisdom to make these choices which advertising gives him, Mr. Peterson said.

In the long run, he said, the only formula that will raise the standards of advertising is the raising of the level of American culture generally. If media continue their present rise in culture, the consuming public will in the future

mold advertising patterns at least as much as the public is influenced by advertising, he said.

Government Talks Back ■ The chairmen of the FCC, Newton N. Minow, and the Federal Trade Commission, Paul Rand Dixon, participated in a panel on "Government Speaks to Advertising." Mr. Minow had no prepared statement but Chairman Dixon made a ringing attack on the opponents of his agency's efforts to acquire authority to issue cease-and-desist orders.

Departing from his prepared text, the FTC chairman said that members of his agency are "experts" on advertising and that federal judges—to whom the FTC must now go for temporary injunctions to stop questioned advertising—are not. The FTC knows the law and how to enforce it, he said, and if advertisers do not like it "then get yourselves some new laws."

He predicted that if the trade commission is not given the authority to order a stop temporarily of advertising it has questioned during litigation there will be no small business 20 years from now. Because of present due process requirements and despite numerous speed-ups in work procedures, "any unprincipled advertiser can delay justice long enough to make a killing," Chairman Dixon charged.

If the FTC had the authority to issue temporary stop orders, it could put an end to the "futilities of belated final



Sen. Vance Hartke (D-Ind.) (r) listens as Wilbur G. Kurtz Jr., product pro-

motion manager for Coca Cola, Atlanta, relates an advertising problem.

orders," he said. A lot of "misinformation" has been spread concerning the FTC's request for new powers, he said, in giving the government version of safeguards written into the legislation to prevent abuses by future trade commissions. The bills in dispute were introduced by Rep. Wright Patman (D-Tex.) (HR 1105) and Rep. Tom Steed (D-Okla.) (HR 594).

Minow Theory ■ Chairman Minow said that the broadcasting industry does not realize that most broadcasters come to him to request more regulation of radio-tv, not less. They want their competitors regulated but not themselves, he said.

He said he is "very pleased" that the trade commission has taken steps to control rating services but saw no need for a written definition of the term "public interest." The FCC's theory, he said, is to let the broadcaster determine the needs of the public in his area and then "we hold him to his evaluation."

Chairman Minow praised Bell & Howell for its "conspicuously courageous job in tv advertising" in its sponsorship of *Close Up* and urged more advertisers to put some of their budgets in such programming. "This is not just good citizenship but good business," he said.

Arthur Motley, publisher of Parade Publications Inc. and moderator of the panel, expressed concern over government trends. As government has grown big, it is not merely the law that causes concern but also the agencies, he said.

The third panelist, Dr. Persia Campbell, a member of the President's Consumers Advisory Committee, said the committee is designed to serve buyers who want reliable information "so they can make reasonable judgments about their desires." She said that most consumers are not aware of the protections

they have and the marketing services offered them by government.

Advertising's Role ■ "Advertising's Role in American Communications" was discussed by a panel consisting of Donald McGannon, president of Westinghouse Broadcasting Co.; Andrew Heiskell, board chairman of Time Inc., and *Denver Post* publisher Palmer Hoyt. RCA vice president Ralston H. Coffin, conference vice chairman, was moderator.

Mr. McGannon stressed that "it is the essence of the media of radio and tv that they be mass in their application and direction." He pointed out that the Communications Act charges broadcasting with providing a service to "all the people of the U.S." The great role and challenge to radio and tv is to maintain the largest possible audiences by the best and most creative forms of programming oriented to the American family and to afford them opportunities for learning, for challenge, for inspiration and for information, he said.

Mr. McGannon explained the "delicate process" necessary in the effective use of communications media—the level and flow of audience. "We must exercise ingenuity and courage in daring to reach millions on the one hand but collaterally certain specific thousands . . ." he said. "We must contribute . . . to the people's understanding of the issues of the day."

Freedom a Must ■ Democratic government could not exist for long without communications media free from government control, according to Mr. Heiskell. Radio-tv and the newspapers could not exist without advertising, and advertising could not exist without the free enterprise system, he said. The only alternative is subsidy by government, Mr. Heiskell and other speakers stressed.

Advertising is the "financial warranter of free electronic communication and

it is the guarantee of our free press," Mr. Hoyt told the AFA-AAW delegates. "The much-maligned institution of American advertising is really a solid cornerstone of our freedom," he said.

Even if advertising did not have a special economic role as the mover of goods to the consumer, as the basic guarantee of free communications media it is worthy of protection and preservation, he said. Radio-tv and newspapers can remain free from government only with a continued source of income from advertisers, Mr. Hoyt said.

Ad Pitch ■ A pitch for the President's proposal to cut individual income taxes was made in a luncheon address to the conference by Ivan A. Nestingen, under secretary of Health, Education & Welfare. The proposed tax cut will increase sales and "will generate a larger gross national product in which we all will share," he said in drawing a parallel with advertising.

When a business runs into economic trouble it would be tempted to trim its advertising budget when it "might be better advised to do just the opposite—to borrow if need be—so that it can step up advertising and raise sales levels," Mr. Nestingen said. This may make the balance sheet look temporarily worse but in the long run the added advertising expense can prove to be a good investment if it halts the downward spiral of sales, he maintained.

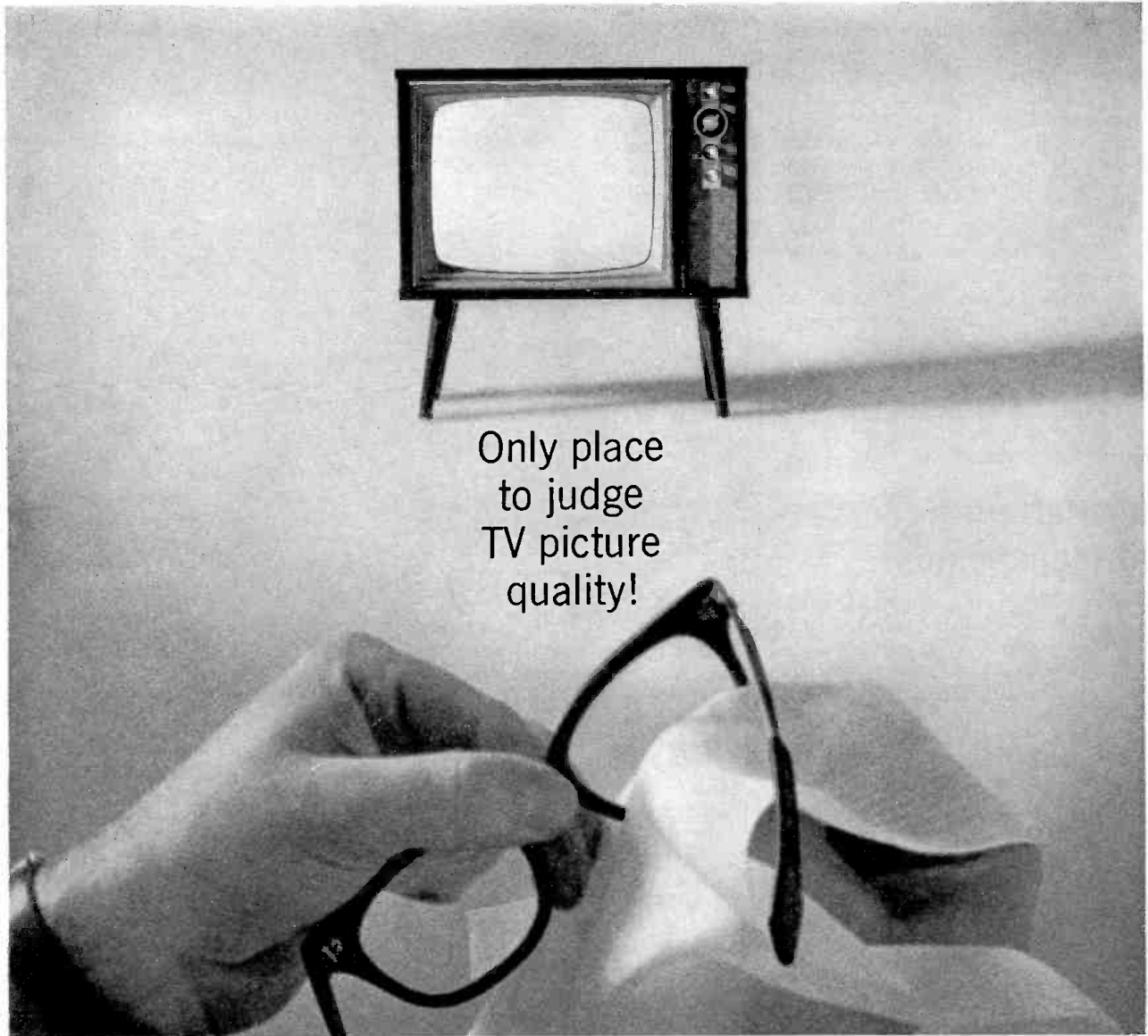
"The same result will come about from a tax reduction—even though it comes at a time when the federal government needs more, not fewer, dollars to meet its obligations," he said.

Paul S. Willis, president of the Grocery Manufacturers Assn., cited advertising as one of the principal reasons for the "fabulous and steady" growth of the food industry. The advertising industry has made great contributions to the American people and to the total economy, he said. "Promotion and advertising are the lifeblood" of food marketing, he said.

The latest listing of the top 100 advertisers shows that 30 of the first 50 are GMA members and 57 of the top 100. Advertising is necessary, he said, because very few have been able to build a successful and profitable national marketing food business without the use of effective advertising. "The record supports the fact that advertising is a great force that influences consumer purchases," Mr. Willis said.

Feb. 15 entry deadline for tv commercial contest

A Feb. 15 entry deadline has been set for the fourth annual American TV Commercials Festival. All commercials telecast in the U.S. and Canada between March 1, 1962, and March 1, 1963, are



Only place
to judge
TV picture
quality!

Judge it where tv viewers do . . .
where today's best-selling pictures
come from SCOTCH® BRAND Video Tape

Today's great American theatre is the living room—not the projection room. If you're viewing tv commercials or pilots on the conference room screen, remember: the only "screen" the tv audience sees is the face of the tube! When you view shows or commercials as you would a movie you're sitting in the dark all alone . . . no one you're trying to reach will see them that way! The tube is the test every time! Put your commercial

or show on "SCOTCH" BRAND Video Tape and view it on a tv monitor. Then you'll be looking at it with the same eyes as the customer. There are no optical-to-electronic translation problems. Every image is an electronic original completely compatible with the tv set in the home.

Picture-prove it! View a filmed and a video-taped production side by side on monitors. See the inimitable "here and now" quality that "SCOTCH" Video Tape offers agencies, advertisers, producers, syndicators. Extras are pushbutton ease in creating unlimited special effects, immediate playback, and no processing wait for either black-and-white or color. For a free brochure "Techniques of Editing Video Tape", write 3M Magnetic Products Division, Dept. MBX-23, St. Paul 19, Minn.



"SCOTCH" IS A REGISTERED TRADEMARK OF MINNESOTA MINING & MANUFACTURING CO., ST. PAUL 19, MINN. EXPORT: 99 PARK AVE., NEW YORK, CANADA: LONDON, ONTARIO ©1963. 3M CO.

Magnetic Products Division **3M**
COMPANY

eligible in the competition which is open to advertisers, their agencies, production companies and television stations.

Approximately 40 product categories are planned for the contest and special citations will be made for achievement in the areas of single market, Canadian market, children's market and premium offers.

John P. Cunningham, chairman of the executive committee of Cunningham & Walsh and past chairman of the Advertising Federation of America, is heading the council which plans and judges the festival competition.

Entries should be addressed to Wallace A. Ross, American Tv Commercials Festival, 40 E. 49th St., New York 17. A \$20 entry fee is charged "to help defray judging costs."

ANA offering course to management

A new course in advanced advertising management will be offered by the Assn. of National Advertisers as a recurring service for its member companies, with the first scheduled March 10-15, ANA announced last week. The course will be for "executives in middle or upper advertising management in ANA member companies who have had several years of responsible advertising experience."

It will be conducted in an academic atmosphere with practicing experts in advertising management as the faculty. Subjects will include the creative function, planning, media strategy, organization and agency relations, budgeting, appraisal of marketing opportunities and measurement of advertising effectiveness.

The March 10-15 session will be held at the Westchester Country Club, Rye, N. Y. Registrations will be limited, if necessary, to 60. Tuition is \$250.

Another session is expected to be held later this year, and additional ones subsequently. Some may be held in Chicago and on the West Coast and possibly elsewhere. In addition, different courses may be held for management executives holding other responsibilities.

Prof. Albert W. Frey, director of executive management programs at the U. of Pittsburgh and co-author of ANA's so-called "Frey Report" on advertiser-agency relationships a few years ago, is serving as academic advisor for the project. Ernest P. Zobian of Vick Chemical Co. is chairman of the ANA advertising management development committee, which is presenting the course.

Faculty members for the initial session include Clarence Eldridge and Henry Schachte, marketing consultants; Donald Armstrong and Paul Foley of McCann-Erickson; G. A. Bradford,

'Tonight' sold out

A record \$7.5 million in sales was recorded by NBC-TV since Johnny Carson became star of the *Tonight* show in October 1962. Walter D. Scott, executive vice president of the network, said the *Tonight* show is sold out through June, with many orders placed through December.

Current year-round advertisers are Block Drug (various products, Sullivan, Shaufer, Colwell & Bayles, Grey Adv., Lawrence C. Gumbinner Adv.); Revere Camera (Erwin Wasey, Ruthrauff & Ryan); Minnesota Mining & Manufacturing (Cye Landy Adv.); Sunbeam (various products, Foote, Cone & Belding, Perrin & Assoc.), and Liggett & Myers (J. Walter Thompson).

General Electric; Dr. Ira Glick, Social Research Inc.; John Hunter Jr., B. F. Goodrich Co.; Lawrence Deckinger, Grey Adv.; Richard P. Jones, J. Walter Thompson Co.; Esty Stowell, Ogilvy, Benson & Mather; John Bowers, Ford Div., Ford Motor Co.; Sherwood Dodge, Colgate-Palmolive Co.; Paul Gerhold, Foote, Cone & Belding; A. C. Nielsen Jr., A. C. Nielsen Co.; and Thomas B. McCabe Jr., Scott Paper Co.

New filters, packs in PM market tests

Philip Morris Inc. last week introduced two new kingsize filter cigarettes, Paxton and Saratoga, with a test cam-



Saratoga filters in their "Humiflex" packs. Paxton packaging is the same.

paign in four U. S. cities.

Saratoga is being introduced in Hartford, Conn., and Sacramento, Calif.; the mentholated Paxton in Fresno, Calif., and Tulsa, Okla. Both brands will use television, radio and print for the test.

Both cigarettes offer a "team of filters, back to back" and patented waterproof "Humiflex" packaging, and sell at popular prices.

The theme being stressed in the brands' advertising, according to Roger M. Greene, PM's vice president and director of advertising, "is that both the product and the package represent true technological achievements within the industry. For that reason, the advertising presentation in all media is in a factual and journalistic style."

Television commercials will show the package submerged in water to demonstrate its water-proof qualities.

Benton & Bowles Inc., New York, is agency for the new Philip Morris brands.

'Cleopatra' budget includes network tv

"Cleopatra," 20th Century-Fox's much-publicized film extravaganza, will be promoted with a network television campaign in addition to heavy poster and print advertising.

Unusual use of network tv for movie promotion in lieu of spot advertising is based on the fact that 20th Century hopes to open the film in some 60 markets simultaneously. It also is claimed that "Cleopatra" will eventually reach virtually all markets, and that the time lag between tv promotion and showing of the picture will be compensated for by the large advance publicity it's already enjoyed.

The tv promotion will begin approximately three months before the picture's June 12 opening date and continue through the premiere. Still in the planning stage, the campaign is loosely described as a high frequency of 30-second announcements.

A 20th Century official suggested that probably more than one network will be used because it is planned to place announcements in or around "athletic events and public service shows."

The movie will premiere in New York and should the newspaper strike there still be in effect, 20th Century says that it will use a saturation radio campaign in that city around the premiere date. Agency for 20th Century-Fox is Schlaifer & Co., New York.

Business briefly ...

Maradel Products Inc., New York, cosmetics manufacturer, has bought a schedule of participations in a variety

Slash office typing costs up to 67% with . . . New Filetape™ Royaltypewriter®—

The advanced high-speed, low-cost automatic typewriter using exclusive FILETAPE.

Now, you can dramatically increase the production and slash the cost of every repetitive typing job in your office—without adding a single extra person to your staff.

Every form mailing that your company sends out can be warm, individually typed, personalized. The kind that looks important. That gets read and acted upon.

The bulk of your sales orders, invoice writing, envelope addressing, legal documents, etc., can all be typed at the astonishing speed of well over 100 words a minute. Without errors or erasures.

New Filetape Royaltypewriter, made by Royal McBee, can do all this for you—bringing high speed and low cost to more of your repetitive typing jobs than any other

kind of automatic typewriter on the market today.

The reason is exclusive Royal McBee Filetape. Filetape is the easiest automatic typewriting tape to file, to retrieve from file—to use.

It can be cut to any length. For one word . . . or pages of copy. Form paragraphs can be punched and easily combined to make up dozens of different letters. Think of the savings this one application can mean in dictation costs alone!

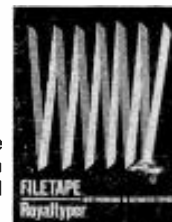
It is a fact that in the average office, 75% of the correspondence and typing of forms is repetitive. New Filetape Royaltypewriter can cut these costs for you—to the bone. Get the facts. Also look into our leasing plan.



**SEND FOR THIS
VALUABLE FREE BROCHURE**

Royal McBee Corporation, Dept. 898R
850 Third Avenue, New York, N. Y.

Please send me my copy of "Filetape Royaltypewriter—New Dimensions in Automated Typing." I understand there is no obligation.



NAME _____

COMPANY _____

POSITION _____

CITY & ZONE _____ STATE _____

ROYAL

SPECIALISTS IN BUSINESS MACHINES

Jingle singer appears with Cincinnati Symphony

It may seem like a far cry from a commercial jingles studio to a symphony hall, but Barbara Cameron was slated to make the transition *glissando*.

The first commercial jingles singer ever to perform as guest soloist with the Cincinnati Symphony Orchestra, Miss Cameron and The Satisfiers, a New York quartet in which she sings the female lead, appeared with the 100-piece orchestra in Cincinnati in a musical "Theatre Train" of Broadway show tunes. It was her third performance with the Cincinnati Symphony.

Miss Cameron and The Satisfiers have performed in commercials for many national advertisers including Newport, Winston and Kent cigarettes, Frosty root beer, Lee's carpets, Mohawk Airlines and McGregor's sportswear. They also have done commercials, as yet not released, for Sophia Loren's new motion picture, "Madame."

Before moving to New York Miss



Miss Cameron
Jingles and the Symphony

Cameron was a featured performer in Cincinnati television and radio. In private life she is the wife of Joseph Kotler, vice president of Warner Bros. television division.

of day- and prime-time ABC-TV programs. Agency: Donahue & Co. Inc., New York.

Pennsylvania Grade Crude Oil Assn., Oil City, Pa., in its first radio campaign, is co-sponsoring ABC Radio's *News and Comments by Alex Dreier* (Mon.-Fri., 6:30-6:40 p.m. EST), for 39 weeks. Agency: Meldrum & Fewsmith Inc., Cleveland.

Agency appointments...

▪ Allied Old English Inc., Newark, N. J., has appointed Venet Adv. Inc., Union, N. J., as agency for two product lines of its Mother's Pantry brand of prepared foods and beverages, Polynesian Punch and Maple Butta. Venet will inaugurate a tv campaign in the New York City area this spring.

▪ KGFJ Los Angeles, all-Negro-programmed radio station, has appointed Enyart & Rose, Los Angeles, as its advertising agency. Jerome L. Simons is account supervisor.

▪ KTVI (TV) St. Louis, Mo., has appointed Winius-Brandón Co., advertising agency, that city, to handle advertising and assist with promotion, merchandising and public relations.

Rep appointments...

▪ WJAR Providence, R. I.; The Katz Agency Inc., New York, as national representative.

▪ WFOX Milwaukee, Wis.: Spot Time

Sales Inc., New York, as national representative.

▪ WSOQ Syracuse, N. Y.: Bolling Co., New York, as national representative.

▪ WGCM Biloxi-Gulfport, Miss.; WOOW Greenville, N. C.; WGTA Summerville, Ga., and WROY Carmi, Ill.: Hal Walton & Co., New York, as national representatives.

▪ WIXI Birmingham, Ala.: Elisabeth M. Beckjorden Inc., New York, as national representative.

▪ WNEB Worcester, Mass.: Bill Creed Assoc. Inc., Boston, as exclusive New England sales representatives.

FM Group Sales lists American Express buy

FM Group Sales, New York, representing fm station groups in major cities, has scored what is generally labeled as the biggest advertising contract in the rep firm's nine-month operation.

American Express, through Ogilvy, Benson & Mather, has placed a campaign calling for 20 spots per week for each station on a 39 week basis on a total of 20 fm stations (6 in Los Angeles, 5 in Chicago, 5 in Washington-Baltimore and 4 in Boston). The advertiser also is running am and tv campaigns.

The new fm contract started Feb. 4, and adds to other FM Group Sales'

contracts, such as P. Lorillard (Newport cigarettes) in Los Angeles for 18 weeks starting Feb. 19 (through Lennen & Newell), and Texaco, which through Benton & Bowles, had used stations in Chicago, Detroit and Cleveland and is expected back this spring. Two other advertiser contracts still on fm through this rep: Philip Morris and United Air Lines.

Hicks & Greist adds \$1.5 million in billings

Hicks & Greist Inc., New York, last week announced the addition of \$1.5 million in billings in two months, bringing its total annual billing-and-fees rate to "close to \$18 million."

New accounts include Waitt & Bond Inc., Newton Highlands, Mass., for Blackstone, Haddon Hall and Yankee cigars; Bonomo Div. of the Gold Medal Candy Corp.; broadcast advertising for The Dime Savings Bank of Brooklyn, and Keystone Camera Co.

Agency changes made by Noxzema

Noxzema Chemical Co., Baltimore, last week announced a realignment of accounts, due to product conflicts, at three of its agencies. Sullivan, Stauffer, Colwell & Bayles, New York, continues to handle Noxzema Skin Cream and Cover Girl products, along with two new products, to be introduced in test markets within two months.

Dancer - Fitzgerald - Sample, New York, also gets two new products for test marketing, as well as Noxzema Shave Creams, currently at Doherty, Clifford, Steers & Shenfield, and Noxzema Skin Lotion, which was at SSC&B.

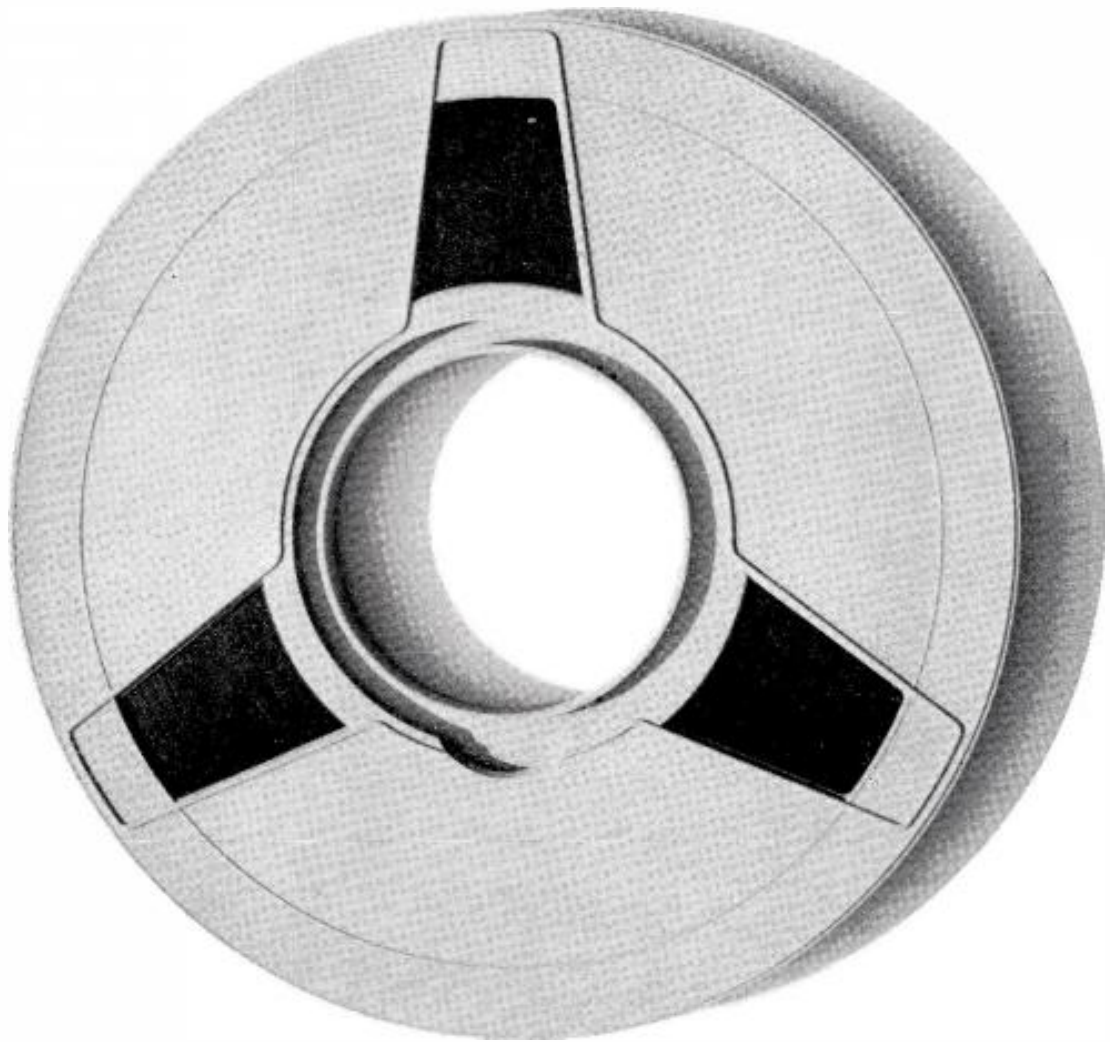
Admen get their own commercial kitchen

A new studio set up as a kitchen for advertisers and agencies producing food and cleanser commercials on video tape has been instituted by MGM Telestudios, New York.

The new studio includes complete kitchen work facilities, modular kitchen sets, an "invisible" oven for inside-the-oven photography, appliance props and specialized lighting equipment. A transparent washing machine, enabling cameras to photograph moving parts and washing action, is also part of the studio.

Known as studio 60, the kitchen consists of 525 square feet of work space equipped with sinks, stoves, refrigerators, freezers, work tables, cabinets, mixers, blenders, toasters and griddles.

Helen MacArthur, home economist, is participating in commercial production in the new studio as director of culinary arts.



Repeat!

An encore for a computer tape reel? Absolutely! Especially when it is packed with television audience data from an ARB survey. The premiere performance provided audience estimates by time period for that familiar industry standard, ARB's local market report. But when clients ask for *more*, it gives *more* — an almost endless number of new and interesting encore performances for a variety of 'special' needs.

And here's the secret. Every time ARB conducts a local market survey, special care is taken to organize and store the data that is collected so that on short notice it can give 'an extra measure of audience' whenever called upon. Special Tabulations offer clients the advantages of research to meet specific requirements without the expense of a new survey. Because data is available now and ready to perform, a special staff of researchers can compute the needed estimates and deliver them quickly. For an economical answer to some of your most critical audience problems, call for an ARB Special Tabulation.



**AMERICAN
RESEARCH
BUREAU**

DIVISION OF C-E-I-R INC.

Court access fight gets major setback

ABA VOTE ENDS 5-YEAR BROADCASTING EFFORT TO REPEAL CANON 35

A five-year campaign to persuade the American Bar Assn. to revoke or relax its ban against tv cameras and radio microphones in courtrooms ended last week in failure.

By an overwhelming vote, the House of Delegates of the ABA adopted a committee report which recommended retention of the controversial Canon 35. This prohibits the use of tv cameras, radio microphones or news cameras during court trials. It was adopted in 1937 following the circus-like news coverage of the Lindbergh kidnapping trial in New Jersey.

The ABA action took place last week in New Orleans where the association was meeting in annual convention. It followed adoption of the report by the ABA board of governors (AT DEADLINE, Feb. 4).

The decision was made by voice vote, with about 10-15 dissents, after three speakers attempted to persuade the delegates to refuse adoption of the report.

Speaking in opposition were Douglas Anello, NAB general counsel; Joseph Costa, chairman of the National Press Photographers Assn., and James K. Groves, a member of the Colorado bar.

The ABA action was castigated by NAB President LeRoy Collins and by Bill Small, chairman of the Freedom of Information Committee of the Radio-TV News Directors Assn.

What Now? ■ Broadcasters will now have to begin working at the local level, Mr. Anello said last week after the ABA action. "It is imperative," Mr. Anello said, "that broadcasters begin working on the local bar and courts to convince them that tv and radio belong in the courtroom on the same basis as any

other reporters."

The ABA prohibition does not have any legal standing with the courts or state bar associations unless it is adopted by state judiciary. About half of the states have adopted the ABA canon, it is understood.

In its report, the ABA special committee on Canon 35 urged that states adopt the ban.

The ABA consideration of changes in Canon 35 began in 1958 following pressure by broadcasters to eliminate or revise the prohibition. A special ABA committee was established to look into the subject. Chairman of the committee was John H. Yauch, Newark, N.J., lawyer. The committee held an all-day hearing in Chicago in February 1962 and issued an interim report last August.

In its conclusions, the committee urged the retention of Canon 35 "as essential safeguards of the individual's inviolate and personal right of a fair trial."

In a bow to the sensitivities of broadcasters, the committee recommended (and the ABA adopted) the deletion of a phrase which referred to broadcasting and televising of trials as degrading to the courts.

In countering media arguments as to why Canon 35 should be eliminated or changed, the committee contended:

■ Tv and radio reporters are eligible to cover trials but without the tools of their trade. They may attend a trial, observe and report via their medium outside the courtroom, just as a newspaper reporter does when he takes notes and writes his story at his office.

■ The right of a public trial is to

ensure a fair trial to the defendant; it does not mean that a trial must be thrown open to satisfy the curious.

■ Although the mechanics of covering a court trial by radio and tv have improved since 1937, there is still serious doubt that a fair trial can be guaranteed, particularly in light of the experience in the Graham trial in Colorado and the Billie Sol Estes trial.

(The Graham case took place in Denver and involved charges that the defendant placed a bomb in an airliner. The Estes case, which took place in Tyler, Tex., involved the Texan charged with fraud in obtaining U.S. government cotton allotments. Both received extensive tv coverage.)

■ To permit trial judges to rule on whether or not tv, radio and photographers should be permitted to cover a trial places an undue burden on the bench because in many states judges are elected and their attitude might be influenced by the possibility of personal publicity.

The committee also quoted the consensus of the Judicial Conference of the United States, as reported by Chief Justice Earl Warren, in opposition to permitting tv, radio and photographic coverage of federal courts.

The committee acknowledged that the industry's proposal that a test of tv coverage be made using the facilities of 20 tv stations was offered in good faith, but could serve no positive purpose at this time.

Anello Plea ■ In his plea to the ABA delegates, Mr. Anello charged that the committee had failed to develop "reliable factual data" to back up its conclusions.

"As a matter of fact," the NAB spokesman said, "the committee turned its back on the one good opportunity that was available to it to base its conclusions on fact rather than opinion, hearsay and supposition."

He concluded: "Broadcasting is a fact of public life. It is here to stay. It cannot be willed away by sticking our heads in the sand. Bench, bar and media must get together and devise rules and procedures so that this young, graphic medium can serve the administration of justice."

Mr. Costa, speaking for news photographers, claimed that his medium was being "tarred with the same brush as tv." He asked that news photographers not be considered in the same category as tv and charged that this was "guilt by association."

Mr. Groves related the experience

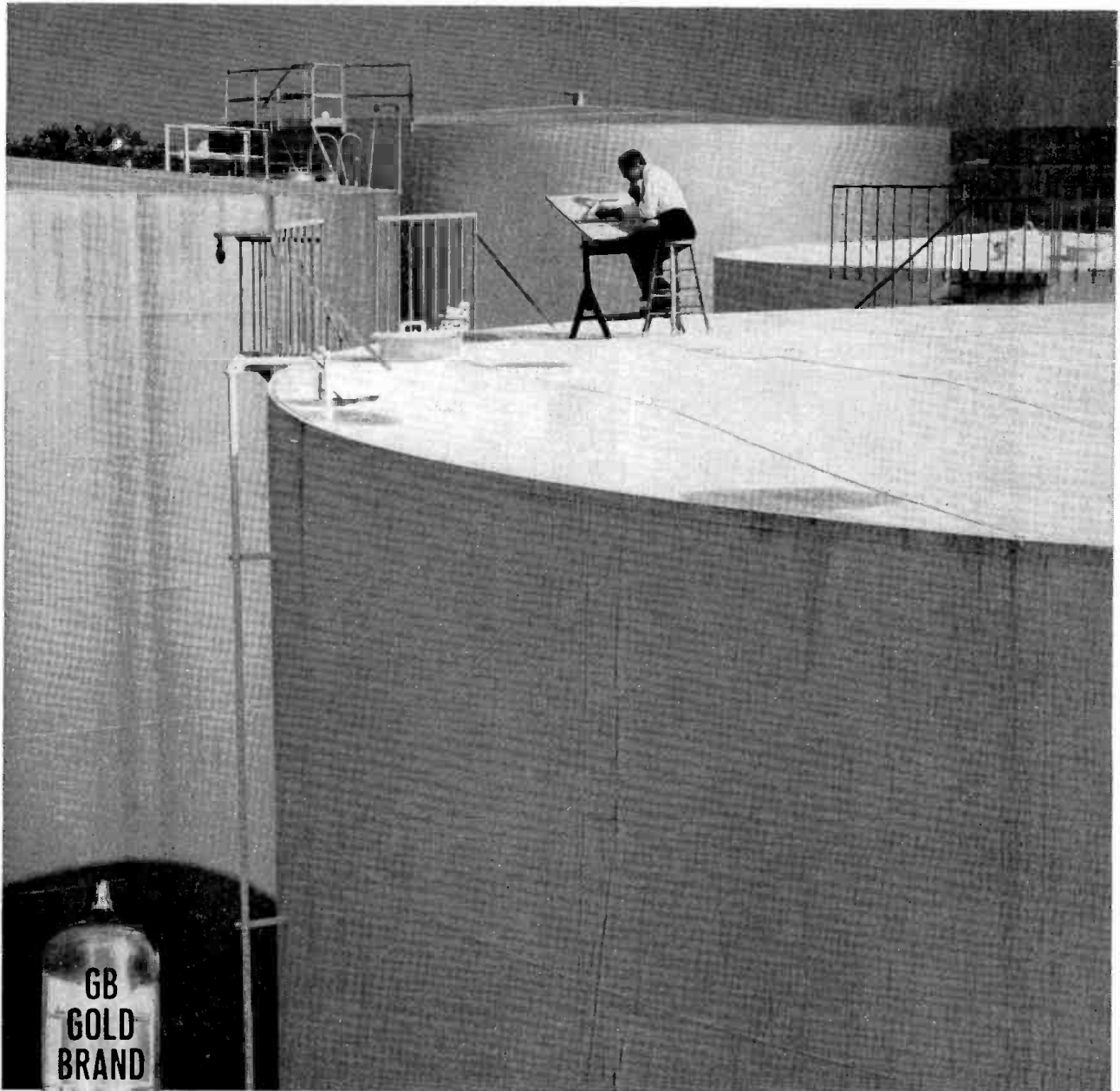
Henry approves coverage, unsure of repeal

There's one FCC commissioner who's not entirely convinced Canon 35 should be repealed—although he has nothing but praise for the dignified and unobtrusive manner in which electronic journalists used their cameras and microphones to cover the proceedings over which he presided.

The commissioner is E. William Henry (mentioned as a possible successor to Chairman Newton N. Minow, see page 23). Commissioner Henry made his remarks at a news conference at the close of the Omaha tv hearing when he was asked if the

techniques displayed enabled him to comment on proposals to change Canon 35:

"I'd like to see a courtroom trial with such coverage before I make up my mind. I think you always run the danger, though, of distorting the proceedings by having coverage of them, and certainly I think the tendency to cover only those whose interest is more spectacular than others. Let's put it this way. I sort of come with a feeling that Canon 35 is appropriate and I have not yet been convinced that it ought to be repealed."



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...use them wherever reliability is essential

When reliability really counts—as it does in industrial control applications—be sure with tubes custom-designed and tested for the job.

Sylvania engineers traveled the country—met with engineers and maintenance groups in broadcasting, public service radio, industry, the airlines—listened to their problems and studied them. From this came GB Gold Brand, a superior line of new and upgraded tubes,

each tailor-made to a specific job. A given tube may have, for example, low noise, exceptional stability or vibration resistance. Or a critical parameter may be as much as three times the usual value. In each case, performance and reliability have been verified by actual user experience as well as laboratory testing.

This extra effort has paid off. "Excellent results," says an airline official. "No failures,"

reports a highway patrol department. "Hundreds of dollars saved in program interruptions," reports a TV station. "Less costly in the long run," discovered a county government. Similar results can be yours with a truly reliable, genuinely interchangeable GB Gold Brand Tube.

Electronic Tubes Division, Sylvania Electric Products Inc., 1100 Main St., Buffalo 9, N. Y.

AVAILABLE FROM YOUR SYLVANIA INDUSTRIAL TUBE DISTRIBUTOR

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of the Colorado courts, where trial judges have the right to grant or withhold permission for tv and radio and photographic coverage to be undertaken. He offered a substitute motion to change Canon 35 to permit judges to determine whether or not cameras and microphones should be permitted in courtrooms. This motion was defeated.

In his discussion, Mr. Groves spoke of the Colorado rule which for seven years has been part of the state's judicial processes "without the ominous possibilities and apprehensions which our committee . . . fears."

Gov. Collins referred to the committee decision as reflecting "a shocking lack of confidence in the integrity and objectivity of the judiciary. . . . Our position is that judges should be free to exercise the same discretionary power with respect to broadcast coverage which they have with respect to other matters affecting the conduct of proceedings in their courts. . . ."

"The approach of the ABA committee will perpetuate public misunderstanding. It is reactionary and seeks to tie the hands of the American lawyer and judges to conditions which are doomed to pass away."

Mr. Small stressed that the bar association never took up the RTNDA offer to test court proceedings.

Low blow

American Bar Assn. delegates were treated to a graphic display of television trial coverage when they assembled to vote on retention of Canon 35. In the room were two large bulletin boards, each covered with some 20 photographs of television gear and personnel, at the opening session of the Billy Sol Estes trial. Although the pictures were unlabelled, the bar's special tv study committee had quoted in its report a *New York Times* dispatch about the Estes trial that read in part:

"A television motor van, big as an intercontinental bus, was parked outside the courthouse, and the second-floor courtroom was a forest of equipment."

KFMU's pay fm is in Japanese

Los Angeles, which has heard much talk about pay television, has missed the opportunity to become the first U. S. city to introduce that service, but it has scored a first in an allied field by the

inauguration of a pay-fm service. More than that, the programming received by the subscribers to this new service is entirely in Japanese.

The Japanese pay-fm operation is not a new station, but operates on a subcarrier of KFMU (FM) Los Angeles. Joseph Parsons, manager of KFMU, explained that the new programming is part of the station's multiplex operation. "There are three channels," he said. "The main channel and the stereo channel are receivable by regular fm sets. The subcarrier channel, on which the Japanese programming is broadcast, can be received only by sets specially tuned for it. It's like broadcast background music service for restaurants or offices, except that this programming is in Japanese."

The Japanese programming, which begins at 8 each morning and runs until 11 each night, is largely music, narrative and drama, taped in Japan, plus news of special interest to the Los Angeles Japanese-speaking community. "Our programming is entirely in Japanese at present," said Noboru Shirai, president of Homecasting Corp. of America, operator of the service, "but we expect to become bi-lingual by adding programs in English. The people who came to California from Japan speak Japanese and so do their children, but the third generation does not, although they can generally understand it. So we plan to shift gradually until we are broadcasting about half in Japanese, half in English."

Homecasting Corp. has imported 2,000 receivers from Japan to get its service started. These are leased to subscribers, who pay an installation fee of \$5 and a monthly service charge of \$6. Homecasting in turn pays KFMU \$1.50 a month for the first 1,000 subscribers, \$1.25 for those over the number.

Changing hands . . .

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

■ WPOP Hartford, Conn.: Sold by Tele-Broadcasters of Connecticut to Joseph C. Amaturro, Walter B. Dunn and associates for \$665,000. Mr. Amaturro is president of WIRE Indianapolis and is associated with Mr. Dunn in the ownership of WFTL Fort Lauderdale, Fla. Tele-Broadcasters, which is headed by H. Scott Kilgore, owns KALI San Gabriel and KOFY San Mateo, both California and KUDL Kansas City. It recently bought for \$1 million KKTU (TV) and KFMH (FM) Colorado Springs, and KGHF Pueblo, all Colorado. WPOP operates on 1410 kc with 5 kw fulltime.

■ WOTT Watertown, N. Y.: Sold by James Johnston and associates to Earl

Outstanding Values in Radio-TV Properties

This attractive listing includes diversified assets of profitable AM and FM fulltime radio stations and valuable deluxe income real estate in fast growth area with best climate. Sufficient cash flow to cover up to 18 year payout \$250,000 cash down payment.

FAR WEST
\$850,000

Profitable daytimer. Excellent growth market. Due to health, owner must sell. Low down payment and liberal terms.

CALIFORNIA
\$145,000

BLACKBURN & Company, Inc.

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Financial 6-6460

ATLANTA

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Stanley Whitaker
John G. Williams
Gerard F. Hurley
1102 Healey Bldg.
Jackson 5-1576

BEVERLY HILLS

Colin M. Selph
G. Bennett Larson
Bank of Amer. Bldg.
9465 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-8151

L. Cump, Rev. Roland W. Renkel, both of Chambersburg, Pa., and William E. Sullivan, account executive with WYLH-TV Lebanon, Pa., for \$150,000. Mr. Johnston is principal owner of WRVM Rochester, N. Y. WOTT is a daytime station on 1410 kc with 5 kw. Broker was Blackburn & Co.

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 69).*

■ KVON Napa, Calif.: Sold by Jack and Alyce M. Powell to Lawrence B. Scheer and Janice Lynn for \$275,000. KVON operates fulltime on 1440 kc with 1 kw day and 500 w night.

NAB BOARD ELECTIONS 33 running for 13 vacancies; results expected March 1

It's NAB Radio Board election time and 33 broadcasters have been nominated for 13 vacancies on the association's board of directors. Of the nominees, six are seeking reelection to a second two-year term on the board.

Four other board members are not eligible for another term, having served four consecutive years, and three present directors did not seek renomination, the NAB announced.

Ballots will be mailed to member stations Wednesday (Feb. 13) and must be returned to the NAB by Feb. 28, according to Everett E. Revecomb, NAB secretary-treasurer. Results will be announced March 1, he said. To be elected are directors from odd-numbered districts, three at-large and an fm director.

Directors eligible for a new term but who are not seeking reelection include John S. Hayes, Washington Post-Newsweek Stations; B. Floyd Farr, KEEN San Jose, Calif., and James L. Howe, WIRA Ft. Pierce, Fla. The four who are not eligible include John S. Booth, WCHA Chambersburg, Pa.; Hugh O. Potter, WOMI Owensboro, Ky.; Odin S. Ramsland, KDAL Duluth, Minn., and A. Boyd Kelley, KRRV Sherman, Tex. The 33 nominees:

District 1—Carleton D. Brown (incumbent), WTVL Waterville, Me.; Richard E. Adams, WKOX Framingham, Mass.

District 3 (replacing Mr. Booth)—Roy E. Morgan, WILK Wilkes-Barre, Pa.; Mrs. Jason T. Pate, WASA Havre de Grace, Md.; Cecil Woodland, WEJL Scranton, Pa.

District 5 (replacing Mr. Howe)—Kenneth R. Giddens, WKRG Mobile, Ala.; Hugh M. Smith, WCOV Montgomery, Ala.

District 7 (replacing Mr. Potter)—Paul F. Braden, WPFM Middletown,

Ohio; Gene Trace, WBBW Youngstown, Ohio.

District 9—George T. Frechette (incumbent), WFHR Wisconsin Rapids, Wis.; Edward Allen Jr., WDOR Sturgeon Bay, Wis.

District 11 (replacing Mr. Ramsland)—N. L. Bentson, WLOL Minneapolis; Helen S. Duhamel, KOTA Rapid City, S. D.; John H. Lemme, KLTF Little Falls, Minn.

District 13 (replacing Mr. Kelley)—John J. Coyle, KVIL Dallas; Bill Dahlsten, KAWA Waco, Tex.; Wendell Mayes, KBWD Brownwood, Tex.; David H. Morris, KNUZ Houston.

District 15 (replacing Mr. Farr)—Ellsworth Peck, KWIP Merced, Calif.; Ned Richardson, KPAY Chico, Calif.; Hugh Turner, KTIM San Rafael, Calif.

District 17—Ray Johnson (incumbent), KMED Medford, Ore.; Lee Bishop, KORE Eugene, Ore.; Hale Bondurant, KIXI Seattle; Lester M. Smith, KXL Portland, Ore.

Class A Markets (over 500,000 population, replacing Mr. Hayes)—Daniel W. Kops, WTRY Troy, N. Y.; Jack Lee, WPRO Providence, R. I.

Class B Markets (100,000-500,000)—Willard Schroeder (incumbent), WOOD Grand Rapids, Mich.; Merrill Lindsay, WSOY Decatur, Ill.

Class C Markets (less than 100,000)—Ben B. Sanders (incumbent), KICD

Spencer, Iowa; George J. Volger, Muscatine, Iowa.

Fm Stations—Ben Strouse (incumbent), WWDC-FM Washington; Nelson L. Goldberg, WYDD (FM) New Kensington, Pa.

Four members of the NAB Tv Board will be nominated and elected at the annual convention March 31-April 3 in Chicago.

Women's clubs to honor stations for local work

The General Federation of Women's Clubs has announced a new awards program to honor managers of local radio and tv stations "for their outstanding job in serving the best interests of their local communities."

The project is being undertaken in cooperation with the NAB. Awards to broadcasters will be made on the local level by individual women's clubs affiliated with the national organization, according to Mrs. Dexter Arnold, GFWC president.

GFWC will provide upon request certificates for presentation to honored broadcasters. The national organization said that its program is not a "show business" award for announcers, disc jockeys or entertainers but is intended to honor managers of stations which do an outstanding local job.

ATTRACTIVE WESTERN BUYS!

Excellent power, daytime-only radio station serving marketing area of 200,000. Heavy fixed assets. Grossing \$7-8,000.00 monthly and capable of doing much better. Priced at \$175,000.00 with \$50,000.00 down and balance over ten years. *Another H & L Exclusive!*

★ ★ ★

Daytime-only radio station with excellent coverage of one of the top 65 markets of America. This beautifully-equipped facility needs aggressive owner-operator to realize potential. Priced at \$155,000.00 with 29% down and balance out over ten years. *Another H & L Exclusive.*

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Dewitt Landis
Joe A. Oswald
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America's Most Experienced Media Brokers

Shopping goes on without newspapers

RAB'S STUDY SHOWS NO ILL EFFECTS ON N.Y., CLEVELAND WOMEN

Seven to eight weeks after they started, the newspaper strikes in New York and Cleveland were having "little or no effect on total shopping," according to an independent study being released by the Radio Advertising Bureau today (Feb. 11).

In both cities, RAB reported, surveys of adult women—the main targets of most retail and much national advertising in newspapers—showed their spending in newspaperless January of this year equalled or exceeded that of January a year ago, when the newspapers were in full operation.

This buying pace was being maintained, RAB pointed out, even though most major stores—except those normally heavy in radio and other media—diverted only a part of their newspaper budgets to non-newspaper media when the newspapers closed.

"The real questions advertisers might ask about the newspaper strikes," RAB asserted in a brochure reporting the survey findings, "are these:

- "What if major retailers had advertised as heavily in several other medias as they normally do in newspapers?"

- "What if they had not cut back on their total advertising pressure?"

The surveys, RAB continued, show that "on just part of the normal budget" radio and other media "managed to help maintain the economy of both cities" by keeping the strikes' economic impact to "minor" proportions.

No Ghosts ■ RAB commissioned the study, made by the independent market research firm of Richard Manville Research Inc., New York, to counterbalance newspaper suggestions that New York and Cleveland had practically become ghost towns since the papers closed.

Miles David, administrative vice president of RAB, said:

"We would prefer . . . to make no comment on the strikes other than to deplore the fact that any communications medium is blacked out. But claims made for newspaper 'indispensability' in a manner derogatory to other media made it necessary that we pro-

vide a balanced analysis.

"We believe that all media play a vital role in the economy of any market. We believe the major advertiser who uses a 'media mix'—several media—advertises most wisely. Such advertisers are far more effective under normal conditions. And they are in a far better position when newspaper strikes occur because they do not have to rush into unfamiliar media under emergency circumstances."

The surveys found that, comparing January 1963 with January 1962, in New York 29% of the women questioned said they were spending more this year, 52% said they were spending as much, and 19% said they were spending less. In Cleveland, 21% said they were spending more, 58% were spending the same, 21% were spending less. Thus, RAB observed, "New York women were, on balance, spending more during the strike, and Cleveland showed no total decline."

Listening Patterns ■ The study also investigated listening patterns. Compared to a national average of 2 hours 49 minutes of daily radio listening by adult females, RAB reported, the women in New York said they were averaging 3 hours 54 minutes each day during the strike, and those in Cleveland reported 4 hours six minutes a day. (The average female readership of daily newspapers, according to RAB, is about 40 minutes a day.)

Not only were they listening more but they appeared to be getting the heart of the news. In Cleveland 58% of the women and in New York 56.8% felt they were getting most of all of the news despite the newspaper strikes.

To doublecheck, Manville interviewers questioned them about four specific major news stories—the freeing of Cuban prisoners, federal income tax-cut plans, the newspaper strike itself and Moise Tshombe in Katanga—and found that 87% of the Clevelanders and 80% of the New Yorkers were up to date on those developments.

(In New York 11% were not aware that the newspapers were on strike; in

Cleveland 3% did not know.)

Limited Figures ■ RAB's brochure noted that Federal Reserve Bank figures on retail sales are often quoted as a measure of the strikes' effects. But FRB figures, it maintained, "have a certain built-in limitation," including the fact that they cover department store sales only and that department store sales are subject to a variety of factors.

Even so, RAB noted, Cleveland and New York made good showings in the FRB figures when they are studied in context. In January both cities fell behind their previous year's levels—but, RAB added, "other areas which did have newspapers fell even further."

For example, the brochure reported, during the second week in January Boston's FRB figures were down 133% more than Cleveland's, and during the third week in January metropolitan Milwaukee was down 160% more than New York and Birmingham was down 240% more than New York.

These conclusions were the opposite of those reached last week by the Bureau of Advertising of the American Newspaper Publishers Assn. The Federal Reserve Board figures, the Bureau of Advertising said, "give a clear and unmistakable indication that the absence of New York newspapers has been costly for the city's retailers."

Cleveland radio-tv pool for strike debate

Radio and tv in Cleveland operated through a pool arrangement last Wednesday (Feb. 6) to present a one-hour debate and question and answer period on the Cleveland newspaper strike, then in its 68th day. Program participants were Louis B. Selzer, editor of the *Cleveland Press*, and Noel Wical, of the American Newspaper Guild.

The city's six radio stations KYW, WDOK, WERE, WGAR, WHK, WJW and WJMO (Cleveland Heights) carried the program from the Cleveland City Club live 7-8 p.m. KYW-TV, WEWS (TV) and WJW-TV showed an unedited video tape of the debate later that night.

The pool arrangement was handled by KYW-TV, and the debate was moderated by Bart Claussen, editorial manager for the station.

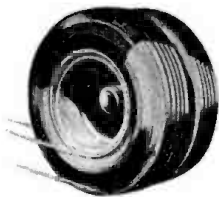
Time and production costs for the broadcast over all stations were about \$11,000, according to a spokesman for the Cleveland stations.

Types of store in which women were spending

	Percent women in New York . . .				Percent women in Cleveland . . .			
	Spend- ing more	Spend- ing the same	Spend- ing less	Don't know	Spend- ing more	Spend- ing the same	Spend- ing less	Don't know
Dept. stores	12%	51%	36%	1%	12%	57%	31%
Food stores	41	48	10	1	30	62	8
Drug stores	30	58	11	1	16	74	10
Discount stores	6	67	23	4	12	68	18	2
Clothing stores	13	55	30	2	10	71	19

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NAB'S FREE TIME SCHOOL

Washington institute spells out 'how-to' of public service programming for help groups

The do's and don't's of how to obtain and effectively use free public service time on radio and television were examined from all angles last week for over 50 delegates to the NAB's first Public Service Institute in Washington.

And the representatives of non-profit organizations most interested in getting their messages on the air heard NAB Executive Vice President Vincent Wasilewski warn that there can be no public service broadcasting if it is forced by rules or laws. "The essence of public service is its voluntary spirit," he said. "Without it, public service becomes public servitude."

"The good deed is spawned by free will. It cannot be performed by command. If the broadcasters should ever be told how much or in what fashion public service fare should be programmed, I believe the industry, your good causes and ultimately perhaps the nation, would be the victims of a massive larceny," Mr. Wasilewski said. "It would be tantamount to robbing us of our right to do good."

NAB's second-ranking executive pointed out that broadcasting is licensed to operate in the public interest—and that "license" is a positive word with no negative aspects. "But so many give it a reverse—even perverse—interpretation," he said. "They seem to believe that license means complete, unre-

stricted freedom to hem in the licensee and to fashion him in their own mold. License stems from the family tree of liberty."

John M. Couric, NAB manager of public relations, in keynoting the Thursday-Friday institute, said that the industry can make its greatest contribution to those seeking time on their stations by pointing out the capabilities as well as the limitations of radio and tv. Mr. Couric called on a faculty of 15 professionals to help get both points across.

The producers of public service broadcasts were introduced to the industry codes; given aids in creating spots and programs; told how to approach the broadcaster; shown the latest in studio equipment, and heard many things—all said before—about the FCC.

John F. Cox, tv coordinator for the National Education Assn., explained the common false attitude he called "FCC-itis—the attitude that the stations owe us a living or the stations must run what we offer. It is a disease which cripples creative effort before it really starts. This affliction has flared up more recently due to a misinterpretation about a new wonder drug called 'Newton Minow.'"

The delegates toured the facilities of WAVA-AM-FM Arlington, Va., and WRC-AM-FM-TV Washington. The institute was held in cooperation with American University and classes were conducted in the university's fully-equipped classroom studio.

CBS shuffling 3 newsmen; Schoenbrun key to move

Changes in assignment of CBS news correspondents David Schoenbrun, Eric Sevareid and Harry Reasoner were announced in part last week.

The reassignment of Mr. Schoenbrun, who is expected to leave Washington, where he is chief correspondent, for Paris to become CBS's chief European correspondent, had not been confirmed by CBS as of Feb. 7.

Underlying the expected shift is Mr. Schoenbrun's first-hand knowledge of Europe, and particularly Gen. De Gaulle's rise to power.

Announced by CBS News President Richard S. Salant: Harry Reasoner replaces Eric Sevareid in the CBS-TV *Sunday Night News* program on Sunday, 11 p.m., to enable Mr. Sevareid to take increased assignments—a series of four additional *Great Challenge* broadcasts and participation in next

Collins' new home

Armed with a new three-year contract, NAB President LeRoy Collins has purchased a \$150,000 home in Washington's exclusive Georgetown section. Gov. Collins, who has rented in Georgetown since becoming NAB president two years ago, is buying a house at 3116 P St., N.W., from retired Air Force Colonel Francis D. Shoemaker.

One of the governor's new neighbors will be Christian Herter, Secretary of State in the last years of the Eisenhower administration, and now President Kennedy's special trade representative.

season's weekday evening, half-hour news broadcast on Mon.-Fri. (Walter Cronkite will be anchorman and managing editor on the show).

In addition, Mr. Salant said that Mr. Sevareid will be involved with a "major two-years series of special broadcasts" that will be announced soon for a start this fall.

Mr. Reasoner continues on the weekday *Calendar* on CBS-TV at 10-10:30 a.m., and will have added assignments for the new half-hour news broadcasts next season. He continues with another news show that is seen Mon.-Fri., 12:25-12:30 p.m.

GAB plans to hold editorial workshop

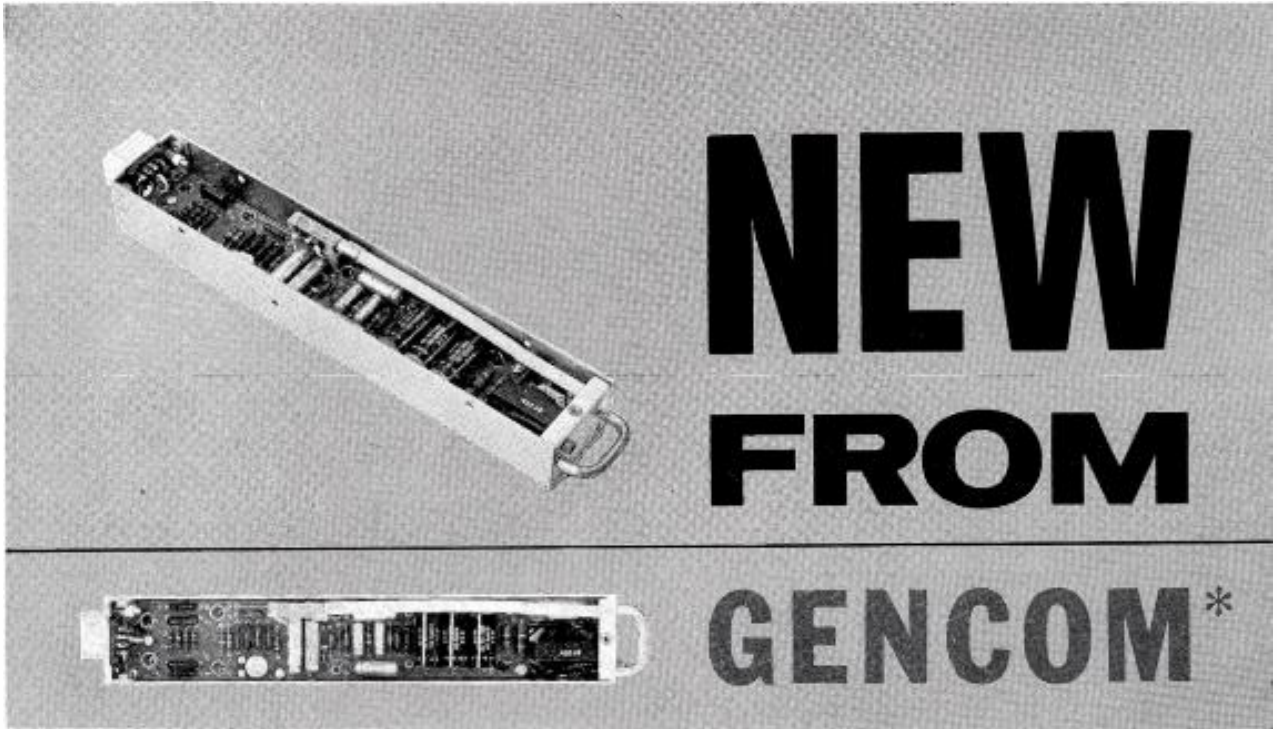
An invitation has been issued by the Georgia Assn. of Broadcasters for news directors and other station personnel involved in editorial production to attend a "how-to-do-it editorial workshop" at U. of Georgia this summer.

GAB announced plans for its workshop, in conjunction with the university's Henry Grady School of Journalism, following a survey of association member stations which showed that 75% now are editorializing or will begin to do so early this year. GAB President Charles C. Smith of WDEC Americus said the seminar would not be for general managers or station owners who attend the annual NAB session on editorials but for news, editorial and public affairs directors involved in the daily writing, production and delivery of opinion statements.

The workshop has been tentatively scheduled for July 25-27, with Dick Mendenhall, WSB-AM-FM-TV Atlanta editorial director, chairman. Mr. Smith said the sessions would deal with such subjects as how to conduct research, how to write an editorial and how to make it sound right on the air.



William Ruder (l), president of Ruder & Finn Inc., New York, receives a certificate for his participation in the NAB's Public Service Institute in Washington last week from NAB Board Chairman Clair R. McCollough of the Steinman Stations. Mr. Ruder was the principal speaker at the institute banquet last Thursday (Feb. 7).





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Windup of Omaha probe: just reprise

FCC HEARS ECHOES OF PRAISE FOR LOCAL PROGRAMMING

The second phase of the FCC's probe of local live television in Omaha—the direct testimony of the stations themselves—took on the aura of anti-climax last week.

The state portion devoted to WOW-TV, KETV (TV) and KMTV (TV) concluded Tuesday, earlier than expected. It served chiefly to echo in detail what a parade of more than 130 public witnesses had already told the commission the previous week: That Omahans, with a few exceptions, overwhelmingly love their local television stations and highly commend their local live program efforts (BROADCASTING, Feb. 4).

Once again, FCC's presiding commissioner, E. William Henry, held a post-hearing conference with newsmen and told them it still was too early for him to judge, irrespective of how much Omaha liked its local television, just how well the three stations have exercised their affirmative duty as conceived by FCC to seek out and serve local needs over and above what the local people have asked (see story, page 52).

Among highlights of the station phase of the Omaha tv inquiry:

- Contentions by the three stations that their local live programming performance and efforts to serve local needs far exceed the narrow limits of the FCC's statistical definitions and analysis.

- Close questioning by FCC attorneys

of station executives concerning the commission's analysis of October 1962 logs. The FCC lawyers wanted explanations as to why—depending on station or instance—so little or no local live shows turned up in such categories as religious, children's, agricultural or controversial issue shows. At one point a station lawyer protested that the repetitious interrogation looked like efforts to impeach his witness.

- Replies by station officials to Commissioner Henry that they believe it is just plain "good business" to seek out and anticipate local needs and to make a superior effort to satisfy them. They indicated they would do this anyway, even though they admitted that the FCC's present programming attitude has had its impact, and they try to balance out programming to fill application statistical quotas.

- Explanations by station officials to Commissioner Henry that even if anti-trust waivers were obtained they would not want to get together to cooperate on "improving" children's programming. The stations are just as competitive in public service areas as in fighting for sponsors, they said, and they feel this system assures the best performance all around.

- Broadcaster feeling that FCC places too much emphasis on station role as outlet for local self-expression because this function can be served well in normal programming, including news, without special "show case" type shows. Perhaps overlooked: The station as training ground for regular professional staff and on-air talent.

- Suggestion by WOW-TV's Frank Fogarty that FCC re-examine its programming "folklore" and improve local live definition and statistical accounting concepts.

- Contention by KETV's Eugene Thomas that the "quality" of public service programming is much more important than the "quantity."

- Belief of KMTV's Owen Saddler that appraisal of tv's performance should be kept within framework of community as whole and all the varied institutions and mass media serving its diverse needs. Tv supplements home, church, school etc., doesn't supplant them, he said.

No Patsies ■ During cross-examination by commission attorneys, Mr. Saddler related instances of KMTV's pre-emption of network prime time pro-

grams to present local in-depth documentaries which the station considered important. "We're not network patsies," he remarked, also pointing out occasions when KMTV turned down both network and local advertising for adults-only movies. "We're going to run our own operation and keep it as clean and as fine as we know how," Mr. Saddler asserted.

He said KMTV doesn't believe in advertising adults-only movies and this is something the station does for children that doesn't show in the FCC's statistics on KMTV performance. He said KMTV turned down network spots for "Lolita" and refused to carry a good hunk of local business offered by an Omaha drive-in theatre to advertise a movie called "Cheap White Trash."

Contradictions ■ Mr. Saddler contended the record contradicts some of the critical remarks made the previous week by a few of the public witnesses.

He noted Rev. Walter Daniels, Omaha Area Council of Churches, had testified he felt certain religious programs could be enhanced if his cooperation were obtained. Mr. Saddler said KMTV has sought out council cooperation since 1956 on a children's show idea but every time the council was not prepared to help so the station used other religious shows.

Mr. Saddler challenged AFM and AFTRA witnesses' statements that not enough opportunity for local talent had been provided. Answering Lad Tesar, AFM local 70, Mr. Saddler said that if the local musicians "need a transfusion, it should not be at the expense of our red ink." He explained that "when anyone appears at our station for an audition, he gets it," but "good talent in any field is really scarce."

As for the program study for the week of Oct. 21, 1962, reported by AFTRA's national executive secretary, Donald Conaway, which found "insignificant" local live programming in Omaha, Mr. Saddler reported, "Why these so-called program experts picked the week of Oct. 21 baffles me." It was the Cuba crisis week, he said. "Maybe they want to be like Nero, fiddling away at trivia while the world explodes around us," he said.

Biggest laugh during Tuesday's wind-up came when Mr. Saddler told Commissioner Henry that in spite of some compliments, more viewers objected to KMTV's pre-emption of NBC-TV's "Price Is Right" the previous week to

Minow's 'tv audit'

In the face of widespread government and industry attacks on local tv programming inquiries such as the FCC has conducted in Omaha and Chicago, FCC Chairman Newton N. Minow last week said that he still thinks they are "desirable."

However, in answer to a question at the Advertising Federation of America conference in Washington (see page 34), Chairman Minow said he did not know if further hearings of this type will be held. A lot will depend, he said, on the report and recommendations of Commissioner E. William Henry, who presided in Omaha.

"It's sorta like your income tax," he said. "Everybody should be audited occasionally."

present the live remote of Commissioner Henry's opening statement in the Omaha probe. KMTV got 34 complaints, Mr. Saddler said, including one who warned, "You better watch out. The FCC is here to stop these interruptions."

Frank P. Fogarty, executive vice president of Meredith Broadcasting Co. in charge of broadcast operations and vice president-general manager of WOW-AM-FM-TV Omaha, expressed concern about the FCC's efforts to regulate programming during testimony Feb. 1 (At Deadline, Feb. 4). He testified following S. Payson Hall, Meredith president, who was the lead-off witness for the stations' portion of the inquiry.

FCC 'Folklore' - Mr. Fogarty addressed himself to "what might be termed 'folklore' of the commission's attitudes toward industry programming practices and problems" and said his views come in the wake of what the three Omaha tv stations went through last year in obtaining their license renewals from the commission.

He pointed out that all filed extensive programming information required in the renewal applications. "They were further required to advertise in the local newspaper and on the individual stations that such applications had been filed and were available for public inspection," he continued.

"Thus," he said, "the stations thereby were actually required to invite the public to file complaints or comments with the commission."

In spite of this "extensive publicity," Mr. Fogarty said, as the public witnesses in the inquiry have shown, "television service as the Omaha area is singularly devoid of complaints from the viewing public." These and other facts, he argued, "afford bases for thoughtful consideration of the justification of an inquiry such as this. . . one must also give thoughtful consideration to the wisdom which may be derived from the facts adduced from the public witnesses and from the industry."

Mr. Fogarty urged the FCC to revise programming regulations, definitions and guide lines "to be more realistic and thereby convey more useful information." As an example he pointed out that "it is unrealistic to impose arbitrary restrictions on the accounting of local live programs, such as barring from the local live classification productions largely composed of film, video tape or in some cases network programming."

He cited the Methodists' *Talkback* program which consists of 15 minutes of film and equal time for a local panel to discuss the film. "When this program became available," Mr. Fogarty recalled, "we didn't wait for the Metho-

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IN THE 81st MARKET**

(Greenville - Washington)

NIELSEN STATION INDEX

GREENVILLE-WASHINGTON AREA NOVEMBER, 1962

	Rank	WNCT PROGRAMS	Total Homes	The Other Station	Total Homes
10 out of 10	1.	Beverly Hillbillies	85,200		
	2.	I've Got A Secret	71,350		
	3.	Route 66	69,400		
	4.	To Tell The Truth	67,800		
	5.	Ed Sullivan	67,520		
	6.	Flintstones	67,250		
	7.	Lassie	67,200		
	8.	My 3 Sons	66,350		
	9.	Defenders	64,070		
	10.	Perry Mason	63,800		
19 out of 20	11.	Highway Patrol	63,450		
	12.	Arthur Smith	61,900		
	13.	Wagon Train	61,000		
	14.	Amos'n Andy	60,850		
	15.	Walter Cronkite	60,660		
	16.			Bonanza	60,225
	17.	Dennis The Menace	59,600		
	18.	Esso Repairer	59,320		
	19.	Rawhide	59,520		
	20.	Lucy	57,650		
29 out of 30	21.	Mr. Ed	56,900		
	22.	Lloyd Bridges	56,150		
	23.	Jackie Gleason	55,200		
	24.	Red Skelton	54,150		
	25.	Rifleman	54,100		
	26.	Leave It To Beaver	54,050		
	27.	Andy Griffith	53,900		
	28.	Danny Thomas	53,550		
	29.	The Deputy	51,900		
	30.	Lawrence Welk	50,275		
37 out of 40	31.	Dick Van Dyke	50,150		
	32.	Have Gun Will Travel	49,750		
	33.			Sat. Night At Movies	49,738
	34.			Dr. Kildare	49,650
	35.	Gunsmoke	49,275		
	36.	Ozzie & Harriet	48,200		
	37.	As World Turns	48,100		
	38.	Jack Benny	45,450		
	39.	Huckleberry Hound	45,150		
	40.	Yogi Bear	44,450		

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Henry still thinks FCC knows best what people should see on tv

It may have been another Omaha news conference but Commissioner E. William Henry quickly made it apparent that he hadn't changed the views he expressed at a similar session a week earlier.

A broadcaster's performance, he said then, is judged by the FCC's standards rather than by the approval or disapproval of the public. (BROADCASTING, Feb. 4, 1963.)

Questioned again as the Omaha tv program hearings closed the Kennedy-appointed commissioner reaffirmed this belief and elaborated his views under questioning:

▪ Parts of the new program report form referring to local live programming "will be made more flexible . . . that is it will be broadened."

▪ One reason Omaha was chosen for the program hearings was that "the stations were financially able to put on certain local live programs that would not be necessarily commercially successful."

▪ Speaking of tv coverage of the hearings the commissioner complimented stations, then made clear his doubt that Canon 35 of the American Bar Assn. should be erased with the remark "I sort of came with the feeling that Canon 35 is appropriate and I have not yet been convinced that it ought to be repealed." (See story page 42).

Here are the highlights of Commissioner Henry's news conference.

Asked to what extent he feels the FCC has authority for actual regulation of programming, Commissioner Henry replied: "I think first of all we certainly have authority to investigate the manner in which television stations are producing programs of local interest. That is the area of this inquiry and I think we have jurisdiction to study that area of responsibility."

Requirements? ■ Could he further define the basis for this in terms of what the FCC can require stations to do in local programming?

"Basically I think we can determine if they are serving the public interest in this area," Commissioner Henry replied, "and that when so determining we direct our interest at how they are seeking out or attempting to determine the needs and interests of the local community and how they are meeting these needs in a general sense."

FCC has jurisdiction to study, but does FCC jurisdiction go so far as action? What action can the commission take against a broadcaster who may not be serving the public interest by commission standards?

"I do think that our jurisdiction extends to action," Commissioner Henry replied. "It extends to action

in the sense that any policy making is action, any rule making is action," he continued, because this affects "the manner in which broadcasters operate."

How well did Commissioner Henry feel the three Omaha stations came through the hearing?

"It would be premature for me to come up with any specific conclusions as to the operations of these three stations," he replied. "I do feel however that I can make a conclusion now that the hearings made an impact on Omaha and probably on the broadcasters of the television industry."

Definitions ■ Will the FCC revise its program definitions? The commissioner explained that the FCC is presently considering revision of its application program report form and since local live programming is one part of this form "it will come under rather close scrutiny as a result of this hearing."

Asked how it might be changed, Commissioner Henry replied, "I imagine that it will be made more flexible. That is, it will be broadened to include certain . . . local live aspects that it would not now include."

To a question further pursuing this line he said, "I think the whole area of local live programming and the emphasis which the commission

disto to approach us. We went after them. But the point is that here we have a program which could narrowly be construed as 15 minutes local."

Real Test ■ However, Mr. Fogarty observed that the local panel is better because of the film and the film is better because of the local panel, hence it should be rated 30 minutes local. "Essentially, the film is only another 'prop.' The real test should be whether the program was produced to meet local needs," he said.

Mr. Fogarty also contended that the FCC should give due weight to the value of public service announcements as distinguished from programs in support of community projects. "Commercial advertisers increasingly are buying participations rather than sponsoring programs," and a one-minute public service spot reaching 30,000 homes "is quite likely to be more useful than a 15-minute panel show reaching 2,000 homes," he noted.

Regarding the FCC's attention to public affairs programming in prime time, Mr. Fogarty felt this concept needed re-examination too. "Prime time for public affairs programming is

the time when most people are available for viewing," he said. "If therefore such programs do not rate well, as generally speaking they don't, it is because the people reject them and not because they are offered at an inconvenient hour."

During cross examination of Mr. Fogarty, Commissioner Henry recalled the recent proposal of the FCC chairman to the tv networks suggesting that they get together to improve children's programming and to arrange better scheduling of these programs, such meeting to be with the sanction of the U. S. attorney general. He asked the witness that if anti-trust waiver were provided, would it be feasible for the three Omaha tv stations to get together on children's programming?

Yes and No ■ "I think it would be feasible but not desirable," Mr. Fogarty replied. "We are competitors for audience, the advertisers' dollars, and we are competitors for public service programming."

Commissioner Henry also observed that he felt a "key question" in the Omaha hearing is the station role in raising the cultural level of the com-

munity. He asked the witness if he considered this to be a station duty. Mr. Fogarty said yes and indicated he feels the present system achieves this.

C. Alfred Larson, WOW-TV station manager, gave a brief historical review of the station since its inception in August 1949. He sketched in detail the professional biographies of the executives and department heads of the station and pointed out that all 15 cited "are life-long residents of Omaha and/or the Midwest and thus are the most knowledgeable of the customs, mores, needs and interests of the citizens of the community."

William B. McBride, WOW-TV program director, outlined the station's extensive news, documentary and farm programming, as well as sports, editorializing and special projects such as the "farm family of the week" and WOW-TV farm study tours.

Six Points ■ Eugene S. Thomas, vice president, director and general manager of Herald Corp., licensee of KETV, testified Monday that KETV ascertains community needs through six principles:

(1) By having KETV people work

places on it will come under careful scrutiny. These comments that we have heard from both the stations and the public witnesses will play a large part in our decision. But I couldn't say at the moment whether there will be any relaxation or tightening or maintenance of the status quo."

A reporter recalled Commissioner Henry's statement at his Jan. 29 news conference that the standards of the community for local live programming may or may not be the same as the standards the commission might have. Would he clarify that?

"I did make a statement along those lines. You are correct," Commissioner Henry replied. "The commission has no fixed 'standards' in this field—those that we referred to at our last conference. [The FCC does] have policies however with respect to local live programming.

"Maybe that helps to call them policies. You could call them time-tested standards of the FCC. I meant those policies or time-tested standards that have evolved over a great many years and which the commission has enunciated as being in their judgment appropriate and pretty well accepted by the broadcasting industry as being a measure of station performance in this field.

"Now it is my feeling that these

policies place certain responsibilities on the broadcasters and one of our main efforts is, of course, to make known our policies and regulations not only to the public but more clearly to the stations.

"I felt and still feel that in certain respects the broadcasters themselves and the FCC—through its constant historical dealings with the broadcasters—have a greater awareness of these policies, these time-tested standards, than does the public.

Continuing his explanation, Commissioner Henry then outlined what he believes these policies include:

"They include consideration of such things as the educational aspects of commercial broadcasting. The responsibility of a broadcaster to act as an outlet for the expression and development of local talent. The area of children's programs and the programming specifically directed at children.

"They include such things as pros and cons of programs aimed at the local people as opposed to spot announcements. They include the responsibility to see that conflicting viewpoints are aired and given expression. They include the broadcaster's responsibility to give some consideration to the timing of programs, to the promotion of programs.

"These are the things that I meant

that the public is not aware of as the FCC is aware of or as the stations are aware of," Commissioner Henry stated in clarification of his Jan. 29 comments.

Ability to Pay ■ He continued: "I think also that there are certain financial aspects to the operation of broadcasting stations which the FCC is more aware of than the general public. Those include the profits that stations have made over the years and are making and as those profits relate to the ability of a station to put on local live programming.

"One of the reasons, for example, we chose Omaha was that when considered as a market the stations were financially able to program, to put on certain programs that would not be necessarily commercially successful."

Asked if how far the FCC should go in this respect is not a controversial gray area, Commissioner Henry agreed that the execution of those responsibilities, "how far the FCC goes in establishing those criteria, is certainly a matter of present dispute among broadcasters." To another similar question he replied: "I would agree that there is disagreement in how far the FCC should go in enforcing its policies and there is disagreement in how those policies should be interpreted as they apply to local live programs."

as members or officers of the organizations, associations, churches, charity bodies and other public service groups located here. (2) Systematic contacts with local leaders, initiated by our staff. (3) Daily news department interviews with the people who are doing things in our area.

(4) Sensitivity to letters and telephone calls from viewers. (5) Through receiving for more than nine years valuable suggestions about local programming from the Citizens Television Program Council, organized by KETV before it went on the air. (6) Alertness to the meaning of audience measurements made by recognized rating services.

"Our officers, department heads and staff members have learned from past experience that we can do a better job of broadcasting if we are active in the local causes which help the city to grow," Mr. Thomas said.

For the year Dec. 1, 1961, through Nov. 30, 1962, KETV produced and telecast a total of 2,379 local live programs, Mr. Thomas said. During the single month of October 1962, the month for which the stations supplied

logs to the FCC for use in the probe, Mr. Thomas said, KETV aired 502 non-commercial public service spots in behalf of local organizations.

Mr. Thomas also cited KETV's airing of in-school educational programs weekdays 8-9:30 a.m. to 6,000 students of West Omaha and other nearby cities, originated by U. of Nebraska's KUON-TV Lincoln. The KETV executive noted that these programs are seen in area homes too.

He said that while in the strict sense the FCC does not classify these educational shows as local live, "it is my firm belief that they serve the educational needs of a portion of Omaha's schools and neighboring towns as effectively as the same programs broadcast the same times also serve the needs of Lincoln schools." Had the FCC's hearing been held in Lincoln instead, he said, the shows would be classified local live.

The value of KETV's local live programs in general "should never be counted by the quantity of them alone," Mr. Thomas stressed. KETV "always" has been more interested in quality.

Mr. Thomas said "prime time is one of the most misunderstood terms used

in 1963" and is not necessarily only a period such as 9-10 p.m. on Mondays. He said the best time for any particular show depends upon a number of factors and to choose Monday 9-10 p.m. for a local program opposite KETV's *Ben Casey* "might be a very unsatisfactory time for it." During the last five years, he recalled, "there have been times when a Sunday afternoon program in Omaha had a higher rating than the Sunday night Ed Sullivan or Steve Allen shows.

One of KETV's goals, he said, is to have the leader of each church in Omaha and Council Bluffs take part in the station's religious programs. KETV hasn't hit this goal, he said, but so far 146 clergymen representing 101 different churches have participated.

Mr. Thomas said he was "impressed" by the "almost unanimous approval" by the public witnesses of the three stations' local tv efforts. He felt sure the FCC was impressed too.

Farm Programs ■ During cross-examination, FCC counsel asked Mr. Thomas why KETV's October logs showed no local live farm programming when Omaha is a farm and food-live-

stock center. Mr. Thomas said KETV has regular film programs from such sources as universities and the U. S. Dept. of Agriculture which provide information the farmers need in a far better way than local live could do. He also explained weather ranks "very high" with farmers and KETV is on top of this as it also is with farm spot news coverage.

Asked if KETV has actively sought out sources such as local school authorities for the development of educational tv programs, Mr. Thomas said yes, but these sources indicated they needed more time to prepare for such programs as well as more money for staff tv specialists.

Owen L. Saddler, executive vice president of May Broadcasting Co. and general manager of KMTV, also testified as the only witness for his station. He appeared Monday afternoon and Tuesday and took special note of the fact that "the overwhelming majority of the testimony was favorable" to Omaha's three stations.

He pointed out that the KMTV area "is served by 98 newspapers with a circulation of over 6 million, 43 am radio stations and 8 fm radio stations, 77 motion picture theatres, 55 public libraries with an annual circulation of over 3 million volumes and 12 television stations outside Omaha," all quite apart from many other recreational and cultural facilities throughout the area.

"In short, other agencies and institutions likewise have a role to perform in endeavoring to satisfy the numerous and varied needs of a given commu-

nity," Mr. Saddler said. "Television can, however, supplement and complement those agencies and institutions. This KMTV endeavors to do."

Commercials Help - Mr. Saddler felt KMTV's commercial campaigns benefit Omaha "by improving business conditions," by providing job security for those working for these firms and by helping boost the number of jobs available. He didn't think Omaha's great number of charitable drives—so extensively supported by local tv outlets—could be a success "unless the people and firms were prosperous enough to make the necessary donations."

KMTV's management feels that television is a creative medium and that the program staff "must not only be alert to, but ahead of, the desires and interests of the audience," Mr. Saddler said. That KMTV has succeeded in this respect, he said, is witnessed by the fact his station has won 43 of the 55 "Gold Frame Awards" made by the Omaha Area Radio-Television Council.

KMTV's mid-day *Conversations* show Monday-through-Friday, now in its sixth year, has featured 308 separate civic groups in the last three years alone as well as provided a showcase for various local amateur performing talents, Mr. Saddler said. Among other local live shows he also cited *Tv Classroom* in conjunction with the U. of Omaha for 11 years, *Your Doctor and You* annual series since 1955 and the third year of the February-March series *Great Decisions* in cooperation with the Omaha Adult Education Council which sponsors neighborhood talk groups

based on the program. He listed numerous specials, including KMTV's role as official information center for the "Sabin Oral Sundays" mass inoculation project last summer.

The FCC attorney, noting KETV's citizen advisory group meets but once yearly, asked how many new programs have resulted from these sessions. Mr. Thomas recalled an education week special about a year ago and community chest feature last fall. But KETV would have done latter anyway, he said.

FCC also introduced revision of its analysis of KETV's October 1962 logs to reduce station's total local live to 7.4% from previous 9.8%. FCC allowed adding of morning-evening devotionals but disallowed "*Cracker's Animals*" show which KETV unsuccessfully contended should have been counted live. FCC's total local live figures of 11.6% for WOW-TV and 14.7% for KMTV in October remained unchanged.

Magnuson rises in Senate and party

The most influential senator in broadcasting matters has added a new dimension to his authority—outer space.

Sen. Warren G. Magnuson (D-Wash.), who, as chairman of the Commerce Committee since 1955, has been key man in the Senate on broadcasting and communications legislation, will in the future be top man on space communications legislation as well.

As reported last month—and con-

New bills introduced in Congress

The following legislation affecting broadcasting has been introduced in Congress. Proposals which duplicate earlier bills and resolutions are so noted (* indicates legislation introduced in earlier Congresses):

Rights transfer taxes: H.R. 2519, Rep. John V. Lindsay (R-N.Y.); S. 497, Sen. Jacob K. Javits (R-N.Y.): sales of copyrights and literary, musical and artistic compositions would be given the same tax benefits as capital assets held more than six months.

Averaging royalty income: H.R. 2520, Rep. Lindsay; S. 498, Sen. Javits: would permit averaging of income from literary, musical and artistic compositions and copyrights (by creators only).

Limit tower heights*: H.R. 3513, Rep. Oren Harris (D-Ark.): to give the Federal Aviation Agency the authority to limit heights of radio and television towers.

Agency watchdog, examiner pool*: H.R. 2662, Rep. Dante Fascell (D-Fla.); S. 593, Sen. Kenneth B. Keating (R-N.Y.): to establish an office of federal administrative practice to watch over and study the activities and procedures of the administrative agencies and to assume control of all trial and hearing examiners serving those agencies.

Etv for Virgin Islands: H.R. 2668, Rep. Edith Green (D-Ore.): to include the Virgin Islands as an eligible recipient of matching grants for the construction of educational television broadcasting facilities.

Pay-tv ban*: H.R. 3281, Rep. Emanuel Celler (D-N.Y.): to prohibit charging a fee to view telecasts in the home (BROADCASTING, Jan. 28).

Anti-payola: H.R. 3283, Rep. Celler: to strengthen the FCC's license renewal procedures by making licensees responsible for the acts of their

officers and employees and to require the agency to consider their actions at renewal.

Cultural exchange liaison: S. 558, Sen. Karl E. Mundt (R-S. Dak.): to establish an interdepartmental committee to promote economy and efficiency in the conduct of educational and cultural exchange programs.

Local hearings*: S. 691, Sen. Milward L. Simpson (R-Wyo.): to require public hearings be held in each state affected by a proposed agency rule if hearings are requested according to stated procedure.

Arts competitions to add tv: S.J. Res. 30, Sen. Mundt: to strengthen cultural exchange act and establish biennial art competitions equal in status to athletic contests in the international Olympic games. Television would be grouped with photography and motion pictures in one of four major arts divisions.

firmed personally by the senator last week—Sen. Magnuson will become chairman of an Aeronautical and Space Sciences Committee subcommittee on peaceful uses of outer space (AT DEADLINE, Jan. 21). The senator has also confirmed an earlier report that Sen. Clinton B. Anderson (D-N.M.) will be the chairman of the space committee, replacing the late Sen. Robert S. Kerr (D-Okla.).

Three other posts held by Sen. Magnuson—two old, one new—add to his power in broadcasting matters and to his influence within his own party.

- He is the new chairman of the Democratic Senatorial Campaign Committee, elected in a party caucus Thursday (Feb. 7). The bulk of senators facing re-election in 1964 are from the western states.

- He continues as chairman of the appropriations subcommittee on independent offices, giving him the last say on the budgets of the FCC, Federal Trade Commission and NASA.

- And he continues as a member of the Senate Democratic Policy Committee, an important party job.

N.Y. party denied time; asks for probe by FCC

The Liberal Party of New York State last week claimed it had been refused the opportunity to buy program time on three New York radio stations and called for an FCC investigation.

Ben Davidson, executive director of the party, said that WNBC, WQXR and WMCA had declined to sell time for a 15-minute program on alternate weeks, during which the Liberal Party intended to hold educational discussions of current events and problems.

Mr. Davidson told the FCC the Liberal Party was concerned with "the consequences for democracy if radio companies are to have the power to silence political parties through denying them even the right to purchase time on mass communications media. . . ."

R. Peter Straus, president of WMCA, called the Liberal Party's statements "irresponsible, inexcusable and illiberal." He told a news conference in New York that he has written the FCC asking for a hearing on the Liberal Party's charges.

He said the Liberal Party specifically had asked to buy time on WMCA during a weekday, 10:30-11 p.m., and the station had replied that this period traditionally has been public service time which has been sold only rarely on a single program basis.

Spokesmen for WQXR and WNBC both said they sell time to political parties during campaign periods but otherwise have a policy of not selling such time.

REVISION PROPOSALS FIND FAVOR

Communications Act changes going to FCBA executive unit

Proposals to revise the Communications Act, made in a series of monographs by a special committee of the Federal Communications Bar Assn. (BROADCASTING, Jan. 28), have received a groundswell of approval, principally by broadcasters.

Authors of the individual proposals report they have received "overwhelming" comments from broadcasters and some bar members favoring the recommendations.

The first meeting of the 1963 FCBA executive committee is scheduled today (Feb. 11), and its first order of business will be the Communications Act proposals, according to Donald C. Beelar, newly elected president of the law group.

Mr. Beelar emphasized that the outcome of what to do with the proposals will be what a majority of the 12-man executive committee decides.

The accepted method, according to previous plans, is to reprint the four monographs for distribution to FCBA members and interested parties. About two months later, it is thought, a full meeting of the FCBA might be held at

which the items could be discussed.

There is some feeling among communication lawyers, including some members of the FCBA executive committee, that the documents should be returned to the special committee for a full-fledged committee report including recommendations as to what the bar association should do. The main objections are that the suggestions for changes are the views of individuals, not a formal committee report.

A few members of the bar, it is learned, oppose the changes suggested in the four reports.

The reports proposed a broad scale reorganization of the FCC, splitting the present commission into a single administrator, a court of review, and a commission of five members for policy making. Also recommended was the deletion of Sec. 315, the political equal time provision; a drastic revision of Sec. 326, the "no censorship" section, to prohibit completely any FCC interest in programming in any form whatever, and a complete overhaul of the common carrier provisions.

The monographs were written by

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The case for aid to translator stations

The Tri-State Tv Translator Assn., representing translator operators in Idaho, Montana and Wyoming, has told the FCC that it should reconsider its decision against WIBW-TV (ch. 13) Topeka, Kan., donating funds to community operated tv translator KO3-BR (ch. 3) in Clyde, Kan. (BROADCASTING, Jan. 7).

A proposed \$500 donation by WIBW-TV was denied because the commission refused to waive its rule which prohibits vhf stations from extending their normal Grade B contour by owning or contributing to the support of vhf translators.

Tri-State pointed out the position the Canadians take in aiding trans-

lator stations. The association noted that in Canada much of the preliminary engineering for new translators is done by tv stations, that they often pay for a small portion of the costs of 1 w translators and aid in translator maintenance. The result is better service to tv viewers, according to Tri-State.

Tri-State said that to its understanding "tv viewers are worth about \$3 per thousand to tv stations" and if a community can talk a tv station into contributing to the support of its translator "why not let them?" The public would be better served if stations were allowed to aid translators, Tri-State concluded.

Leonard H. Marks (administration), Philip G. Loucks (Sec. 315), W. Theodore Pierson (Sec. 326) and Reed T. Rollo (common carrier).

Other members of the committee were Fred W. Albertson, Edward P. Morgan, Harry Plotkin, William Porter and J. Roger Wollenberg.

The FCC last week...

■ Received a request by WBMT Black Mountain, N. C., for more time to file a statement with the commission "to mitigate or justify" an alleged deception concerning the ownership of the station and other charges (BROADCASTING, Jan. 7). The WBMT statement was due Feb. 8, but by grant of petition would have until March 8. WBMT also waived the right to a hearing.

■ Was requested by Monterey (Calif.) Peninsula College to institute a rule-making proceeding looking towards the reservation of uhf ch. 35 at Salinas-Monterey for non-commercial educational use. College said that nearest etv station is KQED (TV) on ch. 9 in San Francisco, and plans to operate station on ch. 35.

■ Received proposed findings from the ten applicants for ch. 13 in Rochester, New York. The applicants, which participate in interim operation WOKR (TV) granted by the commission pending a final decision (BROADCASTING, July 9, 1962), are: Rochester Area Educational Tv Assn., Federal Broadcasting System Inc., Heritage Radio & Tv Broadcasting Co., Star Tv Inc., Main Broadcasting Co., Rochester Telecasters Inc., Genesee Valley Tv Co., Citizens Tv Corp., Community Broadcasting Co., and Flower City Tv Corp. All of the applicants cited their backgrounds and experience in broadcasting, qualifications of management and programming to support their bids.

FCC satisfied, renews WFAA-TV

WFAA-TV Dallas, Tex., received a license renewal from the FCC last week on a finding that the station has fulfilled local programming needs. The FCC staff had questioned the station's performance.

The commission staff, which had previously sent WFAA-TV a letter questioning to what degree the station had held to its proposals for local programming, had proposed a second such letter because it had not been satisfied by the station's first response. The second letter was halted by the FCC (CLOSED CIRCUIT, Feb. 4).

Two weeks ago WKY-TV Oklahoma

City was granted a license renewal under similar circumstances. After station refused to bend to commission staff pressure to revise its programming policy, the commission renewed WKY-TV's license and sent a letter stressing the importance the agency attaches to a station's efforts to determine community needs (BROADCASTING, Feb. 4).

Like WKY-TV, the Dallas station did not have set, scheduled local programs, but based its availability of time on a policy of pre-empting regularly scheduled programs during the prime hours. The commission noted that in addition to WFAA-TV's pre-emption policy it instituted in 1961 a local program, entitled *Let Me Speak to the Manager*, which was carried every Sunday from 10:30-11:00 p.m. The program specifically concerned itself with the problems of determining and serving the needs and interests of the community, the commission said.

The commission concluded that "these actions are a reasonable measure of your (WFAA-TV) policy for the ensuing license period, and have renewed your license in reliance upon such an understanding."

As it did in the WKY-TV renewal the commission cited portions of its decision in the KORD Pasco, Wash., case in which it said that "programming proposals are not binding to the very letter." The commission set its "promise vs. performance" policy in the KORD decision (BROADCASTING, July 17, 1961). At that time the commission stated it proposed revision of the programming section of "the basic broadcast application forms" that applicants notify it of any "significant changes in over-all broadcast operations."

IRS NON-CHARITABLE ON DEDUCTIONS

VOA may pay 'reasonable' costs for Cuban broadcasts

The IRS isn't going to be much help in settling the Voice of America's IOU to 10 U. S. radio stations.

So the Voice is trying to find a way to pay up out of its—or the public's—pocket.

The United States Information Agency, the Voice's parent, and USIA Director Edward R. Murrow failed to obtain a ruling from the Internal Revenue Service that the stations which broadcast Voice programs during the Cuban crisis last fall may deduct their actual and potential losses as charitable contributions. No authority for such deductions exists, the IRS said (CLOSED CIRCUIT, Feb. 4).

Mr. Murrow last week forwarded copies of the IRS ruling to each of the stations involved and asked them to let him know what they consider "appropriate charges." The agency will

review the statements, and if the requests seem reasonable, they will be paid, said Henry Loomis, director of the Voice, Thursday (Feb. 7).

Mr. Murrow explained that each station's financial situation was an individual matter. The agency now feels it was wrong to try to find a single universal treatment for all the cooperating stations (BROADCASTING, Dec. 10).

Two stations which said they sought no reimbursement were thanked again for their position.

OK to Pay Stations ■ Earlier reports that the agency has no statutory authority to pay for broadcast time grew from a firm policy the agency has followed not to pay for broadcasts, but the authority exists, Mr. Loomis explained. The issue just had not come up until the Cuban crisis.

Mr. Murrow consulted with Morti-

mer M. Caplin, IRS commissioner, and his staff in some detail when outlining the agency's request for a ruling on the broadcasters' tax problems.

Here, in summary, is what IRS has told the stations:

▪ "Out of pocket expenses incurred in operating a radio station at times the station is normally not operated" may be deducted as charitable contributions (subject to percentage limitations). Operating expenses incurred during normal operating hours are not deductible as contributions, but are considered business expenses.

▪ Following precedents relating to gifts of newspaper space to charitable organizations, the tax agency said "the gift of radio time is, in effect, a gift of the privilege to use the station's facilities . . . (which) has been held to be nondeductible."

▪ To allow a charitable deduction for the loss of advertising revenue which stations incurred either because they were unable to fulfill previously signed contracts for advertising time, or because they were unable to accept new contracts for such time, would be permitting a deduction for the fair rental value of the radio time contributed. Such deduction . . . is not allowable."

▪ Looking to the Voice's probable payment to the stations for some of their expenses, IRS said, "Any reimbursed expenditures of the radio stations must be included in their income and these expenses will be deductible. . ."

▪ These rulings do not apply to non-profit stations exempt from income tax, IRS said, but do "apply equally to individuals engaged in the trade or business of operating a radio station as sole proprietors or as members of a partnership and profit making corporations . . ."

Paid for Time Before ▪ WRUL New York, an international shortwave station, contracted with the Voice to produce and transmit Spanish and some Portuguese language programs during the 1950s, but the service ceased in 1960, the Voice said last week.

The Voice is still beaming nine hours of programs daily to Cuba from two mobile transmitters in the Florida Keys.

Proxmire opposes FCC favoring congressmen

Sen. William Proxmire (D-Wis.) last week re-introduced legislation which would prohibit the FCC from giving special weight in the award of licenses to broadcast properties in which members of Congress hold interest.

"The FCC has in the past justified the award of a lucrative television channel in part on the ground that stockholders of the company were members of Congress," the senator said Wednesday.

BROADCASTING, February 11, 1963

day (Feb. 6). "This was held to give the applicant an edge in the 'civic participation' criterion. . . Specifically favoring an application because it has a congressman participating could turn into a form of payola."

Sen. Proxmire sought to introduce the legislation in 1960 as an amendment to Sec. 315 legislation, but was asked to

offer it as a separate bill. He did that toward the end of the previous Congress (BROADCASTING, July 9, 1962), but the bill failed to receive a hearing.

The senator's interest was sparked by the FCC's award of ch. 10 in Vail Mills, N. Y., to Capital Cities Broadcasting Co., in which five New York congressmen were then minority stockholders.

Onondaga favored for Syracuse ch. 9

LOCAL OWNERSHIP, GOOD MANAGEMENT CITED

An FCC hearing examiner has recommended that Syracuse ch. 9 be awarded to Onondaga Broadcasting Inc., one of nine remaining applicants that have been competing for the outlet since the fall of 1961.

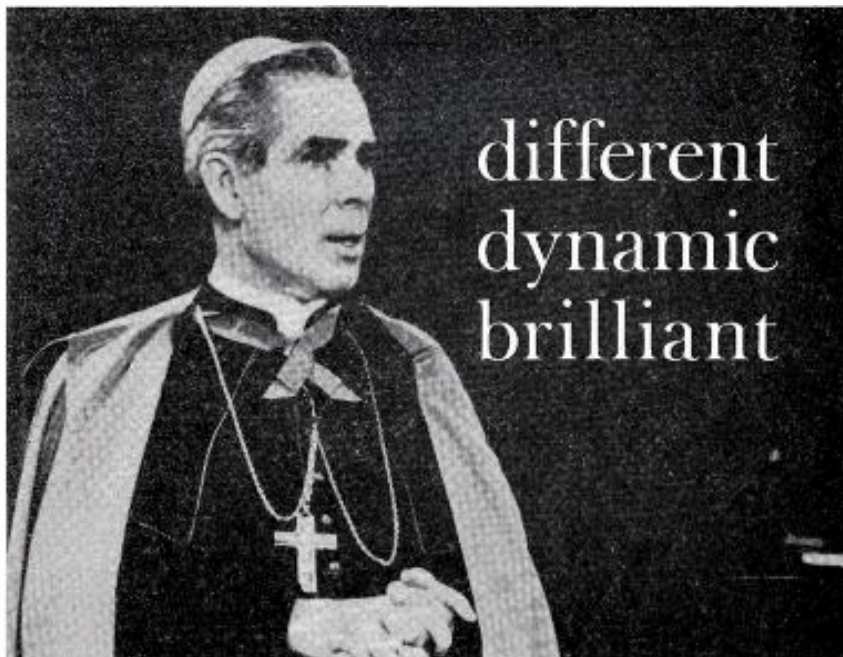
The initial decision of Hearing Examiner David I. Kraushaar favored Onondaga because of its local ownership, integration of management and ownership and "the fairly recent experience of a major stockholder in the management of a going television station with a satisfactory performance record."

The eight other applicants are Veterans Broadcasting Co. Inc. Syracuse Television Inc., W.R.G. Baker Radio and Television Corp., WAGE Inc., Syracuse Civic Television Assn. Inc., Six

Nations Television Corp., Salt Lake City Broadcasting Corp. and George P. Hollingbery. Originally there were 10 applicants, but Ivy Broadcasting Co. dropped out of the contest.

Syracuse ch. 9 was one of three vhf drop-ins authorized by the FCC in the summer of 1961. The other two are in Rochester, N. Y., and Grand Rapids, Mich. In all three cities, the applicants for the channels have, with the FCC's urging combined to render temporary service pending a final decision by the commission. The Syracuse case was the first to reach the initial decision stage.

'Lines Blurred' ▪ In arriving at his decision, Mr. Kraushaar said that he found the lines of distinction among several of the applicants "were blurred"



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and noted that, ideally, the residents of Syracuse could probably best be served "if the best elements of Onondaga, Baker and Six Nations were to be reshaped and combined into a single new applicant."

Onondaga didn't rank at the top in any of the categories in which Mr. Kraushaar judged the applicants. But it did score high, in Mr. Kraushaar's view, in every area considered. In terms of "area familiarity," the hearing examiner ranked Onondaga behind Baker and Syracuse Civic.

In considering "meaningful" integration of ownership with management, Mr. Kraushaar found that WAGE ranked first, with 80% of its stock

owned by management. Onondaga was second, with 42% such ownership.

Although Onondaga had no broadcast experience of its own to point to, the hearing examiner placed great weight on the experience of one of its principals, Vance L. Eckersley, a 10% stockholder and the company's proposed general manager. Mr. Eckersley had been vice president and general manager of WDAU-TV Scranton, Pa., from 1956 to 1960.

During that time, the examiner said, "the subject matter of the station's programming was meritorious in character and . . . the station . . . received awards for outstanding news coverage."

Schreiber, MCA vs. FCC in federal court

FIGHT CONTINUES OVER 'CONFIDENTIAL' RECORDS

Whether Taft B. Schreiber, vice president of MCA Inc., will have to answer FCC questions about the television operations of his organization and whether MCA will have to submit records publicly as ordered by the FCC, were argued Wednesday (Feb. 6) in Federal District Court of Appeals in Los Angeles, with no immediate decision.

The three judges, Gilbert Jertberg, Roger D. Foley Jr. and James Browning, listened to argument by Max Paglin, FCC general counsel, and Allen E. Susman, of the Beverly Hills, Calif., law firm of Beilenson, Meyer, Rosenfeld & Susman, representing Mr. Schreiber and MCA, in the matter under submission. A decision is not expected for several months.

Last week's argument is the latest installment of an FCC-MCA disagreement that dates back to the fall of 1960, when Mr. Schreiber provided the dramatic highlight of a Los Angeles session of an extended FCC hearing into the control of network television by refusing to answer the questions of FCC Examiner James D. Cunningham or to produce a list of tv network programs for which MCA had acted as selling agent (BROADCASTING, Oct. 31, 1960). He and his attorney (Mr. Susman) argued that the hearing rules set by Mr. Cunningham deprived him of "the effective and knowledgeable assistance of counsel." Defying the examiner's order to sit down and testify, Mr. Schreiber left the witness box and the hearing room.

Refuses Again ■ Since then, many legal documents have been filed by both sides. Mr. Schreiber again refused to testify when the hearing was resumed the following March (BROADCASTING, March 12, 1962). It was the legality of that order that was debated last week.

Mr. Susman repeated his former ar-

guments that the FCC questions called for answers that would divulge to MCA's competitors the policies and practices that have given MCA its outstanding success.

Mr. Paglin asserted that the commission was investigating the whole scope of tv programming in order to insure the conduct of this vast enterprise in the public interest; that the commission cannot properly be bound to keep evidence confidential as it must be free to divulge any information it has to Congress as a guide to enact whatever legislation may be required. And, he argued MCA's testimony is needed to fill an important void in the overall picture. He noted MCA's competitors, such as William Morris, had testified freely, without any demand for confidentiality and asked why MCA should be entitled to any preferential treatment.

When Mr. Susman argued that the Administrative Procedure Act required publication of hearing ground rules which he charged the FCC had not done, Judge Foley told him he was talking about abstract matters unrelated to the specifics of this case.

'Fair' payment offered if applicants win

The top officials of two of WLBW-TV's three competitors for ch. 10 Miami said last week that, if successful in their bid for the channel, they would be willing to pay the station "the fair market price" for its transmitter and equipment.

William B. MacDonald Jr., president and executive officer of South Florida Television Corp., and Charles H. Crandon, president and chairman of the board of Civic Television Inc., made the statements under questioning as the comparative hearing on the channel

went into its third week.

WLBW-TV, which has been operating on the channel on a four-month license, contends that the courts and commission rulings have held that a station's investment shouldn't be jeopardized "except for compelling reasons." The station said it spent \$722,462 on its equipment.

In addition to Mr. MacDonald, 80% owner of South Florida, that company's case was presented by Walter M. Koessler, vice president, general manager and 10% owner; Mrs. Eleanor May, secretary, program director and 5% owner; and William R. Needs, chief engineer and 5% owner.

Messrs. Koessler and Needs and Mrs. May had worked together at WGBS-TV Miami (ch. 23), now dark, and at WPST-TV when that station operated on ch. 10, from 1957 until Nov. 20, 1961. They testified they were brought together with Mr. MacDonald, a wealthy Miami area businessman, by George T. Baker, who had been head of WPST-TV and its parent corporation, National Airlines. The air line lost its grant because of *ex parte* contacts.

Mr. Crandon, who began presenting Civic's case Thursday, is a former chairman of the board of county commissioners of Dade Co. The remaining applicant to be heard is Miami Television Corp.

Verbose senators delay hearings

Hearings on communications legislation and presidential nominations to the FCC and Communications Satellite Corp. may not be acted on by the Senate until late this month or early in March.

Delays caused until last week by a filibuster on rules and the traditional congressional inactivity permitted for Republican speech making during the week of Lincoln's birthday combined to put off Senate committee organization for at least another week or two.

The Democratic Steering Committee meets Thursday (Feb. 14) to thrash out the ratio of Democrats and Republicans in committees and assignments of members. Approval of the Senate on organizational matters is not expected until the following week, and organization of internal committee matters—such as the naming of subcommittees and their chairmen—cannot take place until then.

Directly tied up by the delay is the nomination of FCC Broadcast Bureau Chief Kenneth A. Cox to be a commissioner replacing Commissioner T. A. M. Craven, who was to have been retired Jan. 31, but who is serving until Mr. Cox's nomination may be approved by

the Senate.

Questions which Sen. Strom Thurmond (D-S.C.) said Jan. 31 he wanted to ask Mr. Cox in executive (closed) session (BROADCASTING, Feb. 4) might be answered without need for such a proceeding, Sen. Warren G. Magnuson (D-Wash.), chairman of the Commerce Committee which is handling the nomination, said Thursday (Feb. 7).

House Commerce Committee organization was incomplete last week.

Broadcasters scorn FCC's 'reference library' idea

The FCC-proposed rulemaking that stations maintain a local reference library of all applications to the commission for public inspection (BROADCASTING, Nov. 26, 1962) met little favor in reply comments last week.

The California Broadcasters Assn. echoed the findings of other broadcaster associations in former comments (BROADCASTING, Jan. 24) that keeping public records would place heavy burdens on the stations, particularly those in small cities. The Oklahoma Broadcasters Assn. joined a California group in charging the commission has not shown that a public desire to inspect station records has been expressed.

The California association said that the general public is not a party of interest concerning the station and that the financial dealings of the station particularly should not be made public to competitors and creditors. Oklahoma said that the commission's policy to keep financial data confidential at its Washington offices is sound.

Westinghouse Broadcasting Co. turned in the only concurring statement. However, Westinghouse said that records should be maintained for only one year and that provisions allowing stations to discipline use of the records should be added.

Interference computing by FCC called erroneous

A broadcaster seeking to change from daytime only to day and night operation attacked the FCC's method of computing nighttime skywave interference last week in a federal court in Washington.

WLOU Louisville, Ky., now operating on 1350 kc with 5 kw daytime only, asked the FCC to permit operation at night with the same facilities. Last June the FCC denied the request, claiming that the nighttime service would deprive 2,200 people in and around Cocoa Beach, Fla., of their only nighttime service. WLOU appealed, claiming that the FCC's method of calculating interference was erroneous.

The case was heard by Circuit Judges Wilbur K. Miller, George T. Washington and John A. Danaher.

Uhf advisory committee proposed by FCC

COMMISSION TO SEEK HELP IN FOSTERING UHF GROWTH

The FCC announced last week it intends to create a committee of government and industry representatives to help find methods of stimulating the growth of uhf television.

The commission said the all-channel receiver law, passed last year, is an important step in the development of uhf. But, it added, it is "vital" to follow through with "all appropriate steps to enhance the development of uhf broadcasting."

The government-industry committee—to be called a "Committee for the Full Development of Uhf Broadcasting"—would be composed of representatives of the commission and various industry groups, such as the Electronic Industries Assn., NAB, National Assn. of Educational Broadcasters, NET, the three major tv networks, and uhf broadcasters. Anyone else interested is invited by the commission to participate.

The idea for the committee apparently grew out of a suggestion from officials under EIA that was taken up by FCC Chairman Newton N. Minow and Commissioner Robert E. Lee.

It was understood that Commissioner Lee, the commission's staunchest supporter of uhf television, would be named chairman of the committee, with Commissioner E. William Henry as his alternate. No date for an organizational meeting has been set yet, but Commissioner Lee thought it might be held during the NAB annual convention March 31-April 3 in Chicago.

The commissioner said there are no specific plans for the committee, but that its job would be largely one of stimulating ideas as to how the development of uhf television could be expedited.

The only known dissent to the proposed committee was entered by Commissioner Frederick W. Ford. He said he felt that by sponsoring such a committee, the commission departed from its rightful role as a regulatory body to assume the function of a trade association in promoting a business. "That's not our job," he said. "That's for private enterprise."

Offers an Insight ■ The commission said that through the uhf committee, as it functions in the "coming critical



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years," the commission will be offered insights to the problems of uhf broadcasting as they arise. Where appropriate, corrective measures could be taken through rulemaking or other actions.

A commission example: action might be taken to assure the technical development of uhf broadcasting and reception. The commission said that it feels that it is necessary that there be "continuing forums for face-to-face exchanges between the uhf broadcasters and the television set manufacturers during this critical period."

According to the proposal, the committee also would collect and disseminate (1) useful information concerning practical problems faced by uhf stations in differing market situations, (2) methods with which to meet these problems and (3) information on the effectiveness of these methods.

The FCC noted that "in recognition of the fact that such practical marketing questions are matters for the broadcasters—and not the commission," it would not participate other than in keeping with regulations for "industry advisory committees."

Tv's value underscored in Kennedy comments

The Kennedy administration was obliged to use television to convey the "truth" about Cuba to the American people the President said last week. Newspapers, he said, had overplayed rumors about an offensive Soviet buildup in Cuba and underplayed the facts.

"... Now, I remember a story the other day in one of our prominent newspapers which had a report of a congressman about the presence of missiles [in Cuba]—no supporting evidence, no willingness to give us the source of his information. We are not, after all, a foreign power.

"On page 10 was the statement of the Secretary of Defense, giving very clear details. That was page 10 and the other was page 1.

"So, it is a responsibility of ours, and, it seems to me, also of the press. I would think a good many Americans, after the last three weeks of headlines, have the impression that there are offensive weapons in Cuba. It is our judgment, based on the best intelligence that we can get, that there are not offensive weapons in Cuba.

"I think it is important that the American people have an understanding and not compel, because of these various rumors and speculations, the Secretary of Defense to go on television for two hours to try to get the truth to the American people and in the course of it give a good deal of information which we are rather reluctant to give about our intelligence gathering facilities. . . ."

NO PUBLICATION OF MEDIA RECORDS

Celler says agency information will be kept confidential

The nation's top 100 national advertisers—requested early last month to disclose their advertising strategy and detail their media expenditures to a congressional subcommittee—have subsequently been told the information will be held in confidence.

Rep. Emanuel Celler (D-N.Y.), chairman of the House Antitrust and Monopoly Subcommittee, which is investigating concentration of ownership in news media, said in Washington last week he had promised the advertisers that information they provided his staff would not be published.

Only the conclusions which the subcommittee draws from the information will be made public, the chairman said, and that only in the development of testimony from media and advertiser witnesses.

Rep. Celler also announced last week that FCC Chairman Newton N. Minow would be the leadoff witness when the ownership hearings begin March 13. Chairman Minow will be asked to describe the impact radio and television have had on the nation's newspapers, said Rep. Celler. Further, the chairman will be asked what influence newspapers, which own or control broadcast properties, have on radio and television operations.

Advertiser Concern ■ ANA officials met in New York with Rep. Celler when association members expressed their concern at the extent of "inside" information sought by the Celler subcommittee. A questionnaire asking the top advertisers where, how and why they spend their advertising dollars was sent to the top 100 over the signa-

ture of Rep. Celler (BROADCASTING, Jan. 28). The query failed to offer confidentiality to advertisers who cooperated. It is believed that provision was added after the meeting between ANA and Rep. Celler.

Asked last week if advertisers were providing information sought by his subcommittee, Rep. Celler said that "most advertisers" have cooperated and given the House unit what it asked.

"We're satisfied," Rep. Celler said.

Although selection of Chairman Minow raised questions whether the investigation was placing greater emphasis on broadcasting than previously indicated, Rep. Celler said last week the electronic media were only a part of an examination of the newspaper business. Newspapers remain the focal point of the inquiry, he indicated, and radio and television will be brought in "only collaterally."

Witnesses other than Chairman Minow will be announced "at the proper time," Rep. Celler said. The hearings, the result of more than a year's investigation, were expected to last one to two weeks.

Seminar postponed, no new date set

FCC defense officials have postponed the date of the defense seminar, held annually in Washington. Originally Feb. 28-March 1 was picked, but this has been cancelled indefinitely.

Meanwhile a special National Industry Advisory Committee has been chosen to work on a new alerting system using am, fm and tv broadcast stations (BROADCASTING, Feb. 4). Under the chairmanship of John F. Meagher, NAB radio vice president, the committee will seek to draw up a method of using radio and tv to alert the public in the event of a national emergency. NIAC was asked to do this by the Civil Defense office of the Dept. of Defense. The Conelrad system remains in effect, however, until a new emergency broadcast service is inaugurated.

WMIS 'short' renewal is for 17 months

WMIS Natchez, Miss., was granted a license renewal by the FCC last week, but only for the remainder of its full term license which runs to June 1, 1964. The commission said WMIS should consider the renewal the "equivalent of a short-term grant" because of its failure to have a first class operator on fulltime duty and several technical violations.

According to the commission, WMIS

Brainerd loses plea

Honesty proved to be something less than the best policy for Brainerd Broadcasting Co., licensee of KLIZ Brainerd, Minn., as the FCC last week refused to allow KLIZ to apply for a change of frequency from 1380 kc to 1340 kc.

Brainerd admitted it wanted to change only to draw a comparative hearing with Greater Minnesota Broadcasting Corp., applicant for a new am in Brainerd on that frequency, as it felt the town could not support two stations.

"Despite the candor of Brainerd . . . we cannot condone its tactics," the FCC said in denying the request.

licensee, P. K. Ewing, reasoned that the violations occurred because of his own illness and "general derelictions" on the part of station staff. The commission noted that WMIS has since employed a fulltime first class operator and operated the station "in full compliance" with commission rules.

The commission told the station that since its past actions had fallen short "of that degree of responsibility" required of it, short-term renewal will allow the commission an opportunity to re-examine the WMIS operation in June 1964.

Fifth Amendment fight reaches federal court

Whether applicants for radio operators' licenses from the FCC can take the Fifth Amendment—and refuse to answer whether they have been members of the Communist Party—was argued last week before a federal court in Washington.

Last July, the FCC dismissed applica-

tions for operators licenses from Stanley Blumenthal, Rudolph William Jones and Wayne P. Paschel. All three had refused to answer completely a questionnaire sent to them by the FCC regarding affiliation with the Communist Party and other organizations aimed at the overthrow of the U. S. government.

In the argument last week, FCC counsel Ruth V. Reel contended that because the questionnaires were not fully answered the commission could not make a judgment on the qualifications of the applicants. Basically, the three applicants refused on Fifth Amendment grounds to reply to the question concerning past membership in the Communist Party. Attorneys for the three applicants argued that the applications must be accepted, and cannot be refused.

All three had held licenses from the FCC; Messrs. Blumenthal and Jones as commercial operators; Mr. Paschel as an amateur operator. Case was heard by Circuit Judges David L. Bazelon, Charles Fahey and J. Skelly Wright.

NBC-RKO hearing resumes Feb. 25

Hearing on the NBC-RKO General station transfers will resume Feb. 25, according to an order issued last week by FCC Chief Hearing Examiner James D. Cunningham.

The hearing has been in recess since the agreement between Philco Corp. and RCA, which provided among other things for Philco to withdraw its application for the ch. 3 facility in Philadelphia now owned by NBC (BROADCASTING, Jan. 7). The issue of reimbursement to Philco for its out-of-pocket expenses in prosecuting the Philadelphia application, opposed by the FCC's Broadcast Bureau, is now under consideration by the FCC commissioners.

The NBC-RKO General exchange involves the network's WRCV-AM-TV Philadelphia and RKO General's WNAC-AM-TV and WRKO (FM), all three in Boston.

INTERNATIONAL

CANADA TO STAY BLACK AND WHITE

U.S. color figures cited; costs prohibitive, according to BBG

There will be no color television for Canadians in the immediate future. This was the decision of the Board of Broadcast Governors announced on Feb. 1 after public hearings at Ottawa.

Canada's regulatory body decided that costs were still too high for broadcasters as well as viewers. Its decision was in part based on public demand in the 1,000,000 Canadian homes near the border where U. S. color telecasts are received. Of these million homes only 4,500 had color tv receivers, the BBG pointed out. Cost of cheapest color tv receiver in Canada is \$700, BBG stated. It also pointed to the slow sale of color tv sets in the United States, where sets are cheaper and slightly over

a million are in use.

BBG would not set a target date for the start of color telecasting in Canada nor for the setting of color telecasting standards by the Department of Transport in Ottawa.

Demand for color telecasting had been strongly urged by most members of the Electronics Industries Assn. of Canada. Canadian Assn. of Broadcasters had recommended that those broadcasters who wanted to use color television should be allowed to do so. But the Canadian Broadcasting Corp. and the CTV Television Network had urged a go-slow policy as they were not prepared financially to enter the field.

CJLR loses to CBC for Quebec City outlet

The Canadian Broadcasting Corp. has been recommended by the Board of Broadcast Governors for a new French-language television station at Quebec City with 173 kw video and 87 kw audio on ch. 11. An application by CJLR Quebec City, for a tv station on ch. 11 was turned down.

CBC was also recommended for a ch. 5 tv satellite station at Fort Frances, Ont., with 20.5 kw video and 10.2 kw audio, to rebroadcast programs of CBWT Kenora, Ont., itself a relay station for CBWT (TV) Winnipeg, Man.

CJRL Kenora, Ont., has been recom-

mended for construction of a daytime satellite radio station on 900 kc with 1 kw power.

CJBQ-FM Belleville, Ont., had a

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CBC was authorized for a tv satellite station at Sheet Harbour, N.S., to rebroadcast programs of CBHT (TV) Halifax, N.S. New satellite will have 660 w video and 330 w audio on ch. 11.

CFWH Whitehorse, Yukon, has been recommended for a power boost from 250 w to 1 kw and change of frequency from 1240 kc to 570 kc.

CHRC-FM Quebec City, Que., has been authorized for one year to program separately from CHRC-AM, after which there will be a review of operations on a proposed enactment of new regulations for fm stations.

BBG ruled that henceforth stations requesting authority to make changes in existing station equipment and new applicants for radio or television stations, must start construction within three months and complete construction within 12 months from date of granting of authority. The Minister of Transport is to be allowed to extend these times where circumstances beyond the applicant's control have delayed work.

A new limitation has been placed on total commercial time permitted radio stations. Daily limit, between 6 a.m.

and 12 midnight, is placed at 250 minutes, and during the week from immediately after midnight Monday to immediately prior to midnight the following Sunday, the limit is 1,500 minutes. Daytime stations are limited to 200 minutes of commercials daily, 1,000 minutes weekly.

Abroad in brief...

Liquor commercials ■ ZFB-1 Bermuda has been given permission to broadcast liquor commercials between 10 p.m. and 7 a.m. Ruling by the local Board of Broadcasting Commissioners came Jan. 21 following a petition by the station, according to ZFB-1.

License increase ■ During November 1962 the number of combined radio-tv set licenses in Britain and Northern Ireland increased by 57,125, bringing the total to 12,224,303.

BBC-SESAC agreement ■ SESAC Inc., New York music licensing firm, has signed an agreement giving the British Broadcasting Corp. rights to its long-playing record service. The BBC order represents several thousand recordings including concert, "pops," jazz and country and western music. SESAC

foreign activity includes business in Europe, South America, Asia, Australia and Africa.

U. S. rep ■ EMT Wilhelm Franz GmbH, Wettingen, Switzerland, and its West German parent company located at Lahr in the Black Forest region, have appointed Gotham Audio Corp., New York, as their exclusive sales and service representative for the U. S. and territories. EMT manufactures broadcast reverberation units, studio turntables, Studer model C-37 professional tape recorders, and electronic test equipment.

500-kw outlet planned

Next Oct. 1 will signal the start of operation for what is claimed to be the world's most powerful Protestant radio station, according to Dr. Paul E. Freed, president of Trans World Radio.

Trans World, with international headquarters in Chatham, N. J., presently operates a 100 kw station in Monte Carlo. The new station, on the Caribbean island of Curacao, will have a short wave transmitter with a power of up to 500 kw. The transmitter is being built by Continental Electronics, Dallas.

EQUIPMENT & ENGINEERING

Home viewers may see Cooper in orbit

3 GROUND STATIONS PLANNED TO RECEIVE PICTURES

When astronaut Leroy Cooper makes the third U.S. plunge into space this spring—for a possible record 22 times around the earth—American home tv viewers may see him in flight.

Aboard the Cooper spacecraft will be

a small, 4-in. vidicon tv camera, transmitting on slow scan pictures of the astronaut during his orbits. Three ground stations are projected for receiving these tv pictures: Mercury Control at Cape Canaveral, the Coastal Sentry, a tracking ship stationed in the South Pacific, and possibly the Canary Islands, off the coast of Africa in the North Atlantic.

If the pictures are usable, space official say, it will be possible to feed them to U.S. television networks from the Canaveral receiving point. This would be similar to the practice in previous manned space flights when excerpts of voice conversations were fed to radio and tv networks.

Technical topics...

New SCA products ■ The Sound Corp. of America has announced the marketing of two new products—a continuous tape transport and a lightweight tape cartridge. The tape transport, featuring heavy duty drive to alleviate maintenance problems, is available with manual, semi-automatic or automatic operation and with ½ or ¼ track play. The new cartridges have been engineered for radio and tv (model S) and for the background music industry (model L).

Bendix c-c system ■ A closed circuit

television system that is expected to have "widespread commercial applications" will be placed on the market shortly by the Bendix Corp., Baltimore. Originally created for military and space operations, the system holds promise for uses including scrutiny of manufacturing processes, underwater search in oil drillings and astronomy study of X-ray and operation procedures in hospitals, according to a Bendix spokesman.

Tests of Federal tube underway at WLW

A lifetime service test of a new Federal tube which holds promise of permitting standard radio powers up to 750 kw is underway at WLW Cincinnati.

With the permission of the FCC, the Crosley station is running Federal's D-1060A super power vacuum tube for four months in its regular transmitter, but only at 50 kw output.

The new tube, developed by IT&T, has already been tested in the main WLW transmitter at 125 kw into a dummy antenna.

The operation of the new tube, 12 of which are being used in the Crosley-operated Voice of America facility, is under the supervision of R. J. Rockwell, Crosley engineering vice president. The tube will be subject to modulation and other conditions during normal 12-hours-per-day program operation.

Oldest transmitter sought

A contest to find the oldest Collins Radio Co. broadcast transmitter still in active service is being conducted throughout the U. S. by the company.

Collins will give that owner a new 20V-3 transmitter in exchange for the old one. The company will pay shipping charges for both the new and old transmitters, but not installation costs.

The transmitter must be 1 kw or less still in daily use in the broadcast trade, either as a main or alternate transmitter; it must be in original condition with no major modifications; it must have the original owner or be the original installation; and it must be within the continental limits of the U. S. Deadline is March 1, 1963.

DENVER TV FACES NEW TAX

City seeks levy on film rentals; if successful, it may lead to other assessments on radio-tv

Local governments, hungry for revenues, have begun to fix their eyes on tv stations and their film rentals.

Latest move in this direction is taking place in Denver. There, municipal tax collectors have engaged in preliminary moves which would bring under the city's use tax laws the gross amount of rentals paid yearly by Denver tv stations. It's estimated by Jim Moore, KBTv (TV) Denver, that this could amount to something in the neighborhood of \$700 per month for each station—figuring a monthly average of \$35,000 spent on film rentals.

City tax men have indicated also that that they feel tv stations' payments to ASCAP and BMI and other licensing

organizations should come under the use tax.

If successful, it was indicated, the city expects to blanket in radio stations' rental payments for records and transcriptions as well as license payments.

The four Denver tv stations have turned over the problem to their tax attorneys. Meetings with the city's tax department are underway.

Last April the city's 1% sales tax was amended to include rental items as well as those purchased outright. In June the tax was raised to 2%. The state of Colorado also has a 2% sales tax.

Several years ago the state of Maryland instituted a tax on rental payments

made by tv stations for films. This was not challenged. A similar move in Kansas was compromised after meetings between state tax officials and television broadcasters so that payment is made on the value of the raw film.

RKO '62 billings show 15% increase over '61

RKO General in 1962 set records in both billings and earnings, it was reported last week by M. G. O'Neil, president of its parent, General Tire & Rubber Co. Billings, he said, were 15% above the previous year.

The RKO General figures were not included in the General Tire consolidated annual report for the year ended Nov. 30, 1962 and announced last week. Consolidated sales totaled \$959,769,316, up 18.6% from the previous high in 1961 of \$809,020,262. Net income for the 1962 year was \$26,744,802 (\$1.55 per share), down \$27,343,341 (\$1.62 a share for 1961 year).

MPO Videotronics' net income down

MPO Videotronics Inc., New York, producer of tv commercials, sponsored and industrial films, reported net income after federal taxes of \$102,631 (22 cents a share) for the fiscal year ended Oct. 31, 1962. This compares to net revenues in 1961 fiscal year of \$210,688 (50 cents a share). Total operating revenues for the 1962 year totaled \$8,231,917, compared to \$8,328,662 for the same period in 1961.

Not included in 1962 figures were the company's operation in Detroit. This is now a joint venture operation with the Haford Kerbaw Co. of that city, with MPO owning 51% interest. This business had a volume of \$672,215 for the seven months ended Oct. 31, 1962.

Working capital at the end of the fiscal year equalled \$1,954,283, which included cash and U.S. government securities of \$1,077,482.

Annual stockholders meeting is scheduled to be held in the company's offices in New York on Feb. 25, with the following current directors nominated for election: Judd L. Pollock, president; Marvin Rothenberg, vice president-secretary; Gerald Hirschfeld, vice president; Arnold Kaiser, vice president; Gerald Kleppel, vice president-assistant secretary, and Morris Goldstein, partner in Francis I. duPont & Co. Messrs. Pollock, Rothenberg, Hirschfeld and Kaiser, each owning 11% of Class B stock, are the principal stockholders. Each received \$41,600 aggregate direct return during the 1962 fiscal year.

TRANSCONTINENT SHOWS INCREASE

1962 net up 22% over 1961 figure

Transcontinent Television Corp reported a net income of \$1,620,583 (92 cents a share) for the year ended Dec. 31, 1962—an increase of 22% over the net income of \$1,331,179 (75 cents a share) for the 1961 year.

Total revenues during 1962 amounted to \$15,644,254—up \$180,000 over 1961's \$15,464,254.

The 1962 results exclude a non-recurring charge of \$218,000 (12 cents per share) covering losses on the sale of land and the establishment of a reserve for abandonment of property, principally the vhf transmitting equipment for KERO-TV Bakersfield, Calif. KERO-TV is scheduled to change to uhf ch. 23 from ch. 10 under FCC orders.

Included in the 1962 report are operations of two station properties not included in the 1961 tallies. WNEP-TV Scranton/Wilkes-Barre, Pa., and WDOK-AM-FM Cleveland. TTC acquired the remaining 40% interest for full ownership of WNEP-TV last February; the Cleveland stations were purchased last May. The 1961 figures include revenues and income from WROC-TV Rochester, N. Y., which was sold by TTC last November.

TTC owns in addition to the Bakersfield, Scranton/Wilkes-Barre and Cleveland stations: WGR-AM-FM-TV Buffalo, N. Y.; WDAF-AM-FM-TV Kansas City, Mo. and KFMB-AM-FM-TV San Diego, Calif.

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Mr. Nuccio

John Nuccio, media group supervisor at Doyle Dane Bernbach, New York, joins Fuller & Smith & Ross, that city, as vp and media director. Prior to joining DDB, Mr. Nuccio served as media supervisor at Benton & Bowles for eight years and as media buyer with BBDO.

Donald C. Ayers, Norman D. Cary and Gerald S. Schoenfeld, all creative supervisors at Cunningham & Walsh, New York, elected vps. Mr. Ayers joined C&W in 1960 as group head on AT&T and American Machine & Foundry accounts. Mr. Cary came to agency last year as creative supervisor on Western Electric account. Mr. Schoenfeld joined C&W in 1961 as creative supervisor on Glenbrook and American Home Products accounts.



Mr. Lindquist

Dan Lindquist, commercial producer at Guild, Bascom & Bonfigli, New York, named broadcast production manager in agency's Hollywood office. Mr. Lindquist was production head of KCOP (TV) Los Angeles prior to joining GB&B in 1957.

Robert F. Voss, executive vp of Mace Adv. Agency, Peoria, Ill., elected president, succeeding John F. Fellay, who becomes board chairman.

Haakon B. Groseth, executive vp of Chicago office of Erwin Wasey, Ruth-

CBS executive wins Cooper Union's highest award

Louis Dorfsman, creative director of sales promotion and advertising for CBS-TV, has won the highest award to an alumnus of Cooper Union, New York.



Mr. Dorfsman

The award, the Augustus St. Gaudens Medal for Professional Achievement, will be presented to Mr. Dorfsman by the Cooper Union Alumni Assn. Feb. 16 at a dinner

at Hotel Biltmore, New York. The medal was only awarded once prior to its presentation to Mr. Dorfsman.

Mr. Dorfsman, who graduated with honors from Cooper Union in 1939, has received eight Gold Medals and nine Awards of Distinctive Merit of New York Ad Directors Club, the 1963 Gold Medal of the Printing Industries of Philadelphia and many awards from the American Institute of Graphic Arts and Type Directors Club.

Prior to his present post with CBS-TV, he was vp in charge of advertising and promotion for CBS Radio.

rauff & Ryan, elected to agency's board of directors. Mr. Groseth has been with EWR&R and Ruthrauff & Ryan for 23 years and was executive vp of Chicago office for nine years.

Peter Grove Weinberg, vp and account supervisor at Smith-Greenfield, New York, named senior vp in charge of account management.

Gale Terry, account executive with Young & Rubicam, New York, joins Producing Artists Inc., that city, as vp in charge of sales development and promotion of tv commercials.

Neil J. Crandall, former account executive in west coast offices of Lennen & Newell and BBDO, joins Chicago office of Post, Morr & Gardner as executive on Burgermeister Beer account.

Durel A. Dugas, former executive vp of Jacqueline Cochran Inc. (cosmetics), New York, joins Lilly Dache Cosmetics, division of Hazel Bishop, Union, N. J., as president. Mr. Dugas operated his own organization, Tuvache Perfumes, prior to joining Jacqueline Cochran.



Mr. Dugas

George Champlin, market service director; Al Chatterton, creative group head; Horace Curtis and Richard Johnson, account directors, all of Minneapolis office, and Carson Morris, director of marketing services in Chicago, elected vps of Campbell-Mithun Inc. Robert Burton, executive vp and manager of agency's Chicago office, and James E. Smith and Harry Deines, vps and account group heads, elected to C-M's board of directors.

Reg W. Twigg resigns as vp of Hix-

on & Jorgensen, Los Angeles, to form Creative Communications Co., a new type of service organization offering its clients assistance in marketing, sales promotion, advertising and publicity. Offices are at 8230 Beverly Blvd., Los Angeles 48. Telephone 651-4461.

THE MEDIA

Jack Dunn promoted to general manager of WDAY Inc. (WDAY-AM-TV Fargo, N. D.), Norman D. Black Jr., firm's president, announced last week. Thomas Barnes, who had combined duties of



Mr. Dunn

executive vp and general manager for last 2½ years, will continue as executive vp. Mr. Black stated that continued growth of radio-tv business there necessitated separation of two positions. Mr. Dunn, who has been with WDAY since 1931, started as an engineer. For past several years he has been assistant general manager. Mr. Barnes has been with WDAY since 1938, starting as salesman and announcer. He became sales manager in 1944, general manager in 1954, and was elected executive vp in 1960.

James K. Kuser, former lighting consultant for Kliegl Bros., New York, appointed general manager of WTOA (FM) Trenton, N. J.

Robert D. Vieno, former account executive with WVEC-AM-FM Hampton, Va., and CBS sales representative, appointed general manager of WTID Newport News, Va. Other WTID appointments: Bob Koolage, program director; Bruce Wright, news editor and



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director of special events; **Glenn Allyn**, sports director-air personality; **Eric Jantzen** and **Johnny Sherwood**, air personalities.

Pro Sherman, KOLN Lincoln, Neb.; **W. Thomas Daley**, CFPL-TV London, Ont., and **John P. Dillon**, WBTB (TV) Charlotte, N. C., elected directors of Broadcasters' Promotion Assn., New York. New directors will replace **Don Curran**, **John Paul Riopel** and **Doug Duperrault**, who resigned.



Mr. Christy

Albert Christy, vp and director of radio-tv operations for Potts-Woodbury, Kansas City advertising agency, joins WHB, that city, as general sales manager, effective Feb. 15. Mr.

Christy was also member of P-W's board of directors. Prior to joining Potts-Woodbury in 1954, he served as program director of WDAF-TV Kansas City.

Ed Shaughnessy, formerly with Concert Network in Boston, appointed managing director of WLIP (FM) Kenosha, Wis.

Larry Zeman, account executive in Chicago office of KTTV (TV) Los Angeles, promoted to midwest sales and marketing manager. He succeeds **Frank Browne**, who now heads station's New York office, as head man of Chicago operation.

Bruce N. Bauman, head of his own advertising agency in Harrisburg, Pa., appointed station manager of WBFJ Bedford, Pa.

Bob Sprouse, national sales service manager of WBNS-TV Columbus, promoted to national sales manager.



Mr. Maines

Ron Maines, account executive at WBAL-TV Baltimore, appointed general manager of WTAP-AM-TV Parkersburg, W. Va. Prior to joining WBAL-TV, Mr. Maines served as WTAP-TV sales manager

and as operations supervisor of WNBK-AM-FM-TV Binghamton, N. Y.

James Nathan appointed sales manager of WINN Louisville, Ky.

A. Victor Sylvia, member of sales staff of WPRO-AM-FM Providence, R. I., since December 1960, named to local sales staff of WPRO-TV as account executive.

Morton L. Jaffe appointed account executive at WXYZ-TV Detroit.

Macey I. Schaffer, director of adver-



NBC's Rash sworn in at National Press Club

Bryson Rash (l), NBC News Washington correspondent, was sworn in as president of the National Press Club by Chief Justice Earl Warren at the club's inauguration dinner Feb. 2. Mr. Rash, broadcast newsman in Washington for 25 years, succeeds **George Cullen** as head of the journalists.

Press Club presidents are usually presented with mock copies of their publication when they are inaugurated, but in honor of his broadcast status, Mr. Rash and other members of the club received a long-playing record, called "Is Bryson Rash?," featuring a humorous account of his career.

tising and promotion for WLBW-TV Miami, Fla., resigns to join WQAM, that city, as account executive.

Rudy B. Wissler Jr. joins Los Angeles office of Blair Television as account executive.

Marian Stein, former account executive with Simons Michelson Co., Detroit, joins ABC-TV as sales presentation writer.

Eric Mart, formerly with sales planning division of NBC-TV, New York, appointed assistant research director for tv division of Edward Petry & Co., that

city. Earlier, Mr. Mart served for five years in various research and sales development posts at ABC-TV.

Nancy Hurd, former assistant sales service manager of WCBS New York, joins staff of KTAC Tacoma, Wash.

Bob Fields, former technical director of *The Mike Douglas Show* for KYW-TV Cleveland, promoted to engineering management staff of Westinghouse Broadcasting Co. as tv technical operations supervisor.

Herb Evans, chief engineer of etv outlets WSEC-TV (ch. 17) and WTHS-

Now heard on 82 stations in 42 states . . .

"WHAT WILL THEY THINK OF NEXT?"

Available to your station at no cost, this three minute public service program can be used as a "wild spot," a cut-in on one of your present shows or, in script form, to add interest to any of your personality shows. Soon to begin its third 13-weeks series, "What Will They Think of Next?" is offered without charge, exclusive in your station area, in either script or recording form. For a sample show, write Department 703PP, Sears, Roebuck and Co., 925 South Homan Avenue, Chicago 7, Illinois.



Chauncey helps United Fund drive over top

With the aid of a veteran broadcaster, the Greater Phoenix-Scottsdale (Arizona) United Fund topped its goal this year for the first time in a decade.

With three days remaining and \$60,000 to be raised, Tom Chauncey, president of KOOL-AM-TV Phoenix, ordered an intensive spot and editorial campaign on both stations. Mr. Chauncey also took to the telephone and received additional con-

tributions from those who had already given. The result was \$1,727,954.50 for the fund, a little more than \$1,000 over the goal.

For his efforts, Mr. Chauncey (above, l) received the first annual Tom Chauncey Award, a silver bowl. The award is a permanent one through a special grant set up by the United Fund chairman, Herman Chanen (c), and a Phoenix investor, Col. Louis Himelstein (r).

TV (ch. 2) Miami, named technical director of learning resources at Florida Atlantic U.

Bob Terry named program director of WLVN Nashville, Tenn. **Adelaide Waller** and **Roger Scutt** join outlet as station coordinator and news director, respectively. WLVN plans to go on the air March 1.

Joe Murray, former air personality and music director of WALT Tampa, Fla., appointed program director of WQUA Moline, Ill.



Mr. Fouts

John M. Fouts, sales director of WHAS Louisville, Ky., joins Henry I. Christal Co., New York-based station representative firm, as manager of Detroit office. Mr. Fouts will begin his management duties at Christal in March. He joined WHAS in 1950 and was named sales director in 1952.

Dick Fain appointed director of newly created special programs unit of

WCUE-AM-FM Akron, Ohio, responsible for formulating and producing local documentaries and in-depth news reports. **Fran Pettay** joins WCUE announcing staff.



Mr. Diab

George Diab, operations manager of WTRF-TV Wheeling, W. Va., promoted to assistant general manager. Mr. Diab joined WTRF in 1953 as director of news and sports departments.

Peter V. Taylor, former promotion manager of KPEN (FM) San Francisco, appointed program director of KFOG (FM), that city. Currently KBAY (FM), the station expects to begin operation with new call letters on March 1.

Harvey Boyd, former program director of KASE Austin, Tex., joins WBAP-AM-FM Fort Worth as program manager.

Richard Orkin, news director and chief announcer at WLAN-AM-FM Lancaster, Pa., joins KYW Cleveland

as production supervisor. **Ron Beach**, former promotion director, will assume Mr. Orkin's responsibilities at WLAN and perform in capacity of production supervisor. **Kenn Allan** will share some of this responsibility as news director. **Bob Harrington** named WLAN's promotion director.

Dan Markham, sales manager of KTVR (TV) Denver, promoted to general manager. Mr. Markham was at one time sales manager of KIMN Denver and served for three years as sales manager of KXLY-TV Spokane, Wash., where he was also manager of KXLY-AM-FM for some time before returning to Denver six months ago.



Mr. Markham

Jack Stockton, program director and air personality at WKFM (FM) Chicago, joins WBBM-AM-FM, that city, as producer of station's new *Composite* program.

Robert L. Simmons, formerly on sales staff of WJZ-TV Baltimore, joins TvAR, Chicago, as salesman. He succeeds **Patrick J. Devlin**, who has been transferred to rep firm's New York sales staff. **William A. Morris**, account executive in TvAR's New York office, rejoins WCBS-TV, that city, in similar capacity. Mr. Morris originally joined WCBS-TV in 1958 as sales promotion manager and was made account executive in 1959.



Mr. Simmons

Fred Cusick resigns as news director of WEEI Boston, effective Feb. 18, to devote more time to free-lance sports activities. Mr. Cusick will remain, however, as WEEI sports director and continue his nightly sports programs.

Mike Powell, afternoon and evening news editor of KSFO San Francisco, promoted to assistant news director.



Gen. Hittle

Brig. Gen. James D. Hittle, USMC (Ret.), director of national security and foreign affairs for Veterans of Foreign Wars of U. S., named military affairs consultant for Mutual Broadcasting System. While continuing his position with VFW, Gen. Hittle will analyze and interpret world military developments for network.

Robert W. Matthews appointed news director of WEBB Baltimore, Md.

NASA cites staffer



Mr. Stoller

Morton J. Stoller, 45-year-old scientist-engineer who has directed government's efforts in space communications and meteorological fields, has been awarded National Aeronautics & Space Administration's medal for outstanding leadership. Mr. Stoller is chief of NASA's Office of Applications, where he has been in charge of such U.S. space efforts as Echo, Telstar, Relay, Tiros and the soon-to-be-launched Syncom.

Paul D. Droste, formerly with WHAK Rogers City, Mich., joins WFCJ (FM) Miamisburg, Ohio, as news director and director of special production programs.

Bob Bruce and **Tom Brown** join WOKW Brockton, Mass., as news director and disc jockey, respectively.

Wayne Farrar, staff announcer with WDBJ-AM-FM Roanoke, Va., since July 1961, promoted to news editor.

Bob Woodel, news editor-public affairs director of WLBB Carrollton, Ga., resigns to join staff of WLAG-AM-FM La Grange, Ga.

Ron Hall joins news staff of KXOL Fort Worth, Tex., replacing **Russ Bloxom**, who leaves for active duty with Air Force Reserve.

Bob Johnson, reporter-writer in news department of KSTP-AM-TV Minneapolis-St. Paul, named station's sports editor.



Mr. Belviso

Dr. Thomas Belviso, manager of music and literary rights for NBC, retired last week. Dr. Belviso joined NBC in April 1930 as program builder and music director and conductor. In 1932 he was appointed manager of music division and assigned to reorganize and coordinate music functions. Dr. Belviso was among first to apply original compositions to individual radio programs. He conducted first American Symphony, "Sinfonia," in its first radio performance.

Pat McCarthy named farm director of KBAT San Antonio, Tex.

Mrs. James (Mary) Spencer, since 1945 executive vp of Nat Gavender

Inc., resident buying organization, St. Louis, joins staff of KSD-AM-TV, that city, for special community interest assignments.

Dick Porter, account executive for past two years with KONO San Antonio, Tex., promoted to director of merchandising.

Betty Quadt, production assistant with NBC News, appointed coordinator of public service announcements. Miss Quadt will act as network liaison with and consultant to Advertising Council, national welfare organizations and government and civic agencies. She succeeds **Hilda Watson**, who retired last month.

Carl J. Tutera, former air personality with WCVS Springfield and WEAW-AM-FM Evanston, both Illinois, joins WGSB Geneva, Ill., in similar capacity.

Don Steele, formerly of KOIL Omaha, joins KXLY Spokane, Wash., as disc jockey.

Nicholas J. Pope Jr. named director of public affairs for WAVY-AM-TV Portsmouth, Va.

Shirley Dunham named promotion-publicity director of WRFD-AM-FM Columbus-Worthington, Ohio.



Mr. Hosmer

Howard C. Hosmer, assistant managing editor of *Rochester* (N.Y.) *Times-Union*, named managing editor of news department of WHEC-AM-TV, that city. The appointment, to be effective Feb. 15, was announced by John L. McClay, manager of broadcast division of Gannett Co. and vp and general manager of WHEC stations. In newly created post, Mr. Hosmer will be responsible for news and all other information services for both stations. He joined news staff of *Times-Union* as reporter in June 1936.

In 1950 Mr. Hosmer was named city editor, a post he held for seven years until his promotion to assistant managing editor.

Dave Hamer named assistant news director of KMTV (TV) Omaha, Neb.

Ron Cochran, ABC-TV newsman, has signed with General Artists Corp., New York, for representation in all fields. Mr. Cochran is currently anchor-man on network's *ABC Evening Report* (Mon.-Fri., 6:15-6:30 p.m. EST).

INTERNATIONAL



Mr. Gillen

William R. Gillen, former vp-continental European operations of BBDO. New York, joins Chesebrough-Pond's Inc., that city, as vp, international division. **Charles S. M. Quigley**, international advertising manager, named director of newly formed staff marketing department of international division.



Mr. Quigley

Richard C. Clarke, former production manager of CKVR (TV) Barrie, Ont., joins Freemantle (Australia) Pty Ltd., Sydney, as executive producer. **Max Dutch**, formerly with CFRN-TV Edmonton, Ont., joins Freemantle as sales executive.

George Harper named general sales manager of CHFI-AM-FM Toronto.

Gordon Hatton, local sales director of CKKW Kitchener, Ont., promoted to sales manager. **Bill Stoltz**, announcer, named promotion manager.

Sue Haggarty, promotion director of

United Press International news produces!

British broadcast electronics pioneer dies

Sir Isaac Shoenberg, 83, who led the team of scientists and engineers which developed the 405-line system used by BBC in 1936 for the world's first regular public high definition television service, died Jan. 25 at his home near London.

Sir Isaac was born in Pinsk, Russia, and studied mathematics, mechanical engineering and electricity at the Kiev technological institute. After graduation he joined a Russian firm and was responsible for research, design and installation of the earliest radio transmitters in Russia.

In 1914 he settled in Britain and

worked for the Marconi Co., becoming a British citizen in 1919. He joined the Columbia Gramophone Co. as general manager in 1928 and when that company merged with the Gramophone Co. in 1931 to form Electric & Musical Industries Ltd., he became research director.

In 1954 Sir Isaac was awarded the Faraday Medal, highest award of the Institute of Electrical Engineers, for his pioneer work in television. He became a director of EMI in 1955 and was awarded a knighthood in 1962 for his services to sound recording and broadcasting.

CFPL-AM-FM London, Ont., joins Standard Broadcast Sales Ltd., Toronto, in similar capacity.

ALLIED FIELDS

Mary G. Dooling, organizer of Talent Inc., Chicago, and more recently with her own agency in New York, joins Lauren-Finger Agency, Hollywood, as director of commercial department. Miss Dooling will specialize in building select clientele to perform in radio and tv commercials, and also focus on supplying talent for industry, documentary and educational pictures.

PROGRAMMING

Sidney Cohen, salesman with eastern sales division of Allied Artists Television Corp., New York, appointed western division sales manager in Hollywood, Calif.

James Marshutz, recently resigned as commercial sales manager of Paramount Tv Productions, joins VPI Productions, New York, as vp in charge of sales and production.

Bill Vidas, former independent film representative, joins Independent Television Corp., New York, to cover sales territory in central states from headquarters in Chicago.



Mr. Jenkins

Harry E. Jenkins, planning and merchandising manager of RCA Victor Records, New York, elected to new post of division vp for marketing. Mr. Jenkins joined RCA Victor as quality control supervisor in 1941.

Don Medford, who directed episodes of MGM-TV's *Dr. Kildare*, *Sam Benedict* and *Eleventh Hour* series during

current season, has been signed to exclusive directing contract by company for both tv and motion pictures. He has also directed segments of *U. S. Steel Hour*, *Alfred Hitchcock Presents*, *Twilight Zone*, *General Electric Theatre* and *Kraft Theatre*.

Frank McGrath, co-star of *Revue's Wagon Train* series, has been signed to new seven-year exclusive contract by studio, calling for his services in theatrical motion pictures as well as on tv.

Gil Gates, former producer of ABC-TV's *Camouflage* daytime series, named director of *International Show Time* on NBC-TV (Fri., 7:30-8:30 p.m.).



Mr. Gillespie

Henry A. Gillespie, manager of Chicago office of CBS Films, appointed to midwestern division manager. **Carter Ringle**, manager of CBS Films' Dallas office, named southwestern division manager.

Don Taylor, actor-turned-director, has become writer as well. His original teleplay, "Gym in January," has been sold to Four Star Television for use on *The Lloyd Bridges Show*. He will direct episode he wrote, with filming started Feb. 6.

Buck Houghton has been signed to produce new Goodson-Todman series of hour-long original dramas which will be seen on NBC-TV next fall. Series, as yet untitled, will have **Clifford Odets** as contributing author and editor of all scripts.

EQUIPMENT & ENGINEERING

Lorin C. Weiss, senior sales engineer in western region of Sylvania Electric Products, appointed western district manager in Los Angeles for semiconductor division. He succeeds **Roger A. Swanson**, who was recently named divisional product manager-transistors. **David K. Elwell**, director of procurement and facilities services for Sylvania in New York, appointed director of new product planning.



Mr. Rheinfelder

William A. Rheinfelder appointed chief engineer of product development department of Ameco, catv equipment manufacturing division of Antennavision Inc., Phoenix, Ariz. Mr. Rheinfelder, who will be responsible for research and development programs, comes to Ameco from Motorola's semiconductor products division in Phoenix, where he was applications consultant and solid state circuit design specialist for past six years.

John S. Chamberlin, manager of product planning and market research for tv receiver department of General Electric, Syracuse, N. Y., appointed marketing manager for radio receiver department. He succeeds **William B. Clemmens**, who has been named distribution sales manager for GE's major appliance division.

Alvin Barshop, sales manager for tape recorder division of Emerson Radio, Jersey City, N. J., named sales manager for company's phonograph division.

William S. Hepner Jr., manager of information office of Electronic Industries Assn., Washington, promoted to association's marketing services department in dual role of manager of industrial electronics marketing services and manager of special projects and publications. Mr. Hepner joined EIA as head of information office and editor of association's weekly news publication in early 1960 after four years as information officer for business and defense services administration of Commerce Dept.

Francis J. McCarthy appointed technical marketing manager for Williamsport (Pa.) operations of microwave device division of Sylvania Electric Products. He succeeds **Forrest E. Gehrke**, who resigned. Mr. McCarthy joined Sylvania in 1946.

Charles T. Lee, manager of market development for Philco International, promoted to marketing and sales manager for that division. Mr. Lee will be in charge of division's New York City

office and overseas sales and export activities, both from U. S. and from foreign factories. He came to Philco in 1956 from Avco Manufacturing Corp., where he was marketing and advertising manager of Avco's international division.

John P. Prymack, former advertising and merchandising manager of industrial, receiving and cathode-ray tubes for Westinghouse Electric Corp., Elmira, N. Y., appointed advertising manager for five product lines of Du Mont Labs, division of Fairchild Camera & Instrument Corp., Clifton, N. J.

Henry J. Bechtold, staff writer with public affairs department of RCA, New York, appointed product news manager. Mr. Bechtold will be responsible for supervising and coordinating news and information of RCA's divisional product operations. **Benjamin I. French Jr.**, manager of press and information for RCA Sales Corp., named trade news editor.

William J. Demorest Jr., account executive, promoted to scientific instrumentation sales manager for Honeywell's midwest region. He joined company in 1950.

DEATHS



Mr. McDonald

Services were held Tuesday, Feb. 5, at St. Catherine's Catholic Church, North Pelham, N. Y., for **Joseph Albert McDonald**, partner in Washington communications law firm of Hennessey & McDonald, who was killed Feb. 1 when he fell from a bridge near his Bethesda, Md., home. Interment was at Woodlawn Cemetery. Mr. McDonald, former NBC vp who has been in private practice in Washington since 1958, is survived by his wife, Louise Muth, one son and two daughters (AT DEADLINE, Feb. 4).

Cecil McGivern, 55, executive of Granada Tv Network Ltd., died Jan. 30 from burns following an accident at his home in Chalfont St. Peter, Buckinghamshire, near London. Mr. McGivern was formerly deputy director of BBC-TV. He joined BBC as drama producer in 1936. Beginning in 1950 Mr. McGivern helped develop Eurovision tv network.

Roland Pamler, 57, former resident of

Chicago Heights and co-owner of city's first radio station, died Jan. 22 at his home in Glendale, Calif. Mr. Pamler, along with three other persons, was responsible for putting WCBZ on the air in May 1924. Three years later, station license was sold to WOK Homewood, Ill. He had also been employed as engineer for WHO Des Moines and WJJD Chicago.

J. Stewart Neill, founder of CFNB Fredericton, N. B., died Jan. 30 in that city.

Willie Donald Brooks, 20, engineer and chief announcer at WACR Columbus, Miss., was killed Feb. 3 in automobile accident near Aberdeen, Miss. He joined station six months ago.

Raphael Fleming (Mac) McGuire, 43, host of early morning show on WPEN-AM-FM Philadelphia, died Feb. 2 of stroke. Mr. McGuire, who joined WPEN in 1955, was band leader and musician and in recent years owned and managed Town House Supper Club in Gloucester City, N. J.

James E. Rennie, 60, account executive at KGUN-TV Tucson, Ariz., for past six years, died Jan. 29 at his home in that city.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Jan. 31 through Feb. 6 and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

APPLICATIONS

*Bowling Green, Ohio—Bowling Green State U. Uhf ch. 70 (806-812 mc); ERP 8.61 kw vis., 4.12 kw aur. Ant. height above average terrain 117 ft., above ground 157 ft. Estimated construction cost \$74,070; first year operating cost \$26,950. P. O. address c/o Ralph G. Harshman, president, Bowling Green. Geographic coordinates 41° 22' 33" N. Lat., 83° 38' 28" W. Long. Type trans. RCA TTU-1B, type ant. RCA. Studio and trans. location both Bowling Green. Consulting engineer Robert F. Kissinger, Bowling Green. Principals: board of trustees. Applicant owns *WBGU (FM). Ann. Feb. 6.

Charlottesville, Va.—Virginia Bestg. Corp. Uhf ch. 64 (770-776 mc); ERP 9 kw vis., 4.8 kw aur. Ant. height above average terrain 98 ft., above ground 157 ft. P. O. address c/o William A. Marburg, president, Box 1331, Charlottesville. Estimated construction cost \$112,651; first year operating

cost \$120,000; revenue \$150,000. Studio and trans. location both Charlottesville. Geographic coordinates 38° 01' 50" N. Lat., 78° 28' 52" W. Long. Type trans. ITA TVU-1A, type ant. Alford 1044Y. Legal counsel Dow, Lohnes & Albertson, consulting engineer Edward W. Deeters, both Washington, D.C. Principals: William A. Marburg (55%) and John B. Fiery (45%). Mr. Marburg is stock broker, Mr. Fiery is farmer. Ann. Jan. 31.

New am stations

ACTION BY FCC

Greenwood, Miss.—William E. Hardy. Granted cp for new am on 1540 kc. 500 w-D. P. O. address 415 Howard St., Greenwood. Estimated construction cost \$20,771; first year operating cost \$24,000; revenue \$36,000. Mr. Hardy, partner in furniture and appliance stores, is sole owner. Action Jan. 29.

APPLICATION

Eleele, Hawaii—American Island Bestg. Corp. 720 kc, 5 kw, unl. P. O. address William Lee Short, Box 64 Hanapepe, Kauai, Hawaii. Estimated construction cost \$29,157; first year operating cost \$30,000; revenue \$36,000. Richard P. Hobby, medical doctor, is sole owner. Ann. Feb. 5.

Existing am stations

ACTIONS BY FCC

WALO Humacao, P. R.—Waived Sec. 3.24 (g) of rules and granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action Feb. 6.

WVNA Tusculumbia, Ala.—Granted change on 1590 kc, from 5 kw, D, to 1 kw-N, 5 kw-LS, DA-N; change trans. site to 3.9 miles northeast of present site and increase nondirectional daytime ant. height to 336 ft.; conditions. Action Feb. 6.

WOKJ Jackson, Miss.—Granted change on 1590 kc, from 5 kw-D, to 1 kw-N, 5 kw-

EDWIN TORNBURG

& COMPANY, INC.

**Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors**

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

LS, DA-N; remote control permitted; conditions. Action Feb. 6.

By memorandum opinion & order, commission on petition by WIRY Inc. waived Sec. 1.354 of rules and granted its application to increase power of WIRD Lake Placid, N. Y., on 920 kc, D, from 1 kw to 5 kw. Chmn. Minow absent. Action Feb. 6.

APPLICATIONS

KIKO Miami, Ariz.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Jan. 31.

KTNM Tucumcari, N. M.—Cp to increase daytime power from 250 w to 1 kw, install new trans. and new ant. Ann. Feb. 4.

KDWT Stamford, Tex.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Jan. 31.

New fm station

ACTION BY FCC

*Potsdam, N. Y.—Thomas S. Clarkson Memorial College of Technology. Granted cp for new fm on 91.1 mc, 2.5 w. Ant. height above ground 55 ft. P. O. address Potsdam. Estimated construction cost \$2,580; first year operating cost \$1,125. Principals: board of trustees. Action Jan. 29.

Ownership changes

ACTIONS BY FCC

KVON Napa, Calif.—Granted assignment of license and cp from Jack L. Powell and Alyce M. Powell (each 50%), joint tenants, to Lawrence B. Scheer and Janice Lynn (each 50%), d/b as Jan-Lar Inc. Consideration \$275,000. Mr. Scheer is reporter for KTLA-TV Hollywood; Miss Lynn is actress. Action Feb. 6.

KVEC-AM-FM San Luis Obispo, Calif.—Granted assignment of license and cp from John C. Cohan (100%) individually to same person d/b as San Luis Obispo Bcstg. Corp. No financial consideration involved. Mr. Cohan is majority stockholder in KSBW-AM-FM-TV Salinas and KNGS Hanford, both California. Action Jan. 31.

WLOB-AM-FM Portland, Me.—Granted acquisition of positive control of licensee corporation, Casco Bcstrs. Corp., from Sherwood J. Tarlow (50%) and Faust Couture & Melvin L. Stone (each 25%) to Mr. Tarlow (75%) and Mr. Stone (25%). Consideration \$28,000. Mr. Tarlow is majority owner of KUTV Palmdale, Calif., WHIL-AM-FM Medford & WARE Ware, both Massachusetts, and WWOK Charlotte, N. C. Action Feb. 1.

WBZ Vineland, N. J.—Granted acquisition of positive control of licensee corporation, Community Bcstg. Service Inc., from Arnes Whitman (22%) by Lewis D. DeMarco (29.5% before transfer, 51.5% after); other ownership remains stable. Consideration \$20,000. Action Feb. 6.

WOOW Greenville, N. C.—Granted transfer of control of licensee corporation, WOOW Inc., from John F. Gallagher (60% before transfer, 10% after) to Charles E. Springer (40% before, 90% after). Consideration \$96,999. Mr. Springer is majority owner of WRON Roanoke, Va.; 50% owner of WHAP Hopewell, Va.; minority owner of WKIK Leonardtown, Md., and WENZ Highland Springs, Va. Comr. Bartley dissented. Action Feb. 6.

WPTN Cokeville, Tenn.—Granted assignment of license from J. B. Crawley, W. B. Kelly and R. L. Turner (each 33 1/3%) to same persons in same percentages, tr/as WPTN Inc. No financial consideration involved. Action Jan. 31.

WAKI McMinnville, Tenn.—Granted transfer of control of licensee corporation, Ogram Bcstg. Corp., from J. H. Lewis, William R. Livesay and Fred P. Davis (each 33 1/3%) to Messrs. Livesay (66 2/3%) and Davis (33 1/3%). Consideration \$7,000. Action Feb. 1.

KCHO (FM) Amarillo, Tex.—Granted assignment of license from B. W. Spiller and U. C. Sterquell (each 50%), d/b as Panhandle Bcstrs., to Mr. Sterquell (100%), tr/as company of same name. Consideration is assumption of liabilities and \$9,550 reimbursement. Action Feb. 1.

APPLICATIONS

WALA-AM-TV Mobile, Ala.—Seeks transfer of control of voting rights of licensee corporation, Pape Tv Inc., from W. O. Pape

(100%) to Delphine G. Pape, his wife, and Frank Pape, his brother. No financial consideration involved, as transfer results from illness of W. O. Pape. Ann. Feb. 5.

KTTV (TV) Los Angeles, Calif.—Seeks transfer of control of licensee corporation, Times-Mirror Bcstg. Co., from Times-Mirror Co. (100%), large company with over 50 stockholders but controlled by Chandler family, to Metromedia Inc. (100%), also with over 50 stockholders. Consideration \$10,300,000 (sum to vary according to liabilities). Metromedia stations: WNEW-AM-FM-TV New York, WTG (TV) Washington, KOVR (TV) Stockton, Calif., KMBC-AM-FM-TV Kansas City, WTVH (TV) Peoria & WTVP (TV) Decatur, both Illinois, WHK-AM-FM Cleveland and WIP-AM-FM Philadelphia. Ann. Feb. 5.

KTTV (TV) Los Angeles, Calif.—Seeks assignment of license from Times-Mirror Bcstg. Co. (100%) to Metromedia Inc. (100%). No financial consideration involved. Contingent on grant of application above which will make Metromedia sole owner of Times-Mirror Bcstg. Ann. Feb. 5.

KTVR (TV) Denver, Colo.—Seeks assignment of license from J. Elroy McCaw (100%), d/b as Gotham Bcstg. Corp., to Mr. McCaw (100%), tr/as Channel 2 Corp. No financial consideration involved. Also see KTVW (TV) Tacoma, Wash., application below. Ann. Feb. 4.

WINT Winter Haven, Fla.—Seeks transfer of control of licensee corporation, Winter Haven Bcstg. Inc., from Angelo L. Fazzari (65%), Dorothy M. Fazzari (25%) and Bruce Parker (10%) to Douglas F. Montgomery and Donald K. Lamerson (each 50%). Consideration \$100,000. Mr. Montgomery is news director of WFYC Alma, Mich.; Mr. Lamerson owns shoe store. Ann. Feb. 1.

WINT Winter Haven, Fla.—Seeks assignment of license from Douglas Montgomery and Donald Lamerson (each 50%), d/b as Winter Haven Bcstg. Inc., to same persons in same percentages, tr/as Winter Haven Bcstg. No financial consideration involved. Contingent on grant of application above. Ann. Feb. 1.

WMAS-AM-FM Springfield, Mass.—Seeks transfer of control of licensee corporation, WMAS Inc. (195 shares issued), from Gerald Harrison (40 shares), Janet Harrison (20 shares), Josephine E. Bishop (10 shares), Robert F. Donahue (5 shares) and the estates of Amelia G. Wheeler (40 shares) & Carl S. Wheeler (80 shares) to Julian Gross (74.76%) and others, tr/as Southern New England Bcstg. Inc. Consideration \$340,000. Mr. Gross is majority owner of Hartford, Conn., advertising agency. Ann. Jan. 31.

WKBZ Muskegon, Mich.—Seeks acquisition of negative control of licensee corporation, WKBZ Radio Corp., from Walter Patterson (33 1/3%) by Frederick L. Allman and Robert K. Richards (each 50% after transfer, each 33 1/3% before). Consideration \$70,000. Ann. Feb. 1.

WTTM-AM-FM Trenton, N. J.—Seeks assignment of license from Peoples Bcstg. Corp., wholly owned by Nationwide Mutual Insurance Co., to Herbert Scott (75%), Herbert Sinberg (13%), Ralph Mellon (7%) and Margaret Levine (2.5%), tr/as Scott Bcstg. Inc. Consideration \$375,000. Principals are stockholders in WPAZ Pottstown, Pa.; Mr. Scott is part owner of WJWL Georgetown, Del. Ann. Feb. 6.

WALL Middletown, N. Y.—Seeks relinquishment of positive control of licensee corporation, Community Bcstg. Corp., from John M. Davis (60.2%), Eva B. Davis (2.1%), Roger W. Clipp (32.5%) and Marjorie A. Clipp (5.2%) to Mr. Davis (48.3%), Mrs. Davis (1.7%), Mr. Clipp (26.1%) and Mrs. Clipp (23.9%). Consideration \$4,700. Ann. Feb. 5.

WMGW-AM-FM Meadville, Pa.—Seeks transfer of negative control of licensee corporation, Regional Bcstrs. Inc., from American Business Enterprises (50%) to all its stockholders: Alastair B. Martin (12.5%), Edith P. Martin (15%), Robin Martin (10%), Dorothy M. Moore (10%) and Edwin A. Bernstein (2.5%); other ownership remains stable. No financial consideration involved. Ann. Feb. 6.

WJWR (FM) Palmyra, Pa.—Seeks transfer of control of licensee corporation, Radio Music Inc., from L. M. Williams, Ernest D. Williams, Jack L. Williams, Harry M. Williams and L. S. Alspach (each 20%) to R. L. Fenstermacher, C. E. Miller and H. T. Ross (each 33 1/3%). Consideration \$10,000.

Messrs. Miller and Ross are part owners of WITT Lewisburg, Pa.; Mr. Fenstermacher owns broadcasting service firm. Ann. Feb. 5.

WOLS Florence, S. C.—Seeks assignment of license from A. P. Skinner, Rosanne W. Purvis, Melvin H. Purvis Jr., Alston W. Purvis and Christopher P. Purvis (each 20%), d/b as Florence Bcstg. Inc., to same persons in same percentages, tr/as Florence Bcstg. Co. No financial consideration involved. Ann. Feb. 1.

KSEL-FM Lubbock, Tex.—Seeks assignment of license from R. B. McAlister, Alex K. Miller, Mack Mead and Roy Bass (each 25%), d/b as McAlister Bcstg. Corp., to Texas Technological College. No financial consideration involved, as assignment is gift. Texas Tech owns *KTXT-FM-TV Lubbock. Ann. Feb. 5.

Wichita Falls, Tex (calls unassigned)—Seeks assignment of license from J. W. Terrell & W. H. Hall (each 42.5%) and Don A. Wade (15%), d/b as Nortex Bcstg. Co., to same persons in same percentages, tr/as Nortex Bcstg. Inc. No financial consideration involved. Ann. Feb. 5.

KTVW (TV) Tacoma, Wash.—Seeks assignment of license and cp from J. Elroy McCaw (100%) to Mr. McCaw (100%), tr/as KTVW Inc. No financial consideration involved. Also see KTVR (TV) Denver, Colo., application above. Ann. Feb. 4.

Hearing cases

DESIGNATED FOR HEARING

WYRE Pittsburgh, Pa.—Designated for hearing application to change facilities from 1080 kc, 1 kw-D, to 1070 kc, 500 w, DA-N, unil. and change station location to Mt. Oliver. Action Feb. 6.

WNAR Norristown, Pa.—Designated for hearing application to increase power on 1110 kc, D, from 500 w to 50 kw, DA; issues include Sec. 3.35 multiple ownership and concentration of control determinations; granted petition by Metromedia Inc. (WNEW), New York City, to withdraw its previous opposing petition. Comr. Ford not participating. Action Feb. 6.

Clinch Mountain Bcstg. Co., Lebanon, Va.—Designated for hearing application for new daytime am on 1380 kc, 500 w; issues include Sec. 3.35 (a) multiple ownership determination. Comr. Hyde dissented. Action Feb. 6.

WBHM Birmingham, Ala.—By order, (1) designated for hearing application for additional time to construct station; (2) withheld action, meanwhile, on application to assign cp to Southeast Bcstg. Corp., and (3) granted petition by WVOK Birmingham, to extent indicated. Action Feb. 6.

WSIV Pekin, Ill., KWKY Des Moines, Iowa, Des Moines County Bcstg. Co., Burlington, Iowa.—Designated for consolidated hearing applications of WSIV Inc. to increase power of WSIV on 1140 kc, D, from 1 kw to 5 kw with 1 kw CH, Tedesco to increase daytime power of KWKY on 1150 kc, DA-2, from 1 kw to 5 kw, continued nighttime operation with 1 kw, and Des Moines County for new daytime station on 1150 kc, 500 w, DA; issues include Sec. 3.35 multiple ownership and concentration of control and financial qualification determinations as to Des Moines County; made Federal Aviation Agency and KMOX St. Louis, Mo., parties to proceeding. Action Feb. 6.

By order, commission designated for consolidated hearing applications of Chisago County Bcstg. Co. for new daytime am on 1380 kc, 500 w, in Lindstrom, Minn., and Brainerd Bcstg. Co. to change operation of KLIZ Brainerd, Minn., on 1380 kc from 1 kw-D, to 5 kw, unil., DA-N; issues include determination of financial qualifications of KLIZ and whether it made intentional misrepresentations to commission. By separate memorandum opinion & order, commission denied petition by Brainerd for reconsideration of Oct. 10, 1962, action which returned as unacceptable under am "freeze" amendment to above application seeking change in frequency from 1380 kc to 1340 kc. Comr. Hyde dissented. Action Feb. 6.

OTHER ACTIONS

By order in Largo, Fla., tv ch. 10 proceeding in Docs. 12445-12450, commission dismissed as moot petition by Suncoast Cities Bcstg. Corp., Bay Area Telecasting Corp., Tampa Telecasters Inc. and Florida Gulfcoast Bcstrs. Inc. for extension of time to Jan. 14 to file application for review of Review Board's Dec. 27, 1962, memorandum opinion & order which granted in part

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Feb. 6

	Lic.	ON AIR Cps.	CPS Not on air	TOTAL APPLICATIONS for new stations
AM	3,750	60	117	484
FM	1,061	30	128	187
TV	516	63	77	109

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Feb. 6

	VHF	UHF	TOTAL TV
Commercial	486	93	579
Non-Commercial	47	21	68*

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Dec. 31

	AM	FM	TV
Licensed (all on air)	3,746	1,050	513
Cps on air (new stations)	64	31	66
Cps not on air (new stations)	114	137	76
Total authorized stations	3,924	1,218	662
Applications for new stations (not in hearing)	288	173	50
Applications for new stations (in hearing)	195	13	53
Total applications for new stations	483	186	103
Applications for major changes (not in hearing)	331	107	44
Applications for major changes (in hearing)	55	3	8
Total applications for major changes	386	110	52
Licenses deleted	5	2	0
Cps deleted	0	1	1

*Includes 3 stations operating on unreserved channels.

WTSP-TV Inc. motion to clarify or enlarge issues. Comr. Ford not participating. Action Feb. 6.

By order, commission granted motion by Santa Maria Telecasting Corp. and extended time to Feb. 18 to file exceptions to initial decision in proceeding on its application and that of Central Coast TV for new tv stations to operate on ch. 12 in Santa Maria, Calif. Dec. 18, 1962, initial decision favored Central Coast. Action Feb. 6.

By memorandum opinion & order, commission denied petition by Reliable Bcstg. Co., applicant for new am in Calhoun, Ga., for reconsideration of Sep. 12, 1962, grant to Gordon County Bcstg. Co. for short-term renewal of license of WCGA Calhoun. Reliable requested commission to set aside renewal grant and to designate it for hearing on character qualification of licensee in consolidated proceeding with Reliable's application and that of Blue Ridge Mountain Bcstg. Inc. for new station in Ellijay, Ga. On Jan. 18, WCGA was made party to Calhoun-Ellijay proceeding and issues were enlarged to include so-called "strike issues" as to applicant Blue Ridge. Commission noted that current license of WCGA will expire Sep. 1, 1963, and feels it more conducive to orderly administration and dispatch of commission's business to consider evidence adduced in Calhoun-Ellijay proceeding at time application for renewal of license of WCGA is again up for consideration, rather than to rescind prior short-term grant. Comr. Bartley and Lee dissented. Action Feb. 6.

Commission gives notice that Dec. 10, 1962, initial decision which looked toward granting application of Smith Radio Inc. to change facilities of WNUE Fort Walton Beach, Fla., from 950 kc, 1 kw-D, to 1400 kc, 1 kw-LS, 250 w-N, conditions, became effective Jan. 29 pursuant to Sec. 1.153 of rules. Action Feb. 5.

Routine roundup

ACTIONS BY REVIEW BOARD

On own motion, postponed Feb. 4 oral argument in proceeding on am applications of Simon Geller, Gloucester, and Richmond

Brothers Inc. (WMEX), Boston, both Massachusetts, pending disposition of petition by Geller for leave to amend and return application to processing line. Action Feb. 1.

Granted petition by KFNF Bcstg. Corp. (KFNF), Shenandoah, Iowa, and extended to Jan. 29 time to file replies to exceptions to initial decision in proceeding on its am application. Action Feb. 1.

By memorandum opinion & order in consolidated proceeding on applications of Northfield Bcstg. Co., Hastings Bcstg. Co., for new am stations in Northfield and Hastings, and Albert Lea Bcstg. Co. to increase daytime power of KATE Albert Lea, all Minnesota, in Docs. 14684-5, granted petition by Northfield and waived Sec. 1.316 (b) (2) of rules to permit publication of its intended dismissal once week for three weeks in weekly newspaper of general circulation in Northfield since there is no daily newspaper in city. Action Jan. 31.

By memorandum opinion & order (1) denied untimely filed petitions by Broadcast Bureau and Finley Bcstg. Co. (KSRO), Santa Rosa, Calif., party respondent, to enlarge issues in proceeding on application of Bay Shore Bcstg. Co. for new am in Hayward, Calif., in Doc. 14644; (2) on own motion, enlarged issues to include financial qualifications of applicant; and (3) dismissed as moot Bay Shore's related pleadings and motions. Action Jan. 31.

Granted petition by Carol Music Inc. and extended to Jan. 31 time to respond to opposition of Broadcast Bureau to petition for review filed by Carol in proceeding on revocation of license and SCA for WCLM (FM) Chicago, Ill. Action Jan. 31.

By memorandum opinion & order in consolidated proceeding on applications of L. B. Wilson Inc. for renewal of license of WLBW-TV on ch. 10 in Miami, Fla., and Civic Tv Inc., South Florida Tv Corp. and Miami Tv Corp. for new stations on that channel in Docs. 14775-8, denied petitions by South Florida and Civic Tv to delete certain issues and by Miami Tv and L. B. Wilson for enlargement of issues. Action Jan. 30.

By memorandum opinion & order in consolidated proceeding on applications of

The Prattville Bcstg. Co. and Billy Walker for new daytime am stations in Prattville, Ala., in Docs 14878-9, granted in part motion by Prattville for enlargement and clarification of issues and enlarged hearing issues to determine whether Walker's proposal would cause interference to existing operation of WGWC Selma, Ala., or any other am station, and, if so, nature and extent thereof, areas and populations affected thereby, and availability of other primary services to such areas and populations. Action Jan. 30.

In proceeding on applications of Cabrillo Bcstg. Co. and Helix Bcstg. Co. for new am stations in San Diego and LaMesa, respectively, both California, granted their joint petitions and extended to Jan. 17 time to file joint petition requesting approval of agreement looking toward dismissal of Cabrillo's application. Action Jan. 30.

Corrected in various respects transcript of Jan. 4 oral argument in proceeding on am applications of 1540 Radio Inc., Richmond, and Elliades Broadcast Co., Hopewell, both Virginia. Action Jan. 30.

By memorandum opinion & order in proceeding on applications of York-Clover Bcstg. Inc. to change facilities of WYCL York, S. C., from 1580 kc, 250 w-D, to 1540 kc, 1 kw-D, and Ridsen Allen Lyon for new daytime station on 1540 kc, 1 kw, in Charlotte, N. C., granted (1) joint request for approval of agreement whereby WYCL application would be dismissed, and (2) petition by Lyon for leave to amend application to reflect agreement whereby Lyon will form corporation in which York may acquire 40% of stock; dismissed with prejudice WYCL application; and retained in hearing status Lyon application. Action Jan. 29.

ACTIONS ON MOTIONS

Commission on Feb. 4 granted request by Sarkes Tarzian Inc. (WTTV), Bloomington, Ind., and extended from Feb. 4 to Feb. 25 time to reply to opposition of Indiana Bcstg. Corp. (WISH-TV), Indianapolis, to Tarzian's petition for reconsideration of Oct. 10, 1962, report and order denying move of ch. 4 from Bloomington to Indianapolis.

By Chief Hearing Examiner

James D. Cunningham

Granted petition by Broadcast Bureau and extended from Feb. 4 to Feb. 18 time to file proposed findings in proceeding on am application of Storer Bcstg. Co. (WJKB), Detroit, Mich. Action Jan. 31.

Granted petition by Continental Bcstg. Co. and dismissal of its application for new am in Hamden, Conn., and dismissed application but with prejudice and retained in hearing status remaining applications involved in proceeding. Action Jan. 31.

By memorandum opinion & order, granted petition by Broadcast Bureau and changed place from Washington, D. C., to Blythe, Calif., for evidentiary hearing on application of Geoffrey A. Lapping for new am in Blythe. Action Jan. 30.

By Hearing Examiner Basil P. Cooper

Pursuant to agreements reached at Feb. 1 prehearing conference in proceeding on am application of 1360 Broadcasting Inc. (WEBB), Baltimore, Md., continued March 4 evidentiary hearing to March 8. Action Feb. 1.

By Hearing Examiner Charles J. Frederick

Pursuant to agreement reached at Feb. 1 prehearing conference in proceeding on application of KSAY Bcstg. Co. for renewal of license of KSAY San Francisco, Calif., scheduled hearing for Feb. 28. Action Feb. 4.

By Hearing Examiner Walther W. Guenther

In proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn., (1) denied Triangle's motion to compel respondents Connecticut Tv Inc. and Springfield Tv Bcstg. Corp. to furnish Triangle with true and exact copy of requests for subpoena duces tecum and subpoena, each directed to Walter N. Annenberg, president and controlling stockholder of Triangle, (2) denied Triangle's motion to quash subpoena issued Annenberg on Jan. 14, (3) granted Triangle's motion to quash subpoena duces tecum issued Annenberg on Jan. 14, set aside subpoena duces tecum and

discharged Annenberg from compliance with that directive, and (4) ordered that grant of motion to quash subpoena duces tecum is without prejudice to respondents' right to file request for appropriate subpoena duces tecum which meets all requirements of Sec. 1.132 of rules. Action Feb. 4.

■ Granted motion by Bay Shore Bcstg. Co. and continued Feb. 4 hearing to Feb. 18 in proceeding on its application for new am in Hayward, Calif. Action Jan. 30.

By Hearing Examiner H. Gifford Irion

■ On own motion, continued Feb. 7 hearing to Feb. 13 in proceeding on applications of Cabrillo Bcstg. Co. and Helix Bcstg. Co. for new am stations in San Diego and La Mesa, both California, respectively. Action Feb. 4.

■ On own motion, continued Feb. 4 further hearing to Feb. 25 in proceeding on applications of WIDU Bcstg. Inc. and Al-Or Bcstg. Co. for new am stations in Asheboro and Mebane, both North Carolina, respectively. Action Jan. 31.

By Hearing Examiner David I. Kraushaar

■ In proceeding on applications for new am stations of Massillon Bcstg. Inc., Norwood, Ohio, and Covington Bcstg. Co. and Kenton County Bcstrs., both Covington, Ky., in Docs. 14125-7, (1) granted motion by Covington and corrected as requested transcript of testimony, and (2) denied motion by Kenton County for further correction of transcript. Action Jan. 29.

By Hearing Examiner Jay A. Kyle

■ In proceeding on am application of KDIA Inc. (KDIA), Oakland, Calif., (1) continued March 18 hearing to April 9 (action Feb. 1), and (2) extended from Feb. 18 to March 20 date for exchange of exhibits. Action Feb. 4.

■ On own motion, scheduled further prehearing conference for Feb. 11 in Washington, D. C., and continued Feb. 11 hearing to March 25 in Blythe, Calif., in proceeding on application of Geoffrey A. Lapping for new am in Blythe. Action Jan. 30.

By Hearing Examiner Chester F. Naumowicz Jr.

■ By memorandum opinion & order in proceeding on applications of Reliable Bcstg. Co. and Blue Ridge Mountain Bcstg. Inc. for new am stations in Calhoun and Ellijay, both Georgia, respectively, in Docs. 14673-4, denied motion by Reliable Bcstg. Co. for continuance without date of hearing conference. Action Jan. 30.

■ Granted motion by Denver Area Bcstrs. (KDAB), Arvada, Colo., to extent of extending from Jan. 30 to March 4 date for informal exchange of exhibits, from Feb. 13 to March 18 for final exchange of exhibits, Feb. 20 to March 25 for notification of witnesses, and continuing Feb. 26 hearing to April 1, in consolidated am proceeding in Docs. 14815-7. Action Jan. 30.

■ Formalized by order certain agreements reached and rulings made at Jan. 30 prehearing conference in proceeding on applications of Charles County Bcstg. Inc. and Dorlen Bcstrs. Inc. for new am stations in La Plata and Waldorf, both Maryland, respectively, in Docs. 14748-9, and scheduled certain procedural dates and scheduled hearing for March 25 on applicants' direct affirmative cases and ordered that at close of applicants' direct affirmative cases parties shall be prepared to discuss technique and timing of presentation of any rebuttal evidence. Action Jan. 30.

By Hearing Examiner Herbert Sharfman

■ Granted joint motion by applicants and continued certain procedural dates, and hearing from March 4 to April 3 in proceeding on applications of North Atlanta Bcstg. Co. and J. Lee Friedman for new am stations in North Atlanta, Ga. Action Feb. 4.

By Hearing Examiner Elizabeth C. Smith

■ Upon request by Valparaiso Bcstg. Co., cancelled Feb. 8 hearing and scheduled Feb. 11 for commencement of hearing in proceeding on its application and those of Porter County Bcstg. Co. and Porter County Bcstg. Corp. for new am stations in Valparaiso, Ind. Action Feb. 1.

■ Upon request by Broadcast Bureau, extended from Jan. 31 to Feb. 8 time to file corrections to transcript of hearing in pro-

ceeding on application of Melody Music Inc. for renewal of license of WGMA Hollywood, Fla. Action Jan. 31.

BROADCAST ACTIONS by Broadcast Bureau Actions of Feb. 5

WFAS White Plains, N. Y.—Granted license covering increase in daytime power and installation of new trans.

WFAS-FM White Plains, N. Y.—Granted license covering installation of new trans.

WTOP Washington, D. C.—Granted mod. of licenses for remote control operation of main and aux. trans. nighttime; conditions.

WPRM-FM San Juan, P. R.—Granted cp to increase ant. height to 81 ft. and make changes in ant. system.

WIBF (FM) Jenkintown, Pa.—Granted mod. of cp to change type ant., make changes in ant. system, and redescribe trans. site as Abington, Pa.; ant. height 310 ft.; remote control permitted.

WFAS White Plains, N. Y.—Granted request and cancelled license covering aux. trans.

■ Granted licenses for following stations: KMAS Shelton, Wash.; KDNC Spokane, Wash.; KLIFF Mead, Wash.

■ Granted licenses for following stations: *KUAC (FM) College, Alaska; KAGA (FM) Prosser, Wash., and specify type ant. and change geographical coordinates; KBMC (FM) Eugene, Ore., and specify type trans.

Action of Feb. 4

San Juan Non-Profit Tv Assn., Farmington, N. M.—Granted cp for new uhf tv translator station, on ch. 80, to translate programs of KGGM-TV (ch. 13) Albuquerque, N. M.

Actions of Feb. 1

KEZI-TV Eugene, Ore.—Granted license for tv station and redescribe studio location.

K172BL Rolfe, Iowa—Granted license for uhf tv translator station.

K04BM Julesburg, Colo.—Granted cp to replace expired permit for new vhf tv translator station.

K13AV Sargents, Colo.—Granted cp to replace expired permit for new vhf tv translator station, change primary tv station to KOAA-TV (ch. 5) Pueblo, Colo., and make changes in ant. system.

K07AR Bowdle, S. D.—Granted cp to change type trans. for vhf tv translator station.

KCBT-TV Lubbock, Tex.—Granted mod. of cp to change type trans., type ant., and make changes in ant. structure and equipment; ERP 300 kw vis. and 150 kw aur.

K12AM Wray, Colo.—Granted mod. of cp to change ERP to 2.48 w, trans. location, geographical coordinates of transmitting ant., type trans., and make changes in ant. system; condition for vhf tv translator station.

KAIT-TV Jonesboro, Ark.—Granted mod. of cps to change type trans., and change ERP to 54.5 kw vis. and 27.2 kw aur., type ant., ant. height to 420 ft., and make changes in ant. structure and equipment.

WLSB Copper Hill, Tenn.—Granted authority to operate sign-off at 7 p.m. for period beginning Feb. 1 and ending May 1.

■ Granted licenses for following vhf tv translator stations: K10DR, Bison Commercial Club, Bison, S. D.; K09BT, Eagle Butte Community T. V., Eagle Butte, S. D., and specify type trans; K07CE, Rattlesnake Butte Tv Assn., Wapakala, S. D.; K07BY, K11BN, Eureka Chamber of Commerce, Eureka, S. D.; K09ED, Moberge Tv Translator Assn., Wapakala, S. D.; K10CE, Moberge Tv Assn., Glenham, S. D.; K08AQ, Herried Tv Booster Club, Herried, S. D.

■ Following stations were granted extensions of completion dates as shown: WATO Oak Ridge, Tenn., to July 1; KAPS Mt. Vernon, Wash., to March 15; WPGH (FM) Pittsburgh, Pa., to Aug. 1.

Apple Valley Tv Assn. Inc., Rural Baker Flat Area, Wash.—Granted cps for three uhf boosters for tv translator stations K71BA, K73BA and K75BB, Wenatchee, Wash.

Actions of Jan. 31

■ Granted renewal of license for following stations: KAIR Tucson, Ariz.; *KALW (FM) San Francisco, Calif.; KAVE-AM-TV Carlsbad, N. M.; KAVL Lancaster, Calif.; KBCL-FM Shreveport, La.; KBET Reno, Nev.; KBGN-AM-FM Caldwell, Idaho; KBLU Yuma, Ariz.; KCCR Pierre, S. D.; KCEE Tucson, Ariz.; KCID Caldwell, Idaho; KCLW Hamilton, Tex.; KEPI (FM) Phoenix, Ariz.; KFRC-AM-FM San Francisco, Calif.; KHHH Pampa, Tex.; KHIQ (FM) Sacramento, Calif.; KICN (FM) Omaha, Neb.; KICO Calxico, Calif.; KIQS Willows, Calif.; KLAC-AM-FM Los Angeles, Calif.; KLER Orofino, Idaho; KLMR Lamar, Colo.; KLO Ogden, Utah; KLYD Bakersfield, Calif.; KMLA (FM) Los Angeles, Calif.; KOAL Price, Utah; KOPR Butte, Mont.; KOVL Odessa, Tex.; KPFC Pasadena, Calif.; KPRO Riverside, Calif.; KRAE Cheyenne, Wyo.; KRAY Amarillo, Tex.; KRON-FM San Francisco, Calif.; KRPL Moscow, Idaho; KRSY Roswell, N. M.; KRTN Raton, N. M.; KSDO San Diego, Calif.; KSOO Sioux Falls, S. D.; *KUAT (TV) Tucson, Ariz.; KUDU Ventura, Calif.; KUKI Ukiah, Calif.; KVEC San Luis Obispo, Calif.; KVLB Cleveland, Tex.; KVVO Cheyenne, Wyo.; KWAL Wallace, Idaho; KWIV Douglas, Wyo.; KWOR World, Wyo.; KWSO Wasco, Calif.; KXOA-AM-FM Sacramento, Calif.; KKQR (FM) Fresno, Calif.; KYFM (FM) Oklahoma City, Okla.; KYOK Houston, Tex.; WHBQ Memphis, Tenn.; KOLT Scottsbluff, Neb.; KVON Napa, Calif.; WMFJ Daytona Beach, Fla.; KQXQ Ormond Beach, Fla.; K70BA, Orchards Community Tv Assn. Inc., Lewiston, Idaho; K70BI, K76AP, Big Lake Translator System Inc., Big Lake, Tex.; KE2XNY, Radio Corp. of America, Camden, Marlton and Union Mills, all New Jersey; KBND Bend, Ore.; KBPS Portland, Ore.; KENI Anchorage, Alaska; KIT Yakima, Wash.; KOAC Corvallis, Ore.; KRCC Prineville, Ore.; KULA Honolulu, Hawaii; KWLN Ashland, Ore.; KFLW Klamath Falls, Ore.; KMED Medford, Ore.; KALE Richland, Wash.; KAPY Port Angeles, Wash.; KSAY

Continued on page 79

SUBSCRIPTION APPLICATION

BROADCASTING The Businessweekly of Television and Radio
1735 DeSales Street, N.W., Washington 6, D. C.

Please start my subscription immediately for—

52 weekly issues \$7.00 104 weekly issues \$12.00 Payment attached
 52 issues & 1963 Yearbook \$12.00 Please bill
 1963 Yearbook \$5.00

_____ name _____ title/position*
 _____ company name
 _____ address
 _____ city _____ zone _____ state

Send to home address—

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 and WANTED TO BUY STATIONS advertising require display space.
- All other classifications, including Employment Agencies, etc., 30¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Detroit . . . sales management, with proven record of sales, who loves the challenge of selling. Excellent opportunity with top independent. Complete resume please. Box 584R, BROADCASTING.

Manager unusual opportunity to manage station in one of ten leading markets. Must have previous experience as manager or sales manager of negro programmed station. Box 221A, BROADCASTING.

Sales manager midwest market among leading forty. Liberal guarantee with incentive. Box 46B, BROADCASTING.

Wanted-immediately. Experienced sales minded manager for western N.Y.S. Top salary and benefits. Send photo and full particulars. Box 92B, BROADCASTING.

Once in a lifetime an opportunity for sales manager, radio time salesman or assistant who is self starter, knows how to sell, wants to make money. Secure starting salary plus marvelous incentive plan. Send details Bill Harrell KVOZ, Laredo, Texas.

Sales

Full time small market station in rocky mountain area, dry climate, college town interested in salesman. State experience and salary desired first letter. Excellent management cooperation. Box 19B, BROADCASTING.

Sales-producer, experienced, ready to move up to manage expanding eastern local operation. Box 57B, BROADCASTING.

Salesman announcer. Require polished salesman able to handle large accounts, southwest. Salary and commission. Experience necessary. Send resume, photo, tape first letter. Box 60B, BROADCASTING.

A top flight, successful fm station on the air for 2½ years in northern California with one successful time salesman needs a second man. Permanent position, salary plus commission. Good living conditions. Million and half population in prime coverage area. Reply full details first letter, but only if two years' successful sales experience in radio. Box 79B, BROADCASTING.

Leading California market, long established broadcast group operation, expanding sales staff. Golden opportunity for earnings, sunshine and good living. Immediate. Box 115B, BROADCASTING.

Sales opportunity . . . prove you can both carry big billings and manage a sales staff and you'll earn \$10,000 the first year in California medium market. Only real radio men need apply. Reply to Box 122B, BROADCASTING.

Radio sales department manager wanted. Desire experienced, family man who seeks permanent position. Opportunity for advancement. Send application, references and background information to F. Robert Woodward, Jr., General Manager, Radio Station KDTH, Dubuque, Iowa.

Wanted salesman or combination announcer-salesman who wants fulltime sales. Contact Dale Low, KNCM, Moberly, Missouri. Phone AMherst 3-1230.

Help Wanted—(Cont'd)

Sales

\$\$\$ here's your chance to make money with a growing station. The surface hasn't even been scratched if you have at least a year of sales experience and a proven sales record, write or call Bob Dollinger Sales Manager, WCNT, Centralia, Illinois.

Salesman for quality north central Ohio fm station. Excellent opportunity for aggressive ambitious and qualified salesman. P. O. Box 390, Port Clinton, Ohio.

Announcers

Announcer, with 1st ticket, male or female, for New Hampshire smooth-sound daytimer, \$110 weekly. Box 326R, BROADCASTING.

Announcer-newsman. New Jersey. Must have local news experience. Box 54A, BROADCASTING.

Announcer, hard worker, mature, personality, co-operative. Small, fulltime northeast market. Some experience preferred, but not necessary. Send tape resume, salary requirements. Box 4B, BROADCASTING.

Announcer-production with knowledge and enthusiasm for techniques of top tune format. Midwest. Box 47B, BROADCASTING.

Announcer with first class ticket. Desirable mid-Pennsylvania location. Tell all in first letter. Box 67B, BROADCASTING.

Small midwest station. Newsman and newsman announcer. Ideal community and station. No floaters or wild "dj's." Box 97B, BROADCASTING.

Personality dj: No kooks. If you can keep a lively pace, deliver a selling spot, like pop music (not junk), run a tight board, and will let us run the station, let's talk. Top rated station, eastern market. Send tape, photo and background. Box 111B, BROADCASTING.

Experienced announcer with 1st phone, good commercial delivery, for solid midwest station operation. Permanent, pleasant surroundings, many company benefits. No maintenance or technical work required. Send resume to Box 113B, BROADCASTING.

Leading New Jersey am-fm station needs first phone announcer. Good salary, fully paid pension and hospital plans. Immediate opening. Box 129B, BROADCASTING.

Immediate opening at major Houston station. Adult format. Must be a conscientious professional with resonant voice, intelligent news delivery and able to run a tight board. Send tape, resume. Box 158B, BROADCASTING.

KLIX, Twin Falls, Idaho seeking experienced announcer for radio and television. Immediate opening. Above average salary, paid vacation, group insurance, credit union. Rush tape, photo or film, references and resume to Buzz Langdon, Production Manager.

Quality, big band, big coverage, Mutual daytimer wants all around top drawer announcer. \$120 minimum per week to start. No prima donna. Send tape photo background to Winslow Porter, WJTO, Bath, Maine.

Help Wanted—(Cont'd)

Announcers

Wanted: staff announcer for fast-paced good music, CBS affiliate. Send tape, picture and resume to WANE, Radio, Fort Wayne, Indiana. No phone calls please!

Top rated modern format radio station in Peoria, Illinois, is constantly on the alert for bright-sounding personalities and aggressive newsmen. Please send tape and resume to Program Director of WIRL.

DJ, 1st phone, St. Louis area. \$115 week to start. Contact Chuck Norman, WGNU Radio, Granite City, Illinois.

Announcer-engineer. Salary flexibly. Base \$75. WHMC, 207 Brooks, Gathersburg, Md.

Mature, experienced announcer, first phone. WJIL, Jacksonville, Ill.

Experienced 1st phone announcer-newsman no maintenance. Michigan daytimer Mutual. Good opportunity with growing organization. Salary depends on experience and ability. Send tape, resume and photograph, WJUD, St. Johns, Michigan.

WWIZ, Lorain, Ohio wants announcer with 1st phone. Good pay, excellent chance even if you have little experience. Write, wire, phone Joe Leonard.

Wanted announcer: Mature experienced radio man for large radio and tv combination. Man we hire will be expected to work radio and live tv. Salary and talent condition can work into nice income for right man. Mail tape and resume to Chief Announcer, Box 751, Amarillo, Texas.

Capable morning man. Our listeners like to wake up to good music—a cheerful voice, authoritative news well prepared. What else can you do? Play by play, farm programs, sell? Send tape (Prefer air Check) and resume to V. J. Kaspar, WILO AM-FM, Frankfort, Indiana.

Indiana am daytimer and fm fulltimer needs first ticket announcer. Possibility of becoming pd for right man. Salary open. No maintenance but no applications without first ticket. Contact Frank Haas, WMRI, Marion, Indiana. Phone North 4-7396.

Phila.'s most successful fm popular music, full-time stereo \$100. Tapes and resume please. WQAL, Phila. 18.

Negro gospel. The nation's highest rated Negro group has immediate opening for an experienced gospel man. Must be excellent board operator, have good voice. Send complete resume, late photograph and tape to: Executive Vice President, McLendon Broadcasting Company, Suite 980, Milner Bldg., Jackson, Mississippi.

Technical

Chief engineer. Experienced. Capable maintenance, production. AM-fm station. New York State. Box 94B, BROADCASTING.

Engineer-announcer strong on maintenance, wanted immediately. Chance for advancement in Florida multiple station chain. Salary open. Tape references requested. Don't wait . . . this could be your break. Box 35B, BROADCASTING.

Help Wanted—(Cont'd)**Technical**

First class ticket holder wanted to head up engineering department for established Illinois operation, not in Chicago. Must be able to maintain transmitter and studio equipment. Practical experience with supervisory ability preferred. Fine opportunity with growing station, in high class facilities, permanent position, top salary for top man. Write Box 55B, BROADCASTING, with details of training, experience, references, availability for interview.

Sunny south Florida station has immediate opening for top first phone engineer/announcer. Must be strong in maintenance with outstanding air voice. Send resume tape and photo. Box 70B, BROADCASTING.

Washington, D. C. station. Young experienced first ticket engineer. No announcing. Transmitter shift, construction, and maintenance. Box 154B, BROADCASTING.

Wanted 1st class engineer and announcer WCBQ, Whitehall, Michigan. Station going on air March 1st. Send all information to radio station WCEN, Mt. Pleasant, Michigan.

First ticket announcer. Would prefer engineer who could do some announcing. Immediate opening for family man who likes small town. Salary dependent upon ability and versatility. Rush details, salary expected, tape and snapshot. References will be checked. Mason Dixon, KFTM, Fort Morgan, Colorado.

Wanted-chief engineer for WBIG, 5 kw, in Greensboro, N. C. Must be qualified for all phases of technical maintenance including directional. Must be able to assume responsibility for technical department. Salary open. Phone 272-6125 or write P. O. Box 1807.

Chief engineer experienced with directionals antennas. Some mike work. Immediate placement at KIOX, in Bay City, Texas, near gulf coast and Houston. Write giving qualifications to KIOX, Box 1391, Bay City, Texas.

Production—Programming, Others

Program director wanted for high class Illinois fulltime operation. Fine opportunity for creative, imaginative man who is expert with music and can supervise sparkling, upbeat programming. Better than average pay for right man, plus many valuable extras, plus future raises. Write Box 1B, BROADCASTING with details of experience, references, availability for interview.

Action newsman wanted. One who can find it, write it and read it. First person interviewing, beep reporting, on the scene type of coverage. No desk drones, no paper rippers. Top rated, 5 kw, 24 hour operation. Send tape, photo and details. Immediate opening. Box 16B, BROADCASTING.

Opportunity for ambitious news man to gather, write, and air news in authoritative manner. Prestige single market central Ohio station. Excellent facilities. Send resume and tape. Box 31B, BROADCASTING.

News caster. Authoritative. Capable rewrite, make beepers, air newscasts. Near New York City. Box 95B, BROADCASTING.

Looking for a step up. Better pay. Top rated station in major midwest market has immediate opening for qualified newsman. Send air check photo resume. Box 124B, BROADCASTING.

Modern radio newsman needed by growing group. Fill vacancy forced by promotion. No rip and read. Must know how to dig and air news. Send news tape and resume. Box 147B, BROADCASTING.

Program director. Suburban Chicago. No regular board shift or maintenance but 1st class license and successful announcer experience required. \$150 per week. Tape and details, WEAW, Evanston, Illinois.

Program manager. Must be highly creative. Dignified announcing in fast moving top 60 format. Dependability, credit must check out. Top money plus hops. Start March 1st KQDY, Box 1060, Minot, N. D.

Help Wanted—(Cont'd)**Production—Programming, Others**

Experienced gal copy writer. Excellent working conditions. Good salary. WLNA, Peekskill, New York.

Newsman—have immediate opening for qualified experienced newsman, must be able to gather, write and air news in factual authoritative manner for 5,000 watt mid-west independent which has earned reputation as prestige news station. Resume, photo, tape and references first letter to WMIX, Mt. Vernon, Illinois.

Script writers wanted. The broadcasting commission of the Chicago Board of Rabbis is seeking scripts for the children series "The Magic Door," aired weekly at 8:30 am Sundays on WDBM TV. These are programs designed for primary grade children, which include lessons in morality, and dramatizations of great moments in Jewish history. For further information including format, contact: Henry H. Mamet, HA 7-5863, 72 East 11 Street, Chicago 5, Ill.

RADIO**Situations Wanted—Management**

Want station to manage, buy into, strong sales, experienced, employed. Box 116A, BROADCASTING.

Thoroughly familiar with all but engineering phases of radio and television. Former sales manager and program director radio and tv. Now employed general manager 2 station radio market desires opportunity larger market sales management or management. Top record. Box 20B, BROADCASTING.

35 year old announcer, p.d., salesman. Many years radio/tv. Looking for position in management, or with view to same. Box 52B, BROADCASTING.

Attention New York state . . . small market, manager, sales manager, strong on sales and promotion. Available immediately. Best references. Contact Box 107B, BROADCASTING.

Manager with executive sales experience, radio and tv, familiar with merchandising, administration, recruiting, training, marketing and labor negotiations, seeks rewarding position. Box 120B, BROADCASTING.

General manager: Strong sales, programming, promotion, personnel. Currently successful in northwest market. Desire change to greater potential. Thirties, family. Interested only northwest, west and west coast, as full charge general manager. Top man for top market. Box 131B, BROADCASTING.

Mr. station owner, what have you to offer? Thirty five years old, 11 year broadcasting veteran is looking for a challenging situation. Have worked in every phase, from copywriting to station management. Know radio inside and out. Have first phone. Free to travel if necessary. Willing to make small investment. If you're looking for a civic minded, conscientious worker with top references who lives radio as well as responsibility, send details. Will reciprocate with same immediately. Box 132B, BROADCASTING.

General manager. Proven record of top sales, administration and programming. Prime interest Florida, west or southwest. Could invest. Box 155B, BROADCASTING.

Sales

Tops in sales, sales management. Also general manager. Prefer metropolitan New York City, New Jersey or eastern Pennsylvania. Stable, hard worker, mature, college grad. Box 137B, BROADCASTING.

Georgia, Alabama, Mississippi, Florida. Salesman-announcer. Interested in both with accent on sales. Single, ambitious, presently employed. Desires better position by re-location. Two years prep football play by play experience. One year remote experience from drive-in restaurant. Desires permanency with good station with friendly staff. Box 139B, BROADCASTING.

Situations Wanted—(Cont'd)**Announcers**

DJ/personality. Now employed. Adult programming. Gimicks. Seeks growth opportunity. Box 6B, BROADCASTING.

Announcer first phone. Experienced: Air, sales and creative copy. Seeks solid opportunity, will relocate. Box 21B, BROADCASTING.

Negro announcer with smooth-sound. Personable, dependable and available. Any format-market. Strong on news, and commercials. Box 50B, BROADCASTING.

D.J. newscaster, middle of road dj. Authoritative news, fast board, tight production. Not a floater. Box 76B, BROADCASTING.

1st phone announcer. Good air sound, excellent engineering abilities. Young, hard worker—2 years experience, dependable. Midwest preferred. Tape and resume on request. Box 77B, BROADCASTING.

Recent announcing school graduate age 22, married with 5 years broadcasting experience wishes to start in radio as, d-j, announcer, news, sportcasting, etc. Box 80B, BROADCASTING.

Staff announcer, young, experienced, college grad, pleasing air personality. Wants ambitious good music station offering advancement opportunity. Box 81B, BROADCASTING.

I am a top 40 disc jockey that needs more money. Who are you? Box 83B, BROADCASTING.

First phone announcer. 5 years experience. Family man. \$135 minimum. Box 84B, BROADCASTING.

Announcer, 1st phone, no maintenance, 20, 2 years announcing, single, relocate. Box 88B, BROADCASTING.

Boston P.D., 8 years experience station manager, news, programming, seeks good music news announcing, tv, radio in northeast. Top quality voice, references. Box 91B, BROADCASTING.

Two first phone announcers would like to move to green pasture from gray. Both good air men, one ready for p.d. slot. Box 144B, BROADCASTING.

Young-ambitious dj-newsman. Personality, talent. Willing to work. Prefer metropolitan, New York, New Jersey area. Box 198B, BROADCASTING.

Live format wanted. First phone, experience, good talker. State minimum. Box 100B, BROADCASTING.

Experienced first phone announcer needed for new eastern station. Going on air soon. Box 102B, BROADCASTING.

This thoroughly experienced top 40 announcer and newsman, desires a permanent position in Florida. I'm presently employed in Long Island and ready to leave now. Box 150B, BROADCASTING.

Announcer engineer with first class license experienced wants position in broadcasting. Box 125B, BROADCASTING.

Top 40 nighttime d.j., 5 years experience, family, veteran. Box 126B, BROADCASTING.

Announcer, aggressive 29 year old dj. 10 years experience as morning man. Top 40 to classical clock seeks medium market or better in east coast area Boston to Florida. Married-vet. Presently employed, worked successfully in pd. and sales management. Call 518-585-7637 after 6 PM or write Box 128B, BROADCASTING.

DJ, newscaster. Smooth delivery. Pleasant personality. Reliable. Ambitious. Available immediately. Box 130B, BROADCASTING.

Personality dj, first phone. Tight production. Ready to move up. Box 133B, BROADCASTING.

Hard worker, disc jockey, newscaster, sincere, honest. Any format, good board, well trained-good delivery. Third phone. Tape, photo. Box 138B, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Top man with good music, commercials, authoritative news; 1st ticket. Larger market, \$800 min. worth it. Box 141B, BROADCASTING.

Experienced first phone announcer seeking better position, Texas or southwest. 26, married, reliable. Box 143B, BROADCASTING.

Announcer-1st class license. Presently employed. Prefer Minnesota, Wisconsin, Iowa. Box 146B, BROADCASTING.

First phone combo, minimum experience. Looking for right opportunity. Contact G. Sanders, 4903 Colorado Avenue, Harrisburg, Pennsylvania. Phone KI 5-0352.

Announcer-salesman. First phone. New England preferred. Box 104B, BROADCASTING.

Announcer-engineer. 1st phone. Available immediately. Prefer northwest area or Hawaii. Box 151B, BROADCASTING.

10 years radio veteran of big eastern market. (top rated shows) desires new location with good music and/or jazz, or play by play. Am also experienced p.d. and album reviewer. Box 152B, BROADCASTING.

Sports director small market. Ready to move up. First class play by play looking for good baseball job. Local news also and sales. College graduate, good appearance. Fine references. Will rush tape. Some tv experience in college. Box 156B, BROADCASTING.

Four years experienced first phone announcer. Available immediately in a small market in Iowa or Minnesota. Phone 373-7743 or Write Dwaine Brewington, Route 3, Albert Lea, Minnesota.

Ron Roberts, formerly night man (swinger) with WOWO, Ft. Wayne, WEBC, Duluth, WSPD, Toledo wants to locate for permanency only in southern Wisconsin or northern Indiana or Illinois. 9 years experience, married, family and excellent in news dept. Write Ron Roberts, Tekonsha, Michigan.

News, dj, 2 years all phases. Radio tv experience. Single, college education, top credit and top references. Stable, sober. Dick Harris, 1215 East First St., Mitchell, South Dakota. 996-7172. Need job now!

Have #1 hooper, recommendation from former employer and hungry family . . . need work! Prefer eastern U. S. format operation. Phone Ashland, Ohio 2-4721.

Experienced 1st phone announcer, dj. Tight production, bright modern sound. Fred Lane, 1225 Hubbard Ave., St. Paul, Minnesota. Phone 644-9163.

Seven years diversified experience; two years present position. Desire employment with sound organization with chance to advance. Available March first or sooner. Bob Miller, East Liverpool, Ohio. 385-1202.

Technical

First class phone two years experience in television transmitter, studio and microwave. Single; no attachments. Box 86B, BROADCASTING.

Good announcer—1st phone. Family man; 14 years experience, 6 in major market; maintenance; willing to try sales. \$125.00 Box 96B, BROADCASTING.

Engineer, first phone, experience am & fm, wish to relocate in east. Family, honest, willing worker, presently employed. Box 17B, BROADCASTING.

Engineer thirteen years. Six years transmitter and control, television. Formerly chief 5 kw directional. Married and family. Have references. Box 140B, BROADCASTING.

Not a six week wonder. Engineer announcer, 1st phone, maintenance, copywriting, Single, experienced, no rock. Box 118B, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Chief engineer. Excellent past record and experience. Desires change to warmer climate, although unusually good opportunity would be deciding factor. Mature family man. Not a drifter. Box 153B, BROADCASTING.

Production—Programming, Others

Five years radio, seeking sports and related work. Will consider all offers. Box 273A, BROADCASTING.

I offer 11 years announcing experience in all phases. Can you offer permanency, opportunity, good salary? Box 325A, BROADCASTING.

Newsman—good commercial announcer. Matured, dependable. Metropolitan area preferred. Box 85B, BROADCASTING.

Copywriter with imagination, college degree, and experience seeks challenge! Box 87B, BROADCASTING.

Newsman-announcer. 5 years experience. Gather, write and deliver. Major southern markets only. Box 89B, BROADCASTING.

Is there a job east coast, west coast or Chicago for top rated negro newscaster? Experienced, currently employed midwest market. B.S. and A.B. degrees. Position desired with prestige radio operation that is vitally concerned with news. Excellent references. Box 90B, BROADCASTING.

Kiddie show personality: Ventriloquist, puppets, strong on commercials ten years broadcasting experience, self starter, have tried and proven format for large or medium market. Box 75B, BROADCASTING.

Extra sharp. Top programmer-production ace wants challenge as either or both in medium to metro market. Young, creative, versatile, sparkling, fast, funny, proven professional showman. 9½ years. Box 103B, BROADCASTING.

Top sports man available. 11 years in business complete experience play by play baseball, football, basketball, golf, tennis. Want play by play position coupled with daily sports shows on television or radio or both, or coupled with personality show or program director duties. Major baseball experience and strong on color. Available March 15th. If you want a good fulltime, young sportsman drop me a line and we'll talk. Box 119B, BROADCASTING.

Experienced radio ad man. Creative continuity writer, employable immediately. Master's degree. Box 136B, BROADCASTING.

Little Rock, Memphis areas. Air personality, copywriter, newsman, production, traffic, Arkansas, college. vet, young, employed metro market. Available April 1st. Box 142B, BROADCASTING.

Experienced first phone announcer desires move up to program director 27, N.A.O.B. graduate, five years on the air. I've done it all—now let me show your staff how. Box 145B, BROADCASTING.

News and special events man, radio-tv. Skilled in reporting, writing and airing news right and producing penetrating documentaries, editorials and features. Norman S. Morris, 4400 Lake Shore Drive, Shreveport, Louisiana. Telephone 631-2273.

TELEVISION

Help Wanted—Announcers

WSBT-am-fm-tv has opening for young staff announcer with 2½ years experience. Working knowledge of good music necessary; tv experience helpful. Prestige station, salary plus talent, excellent insurance, health care and pension programs. Send resume, picture and tape (video tape or film also acceptable) to Personnel Director, South Bend Tribune, South Bend 26, Indiana.

Help Wanted—(Cont'd)

Technical

TV control board operator. Maintenance experience helpful. Radio telephone first required. Box 44B, BROADCASTING.

Chief engineer for full power vhf, midwest network affiliate. Must be able to administrate and direct operation for 15 man staff. Starting salary around \$10,000. Send full details in first letter to Box 121B, BROADCASTING.

Need studio engineer with basic knowledge and drive for optimizing operation. Opportunities for right man. Oklahoma. Send full particulars to Box 135B, BROADCASTING.

Major power UHF tv station 1st south central Pennsylvania requires 1st class radio telephone operator for transmitter and studio operation. Starting salary commensurate with background and ability. Liberal company benefits splendid city. Resume to Box 157B, BROADCASTING. Strictly confidential.

Engineer first class license. Immediate opening television transmitter-switcher shift. Call Carl Anderson, KREY-TV, Montrose, Colorado.

Immediate opening for experienced engineer for position with full power, channel 2 station in Montana's largest market. Prefer man experienced in all phases of television maintenance for daytime schedule, five days a week. Fisherman's and hunters paradise. Call Grant H. French, 252-5611 or write P. O. Box 2557, Billings, Montana.

Experienced VHF engineer, interested more in future than big salary now. Maintenance-combo work. KAIL-TV, channel 53, AM 4-1309-AM 4-2120. Fresno.

Engineer with firstclass FCC license. 40 hour week normal. Possible assignment at both transmitter mountain site and downtown studio. In person interview required. Contact R. M. Cleveland, KGUN-TV, Tucson, Arizona.

Production—Programming, Others

Male or female with tv experience to manage traffic department in south Florida NBC-TV affiliate. Send resume to Box 55A, BROADCASTING.

California network tv station in medium market wants highly professional experienced tv artist promotion man. Give all details first letter. Box 148B, BROADCASTING.

TELEVISION

Situations Wanted—Management

Thoroughly familiar with all but engineering phases of radio and television. Former sales manager and program director radio and tv. Now employed general manager 2 station radio market desires opportunity larger market sales management or management. Top record. Box 20B, BROADCASTING.

TV station manager: Just separated from a UHF TV station (in all-UHF three station market). I've managed since May 22, 1961. Station grossed \$336,000 in 1960, and running behind 1960 figures at the time I took over. In 1962 station billed \$530,000 with operating profit of \$175,000 plus payment of \$20,000 "non-competitive" payment to previous owner. My experience includes sales on national and local level research and sales management. I'm married with two children and willing to relocate. If you'd like to talk, just write or call: Philip J. Richtscheidt, 3554 Sampson Road, Youngstown 5, Ohio. Phone: 747: 9995 Area Code: 216.

Situations Wanted—(Cont'd)

Management

Enthusiastic 36 year old sales executive. Idea man, now assistant manager, 75,000 market, seeks greater opportunity in larger market. Earning \$20,000. Civic leader, family man. Box 109B, BROADCASTING.

Interested in organizing or managing a film-video tape department. 10 years experience. (UHF & VHF) Box 161B, BROADCASTING.

Sales

Tom Brown wants radio/tv station (one with a sales problem) Tom Brown has the background, experience, and contacts needed to sell major N. Y. ad agencies on using your station. Tom Brown has the know how to train your staff in the proven techniques of successful selling to your advertisers, and your local agencies, too. If you want to grow, Tom Brown wants you. If you need Tom Brown, act fast! Thomas J. Brown, 645 West End Avenue, New York 25, New York. TR 3-9536 (Home) Or PL 7-1800 (Office)

Announcers

Nine years television and radio announcing, mature. Dependable. Prefer tv or tv and radio, references. 33, married, Cal Hardwick, 1407½ St. Louis, Dallas 1, Texas.

Desire tv position, New England. First phone. Box 105B, BROADCASTING.

Technical

Chief engineer or supervisor position desired. 14 years tv, 8 years as chief. All phases. Box 106B, BROADCASTING.

1st ticket, desires to learn tv transmitter operation and maintenance presently employed California. Will consider other areas if good opportunity permanent position. Box 127B, BROADCASTING.

Production—Programming, Others

Traded major for minor market for overall experience. Now have it in film, production, programming and administration. Also have family, degree and references. Presently operations-production manager. Will move for \$9600. Box 78B, BROADCASTING.

Newscaster - writer - announcer, journalism graduate. Now with leading 50 kw. Seeks change, tv, or radio, preferably west-south-west. Salary open. Box 13B, BROADCASTING.

Writer-director-announcer in 20th market. Created shows topping anything local or net. Never lost an account. Box 45B, BROADCASTING.

TV newsman experienced in digging, shooting, writing and airing. Regular airing required. Box 110B, BROADCASTING.

News director. Award winning, mature authoritative. Journalism graduate. Top rated major markets. Experienced every facet tv-radio news. Priced for quality news minded management interested top ratings. Box 112B, BROADCASTING.

News. On-camera; editorials; credits; 14 years. West (present employment), or mid-west. Reply wire or airmail. Box 149B, BROADCASTING.

Woman program specialist 16 years broadcast experience, 10 years as TV program manager affiliated with three networks. Air experience in radio and TV as newscaster, interviewer, commercial announcer. Production, traffic, film buying, public relations and license renewals. West Coast preferred. Available April 1st. Box 164B, BROADCASTING.

Newsman—10 years reporter, writer, newscaster—radio, newspaper background. Seeks television operation where can gather, write, film and broadcast news. Box 162B, BROADCASTING.

WANTED TO BUY

Equipment

5 kw am transmitter. Gates preferred. Box 54B, BROADCASTING.

We need fully equipped tv mobile unit on long term rental basis or possible purchase. Box 286A, BROADCASTING.

Used Presto 800's or Ampex 350's. Full track, in good condition. Box 123B, BROADCASTING.

12Z3 Collins 4 position program pick-up amplifier. Must be in top condition. Box 159B, BROADCASTING.

5 kw am transmitter. Reeves, box 904, Concord, California Phone 685-1480. Full description please.

Recent model 5,000 watt transmitter in good condition. Will prefer Gates or RCA. Give price and conditions to Martin Martines, Rios, Nucleo Radio Mil Insurgentes Sur, 1870 Mexico City.

Wanted Ampex model 1080 Modulator/demodulator, for video tape, or related equipment to up-date VR-1000. T. A. Barr, WAFG-TV, Huntsville, Alabama. Phone 539-1783.

Wanted; used microwave equipment, RCA or Raytheon. 7,000 mc. 1 watt. Contact Keith Townsden, KAYS TV, Hays, Kansas.

For Sale

Equipment

RCA BTF-10B. 10 kilowatt fm transmitter. \$6500. Box 32B, BROADCASTING.

Sony Newscaster EM-1, all transistor portable tape recorder for field and spot interviews. Amazing fidelity. Like new. \$300. Steve Baline Productions, 59 Oviedo Court, Pacifica, California.

Fidelipac tape cartridges. Best prices, same day shipment. Old cartridges reconditioned. Write for complete Sparta equipment brochure. Sparta Electronic Corporation. 6450 Freeport Blvd., Sacramento 22, California.

For sale 780 feet 6¼ inch coaxial transmission line. Excellent condition. Priced to sell. Call Harvey Mason, Chief Engineer, North Carolina Television Inc., Washington, North Carolina.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1½" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused, 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Continental 1 kw UHF transmitter. Filterplexer, 400 foot tower, UHF Andrew 3½", 50 ohm Coaxial line, 1 channel 34 antenna. M. N. Bostick. KWTX-TV, Waco, Texas.

Three 300 mm tower beacons and eight side lights. Excellent condition. Make offer. WNLG, New London, Conn.

Automation. Used Schafer 2100 System (current model). Take over payments with approved credit. Box 295A, BROADCASTING.

Save fifty percent or more on your transmitter and studio equipment. Don't buy until you get your prices on Voltmeters, Ammeters, Milliameters, Radiofrequency, Decibelmeters, Jennings Vacuum, Gil and Mica Filter Capacitors, plate filament transformers, chokes. Mail your requirements. United Radio Co., Box 100V, Newark, New Jersey.

For sale: Two heavy guyed towers, 325, 350 feet near Memphis, Tennessee. Weight approximately 10 tons each, cross section 4 feet triangle. Box 82B, BROADCASTING.

For Sale—(Cont'd)

Equipment

Telephoto lenses, 13 inch. RCA type MI 26590-14, brand new in original cartons, at \$250 each. Send purchase order to: Hy Ness Company, 2105 Cruger Avenue, New York 62, New York.

RCA 50-B 50 kw am transmitter. Excellent condition. \$15,000 cash. 639 Madison, Memphis, Tennessee. JA 7-2614.

Gates BC-250 GY transmitter. Used under five years. 1340 kc. Complete with tubes, \$700. You crate and ship. Contact Manager, WDSR, Lake City, Florida.

Complete Schafer Automation System. Model 1200C in use only one-year! 1 CU-9 Control Unit, main control unit for entire system; 2 PBR Playback Channels, each channel consists of three Ampex 351 playback tape machines—six in all; 1 MU-3 Program Preparation Unit, for making up program tapes; 1 TM-1 Time Machine, delivers time signals to automation; 2 S-200 Spotters, stores 400 commercials; 3 M-40 Memory Playbacks, two used for memory control of S-200 spotters; 1 M-60 Memory Recorder, used in conjunction with one M-40 unit for recording of memory tapes or spotters. Also have all remote controls for automation system—S-200 spotters and the make-up unit. Original Total Cost: \$32,000. Make a reasonable offer. Write or phone: Bernie Strachota, gen. mgr., W-RIT RADIO, 5407 W. Martin Dr., Milwaukee 8, Wis.

For sale: Remote custom built trailer, 12 by 6 feet, with console, will handle three microphones, has two 45 turn tables, one three-speed turn table, and public address system, combination air conditioner and heater. Reasonable. Call or write, WASA, Havre de Grace, Maryland. WE 9-0800.

New Andrew ¾" Heliac 50 ohm Coaxial Jacketed Cable 90¢ per foot fob. El Cajon Electronic Eng. Ent. P.O. Box 012, San Diego 15, California.

Houston Fearless labmaster less than two years old with accessories. Costs \$7000 new. Make an offer. Bill Hargen. KSBW-TV, Salinas, California.

MISCELLANEOUS

Thomas Patrick Stanton, formerly of St. Louis Missouri. Please send us your address and telephone number so we may contact you regarding a matter of mutual interest. Box 108B, BROADCASTING.

Resumes by Ph.D. currently in television industry. Fast service. Details airmailed. Thayer, 808 Eighth, Laurel, Maryland.

Pepping up farm show? Washington correspondent fifteen years (M.A. degree) will provide daily, weekly, farm news reports, features by phone, tape. Box 59B, BROADCASTING.

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Special rates to Christian religious broadcasters 6 AM to 9 AM. WTOS, Milwaukee 13, Wisconsin.

Business Opportunities

Unlimited funds available for radio and television properties. We specialize in financing for the broadcasting industry. Write full details to Box 205A, BROADCASTING.

Experienced sales and management team of two with substantial capital interested in investing in and operating, with possibility of eventual full purchase, radio station with in first 75 markets Box 93B, BROADCASTING.

Station making money wants someone to buy 1st mortgage. 10 year pay-out. Box 163B, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave. Hollywood 27, California.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

FCC license in 6 weeks. Waldo Brazil instructor. Lowest tuition, with guaranteed results. It's Space City's best offer. Houston Institute of Electronics and Broadcasting, 1 Main Street, CA 7-0529.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for class starting April 24. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

"Are you Cold?" Do you need first Phone? Sunny Florida . . . Gulf Beaches . . . and a FCC first phone in five(5) weeks—"Guaranteed." Latest teaching methods. Connected with modern commercial station. Radio Engineering Institute of Florida, Inc., 3044 Bay Street, Sarasota, Florida.

San Francisco's Chris Borden School of Modern Radio Technique. Graduates all over the country. 1st phone, DJ instruction, placement. Free illustrated brochure. 259 Geary St.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5kw station. One price includes everything, even room and board. American Academy of Electronics, 303 St. Francis St., Mobile, Ala.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

EMPLOYMENT SERVICE

OPPORTUNITY!

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U. S. MARKETS
MIDWEST SATURATION
Write for application NOW

BROADCAST EMPLOYMENT SERVICE

4825 10th Ave. So.
Minneapolis 17, Minn.

RADIO

Help Wanted

Management

EVP

EXECUTIVE VICE PRESIDENT

Radio Chain operating metro stations in South has immediate opening for executive vice president, with the following combination qualifications.

Under 42, married, college degree or equivalent, military service as officer, 7 years broadcast management. Must have specific knowledge of sales, promotion, clerical, programming, personnel & general knowledge of accounting, engineering, FCC and legal.

Must be a tough detail-minded administrator and decision maker with follow through who possesses imagination, common sense, courage and smooth personality. Willing to make sacrifices necessary for success and accomplishment. If you are this man, we will pay you well and give you fringe benefits while you work 65 to 70 hours a week in pleasant surroundings with wonderful people.

Send complete resume and late photograph, in complete confidence. We will contact you confidentially.

Box 208A, BROADCASTING

WANTED: GENERAL MANAGER

for midwestern Radio-TV operation located in medium sized, stable city and area. Must have business acumen and sales-organizational ability. Must have at least five years background as a station manager or in the top administrative part of management. Good, livable salary. Write in detail giving references and salary ideas.

Box 101B, Broadcasting

FM STATION MANAGEMENT/SALES

Unusual opportunity with leading West Coast market FM operation. Ideal chance to grow with established broadcast group. Salary, plus. Immediate.

Box 114B, BROADCASTING

Announcers

WANTED BY PHILADELPHIA

area station, two top personalities.
No screamers. First phone desirable,
top pay.

Call: MANAGER

609-882-6646

RADIO

Situations Wanted

Production—Programming, Others

MODERN RADIO PROGRAMMER SEEKS LONG-TIME RELATIONSHIP WITH LONG-TIME OWNERSHIP STATION

If you're in the radio business and dedicated to it for not only monetary reasons . . . if you realize that audience needs must be answered intelligently and vibrantly in this modern society. If you believe in ratings . . . if you're not prejudiced about music . . . if you believe in Leadership and wholesome competition . . . I would like to hear from you.

BOX 330A, BROADCASTING.

PROGRAM DIRECTOR

at number one 50 KW coast power seeking move. Best recommendations from current employer. On air with top ratings and good rating story. 10 years in radio. Top 40 operator that can do the job for you. Major markets only. Currently in top 40.

Box 188, BROADCASTING

TELEVISION

Help Wanted

Management

WANTED: EXECUTIVE ASSISTANT

Unusual opportunity with major western television station. The man we are looking for is a junior executive at a major market station—or a senior executive at a medium market station—he is 35 or under—college educated—has a knowledge of business law—has at least five years experience in television management—is ambitious and wants the opportunity to learn and progress with a successful major station. Send complete education and experience resume and salary requirements to

Box 116B, Broadcasting

ASSISTANT TELEVISION PROGRAM MANAGER

Major Western Market.
Need at once experienced television program man. Must have five years experience as program manager or assistant program manager in a major market. Include complete background and salary requirements.

Reply to Box 117B, Broadcasting

Technical

ENGINEERING ASSISTANT
Major northeastern AM-FM-TV stations are looking for a man who wants to move up. Excellent opportunity if you can handle responsibility at studios and transmitters. Good salary and fringes, also relocation allowance.
Box 39B, BROADCASTING

For Sale

Equipment

3 GOOD BUYS

3 P-150 Playback Units
1 A-150 Record Unit
1 AMS-3 Control Unit
Package Price: \$575

3 PB-150 Playback Units
1 AB-150 Record Unit
1 AMS-3 Control Unit
Package Price: \$675

1 ITA 5000B Transmitter
Like New \$6,500

Box 27B BROADCASTING

KINE-SCOPE RECORDERS—
Two (2) GPL 16mm kine recorders, model PA303, must be disposed of as quickly as possible. Both are in excellent operating and physical condition—recorder with serial #75 has a Mauer Sound Recording Head. Recorder serial #92 is without sound. We will listen to any offer and discuss any deal. We are interested in moving this equipment FAST.
Box 71B, BROADCASTING

INSTRUCTIONS

RADIO-TV ANNOUNCING COURSES ENGINEER & 1st FONE COURSES

Active Placement Service.
Attention Managers: A few Outstanding Announcers now available for radio-tv.

KEEGAN TECHNICAL INSTITUTE
"Since 1947"
207 Madison, Memphis, Tenn.

Miscellaneous

AD LIBS!

A new monthly publication of Clean Lines for DJ'S Comics & Speakers. Sample sheet on request.

Write:

2510 Queens Chapel Road,
Apt. 304, Hyattsville, Maryland
or Phone: 301-864-9151

Miscellaneous—(Cont'd)

MOVING TO CHICAGO??

Contemporary suburban executive ranch. Four bedrooms, two baths, full basement, gas heat, wooded lot. Near shopping, best transportation, all schools.
\$37,900. Phone:

Mrs. Hutchinson: Chicagoland
WO 8-8865 or HU 5-0020.

DIRECT from EUROPE

Custom Interviews and News Features—Tailored for YOUR MARKET.

Box 99B, BROADCASTING

For Sale

Stations

FOR SALE SMALL MARKET

Television station. Good deal for right party. Will sell with or without real estate.

Box 134B, BROADCASTING

FLORIDA FULLTIME

Single market station, Florida West Coast area. \$45,000 total price, 20% down, balance 7 years. Sale due to illness. Principals only.

Box 160B, BROADCASTING

CONFIDENTIAL NEGOTIATIONS

For Buying and Selling
RADIO and TV STATIONS
in the eastern states and Florida
W. B. GRIMES & CO.
2000 Florida Avenue, N.W.
Washington 9, D. C.
DEcatur 2-2311

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

EASTERN TV

Money-making UHF station in all uhf area. Price relative to cash flow.

CHAPMAN COMPANY
2045 Peachtree Rd. N.E., Atlanta 9, Ga.

Continued from page 73

Auburn, Wash.; KBOY-AM-FM Medford, Ore.; KENE Toppenish, Wash.; KLBM LaGrande, Ore.; K05AJ, K13BH, Hot Springs Tv Club, Hot Springs, S. D.; K74BD, K80AW, K82AL, Dubuque Area Translator Co., Dubuque, Iowa; KHVH Honolulu, Hawaii.

WOLE-TV Aguadilla, P. R.—Granted license for tv, redescribe trans. location as Atayala Peak, near Anasco, P. R., and specify studio location as WABA Radio Building.

KCAL Redlands, Calif.—Granted mod. of cp to change type trans., and ant.-trans. and studio locations.

KGAR Vancouver, Wash.—Granted mod. of cp to change type trans.

KCKW Jena, La.—Denied request for mod. of pre-sunrise condition attached to outstanding cp.

■ Following stations were granted extensions of completion dates as shown: KGAR Vancouver, Wash., to June 1; WKHM-FM Jackson, Mich., to June 25; WPIT Pittsburgh, Pa., to March 15; KUFY (FM) Redwood City, Calif., to March 1; WITN-FM Grifton, N. C., to July 1; WPRT Prestonsburg, Ky., to July 10; WJPF Herrin, Ill., to March 15; WAPE Jacksonville, Fla., to June 30; WELL-FM Battle Creek, Mich., to June 25; KUDL Kansas City, Mo., to May 1; WCMJ Ashland, Ky., to April 13; WTNS Coshocton, Ohio, to April 15; WTCN Minneapolis, Minn., to April 8; KABL Oakland, Calif., to July 29; WCHI Chillicothe, Ohio, to March 16; WBER Moncks Corner, S. C., to Aug. 13; WCIN Cincinnati, Ohio, to June 1; KFTW Fredricktown, Mo., to June 20; KFMB San Diego, Calif., to April 30.

Actions of Jan. 30

WKY-AM-TV Oklahoma City, Okla.—Granted renewal of licenses for am and aux., for aux. trans. and aux. ant. only of tv, and adjunct stations.

Action of Jan. 29

WGRV-FM Greenville, Tenn.—Granted authority to remain silent for period ending Feb. 29.

License renewals

FULL-TERM

■ Commission granted renewal of license of Dallas Morning News for WFAA-TV Dallas, Tex., and addressed letter to licensee (Comr. Hyde concurred in grant of application but dissented to letter). Action Feb. 6.

KOCO-TV Enid, Okla.—Granted renewal of license.

SHORT-TERM

■ Commission granted Natchez Bestg. Co. renewal of license for WMIS Natchez, Miss., for regular term, which has about 17 months remaining, but considered action as equivalent of short term grant. Action Feb. 6.

For Sale—(Cont'd)

Stations

To buy or sell Radio and/or TV properties contact.

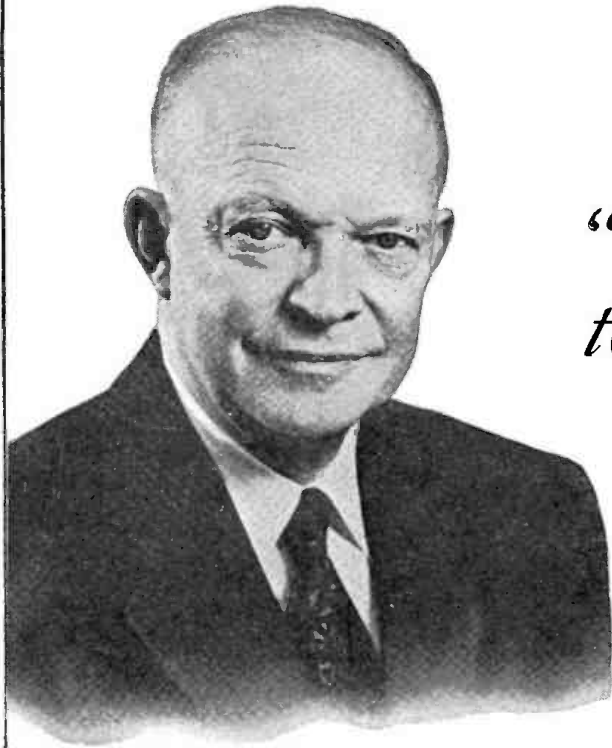
PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS

STATIONS FOR SALE

SOUTHWEST. Full time. Billing \$70,000. Profitable! Priced at \$90,000 including real estate. 29% down.

UPPER MIDWEST. Exclusive full time. Three year annual average billing close to \$90,000. Priced at \$150,000. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279



*"...I urge you
to join with me..."*

GEN. DWIGHT D. EISENHOWER
American Heart Association
Honorary Chairman,
Board of Directors

"...Each of us has a highly personal stake in the conquest of heart disease. There are few families who do not live in its shadow or have not met it face to face . . . Your Heart Association is mobilized for the conquest of heart disease and I urge you to join with me in aiding the Heart Fund. Your support, and the part you play, have a very important role, a very important influence on the outcome of this vital effort."

More will Live



the more you Give

HEART FUND

OUR RESPECTS to Julian Mortimer Kaufman

Success is writing "how to do it" article at right time

Are you looking for a better job but don't know how to go about getting one? The formula is simple, according to Julian M. Kaufman, vice president and general manager of XETV (TV) Tijuana-San Diego, and vice president of KMEX-TV Los Angeles, newly established all-Spanish programmed station on uhf ch. 34.

"Write an article for BROADCASTING" is Mr. Kaufman's advice. "I did and got 28 job offers inside of a week." Of course, he admits, the timing may have had something to do with it. He was manager of KPHO-TV Phoenix and his article "How to operate a tv station in a medium-sized market" appeared coincidentally with the lifting of the freeze on tv construction. Grants were being issued once more and a lot of people found themselves about to enter a field in which they had no experience, so anyone who knew his way around a tv station was in great demand. Points in the article seemed to answer many of the questions that people considering the medium had in mind so it wasn't surprising that a great deal of mail was directed to his attention.

The letter that interested Julie most came from Emilio Azcarraga, Mexican broadcasting tycoon, offering him the managership of XETV. Soon after that, Julie moved to San Diego, where XETV's sales offices are located. The transmitter and studios are across the border in Mexico. ("Everything from a new tube to the engineer's lunch has to go through customs.")

In The Middle ■ Operating a Mexican station programmed in English for the San Diego market presented social and financial problems as well as those of logistics. "They loathed us on one side of the border and hated us on the other," Julie says of those early days. XETV was then an independent station dependent for its programs on syndicated films, old movies and what programs could be produced locally. Julie went heavily into public service. Two hours each morning were given to California Western U., whose professors, in those pre-video tape days, rose at dawn to make the trek across the border to deliver their tv lectures live.

Julie and his wife, nee Katherine Likins, made the rounds of San Diego civic affairs, volunteering their services to worthwhile causes and donating time on XETV as well.

Julie has been as particular about the station's advertisers as its programming, ruthlessly rejecting commercials he found in bad taste and trying not to think of finances but to concentrate on

the right image. He handpicked the station's on-air personalities and insisted that XETV live up to the FCC standards as well as those of the Mexican government.

It was a hard regime, but it paid off. Today, XETV is a full-fledged ABC-TV affiliate and is accepted as an integral part of San Diego television. "The early resistance has evaporated," Julie says. "San Diego is now considered a three-station market. It's been a long time since I've heard us referred to as 'that Mexican station.' Our sponsor list includes top San Diego advertisers—banks, department stores and the like."

Jolly Ollie ■ One of the things that keep Julie busy is a thriving syndication service for programs and commercials produced in Tijuana for use by U. S. advertisers and stations. Jai alai games, on tape, have become popular fare in many cities other than San Diego and one of Julie's favorite anecdotes is about a telephone call from the manager of a tv station in a southeastern state who wanted to know more about "that Jolly Ollie show of yours."

For the past year Julie has been involved in establishing uhf stations in U. S. cities for a new company, Spanish International Broadcasting Corp., of which he is 5% stockholder, and of which Sr. Azcarraga owns 20%, the maximum permitted a non-U. S. citizen. "When I heard 'uhf,' I shuddered," Julie says, "But I found out that Shakespeare was right—the play's the thing

for sure.

"We took over a uhf station in San Antonio that was almost dead, put in all-Spanish programming and inside of 60 days we'd increased billings by 30 times, bringing the volume up to a five-figure total a month. In Los Angeles, after four months, we're on the verge of breaking into the black and we've got an application in for the New York market."

The Early Years ■ Born April 3, 1918, in Detroit, Julian Mortimer Kaufman grew up in Newark, where he graduated from high school in mid-depression and at 17 became possibly the nation's youngest publisher—of the Elizabeth (N.J.) *Sunday Sun*. By doing everything himself and working virtually around the clock he made the weekly shopping news a profitable operation which he sold for enough money to support him while "I became a writer." A year of much writing but no sales killed that idea and before he had time to wonder what to try next he got the answer from Washington: Four years of service in the Army Air Corps.

The war over, he took his bride to Tucson. Another shopping news, another success, again a sale and they were off to Minneapolis where Julie enrolled in a tv school—determined to get in on the ground floor of the new medium. KSTP-TV was broadcasting experimentally; the students were given the run of the studio and here Julie learned his tv abc's.

Illness in his wife's family took them to San Diego, where Julie became tv director of an advertising agency. This led to an account executive's job at KGO-TV San Francisco, which in turn led to the post of sales manager at KPHO-TV Phoenix. He had been promoted to station manager when he wrote the article that Emilio Azcarraga read.

Julie and Kitty have two youngsters, Nikki, 18, and Keith, 8. They live in an adobe house near Escondido ("about as far as I can get from the studio and still get a perfect picture"). Golf, tennis, swimming, baseball, and basketball (company teams), and a controlled diet (he learned four years ago of a diabetic condition) keep Julie slim, trim and tanned.

Of his many affiliations, he is proudest of his membership in the University Club (by special board action), his inclusion in the Hall of Fame of the San Diego Ad Club and his appointment by Governor Brown of California to the state's mental health board.



Mr. Kaufman
He went into public service

Momentum

THIS could be the big year for broadcasters. Big not merely in dollar volume or programming successes, but in relief from the harassment of government and perhaps in legislation that will retrieve the freedom assured them by Congress in 1927 when the first radio law was enacted.

The local television hearings in Omaha have boomeranged on the FCC and have evoked new congressional attention. The monographs drafted by members of the Federal Communications Bar Assn. proposing drastic changes in the Communications Law to prevent the FCC from imposing its programming judgments upon broadcasters have elicited applause—and action—from many thinking broadcasters. FCC Commissioner-designate Kenneth Cox learned, perhaps with dismay, that members of the Senate Commerce Committee are against the FCC's "big brother" attitude. He got the message during his confirmation hearing 10 days ago.

A significant change in the posture of NAB President LeRoy Collins also has helped. Heretofore he has been disposed toward peaceful co-existence with the FCC. He suddenly became a bellicose defender of broadcasters' rights in attacking the FCC's Omaha inquisition.

The momentum must not be lost. A new opportunity to accelerate the pace will be presented Feb. 26-27 when the conference of state broadcaster association presidents meets in Washington under NAB auspices. Here is a direct line to all of the state legislatures and to all of the members of the congressional delegations.

The state presidents should be urged to support the new legislation to redefine the limits of FCC authority, to repeal the political section (315) and to impart to broadcasters freedom from censorship, direct or indirect.

We said this could be the big year for broadcasters. It will be if they want it. They must work for it at the state as well as the federal level. They must insist through their state associations and their NAB directors that their trade association get behind the legislative drive.

The troops and the guns are there. The spade-work has been done. It's time to launch an all-out offensive.

Kangaroo court

BROADCASTERS might as well resign themselves to a long and uphill struggle in their efforts to get their cameras and microphones into most of the courts in this country. By voice vote (a chorus of "ayes," a scattering of "nays") the house of delegates of the American Bar Assn. voted last week to retain the association's Canon 35 which prevents the photographing and broadcasting of trials.

It is too early to predict the effects of the bar association's action, but we cannot imagine they will be salutary. The association's canons already have the force of law in many state courts and are voluntarily observed in most others. Now that the association's house of delegates has reaffirmed Canon 35, on the recommendation of a special committee that had been studying the subject for several years, state courts that may have been wavering toward liberalization are bound to have second thoughts.

The report of the bar association's special Canon 35 committee is a document that will obstruct the broadcasters' cause, although it contains imperfections that can, in time, be turned to the broadcasters' advantage. We must agree with NAB president LeRoy Collins that the committee failed to give broadcasting a fair trial and that it betrayed a shocking lack of confidence in the character of judges.

As Gov. Collins pointed out, in a statement issued after the committee's report was made public but before the house of delegates adopted it, the committee rejected a proposal

by the NAB and the Radio and Television News Directors Assn. for a series of tests of broadcast coverage under actual trial conditions to determine its effect on the conduct of trials. The committee said the tests would not be "fruitful." As Gov. Collins put it, the tests would have given the committee "an opportunity to base its conclusions on fact rather than supposition."

The committee also opposed the granting of discretion to individual judges to open or close their courts to radio and tv, and it gave as its reason: "Since most of our state judges still are elected in political campaigns, in which their success can be affected by the media of public communication, it is unfair to subject them to potentially powerful pressures for a favorable decision as to courtroom privileges."

Surely there will be state judges who object to the bar association's assumption that they lack the nerve to control their own courts. There will certainly be some who will question the committee's rejection of tests before reaching its conclusion. It is to those local judges and local bars that broadcasters must turn now.

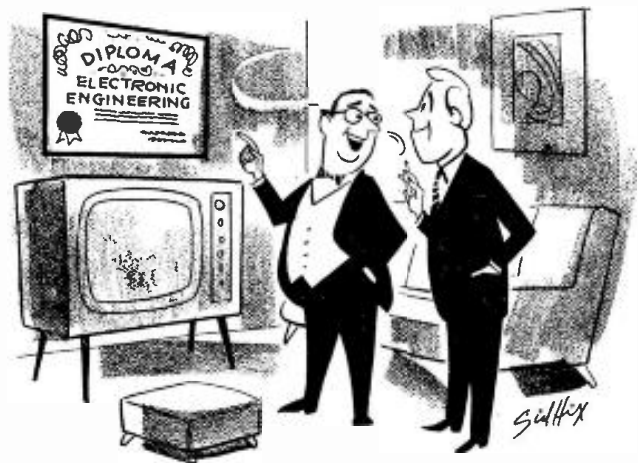
In those communities where the possibility of court access exists, broadcasters must do their best to exploit it. And when broadcasters are admitted to cover trials, they must plan their coverage to be so unobtrusive that the most reactionary member of the bar cannot later complain that broadcasting clutters up a courtroom. It might have helped the broadcasters' cause before the bar association's study committee if some of their fellows had performed less ostentatiously in courtrooms in the past.

Articles of faith

IF a common theme ran through the Washington meeting last week of the Advertising Federation of America and the Advertising Assn. of the West, it was articulated by Peter G. Peterson, president of Bell & Howell. Mr. Peterson decried generalized criticisms of advertising and attempts to invoke crippling government controls.

Mr. Peterson said the government should protect the consumer "from the hit-and-run lie perpetrated by the fly-by-night company, but beyond this obvious exercise of authority against fraud we must tread very gingerly indeed." We hope that bureaucrats will come to share Mr. Peterson's appraisal of the public. "My confidence in the brains and backbone of the consumer grows daily," Mr. Peterson said.

To that it might be added: In America freedom is our most important product.



Drawn for BROADCASTING by Sid Hix
 "I'm in advertising, really . . . that's just to keep tv repair men on their toes!"



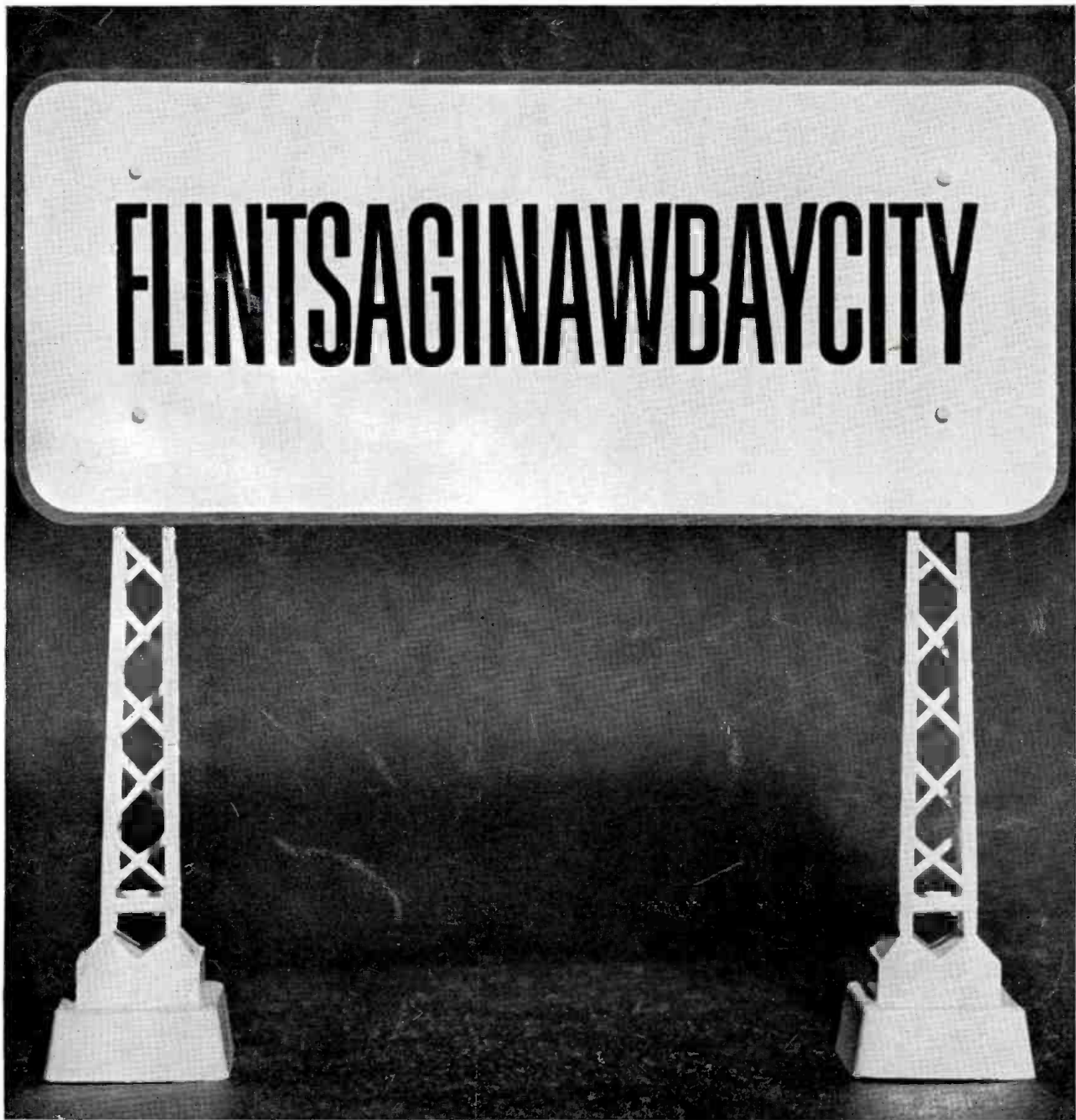
The Mark of Protected Investment



RCA maintains a stock of more than 6 million exact replacement parts—covering RCA Broadcast Equipment built as far back as the early '30's. RCA Replacement Parts Service is open 24 hours a day.



The Most Trusted Name in Electronics



All together, it's Michigan's 3-in-1 shopping center and America's 37th Metropolitan TV market!

And why *not* put it together, as it is on our sign? After all, that's exactly what happens every time WJRT turns its transmitter on: the highways shrink, the hyphens fall out and you get metropolitan Flint, Saginaw and Bay City in a single TV buy. A buy that, by virtue of its 183,100 metropolitan TV homes, represents the 37th market!¹

If you're an advertiser, you'd do well to look into

WJRT, which created "FLINTSAGINAWBAYCITY" in the first place. Which gets the lion's share of the TV audience, morning, noon and night.² And registers a 70% or better net weekly circulation in most of the surrounding 23 counties.³

Better call Harrington, Righter and Parsons today. Just ask for "FLINTSAGINAWBAYCITY"!

WJRT

Flint-Saginaw-Bay City/ABC Primary/
Division: The Goodwill Stations, Inc.

1. SRDS (November, 1962) 2. ARB's Television Market Summary (June, 1962) 3. ARB Coverage Study (Fall, 1960)