

35 Cents



BROADCASTING

THE BU

Mr. Conrad F. Schader
4795 Isabella St
Route 1
Golden Colo

N1154R
Y 3D
OCT63

N AND RADIO

NEWSPAPER

MAY 20, 1963

Henry's era dawning at FCC as window trades into Chicago sunset 27

Bunker agrees with Harris, tells of RAB's planned \$200,000 ratings study 46

Profile of Lee Loevinger, antitrust expert in commissioner's garb 28

Commission moves formally to adopt NAB commercial codes 52

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MINNEAPOLIS

KSTP

ST. PAUL

Congratulations to KSTP on 40 years of outstanding service.

EDWARD PETRY & CO., INC.

Alone...

GREY THEATRE

great Western half-hour!



THEATRE / HOST: DICK POWELL
EXPLOITABLE STARS INCLUDING 17 OSCAR
AND 6 EMMY AWARD WINNERS

Together...these two
compatible series

**PROGRAMMED
BACK-TO-BACK**

MAKE TV'S GREATEST "WESTERN HOUR"*

"PROVEN PROGRAMMING" FROM



A SUBSIDIARY OF FOUR STAR TELEVISION

600 FIFTH
AVENUE
NEW YORK
20
NEW YORK
LT 1-8530

FILMED INTROS AND BRIDGES

**CUSTOM TAILORED
GENERAL PROMO**

CHUCK CONNORS
ANNOUNCES YOUR
CHANNEL NUMBER
AND YOUR CITY
AND PROMOTES YOUR
ENTIRE SCHEDULE

BRIDGES

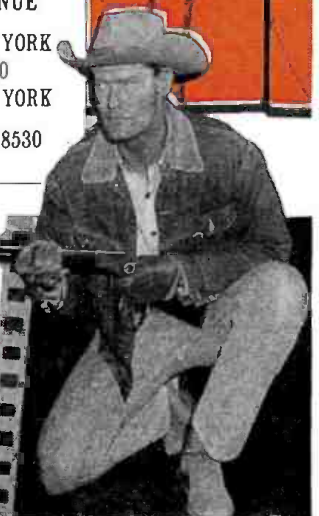
- FOR STRIPPING
"TUNE IN TOMORROW"
- FOR ONE-A-WEEK
"TUNE IN NEXT WEEK"
- FOR STATION
BREAKS
"STAY TUNED"

INTROS

CHUCK CONNORS
INTRODUCES
ZANE GREY
THEATRE
(WHEN PROGRAMMED ALONE)

**PLUS
145 DIFFERENT**

PER EPISODE
"COMING ATTRACTION"
TRAILERS
FOR ZANE GREY THEATRE



Alone...

THE RIFLEMAN

A great Western half-hour!



168 Half-Hours

THE RIFLEMAN / STARRING CHUCK CONNORS
 CO-STARRING / JOHNNY CRAWFORD / PAUL FIX
 A FOUR STAR AND LEVY-GARDNER-LAVEN PRODUCTION

ZANE

Another



145 Half-Hours

ZANE GREY
 PLUS 154

JUST PRODUCED...CHUCK CONNORS ON CAMERA IN 41 NEWLY



In addition to over 50 stations who have already bought these shows for programming alone...
 KTVI (ABC) ST. LOUIS
 KDKA (CBS) PITTSBURGH
 have bought these two shows on
BACK-TO-BACK PROGRAMMING

INTROS
 CHUCK CONNORS
 INTRODUCES
 "WESTERN HOUR"
 ZANE GREY THEATRE AND
 RIFLEMAN BACK-TO-BACK

BRIDGES
 CHUCK CONNORS
 BRIDGES ZANE
 GREY INTO
 THE RIFLEMAN
 (AT HALFWAY POINT)

BRIDGES
 CHUCK CONNORS
 BRIDGES THE
 RIFLEMAN INTO
 ZANE GREY
 (AT HALFWAY POINT)

BRIDGES
 CHUCK CONNORS
 BRIDGES TWO
 HALF-HOUR
 RIFLEMAN INTO
 ONE FULL HOUR

**TELEVISION'S
FINEST SERIES
OF DRAMAS.....**

The
**DICK
POWELL**
Theatre

EVERY PROGRAM
INCORPORATES
THE LAVISH
PRODUCTION
QUALITIES,
OUTSTANDING
STARS, AND
SUPERIOR
ENTERTAINMENT
COMPARABLE TO
THAT FOUND
IN FINE
FEATURE FILMS



60 HOURS OF
PRESTIGE AND QUALITY
PROGRAMMING FOR
YOUR STATION



**HONORED AND ACCLAIMED BY
THE ENTIRE TELEVISION INDUSTRY**
WRITERS GUILD AWARD • SCREEN DIRECTORS
GUILD AWARD • AMERICAN CINEMA EDITORS
AWARD • SCREEN PRODUCERS GUILD AWARD
MOTION PICTURE DAILY'S FAME AWARD • SOUND
EDITORS AWARD • HOLLYWOOD FOREIGN PRESS
ASSOCIATION'S GOLDEN GLOBE AWARD
RADIO-TV DAILY'S ALL AMERICAN AWARD
PLUS SEVEN EMMY NOMINATIONS
AND ONE EMMY AWARD WINNER

"PROVEN PROGRAMMING" FROM



A SUBSIDIARY OF FOUR STAR TELEVISION

600 FIFTH
AVENUE
NEW YORK
20
NEW YORK
LT 1-8530

LIFT
HERE
PLEASE

17

**HOURS OF LOCAL AND
REGIONAL NEWS EVERY WEEK!**

15

**HOURS OF CBS NEWS
EVERY WEEK!**

32

**TOTAL HOURS OF NEWS
EVERY WEEK ON WCBM RADIO**

**BALTIMORE'S BEST INFORMED ADULTS PREFER
WCBM'S TOTAL NEWS COVERAGE!** Baltimore adults keep current through WCBM radio! They appreciate top news reporting and they rely on WCBM. WCBM responds with the most complete news coverage in depth in Baltimore radio . . . gathered by Baltimore's largest radio news team. To reach the adults . . . the people who buy . . . put WCBM at the top of your radio schedules in Baltimore!

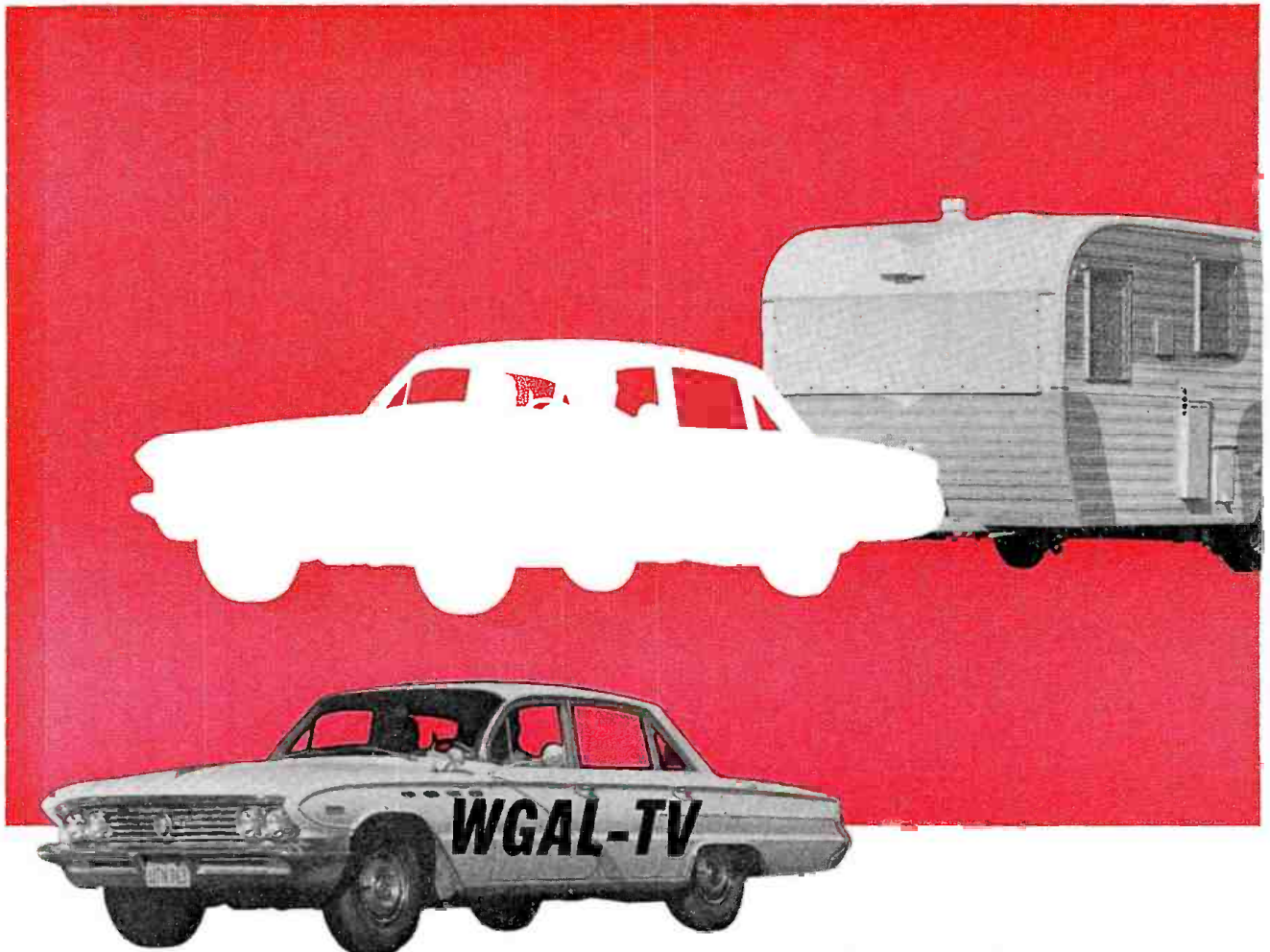


National Sales Representative

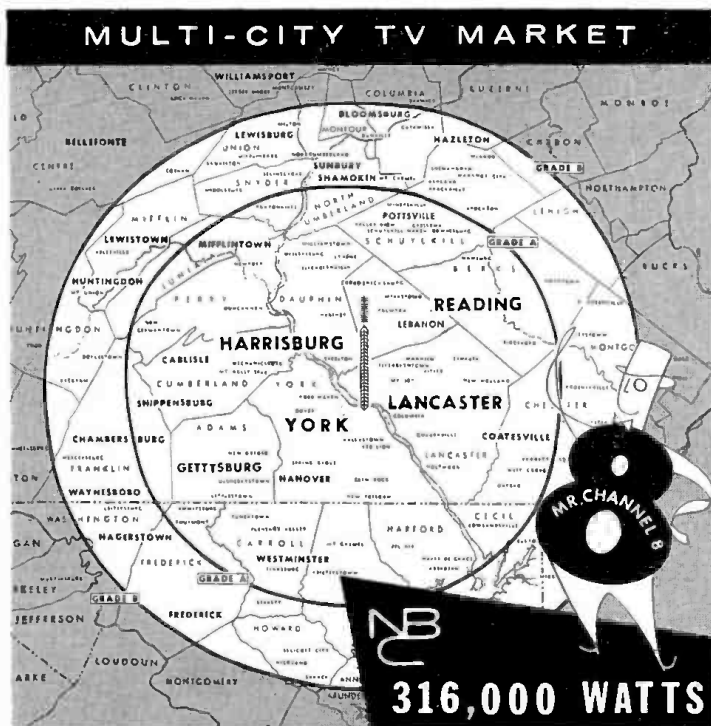
Metro Radio Sales

A SERVICE OF METROPOLITAN BROADCASTING

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



provides the power that makes the sale



In this multi-city market, an advertising schedule without WGAL-TV is like a **MOBILE HOME WITHOUT A CAR**. Put the full sales power of Channel 8 back of your product. WGAL-TV is the only single medium that reaches the entire market and delivers viewers in far greater numbers than all other stations combined.

WGAL-TV
Channel 8
Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

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

Uncle Bob wants you

Looks as though National Association of Broadcasters may loosen commercial time restrictions in its radio and television codes as bait to attract more subscribers. Robert D. Swezey, director of code authority, is expected to propose changes when he speaks tomorrow (May 21) to Pennsylvania Association of Broadcasters. Principal reason so many stations have stayed out of codes is that they think they can't survive if they reduce commercial load to NAB's present maximums.

Now that FCC has formally proposed to adopt NAB code limitations on commercial time in its own rules (story page 52), NAB has chosen to resist move by drive to recruit more code subscribers and thus prove self-regulation by NAB can achieve FCC's purpose.

In or out?

Proposed VHF drop-ins in seven markets, previously rejected by FCC by 4-3 vote, are not necessarily out—or in. And fate may depend upon what Commissioner-designate Lee Loevinger decides once he succeeds Newton N. Minow as commissioner—about June 1. FCC last week had another go at proposal, but dissenting commissioners wanted time to put views in writing. Since Mr. Minow had pivotal vote, notion is that majority might be converted into minority after Mr. Loevinger takes over, although his views aren't even remotely known.

Proposed order denying drop-ins stresses argument that approval would hamper development of UHF and that this would run counter to intent of Congress in enacting all-channel receiver bill. Cities involved are Johnstown, Pa. (ch. 8); Baton Rouge, La. (ch. 11); Dayton, Ohio (ch. 11); Jacksonville, Fla. (ch. 10); Birmingham, Ala. (ch. 3); Knoxville, Tenn. (ch. 8); and Charlotte, N. C. (ch. 6).

Threat from the south

If reports from Costa Rica materialize, world's most powerful standard broadcast station will be built in San Jose by U. S. interests, to operate on 630 kc. Unconfirmed information is that 2 million watt station will be built by Texas Trinity Foundation. Costa Rican embassy attaches in Washington said station with low power 50 kw maximum allowed in U. S.; interests and that new owners had embarked on "expansion" program. Latin American source reported strong opposition because with 40 times the 50 kw maximum allowed in U. S., station could blanket Latin America and raise havoc with other stations

CLOSED CIRCUIT*

operating on channel as well as violate international regulations. Regional facility is used in U. S. by 28 stations, as well as 7 in Canada. It's also used in Cuba by Castro government but formerly was Goar Mestre's CMQ.

Still on hook

Five New England stations whose license renewals have been held up will probably get letters from FCC inquiring about local live programming in prime time. FCC at last week's meeting considered draft prepared by staff but felt there were inconsistencies with Blue Book implications which would have commanded stations to program local live in categories other than news, weather and sports. Letter is being redrafted, and FCC is expected to take another look this week.

New England action is reversal of policy that FCC previously had established against consideration of local live programming when it renewed licenses of 70 Western stations. Last week WJAR-TV Providence won renewal of license on basis of supplemental program analysis. Others awaiting action are WAGM-TV Presque Isle, WLBZ-TV Bangor and WCSH-TV Portland, all Maine; WNHC-TV New Haven, Conn.; WHYN-TV Springfield, Mass.

Ratings audit

There's possibility that at least one ratings service will commission independent audit of its own operations if National Association of Broadcasters doesn't do something soon to activate its proposed "broadcast audit service" in realistic and workable form. Company is known to have considered convening its own industry-wide group of agency, advertiser and broadcast researchers to set format and help pick completely independent auditing firm to do job. Plan was shelved when NAB announced objectives in same direction. But company officials feel prompt action is needed to counteract effects of Washington hearings, and may revive their own plan if NAB fails to move decisively in pretty short order.

NAB electioneering

Competition has developed for NAB's joint board chairmanship, from which Clair R. McCollough, Steinman stations, automatically retires next month. Willard Schroeder, wood Grand Rapids, Mich., retiring radio board chairman, had been regarded as shoo-in successor, but since NAB convention last month Henry B. Clay, KTHV(TV) Little Rock, Ark., has be-

come active candidate. William B. Quarton, WMT-TV Cedar Rapids, Iowa, chairman of TV board, had bowed out as candidate for joint board chairmanship in favor of another tenure as TV board chairman but last week report was current that he would accept draft for top slot. Election takes place at board meeting in Washington, June 26-28.

Opposition to Mr. Schroeder, who made no bones about his candidacy, is based on his identity with Time-Life Broadcast Inc., which owns Grand Rapids facilities, opponents saying that broadcast operations are subordinate to Time Inc.'s publishing empire. Mr. Clay's radio stations in Shreveport (KWKH-AM-FM) are owned by Times Publishing Co. (Shreveport Times and Monroe World) which owns part interest in KTHV(TV). Mr. Quarton is part owner of Cedar Rapids properties, control of which is held by LeRoy Mark family.

Export door may open

After three-year effort by U. S. government and TV program officials, outlook appears bright for adoption of State Department proposal that would liberalize unofficial quotas in various countries that are restricting use of U. S. programs abroad. This proposal will come up in Geneva this week at meeting of European Broadcasting Council. Reports are that legal counsel to EBU has urged acceptance.

Final adoption of proposal must await meeting of working party of General Agreement on Tariffs and Trade (GATT) early this summer. It is pointed out, however, that support by EBU is tantamount to approval. British interests have been leading opposition, but U. S. exporters now are confident that liberalized clause will be adopted.

Stalled by space age

What's happened to FCC's 1964 budget request? It's hung up in space, according to House Appropriations Committee sources. Space committee wrangling over needs of National Aeronautics and Space Administration has tied up money bill for all independent offices. Appropriations subcommittee finished working on FCC's \$16.5 million request (up \$2 million from current level) in March closed-door sessions, but can't proceed until space unit decides what to authorize for NASA. Not least of that problem is what government should spend on satellite communications.

HEY FOOTE, CONE & BELDING!

Want to know why WABC Radio jumped from 9th place to a solid leader?

Ask this salesman from Forest Hills.



While you're at it, ask a jeweler from Garden City.

Ask a fireman from Tarrytown.

Ask a teacher from Staten Island.

Ask almost anybody from anywhere.

You name them...we reach them. We know what they like. We offer it to them. That's why they listen.

All four of the leading research organizations document this. So does WABC's audience response and sponsor acceptance.

If it's your job to reach and sell people—all kinds of people—the right kind of people—come to WABC RADIO.

It's the station that became a leader in New York radio in just two short years.

Now tell us, Foote, Cone & Belding, isn't that worth shouting about?

AN ABC OWNED RADIO STATION
770 KC 50,000 WATTS CLEAR-CHANNEL, NON-DIRECTIONAL



WEEK IN BRIEF

There's change of command at the FCC and it bodes no improvement for broadcasters. Henry for Minow means more of the same, if not stronger regulation. Loevinger appointment seen holding hard core New Frontier. See...

NOW HENRY ERA AT FCC... 27

Ed Bunker tells Congress that RAB is prepared to start \$200,000 study of radio ratings Sept. 1 and hopes it will be complete and available by Jan. 1, 1964. Present research shortchanges radio, he says. See...

RAB PLANS BETTER RATINGS... 46

FCC takes the long step; issues rule making proposal to require broadcasters to live up to NAB commercial time limits. Comments due by July 1. Collins asks agencies to follow code strictures. See...

NAB CODE ADOPTION NEARS... 52

Commission issues proposal to establish standards for granting AM stations. Criteria based on population plus number of FM outlets. Side effect would be to diminish AM-FM duplication. Comments due July 17. See...

PLANNED PARENTHOOD FOR AM... 56

Most pressing problem facing western ad men is profit margin shrinkage. This is top topic at WSAAA convention this weekend where special survey is being made public for discussion. See...

AD AGENCY PROFIT SQUEEZE... 34

Networks pull out all stops on Cooper flight coverage. Cost is estimated at over \$2 million for TV alone. Telecasts to Europe go via Relay and Telstar. Live transmissions from Faith 7 not so good. See...

SPACE COVERAGE COSTS... 66

Negotiations continue to bring all elements of broadcasting into one group for ratings study, but differences continue between NAB and RAB, with former seeking long-range study and latter "crash" program. See...

TALKS BUT NO AGREEMENT... 48

Commissioner-to-be comes to FCC from antitrust division of Justice Department and will continue anti-monopoly philosophy. Lee Loevinger is a midwesterner who believes strongly in competition. See...

FCC GETS TRUSTBUSTER... 28

Minow feels he has been successful FCC chairman. Major accomplishment, he feels, is in making broadcasters more conscious of their responsibilities. Has ideas on how FCC should be organized. See...

MINOW'S 'MIXED FEELINGS'... 32

Collins calls on broadcasters to rule own house. Broadcasting is "too important," he says, to be pushed around by government, rating services, advertisers or any non-industry group. See...

ENCROACHMENT DENOUNCED... 70

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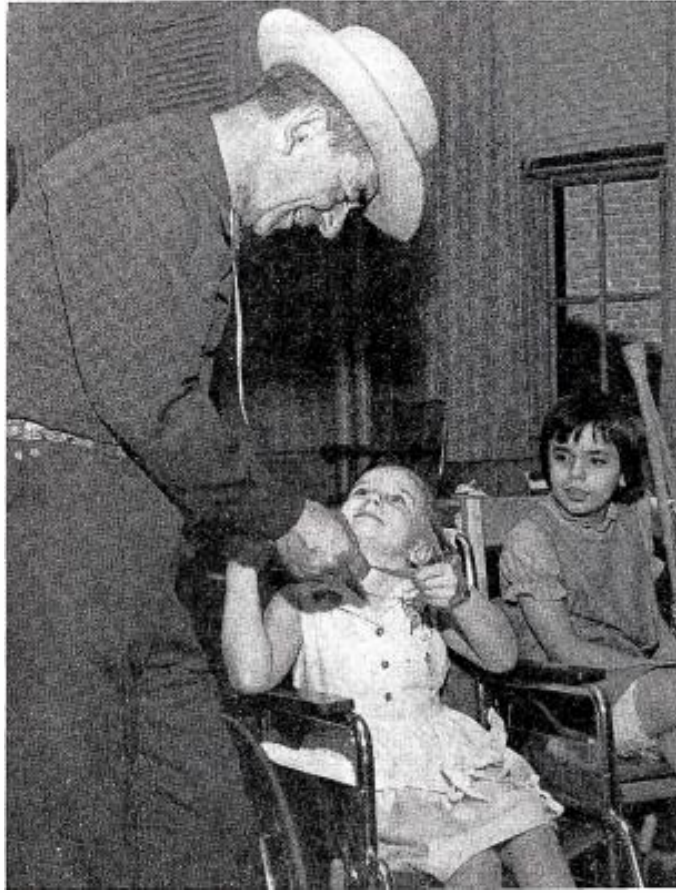
BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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WHAT IS THE MEASURE OF A BROADCASTING STATION?

Maybe it's the wonderment of a little girl when her television friend Ranger Andy came to lunch one day at the Newington Hospital for Crippled Children. But this is only a part of the story.

Recently, the Hartford Symphony asked WTIC TV-AM-FM to help promote two local appearances of Captain Kangaroo in the interest of the symphony fund. The station was ready to help with a schedule of spot announcements and also with the purchase of a block of tickets.

The net result was that the number of the good Captain's appearances was increased from two to three and he broke the attendance record for a single day at Hartford's Bushnell Memorial auditorium.

An equally happy result was the visit to the Newington Hospital for Crippled Children by WTIC-TV's Ranger Andy, his pockets bulging with tickets to a Captain Kangaroo performance. And there was double enchantment—an immediate command performance by their favorite local television personality, Ranger Andy, plus the prospect of seeing the Captain on stage.

WTIC  TV3

Broadcast House, 3 Constitution Plaza, Hartford 15, Connecticut

WTIC-TV is represented by Harrington, Righter & Parsons, Inc.
WTIC AM-FM is represented by the Henry I. Christal Company

Pape asks for mercy in WALA-AM-TV case

FCC last Friday was asked not to punish "an old man" who put his faith in his nephew. This was argument of WALA-AM-TV Mobile, Ala., in requesting commission to reconsider its revocation proceeding against station.

WALA-AM-TV allegedly demanded "large sums of money" to refrain from editorial attacks and threatening candidate for sheriff (BROADCASTING, March 11).

WALA said its president and owner, William O. Pape, was not informed of commission's charges against station. Station said Mr. Pape's nephew, who was general manager, Wadsworth B. Pape, withheld commission's letter from him. Investigation, instigated by elder Mr. Pape, has shown that only Wadsworth Pape and Malcolm Eno were involved in extortions.

Station said since Mr. Pape became aware of situation, WALA management has been reorganized (BROADCASTING, May 13), and that his nephew no longer is with station. WALA said if Mr. Pape had not been ill, offenses would never have been committed and control is now in his hands.

Loevinger's name goes to Senate for approval

President Kennedy sent to the Senate Friday (May 17) name of Lee Loevinger to be FCC commissioner.

Commerce Committee, which hears FCC nominations, meets Tuesday (May 21) and will set date for hearing.

Mr. Loevinger, assistant attorney general, was named by President Tuesday (May 14) in major personnel shuffle affecting four men (see page 27).

FCC shift: Mr. Loevinger takes spot on commission to be vacated by Chairman Newton N. Minow, who resigns effective June 1. President has designated Commissioner E. William Henry to become new chairman.

Subcommittee to hear Collins, NAB Thursday

National Association of Broadcasters will be last witness before House Special Subcommittee on Investigations for awhile, it was learned Friday (May 17).

Subcommittee investigating ratings set Thursday (May 23) as date for NAB to present its proposal to solve ratings mess (see page 46). President LeRoy Collins will be accompanied on

witness stand by Donald H. McGannon, Westinghouse Broadcasting Co. group president who heads NAB's special ratings task force, and Melvin Goldberg, association's research VP.

Reason for pause after NAB appearance is planned tonsil operation for Robert E. L. Richardson, staff attorney who asks most of subcommittee's questions. Mr. Richardson will enter Washington hospital May 27 and expects to be off his feet for at least 10 days.

When subcommittee resumes hearing, FCC, Federal Trade Commission and some station representatives are expected to testify.

ETV to survive N.Y.; NET boosts schedule

John F. White, president of National Educational Television (NET), told network affiliates' public relations directors Friday: "All this business about the New York affair [see page 71] damaging educational television across the country is . . . a lot of poppycock."

Speaking at group's bi-annual meeting in New York, Mr. White said "ETV is not New York and New York is not, and never will be, ETV in this U. S. . ."

He said NET refused to take part in New York controversy because "their housekeeping problems are no business of mine or yours."

Commenting on expanded NET programming schedule for next season, Mr. White called it "better than this past year . . . but not as good as the one the year after must be." He said ETV "has come a long way from a succession of gray professors standing in front of gray drapes," but said, "we need more showmanship . . . I mean style, creativity, originality . . . a bit of old-fashioned 'show business.'"

Released at public relations meeting was 1963-64 NET schedule, with budget reported at \$5 million, \$500,000 more than was spent last year. Extra money came from Ford Foundation.

Programs include monthly one-hour

GE changing campuses

General Electric's *College Bowl*, now on CBS-TV, will switch to NBC-TV next fall at 5:30-6 p.m., Sunday. Show will be seen in color. GE also is expected to purchase participations in other NBC-TV shows. Maxon Inc., New York, is GE's agency on program.

report on Western alliance and European political developments, special weekly report on nation's domestic situation, six different symphonies, jazz offerings, three light operas, series on American folk music, ballet, series on circus and variety of children's programs.

C-P sandpaper shave again halted by FTC

Federal Trade Commission, for second time, told Colgate-Palmolive Co. to stop using "sandpaper" television commercial. In order issued Friday, it directed company and advertising agency, Ted Bates Co., "to stop using spurious television demonstrations and misrepresenting the qualities shaving cream [Rapid Shave]."

Commercial, first challenged by FTC in 1960, ostensibly shows ease of Rapid Shave in shaving sandpaper. Sandpaper was found to be sand on plexiglass.

Original cease and desist order by FTC was returned by federal court on grounds it went too far in barring mock-ups required by shortcomings of TV camera.

RCA shows '64 TV line with 21 color models

RCA Sales Corp., which introduced 1964 line of TV sets last week, has increased number of color models to 21 ranging in price from \$495 to \$1,700.

RCA's black and white sets, now numbering 27 basic models (nine portables) are priced from \$129.95 to \$550. Major innovation in black-and-white group is introduction of low-priced, 16-inch portable.

N.Y. executives discuss departure of FCC's Minow

Agency and network executives gave their reactions to resigning Federal Communications Commission Chairman Newton Minow's influence on TV in New York panel discussion moderated by David Susskind at United Jewish Appeal dinner Thursday night.

Network program vice presidents Dan Melnick (ABC-TV), Mike Dann (CBS-TV) and Mort Werner (NBC-TV) discussed Chairman Minow's influence and present status of programming with Lee Rich, senior VP for radio-TV, Benton & Bowles; Walter Weir, chairman, executive committee, Donahue & Coe, and Bob Foreman, executive VP, creative services, BBDO.

Kindest words for Chairman Minow

WEEK'S HEADLINERS

Edwin W. Craig, chief executive of WSM-AM-TV Nashville and one of broadcasting's first generation leaders, has formally retired as president and chief executive officer of parent National Life & Accident Insurance Co. but continues as chairman of its board and executive committee. He reached mandatory retirement age of 70 on March 8. Mr. Craig, whose father preceded him as head of insurance company, continues also as chairman of Clear Channel Broadcasting Service, post he has held since organization's formation in 1934.



Mr. Craig



Mr. Dellinger

Robert L. Dellinger, 33-year-old VP of Grant Adv. and manager of Los Angeles office, promoted to executive VP of Chicago-based agency. He remains in charge of Los Angeles office, while assuming larger responsibilities. Graduate of Indiana University, Mr. Dellinger worked at Brown-Forman Distillers both before and after service in Korean campaign. In 1954 he joined General Electric Co. in Los Angeles handling aviation and defense product promotion-publicity. Two

years later he moved to Grant as PR director in Los Angeles and in 1958 was elected VP and Dallas manager. Following year he returned to Los Angeles as account service group head and plans board chairman and in 1960 was appointed manager of that office.

William H. Erskine, VP and manager of J. Walter Thompson Co. Ltd., Montreal, elected president. Mr. Erskine joined JWT in Canada in 1946 and was elected to board of directors in 1956. **Wilfrid Sanders**, VP, has resigned. Mr. Sanders joined Toronto office of J. Walter Thompson Ltd. in 1955. He was manager of that office and member of agency's board of directors.



Mr. Tinker



Mr. Jackson

Grant Tinker, NBC-TV VP for program operations, West Coast, promoted to VP for NBC-TV network programs, West Coast, succeeding **Felix Jackson**, who has been named to newly created post of VP of NBC Productions. Mr. Tinker will assume supervision of West Coast programming operation, while Mr. Jackson will assume responsibility for creation and development of additional NBC-produced series. Mr. Tinker re-

joined NBC-TV in 1961 after several years with Benton and Bowles, New York. Mr. Jackson has been active for many years as producer, writer, editor and executive in motion pictures, network programming and production and advertising agency operations.

Samuel B. Vitt, VP and media director at Doherty, Clifford, Steers & Shenfield, New York, named to head newly combined functions of media and programming. Mr. Vitt joined DCSS in 1956 as time-buyer. He became media supervisor in 1958, VP and associate media director in early 1960, and media director later that year. Before joining DCSS, Mr. Vitt served with The Biow Co. and Benton and Bowles.



Mr. Vitt

C. Watts Wacker, VP and director of media at D. P. Brother & Co., Detroit, since 1958, elected senior VP.

Matthew Gordon, in charge of news services at United Nations from 1946-61 when he entered private business as technological consultant, appointed director of information for Communications Satellite Corp., effective today (May 20). Before joining U.N., Mr. Gordon organized and served as chief of foreign news bureau for domestic branch of U. S. Office of War Information, and as news editor with CBS.

For other personnel changes of the week see FATES & FORTUNES

came from Mr. Weir, who said he "has sown the seeds of change and I'm happy to hear [Commissioner] Henry may be a little tougher." On programming, he suggested advertising doesn't create shows but does perpetuate or kill them.

Mr. Melnick said "Newton Minow stated what most of us professionals felt . . . he represented our consciences." However, Mr. Melnick added there is about enough business today to fill two and half networks, "so the buyer is in a position to call the shots."

Mr. Rich's reaction to programming problem was terse: "We [agencies] don't have a damn thing to say about what goes on the air." Mr. Foreman felt that local stations ought to be forced into better programming and added, "this was [Chairman] Minow's opportunity."

Mr. Foreman also noted that in TV "we've never learned how to use less than a total audience." He said "TV can

be made profitable on a segmented basis" and suggested that this would be foundation for reconciling program quality with commercial reality.

Rasmussen, Keenan head FSR media departments

Fuller & Smith & Ross Inc., New York, has reorganized its media department into two operating groups under Bernard Rasmussen and Mike Keenan, associate media directors. Mr. Keenan joins FSR from Lennen & Newell.

Other new staff members are senior media buyers John Nuegel, formerly with Young & Rubicam, and Mal Gordon, from Doyle Dane Bernbach; staff assistant Howard Lelchuk, who rejoins FSR after military duty, and Gertrude Bergen, formerly of DDB, who is supervisor of estimating and contract department at FSR.

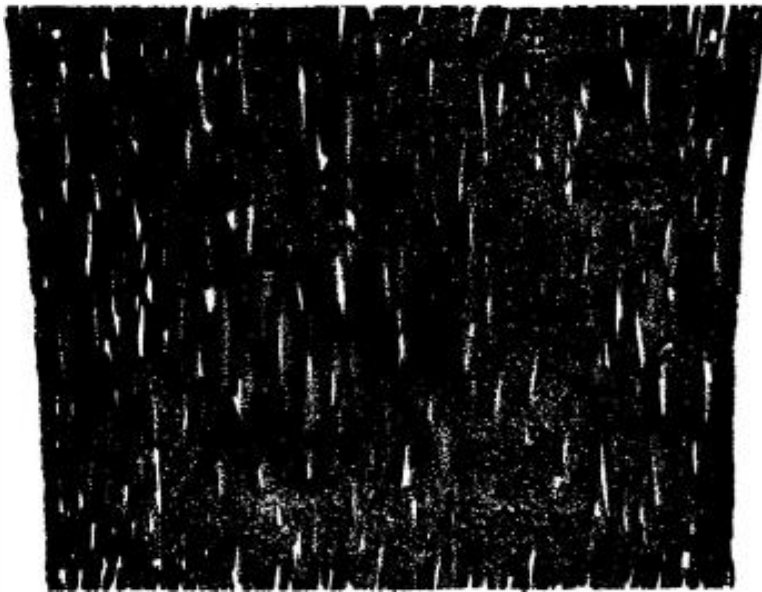
WINN Louisville to join CBS Radio

CBS Radio has announced new affiliate in Louisville, Ky. WINN will join network replacing WKYW.

WINN, owned and operated by Kentucky Central Broadcasting Inc., is on 1240 kc with 1 kw day and 250 w night. No definite date is set for change.

Colgate boosts Calif.

In connection with "I'm Proud to Be a Californian" sweepstakes in California in June, Colgate-Palmolive plans TV-radio commercial and promotional campaign throughout state, through Ted Bates agency. Plans still are being made as to frequency and range in advertising support of multi-product promotion. Company estimates \$500,000 will be spent in promoting sweepstakes.

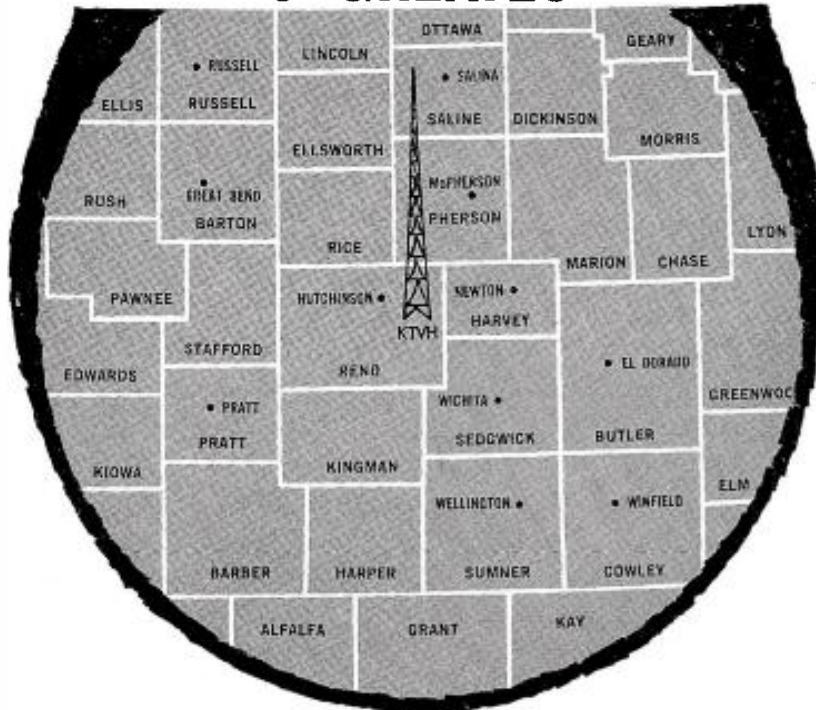


KTVH, now operating with Tall Tower Power from a new 1504-foot tower, provides the ultimate in television reception for viewers in 53 of the most prosperous counties in the rich Central Kansas area.

TALL TOWER POWER

Population 1,185,800
 Households 369,260
 TV Homes 327,070
 CSI \$2,294,156,000.00
 Per Family \$4,940.97
 Total Retail
 Sales . . . \$1,585,304,000.00
 SOURCE: Standard Rate & Data (March, 1963)

CENTRAL KANSAS' GREATEST TV COVERAGE



TO SELL KANSAS...BUY

KTVH

WICHITA / HUTCHINSON



What makes a great salesman?

The *American Mercury* in 1929 described Adolphus Busch as "the greatest salesman America ever produced." Young Busch proved his resourcefulness early by more than doubling the sales of St. Louis' Bavarian Brewery five years after he took over its management. By perfecting the first successful refrigerated railway car, he was able to make his beer available in distant markets—and revolutionized the brewing industry. With the institution of a foolproof method for pasteurizing bottled beer in 1873 and the introduction of Budweiser three years later, Anheuser-Busch was set upon the path to greatness.

Budweiser was acclaimed immediately. Busch insisted on brewing his lager from premium ingredients and selling it in style—personally. Busch stipulated that every Budweiser delivery wagon be shining and immaculate, drawn by magnificent matched Percherons — predecessors of today's famous Champion Clydesdales.

Dynamic Adolphus Busch succeeded so phenomenally because he anticipated his customers' demands and *more* than fulfilled them. We believe the Storer success story stems from the same kind of perception. For 36 years we've made it our business to understand markets and their consumers. Small wonder the Storer stations can credibly promise (and deliver) programming planned to meet community tastes and preferences, management responsible to the needs of advertisers, and efficiency of operation—the extras that turn more listeners and viewers into *buyers*. In Atlanta, Storer's great salesman is WAGA-TV, an important station in an important market.

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	NEW YORK WHN	TOLEDO WSPD	DETROIT WJBK
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV







TINTIN

- FIRST FULLY-ANIMATED CARTOON COMIC STRIP OF ITS KIND MADE ESPECIALLY FOR TV.
- 89 FIVE-MINUTE EPISODES IN FULL COLOR.
- ADAPTABLE FOR 10 MIN., QUARTER HOUR, HALF HOUR OR AS FULL-LENGTH FEATURE.
- THE ADVENTURES OF AN 11-YEAR-OLD BOY AND HIS DOG—ADVENTURE FOR CHILDREN WITH CONTINUING CENTRAL CHARACTERS THROUGHOUT EPISODES.
- IDEAL FOR INTEGRATION INTO EXISTING CHILDREN'S SHOWS.

“ We here at WNYS-TV feel that the Adventures of Tintin are great children's programs. ”

Jeff Davidson
Mgr. National Sales
& Programing,
Syracuse, N. Y.

NTA

8530 WILSHIRE BOULEVARD
BEVERLY HILLS, CALIFORNIA

444 MADISON AVENUE, N. Y., 22

DATEBOOK

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

*Indicates first or revised listing

MAY

May 19-21—Pennsylvania Association of Broadcasters convention, Pennsylvania State University, University Park, Pa. Speakers include: LeRoy Collins, NAB president; Eric Walker, president of Pennsylvania State University; Honorable William W. Scranton, governor of the Commonwealth of Pennsylvania; Edmund Bunker, RAB president; and William Kaland, Westinghouse Broadcasting Co.

May 19-21—Association of National Advertisers meeting, Waldorf-Astoria, New York.

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

May 20—Composers and Lyricists Guild of America, western branch, annual dinner at Sportsman's Lodge, North Hollywood.

May 20—Southern California Broadcasters Association annual "whingding" at Lakeside Country Club, Burbank, Calif. Ed Lytle of KFI and Ed Loveton of KFAC (both Los Angeles) are co-chairmen of the stag event, golf followed by dinner.

May 20—Fifty-seventh annual Boys' Clubs of America convention, Toledo, Ohio. Key-note speaker is LeRoy Collins, president of National Association of Broadcasters.

May 20-22—Electronics Parts Distributors Show, Conrad Hilton, Chicago.

*May 21—Chicago Broadcast Advertising Club luncheon talk "Who Gets In—The Right of Access" by Richard S. Salant, president of CBS News division, Sheraton-Chicago hotel.

May 21—Annual stockholders meeting, 20th Century-Fox Film Corp., New York.

May 21—Annual stockholders meeting, American Broadcasting-Paramount Theatres Inc., New York.

May 21—Kiwanis Club of Hazleton (Pa.), Altamont hotel. Robert F. Hurligh, president of Mutual Broadcasting System, will speak. His remarks will be broadcast on WAZL, MBS affiliate in Hazleton.

May 22—Annual spring managers' meeting, New Jersey Broadcasters Association, Rutgers University, New Brunswick, N. J. Harry J. Daly of the Washington, D. C., law firm of Daly and Ehrig, will discuss "The Broadcasting Climate in Washington."

*May 22—Advertising Club of Greater Miami meeting, DuPont Plaza hotel, Miami, Fla. Theme is "Radio Reaches For The Moon." Guest speaker will be Lionel F. Baxter, vice president and manager of radio operations for the Storer Broadcasting Co.

May 22—Advertising Club of Wilkes-Barre (Pa.), Sterling hotel. Robert F. Hurligh, president of Mutual Broadcasting System, will speak.

*May 23—American Marketing Association's "meeting-of-the-month," 12:15 p.m., Waldorf-Astoria hotel, New York City. Speaker will be Reverend Father T. M. Garrett of Scranton University.

*May 23—Annual membership meeting of the Directors Guild of America. Hollywood meeting will take place at Directors Guild Theatre, 7950 Sunset Boulevard, with New York members convening at the Belmont Plaza hotel. George Sidney, DGA president, will preside over the Eastern meeting.

*May 23—Merchandising Executives Club of Los Angeles dinner meeting, Viennese Room, Chancellor hotel. Subject is "Merchandising Incentives and Their Use."

May 24—Annual dinner for President Kennedy, White House Correspondents Association and White House News Photographers Association, Sheraton-Park, Washington.

May 24—Spring meeting of UPI Broadcasters of Michigan, Detroit Press Club.

May 24—Deadline for comments on FCC proposal to bar applications under multiple

ownership rules unless applicant first disposes of one interest.

May 25—Meeting of UPI Broadcasters of Wisconsin, County Stadium, Milwaukee. Cartoonist Al Capp will be guest speaker.

May 26—Academy of Television Arts & Sciences, "Emmy" awards telecast. NBC-TV, 10-11:30 p.m. EDT.

*May 27—Annual stockholders meeting, Capital Cities Broadcasting Corp., Sheraton-Ten Eyck hotel, Albany, N. Y.

May 27—Hollywood Ad Club luncheon 12 noon at Hollywood Roosevelt. Jack Samuels, director of marketing, Lucky Lager Brewing Co., San Francisco, will speak. Jack O'Mara, western manager for Television Bureau of Advertising, is chairman.

May 27-29—15th annual conference of International Advertising Association, Stockholm, Sweden. Theme is "How to Sell in World Markets." Among the speakers are: Sherwood Dodge, vice president of Colgate-Palmolive Co., "Advertising's Role in the Engineering of Preference"; William Belson, director of survey research unit at London School of Economics and Political Science, "Recent Progress in Audience Measurement"; Alfred W. de Jonge, vice president for international operations of Benton and Bowles, "American Advertising Agencies Abroad—the Leaders or the Led," and Leonard H. Lavin, president of Albert-Culver Co., Melrose Park, Ill.

*May 28—Connecticut Broadcasters Association meeting, Riverboat Room, Yankee Silversmith Inn, Wallingford. LeRoy Collins, president of the National Association of Broadcasters, will be principal speaker.

May 30-June 1—Texas AP Broadcasters, Jack Tar hotel, Galveston.

JUNE

June 1—UPI Broadcasters of Illinois, Hotel Jefferson, Peoria.

June 3—Hollywood Ad Club luncheon at the Hollywood Roosevelt, 12 noon. Max Factor, founder of the cosmetic firm bearing his name, will receive the club's Founder's award. Marvin L. Mann, director of advertising for Max Factor & Co., will be program chairman.

*June 4—Annual stockholders meeting, MCA Inc. (parent company of Revue Studios), Sheraton-Blackstone, Chicago.

June 4—Board of Broadcast Governors hearing, Ottawa.

June 4-6—National Visual Presentation Association, Hotel Commodore, New York.

*June 4-6—Annual convention and exhibit

TVB SALES CLINICS

May 20—Providence, R. I.; South Bend, Ind.; Milwaukee; Terre Haute, Ind.; Wichita. May 21—St. Louis. May 22—Portland, Me.; Topeka, Kan.; La Crosse, Wis. May 23—Cincinnati; Bangor, Me. May 24—Detroit; Rockford, Ill.; Wheeling, W. Va.; Presque Isle, Me.

May 27—Burlington, Vt. May 29—Albany. May 31—Springfield, Mass.; Amarillo, Tex.

June 3—Boise, Idaho; Abilene, Tex.; Minneapolis. June 4—Duluth, Minn. June 5—Seattle; Odessa, Tex. June 6— Fargo, N. D.; Baltimore. June 7—Portland, Ore.; El Paso, Tex.; Bismarck, N. D.

June 10—Sacramento, Calif.; Albuquerque, N. M. June 12—San Diego; Salt Lake City. June 14—Phoenix, Ariz.; Denver.

June 18—Chicago; Los Angeles. June 19—Fresno, Calif. June 21—San Francisco; Monroe, La.

June 24—New Orleans. June 25—Baton Rouge, La.; Winston-Salem, N. C. June 27—Hattiesburg, Miss. June 28—Meridian, Miss.



Two advanced physics students are producing a solar-powered, transistor audio-oscillator—the "From Sun to Sound" experiment—provided by the Bell System. The experiment requires students to calculate and design as well as construct some of the basic electronic components.

"Just give 'em the facts and get out of the way!"

How the Bell System is helping to develop gifted young scientists and engineers

Tomorrow's top scientists and engineers are hidden in high school classrooms today. The problem is to find them, inspire them. And the Bell System is helping this national effort with a unique series of teaching aids.

A high school physics teacher demonstrates the "Wave Motion Machine," which illustrates wave behavior common to sound, light, electricity. The Bell System teaching aid also includes a film, books and a lecture.



Two of the units are illustrated here and four more described at the right. They are already being used in thousands of high schools.

Now in its third year, this science program has aided busy teachers and spurred eager students. As one Bell Laboratories man remarked, "Just give 'em the facts and get out of the way!"

The program will continue, with the cooperation of leading educators, as long as it serves a useful purpose.

And the Bell System will benefit only as the nation benefits—from better teachers and abler young scientists and engineers.

Two other aids offered to America's schools, besides those illustrated:

Ferromagnetic Domains, a basic approach to the study of magnetism, including books, a motion picture and four demonstration units.

Solar Energy Experiment for advanced students, containing all the materials necessary to turn silicon slabs into working solar cells.

Aids to be offered in Fall, 1963:

The Speech Chain, various classroom materials for physics and biology teachers on the inter-disciplinary study of speech and hearing.

Speech Synthesis, for advanced students, involves circuitry, electronic components, biology. Completed unit simulates speech sounds.



BELL TELEPHONE SYSTEM

Owned by more than two million Americans

NEGROES

respond more aggressively to Negro voices. It's good business to include the Negro station in your general market buy. (They're usually low CPM in general market surveys.)

Our salesmen visit our stations.

Station Reps

BOB DORE

ASSOCIATES

11 WEST 42nd STREET, NEW YORK 36, N. Y.
CHICAGO LOS ANGELES SAN FRANCISCO

NORMAN & NORMAN Inc.

MID-WEST SPECIAL

Daytimer located in Wisconsin-Minnesota area, single station market, grossing \$53,000, priced at \$75,000 with good terms. Rich area, station not near its maximum.

DES MOINES

1800 WATROUS AVE.
34-B — 288-1186

DES MOINES 15, IOWA

of Armed Forces Communications & Electronics Association. Speakers are: H. I. Romnes, president of Western Electric Co., June 4 luncheon; Najeeb E. Halaby, administrator of Federal Aviation Agency, June 5 banquet; Lieutenant General Alfred D. Starbird, U.S.A., director of Defense Communications Agency, June 6 luncheon. Sheraton-Park Hotel, Washington.

*June 5—Canadian TV Commercial Film Festival and Workshop, Royal York hotel, Toronto.

June 5—Annual meeting and premium round table of Premium Advertising Association of America, Hotel Roosevelt, New York City.

*June 6—Award luncheon of the Broadcast Pioneers' Washington chapter to honor Representative Oren Harris (D-Ark.), chairman of the House Interstate and Foreign Commerce Committee, 12:30, International Inn, Washington.

June 6-8—Los Angeles Advertising & Marketing Materials Show, Shrine Exposition Hall, Los Angeles.

June 7-14—Annual convention of National Community Television Association, Olympic hotel, Seattle.

June 8—UPI Broadcasters of Upper Michigan, Dee Park Lodge, Manitowish Waters, Wis.

June 8-9—Annual meeting of Tri-State TV Translator Association, Rainbow hotel, Great Falls, Mont.

*June 8-11—Georgia Association of Broadcasters' convention, Holiday Inn motel, Callaway Gardens, Pine Mountain, Ga. Speakers will include FCC Commissioner Rosel H. Hyde; Representative William E. Miller (R-N.Y.), chairman of the Republican National Committee; Wrede Petersmeyer of Corinthian Broadcasting Co.; Miles David, administrative vice president of Radio Advertising Bureau; Lionel Baxter, Storer Broadcasting Co.; Bruce Merrill, Ameco Inc. (CATV); Robert Mason, All-Industry Music Licensing Committee; Larry Cervone, Gates Radio Co.; and Lee Mehlig, Broadcast Clearing House.

*June 10—Reply comments due on FCC proposal to bar applications under multiple ownership rules unless applicant first disposes of one interest.

*June 10-11—Representatives of the legal profession, the social sciences, and the mass media will discuss "The Right of Privacy and the Mass Media" at Pennsylvania State University. Conference is co-sponsored by Pennsylvania Bar Association and Pennsylvania State University's School of Journalism and Center for Continuing Liberal Education. Speakers and participants include Alan U. Schwartz, member of New York law firm of Greenbaum, Wolff and Ernest; Creed C. Black, vice president and executive editor of *Wilmington News and Evening Journal*; Morton J. Simon, Philadelphia communications attorney; and Robert V. Cahill, legal counsel for National Association of Broadcasters.

*June 10—Sixty-sixth annual convention of American Federation of Musicians, Fontainebleau, Miami Beach, Fla.

*June 10-11—NAB TV Code Review Board meeting, University Club, New York.

June 10-21—Radio Workshop, co-sponsored by Abilene Christian College and Texas Association of Broadcasters, Abilene Christian campus. Additional information about the workshop is available from Dr. Lowell G. Perry, Radio Workshop, Abilene Christian College, Abilene, Tex.

*June 11—Debate between W. Theodore Pierson and Harry M. Plotkin on "The Need for Modification of Section 326," luncheon, Federal Communication Bar Association, Willard Hotel, Washington.

*June 11—Annual stockholders meeting, United Artists Corp., Astor Theatre, New York City.

June 11-13—Western Association of Broadcasters meeting, Jasper Park Lodge, Alberta, Canada.

*June 12-14—Thirty-third Institute for Education by Radio-Television, sponsored by Ohio State University Telecommunications

Center, Nationwide Inn, Columbus. Theme is "The Program: The Heart of Broadcasting." The American Council for Better Broadcasts meets June 12 in conjunction with the institute. Keynote speaker will be Dr. Edward W. Rosenheim Jr., professor of English at University of Chicago.

*June 12-14—Annual meeting of the Electronic Industries Association of Canada, Chantecler hotel, Ste. Adele-en-haut, Que.

*June 13-14—Television Affiliates Corp. programming conference, Sheraton, Chicago. Speakers include Sylvester L. (Pat) Weaver Jr., board chairman of McCann-Erickson, and Jules Power, executive producer of ABC-TV's *Discovery* series.

*June 13-15—Mutual Advertising Agency Network meeting, Palmer House, Chicago.

*June 14—Wyoming AP Broadcasters Association meeting, Torrington.

*June 15-19—Annual convention of Advertising Federation of America, Atlanta Biltmore hotel, Atlanta, Ga. Speakers include: Emerson Foote, McCann-Erickson, New York; Ralph McGill, Atlanta Constitution; Arthur E. Tatham, Tatham-Laird, Chicago; Dr. Lyndon Brown, Dancer-Fitzgerald-Sample, New York; Edward R. Morrow, director of U. S. Information Agency; Fletcher Knebel, Washington correspondent for Cowles Publications; Sir Douglas Fairbanks Jr., former motion picture star and currently director of Scripto Inc.; and Paul Austin, president of The Coca-Cola Co.

*June 15-Aug. 6—Summer workshop in closed circuit television teaching by the Department of Radio & Television, Indiana University, Bloomington. James D. Perry, instructor in radio-TV and supervisor of the I.U. closed circuit teaching program, will be director of the workshop.

*June 17—Effective date for new FCC rule allowing automatic logging and requiring daily, five-times-a-week inspection of transmitting facilities of AM-FM stations.

*June 17—Hollywood Ad Club luncheon at the Hollywood Roosevelt. AAW day, ushering in the convention of the Advertising Association of the West, to be held June 22-27 with Hollywood as host club.

June 17-19—Forty-sixth national conference of American Marketing Association, Statler hotel, Washington, D. C. Conference theme is "Innovation: Key to Marketing Progress."

June 18-20—Annual convention of Electronic Industries Association, Pick-Congress hotel, Chicago.

*June 19-21—Annual meeting of Virginia Association of Broadcasters, Williamsburg Inn, Williamsburg, Va. Miles David, vice president of Radio Advertising Bureau, will head a team that will provide successful and interesting ideas for local selling, programming and sales-audience promotion. Speakers will be FCC Commissioner Frederick W. Ford.

*June 20-22—Florida Association of Broadcasters convention, Robert Meyer hotel, Jacksonville, Fla.

June 21—Colorado AP Broadcasters Association meeting, Durango, Colo.

*June 21-22—Colorado Broadcasters Association convention, Strater hotel, Durango. Speakers will include Donald McGann, president of the Westinghouse Broadcasting Co., and FCC General Counsel Max Paglin. Don Dailey and Tom Bostic, presidents of the Missouri and Washington State broadcasters associations, respectively, will also address the CBA meeting.

*June 21-Aug. 17—Twenty-First Stanford Radio-Television Film Institute, sponsored jointly by Department of Communication of Stanford University and San Francisco stations: KPIX (TV), Westinghouse Broadcasting Co.; KQED (TV), Bay Area Educational Television Association; and KNBR-AM-FM, NBC. Courses meet alternately on the campus of Stanford University and in the San Francisco studios of the cooperating stations.

June 22-27—Advertising Association of the West annual convention at Ambassador hotel, Los Angeles. Junior conclave, June 22; business sessions, June 24-26; president's dinner, June 26; golf tournament, June 27.



puzzle:

Clockwork

Herb Victor, WMAL-TV Program Director; Dick Stratton, Film Editor; and Neal Edwards, Station Manager, were in our projection room, stopwatches in hand, auditioning a new feature film. Three times during the showing they were interrupted for urgent business—"Excuse me, Mr. Victor, do you take it black or with cream?"; "Turn on the lights a minute, Dick, I've dropped my matches."; "Tell Mrs. Stratton I'm in conference. I'll call her back."—so that they actually viewed the film in four segments.

"Good show," said Victor when it was over. "How long does it run?" With some consternation the three discovered that while some of the men had timed some of the film some of the time, no one had timed the whole thing. However, their pooled information resulted in the following data:

The first three parts ran 60 minutes and 45 seconds. The second interruption came exactly at the midpoint. The third section was just as long as the last.

How long does the film run?*

**Just long enough to allow for several one-minute spots that will bring your product to the country's buying-est audience. Lively programing plus attractive Straw Hat Discount Plan put WMAL-TV in the "Best Buy" class for summer '63. Harrington, Righter & Parsons, Inc. will give you details.*

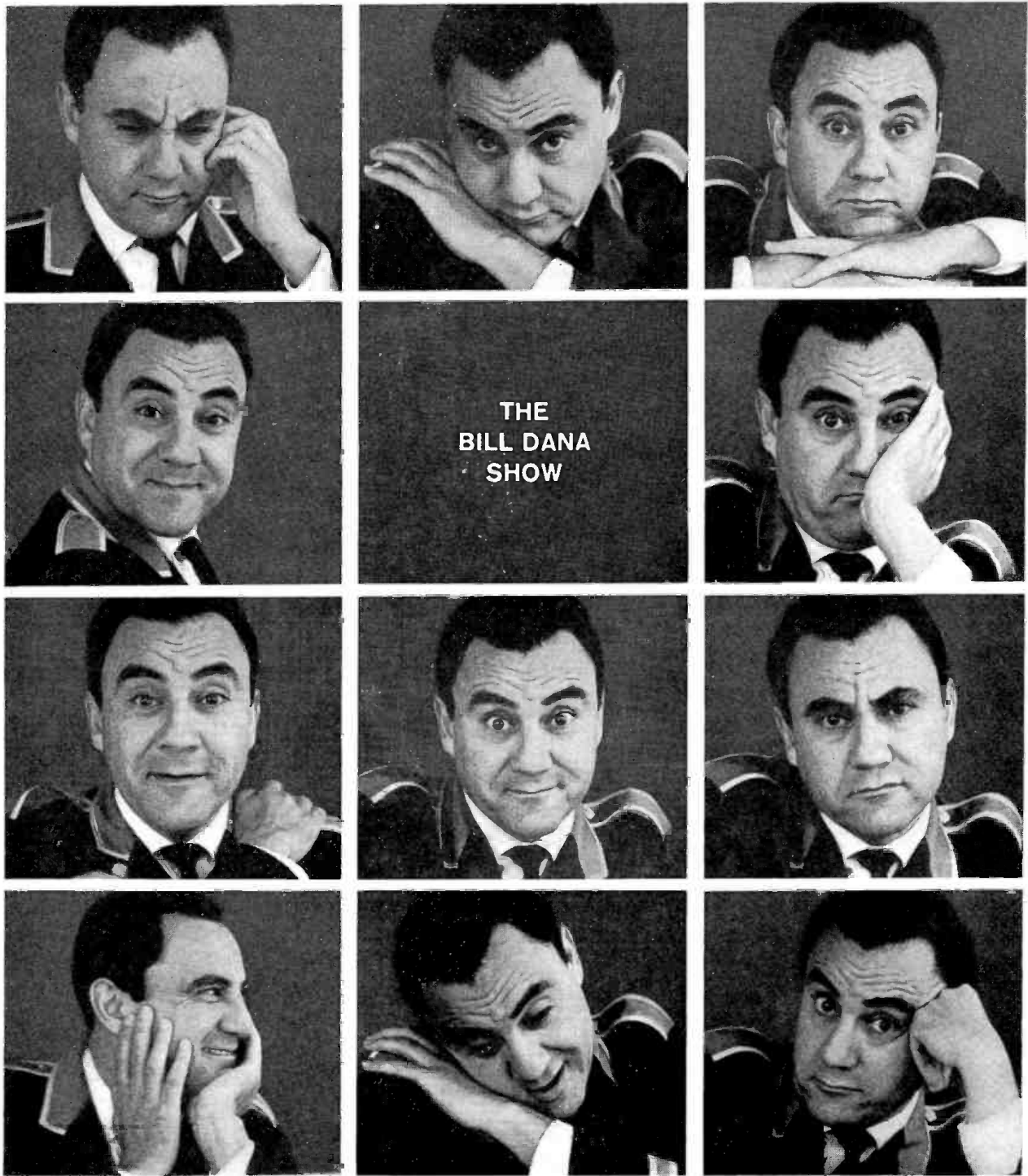
Address answers to: Puzzle #81, WMAL-TV, Washington 8, D. C.
Puzzle adaption courtesy Dover Publications, New York 14, New York.

wmal-tv

Evening Star Broadcasting Company
WASHINGTON, D. C.

Represented by: HARRINGTON, RIGHTER & PARSONS, Inc.

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



Do You Make These Mistakes In English?

Credible as it may seem to the average reader, all the faces above belong to the same man.

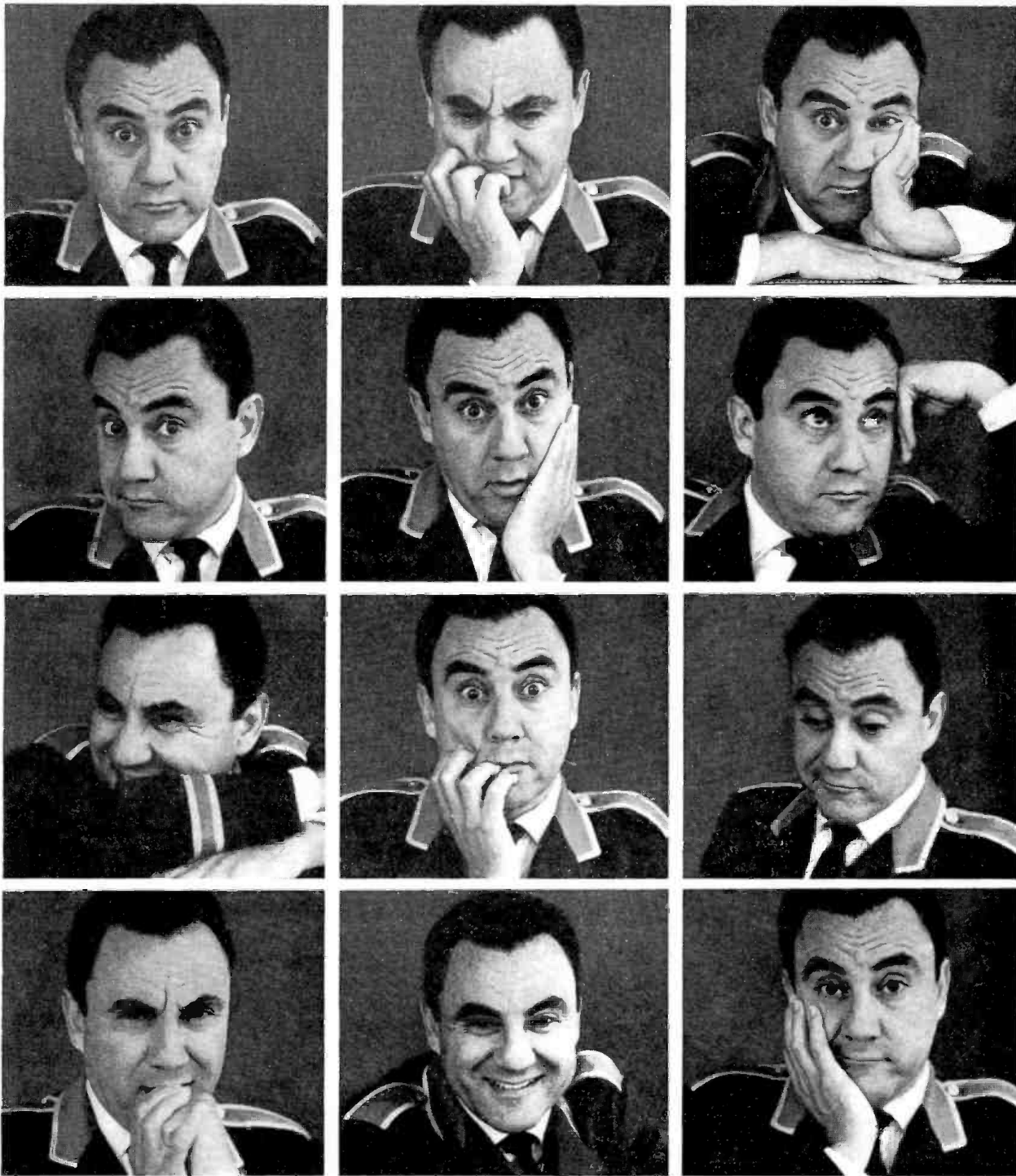
The man is José Jiménez, who's parlayed an unlimitedly expressive visage and a highly limited knowledge of English into one of the most hilarious characters in all show-business.

He's also become the star of the spanking-new "Bill Dana Show," one of many lustrous attractions on NBC-TV's multi-faceted Fall roster.

If José has no objection to the show's title, it's because he and Bill Dana are really closer than this. One might say they grew up together.

Most of the growing-up took place in the form of television guest appearances, night-club engagements and record albums, with writer Dana creating the material and performer Jiménez enriching it with his stranger-than-diction delivery.

On the Fall series, Dana's *alter-amigo* will be



playing the role of a crisis-prone bellhop. Who but José could wangle a free hotel suite for a destitute, forlorn-looking old lady, only to find out she's using the premises for a floating poker-game? Who but José could unintentionally upset a reception for an "imported" Caribbean starlet through a casual observation that her accent was phoney? No, life isn't very tranquil for José. But we know this Fall's audiences will find him the warm-

est, funniest bellhop this side of a hotel register.

"The Bill Dana Show" is, of course, just one temptation in a batch of goodies being whipped up for NBC-TV's 1963-64 schedule. The other delights range from tested favorites like "The Virginian" and "Sing Along with Mitch" to such newcomers as Imogene Coca's "Grindl" and the "Mr. Novak" dramas. It shapes up as a great year.



Look to NBC for the best combination of news, information and entertainment.

RADIO
WILS
LANSING
1320

3 TIMES THE
AUDIENCE*
3 TIMES THE
ADULTS**

(*JAN.—MAR. '62 HOOPER)

Anyway you slice that whooping big HOOPER it comes out three times the audience... and, three times the adults of the 2nd station... Like this:

Local Time	WILS	2nd STATION
7 to 9 a.m. Heavy traffic period with adult and teen audience	66.6%	21.1%
9 to 4 p.m.** Housewife time. Teenagers not home.	59.7%	18.4%
4 to 6 p.m. Drive time period with adult and teen audience	61.1%	14.2%
7 'til Noon total	63.6%	21.0%
Noon 'til 6 total	59.5%	15.4%

(Hourly average and total % from Jan.-Mar. '62 Hooper)

LANSING Metro (3 counties)

- 14th in \$ sales per household
- State Capitol
- Michigan State University
- Oldsmobile plus other industry

MID-MICHIGAN'S BIG NO. 1 RADIO BUY

RADIO
WILS
LANSING
1320 (5000 WATTS)

Representatives:

Venard, Torbet & McConnell, Inc.

OPEN MIKE ®

Thanks to broadcasters

EDITOR: The participation of all broadcasters in the Radio Free Europe campaign could not have been more enthusiastic and effective.

While I know full well of the dedication of broadcasters in serving public causes, at the same time I also know of the enormous demands on them. Managers, program directors, special events directors and news directors seem to have accepted an interest and association with another broadcasting facility which is engaged in serving the purposes of the U. S. in communicating with the 80 million people in the satellite countries back of the Iron Curtain. For this we are most grateful.

I take this means of expressing our thanks to the industry for publicizing so widely the operations of Radio Free Europe and for enlisting the public support which permits it to perform its vital functions.—*Theodore C. Streibert, president, Radio Free Europe Fund Inc., 2 Park Avenue, New York 16.*

The 23 dwindle to 21

EDITOR: With regard to the article in May 6 BROADCASTING ("23 congressmen in broadcasting"), Representative John W. Davis, of the Seventh District of Georgia, resigned as a director of this corporation on Feb. 10, 1960. . . —*William B. Ferrar, president, WGTA Summerville, Ga.*

(The resignation of Representative Davis was reported to the FCC which failed to correct all its records, including the ownership file used in BROADCASTING's compilation)

EDITOR: I would very much appreciate a retraction of your story including me among members of Congress having a direct or family-related interest in radio or television stations.

The Mrs. Helen Laird listed as the president of the Laird Broadcasting Company, of Waupaca and Green Bay, Wis., is the wife of Ben Laird of Green Bay. My mother, Mrs. Helen C. Laird, a former member of the University of Wisconsin Board of Regents, lives in Marshfield, Wis., and has no interest in any radio or television station. . . —*Representative Melvin R. Laird (R-Wis.), Washington.*

(A member of Representative Laird's Washington staff had mistakenly advised that the congressman was a cousin of Ben Laird.)

LeRoy's no St. George

EDITOR: Congratulations on your May 6 editorial, "Florida tax monster." This was LeRoy Collins's chance to do something positive. He has proven he is, in fact, a politician, not a broadcaster.—*Raymond E. Carow, general manager, WJHG-TV Panama City, Fla.*

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*Reg. U. S. Patent Office

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This won't get you far on a San Francisco cable car

Markets overlap, but not that much! An advertising campaign which fits one market may need major alterations in another. Advertising, to be effective, must be tailor made—market by market—as it is with Spot TV.

We have more than token claims for Spot TV. It's the fastest growing advertising medium. Spot TV's rate of growth from 1961 to 1962 was two to five times

greater than any other advertising medium. And Spot TV gives you a good ride for your money. It serves your specific needs. Such as bolstering slipping sales... meeting the challenge of new competition. Or testing a product, an idea... expanding into new markets... using seasonal control or timing.

TvAR, representing a select list of major market TV stations, can show you

how to get more for your advertising dollars by buying on a spot-your-market basis. TvAR's "Television Spot Test" enables you to document the effectiveness of Spot TV. TvAR's "Brand Comparisons," give the status of over 500 brands in our eight represented markets.

Spot TV is the flexible advertising medium. TvAR is the personalized service. Why not take advantage of both?

TELEVISION ADVERTISING  REPRESENTATIVES, INC.
REPRESENTING

WBTV CHARLOTTE (JEFFERSON STANDARD BROADCASTING CO.) • WTOP-TV WASHINGTON AND WJXT JACKSONVILLE (POST-NEWSWEEK STATIONS)
WBZ-TV BOSTON, WJZ-TV BALTIMORE, KDKA-TV PITTSBURGH, KYW-TV CLEVELAND AND KPIX SAN FRANCISCO (WESTINGHOUSE BROADCASTING COMPANY)
TvAR Offices in New York, Chicago, Detroit, San Francisco, Los Angeles and Atlanta

A central audit bureau could handle more than ratings

Broadcasting is an exciting business, as is evident from its dynamic history. The pages are filled with volatile times.

The present uproar caused by close scrutiny of the ratings services is only the current chapter. And proposals for corrective action are coming from all sides.

One of the most sensible propositions which has been suggested numerous times in the past is now being proposed again by my friend Blair Vedder of Needham, Louis & Brorby. This is the establishment of an audit bureau of broadcast measurement. Its function would be to set up broadly accepted standards for TV and radio audience measurement.

Wider Scope ■ We endorse this proposal. But we believe the scope and responsibility of such a body could be broadened to tackle a wider range of broadcast industry problems. Why limit an industry bureau to governing standards for broadcast measurement?

There are a number of large problems which various segments of the broadcast industry have been ducking for years. These could be solved successfully by a central industry bureau.

For example: Proof of performance always has been the responsibility of a supplier or contractor. However, radio and TV station operators have been allowed to neglect their responsibilities in this area for the last 40 years.

As a consequence the outline for the next stormy chapter in broadcasting history is being written today. TV stations in major markets will be monitored 24 hours a day for 365 days a year in preparation for another useless witch hunt for alleged skullduggery that many believe simply does not exist.

Honor System ■ Station owners and operators could have prevented this. But no standards ever were set up. The business has run on the honor system, backed up by station affidavit of performance but not proof of performance.

A central industry bureau like the one suggested could establish standards and procedures, under which stations could supply proof of performance.

Another problem centers on how to obtain complete and correct competitive information. The advertiser and agency upon whom the station operator depends to a large degree for his living need data about the broadcast activity of competitors. This intelligence is vital in meeting challenges to a brand's business.

But many stations prefer to shut their

ears to the advertisers' plea for such data. They say they don't want the other stations to know whom they are selling.

Revenue Source ■ They should be willing to supply complete details of their commercial schedules from sign-on to sign-off each day to a central industry bureau so that it can offer the data in confidence to those advertisers that want it. Advertisers would pay a small fee for the information and thus help support the bureau.

We see no reason why the industry ought to pay large sums to derive competitive advertising expenditures by means of 100% monitoring when the information is readily available through stations themselves. As it now stands advertisers and agencies are forced to employ time-consuming, devious and expensive methods to obtain information that most times is neither complete nor correct. The job could easily be organized and governed by a central industry bureau.

TV and radio ratings are of utmost importance to all involved in these media—networks, stations, advertisers and agencies. Since ratings are important, it is essential that estimates of audience size and type be obtained through proper methodology and processing. The establishment of an independent bureau to formulate better measurement procedures and to audit the work of the research services that would supply the field data makes eminent sense.

We believe that broadcasting as a whole should join a central industry bureau. Thus the dollar contributions from thousands of members would supply the money necessary to operate it.

Splinter Audience ■ Looking to the future, it is possible that TV audiences will suffer the consequences of splinteri-

zation similar to what occurred among radio audiences. If the FCC is allowed to continue to enforce its current notions of government regulation and allows UHF stations to pop up across the country like mushrooms the big magic of today's large TV audiences will disintegrate. All-channel sets will flow from factories soon and the small portable TV set is here now.

The same difficulty experienced by radio station operators may befall the TV station owners. Current radio measuring systems are inadequate since no accurate way to sample the ubiquitous radio listener has been found. The industry should plan now to meet this problem.

Another compelling reason for providing adequate broadcast measurement is found in the simple, arithmetic disciplined needs of the computer. There is no doubt that the advertising fields will attempt to use electronic data processing in the evaluation of market-by-market broadcast media opportunities, comparing them with print and outdoor.

Audience data by individual station and individual market is absolutely essential to manufacturers in planning marketing and media strategies. In the computer world of the future, stations failing to supply this information will be subject to evaluation "by guess and by gosh."

The broadcasting industry should not again find itself standing outside the gate of commerce wondering why it lost the business through failure to meet the demands of the time. A central broadcasting bureau supported by all elements of the industry should be founded in order to establish and govern standards in the vital areas that will determine whether or not broadcasting's future will indeed be bright.



Thomas A. Wright Jr. is vice president in charge of the media department of Leo Burnett Co., Chicago. He has been with that agency since 1955 and has been a vice president since 1958. Mr. Wright formerly had been a network account executive with NBC for five years and before that was with BBDO for six years. He is a past president of the Broadcast Advertising Club of Chicago. Mr. Wright presently is vice president of the Media Directors Council which meets in New York.



It Takes RPM To Move The Goods!

Ratings ...

Programming ...

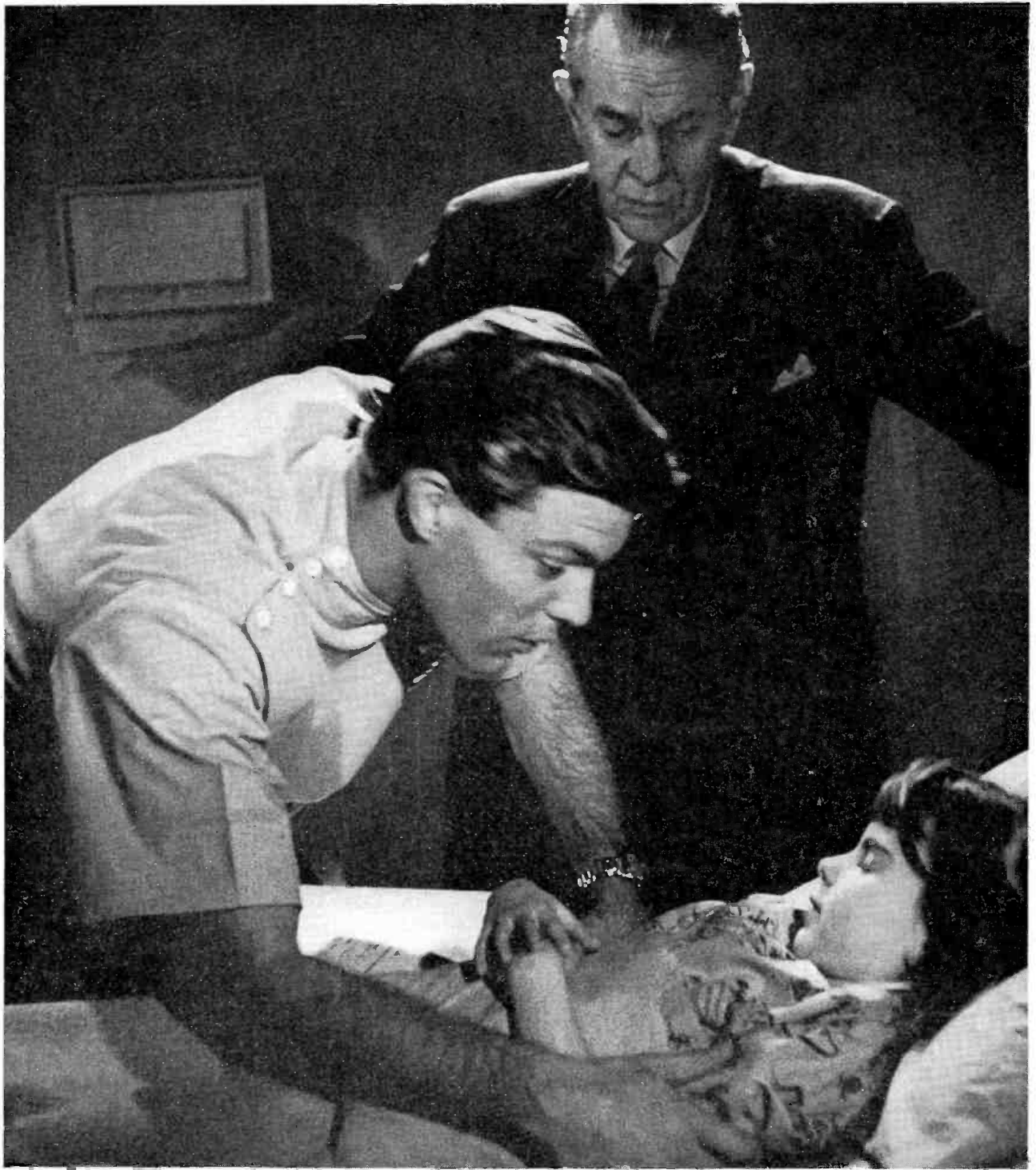
Merchandising ...



... the three-way push that moves
the goods over WELI's RPM Radio!
Depend on BIG-Buy WELI to
deliver the rich, New Haven-centered
market!

National Sales: H-R Representatives,
Inc.; Boston: Eckels & Co.

WELI 5000 WATTS / THE SOUND OF NEW HAVEN / 960 K.C.



Hospital-Tested

The firmness to be detected in Jim Kildare's step next season has a simple explanation.

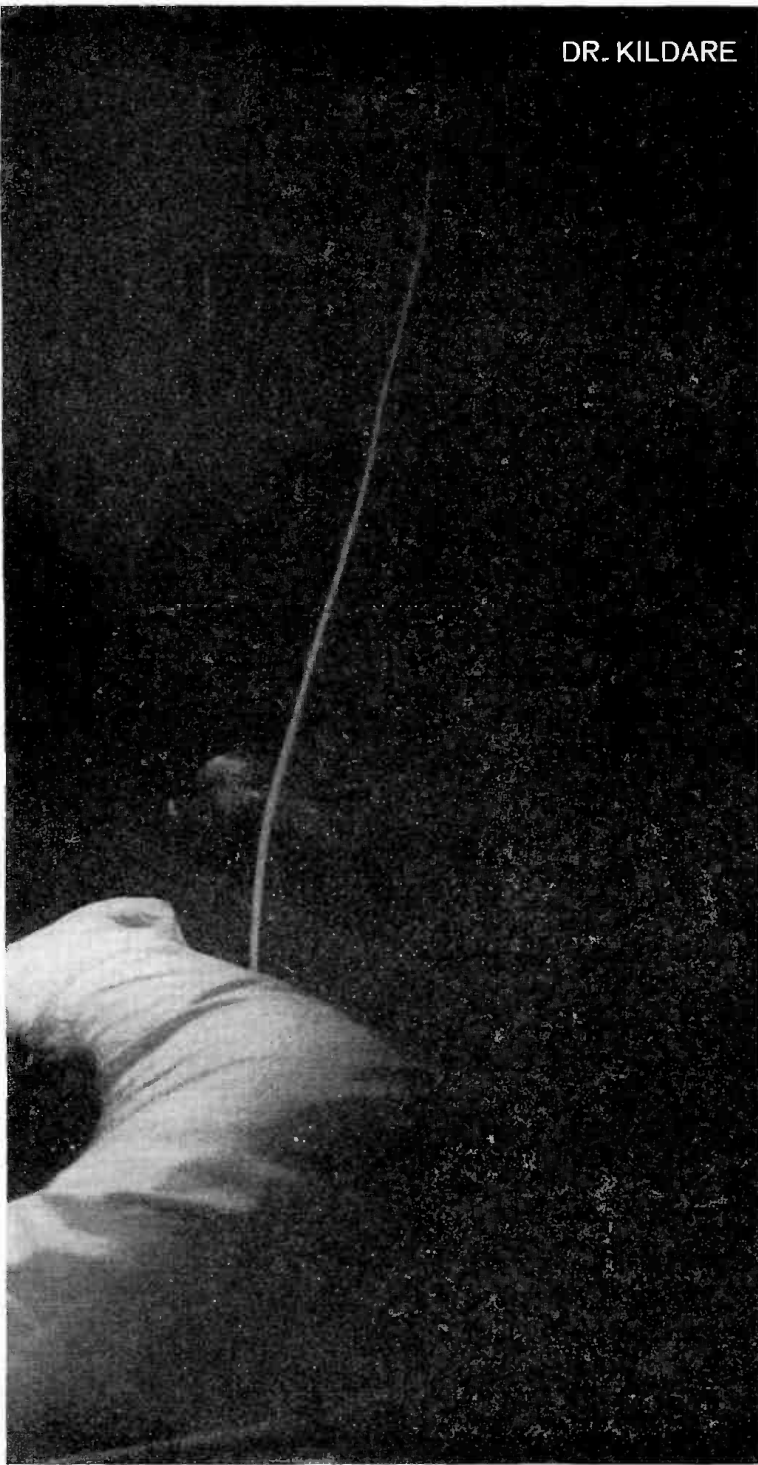
When "Dr. Kildare" begins its third year—as one of the many distinguished attractions in NBC's diversified new schedule—America's most famous interne (at America's most famous hospital) will have graduated to the status of resident.

Even crusty Dr. Gillespie would concede that

his protege has *earned* the promotion. Without cutting any hospital corners, the novice MD has handled such challenging patients as a young girl on the edge of drug addiction; a poet who detested doctors; and a teen-ager who hated the world.

That Kildare's fresh-from-school innocence has been singed under such fire is all too understandable. It's in the very nature of his work. That he retains his idealism is also understandable. That's in the nature of the man.

DR. KILDARE



It's also a product of his relationship with the veteran Gillespie, a doctor who can practically remove an appendix with a sharp glance, yet gently guide a young interne toward the right diagnosis of a troublesome case.

The able Raymond Massey's portrayal of Gillespie needs no accolade from this corner. Nor is there much we can add to the praise already won by Richard Chamberlain in the title role. In this year's TV Guide Awards, American viewers (who

always have the last word) voted him television's favorite male personality.

Kildare's promotion at Blair General, by the way, is far from the only new development taking shape on NBC-TV. The Fall schedule glitters with television's most promising new programs and personalities. Blended with the many proven favorites like "Dr. Kildare", they augur the most exciting—and most varied—season in our history.



Look to NBC for the best combination of news, information and entertainment.



THE COMMUNICANA GROUP THE COMMUNICANA GROUP

THE COMMUNICANA GROUP THE COMMUNICANA GROUP

Two leading communications systems in Indiana



IN TV: WSJV-TV (28), South Bend-Elkhart; WKJG-TV (33), Ft. Wayne
RADIO: WTRC-AM and FM, Elkhart; WKJG-AM, Ft. Wayne
NEWSPAPERS: *The Elkhart Truth* (Eve.); *The Mishawaka Times* (Morn.)



John F. Dille, Jr., *President*

NOW THE HENRY ERA AT THE FCC

- A second-generation New Frontiersman is ticketed for top job
- A specialist in trust-busting is moved into the commission
- Minow resignation is at last confirmed—effective June 1

A White House Mimeograph machine went into operation last week, and one of the best-known secrets in Washington was officially made public:

FCC Chairman Newton N. Minow was resigning June 1 after 27 months in office, and President Kennedy was to name Commissioner E. William Henry, 34-year-old Memphis attorney who shares Mr. Minow's tough-minded ideas on regulation, to succeed him.

BROADCASTING Magazine had reported last February 11 that Chairman Minow would leave the commission at the end of May and that he had recommended Commissioner Henry as his successor.

Following the White House announcement last Tuesday afternoon, a statement out of Chicago confirmed the same story's prediction of Chairman Minow's future: He would return to that city, his home town, as executive vice president and general counsel of Encyclopaedia Britannica Inc. His salary, reportedly, will be \$75,000 annually, plus additional benefits based on company operations.

One Surprise ■ The White House announcement contained one surprise: Assistant Attorney General Lee Loevinger, who has headed the Justice Department's antitrust division since 1961, would be named to the commission to serve the remaining five years of Chairman Minow's term.

Mr. Loevinger will be succeeded at Justice by William H. Orrick Jr., deputy undersecretary of state for administration. Before being assigned to the State Department, Mr. Orrick headed the Justice Department's Civil Division.

All of the positions filled by the President last week pay the same, \$20,000, except that of the FCC chairman. He gets \$20,500.

Commissioner Henry, who joined the commission in October, left no doubt he would follow in the hard-line regulatory philosophy of the controversial chairman.

Tough Commissioner ■ Asked to comment on speculation that, as chairman, he would be "as tough, if not tougher" than Mr. Minow, he said:

"That's probably correct."

"Our philosophies of regulation have many areas where they coincide—that is, where the public interest requires our close concern," he said. "We must be alert at all times to see that exclusively private interests" don't override the public interest.

"Where we find apparent violations of the rules," he said, "we wouldn't be reluctant to apply the sanctions available to us." He mentioned specially such violations as trafficking, promise-vs-performance failures, abuse of commission processes, failure to supply required information, and unauthorized transfer of licenses.

"We must make certain our rules are followed," he added.

Expects Broadcasters' Support ■ Commissioner Henry feels "responsible broadcasters" will support strict enforcement. "It's to their benefit," he said. "If we upgrade the performance

of less responsible broadcasters in obeying the rules, everyone benefits."

This view, he said, has been expressed to him by broadcasters.

And this view, apparently, is shared by the President. For in addition to replacing Mr. Minow with Commissioner Henry, he will nominate, in Mr. Loevinger, a liberal Democrat who says the only thing he fears more than a concentration of power in government is a concentration of power in private hands.

Commissioner Henry, consequently, will probably have a three-vote nucleus on which he can count in advancing his proposals—his own, Mr. Loevinger's, and that of Commissioner Kenneth A. Cox. As Chairman Minow did, he will have to attract the fourth vote from among the remaining four commissioners—Frederick W. Ford, Robert E. Lee, Robert T. Bartley or Rosel Hyde. And only Commissioner Hyde, whose



Newton N. Minow (l), who's resigning from the FCC chairmanship at the age of 37, talks with his 34-year-old successor, E. William Henry. The two were caught by a photographer at a

reception at the Broadcasters Club in Washington last Thursday, two days after the White House had announced the change in FCC command which becomes effective June 1.

An antitrust expert on the FCC

'I CAME HERE TO WORK FOR THE NEW FRONTIER,' SAYS LOEVINGER

Lee Loevinger, a two-year veteran of the New Frontier, is moving from the antitrust division of the Department of Justice to the seven-man group that controls broadcasting in the United States.

Named by President Kennedy last Tuesday (May 14) to fill the unexpired term of Newton N. Minow on the FCC (to June 30, 1968), Mr. Loevinger said last week that he has not spoken with the President about his job switch before or since the announcement.

Presidential News Secretary Pierre Salinger said Mr. Loevinger was moving over to "one of the most important agencies in Washington." And Attorney General Robert Kennedy, Mr. Loevinger's current boss, said the move was made because it would be helpful to have someone at the FCC with antitrust background, especially since the commission will have a major role in international space communications affairs.

The 50-year-old Loevinger doesn't discuss all the comments about him. He says simply, "I came here to work for the New Frontier. If the President thinks I can be of more

service at the FCC, that's fine with me."

Considered Before ■ Actually, Mr. Loevinger was considered for the FCC appointment two years ago when Mr. Minow was tapped. In the President's announcement it was stated that Mr. Loevinger would continue to represent the United States on the Organization of Economic Cooperation Development. This is an international body dealing with antitrust policies, and indicates that Mr. Loevinger will undoubtedly continue to maintain his interest in the Sherman and Clayton Acts and the whole philosophy of the monopoly laws (BROADCASTING, April 24, 1961).

Absolute Power ■ He quoted Lord Acton's famous dictum, when he was asked to relate his antitrust attitudes to broadcasting:

"Power corrupts and absolute power corrupts absolutely."

He says he still agrees with the Justice Department's opinion several years ago that option time is in itself a violation of the antitrust laws.

As chief of the antitrust division he approved the government antitrust suit against CBS, charging that the

network's affiliates compensation plan is a violation. During his tenure, also, the government forced MCA to divest itself of its talent representation business.

During the congressional battle over the establishment of the Communications Satellite Corp., it was Mr. Loevinger and Deputy Attorney General Nicholas deB. Katzenbach who drafted the bill that was accepted by the President and finally adopted by Congress.

Ironically, although Mr. Minow is being given credit for the Comsat legislation, he initially favored the Kerr Bill which proposed to establish a space firm owned only by the international communications carriers.

"Pluralism" Best ■ Mr. Loevinger says he is "deeply convinced" that the best means of avoiding the abuse of power is through a "plural organization of private power."

In the field of broadcasting, Mr. Loevinger said he is a strong believer in the theory of "multiplicity of voices" in a field so vital in the dissemination of opinion and information.

His knowledge of broadcasting, he

position is becoming increasingly isolated, has steadfastly refused to go along with all of Chairman Minow's more controversial proposals.

Youngest Chairman ■ Commissioner Henry, who turned 34 on March 4, will have the distinction of being the youngest man ever to assume the FCC chairmanship. Charles R. Denny, now vice president of RCA, was made acting chairman in 1946 at age 33, but wasn't named chairman until eight months after his 34th birthday. Chairman Minow was 35 when he joined the commission.

President Kennedy accepted Chairman Minow's resignation, tendered May 1, in a "Dear Newt" letter. The letter was thus personalized in the President's own handwriting after it had been prepared for his signature with a "Dear Mr. Minow" salutation.

The President said he was accepting the resignation "with reluctance" and praised Chairman Minow's accomplishments at the FCC as being "indeed impressive."

Despite the warmth of these senti-

ments, however, there was a hint of curtness in the President's letter. Chairman Minow specified no effective date for his resignation. He said he would leave at the President's convenience, but that he would be happy to serve until his replacement on the commission was confirmed by the Senate. The President, however, said he was accepting the resignation as of June 1.

Commissioner Henry, who was besieged by reporters after the White House announcement, was asked repeatedly whether he agreed with Chairman Minow's celebrated "vast wasteland" description of television.

To all such queries, he replied that there were some "green shoots" developing. But he also made it clear he wasn't happy with the TV programing. There's too much "conformity" . . . there is "a lack of diversity" in it, he told a news conference Wednesday.

Concern With Programing ■ He feels the commission can concern itself with programing without engaging in censorship. And he does not believe broadcasters "have an absolute freedom . . .

to conform to majority tastes alone. The public interest isn't served that way," he said.

He is disturbed by what he regards as a lack of programing for minority segments of the public. And, as he did in his Nashville speech three weeks ago (AT DEADLINE, May 6), he offered two controversial proposals for dealing with this situation. One provides for a re-evaluation of sustaining time to determine whether the percentage of such programs should be considered in judging a station's performance at renewal time. This proposal has caused considerable worry among broadcasters. The other suggests adoption of a rule to require broadcasters to carry at regular intervals both a description of their legal responsibilities and an invitation to the public to express its views on programing. He intends to offer both proposals for consideration by the commission.

Commissioner Henry wants the agency to take a new look at its sustaining time policy because of what he regards as a dearth of public affairs programs

stated, was solely that of a member of the public. He recalled that when he was in private practice he had one client who applied for a radio license. "That was my only contact with the FCC," he said.

He strongly intimated that his attitude is that the FCC should represent the public, although he begged off being specific so he could not be accused of prejudging issues.

Earthy Bantam ■ Lee Loevinger is a slight, amiable midwesterner whose comments are frank, direct and sometimes salty.

He was born April 24, 1913, in St. Paul and was graduated summa cum laude from the University of Minnesota in 1933. Three years later he received his law degree from the university's law school.

His early law practice was as a government lawyer—with the National Labor Relations Board and the antitrust division of the Department of Justice. After time out for World War II (he served in the Navy, reaching the rank of lieutenant commander), he returned to Minneapolis and was a partner in the law firm of Larson, Loevinger, Lindquist and Fraser. Orville Freeman, now secretary of agriculture, was a member of this firm. Mr. Freeman, as governor of the state, appointed Mr. Loevinger to the Minnesota Supreme



A trustbuster for the FCC

Court. He resigned from this post in 1961 to accept appointment as antitrust chief in the Kennedy administration. He is a close personal friend of Minnesota's Democratic Senator Hubert Humphrey.

Among other things he served as special counsel to the Senate Committee on Small Business, as a lecturer and later as a visiting professor of jurisprudence at the University of Minnesota, and as chairman of

the Minnesota Atomic Energy Development Problems Committee. He is the author of "The Law of Free Enterprise," and "Introduction to Legal Logic."

He's a member of Sigma Xi, Delta Sigma Rho and Sigma Delta Chi. He is married to the former Ruth Howe and has three children (Barbara L., Eric H. and Peter H.). The Loevingers live in the Tulip Hill section of Washington.

in next fall's TV schedules. He said a program doesn't have to be unsponsored to be "good." But he feels that the decrease in regularly scheduled network public affairs programs next season might be the result of an inability on the part of the chains to sell such programs to sponsors.

"Perhaps," he said—adding "underline 'perhaps'—there is a misunderstanding on the part of the industry" regarding the commission's 1960 policy statement on sustaining time. Some in the industry, he said, apparently believe that the statement says the commission sees no distinction between sustaining or sponsored programs. But in view of the programing outlook for next season, he said, "the question of whether a program is sustaining or sponsored might be important."

Consequently, he said, the commission's sustaining time policy should be re-evaluated and, if found satisfactory, "clarified."

Commissioner Henry also indicated that his concern over what he regards as a lack of diversity in programing is

going to lead him into a thorough study of the relationship, if any, between this question and network option time. The commission has been reconsidering its position on option time for two years, and Commissioner Henry said he has reached no conclusions on it himself.

But, he added, "there is a substantial body of opinion within the industry which believes that networks exercise an unhealthy domination over programing sources." He noted that question is being considered by the commission staff in its study of network practices and will be taken up by the commission when the option time matter finally comes before it.

Opposes Magazine Concept ■ Although Commissioner Henry agrees generally with most of Mr. Minow's views, one important policy difference between them was revealed last week. Unlike Chairman Minow, he doesn't favor adoption of the magazine concept for broadcast advertisers.

"I don't think we're ready for it," he told a news conference questioner. In magazines, he said, advertisers identify

with the publication whose image attracts a certain public. In broadcasting, he added, this identification is with the program in which the product is advertised.

Commissioner Henry, who is perfectly aware that many of his pronouncements on programing have been controversial, says that he has taken his lead in this area from what he regards as the "best opinions of broadcasters themselves."

An example, he said, is the NAB code position which says that broadcasters should develop programs "specifically directed" to the advancement of a community's education and culture.

In light of this statement, he said, "if community leaders were to suggest to a local TV station a program they felt would advance the cultural life of their community, and the station rejected the idea out of hand, I would consider this a black mark against the station, provided the witnesses were responsible individuals."

Important Problems ■ Despite his lively concern with programing, Com-

New chairman typical New Frontiersman

Commissioner E. William Henry, President Kennedy's choice to succeed Newton N. Minow as chairman of the FCC, has most of the characteristics generally called to mind by the phrase, "New Frontiersman."

He is young (34), attractive, able, tough-minded, energetic, and athletic (tennis is his game).

He also has important friends in high places, including Attorney General Robert Kennedy. And it was these friends who lifted him from a prosperous law practice in Memphis to the chairmanship of the FCC.

But, like all authentic New Frontiersmen, he earned these friends by performance. In the 1960 presidential campaign, he was a fulltime worker in Washington in behalf of the candidacy of then Senator John F. Kennedy.

Bobby Kennedy and other Kennedy workers who eventually became White House aides approved of his performance, remembered him and, when a vacancy developed on the commission, recommended him to the President.

It is presumed Commissioner

Henry had the backing of these same friends—plus Chairman Minow—for the chairmanship of the agency when that job opened up.

Since his appearance on the Washington scene eight months ago, Commissioner Henry's ties with the "ins" have become stronger. His 6-year-old daughter Lizbeth is a pupil in Caroline Kennedy's kindergarten class at the White House.

Commissioner Henry last week said he didn't know of the President's intention to appoint him chairman until a few hours before the White House announcement was made last Tuesday.

He said he hadn't talked to the President about the chairmanship. But he said he had discussed the commission's work with him briefly several weeks ago.

He said he had gone to the White House to see Ralph Dungan, a presidential aide, and that Mr. Dungan, finding the President "free," ushered Commissioner Henry in for a chat.

As the commissioner recalls it, the conversation with the President wasn't particularly memorable.

"He said he regarded the commission's work as extremely important and asked my views of the manner in which the FCC is performing its work," Commissioner Henry related. "I said we were trying to do our best."

One New Frontier qualification the next FCC chairman lacks is a Harvard background. He graduated from Yale in 1951 and, after three years as a Navy officer during the Korean War, he attended Vanderbilt Law School in Nashville. He received his LL.B. degree in 1957 and later joined the law firm of Chandler, Manire & Chandler in Memphis.

Commissioner Henry is married to the former Sherrye Patton, and they have two children besides Lizbeth; Sherrye, 3½ and Emil, 2½.

One quality of Commissioner Henry's likely to add color to his term as FCC chairman is his frankness. Shortly after the White House announcement was made, he was asked how he felt. "Couldn't feel better!" he shot back, wasting not a syllable on false humility.

missioner Henry sees the commission's day-to-day, "nuts-and-bolts" problems as the most pressing.

The commission's "Number 1 problem," he said, "is the proper implementation of the Communications Satellite Act." He said the commission "must see" that the international communications system develops properly and is integrated with existing communications networks.

Other problems he cited: Implementation of the all-channel receiver legislation. He feels that Congress, in passing the act, directed the commission to promote the growth of UHF.

▪ Revision of the commission's AM and FM allocations policies so that the freezes on those two services can be lifted. The commission last week issued a proposed rulemaking on a revised AM allocations policy (see story page 56).

▪ CATV legislation. He said an "agreement must be worked out" with the National Community Antenna Association on proposed legislation to submit to Congress. He said he is not "hostile" to CATV systems. But, he added, the commission needs regulatory authority over CATV systems if it is to discharge its responsibility "where public interest considerations are involved." The FCC wants authority that would enable it to afford small TV stations protection against competition

from CATV systems.

▪ Reconciling the needs of broadcasters and nonbroadcasters for spectrum space. "We're continually faced with demands for frequency space by nonbroadcasters," he said.

Commissioner Henry's appointment as chairman was generally hailed by members of the commission staff who regard him as "bright" and "able," and an extremely hard worker who does a thorough research job on the issues that come to him.

New Style ▪ Although he comes from the same philosophic mold as Chairman Minow, he will probably bring a new style to the office. Where Chairman Minow seemed at times to revel in making speeches that outraged broadcasters and attracted wide public notice, Commissioner Henry will probably take a quieter approach.

He said last week that speeches serve a purpose in alerting the public to the broadcasters' responsibility. But, he said, "there's less need for them now that Mr. Minow has made them." He indicated he'd get his views across to the industry through the trade press and in private talks with broadcasters—and, most likely, through the proposals he makes.

Although the President had just announced his intention to appoint Commissioner Henry to succeed Chairman

Minow, the transfer of the only real power the chairmanship embodies was already taking place last week. That power is in the chairman's ability to get his views across to the public and the industry by commanding the attention of news media. And last week, reporters were descending on Mr. Henry in droves.

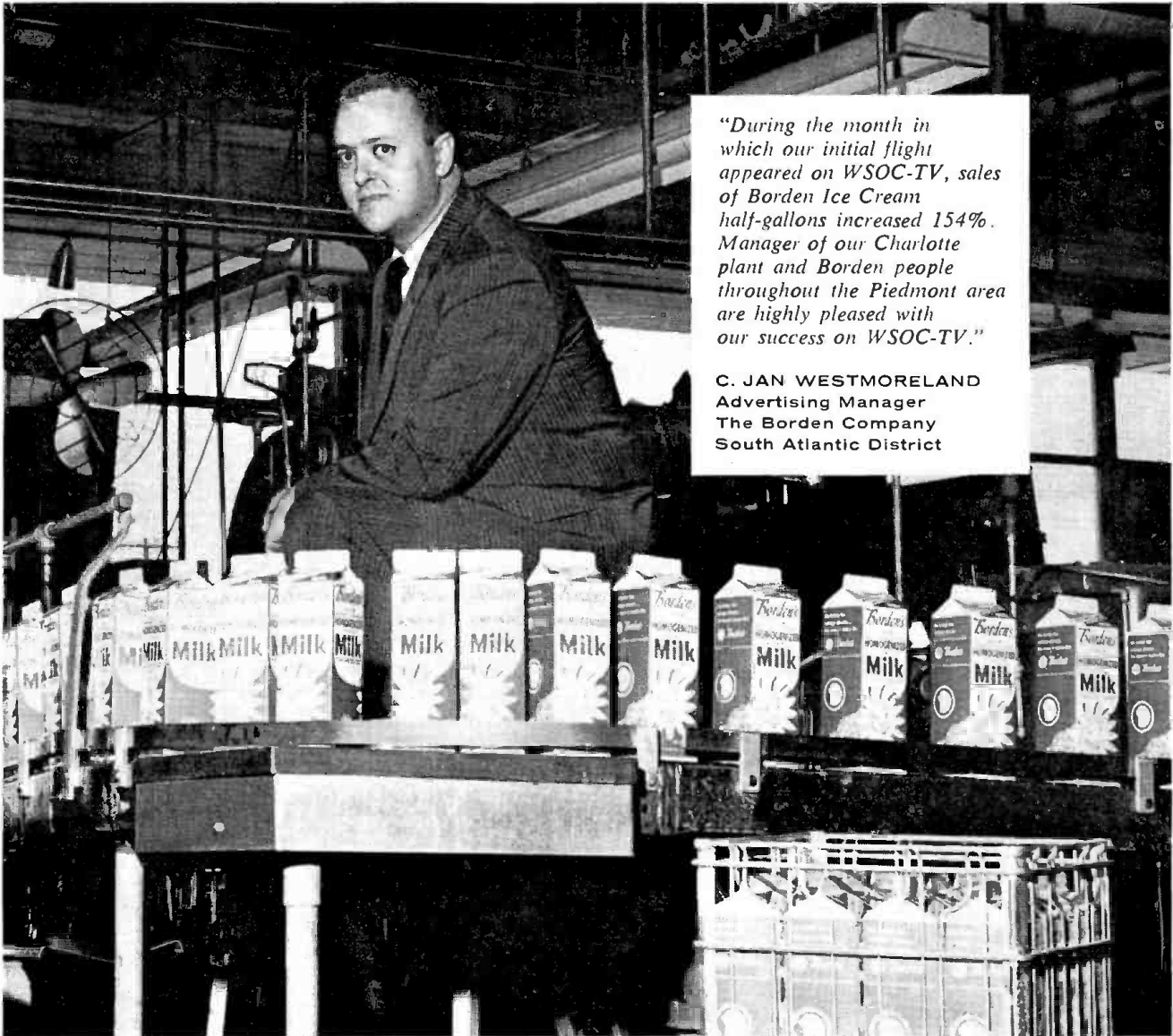
For this, Commissioner Henry can thank Chairman Minow, who made the office particularly newsworthy. Reporters were interested in interviewing Mr. Minow last week, too. But he decided against a news conference. He said he didn't want to deflect any of the attention being given "the new chairman."

FCC changes draw editorial comments

With the announcement last week of FCC Chairman Newton N. Minow's resignation (see story page 27), the nation's newspapers loosed a fleet of editorial comments. Some scolding was mixed with a large measure of praise, and the editorials run by four of the country's leading papers—The *New York Times*, the *New York Herald-Tribune*, the *Washington Evening Star* and the *Washington Post*—were representative of the various assessments accorded the Illinois lawyer.

The *Times's* piece, titled "No

“During month of our initial flight on Charlotte’s WSOC-TV, ice cream sales increased 154%” – Jan Westmoreland, Borden Co.



“During the month in which our initial flight appeared on WSOC-TV, sales of Borden Ice Cream half-gallons increased 154%. Manager of our Charlotte plant and Borden people throughout the Piedmont area are highly pleased with our success on WSOC-TV.”

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 Advertising Manager
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If you like consumers with healthy appetites, like Borden does, you will like the way WSOC-TV sells America's 23rd largest tv market for you. Good market. Charlotte's retail sales per family highest of any metro area in the Southeast. 75-mile radius population also biggest in the S.E. Call us direct or let an H-R man tell you how you can get a mighty big dollar's worth on this great area station.

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Minow leaves FCC with 'mixed feelings'

Newton N. Minow, one of the most controversial chairmen ever to head the FCC, will leave June 1 "with mixed feelings" but confident his term has been successful.

He is anxious to return to private life, he said last week. But he added that after 27 months with the commission, "I have come to feel this is part of my life." The thing he has enjoyed the most, he said, "has been the friendships with the other members of the commission and the staff."

"We haven't always agreed," he said in one of the understatement of the year. "But I regard them as my friends."

Asked whether he regarded his term as successful, he replied with an unqualified "yes."

In support of this view, he referred to his letter of resignation to President Kennedy, in which he listed seven objectives reached by the commission since 1961.

Among them was the fact, he said, that broadcasters and the public are more aware "of the massive responsibilities" licensees have to serve the public interest.

In this connection, he lauded "the constructive steps" taken by the NAB under "the able and dedicated leadership of Governor LeRoy Collins."

Other achievements claimed:

United States leadership in communications through satellites is continuing. The American corporation to operate the system has been formed "and our work is now well advanced" for cooperating with other nations in allocating frequencies for satellite communications.

"Extraordinary progress" in the development of educational television has been made as a result of enactment of the aid to ETV bill pushed by the FCC.

"Greater choice and diversity" for TV viewers has been made possible by passage of the all-channel-receiver bill which will provide "new opportunities" for educational and commercial TV service.

Reduction of interstate telephone rates.

The FCC, which was tainted by scandal in the late 1950s, "is an effective, viable agency."

A program of users fees has been adopted which will provide the U. S. Treasury with \$3,800,000 annually.

Despite this list, Chairman Minow isn't satisfied. "I'd like to have seen more speed and efficiency" in the handling of FCC business, he said.

The commission, he said should "face up to the problems confronting it more promptly. . . The issues

are hard and complicated," he added, "but a lot of them can be decided more promptly."

The chairman said he would spell out his views on this question in detail either before he leaves the commission or later. But he did restate his view that there should be a separation of the FCC's judicial and non-judicial functions.

Chairman Minow, who burst into prominence two years ago with his "vast wasteland" speech at an NAB convention and who has prodded broadcasters on programming ever since, thinks there has been "some improvement" in this area. "But not as much as I'd like."

Did he think broadcasters needed his kind of needling to be reminded of their responsibilities?

"Everybody needs to be reminded of their responsibilities," he said—"including editors, reporters, publishers and commissioners."

And he indicated his departure from the commission shouldn't be taken to mean broadcasters and the public have heard the last from him.

"I'll continue speaking out," he said. But broadcasters can take what comfort they can from the fact that vice presidents of the Encyclopaedia Britannica don't have a vote on the FCC.

Flowering of the Wasteland," and the *Post's* "Mr. Minow's Rating" were generally favorable, though the *Times* was the more skeptical. While noting that Mr. Minow accomplished no "great flowering of television's 'vast wasteland,' the matter to which he gave spectacular priority upon taking office . . .," the *Times* contended that "his contribution to the mass media has been significant nonetheless and should ease the path for his successor. . ."

The *Post's* editorial gave him "a high rating for service" and cited his successes, such as his backing of the Communications Satellite Corp. and the all-receiver bill. The *Times* and the *Post* both noted his gifts for phrasemaking.

The *Herald-Tribune* agreed that Mr. Minow was controversial, but its editorial was peppered less with praise than pointed criticism. Titled "The Public Is the Best Umpire," the *Herald-Tribune* contended that while a government regulatory agency is obviously necessary, the "ultimate regulator should still be the viewing public, whom television is meant to serve." The FCC, it said, "should not seek to substitute the tastes of any one man, however good,

for the diverse tastes of a nationwide audience."

The *Star* spoke of Mr. Minow's "legacy" of two years work with the comment that while he has not "trans-

formed the electric box" there is "reason for hope, not only from the well-meaning intentions of many broadcasters, but from the stage set by Mr. Minow."

Minow keeps promise to Senate committee

Retiring FCC Chairman Newton N. Minow kept his promise to the Senate Commerce Committee.

Mr. Minow went up to Capitol Hill Tuesday morning to tell key members of his resignation, just a few hours before the White House announced the details (see page 27).

Senator John O. Pastore (D-R. I.), chairman of the Communications Subcommittee, had asked Mr. Minow at a hearing on FCC activities whether he was resigning as had been reported (BROADCASTING, Feb. 11). "I assure you," the commission chairman replied, "that when I've made any decision about my future, you will learn it from me and not have to get it from the trade press" (BROADCASTING, March 4).

True to his word, Mr. Minow

disclosed his resignation to Senator Pastore, Senator Warren G. Magnuson (D-Wash.), chairman of the Commerce Committee, and for good measure, to Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee.

Representative Emanuel Celler (D-N. Y.), chairman of the House Judiciary Committee, commented: "Mr. Loevinger and Mr. Henry will follow in the footsteps of Minow beyond a question, and even a little beyond, and manifest clearly to broadcasters that they have a public responsibility as well as a responsibility to their stockholders," he said.

Republican senators were reserving comment while some Democrats thought the nomination faced little opposition.



Courtesy of The Detroit Institute of Arts

**"A WOMAN
WEEPING"**

by Rembrandt measures only 8½ x 6¾ inches, yet is considered one of the Dutch master's finest works. It captures a poignant moment of life expressed with delicate yet powerful harmony of tone.

in a class by itself

Masterpiece — *exceptional skill, far-reaching values.* This is the quality of WWJ radio-television service—in entertainment, news, sports, information, and public affairs programming. The results are impressive—in audience loyalty and community stature, and in sales impact for the advertiser on WWJ Radio and Television.

WWJ and WWJ-TV
THE NEWS STATIONS

Owned and Operated by The Detroit News • Affiliated with NBC • National Representatives: Peters, Griffin, Woodward, Inc.

THE AD AGENCY PROFIT SQUEEZE

Western agencies discuss ways to combat it

The profit margin and how to increase it is the most pressing problem confronting Western advertising agencies today, according to a survey conducted by the Western States Advertising Agencies Association. The findings were to be discussed Saturday (May 18) during the WSAAA convention at the Riviera hotel in Palm Springs, Calif. Ira Rubel, management consultant whose clientele includes many advertising agencies, was to head a panel analysis of the survey results, with Don Jenner, president of Don Jenner Advertising, Los Angeles, as chairman of the session.

More than 300 agency, advertising and media men and women were expected to attend the four-day convention. William B. Lewis, board chairman of Kenyon & Eckhardt, New York, delivered the keynote address Friday noon. Earlier Friday, Fred Olsen, vice president and media director, Hixson & Jorgensen, Los Angeles, spoke on "Chaos in Advertising Media Rates"; Ernest Dichter, head of the Institute

for Motivational Research, and William Tara, creative consultant, discussed creative intuition versus advertising research. Friday afternoon speakers were Helen Nelson, California consumer counsel, on "Advertising—Consumer Friend or Foe," and Dorothy Corey, Facts Consolidated, on "The Measurement of Advertising Results."

The Saturday agenda included talks by Woodrow Wirsig, editor of *Printers' Ink*, on "Six Revolutions That Are Shaking Our Marketing World"; William Dover, vice president of John B. Knight Co., on "Successful Patterns of Consumer Marketing," Marlin C. Nelson, vice president and marketing director, Barksdale Manufacturing Co., on "Successful Patterns of Industrial Marketing"; Stanley Mosk, attorney general of California, on "Advertising and Government Regulation" and a speaker on the ratings crisis.

Of the 120 agencies responding to the WSAAA questionnaire, only 75% of the total said that they had done anything to improve their profit picture

during 1962. Reducing overhead, sometimes by staff curtailment, and increasing the number and/or amount of charges for work not covered by media commissions were the main steps taken in this direction.

Four Groups ■ The agency respondents were divided into four groups: 39 A agencies, with billings of over \$1 million; 20 B agencies, \$500,000 to \$1 million; 34 C agencies, \$250,000 to \$500,000; 27 D agencies, billings of less than \$250,000. Overall, 44% of the agencies reported substantial billings increases during 1962, but the B and C groups both showed more than half of their members with substantial increases, compared to 44.4% for the D agencies and 38.4% for the A group. About a third (32.4%) reported slight increases: 41.0% of the A group, 35.0% for the B agencies, 24.3% for the C's and 25.9% for the D's.

Less than an eighth (11.8%) of the agencies reported static billings last year: A-18%, B-10%, C-15.1% and D-3.8%. The same overall percent had decreased billings: A-2.6%, B-none, C-9.1%, D-25.9%, a clear indication that the agencies with the lowest billings are having the hardest time keeping what they have.

Acquisitions of new accounts, frequently by merger with other agencies, and client growth were major reasons reported for substantial billings increases. The same, plus "working like hell," applied to slight billings increases. Static or declining billings were blamed on poor business conditions in general, the loss of important accounts in particular.

Answers to questions about billings practices show that almost all the agencies (92.6%) charge service fees in addition to the 15% commission. 23.0% making these charges on all accounts and 65.0% on some accounts, with 4.6% levying extra fees only on accounts with billings under stipulated amounts, ranging from \$18,000 to \$300,000. Roughly one-third of the agencies (32.9%) credit commissions against service fees; the others do not. More than half of the agencies (56.9%) said they operate on flat monthly retainers instead of service charges for some accounts.

Client Reaction ■ Questions regarding client attitude toward charges in addition to the media commissions elicited the information that the vast majority of advertisers take these charges with a fair or excellent attitude, but that old clients are more apt to accept them grudgingly than new clients (14.2% to 9.1%). Client attitudes toward monthly retainers follow the same

At agencies, life begins long before 40

The advertising agency business is one of the few that a young man can hope to own, head or become a major stockholder of within a relatively short time. But it's also one of the most difficult to get into.

This advice was offered last week by John Crichton, president of the American Association of Advertising Agencies, in accepting an award as "marketing man of the year" by the Student Marketing Society of the Drexel Institute of Technology, Philadelphia.

Mr. Crichton said the present heads of more than 20% of AAAA member agencies were under 40 years of age when they first became principal owner or head, and that in about 10% of AAAA agencies they are still under 40. A study a few years ago, he said, found that the median age of 1,300 major executives in AAAA agencies was 44. Yet, he noted, agencies hire only about 1,000 people a year directly from college—fewer than some individual companies, such as General Electric or IBM.

Stressing the need for its practitioners to believe in advertising, he



4-A's Crichton
A new twist to the Alger story

cautioned the students not to go into it "if you don't believe that it performs a valuable function in our economy, that it benefits the consumer and manufacturer alike, that it is useful and beneficial to the society in which we not only work but live."



This here Valley is Heaven on Earth!

HAVE you ever been to Fargo, on business or to hunt them squawk-voiced pheasants?

If you haven't, you've no idea about how rich we live. The Encyclopaedia Britannica says that the Red River Valley, with its deep, alluvial soil, is one of the richest areas *anywhere*. Look up

"Red River Valley" and see for yourself.

That's doubtless why WDAY Radio is one of the nation's most fabulous producers for radio advertisers — often outranking big clear-channel stations. If you've never heard the full story from PGW, you ain't hardly never heard nothing yet. Get it!

WDAY

5000 WATTS • 970 KILOCYCLES • NBC

FARGO, N. D.



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

pattern, with more established clients (16.7%) taking them grudgingly than new clients (13.3%).

Expenditures for new business by respondent agencies during 1962 ranged from nothing to more than \$75,000, with 88.8% reporting less than \$10,000 spent to get new accounts (58.8% spent less than \$5,000). Three-fourths (77.8%) said they plan to spend more on new business activities this year.

Among a number of questions dealing with agency management and personnel relations was this one: "How do you prevent (or try to prevent) an account executive from walking out with an account under his arm?" High salary, salary plus percentage and stock interest were the most frequent answers, with employment contracts, bonuses, having each account serviced by a group and building an agency "team" spirit also reported. High salary is the major method used by A, B and C agencies; stock interest or salary-plus-percentage by the D group. More than two-thirds of the agencies (69.3%) reported having incentive plans to hold employees, but a sixth of these (16.1%) said they do not feel that their plans are serving their purpose. Profit sharing (50.2%) and salary increases (78.8%) were the most mentioned form of incentive plan. Increased vacations and stock options are used by a smaller number (25.2% and 14.3% respectively), with only 7.2% reporting trust funds and only 4.1% pensions.

N.Y. gets new warning of possible admen move

New York advertising agencies Friday (May 17) amplified their threat to consider leaving the city if a proposed 5% occupancy on commercial property rentals is enacted by the New York City Council (AT DEADLINE, May 13).

In a report presented to the city council by John Mason, staff executive of the American Association of Advertising Agencies, on behalf of the AAAA's New York council, it was stated that addition of the 5% occupancy tax to a rental fee already described as "premium," would make "the price of remaining in New York . . . prohibitive.

"Agencies will have no other choice than to move their operations, or as many of them as possible, outside the city," said Mr. Mason.

Stating that New York agencies' rental fees were on an average 12% higher than non-New York agencies, Mr. Mason said that the 102 New York agencies paid "well over \$20 million a year" in rental fees. Rent, he said, was the second largest expense of the agencies (payroll was first), and according to 1961 figures—the last year complete figures were available—rent "was more



WQAD-TV picks its rep

WQAD-TV Moline, Ill., not yet on the air, will be sold as a "quad city" station when it signs on next August (Davenport, Iowa, Rock Island-Moline-East Moline, Ill.). Named as national representative is H-R Television, New York. Signing the representation agreement above are Frank P. Schreiber (l), president of Moline Television Corp. (permittee of WQAD-TV) and Dwight S. Reed, executive vice president of H-R Television. WQAD-TV will be an ABC-TV affiliate.

than twice the total of these agencies' net profits."

Reiterating a statement more publicly a week ago by AAAA New York Council Chairman William Holden that agencies "are located here for convenience only, and not of necessity," Mr. Mason said most agencies have plants and offices located elsewhere, and that "as far as most of the advertisers are concerned, their agencies can be satisfactorily located in areas outside New York City limits."

Alberto-Culver shuffles agency assignments

Alberto-Culver Co., Melrose Park, Ill., is introducing three new products which will receive heavy TV advertising support similar to the firm's already established brands, it was learned last week. Alberto-Culver's annual TV budget now exceeds \$30 million.

A new aerosol bandage product, Safe Guard, has been assigned to BBDO, Chicago. Another, a new Derma Fresh skin lotion, will be handled by Compton Advertising, Chicago, while a new VO5 shampoo concentrate will be handled by BBDO until July 1 when J. Walter Thompson Co., Chicago, will take it over.

Alberto-Culver also has reassigned two of its established products to the Thompson agency effective July 1. Al-

berto VO5 shampoo will move to JWT from BBDO and Command concentrated hair dressing will move to JWT from Compton. Both BBDO and Compton continue with other Alberto-Culver products as does JWT.

VO5 shampoo will represent about \$6 million in TV billings this year and the Command product over \$2 million. Alberto-Culver has spent virtually all of its consumer advertising money in TV but it has a test of radio under consideration (CLOSED CIRCUIT, March 18). The radio details are still being worked out and await the proper product and copy situation.

Clients can benefit from firm convictions

"The time has come for agency and commercial producers to show stories and characters that they like and not what they collectively think the client will OK," Bill Melendez, producer-director at Playhouse Pictures, said Thursday (May 16) in a talk to the Affiliated Advertising Agencies Network convention at the Ambassador Hotel, Los Angeles. "If we are firmer in our convictions, more confident that our taste is correct as to what makes a good commercial, our clients will get more for their money and we a greater satisfaction out of our job."

The animation production executive, winner of many awards for commercials for Ford (the "Shaggy Dog" and "Only the Commercial") and other clients, told the agency executives that in dealing with agency producers nothing frustrates him more than to be told "Oh boy, that is a funny spot, but we couldn't possibly show that to our client." This continual "seeking to second-guess this awesome spectator we refer to as 'the client' leads only to bad picture-making and bad advertising," he said.

"Every good commercial that has ever been made was the result of 100% cooperation between agency and producer, cooperation that started at the inception of the commercial," Mr. Melendez asserted. "In the interest of recapturing old enthusiasm and achieving a better film product, it behooves me to encourage you, our agency client, to pick our brains and our creative ability more than you have in the past. It costs no more and in the long run you will get a better animated commercial. We must again get involved in your selling problem and you must once more accept some of our solutions."

UA TV sells Wolper specials

A substantial regional buy of a syndicated program was announced last week by United Artists Television. The buy calls for one-half sponsorship in 25 markets of six one-hour specials to be pro-



volume 7...from Seven Arts...coming June 7

TV is big with candy manufacturers

More than 90% of total media expenditures by the 10 leading confections advertisers went into television in 1962.

The candy and chewing gum makers upped their TV share to 91.6% from 85.6% in 1961, according to the Television Bureau of Advertising.

Gross time billings for the ten firms last year rose to \$39,965,669 from \$29,853,966 in the previous

year. While the TV total for the companies increased, outdoor, magazine and newspaper advertising each showed a drop from the previous year.

Wm. Wrigley Jr. Co. again ranked as top spender in television among the 10 firms. New to the leading confectioner advertisers last year were Frito-Lay Inc., American Chicle Division of Warner-Lambert Pharmaceutical and Cracker Jack Co.

1962
CANDY AND CHEWING GUM
TOP TEN ADVERTISERS
GROSS TIME AND SPACE BILLINGS

	Total Television	Outdoor	Magazines	Newspapers	Total	% TV
Wm. Wrigley Jr.	\$15,289,928	\$931,688	\$16,221,616	94.3
Beech-Nut Life Savers	5,195,411	291,620	\$31,792	5,518,823	94.1
Warner-Lambert (American Chicle)	4,388,081	64,421	4,452,502	98.6
Food Manufacturers	3,797,021	62,360	3,859,381	98.4
Frito-Lay	3,588,702	\$137,165	27,381	231,641	3,984,889	90.1
Peter Paul	2,438,350	2,438,350	100.0
National Dairy Products	2,254,702	37,240	634,567	2,926,509	77.0
Sweets Co. of America	1,422,380	1,422,380	100.0
Cracker Jack	940,522	28,902	969,424	97.0
Mars	650,572	1,042,081	95,000	59,402	1,847,055	35.2
Total top ten	39,965,669	1,179,246	1,447,350	1,048,664	43,640,929	91.6

Sources: Television: TvB-Rorabaugh and LNA-BAR
Newspapers: Bureau of Advertising
Magazines: Leading National Advertisers
Outdoor: Outdoor Advertising, Inc.

1961

	Television	Newspapers	Magazines	Outdoor	Total	% TV
Wm. Wrigley Jr.	\$11,117,550	\$750,315	\$11,867,865	93.7
Beech-Nut Life Savers	4,682,493	\$215,262	540,995	5,438,750	86.1
American Chicle Co.*	4,637,123	4,637,123	100.0
Food Manufacturers	3,348,461	3,348,461	100.0
Sweets Co. of America	2,058,553	2,058,553	100.0
Peter Paul	1,991,230	1,991,230	100.0
Mars	861,470	7,975	\$1,198,629	2,068,074	41.7
New England Confectionery	599,480	171,481	770,961	77.8
National Dairy Products	557,606	1,159,506	220,500	1,937,612	28.8
E. J. Brach & Sons	411,095	347,306	758,401	0.0
Total top ten	29,853,966	1,785,863	2,038,572	1,198,629	34,877,030	85.6

Sources: Television: TvB-Rorabaugh and LNA-BAR
Newspapers: Bureau of Advertising
Magazines: Leading National Advertisers
Outdoor: Outdoor Advertising, Inc.

*Acquired by Warner-Lambert Pharmaceutical, 1962.

radio spots on special *Tobacco Talk* five-minute programs on more than 25 stations for 13-week cycles.

■ Party-Tyme Products Inc., 220 Fifth Avenue, New York, has appointed Frank B. Sawdon Inc., that city, for its food and beverage line. Party-Tyme, a new firm, has an initial advertising budget of \$250,000.

■ Warner Brothers Records Inc. has appointed Gordon, Weiss & Arbusto Inc., New York. Former agency was Fletcher Richards, Calkins & Holden.

■ Combe Chemical Co., White Plains, N. Y., has appointed Street & Finney Inc., New York, as agency for Lanacane, effective July 1.

■ Virgin Islands has named Richard K. Manoff Inc., New York, as advertising agency for tourism, industrial development and rums, effective July 1.

Rep appointments . . .

■ WKMI Kalamazoo, Mich.: Venard, Torbet & McConnell Inc., New York, as national representative. Appointment effective June 1.

■ KBLA Burbank, Calif.: H-R Representatives Inc., New York, as national representative.

■ WDDY Gloucester, Va.: Gene Bolles Co., New York, as national representative.

Webster gives recipe for good radio spots

The formula for a good radio commercial is "an idea, plus words and music, plus sound," Maurie Webster, vice president of CBS Radio Spot Sales, told the Hollywood Ad Club at its luncheon meeting last Monday (May 13). "The only trouble," he added, "is that too often the first item, an idea, is overlooked. The advertiser, or the agency, says: 'We're going to use radio; let's get a jingle,' without stopping to consider what it is they want to say. The words and music may be adequate; usually they are, but they don't convey any idea that would motivate a customer."

Mr. Webster, with the assistance of a tape recorder, demonstrated some of the radio commercials that he feels are "truly creative." One was an American Airlines spot using the sounds of a Hollywood sound stage, kids at Disneyland and the surf breaking on the Southern California coast, combined with a few well-chosen words to encourage listeners to fly to Los Angeles via an American Airlines jet.

Another was a new Volkswagen spot, employing the voices of people telling how they can use this small car to

duced for UA TV by David Wolper.

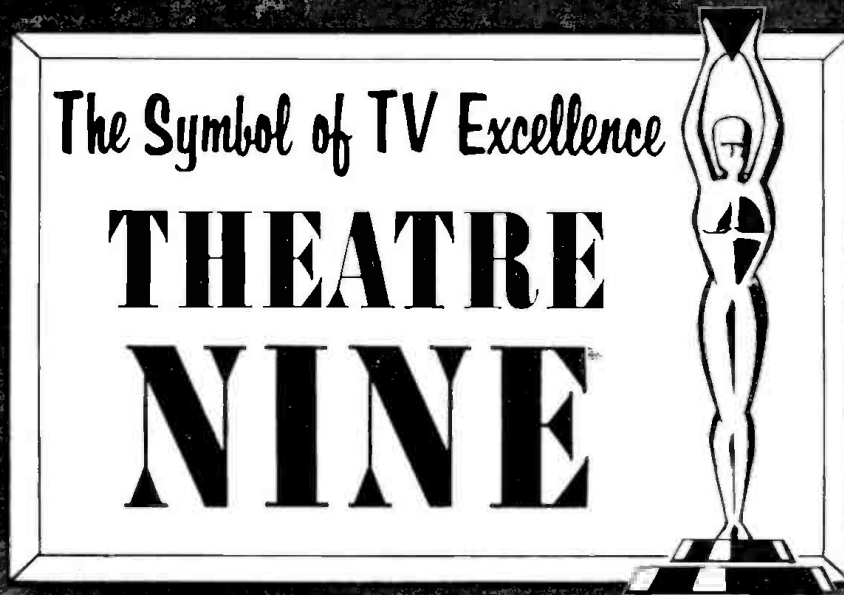
The specials are documentary programs, depicting various events in recent history (BROADCASTING, May 13). Liberty Mutual through BBDO, Boston, has bought 23 of the top 50 markets, according to M. J. (Eud) Rifkin, executive vice president of UA TV. Stations scheduled to carry the specials include WPIX(TV) New York; WSB-TV Atlanta; WBAL-TV Baltimore; WFAA-TV Dallas; WITI(TV) Milwaukee; WCCO-TV Minneapolis; WNHC-TV New Haven, Conn.; WTVT(TV) Tampa, Fla.; KTRK-TV Houston, and WOKR-TV Rochester, N. Y.

Agency appointments . . .

■ Caron Corp., New York, has named Young & Rubicam, that city, as advertising agency for its Parfums Caron of Paris. Albert Frank-Guenther Law formerly handled account.

■ Brown & Williamson Tobacco Corp., Louisville, Ky., has named Zimmer-McClaskey-Lewis there to handle its expanded "tobacco harvest" institutional-educational program aimed at tobacco farmers in the flue-cured and burley tobacco belts. The firm is using

RKO NOW PRESENTS IN DETROIT



A proven TV film concept that set
rating records in New York and Los Angeles

THE FINEST PICTURES ON TELEVISION TODAY!

EVERY TUESDAY 7:30-9:30 p.m.

1 MINUTE AVAILS IN PRIME TIME



Write or contact
RKO GENERAL BROADCASTING
NATIONAL SALES



ESSEX BROADCASTERS INC., GUARDIAN BLDG., DETROIT 26

WINDSOR, SERVING THE WINDSOR AND DETROIT AREA

transport a large load of washing, a bass fiddle and other large loads, believably and effectively. "People will talk freely and sincerely into a microphone," Mr. Webster commented, "which for some reason they won't before a camera."

He also reproduced segments of five seconds or less from a number of radio commercials to demonstrate how, even in this brief time, a message can be delivered, an image implanted. The segments included: "Hey, Culligan Man," "Where there's life, there's Bud," "Avon calling," "Winston tastes good like a cigarette should" and "Wow! It sure doesn't taste like tomato juice!"

In contrast, Mr. Webster reproduced

a singing jingle aired in 1934 and a testimonial used in 1936. "The golden days are a little better in our memories than they really were," he said.

Mr. Webster also spoke at the San Francisco Ad Club on Wednesday (May 15) and is scheduled to address the Denver Ad Club next Thursday (May 23). And he gave a series of seminars, two of one hour and two of two hours, for small groups of Los Angeles advertising executives on radio today and the best way to buy it and to use it, alone or as part of a general media mix. These seminars, which he had previously given in the East and Midwest, will be repeated this week in San Francisco.

Culligan commercials take top AAAN prize

HARRAH'S CLUB WINS 2D PLACES AND 3 OTHER AWARDS

The "Hey, Culligan Man," commercials won for Culligan Inc. (water softener) and its agency, Alex T. Franz, Chicago, two gold awards from the Affiliated Advertising Agencies Network as the best radio and TV commercials of any length among the 806 entries in the AAAN competition. Awards were presented Friday (May 17) at the banquet of the group's convention, held May 12-18 at the Ambassador in Los Angeles, with Hixon & Jorgensen, Los Angeles, as host agency.

Harrah's Club of Reno and its agency, Hoefler, Dieterich & Brown, San Francisco, won five AAAN awards, two gold ones for the best radio and TV spots of 60 seconds or longer; two silver awards as runner-up to Culligan in the "any length" categories for both broadcast media, and a merit award in the radio 20-second to 30-second spot class. The Yellow Cab Co. of Los Angeles and its agency, Barnes, Chase Advertising, San Diego, won the gold award in that category. The silver award went to Tuttle Cheese Co., another Hoefler, Dieterich & Brown client.

Green Springs Dairy and Emery Advertising, Baltimore, won a gold award for the best TV 20-second spot and a merit award for the minute-or-longer radio class. Kenner Products (toys) and Leonard M. Sive & Associates, Cincinnati, were given the gold award for the best 60-second TV spot and the silver award in the over 60-second class. Frito-Lay (potato chips) and Arthur Towell Agency, Madison, Wis., received the silver award in the 20-second TV class; Spring Air (mattresses) and Alex T. Franz, the silver award in the 60-second TV category.

Jenings & Thompson Advertising, Phoenix, Ariz., collected three merit awards for Arizona Public Service commercials (TV any length, TV 20-second, radio any length) and one for the Phoenix Chamber of Commerce radio

spot of one minute or more. Other merit awards went to China Doll (rice), through Howard Barney & Co., Mobile, Ala. (TV 20-second); Sam McDaniel & Sons (Bunker Hill canned meats), through Cargill, Wilson & Acree, Charlotte, N. C. (TV 60-second); New Mill Noodle Co., through Alex T. Franz (radio any length).

Also in advertising . . .

Efficiency move ■ U. S. Tele-Service Corp., New York, kinescope and photo script producer, with a library of over 82,000 commercials, has announced formation of sales service department to facilitate the firm's operation. Heading the new department is Robert J. Melisano.

Y&R awards ■ The Young & Rubicam Foundation has named 11 high school seniors to receive awards for 1963, it was announced last week by George Gribbin, chairman of Y&R. Six students will receive four-year college scholarships and five others \$500 each to defray expenses for this coming school year. The foundation was formed in 1955 and has conferred a total of 46 full scholarships and 18 special awards.

New office ■ Andrew Corp., Chicago, has opened a new sales engineering office in Dallas with H. L. Woodbury as manager to serve the South and Southwestern states. Address: P. O. Box 30506, Dallas 30.

Improvements added ■ Photo-Cine-Optics Inc., New York, has added a new device to its Transist-O-Sound amplifier to reduce volume control adjustments. The "volume limiter" allows an operator to open his mike controls all the way and still obtain normal level on the track. The amplifier is used by stations in daily newsfilm work.

Another needle for the newspapers

A Television Bureau of Advertising executive last week discounted the effect of the newspaper strikes in Cleveland and New York on local retail business.

TvB Executive Vice President George Huntington said, "if all you knew were the Federal Reserve retail sales figures, you couldn't tell when the newspaper strike started or when it ended."

In releasing the Federal Reserve charts, the bureau added: "the ups and downs of retail sales continued just as though nothing had happened and the end of the strike saw no real increase in what could have been pent-up retail buying."

TvB said, "Perhaps the most significant retail result was the proof that retailers must be professionally skilled in more than one medium," referring to an address by Edward Engle of the National Retail Merchants Association (BROADCASTING, April 29) that "those stores which developed techniques for using [radio and TV] prior to the strike were able to continue using them effectively during the strike."

TvB also referred to a statement by Macy's senior vice president, John Blum, who told the Sales Promotion Executives Association that it is a basic responsibility of sales promotion forces "to test out and develop effective ways of using desirable new media."

Macy's, a regular user of TV since 1959, was quoted by TvB as saying of one of its TV fashion shows, "the day after the show, the following week and for a full four weeks thereafter, our unit sales (of dresses) were up three times over the previous year's level, and dollar sales were up four times with a better product mix."

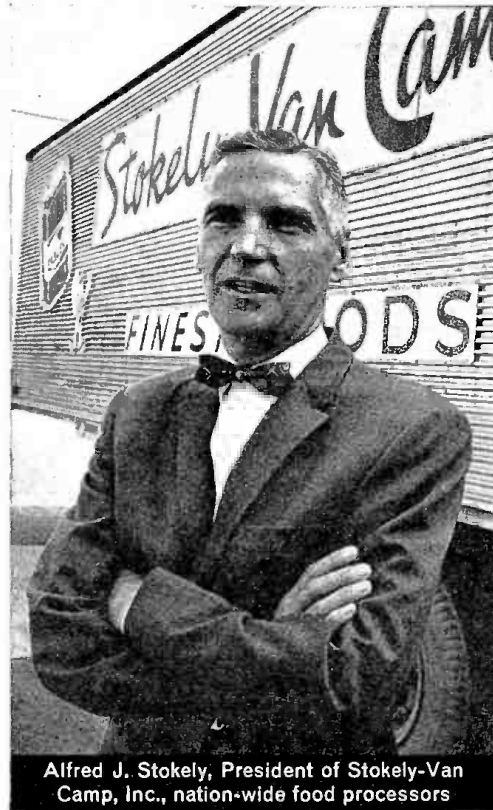
Business briefly . . .

Standard Brands Inc., through J. Walter Thompson, joins four previously-announced sponsors for this fall's extended *Huntley-Brinkley Report*, starting Sept. 9 (7-7:30 p.m. EDT). Standard Brands has purchased an alternate week sponsorship. Other sponsors of the news program are R. J. Reynolds Tobacco (through William Esty), American Home Products Corp. and American Chicle Co. (both through Ted Bates), and Aluminum Company of America (through Fuller & Smith & Ross).

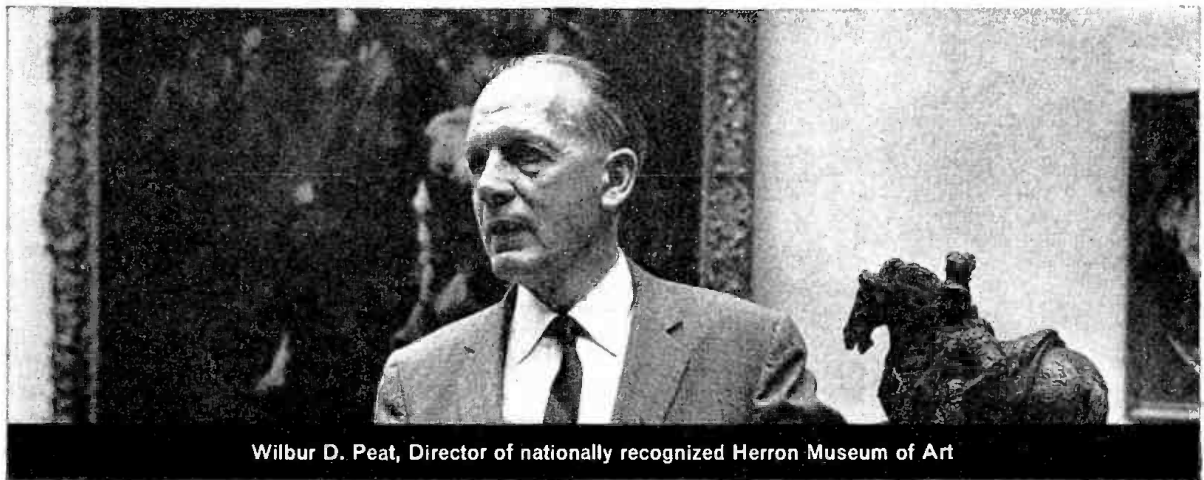
Lever Brothers, for its Pepsodent toothpaste and toothbrush products, has bought half-sponsorship for four Bing Crosby one-hour specials next fall on CBS-TV, and Pontiac Division of General Motors has been mentioned as a prime prospect to share the tab for at least the first show.



Anton "Tony" Hulman, Jr., President of the Indianapolis Motor Speedway, home of the 500 Mile Race



Alfred J. Stokely, President of Stokely-Van Camp, Inc., nation-wide food processors



Wilbur D. Peat, Director of nationally recognized Herron Museum of Art

The voices that influence Indiana's most dynamic market

In Mid-Indiana the living is good, and so is business. The vitality of this rich market is kept alive and healthy by the industrial, financial and cultural leaders of Indianapolis and its 55 surrounding counties.

To help these civic planners influence people,

inform them, and excite them to productive action—The WFBM Stations lend their powerful voices to each crusade. When you want to sell an idea, a product, or service to prosperous Mid-Indiana Hoosiers use the voices of The WFBM Stations to broadcast *your* selling messages.

THE WFBM STATIONS
INDIANAPOLIS, INDIANA



TIME-LIFE BROADCAST INC.
Represented Nationally by The KATZ Agency

KELLY, LUND GET TOP SRA AWARDS

Special award of honor presented to Linnea Nelson

The annual advertising awards of the Station Representatives Association were presented at a luncheon in New York last week.

The winners in the 1963 awards:

Robert Kelly, senior radio and television buyer at Lennen & Newell (on P. Lorillard and other accounts), received the Silver Nail timebuyer of the year award.

Arthur H. Lund, vice president in



Mr. Lund

charge of radio and television and a member of the board of directors at Campbell-Mithun, was presented with the Gold Key award for outstanding leadership in advertising.

Lawrence C. Claypool, Kenyon & Eckhardt's media director, received the Chicago timebuyer of the year award, (BROADCASTING, May 13).

Linnea Nelson, who retired as head timebuyer at J. Walter Thompson in 1951, was presented with a special award of honor for her contributions to the "science, art and status" of the timebuyer.

Harris Speaks ■ At the awards luncheon, Representative Oren Harris (D-Ark.), chairman of the House Special Investigations Subcommittee probing broadcast ratings, was the featured speaker (see story page 50). The awards, plaques and citations were presented by Clifford J. Barborka, chairman of the SRA's awards committee. Edward Codel of the Katz Agency and SRA's president, presided.

Mr. Kelly joined L&N in 1957 as a broadcast buyer on P. Lorillard. He had served with Cohen & Aleshire and J. D. Tarcher Inc. before that time.

Mr. Lund, who joined Campbell-

Mithun as a timebuyer in 1944, is credited with supervising more than \$30 million of broadcast investment by the agency and had been instrumental in bringing Arthur Godfrey, Perry Como, Bob Hope and Garry Moore to TV for his clients. He had also been associated at one time with Knox Reeves in Minneapolis and with wcco Minneapolis.

Mr. Claypool entered advertising at Tatham-Laird in print production, then



Mr. Kelly

headed up account service for Procter & Gamble products and became a media manager on several key accounts. In 1960, he joined J. Walter Thompson as broadcast supervisor on Kraft Foods, Oscar Mayer and Helene Curtis accounts. Earlier this year he joined Kenyon & Eckhardt in Chicago as its

media director.

Miss Nelson joined JWT in 1927 as a typist and placed her first order for radio time (for Royal desserts) on 22 stations in 1929. She became head timebuyer for the agency in 1951. During her career, it's estimated that she placed more than \$50 million worth of time for the agency's clients.

ABC Radio reports increased time sales

More than \$2.5 million in new and renewed sales has already assured ABC Radio of business increases for the second and third quarters of 1963 over the corresponding periods of 1962, according to a report released by the network.

James E. Duffy, ABC executive vice president and national sales director, reported that second quarter sales—with seven selling weeks remaining—were already 21% of completed second quarter sales for 1962. Third quarter sales for 1963 were 20% ahead of completed 1962 third quarter sales. Mr. Duffy forecast that the third quarter would "be the best third quarter in recent ABC Radio history."

Booklet clarifies California sales tax

The Western States Advertising Agencies Association, in cooperation with the California Board of Equalization, has published and distributed to its members an "Analysis of the Application of the California Sales and Use Tax Laws to Advertising Agencies."

Leonard Shane, president of the Leonard Shane Agency and chairman of the WSAAA Government Relations Committee, said the analysis clarifies many points of confusion on the California sales tax regulations' application to advertising.

The man in the raincoat strikes again

Three more companies last week reported a visit of a man who claims station ownership in Los Angeles but whose "references" do not stand up under checking (BROADCASTING, May 13). Early last week, complaints were conveyed by two station representatives and a broadcast equipment firm.

The unidentified person first showed up in New York last November, preying on station reps. He reappeared several days ago. His approach centers on the "purchase" of a station in Los Angeles and his search for a new rep. His procedure is to tie up an executive for an unusual length of time (four hours

at a crack), but his "loot" is light—a lunch, a cup of tea and cookies (at one rep last week) and at another company, a raincoat.

Suspicion usually grows as one of his "leads" left behind fails to materialize. The broadcast equipment firm was given a phone number to contact in Washington. When the company (which was supposed to "supply" the Los Angeles station with equipment) called the number in Washington, it obtained a White House operator. The man is described as heavily built, with curly dark brown hair, of medium height (about 5-foot 9-10 inches) and about 35-years-old.

SALES SERVICE

Sales Service is one of the reasons why a Blair representative is the best equipped salesman on the street today.

Blair Sales Service is a new concept in the representative field — a concept designed to keep our sales staff up-to-date in every respect on all Blair-represented stations.

Blair Television Sales Service is the information hub of every Blair office. It is the clearing house for all up-to-the-minute station availabilities, traffic control and programming information for each Blair-represented station.

In essence Sales Service is a connecting link between Blair stations and salesmen and agencies. Today, from coast to coast, there are 21 people on the ever-growing staff of the Blair Sales Service Department. They work side by side with each and every Blair salesman, enabling you, the Media Buyer, to note in minute detail each bit of information concerning a Blair-represented station.

Blair's Sales Service enables a Blair sales-

man to put you, the Media Buyer, in the middle of a Blair-represented station. It is the next thing to being there in person when you are represented by a Blairman who is backed up by the Blair Sales Service Department.

Sales Service does the detail work, leaving the salesman free to concentrate on understanding your client's marketing objectives, and to make certain that every availability and recommendation offered by Blair in behalf of each of its stations is pin pointed to your objectives.

At Blair, Sales Service replaces "automation" with creative thinking.

Media Buyer after Media Buyer looks forward more and more to the detailed information presented by a Blairman today. Up-to-the-minute availabilities mean greater confirmation of purchase schedules, less back-tracking and re-buying.

Factually, "Blair Television Sales Service helps agencies buy better." You would expect that from Blair — for Blair sets the pace.



BLAIR TELEVISION



ARB

LARAMIE is the biggest noise in film syndication!!! Already in Chicago WNBQ has scheduled Laramie in the 4:30-5:30 P.M. Monday-Friday strip. KABC-TV, in Los Angeles has bought Laramie for its 5:00-6:00 P.M. Monday-Friday strip. Stations WUSN-TV, Charleston, S.C.... WEAR-TV, Mobile-Pensacola...WIO-TV, Ames, Iowa...WTVM-TV, Columbus, Ga. WTVC-TV, Chattanooga...have also signed up Laramie for the new fall season.

Laramie's 124 epic hours (60 in Color) are packed with the kind of stars, guest stars, action, excitement, production, direction and writing qualities that make it a thoroughbred audience builder—ready and rarin' to go, day or night, strip or weekly. But that's not all. Laramie's led its time period for three straight years and this year is tied for first place with a 32.1 average share (NTI Oct. '62-Mar. '63).

Look at the outstanding individual market performance! Just examine these time period leading ARB Shares for November 1962 where

ANNOUNCE

Laramie was first in 74 of the 155 rated markets:

Atlanta 43.0	Grand Rapids-
San Francisco . 27.5	Kalamazoo 40.0
Augusta 63.0	Johnstown-Altoona 61.5
Baton-Rouge . . 64.0	Louisville 71.0
Charleston-Hunt-	Kansas City 53.5
ington, W. Va. 59.5	New Orleans 59.0
Greensboro-	Omaha 49.0
Winston Salem 68.0	Dayton 44.0
Des Moines . . . 37.5	Decatur-Springfield-
Knoxville 58.5	Champaign 48.5
Spokane 43.5	Rochester 39.0

Laramie's realism, smooth direction, polished acting, combined with its vivid Wyoming setting, put the feel of the great outdoors across in a big outdoors way. Starring John Smith and Robert Fuller and with guest stars such as Dan Duryea, Nanette Fabray, Eddie Albert, Edmond O'Brien, Ernest Borgnine, Julie London, Clu Gulager, Thomas Mitchell, Laramie's a big gun to add to your local line-up. Stake your claim to a sure-fire market leader! Call

NBC FILMS

RAB'S PLAN FOR BETTER RATINGS

Bunker tells hearing of \$200,000 study to start in September, Harris asks Census Bureau if it can do audience measurements

The Radio Advertising Bureau last week took advantage of an opportunity to show Congress that radio's audience measurement problems are special and apart from television's.

Given first crack at offering a broadcasting group proposal for solving the ratings mess uncovered by the House Special Subcommittee on Investigations, RAB President Edmund C. Bunker told the subcommittee that the bureau intends to start a \$200,000 study in September to develop an accurate and reliable system of audience measurement especially suited for radio.

Ratings services have shortchanged radio by failing to report the true size of its listening audience, Mr. Bunker testified Wednesday (May 15). The meter measurement method employed by the A. C. Nielsen Co., biggest of the ratings firms, "had served to damage radio," he said. As a result, radio "is in desperate shape for overall audience measurement."

Mr. Bunker told the subcommittee it "has done tremendously effective work in putting the inadequacies of these measurements on the record. . ."

RAB Determination ■ Representative Oren Harris (D-Ark.), chairman, in turn commended the RAB for its determination to do something about the problems revealed by the subcommittee's 18-month investigation (BROADCASTING, Feb. 28, et seq.). But the chairman made it clear that the subcommittee is prepared to seek federal remedies if voluntary proposals are inadequate or too slow in coming.

Chairman Harris asked Census Bureau witnesses who appeared before the subcommittee on Tuesday whether their agency could provide an audience measurement service. The task was "not impossible," answered Dr. Conrad F. Taeuber, assistant director, although the bureau presently has no experience in that specialized field.

The next witness the subcommittee planned to summon was LeRoy Collins, president of the National Association of Broadcasters, who had requested an opportunity to present a proposal approved by the NAB. The subcommittee wanted to hear from the NAB first, but called on the RAB when the NAB was unprepared last week. Both

broadcast groups consulted before the RAB testified (see page 48). Paul B. Comstock, NAB vice president for government relations, who observed last week's hearing, said the NAB would be ready to present its proposal this week. The association was tentatively scheduled for Thursday (May 23).

Mr. Bunker emphasized that radio's problems differ markedly from television's and should be approached separately. The "line of demarcation [between radio and TV] . . . is a chasm 20 miles wide as far as we're concerned," the RAB president said.

This is what Mr. Bunker proposed:

■ A radio audience measurement methodology study, financed by radio broadcasters, would begin about Sept. 1 and be conducted by "a research firm which has no connection whatever with the syndicated ratings firms, and one of outstanding reputation."

(RAB has interviewed two such firms, Mr. Bunker revealed. They are Universal Marketing Research, a division of Alfred Politz Media Research, and Audits and Surveys, Inc., both New York market research companies which have made numerous media studies, notably in the magazine field. Audits and Surveys, as its name implies, has an auditing service for national advertisers.)

■ Determined there should be an "umpire" involved, the RAB proposes to submit the research firm's plan to the technical committee of the Advertising Research Foundation for "consultation," Mr. Bunker said. This would be a voluntary action, he noted. Outside consultants also would "check and cross-check" what the bureau does to demonstrate that "an exhaustive and soundly conceived effort is under way," Mr. Bunker said.

(Mr. Bunker revealed that the RAB had arranged for the services of Dr. Herbert Arkin, a statistical consultant who heads the business statistics department at the City College of New York who also has been the subcommittee's technical consultant.)

■ Sample size for the study will be "far larger in a single city than some measurers have used to cover the entire nation." There will be complete disclosure and "interviewers will be under rigorous supervision," Mr. Bunker said.

"It would be conducted in at least



Two men apparently pleased with the Radio Advertising Bureau's testimony last week on Capitol Hill on its proposal for solving the ratings mess

were (l-r), Edmund C. Bunker, president of the RAB, and Robert E. L. Richardson, subcommittee staff attorney who guided the questioning.

four cities if we can afford it," he said. One will be a major metropolitan area, probably one of the top three, and there would be a study in a medium-sized area, one in a very small city, and a fourth—"if possible"—in a rural area to measure rural listening.

■ Shooting for a target date of Jan. 1, 1964, Mr. Bunker said the RAB hopes to publish its methodology study by then to make it available "as a guide to other research firms on reliable procedure."

■ The RAB suggested—but did not endorse—"a continuing audit to see to it that rigorous standards are maintained by the measurers."

Mr. Bunker said the RAB hopes that with the completion of its study radio's audience will be established "on a valid and believable basis"; that existing firms may adopt improvements and new companies may be encouraged to enter the field and use the RAB methods, and that radio broadcasters may form a measurement service if they wish.

Subcommittee Reaction ■ Mr. Bunker's remarks were "a very interesting statement, at least to me," Chairman Harris said, "and in many ways very encouraging." Other members of the subcommittee joined in and praised the bureau's intention to proceed immediately.

Representative Donald G. Rotzman (R-Colo.) questioned Mr. Bunker about broadcasters' motivation "to do something" and said, "I suppose the real test is how fast \$200,000 can be raised."

"I can raise that money. I have \$100,000 right now," Mr. Bunker replied immediately. The RAB (seeking NAB backing on the study) represents about 1,200 radio broadcasters and the four networks, he said. MBS and NBC had rejoined the bureau March 1, he added.

Noting his own pleasure that broadcasters, unlike some advertising agency executives whose comments he had read, were eager to begin ratings reforms, Chairman Harris related a story of a farmer who sold his mule to another husbandman who came back to complain that the animal failed to heed his instructions. Clubbing the beast on the head with a heavy length of timber, the first farmer showed his friend that the animal obeyed him and advised: "It's all a matter of getting his attention."

The chairman spoke in a similar vein in a New York speech Thursday (see story page 50).

Prodded by the subcommittee, Mr. Bunker revealed his lack of faith in audience research of the Nielsen company.

It was his personal opinion, Mr. Bunker said, that the firm is the best sales company in the world and "has

sold less for more than anybody I know." Nielsen research has been extremely influential in advertising agencies, he said, although he doubted it had as much acceptance today as before the subcommittee hearing began in March.

Charles P. Howze Jr., subcommittee staff director, noted that the ARF had passed on Nielsen research in a 1954 publication. Could a group which approved inadequate methods then reliably pass on methodology today? Mr. Howze asked.

Miles David, RAB administrative vice president, answered that the ARF had taken on faith that Nielsen did what its theories purported. The foundation did not check the company's data, something no one had done until the subcommittee's investigation, he pointed out.

Chairman Harris, in his first public reply to criticism by the Nielsen firm, said he thought the company's "weakness" was in its sample execution. He said he "questioned looseness of the operation down where they get their information."

Commenting on Nielsen criticism of the way the subcommittee has handled its investigation and hearing (prejudged, A. C. Nielsen, president, had said), Chairman Harris said "they would be making more headway" if the company gave more attention to developing better procedures than "going around the country making speeches."

Asked when he and the RAB had taken an interest in improved radio re-

search, Mr. Bunker pointed out that it had been his goal for the bureau since he became acting president last fall. Just prior to assuming the RAB presidency, he told BROADCASTING that this was the bureau's primary aim (PERSPECTIVE '63, Feb. 18).

Census Sidelight ■ The Census Bureau impressed the subcommittee with its training program for its enumerators, rigid control of its sample execution and qualification of its professional staff.

Special attention was paid to the bureau's continuing survey for the government's monthly labor statistics. To obtain its information the bureau's 560 enumerators, all part-time employees who earn between \$1.84 and \$2.20 an hour, attempt 40,000 interviews each month. They obtain 95% responses. The rest are vacant homes, and about 1% are refusals.

Ratings services claimed about 70% responses, but in radio the average was about 50% for some, subcommittee members noted. Unlike some ratings services, the bureau does not permit its people to use alternative households when enumerators find "not-at-homes."

Assuming that neighbors are like neighbors "is a very dangerous thing," Dr. Taeuber said.

Also of interest to the subcommittee was the bureau's lack of confidence in permanent samples, which are inherent in meter measurement systems. Permanent samples place a burden on respondents, Dr. Taeuber said. They may be



Census Bureau witnesses said the agency would provide audience measurement if Congress would authorize and pay for it. Joseph Waksberg (l),

mathematical statistician, and Dr. Conrad F. Taeuber, assistant director of the bureau, appeared at the subcommittee's request.

helpful for specialized purposes he added.

New problems which audience measurement might impose on the bureau, Dr. Taeuber pointed out, would be memory factors, a wide variety of responses (perhaps "more than we normally work with"), and lack of experience in the field. The idea "now sounds rather formidable," he said. But he thought the bureau could do the job if authorized by Congress.

FACTS ONLY, PLEASE Roslow says Pulse changing cutoff point in surveys

Broadcasters were urged last week by Dr. Sydney Roslow, director of The Pulse, to stick to the facts—and to the ratings services' requirements—in publicizing their own or their competitors' ratings.

"One of the surest ways to undermine confidence in audience research is for an individual for the sake of competitive gain or advantage to claim for any piece

of data one whit more significance than is inherent in it," he said in a speech prepared for delivery Friday at the Arizona State Broadcasters Association meeting.

Dr. Roslow said broadcasters for the most part abide by the conditions laid down by Pulse and by other services regarding disclosure of their data, but warned that any violations weaken audience research by undermining confidence in it.

These conditions include prohibitions against the publication of "misleading or unwarranted conclusions" based on the ratings figures, and against publication of competitors' ratings without masking the competitors' identity.

Dr. Roslow also reported that Pulse is lowering the cutoff point for reporting individual station ratings. In the past, stations with audience shares below 5% have generally been put into a "miscellaneous" group. The new cutoff, he said, is 4%. Stations that are Pulse subscribers will continue to be reported individually no matter what their share

levels, as in the past.

He told the Arizona stations that experiments conducted in a Northwestern market in February showed that out-of-home listening added 17% to the in-home radio audience for the 6 a.m. to 6 p.m. period, and that a test in a Mid-Atlantic market showed out-of-home adding 37% to the in-home total during the 4-7 p.m. peak traffic period. More than one-fourth (27% of the out-of-home listening) in the latter test was not in cars, he said.

Dr. Roslow spoke on "What Is Right?" about his audience-measurement service and outlined steps taken to correct what the Washington ratings hearing found or alleged to be "wrong" with it.

He went into detail on Pulse's procedures, quality controls, and continuing efforts to make improvements, at the same time re-emphasizing the need for an industry-wide "standards and auditing committee" to work with Pulse and the other services (BROADCASTING, April 22; also see page 46).

Talks continue without agreement

RAB, NAB STILL APART ON COURSE OF ACTION IN RATINGS PROBLEM

Meetings, speeches and private discussions again were the order of business last week as the broadcasting industry continued to seek a solution to the radio and TV audience measurement problems.

And again last week, the two leading entities determined to investigate ratings research failed to come to an agreement. Radio Advertising Bureau went into a Tuesday (May 14) session with the National Association of Broadcasters' research committee hoping to come out with an agreement for a joint "crash" study of radio.

RAB left the meeting with no assurance that NAB will participate financially or otherwise in the radio-only "crash" study. However, the next day RAB President Edmund C. Bunker went before the House Special Subcommittee on Investigations to reiterate the sales bureau's plans to go it alone if necessary (see page 46) in its crusade to measure radio's substantial out-of-home audience.

In addition to RAB, the NAB committee met in New York last Tuesday with representatives of three major ratings firms—A. C. Nielsen Co., The Pulse Inc. and American Research Bureau. NAB asked for commitments from the three to support and subscribe to the association's plan for a long range study of radio-TV ratings methodology, a voluntary system of unannounced au-

ditions and "standards" for the ratings firms to follow.

Pulse and ARB both agreed to write letters to the NAB promising cooperation but Nielsen reportedly balked on the grounds that only a sketchy NAB plan was presented for approval with no standards or criteria that it would have to meet specified. Nielsen also refused to agree in advance to an audit, the nature of which was unknown. The firm, however, was said to have assured the NAB that it would cooperate with any reasonable audit but insisted it could not in effect sign a "blank check" in advance.

RAB Shut Out ■ RAB presented an 11-page plan to the NAB committee and asked for immediate announcement of a joint "All-Radio Methodology Study." NAB did not say no but it did not say yes, and a spokesman said an answer to RAB probably will not be forthcoming before the NAB board meetings beginning June 24 in Washington.

The radio bureau has estimated that its study, limited strictly to radio and not concerned with comparative ratings of competing stations, will cost \$200,000 and will have men in the field by Sept. 1, with or without the NAB. RAB, in turn, has asked the NAB for \$75,000 toward the study and plans to put up a like amount, with the rest to come from outside sources. Token financial support be asked from advertising agen-

cies, primarily as an indication that they will endorse the results.

The NAB, in effect, has turned its back on the RAB for the time being. "We now are concentrating on the appearance before the House investigators" by President LeRoy Collins, an NAB official said last week. "The RAB has been left for later consideration and discussion," he said.

NAB has agreed informally with RAB on the advisability of separate radio and TV ratings methodology studies but some NAB negotiators have reservations about the advisability of a "crash" program as envisaged by RAB (which hopes to publish its findings by the first of the year). Ben Strouse, WWDC-AM-FM Washington and chairman of the NAB radio board, said he believes the two organizations can coordinate their activities and thereby save their common station members money.

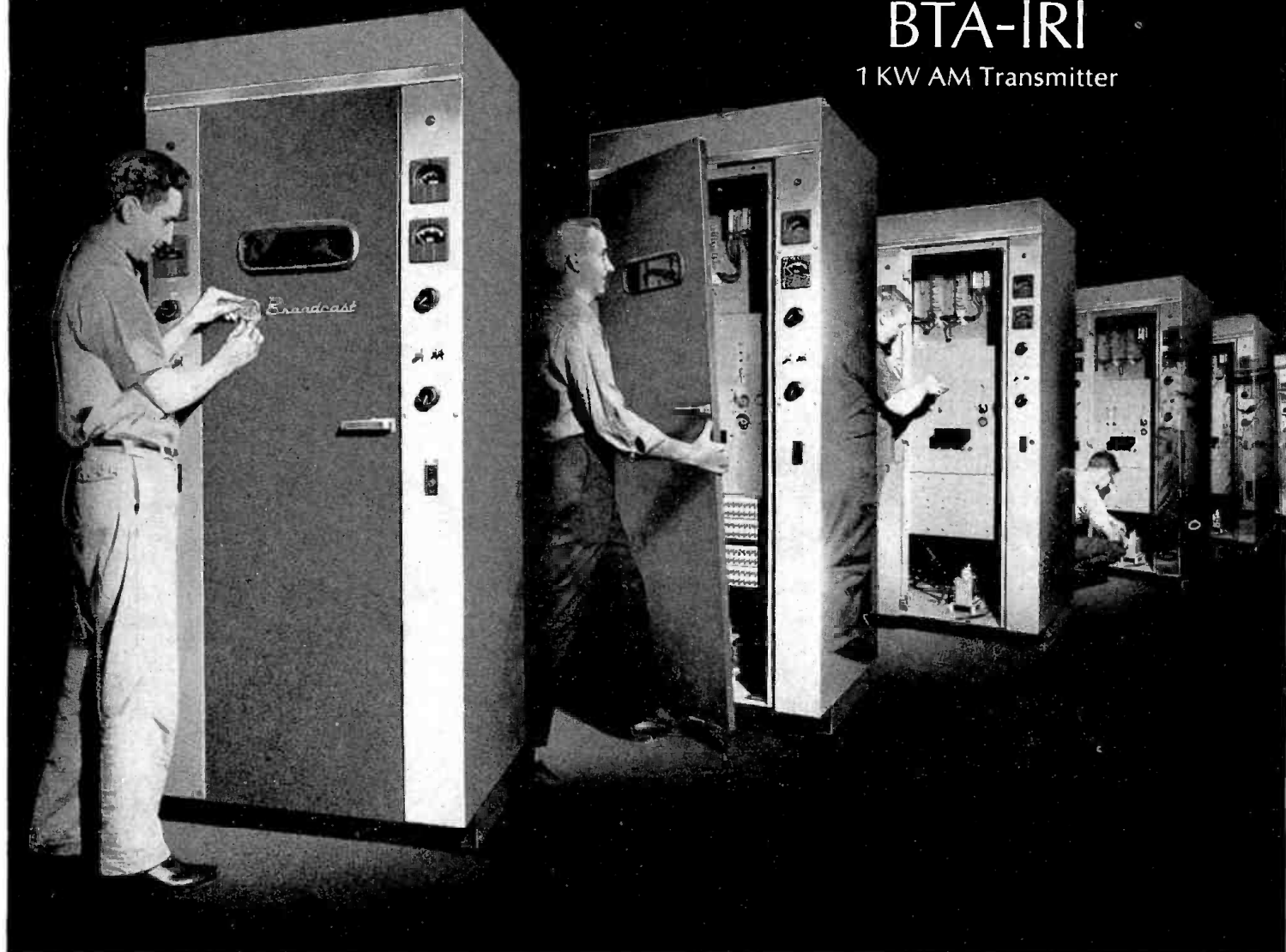
NAB, he said, is sympathetic to the need for speed in researching radio measurement techniques. "It is important to find out if there is a way to measure radio's full audience," Mr. Strouse said.

The disagreement among the NAB negotiators comes forth over whether the desired results can be accomplished with a crash study such as the RAB advocates. The NAB is being much more cautious and talks in terms of a two or three-year study, it was re-



BTA-IR1

1 KW AM Transmitter



RCA's most popular AM transmitter

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

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

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

If you want the finest 1 KW, you'll want to know more about the BTA-IR1. Call your RCA Broadcast Representative. Whatever your broadcast requirements, you'll find him exceedingly helpful. Or write to RCA Broadcast and Television Equipment, Building 15-5, Camden, N.J.



The Most Trusted Name in Radio

Some gizmos for instantaneous ratings

The current re-evaluation of audience ratings methods has brought to the fore a dream of broadcasters: a simple, push-button method of instantaneous measurement.

One such system, an 11-year-old invention by a Swiss inventor, uses a telemetering circuit to report the number of sets tuned to a station. It can also be adapted to permit listeners to "vote" whether they like or dislike the program or the commercial, or to answer questions.

The inventor is Dr. Herbert S. Polin. His telemetering invention (U. S. Patent No. 2,587,213) is based on a simple concept:

Each receiver is built with a relay-type device which closes upon receiving a special tone signal from a broadcast transmitter. This imposes a buildup in the load on the electrical power lines. The added load is registered on meters at power sub-

stations, indicating the number of receivers tuned to the station transmitting the interrogation signal. The same principal can be used with telephone lines, it is pointed out.

CBS's IAMS = A somewhat similar idea, using entirely over-the-air circuits, was proposed about 10 years ago by CBS's Dr. Peter Goldmark. Called Instantaneous Audience Measuring System (IAMS), the system would register viewers' tuning minute-by-minute and permit the monitor to plot a curve of the entire viewing pattern of a program.

CBS never did anything with the idea, feeling that it was something the entire industry should endorse and cooperatively use. This never occurred.

The nearest thing to it is American Research Bureau's Arbitron, which uses telephone lines to continuously register a sample viewing pattern.

ported. What, the RAB was asked, would happen if a speed radio study is approved and methodology adopted as a result is later shown to be inaccurate? "Then we are back where we started," an NAB negotiator said.

Radio Plan = The RAB's "Plan for a Cooperative Effort to Improve Measurement of Radio" pointed out that in only one area did the three primary RAB objectives duplicate the three principal NAB objectives. Both want to improve radio research methodology—NAB long-range and RAB immediately. NAB's other objectives are (1) to establish minimum criteria for audience measurement services and (2) an independent, NAB supervised audit of these services. RAB feels that criteria will result from its study only as an unintended byproduct of its field research and it has "no plans for an audit" although it subscribed to this NAB objective.

RAB pointed out that both organizations have worked long and hard to develop solutions, "each traveling its own separate path. RAB now suggests that we join forces." Logically, RAB said, a study of radio methodology should come under RAB's direction because it is the industry's liaison with agencies and advertisers. "But this job is so big and so important to radio's future, it justifies a combined effort," the bureau told the NAB research committee, President Collins and key NAB staff executives.

The Bunker organization then presented this three-part proposal to NAB: "(1) NAB would set up and lead the way in creation of an audit of existing TV and radio measurement services.

RAB would participate as a member of the audit body's committee. (2) NAB would lead the way in establishing minimum criteria for the TV and radio audience measurement services. (3) RAB and NAB will combine forces to conduct a radio methodology study. The study would be co-directed and co-financed by NAB and RAB under a heading such as: All-Radio Methodology Study (ARMS)."

The work RAB has done to date will help speed ARMS, the bureau pointed out, with NAB having every opportunity to add additional concepts. NAB also was given the option to participate administratively immediately and to decide later on a financial contribution. NAB was invited to negotiate with RAB on all of its plans except one—the need for speed.

NAB Encouraged = The NAB con-

ferences with the rating services were described as "encouraging." Committee sources said they were confident that plans could be developed with the raters that would "have some teeth" and be acceptable to the services and users of ratings.

The NAB still plans to seek the use of a "seal of good practice" to which the measurement firms will be asked to subscribe voluntarily.

Dr. Sydney Roslow, director of The Pulse, said Thursday that he already has sent a letter to Governor Collins promising cooperation with the NAB. RAB Director James Seiler said that he planned a similar letter before the end of the week.

"I am in accord with the NAB objectives, which are in line with what I called for in my Oregon talk," Dr. Roslow said. (Last month before the Portland, Ore., Advertising Club, Dr. Roslow called for the formation of an industry-wide "standards and auditing committee" to work with audience measurement services [BROADCASTING, April 22]. He again stressed the need for such a group in a speech last Friday before the Arizona Broadcasters Association [see page 48].)

Mr. Seiler said that NAB's plans as presented are "incomplete but a start in the right direction. We would go along with the proposal completely." He expressed a hope to the association, however, that advertisers and agencies be asked to participate in the study. (NAB said that they have not been contacted in this regard and that there are no plans to seek their active participation.)

NAB proposed to the rating services immediate auditing of their entire operations; extensive research of their methodology for suggested improvements and a code of ethics, with seal, to which the services would subscribe.

Representing Nielsen in the meeting with NAB was President A. C. Nielsen Jr. and Henry A. Rahmel, executive vice president and general manager.

DON'T IGNORE FACTS, HARRIS WARNS

Tells SRA that 'golden chains' have to be broken

The congressman heading the investigation of broadcast ratings said last week that broadcasters cannot afford "to brush lightly aside" the disclosures made by the House Special Subcommittee on Investigations.

Broadcast licensees who have allowed themselves to become slaves to ratings are obligated by their responsibility to the public to break the shackles which enslave them, said Representative Oren Harris (D-Ark.), subcommittee chairman. The reason broadcasters have not done this so far, Representative Harris said he suspected, "lies in the fact that

the chains that bind . . . are chains of gold, and that all too many broadcasters think that the link is more comfortable than freedom would be.

"The regulatory hold on broadcasters of the Federal Communications Commission pales by comparison . . .," he said.

Speaking to the Station Representatives Association annual awards luncheon in New York Thursday (May 16), the congressman told the reps he would address them with frankness and candor "because of your association with broadcasting and the possible influence

PACKAGED EFFECTIVENESS For packaged down-to-earth effectiveness, we suggest a different agricultural tool. It's a WCAU Radio-microphone—prime aid in the movement of goods and services in Philadelphia, the nation's fourth largest market. ■ One of the key selling forces behind this microphone is Hugh Ferguson, WCAU Radio Farm Director. ■ His 5:30-6 AM "Rural Digest" (Monday through Saturday) features overnight reports from nearby auction markets . . . U.S. Weather Bureau forecasts . . . seasonal spray information . . . a special agricultural weather wire from Rutgers University in New Brunswick, N.J. ■ Hugh Ferguson gets around. He speaks at agricultural meetings. He is also in the field interviewing state and federal officials; area farmers, large and small. ■ WCAU Radio, "Rural Digest," and Hugh Ferguson mean down-to-earth effectiveness. Hugh Ferguson, with WCAU Radio for 24 years, can be *your* man in our rich farm and urban four-state market.

WCAU RADIO THE CBS OWNED STATION IN PHILADELPHIA
REPRESENTED BY CBS RADIO SPOT SALES



New FCC chairman's view on ratings

Commissioner E. William Henry says broadcasters have followed ratings "like lambs to the slaughter." But he adds the commission doesn't think the solution is regulation of the rating services by the FCC.

The commission, he said, believes the industry should have a chance to solve the problems revealed by the congressional ratings investigation.

Commissioner Henry disclosed those commission views at a news conference called after the White House announced President Kennedy's intention to designate him as successor to FCC Chairman Newton N. Minow (see story page 27).

Commissioner Henry said the commission is considering the position it will take when it appears before the House Special Subcommittee on Investigations. No date for the appearance has been set. But the commission is expected to be called after the National Association of Broadcasters, which will probably

be heard this week.

The subcommittee, under the chairmanship of Representative Oren Harris (D-Ark.), has already heard the views of the Federal Trade Commission.

Although the FCC hasn't completed work on the statement it will make—several policy questions, reportedly, remain to be settled—Commissioner Henry said the commission has reached "some agreement" on what to include.

"Basically," he said, "we're concerned about the reliance broadcasters have placed on what proved to be inaccurate ratings.

"Because of the emphasis placed on ratings, broadcasters have followed them like lambs to the slaughter."

He said that broadcasters should be concerned with determining the needs of their communities. And ratings services, he said, are not able to provide that information.

by one rating service of 'vital weaknesses' [BROADCASTING, April 1] and by the comment by another that the results of his surveys amounted to nothing better than a 'calculated guess.'"

Shows Concern ■ Thus Representative Harris again showed his deep concern that influential elements of the broadcasting business appear to believe the ratings furor will blow over. A day before his New York speech he criticized the A. C. Nielsen Co. by name for the first time in public (see page 46). Other members of his subcommittee are on record in favor of inviting some of the nonbelievers, notably advertising agency executives, to testify in Washington (BROADCASTING, May 6).

Representative Harris said the refusal of some services to mention the call letters of all stations in a market is a "serious problem" which "can have disastrous competitive consequences for a station not listed." The FCC and the Federal Trade Commission "might well take a close look at this situation," he said.

On misuse of ratings, Representative Harris said, "For the broadcaster as a businessman, ratings appear to answer the question of how much the traffic will bear.

"The listeners and viewers, finally, were treated by the ratings as just so many sheep. The ratings were not used to establish how many different needs broadcasters should be called upon to meet in the public interest. They were used to justify the dropping of as many

you may have with individual stations," he said.

"The life and death of programs, the economic fortune of producers and performers, and even the existence of your clients, [emphasis Harris's] the licensees, have often depended on the capricious use [of ratings]," he said.

"I do not believe that the subcommittee can be justly accused of carping or 'nit-picking,'" the chairman continued. "Nor is the subcommittee impressed by the repeated statements of cornered witnesses that 'we make mistakes like everybody else does.' This is so, particularly in view of an admission

GOVERNMENT

FCC acts to impose commercial limits

WITH THREE DISSENTS, IT PROPOSES TO ADOPT NAB CODES

The FCC last week officially proposed to include the NAB radio and television code time standards in its own rules. A proposed rule-making proceeding absorbing the code time limits, with certain changes, was announced May 17 (BROADCASTING, May 13).

The commission's action invites comments by July 1 on the proposals.

And last week NAB President LeRoy Collins took an important step on behalf of the association, which has consistently opposed FCC adoption of its own voluntary code provisions. Governor Collins asked the 50 top advertising agencies to cooperate with broadcasters in supporting the NAB radio and TV codes' time standards (see story page 54).

In its announcement the FCC said bluntly it is "greatly concerned" with the problem of excessive commercializa-

tion and it asked those interested to supply analytic material and counter proposals, hoping to draw as broad a cross-section of comments and proposals as possible. Industry organizations and members of the public are mentioned in the invitation with the explanation such comments have been most helpful in the past and should do a similar service in this proceeding.

Commissioners Hyde, Bartley and Ford dissented, the first two issuing strong statements. Mr. Hyde called the plan to regulate commercial time inconsistent with Commission policies. He cited the Sanders decision of the U. S. Supreme Court which held the law does not give the FCC supervision of programs or the licensee's business.

Mr. Bartley called it "an irritating act of futility." He said some stations are more listenable than others because

of production expertise; the action would be an improper delegation of FCC power; it could lower commercial time standards and preclude improvement.

Always Concerned ■ The commission's notice recalled that the FCC and the predecessor Federal Radio Commission "have consistently been concerned with the practices of licensees with respect to the broadcast of commercial continuity or announcements."

Conceding that advertising is the only source of revenue for most broadcast stations, the FCC cautioned they must be operated in the public interest rather than mainly for advertisers.

Then it said, "Therefore, while without advertising broadcasting would not exist, with excessive advertising broadcasting is not in the public interest."

The FCC said its own case-by-case

programs as possible which failed to secure a maximum audience."

Returning to his worry that the ratings problem may be sloughed over, the congressman concluded with this thought: "I have great misgivings, however, that some seem to feel that nothing more is needed than to get back to the same old business routine only with more accurate and reliable ratings. The proper discharge of obligations requires a sense of responsibility to the listening and viewing public."

'Sample-Matic' to start in Oklahoma City

A method of checking answers in telephone surveys of radio audiences has been developed by Earle Fletcher, vice president and general manager of KXOL-AM-FM Fort Worth.

Mr. Fletcher's method, dubbed the "Sample-Matic," calls for the telephone questioner, after determination if the respondent is listening to the radio, to ask for a description of the program to which the listener is tuned. The caller then turns on a radio receiver to the station mentioned by the listener, who hears over the phone whether the program is the same as the one on his set. Each station is tried until one matches the program on the listener's receiver.

Mr. Fletcher, who said that he was working on the "Sample-Matic" long before the recent congressional investigation of ratings, plans to test his method in the Oklahoma City area.

SINDLINGER TO RATE LOCAL RADIO

Will have minimum sample of 2,000 per market

The Albert E. Sindlinger Co., a marketing research firm which has been providing national radio audience measurement for ABC Radio since September 1962, announced today (Monday) it is preparing to offer local radio measurements for 89 markets.

At the same time Albert E. Sindlinger, president, welcomed the Radio Advertising Bureau "or any other group" to use all its basic data plus information relating to the design of the company's questionnaire.

Mr. Sindlinger promised full support of the methodology study which the RAB said last week it would begin by Sept. 1 (see page 46).

The expansion into local radio research (CLOSED CIRCUIT, May 6), will be limited "to those markets in which we have already been collecting radio data over a long period of time in order that any figure we publish will be based upon minimum standard sample size of 2,000 complete interviews per report for radio," Mr. Sindlinger said.

Two thousand is the minimum sample Mr. Sindlinger recommended to a House subcommittee investigating ratings when he testified in March (AT DEADLINE, March 18). That minimum also was supported by the subcommittee's statistical consultant, Dr. Herbert Arkin.

Mr. Sindlinger said the first five mar-

kets in which his company would begin local reports are New York, Los Angeles, Chicago, Philadelphia and Detroit, as requested by the Campbell-Ewald Co., Detroit advertising agency, the research company's first client for its national radio reports.

"Next week we will list the status of the sample size for each individual market report where immediate reports can be published with over 2,000 completed interviews for each report, and for those markets when the sample size will reach over 2,000," he said.

The Sindlinger reports will break down the radio audience in these terms: people, by sex, for each individual 15-minute time period by station within the market and by where the person listened (at home, automobile or away from home). Reports will be issued on a Monday-Friday basis with separate reports for Saturday and Sunday, Mr. Sindlinger said.

His firm favors research which is open to inspection and which can be checked, Mr. Sindlinger said. Not expecting broadcasters "to accept our internal research as the criteria for judging the accuracy of our sampling methods," pending completion of the RAB study, all local radio market reports will include all automobile and intermedia data to provide a "checkable relationship," Mr. Sindlinger said.

treatment of the advertising time limits problem has not been satisfactory, citing a large number of applications for broadcast authorization which presented serious problems of over-commercialization. It coupled with this the comment that commission files "are replete with substantial complaints from the public regarding the number of commercial announcements broadcast by some stations, the frequency and manner of program interruptions for the broadcast of commercial announcements, and the length of some commercial announcements."

Then it noted that NAB's self-regulation efforts "which, obviously, would be preferable to any action by this commission—have not met with success." It reminded that only 38% of all radio and 70% of TV stations subscribe to the codes, also explaining that NAB, by itself, "lacks effective sanctions to prevent abuses."

Advantages ■ Adoption of FCC's own time limits, it was stated, may have several advantages: "For, in addition to permitting an overall treatment of the

problem, not available in case-by-case consideration, the rules adopted would have the added advantages of being definite, of providing guidance to licensees and of applying equally to all competitors in a given market."

The notice recognized there is a wide range of reasonableness in commercial practices but it felt "the advantages of a definite rule outweigh this consideration and adoption of specific rules would

Limitation opposed

Any federal regulation of the amount of commercial material carried on broadcast stations was opposed May 11 by the Kansas Association of Radio Broadcasters. KARB contended stations following a policy of over-commercialization will suffer because of the listener's right of free choice and pointed to the voluntary standards adopted by the NAB.

not, necessarily foreclose the flexibility inherent in case-by-case treatment nor preclude us from amending our standards to accommodate changes in the broadcast field (as NAB has done)."

NAB's time limits, FCC stressed, "are the culmination of many years of extensive consideration and experience." They represent the broadcast industry's own conclusion as to minimum broadcast standards, it added, and are particularly suited for serious commission study.

However, the FCC emphasized it is by no means inflexible as to the most desirable answer to this problem.

The need for separate provisions governing different classes of stations was pointed out, with comments invited on problems of AM, FM and TV and the possible need of waiver treatment.

As to specific provisions, the commission said the proposed radio provisions conform to the NAB radio code (see text page 54).

No Distinction ■ But in the case of television, it noted, "no distinction is drawn between sponsored programs and

Collins asks agency help on codes

An appeal was made last week by the chief executive of the National Association of Broadcasters to the 50 top advertising agencies for cooperation "at every opportunity" with the NAB radio and TV codes of good practice.

President LeRoy Collins told the presidents of the agencies that it is to the mutual self-interest of advertising and broadcasting "to prove to the skeptics and cynics that self-regulation actually *does* work." His appeal was made in letters to all 50 agencies.

Governor Collins pointed to the FCC's move to incorporate into its rules the NAB commercial time standards (see page 52) as the "latest example" of the gradual erosion of broadcasting freedoms. "I don't

think either broadcasters or advertisers have yet grasped the full significance of this development," he said. "It may, indeed, be later than we think."

Both advertisers and broadcasters stand to lose if the FCC adopts this proposal, he said. He pointed out that NAB monitors will check the programming of all 406 TV code subscribers during 1963 and 60% of the radio station subscribers. Therefore, he said, "those who claim that we will not or do not enforce the code simply do not have the facts."

Moreover, Governor Collins stressed, the NAB is making "steady progress in reshaping the codes to reflect the broadcaster's integrity more realistically. Through these means, we seek to decrease the pres-

sure of government's concern with the conduct and quality of broadcast advertising."

He urged the nation's top agencies to "encourage cooperation with the codes and code stations at every opportunity. More than ever before, your people and our people must stand together to protect our mutual progress."

Also last week, the NAB announced that it has signed a contract with a Chicago-based firm for outside monitoring of radio and TV code subscribers. The agreement was made with Air Check Services, which is reported to have tape monitoring facilities in more than 400 cities in all 50 states. Richard Drost is president of Air Check Services and approximately 50% of the firm's employes are physically handicapped.

programs with participating announcements; instead separate standards are applied to "prime time" programs (usually between 6-11 p.m.) and programs during all other hours. During prime time, the maximum amount of time that may be devoted to commercial continuity or announcements is 8 minutes per hour. In addition, 2 minutes and 20 seconds

are allowed for station breaks, which may include commercial announcements. During all other hours, 12 minutes an hour, plus station break time, may be devoted to commercial continuity or announcements."

FCC said the TV code distinction between prime time and other hours also applies to nonprogram material and it

added the TV code provides no more than three announcements may be broadcast consecutively during hours outside prime time.

The commission added:

"Finally, it is to be noted that neither the radio nor the television code treats with (a) length of individual commercial announcements; (b) the number of times programs may be interrupted for the broadcast of commercial continuity or announcements (either in terms of the length or nature of the program interrupted); (c) the amount of program time that must elapse between interruptions for the broadcast of commercial continuity or announcements (again, either in terms of the length or nature of the program interrupted); and (d) the maximum amount of broadcast time that may be consumed by an interruption of a program for the broadcast of commercial continuity or announcements."

The commission proposes to amend Part 3 of the rules as follows:

"New §§ 3.123, 3.298, and 3.669 are added, as follows:

"§ 3.123 Advertising (AM) and 3.298 (FM):

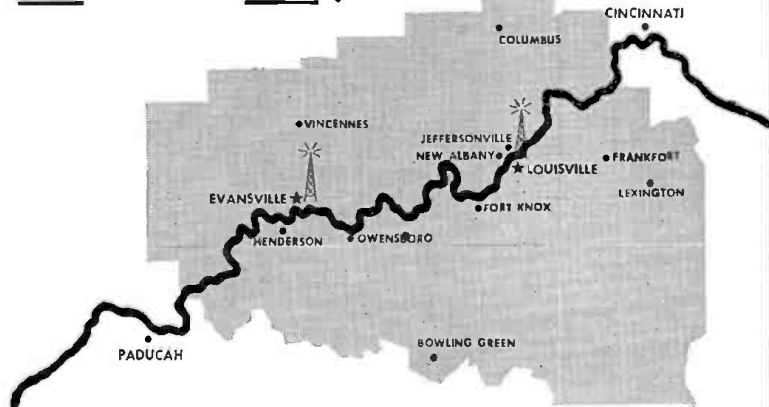
"(a) No station shall broadcast advertising material by any single sponsor, regardless of the type of program, in excess of the time in the following table: *Provided, however,* that the time standards allowable to a single advertiser do not affect the established practice of allowance of station breaks between programs.

Program time	Commercial time
For 5-min. programs	1 min. 30 sec.
For 10-min. programs	2 min. 10 sec.
For 15-min. programs	3 min.
For 25-min. programs	4 min.
For 30-min. programs	4 min. 15 sec.
For 45-min. programs	5 min. 45 sec.
For 60-min. programs	7 min.

"(b) The time to be used for adver-

WAVE-TV and WFIE-TV Cover 383.1 miles of the Ohio River Valley!

(in Depth as well as Width!)



WAVE-TV, Louisville
WFIE-TV, Evansville
WAVE Radio, Louisville
WFRV(TV), Green Bay

ALL NBC—ALL REPRESENTED BY THE KATZ AGENCY

tising in announcement or participating type programs is not to exceed a maximum of an average of 14 minutes an hour computed on a weekly basis, 18 minutes in any single hour, or 5 minutes in any 15-minute segment. For the purpose of determining advertising limitations, such program types as "classified," "swap shop," "shopping guides," and "farm auction" shall be regarded as containing 1½ minutes of advertising for each 5-minute segment.

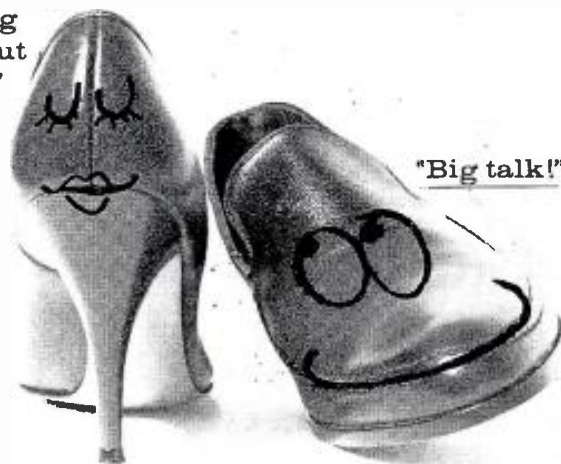
“§ 3.669 Advertising (TV):

“(a) Within prime time, which is defined as a continuous period of not less than 3 hours of each broadcast day within the station's highest rate-time periods, commercial material for both individually sponsored and participation programs within any 30-minute period may not exceed 4 minutes, plus total station break time, in the aggregate of 70 seconds. Commercial material in prime time includes billboards, public service announcements, promotional announcements for other programs, as well as commercial copy. Station breaks in prime time shall consist of not more than two announcements plus noncommercial copy such as station identification or public service announcements. Total station break time in a 30-minute period may not exceed 1 minute 10 seconds.

“(b) Within all hours other than prime time, commercial material for both individually sponsored and participation programs within any 30-minute time period may not exceed 6 minutes plus station break time. Commercial material for all other than prime time shall not exceed this ratio, except that individual programs of 5 minutes duration may include commercial material not in excess of 1 minute 15 seconds, and individual programs of 10 minutes duration may include commercial material not in excess of 2 minutes 10 seconds. Not more than three announcements shall be scheduled consecutively. Commercial material within nonprime time does not include public service announcements, promotional announcements for other programs, and opening and closing "billboards" which give program or sponsor identification. Station breaks in nonprime time shall consist of not more than two announcements plus the conventionally sponsored 10-second station identification.

“(c) For the purpose of computing commercial time, reasonable and limited identification of prizes and statements of donor's name (within formats where in the presentation of contest awards or prizes is a necessary and integral part of program content) shall not be included as commercial time. However, any aural or visual presentation concerning the product or its donor, over and beyond such identification and statement, shall be included.”

“They've
been
talking
about
us.”



“Big talk!”

GallenKamp depends on big talk. It has more than fifty shoe stores in the Bay Area, a market that stretches 75 miles, north to south. For this long reach, GallenKamp puts more than half of its advertising dollars into radio. And in radio, KSFO carries the chain's only 52-week effort in the market. In fact, three out of every four radio dollars go to KSFO. Why? Because in GallenKamp's opinion, KSFO adds up to a "cash register rating service that can't be beat." Let KSFO talk big about your product. It's the best way to make yourself heard in the big Bay Area.

THE WORLD'S GREATEST RADIO STATION **KSFO**
— particularly in San Francisco

Golden West Broadcasters **CWB** KMPC Los Angeles / KEX Portland / KVI Seattle - Tacoma
REPRESENTED BY AM RADIO SALES

PLANNED PARENTHOOD FOR RADIO

FCC's proposed rulemaking would end AM freeze, break some AM-FM duopolies, limit FM duplication of AM programs to 50%

The FCC came up May 15 with its birth-control plan for aural broadcasting despite some serious doubts by three commissioners.

A series of proposals covering future development of AM and FM radio was announced May 16. The details follow an advance description published in the May 13 issue of BROADCASTING.

In essence the proposed changes would revise the rules governing AM station assignments and look toward eventual integration of AM and FM.

Comments on the plan are invited by July 17. Final action would end the AM freeze imposed a year ago (BROADCASTING, May 14, 1962).

Voicing concern over the proposed rulemaking for AM and FM were Commissioners Robert T. Bartley, Frederick W. Ford and Rosel H. Hyde. Mr. Bartley and Mr. Hyde dissented; Mr. Ford issued a concurring statement expressing misgivings over important phases of the proposal. Separate Bartley-Ford comments opposed inclusion of FM in the aural proposals. Approving the notice were Chairman Newton N. Minow and Commissioners Robert E. Lee, Kenneth A. Cox and E. William Henry.

Adoption of the FM table of assignments now before the commission would break up some AM-FM duopolies and ban duplication of more than

50% of AM service in cities over 100,000 in which there are no more FM assignments available.

FCC's Goals ■ The commission announced these goals: to bring service to places now lacking adequate AM programming; to provide for later new communities and to protect service areas of existing AM stations from encroachments of new substandard assignments.

These goals would be attained by applying a ban on signal overlap in future assignments of daytime AM stations; refusing to accept an application unless it met certain defined contour criteria; providing a first or second primary, daytime aural service to at least 25% of the area within the proposed normally protected service contour, and not permitting the total number of AM stations in a particular city, town or other community to exceed a maximum permissible number of AM assignments. This maximum number of AM assignments would vary in communities over 10,000 depending on the number of FM assignments.

The FCC made clear it would not accept applications proposing new nighttime operation (except class II-A) unless it is shown the station would not raise the service limitation of any other station and would provide a first primary AM service to at least 25% of

the area within the proposed interference-free service contour and would, in addition, meet the city service requirements of the FCC's rules.

Hyde's Dissent ■ Commissioner Hyde's dissent said the current freeze is one "in which the commission in effect abandons its discretion to consider applications on a public interest basis and at the same time presumes to apply rigid rules on a national basis regardless of particular situations.

"The commission ignores the contributions and recommendations submitted at its Jan. 7 conference with industry representatives and professional groups. For example, the NAB made clear its opposition to any proposals which arbitrarily limit the number of stations in any given market and opposed any action tending to remove broadcasting from the field of competition. In addition NAB recommended more careful examination of applicants."

An FM booster for more than two decades, Commissioner Bartley explained his partial dissent this way: "I want an FM-only receiver to be able to get anything that's on AM—plus. People should not have to switch to AM to get program material they desire. FM should be all-inclusive and better than AM.

"I feel that if the FM portion of the proposal were dropped, it would practically eliminate numerical listing of stations by communities. And I'm opposed to 50% maximum duplication because some FM operators may cut back operating hours, especially in daytime. I would not want stations to take off FM some of the news and nationwide network services, thus forcing the listener to switch back to AM."

Ford's Comments ■ Commissioner Ford, in stressing the need for fast action to end the AM freeze, felt any further delay in opening the proceeding to public comment would be unfortunate. He concurred with the issuance of the notice of proposed rulemaking but voiced "grave doubts as to whether some of the proposals advanced will accomplish their intended purpose."

The go-no-go system and table of maximum assignments deprive the commission of flexibility, he said, reducing the element of judgment in individual cases. It may make the job of improving distribution of stations "more difficult rather than less," he said.

Like Commissioner Bartley he felt consideration of FM problems is an

The proposed quotas for AM-FM

A list of quotas governing the FCC's grants of new stations in markets, by size of population, is provided in the FCC's notice of proposed rulemaking issued May 16. (Details were in the May 13 BROADCASTING.)

The quotas would constitute basic changes in rules governing AM station assignments and anticipate eventual integration of AM-FM service. In most markets the AM quotas would be reduced if FM assignments are provided in the FM allocations expected later in the year.

Here is the list of quotas:

10,000 population or under, 2 AM's.

10,001 to 25,000: 3 AM's (maximum reduced by one if one or more FM's are assigned.)

25,001 to 50,000: 4 AM's (maximum reduced by 1 if 1 FM assignment is provided; reduced by 2 if 2

or more FM's are assigned).

50,001-75,000: 5 AM's (maximum reduced by 1 if 1 FM assignment is provided; reduced by 2 if 2 or more FM's are assigned).

75,001-100,000: 6 AM's (maximum reduced by 1 if 1 FM assignment is provided; reduced by 2 if 2 FM's are assigned; reduced by 3 if 3 or more FM's are assigned).

Over 100,000: 7 AM's (maximum reduced by 1 if 1 FM assignment is provided; reduced by 2 if 2 FM's are assigned; reduced by 3 if 3 or more FM's are assigned). The commission noted this limit wouldn't apply to all cities of over 100,000. Where engineering considerations would permit new station. A waiver of rules would be considered on case-by-case basis, it said. The applicant would have to show the market was underserved compared with average similar city.

Magnuson acts as TV tutor for incumbent Democrats

Television will figure more prominently than ever in the Democratic party's Senate election campaign plans for next year, according to Senator Warren G. Magnuson (D-Wash.), chairman of the party's Senatorial Campaign Committee.

TV accounted for 30-40% of the spending in these campaigns last year. The outlook is for an even larger TV share in 1964, committee sources say.

Meeting privately last week with some of his party colleagues who will be up for re-election next year, Senator Magnuson showed them some TV techniques which may freshen and enliven campaign programming. The use of television in a campaign is "pretty much a personal thing," he said, but the campaign committee is prepared to provide professional advice for candidates who seek it.

The committee is seeking \$350,000 to allocate among next year's Senate candidates. But in addition to the money it distributes, the committee can utilize the Senate recording studios, which give incumbents an opportunity to use conveniently-located facilities at very low cost. (Republicans also use them.)

Incumbent senators of whom the Democrats will have 25 eligible for re-election next year, face special equal-time problems. If they declare their candidacy too early, those who record TV and radio programs for use by stations in their states may lose free exposure because of

equal-time provisions of the Communications Act.

On that point, Senator Magnuson assured his colleagues that "the rules are going to be the same" in 1964. The Senate Commerce Com-



Senator Magnuson

mittee, of which he is chairman, has before it legislation requested by the Kennedy administration which would set up in 1964 the same political broadcasting ground rules that prevailed in 1960 when equal time requirements were waived in the presidential and vice presidential races.

(Hopes by some broadcasters that the equal time provisions would be amended or replaced [BROADCAST-

ING, March 11] apparently have failed to obtain the senator's sympathy. Nor has his committee yet held a hearing on the subject. The House Commerce Committee is considering similar administration-backed legislation, but had not approved it as of last week.)

At last week's private breakfast, about a third of the 25 Democratic incumbents who'll be up for re-election in 1964 were shown a front-view projection device similar to those employed on many TV news programs. This permits candidates to talk directly to their audience while simultaneously illustrating what they're discussing with visual aids.

Also demonstrated was an example of a campaign documentary film, one featured in Senator Frank Church's (D-Idaho) successful re-election campaign last November.

Senator Magnuson plans to meet with other incumbent Democrats at private breakfast sessions later this week.

The campaign committee "is not going Madison Avenue," explained Alwyn F. Matthews, director of the campaign committee and former promotion director of WTVJ(TV) Miami. "We're more interested in updating our techniques." To do this the committee will employ experienced media people, especially those with television backgrounds, Mr. Matthews said. Hopefully, some of the expertise may be offered on a volunteer basis, he added.

unnecessary complication. "The matters raised do not bear directly on AM allocations," he said, "and should be considered separately after our contemplated en banc hearing on the non-technical aspects of aural broadcasting, if that proceeding discloses such consideration is warranted."

Commissioner Ford hoped those filing comments opposing the present proposal "will submit alternatives which substantially meet the commission's objectives without rejecting the underlying principles which have governed standard broadcast assignments for more than 20 years."

The Big Goal ■ "Our ultimate goal, of course," the FCC stated in its public notice, "is to achieve a system in which all, or nearly all, of the programing broadcast by AM and FM stations in the same community is separate."

Having stated this objective, the commission said that at the present time

it wants "to make a start toward this ultimate goal in the larger cities where vacant FM channels are no longer available and in which there are the most FM receivers."

Here the size of cities is discussed in some detail. Taking cities over 100,000 population which have no unassigned FM channels, each FM station must devote "no more than 50% of its average broadcast week to programs duplicated from any AM station in the same local area."

In other words, duplication by FM of more than 50% of an AM station's programs (in the same city) would be banned.

This proposal involves the commission in a basic question—should the basis be cities or standard metropolitan statistical areas? It asks comments on the matter (should the 50% duplication limit apply to cities or metropolitan areas as defined in the census?).

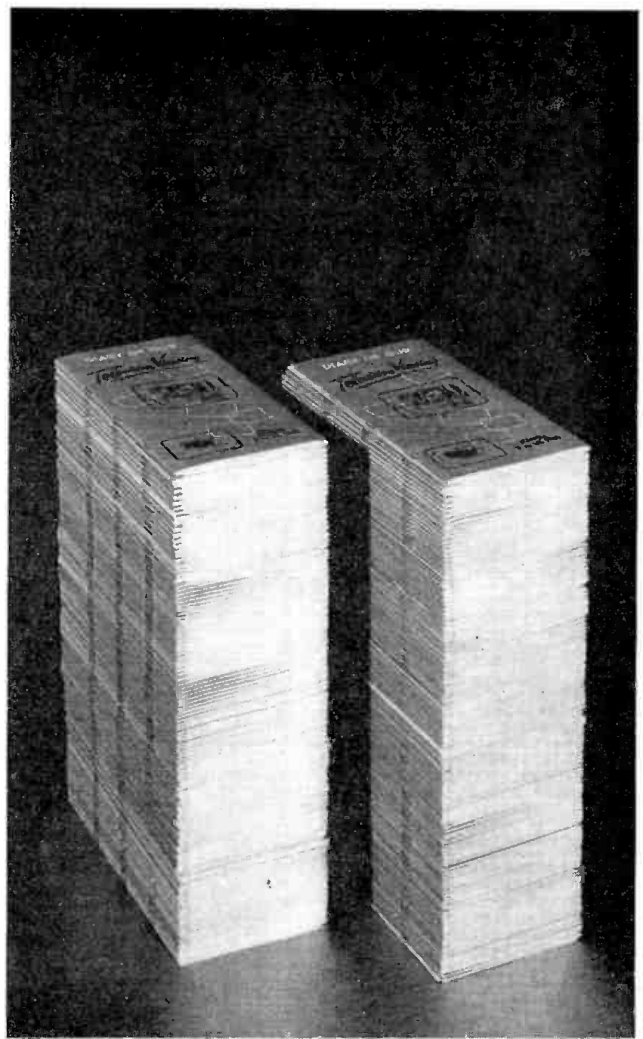
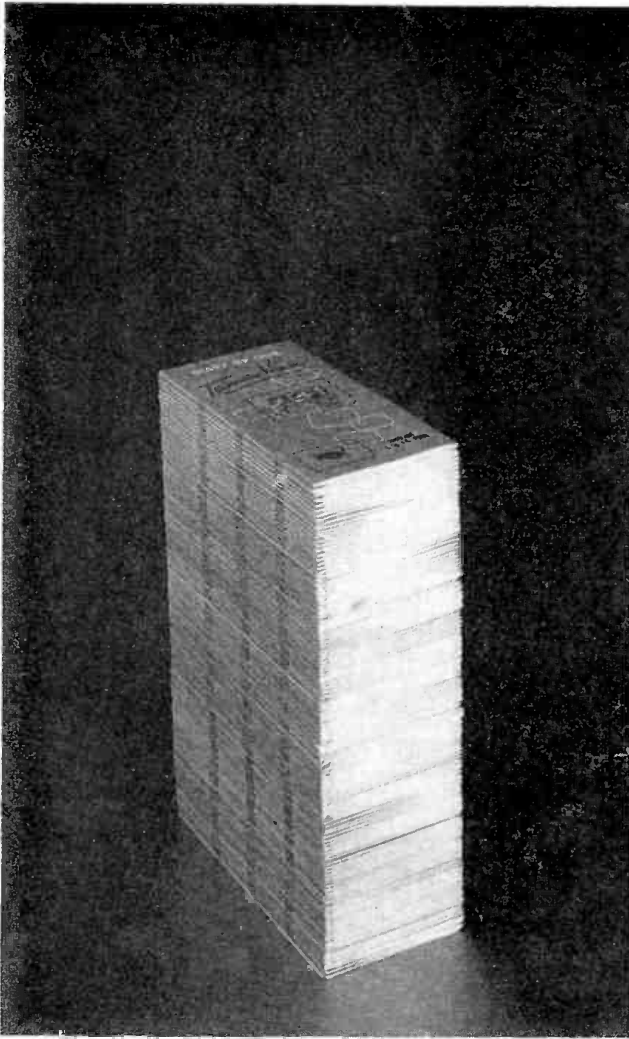
The FCC explained, "To apply the rule (FM duplication) in this manner (by markets) would recognize the large number of AM-FM operations in communities adjacent to large cities or straddling a large city and a nearby suburb." Stations would be given a year to meet the 50% limitation.

No Effect Here ■ FM stations located in cities under 100,000 would not be affected by the proposed rules nor would stations in cities over 100,000 that still have vacant FM channels.

As to effectiveness of the 50% rule, the commission said it would go into operation in cities over 100,000 "one year from the time a grant was made for the last vacant FM channel assigned to that city. An exact definition of what will be regarded as program duplication would be spelled out in the final rule . . ."

Noting the growing demand for FM

What can one company do to improve audience measurement?



DOUBLE THE SAMPLE!

Recognizing the needs of the industry we serve has been a long and well-established policy of the American Research Bureau. Never in recent television history has there been such a concerted desire from both inside and outside the industry for additional and substantial improvements to television audience measurement techniques.

In response to this demand, ARB will increase its sample placement to effect a doubling of returned and tabulated diaries for every ARB local market and TV National Report effective September 1963. This is an area in which we can act now in an effort to provide a genuine increase in accuracy and stability. Plans are now underway to increase and train the required staff to handle these additional 160,000 diaries each year . . . and handle them with the same high professional standards that have exemplified ARB research.

This is by no means a climax. Rather, it is another item for the long list of other crucial improvements in audience measurement which ARB has made over the years. There will be more.



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frequencies, the commission voiced its belief that AM-FM duplication policies should be changed gradually. Most independent FM stations don't make a profit, it said, but voiced the belief "the prospects of profitable independent FM operation may be improved if these stations are not forced to compete for advertising revenues with AM-FM duplicators giving away FM advertising free with AM time sales."

The commission majority doubted if duplicating AM-FM stations really lead to the sale of many FM sets for home or auto, with certain local exceptions. It added, "These factors, combined with our great concern over the frequency wastage represented by program duplication in areas where no more vacant FM channels remain, have caused us to reach the tentative conclusion that total AM-FM duplication is no longer a force acting to promote FM but is, to the contrary, a practice which, in many areas, will retard the growth of an efficient and viable service."

Duopoly ■ Recognizing the ties between common ownership (duopoly) and AM-FM duplication, the FCC said that when FM becomes independently programed and economically stable, "the same policy that bars ownership of two AM stations or two FM stations in the same community should apply to AM-FM common ownership.

"The commission believes that sepa-

rating ownership of AM and FM stations in the same community is a necessary long-range goal." But the commission said it does not feel FM's present development permits a general AM-FM separation process at this time. It noted there are still many small markets in which establishment of an FM station can be undertaken successfully only by an existing AM operator.

Another point made by the FCC is that competing FM applications filed at renewal time against dual AM-FM operators in the largest markets can be anticipated, working toward the long-range goal of independent FM operation.

"In these situations," the commission said, "some dual AM-FM operators may well be vulnerable as against competing renewal applications, particularly if the existing licensee has been presenting the bare minimum of nonduplicated programing and has otherwise indicated that he regards his FM obligations as secondary to those in the AM field."

These new proposals are only part of the FCC's ultimate radio package, it was stated. In addition to these basic proposals, the FCC said it plans further rulemaking notices dealing with financial qualifications of applicants; rules dealing with city signal requirements, dual-city identification and studio location; and, finally, proposals to require

additional engineering data when renewal applications are filed.

The separation of basic and more routine proposals is designed to end the current AM freeze as quickly as possible, with new rules determining the basic allocation policy for the future.

More comments on pre-sunrise proposal

The Association on Broadcasting Standards Inc. last week opposed a request by the Daytime Broadcasters Association that the FCC dismiss, or withhold action, on requests that pre-sunrise operations be stopped.

The petition by DBA was made along with its comments opposing the commission's proposed rules governing pre-sunrise operations by daytime only stations (BROADCASTING, May 6). At that time DBA said that the pre-sunrise proposal, which was designed for daytime only operations, would cause severe damage to daytimers, both economically and operationally.

ABS said last week that "In essence, DBA asks for unwarranted, extraordinary pre-sunrise rights for daytime stations and the total abridgement of the rights of fulltime stations" under the existing rules. ABS argued that fulltime stations would lose their right to appeal interference from the early hour

Lee 'urges' regents to get channels on air

Permittees of UHF channels who are "squatting" on their assignments received an admonition from Federal Communications Commissioner Robert E. Lee last week to get their stations on the air or get out of the way for others. Commissioner Lee aimed the warning specifically at the New York board of regents which was granted a 10-station UHF educational network 10 years ago and has only two stations now operating. He said "commercial interests could get these if they (the regents) don't get moving."

Commissioner Lee, who is chairman of the government-industry Committee for the Full Development of All Channel Broadcasting, made the remarks at a news conference preceding an open clinic held by the committee to promote UHF TV.

The commissioner also disagreed with a proposed blanket allocation of channel 37 to radio astronomers who are currently asking for exclusive use of that channel (BROAD-

CASTING, April 29). He noted that the military and other groups also have legitimate needs for channels previously allocated to commercial use and that compliance with one such request could be a dangerous precedent.

A gathering of 300 TV sales and service men who attended the first clinic of the full-development committee heard favorable comments on the technical proficiency of UHF broadcasting based on the FCC test conducted last year in New York City on channel 31 (BROADCASTING, Nov. 5, 1962). The Association of Maximum Service Telecasters, a group representing the interests of VHF stations, has used the same test results to show the superiority of VHF signals (BROADCASTING, Nov. 26, 1962).

Robert G. (Bud) Weston, engineering aide to Commissioner Lee, speaking at the clinic last week, said that the New York test on WUHF-TV had not been intended to simulate actual station operation, but rather



FCC's Lee
Get on or get out

had been conducted as a limited experiment. He noted that the antenna used in the test had been "designed to deliver a strong signal

operation of daytimers, if the DBA petition were granted.

DBA failed to note the "chaotic" effect that its proposal would have on fulltime stations, ABS said. "The private interests of daytime stations cannot take precedence over the public interest," ABS argued. ABS urged that the FCC adopt the proposals that it set forth in its original comment. ABS then urged that a government-industry investigatory committee be organized to study pre-sunrise operation by daytimers.

Archdiocese gains ch. 38 in Boston

Boston Catholic Television Center Inc., owned by the Archdiocese of Boston, was granted a television station on channel 38 in Boston by the FCC last week.

The corporation, one of whose directors is Richard Cardinal Cushing, plans to broadcast educational programs aimed at area Catholic schools, which will acquire TV receivers for that purpose. The station will be commercial, however, and the center plans to line up local businesses for sponsorship. The FCC asked, however, that the center observe a rule for noncommercial educational stations that requires sponsorship to consist of nothing more than "a simple announcement."

into the heart of the city," and added that "we could have delivered a better signal to outlying areas with a different antenna pattern."

An introductory talk at the clinic by Commissioner Lee titled "Don't Be Half Set, Be All Set," stressed the importance of educating TV servicemen and the public in antenna orientation and dial tuning which are critical in UHF reception.

He reported that a survey of TV set sales in Washington, where WETA-TV (ch. 26, educational) went on the air last year, indicated that 50% of sets sold since that station signed on have been UHF equipped.

He also noted that the FCC currently has about 70 applications for 40 UHF facilities. The commissioner estimates that of 3,500 possible TV assignments in the U and V bands, about 2,500 represent potentially viable operations considering the country's present population pattern.

A second clinic on UHF development is planned by the all-channel committee in Chicago July 22 with possibly a third to follow in Los Angeles.

A PREDICTION THAT PROVED FALSE

It kept Philco in fight for NBC's Philadelphia channel

A Philco Corp. executive conceded last week that Ford Motor Co.'s decision allowing its new subsidiary to remain in the channel 3 Philadelphia contest was based in part on a prediction that went awry.

The executive, David B. Smith, said that he had advised Ford officials, shortly after that company acquired Philco in December 1961, that NBC would most likely give up its fight for the channel by the end of 1962.

Mr. Smith, who is a vice president of Philco Corp. as well as of Philco Broadcasting Co., testified as the Philco-NBC hearing for channel 3 was finally grinding to a close—seven months and 5,000 pages of testimony after it began. All that remains is for the presentation of rebuttal evidence.

But the end is not in sight. After Chief Hearing Examiner James Cunningham, who presided, submits his initial decision, the commission will have to rule. And that decision probably will be appealed to the courts.

Mr. Smith in earlier testimony emphasized the "poor" programming record of NBC's WRCV-TV, which occupies channel 3, as the reason Philco decided to apply for the facility in 1960.

Justice Dept. Pressure ■ But last week, under redirect examination by his counsel, Quinn O'Connell, he said "the most important reason" was the Justice Department's consent decree under which NBC was to divest itself of WRCV-AM-TV by Dec. 31, 1962.

Under questioning by NBC's counsel, Irving Segal, Mr. Smith agreed that, shortly after Ford purchased Philco, he had predicted that the fight for channel 3 would be relatively painless.

"Didn't you tell Ford," Mr. Segal said, "that the best likelihood was that NBC would fold up and make the best possible deal and turn the station over to you on Jan. 1, 1962?"

"Yes," said Mr. Smith. The prediction was contained in a voluminous report Mr. Smith submitted to Ford officials on the status of the channel 3 application. The report—commonly referred to in the hearing as "the black book"—was one of the considerations which led Ford executives to proceed with the application.

Mr. Smith's prediction went wrong last fall when a federal court granted NBC an additional 18 months to get rid of its Philadelphia properties. NBC is seeking their renewal so it can trade them for RKO General Corp.'s WNAC-AM-TV and WRKO(FM) Boston.

Withdrawal Attempt ■ Earlier, Mr. Smith said it was a result of this court action and the FCC's rejection of a

Philco request to operate the station on an interim basis that the company entered into an agreement with NBC to seek withdrawal of Philco's application (BROADCASTING, Jan. 7).

He explained that the company was in the midst of a reorganization and that the time of key people couldn't be spared in prosecuting the application. The fight for channel 3, he said, no longer "had the same priority." A settlement of Philco's patent-rights suit against NBC also was reached at this time.

Mr. Smith said Philco resumed its fight for channel 3 after the FCC rejected the joint request (BROADCASTING, March 18) because the company felt the commission wanted Philco to remain in the case so that a choice could be made between two applicants.

Throughout his testimony he stressed that Philco regarded its application as a commitment to fight the case to a conclusion. But, in response to a question from Mr. Segal, he said he and the rest of the Philco Broadcasting board voted to approve the withdrawal agreement as being in the "public interest."

He said he had understood that the question of whether Philco should remain in the contest was being left to the FCC.

Money A Factor? ■ But he left unresolved the question as to whether the money involved in the proposed agreement had any bearing on the decision to proceed. Under the agreement, NBC was to have reimbursed Philco up to \$550,000—or any lesser amount the commission considered reasonable—for prosecuting its application.

Questioned about this part of the agreement by Broadcast Bureau attorney Ernest Nash, Mr. Smith said Philco never considered requesting its withdrawal other than on the basis of reimbursement. Asked whether Philco "is still ready" to request FCC permission to drop out of the case without payment, Mr. Smith said he wasn't authorized to speak for the company.

Besides going into the background of Philco's decisions to seek channel 3, NBC was interested in the qualifications of the men who would run the station if Philco is successful: Joseph H. Gillies, president of Philco Broadcasting Co. since 1962, and W. E. Beathard Jr., his executive assistant.

Mr. Gillies, who joined Philco in 1929, spent most of his career in production and engineering and reached the position of corporate vice president in charge of operations before that position was abolished under the Ford ownership. He is now executive assistant



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The Crosley Broadcasting Corporation has its own sales force. So when you call a WLW Radio or TV salesman, you get a WLW Radio or TV salesman. A man who is a vital member of Crosley Broadcasting... who knows his station... knows his market... knows his facts and figures. In short, knows his stuff.

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Crosley Color TV Network

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

WLW Radio—Nation's Highest Fidelity Radio Station

WLW Sales Offices—New York, Chicago, Cleveland
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Bomar Lowrance & Assoc., Atlanta, Dallas

CROSLY BROADCASTING CORPORATION
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to the president of Philco as well as head of the broadcasting company.

Under questioning by Mr. Segal, he revealed an unfamiliarity with several of Philco's proposals on programming and commercial policy, as well as with such industry terms as "triple spotting," "sponsor protection" and "back-to-back live programs."

Hired As Consultant ■ Mr. Beathard, who was originally hired as a consultant in 1960 to help prepare Philco's application became an employe of the company in September 1961. His previous experience was with three television stations in Texas and Louisiana and as one of the organizers of Brown Telecasters Inc., a group which unsuccessfully applied for channel 12 in Beaumont, Tex.

Mr. Beathard made a survey of Philadelphia programming for Philco and assisted Mr. Smith, who at that time was in charge of the broadcasting company operation, and later assisted Mr. Gillies in preparing programming proposals.

Mr. Segal brought out that although Mr. Beathard had said earlier that the proposals were based on discussions or correspondence with community leaders, a number of them were similar to those that had been included in the application for the Beaumont channel. And Beaumont, Mr. Segal noted, is not in the top 50 markets, while Philadelphia is fourth.

Mr. Beathard said that, "fundamentally," he didn't think there was "a great deal of difference in terms of variety, in character and specifics" between the two markets.

Mr. Segal also established that the commission, in denying Brown Telecasters' application, had noted that Mr. Beathard had never had operational or executive control of a television station.

ABS offers opposing views to ceiling lift

The Association on Broadcasting Standards Inc. told the FCC last week that if the commission allows clear channel AM stations to increase power to 750 kw, "in many cases there would be severe economic impact on the class III and class II stations which must compete with class I-A [clear channel] stations." The ABS comment was supported by several comments from operators of class III and class II stations.

The Clear Channel Broadcasting Service has proposed a rulemaking to allow Class I-A stations to increase power to 750 kw, from the present 50 kw ceiling. WSM Nashville added its support several weeks ago, at which time the station made a similar request pertaining only to its own operation (BROADCASTING, May 13).

ABS said that although it's anxious to see increased radio service to the public, it doesn't believe "super power"

operations will favorably meet that end. ABS said that CCBS is in fact, by its proposal, asking the commission to reconsider issues that have already been settled. ABS urged rejection of the CCBS proposal in "favor of an industry-wide, comprehensive study of all aural broadcast services."

Hearing on news guides for emergency situations

A House information subcommittee will resume its hearing next week on voluntary news guidelines for short-of-war emergency situations such as the Cuba crisis.

The Foreign Operations and Government Information Subcommittee, headed by Representative John E. Moss (D-Calif.), will go behind closed doors to hear officials of the Office of Emergency Planning, starting May 28. The office distributed a code of voluntary wartime censorship to representatives of news media earlier this month and has asked them for comments, which presumably would be considered at the information hearing (BROADCASTING, May 13).

The hearing is a continuation of an investigation begun in March (BROADCASTING, April 1).

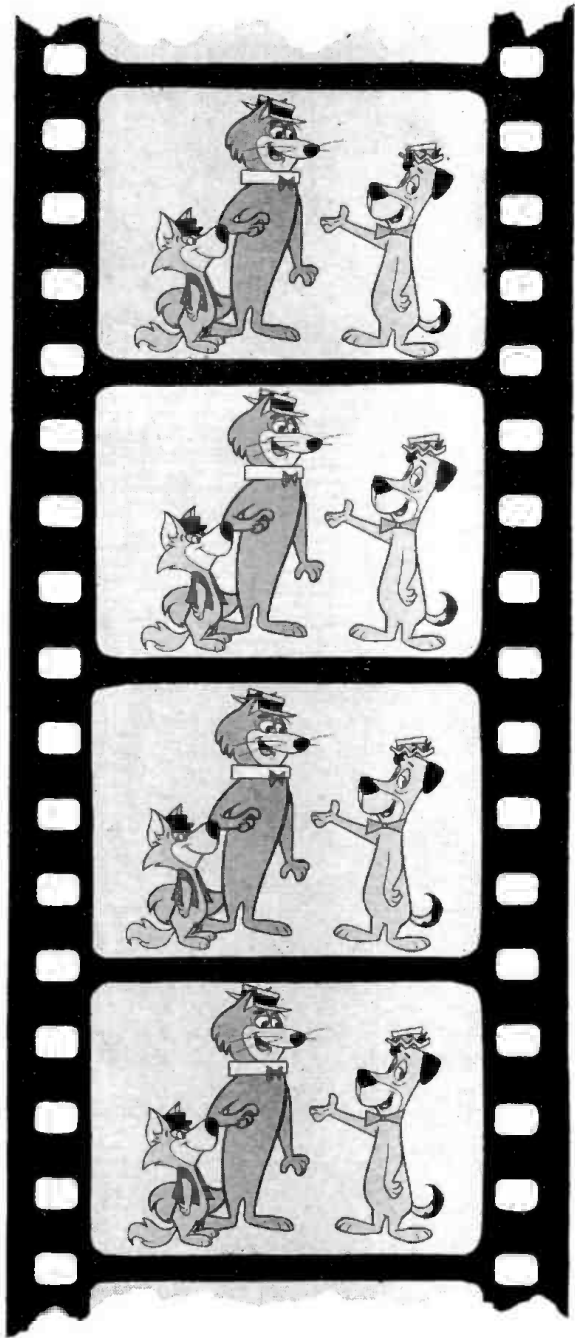
FCC hears variety of views on renewal

WMOZ Inc. and the FCC's Broadcast Bureau last week presented their differing views on an initial decision favoring nonrenewal of the license of WMOZ Mobile, Ala. The argument was held before the commission en banc.

Hearing Examiner Herbert Sharfman recommended last summer that WMOZ not have its license renewed and that the license for WPPA Pensacola, Fla., be revoked. Both stations are owned by Edward H. Estes, who was found guilty of submitting forged program logs to the FCC during the WMOZ renewal application.

WMOZ told the commissioners last week that the evidence on which Examiner Sharfman based his initial decision was circumstantial. WMOZ said that the issue is not the submission of the false logs, but rather *who* caused them to be submitted. Commissioner Frederick W. Ford asked if the logs submitted met the commission's composite week dates, to which WMOZ answered that it didn't know—but that the logs did bear the composite week dates. When asked, WMOZ admitted that five of the seven real logs for the composite week seemed to be lost.

WMOZ has based its plea to reopen the record on an affidavit by Lester Foster, which alleged a conspiracy by the OK Group (which owns WGOK Mobile) to undermine the WMOZ renewal



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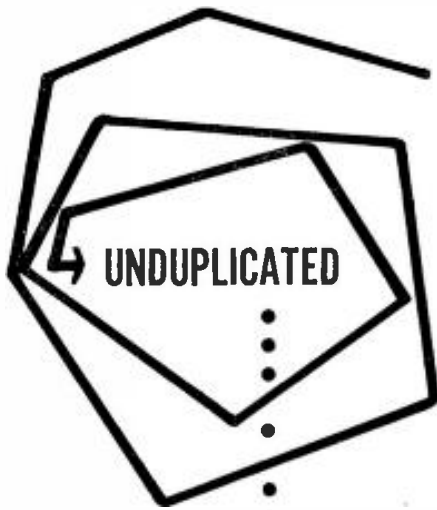
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application (BROADCASTING, April 29).

At last week's oral argument the Broadcast Bureau contended that the program log question is supreme. The bureau said it held to its opinion that the statement by Mr. Foster, on the alleged conspiracy, was not to be

trusted (AT DEADLINE, May 6). The bureau said Mr. Estes had dictated the logs submitted to the commission, so that if Mr. Foster's affidavit is true, the bureau said, then Mr. Estes has lied during testimony. The bureau opposes reopening of the record.

Should 'Voice' shows be on U.S. stations?

MUNDT THINKS PRACTICE VIOLATES 'SPIRIT' OF THE LAW

Should American audiences in this country be allowed to hear on domestic radio stations programs produced by the U. S. Information Agency for overseas consumption?

That question has been raised by WTOP-AM-FM-TV Washington, which has editorially chided the agency for allowing educational FM stations to use news commentary and analyses, features, interviews and special programs in exchange for program material the stations provide the agency.

WTOP also has criticized the agency for permitting the Armed Forces Radio and Television Service to use USIA commentaries in broadcasts aimed at U. S. troops overseas (CLOSED CIRCUIT, April 22).

The agency has defended its role in supplying commentaries for troops and in permitting domestic stations to rebroadcast some of its programs by pointing out that:

1. All material is carefully labeled as to source.
2. It believes that the American people have a right to know what is being said for them.
3. Material which the agency receives in exchange from U. S. educational stations would have to be purchased, or might not otherwise be available.

Senator Karl E. Mundt (R-S.D.), author of the legislation which established USIA in 1948, told BROADCASTING he thought the agency had violated the spirit of the law by allowing U. S. stations to broadcast some of its programs. He did not take issue, however, with use of daily commentary programs by the armed forces.

Four educational FM stations use USIA materials in *Kaleidoscope*, a daily, 90-minute cooperative program produced jointly by WAMU-FM Washington, WUHY-FM Philadelphia, WGBH-FM Boston and WFCR(FM) Amherst, Mass. WRVR(FM) New York recently dropped *Kaleidoscope*.

George E. Geesey, WAMU-FM's general manager, said "This is the way we have of checking up on what our government is saying." Mr. Geesey commented that persons who hear the broadcasts "are really quite proud of the way they're [the Voice] doing it."

Each Voice commentary used on

Kaleidoscope is introduced with, "This program is a public service to show what the Voice of America is saying to its overseas audience about a critical issue of the day," according to Mr. Geesey. The commentaries are tagged with similar labels.

The stations which use the Voice material provide the agency with programs they produce in exchange. These stations also are fed presidential news conferences and other special features.

WTOP commented editorially: "In our judgment, it is very undesirable to open the door even a crack to the idea that it is proper for Americans to be given an 'official' version of the news prepared by an agency whose function must include the use of propaganda. In that direction could lie news management with a vengeance."

Insofar as the materials supplied to military stations, WTOP asked, "Is not the Pentagon able to provide its own news service, utilizing all the facilities available to it, without official comment of any kind? Must the military rely on USIA to help do its job?"

The Department of Defense answered:

Some of the 239 armed forces outlets, including 35 television stations, "are way out at the end of the line . . . and don't have adequate news staffs," replied John B. Broger, director of armed forces education and information, Department of Defense. Secretary Robert S. McNamara feels the "troops should get this" (commentaries from the Voice) where the individual stations can't do the professional job the department feels is needed, Mr. Broger added.

WTOP quoted Henry Loomis, Voice director, as saying, "The purpose is to try to give these troops the most correct view of our U. S. policy on any difficult issue."

Although Senator Mundt says he sees no reason why U. S. troops "shouldn't know the propaganda line," he takes issue with USIA and the educational stations. He said he probably would discuss the question with the agency when it comes before the Senate Appropriations Committee, or he might ask the Foreign Relations Committee to amend the agency's legislation to prevent the U. S. broadcast use. He is a member of both units.

Recalling the difficulties he and other

Some better than none

The FCC made a partial concession to two petitions last week and extended from May 16 to June 17 the deadline to file reply comments on a proposed amendment of the rules governing the hours of operation of AM's.

The petitions—filed by the Association on Broadcasting Standards, in conjunction with CBS and the Daytime Broadcasters Association, and by two daytimers—asked for an extension to July 15. The FCC, noting that "it appears" the deadline should be advanced, said a delay until July 15 "is both unnecessary and would unduly delay the expeditious resolution of this matter."

senators had in obtaining congressional approval of an information agency, Senator Mundt said "one of the hardest obstacles we had to overcome was fear it would be used as propaganda at home." So far, he said, "we've been able to prevent that for 15 years."

TV for Senate debates proposed by Javits, Morse

Senator Jacob K. Javits (R-N.Y.) last week introduced legislation which would open Senate floor debate to broadcast by radio and television under limitations to be set by the Senate Rules and Administration Committee. Senator Wayne Morse (D-Ore.) co-sponsored the Javits proposal.

"I believe if we try this on a limited scale at first, we will be convinced that television coverage will have a beneficial effect on the legislative function," Senator Javits said in a floor statement Tuesday (May 14).

Senate committees have had authority to permit broadcasts for several years, the senator noted (BROADCASTING, May 6). "In the past three years, legislative proceedings were opened successfully to television in at least five states," he added.

President gets ETV money bill

A \$1.4 billion supplemental appropriation bill, carrying \$1.5 million to begin a federal-state matching program for new educational television stations, passed both houses of Congress last week and was sent to the President for signature. This money would start the program and continue it through June 30. Other funds would be provided in the fiscal 1964 appropriation for the Department of Health, Education and Welfare, already passed by the House and now being heard in the Senate.

BROADCASTING, May 20, 1963

MA-9



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Space coverage bill: over \$2 million

LESS THAN GLENN COVERAGE DUE TO FEWER DELAYS

Network television and radio costs of presenting the manned space flight to U. S. viewers last week are expected to come close to \$2,150,000 in combined coverage and pre-emption expenses, according to early estimates. The estimated cost, however, is subject to accounting by the networks, a process that may take several weeks.

NBC-TV and CBS-TV, which had Gulf Oil and Metropolitan Life Insurance as respective sponsors for the major portions of their space shot coverage, appeared to fare better than ABC-TV which sustained its total pre-emption cost with the exception of a "small segment" bought by Colgate-Palmolive.

The \$2,150,000 figure was considerably less than the estimated \$3 million expended by the networks in February 1962 to cover Lieutenant Colonel John H. Glenn's flight. Expenses at that time were compounded by the numerous and lengthy delays before the actual launching.

Specials Too ■ The coverage last week showed a now familiar pattern with each network presenting specials on the flight as well as full coverage before and during launch and "splash-down," and numerous checks on Major Gordon Cooper's progress throughout the 22-orbit, 34-hour flight. All of the networks used flash reports superimposed over regular programing when they were not presenting actual coverage of the flight.

NBC-TV, which offered around-the-clock service, beginning with its *Today* show at 1:15 a.m., Thursday, was be-

lieved to have spent approximately \$750,000 on coverage costs alone. However it was reported to be the only network which had gained rather than lost money in its pre-emptions. The estimated cost to Gulf Oil for the space package was \$250,000, or about \$70,000 above what the network could have expected from its regular sponsors.

The costs to CBS-TV were put at approximately \$750,000. A share of this total was paid for by Metropolitan Life Insurance Co. In its space program coverage on the network. CBS-TV's pre-emption losses were expected to exceed slightly the revenue from Metropolitan's sponsorship.

ABC-TV, which was handling the combined pool feed from Cape Canaveral for all networks, was reported to be taking a loss of close to \$650,000 for its presentation.

Switching Goof ■ Communication by satellite however, missed what might have been its finest hour. A complicated plan to transmit a taped summary of Astronaut Gordon Cooper's space flight to Europe via the Relay satellite only four-and-a-half hours after his lift-off from Cape Canaveral went awry at a video tape center in New York.

Had this initial Relay attempt been successful, Europeans would have seen slow scan TV pictures transmitted from Major Cooper's capsule at about 5:30 p.m. their time. A second transmission by Relay described as "highly successful and remarkably clear" took place at 6:55 p.m. (on the satellite's next pass) which put the European viewing hour

close to midnight.

The portion of the tape which originated in the "Faith 7" craft was to make the following journey: Space capsule to Cape Canaveral where it was taped; transmission over the network pool feed; taped in New York; transmission to Andover, Me.; then to Relay; Relay to Goouhilly Downs, England and then transmitted over BBC in England, ROF in France and networks in the Netherlands, Belgium, Austria, Germany, Sweden, Finland, Denmark, Norway, Switzerland, Italy, Portugal, Ireland, Hungary and Poland.

In the first attempt, the European audiences saw five minutes of the network's pool feed from Cape Canaveral (a space official describing the flight) instead of the five-minute tape which had been prepared at the New York production center. With this picture they heard an audio portion that had been carefully timed to dovetail with the five-minute tape. The mishap was attributed to "a simple switching error."

The British and French networks and reportedly a number of others, had "cleared" for immediate pick up of the Relay transmission and carried the mixed up transmission.

There were actually five trans-Atlantic transmissions to Europe. Relay was used four times, including the goof-up, Telstar was used once, in conjunction with Relay, on May 15. Reception was reported as excellent.

Restrictions Invoked ■ Comprehensive TV coverage of Major Gordon Cooper's flight in space ran into a cen-

Film sales . . .

Laramie (NBC Films): Sold to WNBQ(TV) Chicago; KABC-TV Los Angeles; WSUN-TV Charleston, S. C.; WEAR-TV Pensacola, Fla.; KXTV(TV) Sacramento, Calif.; WOI-TV Ames, Iowa; WTVM(TV) Columbus, Ga.; WTVC(TV) Chattanooga, Tenn. and WSJV(TV) Elkhart-South Bend, Ind. Now sold in 9 markets.

Debbie Drake (Banner Films): Sold to KGO-TV San Francisco; WFMJ-TV Youngstown, Ohio; WEHT(TV) Evansville, Ind.; KLBK-TV Lubbock, Tex.; WCPO-TV Cincinnati. Now sold in 114 markets.

Jungle Girl (Banner Films): Sold to

KTVT(TV) Fort Worth-Dallas and WSB-TV Atlanta. Now sold in 20 markets.

Bold Journey (Banner Films): Sold to KOAT-TV Albuquerque, N. M.; WHAS-TV Louisville, Ky. and KCTO(TV) Denver. Now sold in 91 markets.

Tarzan.. (Banner Films): Sold to WCTV(TV) Tallahassee, Fla.-Thomasville, Ga.; WJHG-TV Panama City, Fla., and WALB-TV Albany, Ga. Now sold in 141 markets.

Bus Stop (20th Century-Fox TV): Sold to KHJ-TV Los Angeles; WHIO-TV Dayton, Ohio; WFLA-TV Tampa, Fla. and KGGM-TV Albuquerque, N. M.

Follow the Sun (20th Century-Fox TV): Sold to WNHC-TV New Haven,

Conn.; KHJ-TV Los Angeles and WNYS-TV Syracuse, N. Y.

Adventures in Paradise (20th Century-Fox TV): Sold to WTVC(TV) Chattanooga, Tenn.; WSB-TV Atlanta, and WTAR-TV Norfolk, Va. Now sold in 63 markets.

Courageous Cat, 130 episode cartoon series (Tele Features): Sold to KCOPTV(TV) Los Angeles. Now in 21 markets.

The Steve Allen Show (WBC Program Sales): Sold to Trigg-Vaughn for programing on KVII(TV) Amarillo, KROD-TV El Paso and KOSA-TV Odessa, all Texas. Now sold in 38 markets.

Century I, 30 feature films (20th Century-Fox TV): Sold to KPTV(TV)

sorship problem.

A Defense Department order prevented NBC-TV cameras from covering tracking maps at the Space Detection and Tracking System Center of the North American Air Defence Command in Colorado Springs, Colo.

NBC-TV had already sent a reporting crew with equipment to Colorado Springs when it received notice Monday evening (May 13) from Arthur Sylvester, assistant secretary of defense for public affairs, that all flight data would have to come from NASA officials at Cape Canaveral.

The network reported that Pierre Salinger, President Kennedy's news secretary, had agreed with the Defense Department decision. NBC spokesmen said the network had asked the Defense Department earlier, if it could televise data recorded at the tracking station and had received a reply from the deputy assistant secretary for public affairs that his office would not object to such coverage.

The Voice of America pulled out all stops to provide foreign audiences with instantaneous coverage of the Cooper space ride. The Voice, broadcast arm of the U.S. Information Agency, claimed "the most extensive coverage . . . by any radio network" and said "it was the most extensive continuous radio coverage the Voice . . . ever gave any single event." Fifty-five transmitters using 5.673 megawatts were employed, the Voice reported.

Normal schedules in its worldwide English program were suspended so that the Voice could concentrate on its "non-stop broadcast." Reports also were offered as the Voice's 35 foreign language services signed on the air Wednesday morning.

Emphasizing the U.S. "open" policy for space activities, the USIA has been providing print, motion picture and broadcast materials about the Cooper flight for all overseas media since February, the agency reported.

Cooper turns TV cameraman in space

The first live telecast of an astronaut in orbit flashed through space last week, but the resulting pictures were not too good for regular broadcasting (see picture).

Astronaut Gordon Cooper transmitted 11 telecasts from his TV camera above Cape Canaveral during his 34-hour, 22-orbit ride around the earth. The 2½-pound camera was a slow-scan vidicon (one picture every two seconds, compared with 30 per second in normal telecasting) made by Lear Siegler Inc., Anaheim, Calif. (BROADCASTING, April 1).

In addition to reception at Mercury Control at Cape Canaveral, where the pictures were video taped and fed to all networks, the telecasts were also received (but not taped) on the tracking ship near Japan and at the tracking station on the Canary Islands.

Pictures showed Major Cooper at his controls in the capsule. The astronaut also used the camera to take pictures of earth from the window in his capsule.

One reason given for the poor pictures was that there was insufficient light in the capsule.



Major Cooper, as he appeared on home TV screens.

Portland, Ore.; WBRC-TV Birmingham, Ala.; KMSP-TV Minneapolis; WDAU-TV Scranton, Pa. and KATV(TV) Little Rock, Ark. Now sold in 40 markets.

Rifleman (Four Star): Sold to WRCV-TV Philadelphia; KPTV(TV) Portland, Ore.; KOMO-TV Seattle; WNEP-TV Scranton, Pa.; WKJG-TV Fort Wayne, Ind.; WMAZ-TV Macon, Ga.; KRNT-TV Des Moines, Iowa; WRC-TV Washington; WGR-TV Buffalo; WKBN-TV Youngstown, Ohio; KPHO-TV Phoenix, Ariz.; WBNS-TV Columbus, Ohio.

Tom Ewell Show (Four Star): Sold to WBKB(TV) Chicago and KREX-TV Grand Junction, Colo.

Dick Powell Theater (Four Star):

Sold to WHIO-TV Dayton, Ohio; KCOP(TV) Los Angeles; WMAZ-TV Macon, Ga.; WMAL-TV Washington; WCSC-TV Charleston, S. C.; KTBS-TV Shreveport, La.; WMAR-TV Baltimore; WBOC-TV Salisbury, Md. and KVOS-TV Bellingham, Wash. Now in 61 markets.

UAA's horror package

United Artists Associated announced last week it is offering a package of 60 feature films with science-fiction and science-horror themes for distribution to stations. Titles include "The Lost Missile," "The Flame Barrier," "Destination Moon," "Unidentified Flying Objects," "I Bury the Living," "Curse of Dracula" and "Monster That Challenged the World."

Program notes . . .

NBC-TV set for fall ■ NBC-TV's fall schedule is complete with the acquisition of *Redigo*, a new half-hour film dramatic series starring Richard Egan, which will be carried on Tuesday, 8:30-9 p.m., starting Sept. 24. The series, produced by Screen Gems, is set in the contemporary west and is based upon the central character of the current *Empire* series on NBC-TV.

Summer drama series ■ Seven one-hour dramatic programs, selected from past *Studio One in Hollywood* and *Climax!* telecasts, will be repeated as a summer series on CBS-TV. Titled *Reckoning*, the series begins Wednes-

Court suggestion would have made 'C.B.' happy

The Supreme Court of the United States last week made a suggestion which, had it come 18 years earlier and under different circumstances, might have changed the course of broadcast history. It certainly would have changed the life of the late Cecil B. De Mille, and the relationship of the American Federation of Radio Artists (the addition of "Television" to the union's name came later) to its members.

The suggestion of the court was that a union should not force its members to support with their dues political activity in which they do not believe. Instead, the court suggested, there should be a double scale of dues, one for all members to cover the cost of collective bargaining and other essential expenses, the other to include an extra assessment for political activities. The second set of dues should not be compulsory but levied only on those members who favor the political activity.

Although the Supreme Court's suggestion was addressed specifically to the railroad unions, and perhaps its legal application is limited to them, the theory it embodies—that a man should not be taxed by his union for political activities he does not desire or approve of—is exactly the one espoused by Mr. De Mille in the fall of 1944. Mr. De Mille was then appearing on radio each week as host of the *Lux Radio Playhouse*, sponsored by Lever Brothers on CBS. As a regular performer on this radio series, Mr. De Mille was required to belong to AFRA.

On the California ballot in the fall of 1944 was the so-called "right to work" proposition. The Los Angeles local of AFRA opposed the measure and levied a \$1 assessment on each member to use in a campaign urging voters to defeat it. Mr. De Mille did not agree and refused to pay the assessment. AFRA suspended him. He went to court in

California. The court ruled that AFRA had every right to act as it did; that any member was still free to vote as he pleased even if that meant voting against a measure he was being assessed to support and that the union officers had the right to take any action they considered would benefit the members.

With this ruling, AFRA's suspension of Mr. De Mille, which had been stayed while the case was being tried, went into effect. On Jan. 29, 1945, there was a new master of ceremonies on *Lux Radio Theatre*. Mr. De Mille appealed to the Supreme Court, but failed to win the vindication he sought and never again worked in radio. For the rest of his life, he crusaded vigorously for "right to work" legislation and against what to him was unjust union domination of members' political views. He would have cheered the Supreme Court's action of last week and he would have been cheered by it.

day, June 26 (10-11 p.m. EDT), alternating with *Armstrong Circle Theatre*.

Cities 'round the world ■ A series of

12 half-hour programs, which will examine the mood and activities in cities throughout the world, will be carried on NBC-TV this summer as a replacement for *Chet Huntley Reporting* (Tuesday, 10:30-11 p.m.).

ment for *Chet Huntley Reporting* (Tuesday, 10:30-11 p.m.).

Jerry for Jack ■ Jerry Van Dyke will be MC for the *Picture This* game show which replaces *The Jack Benny Program* for the summer season on CBS-TV (Tuesday, 9:30-10 p.m. EDT) beginning June 25.

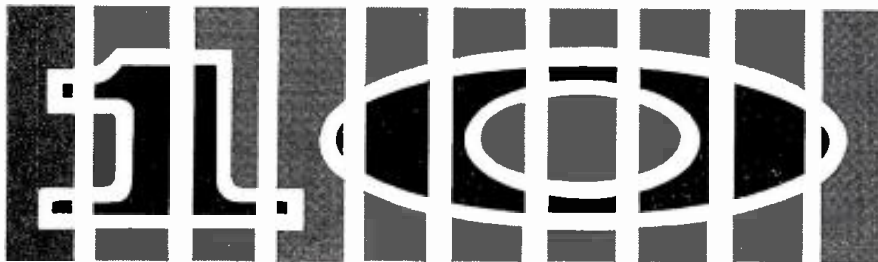
Summer stand-in ■ Rebroadcasts of Lucille Ball-Desi Arnaz hour-length shows will replace *The Jackie Gleason Show: The American Scene Magazine*, on CBS-TV for a 13-week summer season.

Five minute series ■ Mutual is scheduling a new weekly series called *Small Business Capsules*. The programs are produced in cooperation with the Small Business Administration, Washington.

William Inge to write for CBS-TV series

Playwright William Inge and CBS-TV have concluded an agreement for the Pulitzer Prize-winning dramatist to develop a dramatic film series for the 1964-65 season.

Mr. Inge will write an opening script for the series, is expected to write as many as 10 of the scripts, and will serve as script editor for the others. In making the announcement, Michael Dann, CBS-TV vice president—programs, said the series has tentatively been titled *All Over Town*, and will concern a family in a small Midwestern town. It will have a cast of continuing characters.



IN A ROW FOR CHANNEL 4 KTIV-SIOUX CITY!

From the ARB Area Study for the Fall of 1958, to the latest for the Spring of 1963, KTIV has been first. That makes ten in a row! This continuing audience loyalty, plus proven sales ability makes KTIV the best station for your Siouxland schedule. Here are the figures that prove your message is delivered at lowest cost per thousand on KTIV:

Station Average Homes Reached (ARB Mar-April '63)		
All shows Monday through Sunday		
	KTIV	Sta. B
6 p.m. to 10 p.m.	40,700	28,900
10 p.m. to midnight	19,900	14,900
6 p.m. to midnight	33,900	24,300
9 a.m. to midnight	19,700	17,300



NBC • ABC

Sioux City, Iowa

NATIONAL REPRESENTATIVE:
George P. Hollingbery

REGIONAL REPRESENTATIVES:
Harry S. Hyett Co., Minneapolis Soderlund Co., Omaha
Eugene F. Gray Co., Kansas City, Mo.



Daniel Boone showed the way!

Dark forests, wild Indians, untamed rivers—nothing stopped Daniel Boone! His itch to see beyond the next mountain helped open the West. This same pioneering spirit has spurred rural electrics to help develop and strengthen our country.

Following Boone's lead, these local rural electrics keep pushing back frontiers to bring people in sparsely-settled areas a better life. Sometimes the going is so rough unique construction methods are required—such as stringing wire and transporting poles by helicopter.

Just as many of Boone's trails grew into busy roads, today's rural electric lines sometimes bring rapid growth to thinly settled spots. This often turns long overlooked areas into desirable home, farm, or factory sites. Sometimes these areas grow so much, they're annexed by cities having other power suppliers. Should rural electrics then be forced to give up their consumers in the annexed area?

Pioneering with power lines is a costly job. Only by continuing to serve the more populous areas they pioneered in the past can rural electrics afford to bring power to scattered consumers no other supplier wants to serve.



AMERICA'S RURAL ELECTRIC SYSTEMS*

*These are the nearly 1,000 consumer-owned, non-profit electric systems, financed by the Rural Electrification Administration loans, which serve 20 million rural Americans in 46 states. For more information, write Rural Electrics, 2000 Florida Avenue, N. W., Washington 9, D. C.

FCC ENCROACHMENT IS DENOUNCED

Collins calls NAB lone effective broadcasters' voice

Three speeches in three states in three days before three state associations is record chalked up the past weekend by LeRoy Collins, president of the National Association of Broadcasters.

Last Friday (May 17) at noon Governor Collins addressed the South Dakota Broadcasters Association meeting in Sioux Falls and that evening he appeared before the Iowa Association of Broadcasters in Sioux City. Sunday (May 19) he was scheduled to speak to the Pennsylvania Association of Broadcasters convention in State College.

The former Florida governor made these principal points before the state broadcasters: The FCC, ratings services and advertisers are exerting entirely too much influence over broadcasting; self-regulation is the strongest deterrent to government regulation; the NAB is the one effective voice in the protection of broadcaster's rights and in serving the public interest.

"This industry is too great and too important and too strong to permit itself to be exploited or pushed around or shackled by any external influence," he told the Iowa broadcasters. "And by external influence, I mean the federal government, any state or local government, the rating services, the advertisers—yes, any nonbroadcaster influence."

He said it is "outrageous" that broadcasting has not faced up to the known inadequacies of the present ratings services but swept the problem under the rug until the resultant lump became so large that Congress acted. "I think the industry has now learned its lesson on the subject of ratings and that it is not too late for us to put this part of our house in order. . ." he said.

FCC Keep Out ■ He pledged to the South Dakota meeting that the NAB would fight the FCC's plan to adopt the NAB code time standards (see page 52) "with all the power and persuasion at our command." The government has no proper place in this field "and we demand in no uncertain terms that it stay out," Governor Collins said.

In Pennsylvania, the governor said that the FCC has an important and rightful role to play in broadcasting. "There are many ways it can do this with propriety and without usurping from the individual broadcasters those responsibilities which clearly are theirs," he said. "In fact, the avoidance of such

usurpation is one of the prime responsibilities of the FCC in serving the public interest."

Others who have attempted to usurp the responsibilities of broadcasters, Governor Collins said, are film syndicators, news services, record distributors, "some trade press editors and a lot of other nonbroadcasters. . ."

In his weekend speeches, the NAB president said that all the association's efforts are designed to make the individual broadcaster stronger; to keep him from being imposed upon from any quarter, and to aid him in doing a better job for himself and his community. "My job might be much easier if I had the kind of conscience which would allow me to get up [and] shout generally-phrased damnation against the government," he said, "but I am not cut out of that kind of cloth. This would be demagoguery and it is no less despicable in business than in politics."

The NAB track record in recent months has been better than at any time in its history in opposing government intrusion, Governor Collins maintained. "We will continue case-by-case, hearing-by-hearing, to oppose any and everything the government may do or propose to do which is not a proper part of its responsibility in serving the public interest," he said.

Broadcasting must do all that it can to improve its own competence and toward this end the NAB plans a program service, he said. This activity will not constitute a program production unit but a service much along the lines of a university's extension service.

NAB doesn't foresee great gains for unions

Labor unions have not made any significant progress in organizing the broadcasting industry over the past decade and "it is not likely that they are going to make substantial gains in the future," an executive of the National Association of Broadcasters predicted last week.

Jim Hulbert, NAB manager of broadcast management, told conventions of the South Dakota Broadcasters Association (Friday) and the Iowa Association of Broadcasters (Saturday) that labor unions have lost just as many industry elections as they have won in recent years. Today, he said, only 12% of radio stations are unionized and 70% of all TV stations.

Unions have been unsuccessful in

Simplicity itself

KGLM (formerly KGOL, previously KBIG) Avalon (Catalina), Calif., has issued a new rate card it believes to be "the simplest rate card in use by any big market radio station." To cut through what KGLM President Kevin Sweeney calls "the rate card jungles," the new card tells its story in 14 lines—seven for one-minute announcements, seven for 30-second spots—and states all prices in full dollar figures.

broadcasting because the industry is geographically dispersed in small units, he said, making it economically unfeasible for organized activity. Management has a close relationship with employes and knows their first names and family situations, Mr. Hulbert pointed out. In addition, Mr. Hulbert said, a union has no better than a 50-50 chance of winning a strike against a broadcasting station.

The NAB official urged stations that are losing money to conduct a "management audit" to examine the symptoms of a poorly run station. "Once the causes are identified," he said, "the changes which management must make are usually apparent." Programing, he stressed, is the most important factor in creating a successful and profitable station.

NBC cameraman assaulted

NBC News and WNBQ(TV) Chicago have posted \$5,000 reward for information leading to the arrest and conviction of the person or persons who assaulted TV cameraman George Lussow last Tuesday while he was filming distribution of relief food packages in Chicago. The award was announced Thursday by Lloyd E. Yoder, NBC vice president and general manager of WNBQ.

Mr. Lussow is in the hospital recuperating from concussion and other injuries. The emergency food distribution stems from a controversial deadlock in the state legislature over relief payments. The attack occurred when some relief recipients protested being photographed.

Newsman beaten in Harlem

An anti-segregation rally in New York City last Tuesday night (May 14) was followed by the beating of a CBS newsman.

The newsman, Ben Holman, a Ne-

gro, was attacked and punched in the head on the staircase of Harlem's Theresa Hotel, where he had gone for an interview. Mr. Holman told police that he was attacked by six members of the Black Muslims, a Negro organization.

He said the assailants told him the beating was administered in return for a series on the Black Muslims he had written for the *Chicago Daily News*.

7-day rebuilding returns WCCF to air

WCCF Punta Gorda, Fla., and its staff showed no spring fever after a \$25,000 fire burnt the station to an ash, transmitter and all. Mrs. Lynn Stephens, WCCF general manager, gathered staff together and had the station on the air in seven days.

Nor was WCCF isolated in its efforts, the whole community and friends jumped in to help. RCA rushed a new transmitter to the scene, while Columbia Records raced a new supply of music to the station. The FCC played no small part either, the station said that it was granted temporary authority to operate on low power. So out of the ashes of despair came the voice of WCCF—in just seven days.

FCC gets details of WNDT correspondence

\$100,000 NBC GIFT CAME WITHOUT PROGRAMING STRINGS

New York educational television station WNDT(TV) has reported to the FCC that gifts from commercial broadcasters for the station's operations "were not conditioned upon any limitations of [channel 13's] programing freedom."

The report came in reply to an inquiry by the FCC as to possible influencing of programing tied to commercial broadcasting gifts to the educational station (BROADCASTING, May 6). The inquiry was set off by correspondence between WNDT President Samuel Gould and NBC Board Chairman Robert Sarnoff following NBC's gift of \$100,000 to the educational station in April.

In its report, WNDT stated: "The above record clearly shows that at no time was there any written or oral communication between EBC (Educational Broadcasting Corp., owner of WNDT) and any broadcasters in which a change in EBC's programing was asked as an inducement to, or a offered in exchange for, a grant.

"The only suggestion made by any broadcaster with respect to WNDT's programing is that expressed in the third

paragraph of Mr. Sarnoff's April 11 letter (but not in oral discussion preceding it)—an approach which was never accepted by EBC."

The third paragraph of Mr. Sarnoff's letter in question said: "I was impressed by your outline of plans for the future of WNDT and your conviction that the station must evolve a pattern of operations where the bulk of its service would be directed to the type of educational programs which would serve a specific function, and the rest of the programing would be directed to specialized interests not met by broadcasters."

Mr. Sarnoff's letter, and Dr. Gould's subsequent reply that "It was a great pleasure to talk with you . . . about station policy," and that he looked forward "to continuing our discussions at some later time," touched off FCC speculation that the consequence of correspondence "might be to shed new light on the relationship between the commercial and educational forms of television."

Full Account ■ Thus it was that the



THANK YOU RHODE ISLAND BROADCASTERS

The Rhode Island Medical Society salutes the broadcasting industry of Rhode Island for its tremendous public service efforts in publicizing the highly successful first two phases of the End Polio Campaign in March and April. More than 75 per cent of the state's entire population took oral vaccine at mass clinics. It was an unprecedented turnout. Thank you very much.

WADK ■ WEAN ■ WERI ■ WHIM ■ WICE ■ WJAR ■ WKFD ■ WLKW ■ WNRI ■ WPJB-FM ■ WPFM-FM
WPRO AM-FM ■ WRIB ■ WWON AM-FM ■ WWRI ■ WXTR ■ WYNG □ WJAR-TV 10 □ WPRO-TV 12 □ WTEV-TV 6

Arthur M. Hardy, M.D., President

R H O D E I S L A N D M E D I C A L S O C I E T Y

FCC requested a full accounting of all correspondence regarding commercial broadcasting gifts to WNDT (currently totalling \$1,562,000). WNDT on May 15 filed a detailed report, including copies of correspondence and reports on conversations with the various contributing broadcasters.

In the course of the report, it was stated that "Dr. Gould explained at some length the nature of channel 13-WNDT's program schedule" in his conversation with Mr. Sarnoff and that he "made clear that the program schedule . . . would remain in the future essentially as it then existed." A rough half-and-half split between educational and cultural programming was indicated.

The WNDT report went on to say that Mr. Sarnoff "did not ask for or suggest, changes in EBC's programming policies, nor did Dr. Gould offer any." Commenting on Mr. Sarnoff's subsequent letter, the report said that "it did not occur to him (Dr. Gould) that Mr. Sarnoff may have meant that the schools were to provide EBC's services being directed to instructional television, but, in the

stress of events, he placed no particular importance on this statement."

No Further Comment ■ Since the publication of the letters April 29 NBC's only statement on the matter was one issued the next day saying that any inference of some understanding on WNDT's future course was "unwarranted and untrue." Late last week, NBC said it had not been requested by the FCC to file a report on the matter.

In regard to Dr. Gould's reply to Mr. Sarnoff's letter, the WNDT report said that he had "understood Mr. Sarnoff's references to 'specialized interests not met by broadcasting' to mean minority audiences composed of people with special interests, such as groups of persons interested in art, dance, classical music or photography." The report went on to say that Dr. Gould's letter "did not deal with the material in Mr. Sarnoff's letter relating to programming, other than to express his pleasure at having talked with Messrs. Sarnoff and Adams [NBC Senior Executive Vice President David C. Adams] about station policy."

In support of its claim that programming policy had not been affected by commercial broadcasting gifts, WNDT filed in its report a breakdown on its program allocations, comparing 1962-63 with projected 1963-64 estimates. The presentation stated that for next year, instructional program would drop from 33.5% of total programming to 31.3%, that general education would drop from 30.6% to 30%, that performing arts would increase from 8.2% to 9.1% and that public affairs would increase from 22.2% to 23%. Total programming for next season (beginning Sept. 30) will increase from 2,701 hours to 2,913 hours.

Financial statement indicated that since April 8 WNDT has raised \$27,500, reducing its deficit from \$347,500 to \$320,000. The station's fiscal year closes June 30.

WZIP joins Mutual

WZIP Cincinnati, affiliates with MBS today (May 20). Owned by Greater Cincinnati Radio Inc., WZIP is a daytime with 1 kw on 1050 kc. It is the station's first network affiliation.

Westinghouse Broadcasting unveils 'communicative' name

Group owner Westinghouse Broadcasting Co. has begun a campaign, backed by advertising and promotion, to enhance its identity with the TV-radio advertising community and the public.

Effective today (May 20), the company will use a new "communicative" name, "Group W" for its designation. The legal name, it was explained, remains Westinghouse Broadcasting Co.

Donald H. McGannon, president of the Westinghouse group which owns 11 stations, said the objective was to "establish the group in its rightful place as a third force in broadcasting, neither a network nor just an aggregation of individual stations, but a new and significant broadcast entity in its own right."

The new identifying designation



New group symbol

came about, Westinghouse officials explained, because of an obvious confusion among people in the advertising business as to what WBC represents. Said Mr. McGannon: "Some thought it was a fourth network, and, worse, others plainly didn't know."

WBC tested its hunch first. The company engaged The Psychological Corp. of New York to survey 100 advertising executives to determine the awareness and understanding of the group operation both specifically as WBC and in general as opposed to other entities in the broadcast field.

The results showed only one-third of the executives understood fully what a broadcast group is or does and, according to the survey report, most think in terms of networks or independent stations. Only 37% defined a group "mostly correct," 34% "partially," 9% incorrect, and 20% didn't know.

Graphics Design ■ As the program developed, Lippincott & Margulies, industrial designer, was brought in to overhaul the graphic appearance of the group owner and its stations as seen through promotion and advertising. After trial and error, and a recommendation that Westinghouse develop a new "communicative" name, the Group W designation was agreed upon.

The new Group W symbol—now to be a common sight in all Westinghouse advertising and promotion for both the company (a subsidiary of Westinghouse Electric Corp.) and its stations—is expected to quickly identify the broadcast operation as a station group.

Stations, Westinghouse explained, will use similar graphics for their call letters and they will use the Group W symbol in juxtaposition to the corporate name. The new designs will appear in ID's, promotion advertising, stationery and program schedules.

Group W owns KDKA-AM-TV Pittsburgh, WBZ-AM-TV Boston, WJZ-TV Baltimore, KYW-AM-TV Cleveland, KPX(TV) San Francisco, WIND-Chicago, wowo Fort Wayne, Ind., and WINS New York.



ID and Group W

What kind of regulation for CATV operators?

SEATTLE CONVENTION WILL DISCUSS FORM IT WILL TAKE

A record number of community antenna television operators, including many prominent broadcasters, will gather in Seattle June 10-14 for the 12th annual convention of the National Community Television Association.

The 600 CATV executives will convene with federal regulation of the rapidly growing industry just around the corner. The question is not whether there will be regulation but how much. NCTA has accepted the idea of limited FCC control of its industry and is negotiating with the commission on the depth of regulation.

Senator Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee, will keynote the convention at a June 12 luncheon address. Three years ago, the senator's committee approved a bill to regulate CATV which was defeated by only one vote on the floor of the Senate.

NCTA President William Dalton will make his annual report to the membership June 11 in another convention feature. Other speakers will include Dr. Royal L. Garff, professor of marketing and speech at the University of Utah; Loren B. Stone, manager of educational KCTS-TV Seattle, and Cowles Andrus of the Small Business Administration. In addition, several CATV leaders, broadcasters, engineers and attorneys will participate in panel discussions.

Billed as a "convention special" will be the first annual sales clinic for CATV operators, a "climactic presentation of selling in all its phases." The NCTA research and development council will report June 12 on the present and future of CATV, while special industry problems will be discussed on the closing day.

Regulatory Report ■ An NCTA committee established to "negotiate" regulatory legislation with the FCC will report at the convention. This committee, chaired by broadcaster Al Malin (WWNH Rochester, N. H.), is scheduled to meet with three FCC commissioners May 28. Following a meeting of its board in New Orleans last February, NCTA announced that it would seek federal legislation and has since held a series of regional meetings to explain its position to CATV operators.

The FCC and NCTA presently are in disagreement as to whether CATV systems should be prohibited by federal fiat from duplicating local TV stations in markets which have more than one station. NCTA wants the restriction placed on single-station markets only while the federal agency would

broaden the restriction to multiple-station markets.

A second NCTA committee will report in Seattle on its study of the possible economic impact, technical problems and public interest factors affecting CATV in the event regulation requires systems to refrain from duplication of an outside signal in dual station markets. Archer Taylor of Missoula, Mont., is chairman of this committee.

The NCTA board of directors and various other committees will hold meetings before and after the convention and new officers and directors will be elected June 13. Present board chairman is Glenn Flinn.

Two dozen manufacturers of CATV equipment will exhibit their products throughout the five-day convention in Seattle's Olympic hotel. This will be the largest exhibition of community antenna TV equipment ever assembled, an NCTA spokesman said.

Winners of special awards competition, open to all NCTA members, will be announced at the convention. Special recognition will go to CATV operators in the fields of broadcaster relations, advertising and promotion, community relations and "single best project in the public interest."

Public service gets good play in L.A.

Virtually all the varied interests of the public are catered to by the radio stations of the greater Los Angeles area, a panel of top station executives reported at the second seminar on radio broadcasting and community leadership held under the joint auspices of the Southern California Broadcasters Association and the Department of Telecommunications of the University of Southern California.

Facing representatives of the area's public service organizations, the panel of 19 radio broadcasters reported on their contributions of time to government, charity, culture, religion, the professions, business, service organizations and education. Responding to questions from Robert M. Light, SCBA president and managing director, the station men all reported giving free spot announcements to all of these varied community interests. Most of them also told of programs broadcast without charge for most of these activities. Mr. Light figured public service time in 1962 totaled \$8,586,901 if calculated at regular commercial rates.

Since the first SCBA-USC seminar



Gates 12 and 16-inch turntables are designed for continuous 24-hour commercial service. No programming load too great for these rugged Professionals.

CB-500

16-inch turntable chassis with synchronous motor.

\$250.00



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12-inch turntable chassis with synchronous motor.

\$230.00

FEATURES:

- Exclusive "hub drive" effectively isolates motor vibration from turntable surface, resulting in lower noise and rumble.
- Low speed synchronous motor (600 RPM) reduces motor noise.
- Extra heavy aluminum castings used for base plate. Turntable platter is precision machined and balanced.
- Three speeds—78, 45 and 33 $\frac{1}{3}$ RPM.
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- Silent, illuminated mercury switch.
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SHIPMENT FROM STOCK

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on radio broadcasting and community leadership in December 1961, Mr. Light reported that SCBA, acting as a clearing house for community service material, had received a substantial increase in requests for public service radio time. 1962 topped 1961 by 22%, he said, and from the first four months of 1963 this year could easily run 40% ahead of 1962.

Another estimate of WSJS-TV's value

The value of WSJS-TV Winston-Salem, N. C., as of April 30, 1956 was \$2.8 million, Howard W. Gross, vice president of Howard S. Frazier Inc., Washington management consultant, station appraisal and brokerage firm, testified last week in the Los Angeles Superior Court. After subtracting \$640,000 in long term indebtedness which was outstanding at that time, and adjusting the current assets and liabilities, Mr. Gross placed the goodwill value of the one-third interest in WSJS-TV held by Mary Pickford and her husband Charles (Buddy) Rogers at more than \$600,000.

The \$2.8 million evaluation placed on WSJS-TV by Mr. Gross is substantially more than the \$1 million which Harold Essex, president and general

manager of the station, said he felt would be a fair value for the property as of April 30, 1956. The date is when Piedmont Publishing Co. exercised its option to buy the Pickford-Rogers interest in WSJS-TV of which Piedmont was already two-thirds owner. The current litigation is over the price which Miss Pickford and Mr. Rogers should have received for their third interest (BROADCASTING May 6, April 29).

Mr. Gross, in more than three days of direct testimony, said that he took 24 TV stations sold between 1953 and April 30, 1956, all CBS-TV or NBC-TV affiliates, and drew a ratio between their network hourly rates and their sales price. Applying this ratio to WSJS-TV produced the \$2.8 million figure. Another ratio, between the one-minute national spot rates of these stations and their sales prices, produced the same value when applied to WSJS-TV. So did a third ratio between tangible assets and sales price. Mr. Gross also cited sales of other TV stations he considered comparable to WSJS-TV to justify his evaluation.

Harned Pettus Hoose, attorney for the Pickford-Rogers interests said that he plans to put Alvin G. Flanagan, vice president and general manager of KBTV (TV) Denver, on the stand this week as the second defense witness.

Metromedia buys WCBM for \$2 million

The purchase by Metromedia Inc. of WCBM-AM-FM Baltimore at a price in excess of \$2 million cash was announced jointly last week by John Elmer, president of the Baltimore Broadcasting Corp. and John W. Kluge, chairman-president of Metromedia. The transaction is subject to FCC approval.

When the transaction is completed, the station management will be retained. Mr. Elmer will become a vice president of the radio division of Metropolitan Broadcasting, a subsidiary of Metromedia, and George R. Roeder will continue as manager. The station has been on the air since 1924.

Mr. Kluge said that funds for the acquisition of WCBM will be provided by a group of banks. The principals negotiated the transaction directly without the services of a station broker.

The Metropolitan Broadcasting stations are WNEW-AM-TV New York; KMCB-AM-TV Kansas City, Mo.; WTTG (TV) Washington; KOVR (TV) Sacramento; WTVH (TV) Peoria, and WTVP (TV) Decatur, both Illinois; WIP-AM-FM Philadelphia and WHK Cleveland. Metromedia has completed agreements to buy KTTV (TV) and KLAC-AM-FM, both Los Angeles, and these transactions are awaiting FCC approval.

New tower for KSWs-TV

KSWs-TV Roswell, N.M., which has been on the air since Dec. 21, 1960 with an interim 887-foot tower, expects to be in operation with its new 1,610-foot tower by late September. The station's original 1,610-foot tower was blown down on Dec. 8, 1960.

Caprock, 43 miles east of Roswell, is the transmitter location. The tower, being built to hurricane area specifications, will go on a site 4,476 feet above sea level.

The new transmitter and antenna will cost about \$750,000, according to the station. Dresser-Ideco Co., Columbus, Ohio, is designing and building the tower; RCA is supplying the transmitter and antenna.

Changing hands . . .

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

■ WCBM-AM-FM Baltimore: Sold by John Elmer and associates to Metromedia Inc. for more than \$2 million (see above).

■ WSEB Sebring, Fla.: Sold by William K. Diehl to H. Philip Nesbitt for \$42,500. Mr. Nesbitt is from Gaithersburg,

Outstanding Values in Radio-TV Properties

Excellent Class B Stereo FM. This is an operating station in a top ten market. Must be quick sale. Can go for \$15,000 down plus obligations. This is an exceptional opportunity.

MAJOR MARKET FM

\$37,500

Daytimer in single-station market. Has been profitable in past for absentee-owner, but needs owner-manager. \$15,000 down and liberal terms.

PENNSYLVANIA

\$70,000

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Chicago, Illinois
Financial 6-6460

ATLANTA

Clifford B. Marshall
Stanley Whitaker
John C. Williams
1102 Healey Bldg.
Jackson 5-1576

BEVERLY HILLS

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

Md. WSEB is a 250 w fulltime station on 1340 kc. Broker was Hamilton-Landis & Associates.

APPROVED ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 89).*

■ WMTV(TV) Madison, Wis.: Sold by Forward Television Inc. (Lee Radio group) to George T. Frechette and group for \$563,000. Buying group owns WSAU-AM-TV Wausau, Wis. FCC warned that if WSAU interests are found to have abused commission processes (WCWT[TV] ch. 9 Wausau has accused WSAU group of having engendered application for channel 9 by educational group) it may have to dispose of the Madison property without a profit. WMTV, founded in 1953, operates on channel 15 and is affiliated with NBC. Chairman Newton N. Minow and Commissioners Robert T. Bartley and Frederick W. Ford dissented.

■ KTWN St. Paul: Sold by Franklin Broadcasting Co. to Gene Posner for \$115,000 and agreement not to compete. FCC waived three-year rule on showing of compliance with exceptions. It also notified Franklin Broadcasting that upon the submission of another application the commission may, upon determining that it is necessary, look further into trafficking charges raised originally when Franklin attempted to sell KTWN (then WMIN) to Tedesco Inc. KTWN is a fulltime station on 1400 kc with 1 kw daytime and 250 w at night.

WTAG rejoins NBC

WTAG Worcester, Mass., will reaffiliate with NBC Radio on July 1, the network announced last week. WTAG had been a charter affiliate with the network. It operates with 5 kw fulltime on 580 kc. Herbert L. Krueger is vice president and general manager of the station which has been operating as an independent.

Bay area broadcasters meet with public leaders

The San Francisco Radio Broadcasters Association met last week with 218 of the bay area's more prominent citizens at the Mark Hopkins Hotel for a seminar on the problems facing San Francisco (BROADCASTING, May 13).

Jules Dundes, association president as well as vice president of CBS Radio and general manager of KCBS San Francisco, said that the member stations would inform the public on the issues covered at the half day of sessions.

In a luncheon address, "The Responsibility of Communicating," Donald McGannon, president of Westinghouse Broadcasting Co., told the community

leaders that they "have the responsibility of first communicating with the broadcaster and then, through the enlightened use of radio, to communicate with the public, seeking an informed citizenry who will respond, positively, to the factors, the needs, the persuasion of your cause."

Mass media and art museums

A relationship exists between the mass media and the museums in interesting and instructing people in art, Dr. Frank Stanton, president of CBS, declared last week in an address dedicating the Sheldon Memorial Art Gallery at the University of Nebraska in Lincoln.

Dr. Stanton noted that during the past year CBS-TV has presented a dozen programs on the subject.

Hurlbert to head AAEB

Creation of the Alabama Association of Educational Broadcasters (AAEB) "to further the professional and general educational broadcasting interests" has been announced by Raymond Hurlbert, first president of AAEB. Mr. Hurlbert is general manager of the Alabama Educational TV Commission, which operates a state network of four ETV stations.

Headquarters of AAEB is at the TV commission offices, 2151 Highland Avenue, Birmingham.

Kansas, Michigan reject Roth plan

Two state broadcasting associations have emphatically rejected a proposal by Jack Roth, KONO San Antonio and president of the Texas Association of Broadcasters, to form a federation of state associations outside the aegis of the NAB (BROADCASTING, April 15).

"We voted unanimously to reject with emphasis your invitation . . ." to join a new organization, the Michigan Association of Broadcasters board of directors wrote Mr. Roth last week. Such a federation could only duplicate the purposes and goals of the National Association of Broadcasters, MAB President Willard Schroeder, wood Grand Rapids, told Mr. Roth. Mr. Schroeder is the immediate past president of the NAB radio board and still is a member of that body.

At its annual convention May 11, the Kansas Association of Radio Broadcasters adopted a resolution advocating "membership and continued participation to improve NAB activities rather than endorse the formation of any other group, association or federation."

The KARB said the NAB has demonstrated its ability to effectively repre-

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sent the interests of broadcasters before Congress and the FCC and that no group should be formed which will duplicate the NAB's efforts.

Mr. Schroeder told Mr. Roth that MAB is "firmly convinced that your proposed federation couldn't even begin to be as effective as the NAB." He pointed out the activities of the radio and television boards are directed by experienced broadcasters and that the policies they set are implemented by a superior staff. "You couldn't begin to match the quality and effective-

ness of the NAB boards and staff, regardless of how much support you might receive from the various state associations," Mr. Schroeder told the Texas president.

The answer to more effective liaison between the government and broadcasting is not the creation of another association, Mr. Schroeder wrote. "Rather . . . the best hope lies with your thoroughly acquainting yourself with the activities and problems of the NAB and your conveying to the NAB boards and staff your help and suggestions."

Two join CBS Radio

CBS Radio announced last week two new network affiliates—WFGM-AM-FM Fitchburg, Mass., and WSIP Paintsville, Ky.

WFGM, a fulltime station on 960 kc with 1 kw on AM, and WFGM-FM on 104.7 mc with 20 kw, are owned and operated by WFGM Inc., George I. Chatfield, president and general manager. WSIP, 1 kw days and 250 w nights on 1490 kc, is owned and operated by the Big Sandy Broadcasting Co., Paul G. Fyffe, general manager.

FINANCIAL REPORTS

Metromedia raises projected '63 earnings

STOCKHOLDERS LEARN OF ICE CAPADES PURCHASE

Metromedia Inc., president and chairman John W. Kluge, who last week announced his company's purchase of Ice Capades, told an enthusiastic meeting of stockholders in New York that the company was "operating ahead of its budget" and that "all divisions are operating in the black."

Mr. Kluge indicated that projected earnings per share for 1963 had risen from an earlier \$1.75 estimate to \$2, exclusive of earnings from any acquisitions made in 1963.

Purchase price for Ice Capades and affiliated corporations International Ice Attractions Inc. and Lone Palm Realty Corp. was \$5 million and Mr. Kluge said the purchase will be made in cash when the deal is closed May 21. Former president and producer of Ice Capades John H. Harris will be retained as the show's producer.

Mr. Kluge noted that in its 24-year history Ice Capades' stock has increased in value some 14,000%, and said "the show's value can be increased. We plan to continue in the arenas with the show, and as for other plans, we just don't know right now." Earlier reports had indicated that the show might be placed on the corporation's television outlets.

Metromedia, through its Metropolitan Broadcasting division, owns WNEW-AM-FM-TV New York, WTTG(TV) Washington, KMBC-AM-FM-TV Kansas City, Mo., KOVR(TV) Sacramento, Calif., WTVH(TV) Peoria and WTVP(TV) Decatur, both Illinois; WIP-AM-FM Philadelphia and WHK-AM-FM Cleveland. Pending FCC approval are its purchase of KTTV(TV) and KLAC-AM-FM both Los Angeles. Last Thursday, Mr. Kluge announced the \$2 million purchase of WCBM-AM-FM Baltimore (see page 74).

The stockholders re-elected the corporation's 10 board members of last year—Mr. Kluge, Ruth H. Axe, Lloyd M. Bauman, John P. Crisconi, Benedict Gimbel, Jr., Thomas T. Goldsmith, Jr., John C. Griswold, Warren H. Lasher, J. Lincoln Morris and Percy M. Stewart. Other stockholder action was the approval of a retirement plan for non-union employees.

AB-PT asks permission for stock option plan

American Broadcasting-Paramount Theatres Inc. has filed a registration with the Securities Exchange Commission in Washington for 360,098 com-

mon shares to be offered from time to time to key executives and employees under a restricted stock option plan.

The offering will be made at a price not less than 95% of the fair market value on the date of the grant. Each grant is for seven years.

The 360,098 shares have estimated value of \$11,433,111.50.

As of April 8, the following options were outstanding:

Leonard H. Goldenson, 39,795; Simon B. Siegel, 11,938; Everett H. Erlick, 7,803; Edward L. Hyman, 1,990; James G. Riddell, 3,183. All are at \$23.502 a share except Mr. Erlick's which are at \$44.175 a share.

Capital Cities to sell stock

Capital Cities Broadcasting Corp. has filed a registration statement with the Securities & Exchange Commission to sell 250,000 shares of common stock at an estimated price of \$23.375 a share.

Sellers of the stock are Lowell Thomas, broadcast commentator, author, lecturer and motion picture producer, selling 64,003 shares, leaving him with 52,764, and the Chase Fund of Boston, 50,000 shares, leaving none.

A total of 135,997 shares are to be sold by debenture holders whose \$952,000 worth carry warrants permitting convertibility on the basis of one common share for each \$7 of debentures.

These sellers are Mervin B. France, \$200,000 (28,571 shares); Thomas J. Doland and the National City Bank of Cleveland as trustees u/a Berenice R. France, \$200,000 (28,571); George G. Litzko, \$100,000 (14,285); Leah B. Poole, as guardian for Leah Kathleen Poole, \$100,000 (14,285), and John B. Poole, \$352,000 (50,285). Mr. Poole will continue to hold \$548,000 worth of debentures (78,286 shares).

The offering will be made by a group of underwriters headed by White, Weld & Co.

Capital Cities stock closed at 22½ Thursday. During this year it has



reached a high of 24% and a low of 16%.

The annual stockholders meeting of Capital Cities will be held in Albany on May 27, to elect 12 members of the board. All nominees are present directors.

In the proxy statement sent last week to shareholders, the aggregate remuneration of Frank M. Smith, president of the company, in 1962 was \$60,000; Thomas S. Murphy, executive vice president, \$57,500; Daniel P. Weinig, vice president, \$47,500; Joseph P. Dougherty, \$42,500; J. Floyd Fletcher, vice president, \$37,500; Harmon L. Duncan, vice president, \$37,500. Messrs. Fletcher and Duncan are co-managers of WTVD(TV) Durham-Raleigh, N. C.

Capital Cities is principally owned by Mr. Thomas who, with his family, owns 10.2% of the outstanding stock; and Mr. Smith and his family, 10.9%.

Restricted stock options are held in the following amounts by these key officers and directors: Mr. Smith, 7,500 shares at \$8.80; Mr. Murphy, 7,500 at \$7.60 and 2,000 at \$10.63; Mr. Weinig, 1,000 at \$8.31, 1,000 at \$11.16 and 2,000 at \$10.63; Mr. Dougherty, 5,000 at \$7.60 and 2,500 at \$10.63.

Capital Cities stations are, in addition to WTVD; WROW-AM-FM and WTEN(TV) Albany and WKBW-AM-TV Buffalo, both New York; WCDC(TV) Adams, Mass.; WPRO-AM-FM-TV Providence, R. I.; WPAT-AM-FM Paterson, N. J. The company also owns 40% of Broadcast Advertising Inc., New York.

NGC shows 18% increase

Earnings of National General Corp. for the 26 weeks ended March 26, were up 18% over the like period of fiscal 1962, Eugene V. Klein, president, reported last week. He attributed the increase to improved operating efficiency through NGC's circuit of 220 theaters, plus increased vending activity.

Steady progress is being made toward starting the company's new closed-circuit TV system that will feed daily entertainment, sports and public affairs programming to theaters throughout the country, with the inauguration of this service tentatively scheduled for early in 1964, Mr. Klein said.

	Half ended March 26:	
	1963	1962
Earned per share	\$ 53	\$ 45
Total income	23,706,652.00	22,439,800.00
Net income	1,751,753.00	1,485,383.00

Crowell-Collier registration

Crowell-Collier Publishing Co. (which owns three radio stations) has filed with the Securities Exchange Commission a registration to offer 334,045 shares at an estimated \$16.25 a share to be used under a stock option plan for key employees. It also registered the issuance of \$5,429,900 in 20-year 5% convertible subordinated debentures, to be sold

CBS: 'worth holding'

CBS Inc. was the cover story in last week's issue of *Financial World*. The investment magazine said the company's financial facts and figures presented during its annual meeting this spring "were just about the best in view on the current broadcast scene."

In addition to citing CBS's record profits in 1962 and net income up sharply in the first quarter in 1963, the magazine outlines the divisional structure of CBS, lauds its operational and financial management and predicts another sizeable profit gain.

A concluding observation: "the [stock] issue seems well worth holding as part of a long-range investment program."

through an underwriting group headed by Carl M. Loeb, Rhoades & Co. Crowell-Collier stations: KFWB Los Angeles, KEWB Oakland-San Francisco and KDWB Minneapolis-St. Paul.

MCA to elect seven directors

The annual stockholders meeting of MCA Inc. (parent company of Revue Studios, TV program producer) will be held on June 4 in Chicago.

The meeting will elect seven directors, appoint an auditor and approve the grant of an option to purchase 15,000 shares of common stock (at \$48.57) to Milton R. Rackmil, vice chairman of MCA and president of Decca Records Inc. and Universal Pictures Co. MCA stock was quoted at \$51.125 on the New York Stock Exchange on April 2. MCA owns 87.8% of Decca Records. Decca owns 89.2% of Universal Pictures.

The proxy statement issued May 10 shows that Jules C. Stein, chairman, received \$156,000 last year, with \$296,250 set aside in a profit sharing fund to date; Lew R. Wasserman, president

and chief executive officer, \$175,000 and \$357,225; Mr. Rackmil, \$167,500; Charles Miller, vice president, \$52,000 and \$130,425; Taft B. Schreiber, vice president of MCA and president of Revue Studios Division, \$125,000 and \$288,210.

Mr. Rackmil also holds an option to purchase 35,000 units at \$31.60 per unit. A unit consists of one share of preferred stock and one-third share of common stock. This was the option he held with Decca Records, transferred to MCA when the latter acquired control of Decca Records last year.

Consolidated unaudited net earnings of MCA Inc. for the first quarter ended March 31 amounted to \$3,157,796 (63 cents a share). These figures include, on a "pooling of interests" basis, MCA's interest in the reported consolidated net earnings of Decca Records Inc. for the same quarter period.

Financial notes . . .

ABC Radio West - ABC Radio West, regional arm of the ABC Radio network, reports second quarter billings as highest of any quarter in its history, 20% higher than the second quarter of 1962 and 52% above the like period of 1961.

Reade/Sterling - Walter Reade/Sterling Inc., New York, theatrical and TV production and distribution company, reported last week that for the fiscal year ended last December 31, the organization earned \$212,549 on revenues of \$8,496,181. The company was formed last year through the combination of Walter Reade Inc. and Sterling Television Inc.

Paramount's first quarter

Paramount Pictures Corp. (KTLA[TV] Los Angeles and International Telemeter Corp., pay TV) for first-quarter of 1963:

	1963	1962
Earned per share	\$ 0.17	\$ 0.67
Estimated consolidated net income	275,000.00	1,129,000.00
Investment profit	445,000.00	..
Per share	0.28	..
Common shares outstanding	1,604,881	1,690,231

SEC sale and purchase report for April

The following purchases and sales of common stock by officers and directors of registered companies in broadcasting and allied fields for the month of April have been announced by the Securities & Exchange Commission.

Capital Cities Broadcasting Corp.—Robert I. Lipton, sold 2,275 capital stock, leaving him with none.
CBS Inc.—Frank Stanton, sold 20,000 shares, leaving him with 145,890 (BROADCASTING, April 22).
Crowell-Collier Publishing Co.—Sumner Blossom, sold 300 common, leaving

him with 3,958.
Macfadden-Bartell—David B. Bartell, bought 300, holds 222,238 (also contributed 101,569 to issuer for retirement); Gerald A. Bartell, bought 200, holds 221,072; Lee B. Bartell, bought 200, holds 221,072; Melvin M. Bartell, bought 100, holds 100,800.
Metromedia—Richard L. Geismar, acquired 2,000 on option, holds 2,300 (Mrs. Geismar holds 100).
Outlet Co. (WJAR-AM-FM-TV Providence, R. I.)—Bruce G. Sundlun, bought 500, holds 1,625.
Reeves Broadcasting & Development—Harry L. Petersen, bought 100, holds 2,730.
Taft Broadcasting—Roger B. Read, sold 500, holds 353.

FATES & FORTUNES

BROADCAST ADVERTISING

Edward G. Gerbic, senior VP and member of board of directors of Heublein Inc. (food and beverage firm), Hartford, Conn., joins Chesebrough-Pond's, New York, as VP and general manager of cosmetics division. Before joining Heublein, Mr. Gerbic was VP in charge of advertising and merchandising for Johnson & Johnson.



Mr. Gerbic

Erwin A. Levine, VP of Ted Bates & Co., New York, appointed associate creative director. Prior to his promotion. Mr. Levine was creative supervisor. **Mitchell Lipman**, Bates VP, appointed media director. Mr. Lipman, former manager of network relations, will be succeeded in this post by **Paul Reardon**, media supervisor.

Stephen K. Zimmerman, **Charles J. McCann** and **Melvin Elliott**, account executives at Lennen & Newell Inc., New York, elected VP's.

James A. Haines, creative supervisor at Benton and Bowles, New York, and **Richard J. Ende**, art group head, elected VP's. Mr. Haines served as copy group head at Grey Adv., New York, prior to joining B&B.



Mr. Wallace

Donald H. Wallace, writer-producer with Clinton E. Frank Inc., Chicago, since 1958, elected VP and associate director of broadcast services. Earlier Mr. Wallace had been with Tatham-Laird there. **Lowell J. Kuhn**, assistant manager of Elgin National Watch Co., joins Frank agency as account executive.

Ray Howard, who joined Post-Keyes-Gardner, Chicago, several months ago as director of marketing and research, elected VP and member of agency's executive committee. Formerly he had been with Container Corp. of America.

Raymond C. Firestone, president of Firestone Tire & Rubber Co., named chief executive officer, succeeding his brother, **Harvey S. Firestone Jr.**, chairman and chief executive since 1948, who has reached retirement age of 65.

Ira C. (Ike) Herbert joins McCann-Erickson, Los Angeles, as account director for Coca-Cola in Southern California-Phoenix area. He succeeds **John Dillingham**, who moves to McCann-

Marschalk, Atlanta, to head account service for "Tab," new low-calorie soft drink developed by Coca-Cola Co. Mr. Herbert had been with Edward H. Weiss & Co., Chicago, as account supervisor on Carling Brewing Co. **Terry McFadden**, formerly with Donahue & Coe, Los Angeles, joins M-E as copywriter. Miss McFadden is winner of Los Angeles Advertising Women's Lulu awards in radio, trade and industrial, public relations and newspaper categories during 1958-61.

David J. Jacobson, president of United Public Relations and former PR director for CBS-TV, elected VP of Robert S. Taplinger Associates, New York public relations agency. His responsibilities will include direction of firm's recently expanded product publicity and promotion department.



Mr. Will

Dan F. Will named assistant manager of advertising for Dodge Division of Chrysler Motors Corp. Mr. Will joined Chrysler last year and before that had been with Ford Motor Co. for several years and also with American Motors. His headquarters will be in Detroit.

Raymond Nathan, former special assistant for public affairs in office of Secretary of Commerce, appointed general manager for Washington operations of Ruder & Finn, New York-based public relations firm.

Michael H. Schwimmer, assistant advertising manager of Wilson Sporting Goods Co., Chicago, joins Television Bureau of Advertising, that city, as account executive.

Francis X. Paone, director of marketing research for Wilson & Co. (meat products including Ideal dog food), Chicago, appointed director of market research for Pet Milk Co., St. Louis. He succeeds



Mr. Paone

Shelby A. Robert Jr., who is now general product manager for Pet Milk's Musselman division at Biglerville, Pa. Mr. Paone had been marketing research director for Wilson since 1958.

Treadwell Covington, head of Total Television Productions, joins Tri Inc., New York advertising agency, as radio-TV director. Mr. Covington will continue as head of TTP. **Moulton Farnham**, account executive and copywriter at Cunningham & Walsh, New York,

joins Tri Inc. as copy chief. **Julian Snyder**, former advertising manager of American Telephone & Telegraph, Corp., named director of corporate services at Tri Inc.



Miss Replogle

Jean Replogle, formerly of J. Walter Thompson Co., forms her own advertising and public relations firm, Jean Replogle and Associates, which will also specialize in association and convention management.

Associated in new business, to be located at 5410 Wilshire Boulevard, Los Angeles, will be **Dee Davis**, executive director of Miracle Mile Association and executive manager of several other trade and professional groups. Prior to her association with JWT, Miss Replogle was with Kenyon & Eckhardt and Johnson & Lewis Adv., Los Angeles.

Arthur Heller, associate media director at Benton and Bowles, New York; **Paul Podgus**, account supervisor, and **Milton Sherman**, associate director in information management department, elected vice presidents.

John Rindlaub and **Dana Blackmar**, copywriters, promoted to copy supervisors at Young & Rubicam, New York.

John H. Giroux, former marketing manager for Perkins-SOS Division of General Foods Inc., appointed account supervisor at Foote, Cone & Belding, Chicago. Mr. Giroux had been with General Foods since 1948 and before that was with Armour & Co.



Mr. Giroux

Charles L. Ewell, formerly of Kuder Agency, joins creative staff of McCann-Marschalk, New York, as copywriter. **Lynn Kimmel**, formerly of Kenyon & Eckhardt, joins agency's senior copywriting staff.

Robert R. Tompkins and **John Barnetson** appointed head art director and senior copywriter, respectively, for Los Angeles office of Donahue & Coe. **Beulah Stainback**, for past 12 years media buyer and office manager of Ross Roy Inc., Hollywood, joins D&C as media buyer.

Guy Cunningham, VP and creative director in charge of sales development, promotion and production for Television Bureau of Advertising, New York, named alumnus-of-the-year (1963) of Drew University, Madison, N. J. Mr.

Cunningham, 1937 graduate with degree in economics, was cited for achievement in field of arts and contributions to community betterment.

William Y. Wilson, former creative director at Sieber & McIntyre Inc., Chicago, joins Geyer, Morey, Ballard, that city, as senior copywriter.

Jack Silverman, senior copywriter at Riedl & Freede, joins Gardner Adv., New York, as copywriter.

Joseph Oppenheim named art director of Frank Block Associates, St. Louis advertising agency.

Gretchen Fine, former publicist for KNX-AM-FM Los Angeles, joins Paul Glass Advertising/Public Relations, that city, as publicity director.

Rodwell Van Winkle Todd, senior copywriter at The Rumrill Co., Rochester, N. Y., joins Papert, Koenig, Lois, New York, as copywriter.

THE MEDIA



Mr. Mitchell

Virgil Mitchell, director of promotion, informational services and public relations for CBS-owned WBBM-TV Chicago since January 1960, named manager of advertising, promotion and publicity for Paramount Television Productions and its Los Angeles outlet, KTLA(TV), effective May 27. Mr. Mitchell has been active in broadcasting for past 24 years. His last West Coast assignment was for four years with KNXT(TV) Los Angeles as assistant promotion director. Mr. Mitchell fills vacancy created by recent death of **Austin Heywood** (BROADCASTING, April 22).

John L. Marver, sales manager of WSLM Salem, Ind., promoted to general manager. **Herbert L. Arms** succeeds Mr. Marver as sales manager.

F. S. Tibbetts named general manager of WFTL-FM Fort Lauderdale, Fla.

Charles De Alton Logerwell appointed local sales manager of KSON San Diego, Calif.

Richard N. Savage, former sales manager of KCRA-TV Sacramento, Calif., joins ABC Television Spot Sales, San Francisco, as account executive. He succeeds **Darrell Anderson**, who has been transferred to Chicago office of ABC Television Spot Sales.

James Gessner, account executive at WCBs-TV New York, appointed New York account representative for ABC Radio West. He replaces **Anthony Roc-**

co, who becomes account executive for ABC Radio's transcontinental network.

Ed Walters, account executive at WFMF(FM) Chicago, to sales manager.

Bob Collins appointed manager of KREX-AM-FM Grand Junction, Colo., and **Roger Scholbe** named KREX-TV sales manager.

Al Maffie, president of Hallmark Trading Co., Boston, joins The Yankee Network, that city, as sales manager.



Mr. Mathews

Charles J. Mathews, national sales manager of WLBW-TV (ch. 10) Miami since April 1962, promoted to general sales manager. He succeeds **John S. Allen**, who recently resigned to join Miami-Washington public relations firm of Venn, Cole & Associates.

Victor C. Diehm, WAZL-AM-FM Hazelton, Pa., re-elected chairman of Mutual Broadcasting System's Affiliates Advisory Committee. **Carter Peterson**, WBYG Savannah, Ga., was re-elected vice chairman, and **Ed Breen**, KVFJ Fort Dodge, Iowa, secretary.

Edward Meizels, former account executive at Adam Young Inc., New York, joins WCBs-TV, that city, in similar capacity.

John Markey, formerly radio manager of Devney Organization, Chicago, joins Peters, Griffin, Woodward, that city, as account executive.

Kenneth Hooker and **Alan Schultz**, both formerly of sales staff of KRNO San Bernardino, Calif., join KGLM Los Angeles as account executives.

Harry Mulford, formerly with ABC Spot Sales, joins WABC-TV New York as account executive.

Henry R. Serafin, former manager of WBuz Fredonia, N. Y., joins sales staff of WGR-AM-FM Buffalo.

J. Warner Rush, former sales manager of WGHO Kingston, N. Y., joins sales staff of WINS New York. **Barrie Beere**, assistant news director of KALL Salt Lake City, joins WINS as newsman. He succeeds **Jim Gordon**, recently named host of station's *Program PM*.

Don Bartlett, formerly of WTSN Dover, N. H., joins WLNH Laconia, N. H., as program director. Other WLNH appointments: **Joe Macozik**, sales manager; **Clif Luce**, news director; and **Terry Gulick**, garden editor. **Hal Dyer**, WLNH announcer who suffered heart attack April 1, expects to resume announcing duties by May 31.

Cy Pearson, of United California Bank, elected president of Radio, Television, Recording and Advertising Charities of Hollywood for 1963-64, succeeding **Randy Wood**, of Dot Records. Other officers for coming year are: **John K. West**, RCA, VP; **John T. Reynolds**, CBS-TV, VP; **Sherwood Schwartz**, writer, secretary; **Herb Bencke**, United California Bank, treasurer.

David Ross appointed program director and chief engineer of WBUX Doylestown, Pa.



Mr. Cross

Bert S. Cross elected president and chief executive officer of Minnesota Mining & Manufacturing Co., St. Paul. He has been executive VP of firm's graphic products group since 1957, and succeeds **Herbert P. Buetow**, who is retiring after 10 years as 3M president. Mr. Buetow will continue as a director and become chairman of board's finance committee, replacing **William L. McKnight**, who will continue as 3M's board chairman. **Cecil C. March** and **Robert L. Westbee** elected directors, succeeding **Joseph C. Duke** and **Louis F. Weyand**, who retired. Mr. Cross, 57, joined 3M in 1926 and becomes company's seventh president since it was founded in 1902. He was



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elected executive VP in 1959. Broadcast division of 3M is Mutual Broadcasting System.

Arthur W. Arundel, president of WAVA-AM-FM Arlington, Va., elected public trustee of Greater Washington Educational Television Association, licensee of noncommercial educational WETA(TV) (ch. 26) Washington.

Shirley I. Roy, director of planning and development for Knight Management Corp., Boston, elected VP. Miss Roy's new responsibilities will be concerned with broadcasting operations, merchandising plans and general management as consulting service to companies in advertising and broadcasting fields. Norman Knight, president of Knight Management, also owns Knight Quality Stations.



Miss Roy

Jim Everts joins WTRX Flint, Mich., as program director.

Tony Barr named program supervisor for ABC-TV-Hollywood, succeeding **Edward Rissien**, who has joined Bing Crosby Productions as special executive assistant to Basil Grillo, president.

James B. Patterson appointed executive producer at KABC-TV Los Angeles, engaged in new program development involving specials and documentaries.

Mark Denis, air personality formerly with KCHU(TV) San Bernardino, Calif., joins KHSJ Hemet, Calif., as program director and air personality.

Thomas P. Bashaw, general manager of KFH-AM-FM Wichita, Kan., elected governor of ninth district of Advertising Federation of America.

Harry C. Lautensack re-elected to his sixth term as chairman of Western New York Educational Television Association, licensee of WNED-TV (educational ch. 17) Buffalo.

Ted McDowell, manager of news and public affairs for The Evening Star Broadcasting Co. (WMAL-AM-FM-TV Washington), elected president of Chesapeake AP Broadcasters Association. **Mel Bernstein**, news director of WJZ-TV Baltimore, elected VP for metropolitan stations, and **Mort Siegel**, president of WFMD-FM Frederick, Md., named VP for non-metropolitan stations.

Harry Heuston appointed to newly created position of production director of WISH-TV Indianapolis.

Jack Drabant and **Bob Turner** promoted to producer-directors at WFAA-

TV Dallas. **Tommy Johnson** named director; **Lars Giertz**, chief director.

Fred Robbins, radio personality, joins WNEW New York as host of his *Robbins Nest*, weekly four-hour program of music and celebrity interviews. Mr. Robbins will continue to conduct his syndicated interview show, *Assignment Hollywood*.

Howard Karshan, assistant to director of business affairs for CBS News, appointed director of European administration. He will handle administrative activities in Europe and Africa for CBS News in his new post.

Milt Cook, news director of KACE-AM-FM Riverside, re-elected chairman of California Associated Press TV-Radio Association for 1963-64. **Roger Orr**, news director of KNTV(TV) San Jose, elected vice chairman.

John Madigan, editorial assistant to general manager of WBBM-TV Chicago, named news director, succeeding **Bill Garry**, who resigned. Mr. Madigan formerly had been city editor of *Chicago American* and on Washington staff of *Newsweek*. Mr. Garry continues as president of Radio-Television News Directors Association.

John M. Couric, manager of public relations for National Association of Broadcasters, renamed director of PR. **Milton E. Magruder** promoted from assistant PR manager to publications manager, and **Arthur D. Stamler** elevated from audio-visual assistant to audio-visual manager. Both will continue to report to Mr. Couric. **Robert E. Hallaham**, formerly of Army Times Publishing Co., joins NAB as PR assistant. Mr. Hallaham succeeds **Jay Lewis**, who resigned.



Mr. Couric

Peter Kraus, formerly of announcing staff of WLIS Old Saybrook, Conn., named news director of WDLG Port Jervis, N. Y.

Pat Phillips joins KBOM Bismarck-Mandan, N. D., as news director.

Reuven Frank, NBC News' producer of *The Tunnel*, which has been nominated for Emmy awards in categories of "program of the year" and "outstanding achievement in the field of documentary programs," named to honors list of distinguished alumni of Columbia University's Graduate School of Journalism. Other NBC newsmen named are **Gerald Green**, **Elie Abel**, **Frank Jordan**, **Irving R. Levine**, and **Gabe Pressman**.

Frank Jones, formerly with WYNR

Chicago, joins news department of WLS there. Mr. Jones earlier was with WEAW Evanston, Ill., and at one time with WKYB Paducah, Ky., as disc jockey.

William Bradley, formerly with WHIL Medford and WTAO Cambridge, both Massachusetts, and **Joseph Clementi**, program director of WHAV Haverhill, Mass., join WORL Boston as music director and chief announcer, respectively. **Edward Ratto**, operations manager for Boston Record Distributors, named WORL traffic-office manager.



Mr. St. Clair

Wade St. Clair, program director of WBT-AM-FM Charlotte, N. C., granted year's leave of absence from Jefferson Standard Broadcasting Co., licensee of station, to accept post with National Aeronautics and Space Administration, effective May 27. Mr. St. Clair, staff member of WBT since 1954, will go to Washington to develop series of educational radio programs on work of NASA to be carried on networks and stations throughout country. During his absence, **James Davis**, now WBT assistant program manager, will become acting program director. Assisting him will be **Monroe Brinson** and **John Burchette** of radio production department.

Patrick J. O'Connell, reporter-photographer at WCCO-TV Minneapolis, joins news staff of WIIC(TV) Pittsburgh.

Dave Walker appointed music director of WFLA-AM-FM Tampa-St. Petersburg, Fla. He succeeds **Ellen Sauls**, who has been promoted to traffic-continuity department.

Bill Kuster, former announcer and assistant news editor of WGAL-TV Lancaster, Pa., joins WRCV-TV Philadelphia as weekend weatherman. **Jay Neely**, with WITH and WJZ-TV, both Baltimore, joins WRCV-TV announcing staff.

Ken Lawson, former disc jockey at KFGO Fargo, N. D., and with KVTV(TV) Sioux City, Iowa, for past several years, named host of outlet's evening and night edition weathercasts, replacing **Gene Edward**.

William J. Silag, former assistant to president of Ithaca College, joins Metro-media Inc., New York, as assistant to **Phil Cowan**, VP for public relations.

Bill Benton, formerly of WFA-TV Montgomery, Ala., joins announcing staff of wis Columbia, S. C.

Dave Etzel, air personality formerly with KCRG Cedar Rapids, Iowa, joins production and announcing staff of KWMT Fort Dodge, Iowa.

Jack Hansen, member of research department of WCCO-TV Minneapolis-St. Paul, to station's local sales staff.

Joe Parsons, former general manager of KFMU(FM) Los Angeles, joins KARC-AM-FM, that city, as sales executive.

Stephen Banker to CBS News, Washington, as State Department reporter.

Barney Lee, former newscaster for WJBK-TV Detroit, joins staff of KEWB Oakland, Calif.

Paul Marshall named art director of KOVR(TV) Stockton-Sacramento, Calif.

Morris Knight, music director of WRFC Athens, Ga., elected president of Southeastern Composers' League, group of 90 members from 12-state region.

Al Pryor, for seven years with KTTV (TV) Los Angeles, joins KMEX (TV), that city, as merchandising director.

David J. Custis, formerly with WFIL-FM Philadelphia, joins WRCV, that city, in newly created post of music director.

William G. Greenwald, account executive for past two years at Marcus Adv., Cleveland, named local sales and promotion manager for WABQ, that city.

Stan Barton, announcer at KROS Clinton, Iowa, joins WGEE Indianapolis as disc jockey and operations manager.

Lee Osborne joins WKMI Kalamazoo, as air personality-promotion director.

Mike Hamlin named publicity-promotion director of WZZM-TV Grand Rapids, Mich.

John Reynolds, senior VP of CBS-TV-Hollywood, accepts general chairmanship of fourth International Broadcasting Awards competition sponsored by Hollywood Advertising Club.

INTERNATIONAL

Allan Waters, CHUM Toronto, elected chairman of Canadian Radio Sales Bureau at annual meeting in Toronto. **R. T. Snelgrove**, CKBB Barrie, Ont.; **J. C. Lavigne**, CFCL Timmins, Ont., and **F. C. Murray**, CJBQ Belleville, Ont., elected vice-chairmen.

Paul Boudreau elected VP and director of public relations for Canadian Advertising Agency Ltd., Montreal. He is former director of Radio and Television News Directors Association.

Charles H. Everett, VP and treasurer of Crawley Films Ltd., Ottawa, elected president of 60-member Association of Motion Picture Producers and Laboratories of Canada. **Dean Peterson**,

Peterson Productions, Toronto, elected first VP, and **Roger Beaudry**, Pathe-DeLuxe of Canada Ltd., Toronto, elected second VP.

John D. Tucker, studio equipment sales manager for EMI Electronics Ltd., appointed general sales manager for firm's broadcast and recording equipment division. He will be responsible for all sales, contracts and project engineering. Before joining EMI in 1958, Mr. Tucker had served with BBC's engineering division and Associated-Rediffusion.

James L. Schisgall, account executive at Grey Adv., New York, transfers to Charles Hobson & Grey Ltd., London, where he will work on package goods accounts. Mr. Schisgall joined Grey in 1956.

S. B. Hayward, program manager of CFCF-TV Montreal, named assistant manager for broadcast division of Canadian Marconi Co. and manager of CFCF radio. **Sam Pitt**, executive producer at CFCF-TV, succeeds Mr. Hayward as TV program manager. CFCF-AM-FM-TV is owned and operated by Canadian Marconi Co.



Mr. Lowndes

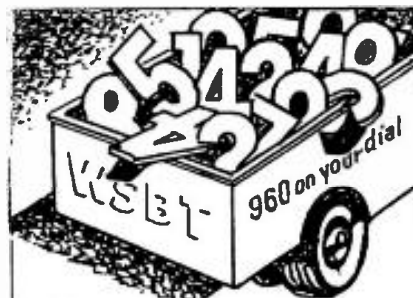
Douglas Lowndes, joint managing director of Benton and Bowles Ltd., England, elected chairman and managing director. Mr. Lowndes succeeds **John Cuff**, who resigned. Mr. Lowndes joined B&B in 1952.

A. F. Mercier, Quebec Le Soleil, re-elected president of Broadcast News Ltd., Toronto, and **Gordon Love**, CFCN-AM-TV Calgary, Alberta, re-elected VP of broadcasting division of cooperative Canadian Press. The news service now sends its daily reports to 197 of 209 independent Canadian radio stations, and serves 54 of 58 Canadian independent television stations. Broadcast News also serves CTV Television Network and four Canadian TV stations with a wire photo service from Toronto.

Eric Maschwitz, who retires soon from BBC-TV, London, where he was for several years director of light entertainment, will join Associated-Rediffusion Ltd., that city, as producer in charge of special projects. Mr. Maschwitz had also served as director of light entertainment for BBC Radio.

Peter Webb appointed sales manager of CHLO St. Thomas, Ont.

Joseph Weltman, director of schools department of Granada Television Net-



WSBT Delivers The Numbers In Metro South Bend

Forty-two years ago WSBT was the only radio station in South Bend. Today there are three. But according to Pulse, Feb., WSBT still delivers the South Bend metro area audience. From 6:00 A.M. to 6:00 P.M., WSBT averages 40.5% share; station "X" has 17% share and station "Y", 5.5%. So when you want big radio numbers in South Bend check in with WSBT... our number is 960 K.C.

AM - FM - TV | 5000 WATTS
960 KC

WSBT

SOUTH BEND, INDIANA
FIRST IN SOUND ADVERTISING

Paul H. Raymer, Inc., National Representative

DINING

at New York's elegant

MALMAISON

is a delightful experience

MALMAISON RESTAURANT

10 East 52nd St., New York

LUNCHEON... COCKTAILS... DINNER

At the piano: Jules Kuti, 5 to 11 P.M.

PLaza 1-0845 • Closed Sundays

work Ltd. since 1961, appointed education officer for Independent Television Authority. Post is newly created in program services division made necessary by increasing scope of educational programs on commercial network.

Gerald O'Flanagan, formerly of CJOH-TV Ottawa, named broadcasting producer for Leo Burnett Co. of Canada Ltd., Toronto.

PROGRAMING



Mr. Norman

Ben Norman, former western regional broadcasting director and office manager for Cunningham & Walsh, Los Angeles, joins Gerald Schnitzer Productions, Hollywood, as VP and director of operations.

Prior to joining C&W, Mr. Norman served as national television director at Doyle Dane Bernbach, Los Angeles.

Charles Britt, former southern representative for National Telefilm Associates, joins television department of Embassy Pictures as southern sales manager, with headquarters in Memphis.

Frank Brill, VP of MCA-TV, New York, appointed to network sales division in executive capacity.

Jack Mulcahy and **Julian Ludwig** named associate producers on Wolper Productions' new series of half-hour specials, *The Hollywood Story*, which Jack Haley Jr. is producing-directing for NBC-TV presentation next September. **Mel Shapiro** appointed film editor of documentaries on which David L. Wolper is executive producer.

Sam Fox, assistant to president of White Photo Sales, joins Filmack Studios, Chicago, as office manager.

Howard K. Gottfried, New York theatrical attorney and producer, joins United Artists Television in newly created post of VP for production administration. Mr. Gottfried will be assigned to work with six independent production companies readying shows for coming season. He will have his headquarters in New York and report to Richard Dorso, executive VP in charge of all programs.



Mr. Gottfried

Robert E. Fender, formerly sales manager, Programatic Inc., New York, joins Mark Century Inc., that city, as sales representative covering all states west of Mississippi. Mr. Fender will be based in new Dallas office. **Fred B. Winton**, formerly with Richard H. Ull-

mann Inc., New York joins firm as sales representative for southern states. Mr. Winton will make his headquarters in Charlotte.



Mr. Faber

Marshall L. Faber, director of program development for KBTU (TV) Denver, leaves station today (May 20) to open his own film production facilities at 321 South Pearl Street, Denver. Mr. Faber will produce industrial motion pictures, TV commercials, educational films, and classroom instructional films. Before entering TV in 1950, he owned and operated motion picture studio for 11 years in Washington.

John C. Reddy Jr., assistant controller of Columbia Records, New York, appointed controller.

EQUIPMENT & ENGINEERING

A. B. Pollock, former manager for TV instruments and cabinet manufacturing operations of RCA, appointed manager of materials. Mr. Pollock will succeed **Jack D. Walter**, who has resigned to join Essex Wire Corp., Ft. Wayne, Ind. **Ray Dennis**, former manager of manufacturing engineering administration, appointed manager of Bloomington, Ind. plant.

Fred L. Katzmann, sales engineering manager, appointed manager of marketing, product planning and engineering department of Du Mont Laboratories Division of Fairchild Camera and Instrument Corp., Clifton, N. J.

Robert S. Jose, who has directed design and development of specialized UHF and VHF transmitters for ITA Electronics Corp. since joining firm last year, promoted to chief engineer of Lansdowne, Pa., broadcast equipment firm. Mr. Jose was formerly with RCA for 12 years. **Joseph Novik**, in charge of ITA's Washington, D. C., office, named director of company's government and industrial divisions.



Mr. Jose

Robert J. Rose, assistant manager of Westinghouse Electric Corp.'s public relations office in Pittsburgh, appointed PR manager for company's major appliance division at Columbus, Ohio. Mr. Rose will have overall responsibility for all communications activities of division in his new position.

John L. Maynard named to new post of field engineer for New Jersey area of National Transistor, subsidiary of

International Telephone and Telegraph Corp., Lawrence, Mass.

Stanley E. Miller, plant manager of Sylvania Electric Products, Fullerton, Calif., to manufacturing superintendent for Ottawa, Ohio, picture tube plant.

Donald C. Creswell, sales engineer, appointed district manager for Ampex Corp. at Dayton, Ohio, succeeding **Thomas W. Harleman**, who becomes midwestern regional manager.



Mr. Deadrick

division of W. R. Grace & Co.

Edwin J. Deadrick, plant manager for Audio Devices Inc. (magnetic recording tape and film), New York, elected VP in charge of manufacturing. Before joining Audio Devices, Mr. Deadrick was with Cryovac

David R. Johnson, former sales engineer for semiconductor products division of Minneapolis-Honeywell, appointed Long Island, N. Y., district sales manager for Motorola Semiconductor Products Inc., Phoenix, Ariz.

DEATHS

Hugh T. Graham, 44, general manager of operations for CBS-TV network in New York since 1961, died May 11 of pneumonia at Phelps Memorial Hospital, Tarrytown, N. Y. Mr. Graham joined CBS in 1957



Mr. Graham

as manager of unit management and control services. In 1959 he was named director of studio operations and in 1960 was appointed director of live operations for TV network. Prior to joining CBS, Mr. Graham was with NBC, where he directed unit management department for eight years.

Morris J. Beck, 72, former treasurer of The Katz Agency, New York, died May 13 at Lenox Hill Hospital, that city. Mr. Beck joined Katz in 1905 and retired in 1959. He served as treasurer from 1929 until his retirement.

James Seath Stowers, 46, chief engineer of WGTA Summerville, Ga., died May 7 en route to Augusta hospital. Mr. Stowers had served as chief engineer of WGTA for more than 12 years.

Philip N. Eakins, 36, sports director of KOB-TV Albuquerque, N. M., died May 7 of cerebral hemorrhage at Presbyterian hospital, that city.

Julian Drob, production facilities director of KDKA-TV Pittsburgh, died May 9 of heart attack.

Agency kit encourages portable radio listening

The William Esty advertising agency has developed a new promotion for radio station participation. Object of the promotion: radio listening itself, particularly portable radio. Theme: "Take a lively companion wherever you go—Take a portable radio."

Esty developed the promotion for client Union Carbide, and reports that the National Association of Broadcasters and the Radio Advertising Bureau are actively cooperating by alerting broadcasters to the promotion. Stations may take part—they get a kit containing a selection of announcements, suggested tie-ins, contests, games and other ideas, such as personality message transcriptions for show integration—by contacting Daniel M. Burns at William Esty Co., 100 East 42d Street, New York 17.

Union Carbide makes Eveready batteries—a power source for portables—but the brand name is not identified in the promotional material, Esty said.

KMBC-TV 'Sellathon' aids Texan ticket sale

KMBC-TV Kansas City held a three-hour "Sellathon" that resulted in the sale of more than \$16,000 worth of season tickets to what is now the Dallas Texans team of the American Football League.

The owner of the team, Lamar Hunt, has agreed to move his franchise to Kansas City this fall if \$25,000 season tickets can be sold in advance. The KMBC-TV effort produced 373 season ticket orders at \$49 and \$40—the largest block of tickets sold in the drive. More than 7,700 tickets have been sold.

The "Sellathon" included a film of the 1962 AFL championship game which had not been shown previously in the Kansas City area. In the game, the Texans beat the Houston Oilers for the league title.

Texans aid Mexican town

Answering a call for assistance from Alazan, a small Mexican village of 750 which has suffered total crop loss as the result of a spring-long drought, KRIO McAllen, Tex., asked its listeners to respond with much-needed food supplies.

Two days later, according to Jack Terry, KRIO news director, one California and 11 other Texas stations followed KRIO's initial plea. Three Air Force bases (Carswell of Fort Worth, Ellington of Houston, and Cannon of Clovis, N. M.) volunteered to transport the food to the International Airport at

McAllen where it was trucked across the border through a pre-arranged plan with the border authorities that eliminated all delay.

By week's end nearly 100 tons of food had been taken into the area. This included nine tons flown to McAllen from Fresno, Calif.

Among the stations of the "Heart String Network," a term used by the people of Alazan, are KZOI Farwell, KNUZ Houston, KFJZ and KTVT(TV) Fort Worth, KBOX and KLIF Dallas, KONO San Antonio, KECK Odessa, KRGV-TV Welasco, KGBT Harlingen and KDOK Tyler, all Texas and KXEX Fresno, Calif.

1,000 reasons for buying 'The Late Show'

Prizes have gone to 24 media buyers of advertising agencies for winning *The Late Show* record album contest conducted by WCBS-TV New York.

The contest required identification of *The Late Show* motion pictures from which 12 pieces of music were selected for a commemorative "Music from the Late Show" record album.

More than 1,000 media buyers entered the contest. Tied entries were asked to complete in 12 words or less the phrase: "I believe *The Late Show* is a good advertising buy because. . ."

First prize went to Louis Bullock Jr., media buyer, BBDO, New York, who received a 1963 Karmann Ghia convertible.

Richard G. Walsh, time buyer, Sullivan, Stauffer, Colwell & Bayles, New York, who won second prize, received a 1963 Volkswagen sedan. A Magnavox home entertainment unit went to third prize winner, Donald M. Ross, assistant media director, SSC&B.

Such prizes as TV sets, radio-phonograph units and record albums went to other winners.

Advance promotion

Recognizing the importance of on-the-air promotion to a new TV series, 10 members of the permanent cast of *The Richard Boone Show* were called to the MGM lot Monday (May 13), the day before production started for the new NBC-TV series of fall programs, for an 11-hour session devoted exclusively to on-the-air promo spots. A total of 61 spots were filmed, including 10-, 20-, 30- and 60-second promos for use on the network; 20-, 30- and 60-second spots for affiliate stations; three one-minute spots for the British market and 31 individualized 20-second spots for key domestic markets. Producer Buck Houghton was in charge of the production.

SPOTMASTER Tape Cartridge Winder



The new Model TP-1A is a rugged, dependable and field tested unit. It is easy to operate and fills a need in every station using cartridge equipment. Will handle all reel sizes. High speed winding at 22 1/2" per second. Worn tape in old cartridges is easy to replace. New or old cartridges may be wound to any length. Tape Timer with minute and second calibration optional and extra. Installed on winder or available as accessory. TP-1A is \$94.50, with Tape Timer \$119.50.

Write or wire for complete details.

Spotmaster

BROADCAST ELECTRONICS, INC.
8800 Brookville Road
Silver Spring, Maryland



\$1.11
an hour **STAFFS YOUR STATION** with **IGM SIMPLIMATION**

Get the details! Find the way to bigger audiences, lower costs, higher profits with unparalleled flexibility and consistently better sound. Write for free folder. "The Sound of Money."

IGM SIMPLIMATION,

P. O. Box 943, Bellingham, Washington.

Who says fashions aren't for radio?

CHARLOTTE DEPARTMENT STORE GETS RESULTS

Fashion shows are no longer the exclusive property of television, at least as far as WIST Charlotte, N. C., is concerned. WIST attracted more than 1,000 teen-agers to its weekly one-hour *Teen-A-Rama*, held on the mezzanine at Belk's department store in Charlotte.

This show, however, featured a "Cotton Combos" fashion show with models chosen from cheerleaders in the city's schools. Barbara Harding, who with disc jockey Don Cross, is co-host of the weekly show, acted also as fashion commentator.

In cooperation with the National Cotton Council, 61 garments for 12 to 18 year old girls were shown and 12 outfits for boys were modeled by local athletes. Store officials expressed pleasure at the immediate sales increase, but pointed out that results are longer lasting than just one day.

Belk's started the Saturday shows a year ago, and when the programs were discontinued in November for additional Christmas selling space, a petition signed by more than 6,000 Charlotte teen-agers asked that the show be

renewed. It was as of Jan. 1.

The program has produced classroom results, too. Store officials tell of a high school teacher who conducted a survey among students to see if they had a favorite department store. Belk's received 90% of the votes because, "They have *Teen-A-Rama* for us," according to WIST.

Tourist promotion

A promotion to attract tourists to the Thousand Islands, St. Lawrence Seaway, Adirondack Mountains area of New York is underway by three northern New York stations.

WWNY Watertown, WCNY-TV Carthage and WMSA Massena, all part of the broadcast division of the *Watertown Daily Times*, has prepared a folder with brochures describing the area. The stations invite listeners to send names of persons who might be vacation prospects.

The folders are sent to the prospect, together with the name of the person who suggested his name.

According to James W. Higgins,

general manager of the broadcast division, folders have been sent across the U.S. and to other nations. The area business people, who benefit most from increased tourism "are delighted," he reports.

Singing contest draws crowd

More than 5,000 persons attended the fifth annual gospel singing contest of WWRL New York, to fill Washington Temple in Brooklyn to standing room capacity. Winners of the contest, sponsored by Aunt Jemima Self Rising flour, were the Lunenberg Travelers of Brooklyn, who will appear in a one-week paid engagement at the Apollo theater in New York. The group also won a recording contract with Vee Jay Records and \$200 for their favorite charity.

Drumbeats . . .

New presentation ■ U. S. Tele-Service Corp., New York, has prepared a presentation showing how agencies, advertisers and research organizations can get more from their TV dollar by using photo-scripts, kinescopes and qualitative monitoring of their own commercials as well as those of their competitors. Presentations will be made initially in New York, Philadelphia and Chicago.

KOLT trades records for empty cans

To inspire its listeners to refrain from littering roadsides, KOLT Scottsbluff, Neb., offered a free record for every 25 beer cans or empty containers brought to the station. At the end of a one week campaign KOLT had received 43,000 cans and had given away 1,736 records, the station reported.

How many? ■ A WSB-FM Atlanta listener wrote the station's call letters on a postal card a total of 5,204 times. For his efforts he won 10 record albums. The second place winner only managed the feat 4,379 times.

Woolworth and 'Ripcord' ■ A major promotion involving 2,200 F. W. Woolworth variety stores and more than 100 TV stations carrying United Artists Television's *Ripcord* series will include direct mail, personal appearances by one of the stars of the series, Ken Curtis, and advertising and in-store promotion and displays, according to Eve Baer, manager of program services, UA TV. Local Woolworth managers and TV station promotion managers also are arranging tie-in promotions.

Color me KSL-TV ■ KSL-TV Salt Lake City presented all 10 offices of its station representative, Peters, Griffin, Woodward, with a "KSL-TV Coloring Book" following the format of the "executive coloring book." The creation of Clifton Thomas, KSL-TV's advertising and promotion director, the book presents in light humor the station's per-



Radio spots plus store signs equal sales

Six weeks of announcements on KHJ Los Angeles backed up by store displays (see photo), pulled more than 6,000 entries — each accompanied by a candy or cookie label — in a promotion contest conducted by Van de Kamp's Holland Dutch Bakers. More importantly, the sponsor racked up a 15% increase in sales during the promotion, in which 300 Mattel Beany and Cecil talking dolls were awarded to youngsters in Southern California, where Van de

Kamp's maintains 500 outlets for its baked goods and confections.

George Purcell, advertising director of the food concern, reported that "in view of the many personally written thank you letters received by Van de Kamp's from winners of the talking dolls, we feel that this promotion was not only successful saleswise, but generated a great deal of goodwill and public interest." Lennen & Newell, Beverly Hills, is Van de Kamp's agency.

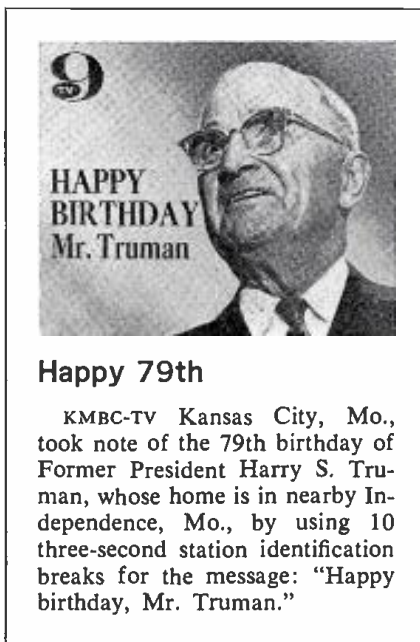
sonnel, mixing facial photographs with drawings.

Trading stamps requested ■ WBAL Baltimore made an appeal to its listeners to send in trading stamps to supply multiple sclerosis victims with wheelchairs. Over 500,000 stamps were received, enough to purchase five wheelchairs.

WDRK has birthday ■ WDRK Greenville, Ohio, celebrated its first anniversary by buying coffee for its listeners. At 21 different restaurants, 6,322 cups of coffee were dispensed.

Timebuyers enter sweepstakes ■ WFBM-AM-FM-TV Indianapolis is holding its sixth annual sweepstakes for the closest guess of the qualifying time for the pole position car of this year's 500 mile race. Qualifying trials started May 18. The prize for the timebuyer is a free trip to Indianapolis for the May 30 automobile competition.

'FDR' book ■ Sextant Inc., producer of the television series on Franklin D. Roosevelt to be seen next season on ABC-TV (Sunday, 10:30-11 p.m.) is sponsoring a book to be entitled *FDR*. It will be published by Harpers in September, timed for co-promotion



Happy 79th

KMBC-TV Kansas City, Mo., took note of the 79th birthday of Former President Harry S. Truman, whose home is in nearby Independence, Mo., by using 10 three-second station identification breaks for the message: "Happy birthday, Mr. Truman."

with the TV series. The book's editor is author Roger Butterfield. *FDR* will be published in both soft and hard cover editions.

Say the 'magic word' ■ WWLP-TV Springfield, Mass., received over 40,000

post card entries in its Magic Word contest. Over \$4,000 in prizes were distributed to winners in a four-week period as the station celebrated its 10th anniversary.

Out-of-town office ■ Media representatives visiting Jacksonville, Fla., now have a place to conduct business and hang their hats. Bunker, Hubbard & Robson advertising agency has set up a "rep room" for the visiting salesmen to make and receive phone calls, write reports and conduct meetings with clients.

Name that quote ■ WFAA-AM-FM-TV Dallas received 19,000 entries in a contest to match direct quotes to famous people that made news. Daily winners received a transistor radio and were eligible for grand prizes of Honda motorcycles and a 21-foot cabin cruiser.

Questions listeners ■ WLEE Richmond, Va., held a contest to see how closely its newscasts were being heard. Station DJ's asked a question after each newscast, inviting listeners to call in with the answer. Prizes such as cosmetics, perfume, shoes, books, and local movie passes were given to attentive listeners.

INTERNATIONAL

UK second commercial TV network not dead

PRESENT SYSTEM'S RECORD TO HAVE BEARING ON EDICT

The United Kingdom government is still uncommitted about a second commercial network, "but the door is still open," Reginald Bevins, postmaster-general, told the House of Commons committee which has now finished considering the new television bill. One reason for uncertainty, he said, is that the government doesn't know how the present commercial network would make out during the next few years.

The committee approved a government amendment increasing the maximum contract period for a commercial TV company from three to six years.

An attempt to change the levy on companies' advertising revenue to a tax on profits was defeated 24 to 7. Debate on this issue had been going on for two weeks. The impact of the levy may yet be softened as further amendment at other stages in the bill's passage through the House of Commons is still possible.

A meeting of representatives of the major unions with members employed by commercial television has unanimously opposed the levy on tv companies' advertising revenue now included in the new television bill.

The representatives in a statement

said the levy would "unquestionably result in worsening program standards and create a grave threat of severe unemployment among persons who can find no other outlet for their particular skills."

Abroad in brief...

UHF in France ■ The official French "Second Program" will not start before April 1964. The second channel will use a 625-line standard with AM sound

and will be in the UHF band. Currently, French TV is still operating with the special 819-line French standard. First French UHF transmitters will be located in Paris, Lille, Lyon and Marseilles. There will be no color television in France before the completion of the planned UHF network.

Bucharest connection ■ The Rumanian capital of Bucharest will be connected with the East European Inter-Visio hookup within the next few weeks. A relay line between Bucharest and Budapest, Hungary, is nearing completion. The line also will connect Rumania with the West European Euro-

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NEW YORK, N. Y.

ELDORADO 5-0405

vision network. Current Rumanian TV program production capacity is at 30 hours weekly, most of it live.

Rep expands list ■ Seven French-language radio stations, formerly represented by Markey Brooke Interprovincial Ltd., Toronto, and one by Alex Bedard & Co., Toronto, both of which suspended business recently, are now represented by Tyrell and Nadon Ltd., Toronto. The stations are CHRD Drummondville, CHGB St. Anne de la Pocatiere, CFGT Alma, CKVM Ville Marie, all Quebec; CKSB St. Boniface, Man.; CFRG Gravelbourg and CFNS Saskatoon, both Saskatchewan, and CHFA Edmonton, Alberta.

London-bound ■ Creative Management Associates Ltd., New York and Hollywood talent agency, has established an office in London to be headed by Harvey Orkin, who has been named vice president and managing director. Mr. Orkin has resigned as head of the talent department of the Frank Cooper Agency, New York, to assume the new post.

'Going My Way' purchased ■ John H. Breck Inc., Springfield, Mass., through its international division, will sponsor *Going My Way* on five stations of the Central American Television Network. Stations are affiliated with ABC International Television Inc. Breck also is

an advertiser on ABC-TV of the series this season. CATVN stations are in Panama, El Salvador, Guatemala, Honduras and Nicaragua. N. W. Ayer & Son, Philadelphia, is the agency.

British appointment ■ BBDO, London, has been appointed agency for the British cigarette manufacturer, Gallagher Limited, a company whose annual sales are estimated at \$1.2 billion.

History of broadcasting ■ The broadcasting history compilation room of the Japan Broadcasting Corp., Tokyo, has published in English a 124-page booklet entitled "Broadcasting in Japan—A Historical Review." It is illustrated by 130 photographs, charts and diagrams.

M-E buys Jamaican agency ■ McCann-Erickson Corp. International has announced acquisition of the Jamaica-based agency, Art & Publicity, and its subsidiary, Stewart-Johnson Associates. Art & Publicity, which bills over \$2 million yearly, has a staff of 65 persons. Purchase of the agency brings the number of McCann-Erickson International offices to 47 in 27 countries.

An Ace in Manila ■ Compton Advertising has entered into an affiliation agreement with Ace Advertising Agency, Manila. Compton has offices in London, Sydney and Melbourne and affiliations with agencies in Paris, Brussels,

Amsterdam, Lausanne, Milan, Copenhagen, Frankfurt and Tokyo.

Mathes in exchange ■ J. M. Mathes Inc., New York, has completed a tripartite confederation of advertising agencies in the three principal English-speaking countries of the world with a financial and organizational agreement with the Robert Freeman Co. Ltd., London. The Freeman agency will now be known as Freeman, Mathes and Milne Ltd. Mathes made a similar move last year when it made an agreement with Pemberton, Freeman, Mathes and Milne Ltd., a Canadian agency with offices in Toronto, Montreal and Trinidad.

TV STATUS IN ITALY Annual set license results in limited commercials

In at least one part of the world, commercial television and pay TV have struck a compromise.

More than 3 million TV set owners in Italy pay an annual subscription fee, and are assured that there will be no more than five commercial shows daily.

The subscription or license fee is \$16 a year, or \$20 a year for owners of both radio and TV sets. The government has decreed that no more than 5% of programing time in radio or TV may

East Germany not producing enough 21-inch sets for demand

In East Germany there are still waiting lists of potential television set buyers. There are time lags in the delivery of receivers with the standard 53-centimeters (21-inch) picture tube of nine to 12 months. List prices reportedly average 220% of comparable West German TV set list prices. High prices are laid to high taxes (comparable to a purchase tax in Western countries). Production and sales of smaller TV sets with 43-centimeter (17-inch) pictures are reportedly fast, but buyers prefer the large-tube types and the small models are expected to hit considerable sales problems in the near future.

Television saturation in East Germany (2 million registered sets at the start of 1963) is normal, compared with other continental European areas. There are two state-owned and operated television set manufacturing plants in East Germany, near Dresden and Stassfurt. Plans for 1963 call for an annual TV set production of 550,000 units. The total is planned to be increased this year. Within two years sales are expected to slow down.

There are heavy problems in the export field in East Germany. TV set models for domestic sale with 53-centimeter tubes (outmoded by Western standards) are reportedly no hits in exports to Western countries. Competition between modern Western sets with two-panel tubes and other innovations, and East German sets is deadly for the East German side.

There are, however, some low-level exports of East German TV sets to Cuba and East Bloc countries. Among Eastern countries East German TV set makers are hit by the competition from Hungary and Czechoslovakia. Both of the latter countries are actively exporting their own sets. The Soviet Union has reportedly shown little interest in East German set models and Bulgaria and Rumania are just starting a full scale television broadcasting service. Coverage and, consequently, sales possibilities for TV sets are small.

Production costs in East Germany are reportedly high by Western standards despite the fact that the field is highly standardized. There are only two manufacturers who

concentrate upon half a dozen standardized chassis types. Full introduction of UHF TV in East Germany is expected to prompt some diversification in set making but a bottleneck in UHF transmitter manufacturing will slow down developments in that field. One of the transmitter manufacturers, the state-owned and operated VEB Funkwerk Koenpnick, has announced it will not be able to turn out 20,000-watt UHF transmitters in larger numbers before 1965.

There are some experiments in color television but public introduction of color TV in East Germany will probably not come before 1970. Development of color TV prototype receivers is in full swing with foreign components being used and Deutsche Post has been active in developing color studio equipment. No decision has yet been made about what color TV standards should be adopted in East Germany. The East German government is believed waiting for a uniform West European color TV standard. According to reports, East Germany plans to adopt the future West European standards rather than any coming Soviet color TV system.

BBG on cable TV

Cable television systems and their economic effect on broadcasting stations will be discussed before the Board of Broadcast Governors at Ottawa on June 4 at a public hearing. The BBG, equivalent in Canada to the FCC, has been concerned for some time by the fact that cable systems are not required by law to achieve certain national program purposes, as are the broadcasting stations licensed on the BBG recommendations. The BBG will also hear arguments on the conditions of copyright, licensing and operation of wired systems and broadcasting stations as these affect the capacity of broadcasting stations to serve the national purpose.

be given over to commercials, or a total of 8% in both media.

These and other facts of Italian TV life are supplied in a report just released in New York by Radiotelevisione Italiana (RAI), which operates TV in Italy. RAI is a private corporation whose dealings with the Italian government are regulated by a contract renewable from term to term. (Current contract expires Dec. 15, 1972.) The operational facts and figures of the network are explained in an RAI booklet.

RAI operates two channels—one UHF and the other VHF. The network reported at the close of 1962 that it had 582 VHF transmitters and relay stations covering 97% of Italy's national territory, including Sicily and Sardinia. The UHF channel, in operation since Nov. 4, 1961, claimed coverage of 70% with 31 transmitters and 11 relays.

The VHF channel's programing consists of drama, classical music and opera, musicals, variety shows, popular music, film features and news broadcasts. The UHF channel is predominantly a cultural outlet.

A great portion of UHF telecasting is occupied by the eight-hour-daily (Monday through Saturday) *Tele-scuola*, an educational television project begun in 1958 which has grown into an accredited public school and has approval of the Italian Ministry of Education. It offers regular and vocational high school courses, groups its viewers in some 2,000 study groups across the country, receives, corrects and returns homework by mail, and offers special advanced courses beyond the high school level.

During 1961, RAI-TV's educational programs amounted to a total of 1,066 broadcast hours, an increase over the preceding year of 379 hours.

W. German radio, TV gross \$250 million

West German and West Berlin radio and television stations grossed a total of more than one billion deutschmarks (\$250 million) last year, according to official statistics. The number of registered radio set owners is increasing in West Germany and in West Berlin at an annual rate of more than 400,000, giving the German broadcasting organizations an annual increase in radio set license fees of more than DM 9.5 million (\$2.35 million), automatically.

The number of set licenses in the television field is increasing annually at one million units per year. This represents an annual increase in TV set license fees of DM 60 million (\$15 million). In the calendar year of 1963, commercial income of existing radio and TV broadcasting organizations is expected to rise sharply. According to conservative estimates, the commercial gross will be between DM 370 million and DM 400 million (\$92.5 million to \$100 million). A further increase is expected for 1964.

That commercial television in West Germany and in West Berlin is amidst a substantial boom period as illustrated in the following statistics. Figures are official.

Year	Commercial grosses (1,000,000 DM)
1956	0.2
1957	3.7
1958	12.0
1959	56.8
1960	132.1
1961	226.2
1962	285.0 (est.)

Ban on newspaper TV ownership defeated

A proposal to keep the press from holding any interest in British TV companies was defeated during the House of Commons standing committee's consideration of the television bill.

Labor MP Fred Willey said there should be a divorce between these two media of communication. He cited the large holding of the number of press groups in TV companies including 62% in Southern TV and 80% in Scottish TV.

It was possible that a concentration of power could be used to persuade public opinion or to put over a one-sided representation of public affairs, he contended.

In reply, Postmaster-General Reginald Bevins said newspapers were not interested in using television as a means of influencing public opinion but regarded it as an investment and means of making money.

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DATELINE: TV around the world by George A. Graham Jr.

Overseas television reaches age of maturity

Probably the most encouraging development in world-wide television during the past year has been the growing realization of the dignity and usefulness of TV among the people who manage it overseas. In many of the countries of the five continents served by our NBC International Division, 1962 marked a turning point in the emergence of TV from hopeful experiment to mature performance. I think this is important to all of us. It could mean that our effort to build TV markets overseas on a level of sophistication comparable to ours is beginning to show tangible results.

This is most evident in somewhat underdeveloped countries where, less than three years ago, TV was a fascinating but baffling phenomenon. But it is also true, in some degree, among the most highly industrialized nations of Europe. Until recently, in many areas overseas, TV had the dubious status of an exciting toy, a kind of electronic court jester, geared to entertain, but hardly a responsible member of the community or the state.

NBC International's most ambitious effort today is in Nigeria, where our team of consultants includes seven Americans, four Englishmen, three Canadians and two Australians. We supervised installation, administration, transmission and the training of Nigerian citizens for the complete takeover of the nation's network. We are active also in Buenos Aires, Mar del Plata, and in two Mexican areas—Guadalajara and Monterrey. We also have an equity investment in the Radio Caracas radio and television network in Venezuela and have supplied special services to Peru, Saudi Arabia and the tiny island of Mauritius, off the coast of Madagascar. We have provided a package of 35 hours of documentaries

to a new station in Jamaica to open in August.

Sophisticated Medium ■ We find a different and more self-sufficient attitude today. Hostile critics of television no longer throw punches without fear of rebuttal. More astute programing, fashioned not only of better grade U. S. films but of home-bred originations, has enhanced the TV image abroad. Management and personnel overseas have become more prideful of their product and less sensitive to critical barbs from competitive media. It is no longer fashionable to apologize for TV in these precincts.

Harald Vock, the young, energetic program chief of Norddeutscher Rundfunk in Hamburg, Germany, put it succinctly when he visited New York a couple of weeks ago.

"We're learning lots of things about American attitudes," he said. "But what impresses me most is your free, independent approach to the job. We're still too rigid in Germany, but this is easing up, and we're taking a firm stand against unjust criticism."

Mr. Vock characterized the American way, at least in the TV area, as "relaxed," and the point is significant. You relax when you're sure of your ground and you concentrate clearly on your long-range objectives.

Determined postures are grounded in well-deserved success and solid achievement. Japan is an excellent example of the progress and growth TV made abroad in 1962. The number of transmitting stations more than doubled there last year. At year's end the count was 332, consisting of 206 government and 126 commercial stations. Twelve of the former group had color TV. Japan is second only to the U. S. in the number of sets in use. Today Japan distributes shows to Latin America and

to the U. S. Two animated Japanese series, *Astro Boy* and *Prince Takeda*, have been dubbed in English and Spanish for sale in English-speaking and Latin American countries.

These gains are reflected in the recent relaxation of Japanese quotas on films acquired from other countries, proving once again that the rewards of improved management practices abroad, which we have always encouraged at NBC International, add up to better TV business everywhere.

Creative Surge Abroad ■ Our conferences with our officials, held in New York and Hollywood in March, indicated clearly that there is a new creative surge abroad that can't help but benefit all of us. New techniques, fresh programing ideas and a new aggressive spirit will make the overseas market more profitable than ever. This is not an aesthetic dream, but a hard-nosed business projection.

I believe our film sales will continue to mount in direct ratio to the economic growth of our friends overseas. As they become inventive as program builders they'll attract bigger and more responsive audiences. The demand for our product will increase proportionately. Competition is no threat in a growth market; it's an incentive. We'll make and sell more and better programs because forceful and imaginative programing abroad will stimulate an ever-increasing demand. NBC International film sales in 1962 exceeded the 1961 sales by 61%. Sales for the first three months of this year are running ahead of the volume for the first quarter of 1962. Proportionate gains for the remainder of 1963 would make this the most profitable year in our history. Our most active customers are England, Canada, Australia and Japan.

We look to Italy for vastly accelerated leadership within the foreseeable future. We earnestly hope that Italy may clear the way to produce opera, classical plays and even contemporary drama for TV. The number of sets in use in that country now exceeds 3.6 million, the third highest in Western Europe. This rate of progress presages improved film sales for American producers, which will be helped, not hindered, by Italian advances.

Communications Bridge ■ We are concerned primarily with building a communications bridge between countries other than our own, to help them develop their economic potential. We have succeeded in introducing TV facilities that have enabled industrial na-

George A. Graham Jr. was named to his current post of vice president in charge of NBC Enterprises Division in September 1962. With this assignment, he also assumed the positions of board chairman of NBC International Ltd. and of NBC Films. Mr. Graham joined NBC-TV network sales in 1953 after several years in station operation and management. He was elected vice president of NBC in February 1959, and appointed vice president and general manager of NBC Radio in March 1960. He resides in Ardsley-on-Hudson, N. Y.



tions to tell the story of their cultures in countries that are ready and eager to hear about them. The forward move will come from two stimuli, the drive to establish TV in underdeveloped countries and the continuing expansion in the industrial nations. Today Germany, England, Japan and Australia are leading that forward thrust. In England and Germany third TV networks are already in the making.

The situation in Canada is weighted with imponderables, mostly because our neighbors to the north are earnestly re-examining their own cultural and nationalistic values. At NBC we feel these problems will ultimately resolve themselves and that the final solution will not be damaging to our interests. As leaders in international operations, we feel we have an obligation to understand Canada's point of view, to help that nation realize its aspirations. By distributing the superb documentaries made by the National Film Board of Canada we think we are making a sound contribution to that end. In the meantime it might be helpful if Canada re-examined its current quotas on imported film products. Such unwise practices are economically insupportable.

As a general rule, we've found that program tastes abroad are much the same as here at home. Westerns are prime favorites overseas, with *Bonanza*

leading the pack. Comedians with conventional styles are in great demand, but the subtle satirists don't do so well, mostly because overseas audiences aren't familiar with what they're satirizing. Documentaries enjoy a high degree of acceptance almost everywhere. But if there is one universal equation it is show quality. Well produced film in any category rarely is a sales problem.

But, reviewing the past year and looking ahead to 1963 and 1964, the pattern seems clear. Television overseas has come of age in many countries; it is becoming more self-assured, more confident everywhere. In the area of programing, as well as technological know-how, management abroad is becoming increasingly conscious of the primacy of its own medium. This is all to the good. Mature, knowledgeable businessmen make responsive customers, providing you make and sell a marketable product. And the record seems to indicate that we do.

McCann-Erickson in Hong Kong

McCann-Erickson Corp. (International) and a Hong Kong agency, China Commercial Advertising Agency (H. K.) Ltd., have joined forces to form Ling-McCann-Erickson Ltd. C. P. Ling is board chairman, and is assisted by Bill Ling, managing director, and Ronnie Ling.

10 channel reservation being sought by CBC

The Canadian Broadcasting Corporation will ask for the reservation of 10 television channels throughout Canada at the June 4 hearing of the Board of Broadcast Governors in Ottawa.

CBC is asking for channel 8 for Prince Edward Island with 325 kw video; channel 9 for the Saint John and Fredericton area of New Brunswick with 325 kw video; channel 9 for an English language station with 30 kw video at Sherbrooke, Que.; channel 8 for Three Rivers, Que., with 10 kw video; channel 5 for the Sudbury and Sturgeon Falls area of northern Ontario with 100 kw video; channel 4 for the Port Arthur-Fort William area of northwestern Ontario with 100 kw video; channel 13 for Regina, Sask., with 325 kw video; channel 12 for Saskatoon, Sask., with 325 kw video; channel 9 for Calgary, Alberta, with 325 kw video; and channel 10 for Victoria, B. C., with 10 kw video.

The BBG will not hear applications for other TV stations at this public session, but applications are on file for a number of satellite stations right across Canada, with a most unusual one by CBC for the Magdalen Islands in the Gulf of St. Lawrence on channel 12 with 1.18 kw video and 0.59 kw audio.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING May 9 through May 15 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New AM station

ACTION BY FCC

Cambridge, Minn.—Harry Newby. Granted CP for new AM on 1300 kc, 5 kw-D. DA. P.O. address 807 9th Street, Cloquet, Minn. Estimated construction cost \$46,677; first year operating cost \$35,000; revenue \$40,000. Mr. Newby, sole owner, is majority owner of WKLK Cloquet. Initial decision looking toward grant became effective May 8. Ann. May 15.

Existing AM stations

ACTIONS BY FCC

KVSO Ardmore, Okla.—Waived Sec. 3.24

BROADCASTING, May 20, 1963

(g) of rules and granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action May 15.

KOKL Okmulgee, Okla.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action May 15.

KBEL Idabel, Okla.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action May 15.

KNOW Austin, Tex.—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action May 15.

New FM stations

APPLICATIONS

*Northridge, Calif.—San Fernando Valley State College. 88.5 mc, channel 203, 10 w. Ant. height above ground 100 feet. No construction cost; first year operating cost \$1,000. Principals: board of trustees. Ann. May 9.

Sedalia, Mo.—Yates Broadcasting Co. 92.1 mc, channel 221, 1 kw. Ant. height above average terrain 278 feet. P.O. address KSIS, Box 207, Sedalia. Estimated construction cost \$13,061; first year operating cost \$22,500; revenue \$35,000. Principals: Christine and Carl Wesley Yates Jr. (each 50%). Mother and son also own KSIS. Ann. May 13.

*Odessa, Tex.—Odessa College. 91.3 mc, channel 217, 1 kw. Ant. height above average terrain 253 feet. P.O. address Box 3752, c/o Dr. Jack Rodgers, Odessa. Estimated construction cost \$22,550; first year operating cost \$13,000. Ann. May 13.

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Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

ing cost \$3,000. Principals: board of regents. Ann. May 10.

Ownership changes

ACTIONS BY FCC

WOOK-TV Washington—Granted assignment of CP from United Broadcasting Inc. to United TV Inc., wholly owned subsidiary of United Broadcasting. No financial consideration involved. Action May 13.

KKKW Lafayette, La.—Granted transfer of control of licensee corporation, General Communications Inc., from Paul H. and Shirley L. Kurzweg (each 12.5%), Victor J. and Frank T. Kurzweg (each 8.3%) and Lorraine K. Chadwick (8.4%) to Edward E. Wilson (78.5%, 29% before) and P. H. Kurzweg (2.5%). Consideration is assumption of debt. Action May 14.

KTWN St. Paul, Minn.—Granted assignment of license from Alvin Koenig (26.68%), William F. Johns Jr. (24.81%) and others, d/b as Franklin Broadcasting Corp., to Cream City Broadcasting Inc. (100%), tr/as K-TWN Inc. Gene Posner (99.7%) and Ruth Posner (3%) own Cream City. Consideration \$115,000. Cream City owns WMIL-AM-FM Milwaukee, Wis., and Mr. Posner, attorney, also has wide real estate holdings. Action May 15.

KYFM(FM) Oklahoma City — Granted transfer of control of licensee corporation, K.Y.F.M. Inc., from Bernard Groven and James E. McCarty (each 32.5%) to American Preferred Life Insurance Co. (65%), large corporation with no majority stockholder; other ownership remains stable. Consideration is assumption of debt. Comrs. Ford and Henry not participating. Action May 15.

APPLICATIONS

WJHO Opelika, Ala.—Seeks assignment of license from Mary D. Samford, executrix of estate of Yetta G. Samford, deceased. C. S. Shealy, Aileen M. Samford, executrix of estate of Thomas D. Samford, deceased, and Miles H. Ferguson (each 22½%) and John E. Smollon (10%), d/b as Opelika-Auburn Broadcasting Co., to Yetta G. Samford Jr., C. S. Shealy, Thomas D. Samford III (acting as agent for himself, his brother and his sister), Miles H. Ferguson and John E. Smollon (each 20%), tr/as company of same name. Consideration \$10,000. Ann. May 14.

WELE South Daytona, Fla.—Seeks assignment of license from R. Kelvin Shivers (80%), deceased, and Walter Cronkite (20%), d/b as Quality Broadcasters of Daytona Inc., to Gary E. Smith (50%), Edith L. Speer (26%), Ann Hicks Marsh (13%), Donald L. Ritter (6.6%) and Jerry D. Norman (4.4%), tr/as Seven Cities Broadcasting Corp. Consideration \$50,000. Mr. Smith is in real estate and resort businesses; other principals are past employees of Florida radio stations. Ann. May 9.

WGSE Geneva, Ill.—Seeks transfer of control of licensee corporation, Fox Valley Broadcasting Corp., from Walter F. Myers, Ralph T. Buehlman and J. W. O'Connor (each 33⅓%) to Messrs. Buehlman and

O'Connor and Frank H. Babcock (each 33⅓%). Consideration \$10,000. Mr. Babcock is free-lance announcer and owns 50% of WPEO Peoria, Ill., and KASK-AM-FM Ontario, Calif. Ann. May 10.

KLGA Algona, Iowa—Seeks acquisition of positive control of licensee corporation, KLGA Inc., from Harry Snyder (50%) and Robert Behling (30%) by George Allen (100% after transfer, 20% before). Consideration \$55,200. Ann. May 9.

KDTH Dubuque, Iowa—Seeks transfer of control of licensee corporation, Telegraph Herald, from Fred W. Woodward individually to Mr. Woodward and family, which through trusts and individually control 67.5% of stock; other ownership remains stable. No financial consideration involved. Ann. May 13.

WABX(FM) Detroit—Seeks assignment of license from Mid-State Broadcasting Corp. of Detroit to Mid-States Broadcasting Corp.; contingent on grant of acquisition of control of licensee by Mid-States (see FOR THE RECORD, April 29). No financial consideration involved. Also see other applications on this page. Ann. May 10.

WGPR(FM) Detroit—Seeks transfer of control of licensee corporation, WGPR Inc., from Ross Mulholland (100%) to Douglas Macalpine (75%) and John M. Roeder (25%); contingent on grant of assignment of license from Mr. Mulholland individually to Mr. Mulholland tr/as WGPR Inc. Consideration \$68,000. Mr. Macalpine is majority owner of background music equipment business; Mr. Roeder recently graduated from college. Ann. May 10.

WSWM(FM) East Lansing, Mich.—Seeks assignment of license from Mid-State Broadcasting Corp. to Mid-States Broadcasting Corp.; contingent on grant of acquisition of control of licensee by Mid-States (see FOR THE RECORD, April 29). No financial consideration involved. Also see other applications on this page. Ann. May 10.

WAMM Flint, Mich.—Seeks assignment of license from Binder-Carter-Durham Inc. to Mid-States Broadcasting Corp.; contingent on grant of acquisition of control of licensee by Mid-States (see FOR THE RECORD, April 29). No financial consideration involved. Also see other applications on this page. Ann. May 10.

Garden City, Mich. — Call unassigned. Seeks acquisition of positive control of permittee corporation, Garden City Broadcasting Co., from Austin T. Grant (6.17%) by Milton Maltz and Robert G. Wright (each 28.09% after transfer, 25% before); other ownership remains stable. Consideration \$500. Ann. May 14.

WQDC(FM) Midland, Mich.—Seeks assignment of license from Midland-Mid-State Broadcasting Corp. to Mid-States Broadcasting Corp.; contingent on grant of acquisition of control of licensee by Mid-States (see FOR THE RECORD, April 29). No financial consideration involved. Also see other applications on this page. Ann. May 10.

KLIK Jefferson City, Mo.—Seeks assignment of license from KLIK Broadcasting

Inc. to Mid-States Broadcasting Corp.; contingent on grant of acquisition of control of licensee by Mid-States (see FOR THE RECORD, April 29). No financial consideration involved. Also see other applications on this page. Ann. May 10.

KFEQ-AM-TV St. Joseph, Mo.—Seeks assignment of license from KFEQ Broadcasting Co. to Mid-States Broadcasting Corp.; contingent on grant of acquisition of control of licensee by Mid-States (see FOR THE RECORD, April 29). No financial consideration involved. Also see other applications on this page. Ann. May 10.

WBIC Islip, N. Y.—Seeks assignment of license from Maurice S. Weiss, Herbert P. Hoffman and Eugene Kleinman (each 24½%) and others, d/b as South Shore Broadcasting Corp., to Gerald T. Arthur and Wilson B. Stringer (each 37.5%) and Irving Maidman (25%), tr/as Meridian Media Inc. Consideration \$250,000. Mr. Arthur is senior VP of Donahue & Coe Inc., New York; Mr. Stringer is VP of Rowe & Sanford, New York; Mr. Maidman is realtor. Ann. May 9.

WMBT Shenandoah, Pa.—Seeks transfer of control of permittee corporation, Schuylkill Trans-Audio Corp., from Louis H. Murray, Martin F. Malarkey Jr. and John L. Miller (each 15.6%) and David R. Wolf (13.2%) to same persons tr/as Altoona Trans-Audio Corp.; other ownership remains stable. No financial consideration involved. Ann. May 9.

WBYM(FM) Bayamon, P. R.—Seeks assignment of CP from Efrain Archilla-Roig (47.7%), Pedro Collazo-Barbosa (40%) and others, d/b as Arecibo Broadcasting Corp., to Sergio Martinez Caraballo (100%). Consideration \$8,290 and assumption of liabilities. Mr. Caraballo owns WISA-AM-FM Isabela and is applicant for new AM in Arecibo, both Puerto Rico. Ann. May 10.

KHHH Pampa, Tex.—Seeks assignment of license from H. H. Huntley (100%), d/b as KHHH Radio, to William R. (51%) and Roy E. (49%) McDaniel, tr/as Trend Broadcasting Corp. Consideration \$95,000. W. R. McDaniel is 50% owner of KTFB Texarkana, Tex.; R. E. McDaniel, brother of W. R., is insurance agent. Ann. May 14.

KCLR Ralls, Tex.—Seeks assignment of CP from Galen O. Gilbert (40%), W. R. Bentley and Phil Crenshaw (each 25%) and Darrell Willis and Lew D'Elis (each 5%), d/b as Crosby County Broadcasting Co., to same persons (excepting Mr. D'Elis, whose shares will be acquired by Mr. Willis) tr/as KCLR Inc. Consideration \$25. Ann. May 9.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Annie Neal Huntington issued second supplemental initial decision looking toward affirming previous grant to Young People's Church of Air Inc. for new class B FM on 104.5 mc in Philadelphia and denying similar application of WJMJ Broadcasting Corp. Action May 14.

■ Hearing Examiners Annie Neal Huntington and Charles J. Frederick issued initial decision looking toward (1) granting applications of Kent-Ravenna Broadcasting Co. and Joseph P. Wardlaw Jr. for new AM stations on 1520 kc, 1 kw-D, in Kent and Canton, both Ohio, respectively, both conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419, and (2) denying application of Portage County Broadcasting Corp. for new station on same frequency with 5 kw-D in Kent-Ravenna, Ohio. Action May 13.

■ Hearing Examiner Walther W. Guenther issued initial decision looking toward granting application of International Radio Inc. to increase power of KGST Fresno, Calif., from 1 kw to 5 kw, continued operation on 1600 kc, D; conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. Action May 13.

DESIGNATED FOR HEARING

WEEL Fairfax, Va.—Designated for hearing application to increase daytime power on 1310 kc from 1 kw to 5 kw, continued nighttime operation with 500 w, and change from DA-N to DA-2; made WFBR Baltimore and WGH Newport News, Va., which filed opposing petitions, parties to proceeding. Action May 15.

O. L. Withers, Woodburn, Ore.—Designated for hearing application for new day-

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, May 22

	ON AIR		NOT ON AIR		TOTAL APPLICATIONS for new stations
	Lic.	Cps.	Cps.	Cps.	
AM	3,795	47	133	392	
FM	1,079	27	104	198	
TV	518	60	85	120	

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, May 22

	TOTAL TV	
	VHF	UHF
Commercial	486	92
Non-commercial	47	21

COMMERCIAL STATION BOXSCORE

Compiled by FCC, April 30

	AM	FM	TV
Licensed (all on air)	3,789	1,078	518
Cps on air (new stations)	51	28	60
Cps not on air (new stations)	128	104	84
Total authorized stations	3,968	1,210	662
Applications for new stations (not in hearing)	232	180	72
Applications for new stations (in hearing)	165	13	48
Total applications for new stations	398	193	120
Applications for major changes (not in hearing)	266	88	41
Applications for major changes (in hearing)	54	3	8
Total applications for major changes	320	91	49
Licenses deleted	0	1	0
Cps deleted	0	1	1

¹Includes 3 stations operating on unreserved channels.

time AM on 940 kc, 250 w; made KGRL Bend, party to proceeding. Action May 15.

WJAZ Albany, Ga.—Designated for hearing application to change operation on 960 kc from 5 kw, DA, D, to 1 kw-N, 5 kw-LS, DA-2. Comr. Cox abstained from voting. Action May 15.

OTHER ACTIONS

■ By memorandum opinion and order, commission (1) waived Sec. 1.354 and 1.359 of rules and granted, in part, application of Andrew B. Letson to increase power of WZRO on 1010 kc, D, from 1 kw to 10 kw, with DA, at present specified location of Jacksonville Beach, Fla. (instead of requested dual-city Jacksonville-Jacksonville Beach location); conditions, and (2) denied opposing petition by Mel-Lin Inc. (WOBS), Jacksonville. Comrs. Ford and Cox not participating. Action May 15.

■ By memorandum opinion and order, commission dismissed as moot petitions for reconsideration and stay filed by Idabel Broadcasting Co. (KBEL), Idabel, Okla., directed against March 20 action of Broadcast Bureau granting without hearing application of Radio Kilgore Inc. to increase daytime power of KOCA Kilgore, Tex., on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w. Action May 15.

■ By letter, commission denied request by Central Missouri Broadcasting Co. for waiver of FM "freeze" rule and returned its tendered application for new FM in Osage Beach, Mo., without prejudice to its refile after "freeze" rulemaking proceeding is completed, if application then complies with rules. Action May 15.

■ By letter, commission denied request by St. Louis Broadcasters for reinstatement of its application for new daytime AM on 1080 kc, 250 w, in St. Louis, which was dismissed on Jan. 31 for failure to respond to official commission correspondence. Action May 15.

■ By order, commission granted request for waiver of Sec. 1.354(j)(2) of rules and accepted for filing amendments substituting

Esther Morris, executrix of estate of Carleton W. Morris (in lieu of Mr. Morris) as applicant for new AM stations in Clifton (1400 kc, 250 w, unl.), Coolidge (1150 kc, 1 kw, DA-N, unl.), and Globe (1240 kc, 250 w, unl.), all Arizona. Comr. Bartley dissented. Action May 15.

■ By letter, commission granted petition by Functional Broadcasting Inc. for waiver of Sec. 3.265 of rules to extent that radio-telephone first-class operator need not be on duty and in actual charge of trans. of WVOR(FM) Rochester, N. Y., during entire broadcast day; condition. Action May 15.

■ By order, commission granted petition by KWK Radio Inc. and extended to 30 minutes time permitted each party for oral argument in proceeding on revocation of license for KWK St. Louis. Action May 13.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order in consolidated proceeding on applications of KWEN Broadcasting Co. and Vidor Broadcasting Inc. for new AM stations in Port Arthur and Vidor, both Texas, respectively, in Docs. 14597, 14599, (1) withheld action on late filed joint petition for approval of agreement looking toward dismissal of Vidor application and payment by KWEN to Vidor of not more than \$15,000 for out-of-pocket expenses incurred in prosecuting latter's application and (2) directed Vidor to comply with provisions of Sec. 1.316(b)(2) concerning publication of its intended dismissal so that other persons may be afforded further opportunity to apply for facilities (1510 kc, 1 kw-D) specified in its application. Board Member Nelson dissented and voted for grant; Board Member Pincock not participating. Action May 14.

■ In consolidated proceeding on application of Windber Community Broadcasting System and Ridge Radio Corp. for new AM stations in Windber, Pa., in Docs. 13736, 14282, granted petition by Ridge Radio and extended to May 24 time to file its reply to opposition and comments filed in response

to its petition for reconsideration. Action May 14.

■ In consolidated proceeding on applications of Progress Valley Broadcasters Co. and Shakopee Broadcasting Co. for new AM stations in Shakopee, Minn., in Docs. 14726-7, granted Shakopee's petition and extended to May 20 time to file data requested in April 8 memorandum opinion and order. Action May 9.

■ In proceeding on application of Daemon Advertising Inc. for new AM in Daingerfield, Tex., in Doc. 14964, granted its petition and extended to May 22 time to file response to petition for enlargement of issues filed by Mt. Pleasant Broadcasting Co. (KIMP), Mt. Pleasant, Tex. Action May 9.

■ Scheduled oral argument for June 11 in proceeding on application of Bootheel Broadcasting Co. for new AM in Kennett, Mo. Action May 9.

■ In proceeding on application of Stuart W. Epperson for new AM in Winston-Salem, N. C., in Doc. 14391, (1) on own motion, scheduled oral argument for June 11, and (2) dismissed as moot Broadcast Bureau request for waiver of Sec. 1.154(c) of rules. Action May 9.

■ In proceeding on applications of Laramie Community TV Co. and Albany Electronics Inc. for new VHF TV translator stations in Laramie and Tie Siding, both Wyoming, in Docs. 14552-6, granted Laramie's petition and extended to May 15 time to file exceptions to initial decision. Action May 9.

■ By memorandum opinion and order in proceeding on applications of Service Broadcasting Corp. and Z-B Broadcasting Co. for new AM stations in Kenosha, Wis., and Zion, Ill., respectively, in Docs. 14794-5, denied Service late filed appeal from examiner's adverse ruling excluding programing evidence or alternative request for clarification or enlargement of issues. Action May 8.

ACTIONS ON MOTIONS

■ Commission granted motion by Association of Broadcasting Standards Inc., joined in by other interested parties, to extent of extending from May 16 to June 17 time to file reply comments in matter of amendment of rules with respect to hours of operation of standard broadcast stations. Action May 14.

■ Commission granted petition by Spanish International Television Inc. and extended from May 10 to May 17 time to file reply comments in matter of amendment of parts 2 and 3 of rules to provide temporary interference protection to University of Illinois radio astronomy site on frequencies between 608 and 614 mc. TV channel 37. Action May 10.

By Chief Hearing Examiner
James D. Cunningham

■ Designated Examiner Thomas H. Donahue to preside at hearing in proceeding on applications of Automated Electronics Inc., Arlington, Va., and Capital Broadcasting Co., Washington, for new TV stations on channel 20; scheduled prehearing conference for June 17 and hearing for July 15. Action May 14.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Rhinelander Television Cable Corp., Rhinelander, Wis., and continued from May 6 to May 8 date for exchange of exhibits, May 13 to May 15 date for notification of witnesses to be desired for cross-examination, and from May 20 to May 22 for evidentiary hearing in proceeding on its AM application. Action May 8.

By Hearing Examiner James D.
Cunningham

■ Scheduled resumption of hearing for May 21 in Washington in the matter of revocation of license and SCA of Carol Music Inc. for WCLM(FM) Chicago. Action May 9.

By Hearing Examiner Asher H. Ende

■ In proceeding on applications of Collier Electric Co. for renewal of licenses of KAQ79 Fort Morgan, Colo., et al., in Docs. 14341-4, (1) granted joint motion by applicant and Frontier Broadcasting Co. (KSTF-TV) Scottsbluff, Neb., and KFBC-TV Cheyenne, Wyo., and continued without date May 20 hearing pending commission action on Frontier's application for review

of Review Board's affirmation of examiner's interpretation of original subpoena, as modified, and (2) ordered that upon release of ruling on application for review all parties shall confer informally among and between themselves, and with examiner, and that moving parties shall, within three days after release of commission's ruling, suggest to examiner date for commencement of hearing. Action May 8.

By Hearing Examiner Charles J. Frederick

■ Pursuant to agreements reached at May 13 prehearing conference in proceeding on application of Hugh Jordan Stock for new AM in Riverton, Wyo., scheduled certain procedural dates, and hearing for July 25. Action May 13.

■ As result of agreements reached at May 10 prehearing conference in proceeding on application of William L. Ross for new AM in Riverton, Wyo., scheduled certain procedural dates, and hearing for July 23. Action May 10.

By Hearing Examiner Walther W. Guenther

■ Granted motion by respondent Dutchess County Broadcasting Corp. (WKIP), Poughkeepsie, N. Y., and corrected transcript of record in proceeding on AM application of Hudson Valley Broadcasting Corp. (WEOK), Poughkeepsie, and on own motion made certain other corrections. Action May 8.

■ Granted petition by Western Broadcasters Inc. and extended to May 15 and May 21, respectively, dates with respect to exchanges of its preliminary and final engineering exhibits in proceeding on its application for new AM in Cheyenne, Wyo. Action May 9.

■ On own motion, scheduled hearing conference for May 10 in proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn. Action May 9.

By Hearing Examiner Isadore A. Honig

■ On own motion, in proceeding on applications of Blue Island Community Broadcasting Inc. and Elmwood Park Broadcasting Corp. for new FM stations in Blue Island and Elmwood Park, both Illinois, respectively, and Evelyn R. Chauvin Schoonfield for renewal of license of WXFM(FM) Elmwood Park, in Docs. 12604, et al., scheduled hearing conference for May 17 to make arrangements for further proceedings as found required. Action May 9.

By Hearing Examiner David I. Kraushaar

■ Granted motion by Leader Broadcasting Co., Edwardsville, Ill., and made various corrections to transcripts of record in proceeding on its AM application and that of Salem Broadcasting Co. (WJED), Salem, Ill., and on own motion, made certain other corrections; by separate order, granted petition by applicant Leader Broadcasting Co. and extended from May 15 to May 27 time to file proposed findings and from June 4 to June 17 for replies. Action May 8.

By Hearing Examiner Jay A. Kyle

■ Scheduled further hearing for May 14 in proceeding on applications of Jupiter Assoc. Inc., Somerset County Broadcasting Co. and Radio Elizabeth Inc. for new AM stations in Matawan, Somerville, and Elizabeth, all New Jersey, respectively. Action May 9.

By Hearing Examiner
Chester F. Naumowicz Jr.

■ By order, formalized certain agreements reached and rulings made at May 10 hearing on applications of Edina Corp. and Tedesco Inc. for new AM stations in Edina and Bloomington, both Minnesota, respectively, in Docs. 14739-40, and (1) scheduled hearing for June 18 on direct case of Tedesco on issues added by Review Board; (2) hearing for June 26 in event any party wishes to adduce evidence in rebuttal of Tedesco's direct case; and (3) directed any party proposing to present rebuttal case to give notice to all other parties of identity of witnesses it proposes to offer by June 19. Action May 13.

By Hearing Examiner Herbert Sharfman

■ In proceeding on applications of Progress Valley Broadcasters Co. and Shakopee Broadcasting Co. for new AM stations in Shakopee, Minn., in Docs. 14726-7, granted petition by Progress for leave to amend its application by showing availability of additional \$50,000 line of credit. Action May 14.

■ Upon request by K Bar J Inc. rescheduled May 21 prehearing conference for June 4 in proceeding on its application for new AM in Hastings, Neb. Action May 13.

BROADCAST ACTIONS by Broadcast Bureau Actions of May 14

*KXKX(FM) San Francisco—Granted license for noncommercial educational FM and specify type trans.

KPAC-FM Port Arthur, Tex.—Granted license.

WEBJ Brewton, Ala.—Granted license covering increase in daytime power.

WCEF Parkersburg, W. Va.—Granted license covering increase in power and installation of new trans.; specify type trans.

K74BQ Grand Marais, Minn.—Granted license for UHF TV translator station.

WPAY Portsmouth, Ohio—Granted license covering installation of old main trans. for aux. purposes only.

KTHE Thermopolis, Wyo.—Granted extension of authority to operate sign-off at 7 p.m. for period ending Aug. 1.

KCKG Sonora, Tex.—Granted extension of authority to operate sign-off at 6 p.m. for period ending Aug. 1.

KTPM(FM) Sun City, Ariz.—Granted extension of authority to remain silent for period ending June 15.

WMFP(FM) Ft. Lauderdale, Fla.—Granted extension of authority to remain silent for period ending June 30.

KMOD-FM Midland, Tex.—Granted extension of authority to remain silent for period ending July 15.

KREB Shreveport, La.—Granted authority to remain silent for period ending Aug. 1.

■ Following stations were granted extensions of completion dates as shown: WSER Elkton, Md., to Sept. 1; KCKN-FM Kansas City, Kan., to July 15; KSGM Chester, Ill., to Sept. 15; WKST New Castle, Pa., to Nov. 5.

Actions of May 13

KTIP Porterville, Calif.—Granted mod. of license to make changes in ground system.

KQTE Missoula, Mont.—Granted CP to move ant.-trans. and studio location and make changes in ant. system (increase height); condition.

K08EH Hanna, Wyo.—Granted mod. of CP to change frequency to channel 8 and make changes in ant. system for VHF TV translator station.

Actions of May 10

■ Granted CPs for following new VHF TV translator stations: Wolf Point TV Club, on channel 13, Wolf Point, Mont., to translate programs of KOOK-TV (ch. 2) Billings, Mont.; Thomas Fork Translator System, on channels 7 and 11, Raymond and Geneva, both Idaho, KUTV(TV) (ch. 2) and KSL-TV (ch. 5), both Salt Lake City.

WCCA-TV Columbia, S. C.—Granted extension of completion date to Nov. 10.

Actions of May 9

WLVA-TV Lynchburg, Va.—Granted CP to modify vis. and aur. trans. and frequency control equipment; condition.

WIBW-FM Topeka, Kan.—Granted CP to change ant.-trans. location to Maple Hill, Kan., change ant. system, increase ant. height to 1,220 feet and ERP to 47 kw.

*WMBI-FM Chicago—Granted CP to install new ant. and increase ERP to 50 kw.

K09BI, K09BH, K11BM, K11BQ, K13BM, K13BN Methow and Mazama, both Washington—Granted CPs to replace expired permits for new VHF TV translator stations and specify trans. locations as Goat Mountain, Pateros, and Patterson Mountain, Winthrop, both Washington.

K05CE Orchard Ranch Ltd., Wyo.—Granted CP to change frequency to channel 5 for VHF TV translator station.

K08BI Osage, Wyo.—Granted CP to change type trans. for VHF TV translator station.

*WTVI(TV) Charlotte, N. C.—Granted mod. of CP to change ERP to 217 kw vis. and 120 kw aur., increase ant. height to

470 feet, and make changes in ant. structure and equipment.

WGPN Indian Rocks Beach, Fla.—Granted mod. of CP to make changes in DA pattern.

WNPS New Orleans—Granted authority to remain silent for period beginning June 8 and ending Sept. 2.

Actions of May 8

KMOX-TV St. Louis—Granted licenses covering changes in existing station (main trans. and ant.) and for utilization of driver portion of old main trans. and ant. system for aux. purposes only; conditions.

K10DD, K13DC Roosevelt, Fort Duchesne, White Rocks and Neola, all Utah—Granted CPs to replace expired permits for new VHF TV translator stations.

KWVR Enterprise, Ore.—Granted extension of authority to operate SH for period ending Aug. 1.

Actions of May 7

■ Granted CPs for following new VHF TV translator stations: Edward L. Hughes, on channel 3, Manchester, Ky., to translate programs of WATE-TV (ch. 6) Knoxville, Tenn.; Smith Radio & TV, on channels 8 and 4, Corbin and Woodbine, both Kentucky, WLOS-TV (ch. 13) Asheville, N. C., and WBIR-TV (ch. 10) Knoxville, Tenn.; conditions on both.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ Systems Engineering Limited, Burney, Calif.—Requests mod. of Part 4.750c(7) of rules so as to specify its application only to UHF translators. Received May 2.

■ WSM Nashville, Tenn.—Requests institution of rulemaking proceeding looking toward authorizing higher power for class I-A AM stations. 50 kw power ceiling should be removed with respect to all 25 I-A clear channels. Received May 3.

■ KLAY-FM Tacoma, Wash.—Requests amendment of rules in form or redesignating channel 26 from Seattle to Tacoma. Received May 6.

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Southern California, immediate opening for solid salesman, capable of management, with top station multiple chain. Good starting salary. Box G-12, BROADCASTING.

Selling manager needed for absentee owned 5,000 watt good frequency daytimer in resort area. No programming problems and current gross is an adequate base. Salary and incentive based on previous experience and ability. Box G-205, BROADCASTING.

Less than an hour's drive from NYC. Station needs two people. Salesman and sales manager. Young, proven salesmen with managerial talents wanted by mature radio operators. Salary, profit sharing, five figures. Station sales and personnel growing in meteor like fashion. Come grow with us. Send complete resume to Box G-233, BROADCASTING.

Managers, small and major market manager vacancies in established eastern group operation. . . Prime consideration to successful sales managers with programming community service appreciation, excellent character and ambition to advance. Send full details. Box G-235, BROADCASTING.

Manager for Kansas Nebraska medium market station. Interested in small or medium market salesman or program director who desires to move up. Salary 100 dollars per week plus. Liberal commission. First class ticket desirable but not necessary. Box G-247, BROADCASTING.

Sales manager \$150 to \$170 a week salary with bonus arrangement. 5,000 watt daytimer. Leading station in area in billing and ratings. Directly affiliated with Herald Tribune and five CBS television stations. Personal interview necessary. Call H. N. Thayer, WGHQ, Kingston, N. Y.

Immediate opening for a \$10,000 a year man who's ready to step up into the \$15,000 bracket. Growing fm radio group in northern Ohio has immediate opening for experienced salesman. Unusually attractive opportunity for the man who can qualify. Mail complete data at once (no phone calls, please) to James A. Londot, General Manager, P.O. Drawer 547, Norwalk, Ohio.

Sales

Columbus, Ohio . . . good salesman, management experience or ready. Top independent. Growing chain, good salary plus. Please write full. Box G-13, BROADCASTING.

Your greatest dollar potential is in booming Atlanta, tough, competitive market, top future, earnings, for hard working knowledgeable pro . . . interested? Box G-15, BROADCASTING.

Central California, major market, successful group operation, offers top opportunity to seasoned salesman. Salary, draw, expenses, plus company benefits. Box G-35, BROADCASTING.

Are you the best salesman in your market? If so, we may have an opportunity for you to grow and prosper with our 50,000 watt station in the top 50 markets. We need two salesmen who can quickly evaluate an opportunity and who are able to move within 30-60 days. This property is well managed and is known as one of the very top stations in the industry. We will gladly exchange references. Immediate inquiries will receive preference. Box G-135, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Announcer for established, successful good music station San Francisco Bay area. First class license essential. Good voice important. Send tape. Knowledge of classical music, ability to handle news helpful. Permanent position with definite management potential. Maintenance not important. Good board performance essential. Ideal living conditions. Good salary for right man. This is addition to present staff. Must have minimum two year experience on quality station. No beginners. Give full details including educational background first reply. Preference to Northern California resident. Box G-199, BROADCASTING.

Advertising manager to direct four man staff. Twenty five year old am-fm radio station Northern Ohio. Free hospitalization, surgical and medical insurance. Also life insurance, pension and retirement plan. Salary and commission. Send references of all past positions and salary requirements. Box G-228, BROADCASTING.

Michigan regional in medium market. Opening for salesman with year or more small or medium market experience who wants to move to larger market and larger income. Replies confidential. Give full details and photo. Box G-258, BROADCASTING.

New York state 5 kw regional needs radio salesman June 10th for opening created by retirement. Applicants mid twenties to mid thirties. Station dominant in market and part of Radio-TV group. Box G-32, BROADCASTING.

Expanding sales force. Need young fast-moving, intelligent salesman. Must have implicit faith in prolific presentation or spec sales tapes. No phone calls. Mail resume in confidence to Bill Gallagher, Jr., General Sales Manager, WPIK, Virginia Theatre Building, Alexandria, Virginia. WPIK serves the greater Washington D. C. area with adult programming.

Delano, California. KCKH, 5 kw, \$520 guarantee, 25% commission. Experienced salesman with 1st phone.

Opportunity for a salesman in Rocky Mountain vacation land of cool colorful Colorado. Salary and commission. Write Ellis Atteberry, KCOL, P.O. Box 574, Fort Collins, Colorado.

Delano, California, KCHJ, 5 kw, \$520 guarantee, 25% commission, experienced salesman.

Salesman wanted for newly opened radio station WETT, Ocean City, Maryland 1½ million summer visitors make this a very busy town. Either just summer months, or all year round. Salary and commission. Contact M. S. Hayes, Manager.

New Jersey station increasing power to 1 kw. Need experienced salesman to head operation. Good guarantee, car allowance and percentage of gross. WNJH, Hammononton.

Have unusual opportunity for experienced young salesman. Good market, good town, and good money if you are the man. Call Mel Ring, 3404, Radio WHLT, Huntington, Indiana.

Announcers

Newsman for local news department. Tape and resume to KBRZ, Freeport, Texas.

Help Wanted—(Cont'd)

Announcers

Chief engineer announcer would have complete charge of maintaining equipment at 1,000 watt Michigan station. Excellent working conditions up to date equipment. 6 to 7 per year for right man plus fringe benefits. Must be reliable cooperative man who knows his job and one who has had experience in broadcast engineering. Minimum amount of air work. Personal interview required. Send all information to Box E-287, BROADCASTING.

Oregon daytimer, looking for congenial, likeable morning announcer who likes to sell on the air and on the street. Must be able to adapt to our style. Middle of the road format. Box G-33, BROADCASTING.

If you like both deejay work and news gathering and writing, can do both well here is your opportunity to move up with established Illinois good music station. Excellent pay, many fringe benefits personal interview required. Send tape with complete resume including age, education, marital and draft status, detailed experience and telephone number. Box G-60, BROADCASTING.

Announcer/first phone. Need 1st phone who can maintain 1 kw AM and do decent air shift. State \$. All tape returned. Box G-62, BROADCASTING.

Announcer-salesman with experience at both. Eastern station going 1 kw soon. Good pay, liberal commissions. Box G-124, BROADCASTING.

Top swinging station in midwest major market, looking for a top swinging morning man. Box G-163, BROADCASTING.

Midwest top 40, #1 in market, chain station, looking for newsmen and personality dj with first phone. No maintenance. Immediate openings. Send tape and resume today to: Box G-173, BROADCASTING.

Fast paced jock with 1st phone. Excellent opportunity in major midwest market. Box G-81, BROADCASTING.

Experienced announcer desired. Must be dependable, strong on news and commercials. Good pay. 5,000 watt station located in western North Carolina. Send tape and references to Box G-187, BROADCASTING.

Dallas station—not top 40, has opening for top notch announcer with bright mature delivery. Send tape, picture, resume and references. Box G-193, BROADCASTING.

Three contented announcers are looking for another professional to work with them on 500 watt daytimer, Maryland. Must have first phone. No maintenance. Five day week, medium market, near mets. Pleasant working, progressive station. No screamers. News conscious. Minimum \$5200. Salary open to experience. Box G-208, BROADCASTING.

Needed immediately for new station experienced announcer-salesman and announcer program man. Must be young and aggressive, civic minded to fit into small town operation in North Carolina. Good opportunity for right man with growing group. Preferably from N. C., S. C., Va., or Tenn. Box G-211, BROADCASTING.

If you do play by play sports well and have a good voice for good music station and if you want to live in Rocky Mountain west town of 25,000 for \$100 weekly start. Send resume, picture and air check. Box G-212, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Experienced staff announcer for Maryland independent. Mature voice, good references, necessary. Send air check and resume. Box G-250. BROADCASTING.

Newsman to gather, write, and air local news. Midwest. \$110/week, send tape, resume and photo to Box G-255, BROADCASTING.

Major market radio station group has immediate opening for experienced professional modern radio newsman. Apply in confidence if interested in your future. If you're the man we're looking for we'll be sincerely interested in you. You work both for and with us. Send tape and resume. Box G-272. BROADCASTING.

Experienced morning man for local independent. Tape and resume to KBRZ, Freeport, Texas.

1st phone announcer, newsman. Afternoon and night till 10:15 p.m. Must have commercial voice. Schedule is 80% news, 20% announcing. Heavy on local coverage, mobil units, live interviews, etc. Send photo, tape detailed resume, salary requirements, Jim Jea, Jr., Manger, KHMO, Hannibal, Missouri.

1st phone announcer evening shift with 10:15 sign off. New equipment. Modern studios. Call Jim Jea, Manager, KHMO, Hannibal, Mo.

Needed combination announcer production man capable of writing, selling copy for good music station, send pic and tape to KENN, Farmington, New Mexico.

On air newsman with thorough news background. 40 hours. Opening in August. Send complete information, recent photo and salary requirement in first letter to Michael Dillion, PGM. Dir. KOB Radio, 1430 Coal SW. P. O. Box 1351. Albuquerque, New Mexico.

Hottest station in Chattanooga looking for live wire night time "Swinger" who can take a "25" hooper and go. Send air check, resume, and salary expected to Phil Rainey, WMOC Radio, P.O. Box 886, Chattanooga. No Phone calls.

Mature announcer for new good music station in Baton Rouge, WLUX. Tapes only to Ron Tuten, P.O. Box 1186.

WBUX, Doylestown, Pennsylvania, 30 miles from Philadelphia wants man with good reading ability, first phone. Beginner considered. We'll train you our way as news editor and personality disc jockey. Call 348-3332—David Ross, Program Directors.

Experienced first class announcer. Will consider experienced announcer without license. Send replies direct to WCLW, 771 McPherson Street, Mansfield, Ohio.

New Jersey experienced announcer newsman for adult music station. Send preliminary tape, resume. Interview required. WHTG, Rt. 1, Asbury Park.

Announcer continuity writer: Immediate opening for man capable in both areas with at least three years experience. Opportunities for advancement for a man capable in commercial production work. B. E. Cowan, Radio WSAC, Box 70, Fort Knox, Kentucky.

Combo dj-newsman: Immediate opening for man capable in both areas with at least three years experience. News will entail leg work, gathering, writing and airing. Send complete resume together with minimum salary requirements. B. E. Cowan, Radio WSAC, Box 70, Fort Knox, Kentucky.

WYNS needs an announcer with first phone license. No maintenance—top flight, top forty operation. New station—air conditioned building in Eastern Pennsylvania. Mail tape and your resume to Radio WYNS, Box 115, Lehigton, Pa., or phone 377-1150.

Fast paced 1st phone announcer needed in Madison, Wisconsin. Middle of the road format requires personality but good production. Send tape, and resume to Chuck Mefford, WISM.

Help Wanted—(Cont'd)

Announcers

Announcer, 1st ticket. No maintenance. Rush tape, facts etc. to WHRV, Box 608, Ann Arbor, Michigan.

Announcer news. 1st ticket. No maintenance. Daytime mutual, good opportunity with growing organization. Salary open. Send tape and resume to WJUD, St. Johns, Michigan.

Negro morning personality. Minimum two years experience. Must have automobile. Send tape, references. WOKB, Orlando, Florida.

Announcer, first phone, for top fm station. Need first phone who can maintain 10 kw transmitter and do air shift. Phone collect or write Mr. Victor, WXFM, 4440 North Clark St., Chicago Uptown 8-7900.

Technical

Wanted chief engineer for regional full time, non-directional AM station in San Juan Puerto Rico. Need not be Bilingual. Single man preferred. Please send complete resume of experience and qualifications with photograph. Box G-117, BROADCASTING.

Southwest Pennsylvania independent. Immediate need for 1st class engineer. No Maintenance. State salary requirements and earliest available date. Box G-122, BROADCASTING.

Kansas am/fm. Engineer-announcer. Maintenance standard audio and transmitter equipment. Announcing. Opportunity for competent, reliable, experienced man. Details and tape before interview. Box G-225, BROADCASTING.

Wanted for northern Maine: Engineer-announcer combo. Salary and expense account. Box G-283, BROADCASTING.

Engineer announcer needed immediately. Excellent working conditions and good pay. WDLT, Indiana, Mississippi.

Engineer, Some experience. Salary open. WVOS, Liberty, New York.

Production—Programing, Others

Immediate opening for experienced air man to take charge of program department in small West Virginia market. We need quality voice for production and experienced man to direct staff. Send resume to Box G-248, BROADCASTING.

Powerful, northern Indiana radio station has opening for newsman. Must be thoroughly based on covering, writing, editing and airing local news. Top pay. First phone required. Chance to join one of the most respected news staffs in the nation. Box G-219, BROADCASTING.

Major station on NYC fringe seeks young, serious newsman. Must have local news gathering and writing experience plus mature delivery. Chance to do news specials, sports, too. Only replies which include tape (preferably air check) will be considered. Complete resume to Box G-234, BROADCASTING.

Immediate opening for experienced newsman for West Virginia market. Send resume to Box C-249, BROADCASTING.

Copywriter—Top Michigan station needs strong copywriter. Splendid opportunity for good "head" man. Send background, photo, and sample copy to Box G-276, BROADCASTING.

Iowa, program director must have good voice and be capable, mature interviewer. Must show some experience in handling people. Opportunity for advancement. \$110 more or less depending upon experience. Box G-280, BROADCASTING.

Experienced, imaginative writer for top rated am fm. Traffic experience helpful. Send resume, work sample, photo to John Campbell, KWBB, P.O. Box 486, Wichita, Kansas.

Help Wanted—(Cont'd)

Production—Programing, Others

Program and traffic girl needed for top 40 resort station WETT, Ocean City, Maryland. Either summer months or all year round. Contact M. S. Hayes, Manager.

Newsman: Immediate opening for seasoned and experienced newsman in gathering writing airing news. Rare opportunity for creative writer. Also possibility of eventual directorship for a man with degree in Journalism or English major. Send complete resume with photo and tape, together with samples of writing ability. Please state minimum salary requirements. B. E. Cowan, Radio WSAC, Box 70, Fort Knox, Kentucky.

Qualified newsman wanted by established Illinois news minded station offering finest facilities—new news mobile plus beeper phone set-up in News Central. Must be experienced in gathering, writing delivering news and interviews. Excellent pay many extra benefits. Personal interview necessary. Send tape and resume in detail. Box G-59, BROADCASTING.

RADIO

Situations Wanted—Management

Desire first management assignment. Experienced; Salesman news, music production. College, single, veteran. Box G-147, BROADCASTING.

Manager-sales manager for medium or large markets. 20 year vet of both radio and tv. Strong in sales and promotion. Box G-128, BROADCASTING.

Experienced all phases, mature salary or percentage, 36. Small station in south. Available immediately. Box G-186, BROADCASTING.

Top professional salesman ready for general manager's position or sales manager. Now employed in major market. Five years tv; four years radio; three years newspaper; two years outdoor experience. 38, college, married, two children, 6'2", 185 lbs. Will go anywhere. Want challenging situation with future potential and stability. Box G-209, BROADCASTING.

Wanted aggressive radio organization desiring strong sales management potential (experienced: National, regional, local). Sound knowledge of modern radio. Alert, ambitious creative ability to develop powerful sales story behind your operation. Will close sales your department is losing all fronts. Result: Profits for you and me!! Box G-251, BROADCASTING.

Present manager 1 kw single market day-times wants to move up. Two years on present job. Family man 26 years old. Good sales record. News and play by play a specialty. Phone Aubrey Mays, Plaza 8-3798 Seminole Texas. Write Box G-308.

Station manager, sales experience, ten years radio. Available June first. Box G-204, BROADCASTING.

Major market salesman seeks management in medium to large market. Radio-tv sales background. Young, stable, hard working aggressive executive. Box G-221, BROADCASTING.

Successful manager and top notch salesman; will consistently make money for any station in small or medium market; thoroughly experienced all phases; best references. Available for right job in northeast or upper midwest. Box G-282, BROADCASTING.

Sales

Attention Florida! Experienced radio salesman, early thirties, excellent record desires sales in radio or tv. Box G-263, BROADCASTING.

B.S. degree in June. Sold, announced worked for a rep. while attending college, etc. Box G-275, BROADCASTING.

Announcers

Experienced announcer, young, seeking job in Wisconsin, Minnesota, or upper Michigan. Good with sports. Box G-207, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Major Market C&W personality-deejay desires change. 25 years experience both network and local. Box G-154, BROADCASTING.

Conscientious family man seeks California coastal. Several years experience all phases. Sober, reliable. Best references. Now employed. Available end June. Box G-164, BROADCASTING.

Attractive female country and western dj with three years as C & W dj and singing with C & W bands. Will travel. Box G-166, BROADCASTING.

Announcer, d.j., good wake up show and top 40; tight board. Married, draft exempt. Broadcasting school graduate. Any location! Hard worker! Available immediately! Phone no. 352-1525 (area code 216) or Box G-169, BROADCASTING.

Young, single, three years includes news, jock, tv booth and educational radio. News special interest. Presently medium midwest market. Good background and references. Box G-194, BROADCASTING.

Female, dj announcer, continuity writer. TV performer. Do woman type show or regular dj show. Midwestern vicinity preferable. Box G-195, BROADCASTING.

7 years experience announcing. Five of these years as pd. Interested good music and/or news. Box G-196, BROADCASTING.

Happy, energetic rock sound. Pled piper teen rockers in small market. Modern delivery. Best references. Box G-197, BROADCASTING.

Personality with humor. Ten years experience, no shouter, sober, reliable. Box G-203, BROADCASTING.

Attention metromoney markets. Deejay personality; 7 years professional radio experience, talented, versatile, mature, and positively lovable). ~~Pos\$e\$e\$e\$ voice and \$tyle that \$ell\$!~~ Looking for good music \$tation\$ only, that pay top \$alaries\$. Object: long term togetherness\$. Best offer accepted. Box G-226, BROADCASTING.

First phone, negro announcer/dj swinging modern sound, competent, experienced. Box G-229, BROADCASTING.

Experienced first phone announcer-dj desires position in California; can wait for right opportunity. Box G-236, BROADCASTING.

Experienced lively guy seeks solid format operation in medium or major market. Production. board tight. Box G-237, BROADCASTING.

I see you are looking for the nation's number one morning funny man. He looks for you. Humor, yes. Gimmicks, yes. Tasteful approach, yes yes yes. Box G-240, BROADCASTING.

Sports sales combo. Eight years experience. Top flight play by play and news. Currently billing \$1500/mo in 6 station California market. Desires heavier sports schedule. Consider all offers, even football created openings. Box G-241, BROADCASTING.

Now 1st phone. Announcer with two years experience. have swing will travel; prefer northeast. Box G-243, BROADCASTING.

Tarzan beware! There's room for only one swinger in this jungle! Bright, tight, creative and aggressive. Former news director. Box G-244, BROADCASTING.

Modern, bright sound, swinging announcer, newscaster, dj with class. Fast tight board, triple spotting etc. Former program manager for military tv. Affiliate solid tv experience. Also will settle crisp news delivery. Air personality. Box G-252, BROADCASTING.

Top rated New York screamer, 24, ready to move on. Only top dollar outfits need answer. Box G-253, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Carolinas. Relief or part time between June ninth and October. Box G-256, BROADCASTING.

Young experienced dj looking for permanent position in full time top forty station. Prefer west or southwest. Complete resume and air check on request. Available immediately. Box G-257, BROADCASTING.

Ten years solid references. Know production, music, news. Finest background. Veteran with college. Professional experience. Prefer nights. Box G-261, BROADCASTING.

All around announcer desires position in New England. Three years experience. 22 single. Can combo as announcer copy writer. Interested in sports. Wants to become part of your community. Box G-262, BROADCASTING.

Kansas likes southern California air, staff, news. 27 degree, single. Box G-267, BROADCASTING.

Friends, romans, broadcasters, lend me your ear time. I am a well experienced, middle of the road dj announcer, college grad. Married, veteran, currently employed but looking to move up with the right organization in major market. Will furnish air tape. Box G-268, BROADCASTING.

Tennessee, Alabama, Southern states. First phone, combo, three years experience announcing dj, one year play by play. Some maintenance if preferable, presently chief. \$110. Box G-269, BROADCASTING.

18 years radio, some tv, in announcing, sales, copy, etc. What have you? Box G-270, BROADCASTING.

Announcer dj employed west coast. Work for fine people, but lack opportunity forces move. 33 vet., single, car, 8 years experience. West only. Available two weeks notice. Box G-271, BROADCASTING.

Announcer-dee jay air personality live bright modern singing, "top 40" type sound. Tight production fast board. Authoritative crisp news delivery. Will settle. Box G-216, BROADCASTING.

D.J. with cheerful voice, first phone, Negro, good sales record. Box G-277, BROADCASTING.

Personality dj experienced larger markets. East coast. Prefer night shift. Box G-278, BROADCASTING.

Conscientious family man seeks California coastal. Several years experience all phases. Sober, reliable. Best references. Now employed. Available end June. Box G-164, BROADCASTING.

Friendly type dj with bright happy sound. Strong on news. 1st phone. 4 years experience. Need good paying market to settle in. Not a floater. Prefer fast paced format. 23, married, want to find a good nest to settle down and grow with. Will consider any part of the country. Dave Coons, 3712 Royal Crest Road, Las Vegas, Nevada.

College grad., married, looking for night shift in s. e. New York or s. w. New England. Currently program director at WBRW in Brewster, N. H. but need to augment salary. Excellent on fm classical, good at middle of road or pops. 7 years experience on am-fm-tv. Don Miles, WBRW, Brewster, New York.

Experienced announcer, 1st phone. Wants work southwest. Personal interview possible. Jack Dillon, 3205 Armour Terrace, Minneapolis, Minnesota, STerling 9-0614. After May 19. c/o Phil Weyren, 3829 East Picadilly Road, Phoenix.

Announcer-sales. Five years part time experience. Will graduate from Kansas State University in June. Available June 10th. Write Owen B. Sherman, R-27 Jardine Terrace. Manhattan, Kansas.

Situations Wanted—(Cont'd)

Announcers

Available at once. First phone, top forty man. Can do maintenance two years experience. Production unlimited. Swinger, married, contact Jim Rogers, at PLaza 8-3798, or write Box 291, Seminole, Texas.

Music, news, sports, sales, & traffic: One year experience with four man operation. Now employed. Will relocate one week notice. James T. Parcell, 906 S. 9th, Pasco, Washington.

Phone Norwalk, Ohio. 662-5982 and get a swinging jock four years experience all formats. Married, draft exempt. Jim Davis 10 Norwood.

Announcer dj. Versatile personality. Three years experience with network affiliates. Married, will relocate permanently. Resume and air check tape sent on request. Howard Lash, 39 South Onota Street, Pittsfield, Mass.

4 years announcing, sports, play by play, and some sales. Prefer modern radio. Family man. John Merki, 1610 North 16th Street, Escanaba, Michigan. Phone 786-7936.

Technical

First phone, seventeen years experience with am, fm, multiple, directional, construction and maintenance. Past six years chief. Box G-223, BROADCASTING.

Engineer for summer. Student first phone. Veenstra, So. Acton, Mass. Box G-227, BROADCASTING.

Available June 1, 1st phone, college and trade school grad. 8 years radio tv experience. Prefer western location. Box G-265, BROADCASTING.

Presently tv chief. Available immediately. 10 years experience. Looking for security. Prefer no announcing. 4021 South Grand Blvd. Spokane 36, Washington MA-4-1656.

First phone, beginner, career type, afternoons, Kansas City vicinity, GL 2-8063. Box G-95, BROADCASTING.

Chief engineer, experienced construction maintenance am-fm directionals. Proofs to 50 kw. Box G-100, BROADCASTING.

Chief engineer, 6 years kw-am-da-fm w 3 kw. Broadcast or industry. Box G-281, BROADCASTING.

Production—Programing, Others

Director-announcer, 7 years experience wants position in midwest. Box G-79, BROADCASTING.

Newsman . . . seeks major market . . . 10 years experience, strong on the air presentation. Can take charge of 4 man staff. College degree, age 32, I need a challenge. Not afraid of work!! Box G-86, BROADCASTING.

Experienced news director. Gets news first. Young married. Looking for position in Iowa or surrounding states. Box G-115, BROADCASTING.

News director. Major markets only. Station must be vitally concerned with news and community affairs. Ten years experience includes radio, television, newspaper, public relations, editorials, and documentaries. Box G-119, BROADCASTING.

I spent ten years progressing from a 250 watt backcountry independent, through network, to programing (simultaneously but separately) to stations in one of the top five markets. Any facet or all of my experience as announcer, newsman, programmer and administrator, is available, for a substantial salary, to any major or medium market adult operation with an opportune challenge. 33, degree, mature reliable. Box G-206, BROADCASTING.

Ideas, creative copy, sales. To make this combination yours write. Box G-260, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programing, Others

Girl Friday—good bookkeeper, secretary, traffic manager, etc. Capable of setting up and managing centralized accounting systems. Good knowledge of all phases of radio. Presently employed with good salary, but desire immediate change. Box G-210, BROADCASTING.

News director dynamic hard sell newsmen currently at major west coast operation will work 25 hours a day 8 days a week to build your news department into number one in market. Have typewriter, will travel. Box G-214, BROADCASTING.

America's most unique sportscaster, radio tv. Box G-246, BROADCASTING.

Attention Illinois. Young veteran desires relocate. Presently employed, excellent references. News, program, board, copy and sales. Box G-242, BROADCASTING.

Newsmen 13 years radio tv. Journalism degree. Air work, shoot film, edit, script. Interested in PR work, special events, promotion. Five years play by play. Would like California, but all major markets considered. A-1 references. Box G-245, BROADCASTING.

TELEVISION

Help Wanted—Sales

Account executive television sales. Write Channel 8. P.O. Box 2148 Idaho Falls, Idaho.

Technical

Transmitter engineer wanted, experience desirable. Contact Bill Elks, Operations Manager, WECT-TV, 205 W. Shipyard Blvd., Wilmington, North Carolina.

KREX-TV needs first phone for tv control and switching; some tv, fm and am maintenance. Send resume and recent photograph to J. H. Meyer, Grand Junction, Colorado.

Engineering supervisor, major market, multi station. Growth requires manager to take charge of day to day technical operations. Degree preferred. For confidential handling reply to our consultants: Alan R. Krull & Co., 8 S. Michigan. Chicago 3, Ill. DE 2-2543.

Florida-chief engineer experienced in studio, transmitter, and vtr operation and maintenance. Needed soon for etv station. Channel 7, Box 7, Jacksonville, Florida. Phone 389-3674.

Experienced tv technician for tv studio control and antenna. Contact K. R. Cooke, Chief Engineer, WDAU-TV, Scranton, Pa.

Wanted experienced tv transmitter and camera maintenance engineer. Call 301, 424, 9292.

Production—Programing, Others

Producer/director need thoroughly experienced man for top CBS station in midwest. Must be able to exercise authority and command respect. Prefer mature man who would be willing to work night shift. Should be strong in news production. Prefer man already located in midwest. Send full details, with references. Box G-230, BROADCASTING.

Newsmen for TV who can report, write and rewrite interview on sof routine daily news. Knowledge 16 mm news photography also helpful. Man may be candidate for daily newscast. Ground floor opportunity in deep south million market. Box G-279, BROADCASTING.

TELEVISION

Situations Wanted—Management

Ambitious, hard working, young major market tv salesman seeks local and/or national sales management slot. Radio management and tv background. Associated past 2 years with independent television radio chain. Successfully selling independent television. Box G-220, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Program executive: 15 years experience, 10 years radio, tv at o&o major market, includes production manager, program manager. Familiar all media departments. Seek administrative challenge with stable operation. BS, MA degrees. Box G-141, BROADCASTING.

Operations manager. Nine years all phases medium-major market tv. Top producer-director with some writing & announcing. Family, B. A. Work well with crews and clients. For resume and personal interview write Box G-188, BROADCASTING.

TV general/station manager, seeking change for valid reasons. Presently employed as manager. 20 years background, all phases of broadcasting. Hopeful of locating with people of integrity in medium or small market operation needing mature (41), but ambitious, creative, capable, experienced broadcaster with 10 years tv station management: directing sales, programing, production, FCC, labor negotiations, public service news, etc. Excellent personal and industry references. Full resume upon inquiry. Box G-200, BROADCASTING.

Sales

Merchandising, sales development, sales promotion. Experience in commercial tv. Can write, promote, and produce. Guaranteed pr. 25 years old. Married. Master's in broadcasting. Will work hard in position with potential for growth in sales management. Need a promising man on your staff who knows the industry? Reply: Gene Wilson, 62 E. Broad Street, Columbus, Ohio. Will return resume, top references. Available July 1, 1963.

Announcers

Radio-TV: Now pd, morning jockey in medium market. Have done tv weather, bandstand, news etc. News background and dj/production radio. Journalism graduate. 28. Dial area 219-number 672-2906. Prefer radio-tv combination. Box G-106, BROADCASTING.

TV announcer, crisp authoritative news delivery. Experienced also as public relations director for NBC tv affiliate, with background on various type programs. At ease also with tight production fast radio board. Modern sound. Will settle. Box G-215, BROADCASTING.

Radio and television announcer. College graduate. Married. 6 years experience all phases. Prefer tv or combo. Tony Richards, 233 West Howry, Deland, Florida RE 4-3890.

Technical

First phone wants responsible permanent position. 2 years broadcast experience in transmitter, video switching and micro wave with 6 years in electronics. Box G-264, BROADCASTING.

Need a man that knows vtr's: color, operation, installation and maintenance. Competent technical and operations chief anxious to relocate. Box G-266, BROADCASTING.

Chief engineer: ETV or commercial experienced all phases, UHF and VHF. Studio and transmitter operation, maintenance, planning, construction, supervision. VTR experience. 5 years total experience. Present chief in full power small market commercial VHF. Prefer midwest or south. Box E-463, BROADCASTING.

Production—Programing, Others

News photographer. Nine years experience in all phases of news and documentary filming and editing. Presently chief photographer at highly rated midwest station. Seeking better opportunity. Box G-231, BROADCASTING.

TV newscaster, writer, cameraman, editor. 16 years experience. Excellent rating record. Box G-239, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programing, Others

Experienced news director: Top rated newscaster, excellent airwork, record of success as news in depth specialist in competitive market. Box G-103, BROADCASTING.

Newsmen 7 years radio and television. Writing, reporting, broadcasting, filming. Box G-175, BROADCASTING.

Professional Weatherman, top rated. Six years television. American Meteorological Society seal of approval. Top 50. Box G-198, BROADCASTING.

WANTED TO BUY

Equipment

All equipment between the microphone and the 150 foot tower necessary to build a 250 watt station. Gates transmitter preferred. What do you have? Cash available. Box C-23, BROADCASTING.

New or used heads for Ampex 450-A or 450-B. Used heads must be in good condition. Box G-94, BROADCASTING.

Urgently need two Eastman film projectors, model 250 or 275, 16mm. Will take one of each model if necessary. Contact Wally Wurz, Chief Engineer, KMBC-TV, Kansas City, Missouri, by collect telegram.

Wanted: 175-200 foot tower. Reply to KLIN Radio, 410 Sharp Building, Lincoln 8, Nebraska.

For Sale

Equipment

Dumont TA-178-BS1 switcher and power supplies, good for parts and spares. Best offer. KRIS-TV, Box 840, Corpus Christi, Texas.

1,000 watt fm transmitter with 10,000 watt power amplifier. WE 506B-2 F.C.C. type accepted. Clean, complete. \$2995.00 CECCO, 518 State Street, La Crosse, Wisconsin.

1000 watt Western Electric transmitter model 443-A-1. Now tuned to 1050 kc. Good working condition. Best offer. WPAG, Ann Arbor, Michigan.

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.

Television / radio transmitters, monitors cameras, microwave tubes audio monitors. Electrofind, 440 Columbus Ave., N. Y. C.

Houston fearless labmaster less than two years old with accessories. Costs \$7,000 new. Make an offer. Bill Hargan. KSBW-TV, Salinas, California.

Equipment cartridge tape machines. Collins, ATC PBA 150's \$300. Excellent condition two new PB-190's \$400. Each. Roger Miller, 1717 East 32nd St., Davenport, Iowa. Phone 324-3670.

Video and audio equipment including disc recorder, racks, power supplies, amplifiers, and film processors. Write for complete list: G. L. Anderson, WJE-TV, 1630 Euclid Avenue, Cleveland, Ohio.

R. F. Bridge, navy equivalent, GR 516C. Nearly new, just calibrated. \$300. Robert Miers, Consulting Engineer. P.O. Box 518, Waynesville, Mo.

For Sale: RCA BTA-1MX kilowatt transmitter like new complete with conelrad crystal kit available for 250 watt cutback, \$3,000 WSLM, Salem, Indiana.

BUSINESS OPPORTUNITY

Unlimited funds available for radio and television properties. We specialize in financing for the broadcasting industry. Write full details to Box 205A, BROADCASTING.

Miscellaneous

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications. 2221, Steiner St., San Francisco.

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N.Y.

"Quick Quips" Jokes, one-liners, comedy, ad-libs for deejays. Also "Disc Hits," record info. \$5.50. Del Mar Radio Features, P.O. Box 61, Corona Del Mar, California.

Helicopters for lease yearly, for traffic time newsphoto, promo. Very reasonable. Tax deductible. Box E-33, 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.

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.

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Help Wanted—(Cont'd)

Announcers

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Help Wanted—Announcers

\$14,000 MINIMUM

For

GREAT RADIO PERSONALITY

For

GREAT STATION

In

GREAT MARKET

Tape, photo, and story to:

Box G-232, BROADCASTING

Res' o' lute

(Rēz' o' lūt) adj. Having, or characterized by, a decided purpose; determined; resolved; hence, bold; firm; steady—syn. see FAITHFUL. Western New York ABC-TV affiliate wants resolute* announcer to join staff. Good opportunity to advance to Major Market. Send video tape, resume, salary and all particulars to:

Resolute
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1420 Main Street
Buffalo 9, New York

*(and talented)

TELEVISION

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Opportunity For Salesman Contacting TV Stations

If you are a salesman selling products or services to television stations and would be interested carrying an additional station service, we have an interesting proposition for you. An exclusive territory will be made available to you. Our staff advised of this advertisement.

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For Midwest UHF station in VHF market. No conversion problem for fast growing station. Need hard worker and sales leader.

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Wants single or multi-station management responsibility. 20 years experience all phases. Proven record. Top education Advanced Degree.

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desires change after 4 years. Sings, dances, is magician and does many characters. Will answer all inquiries.

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INSTRUCTIONS

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- Gates Studioette Console.....650
- Gates Model 525 Transcription Turntable complete with arm and equalizer in cabinet...250
- Ampex 351-U 7½-15" full track rack mount1,250

Above equipment has been in use less than 2½ years and is in very clean shape. Please reply to Box E-428. BROADCASTING.

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Stations

PROFITABLE RADIO STATION WANTED

Experienced broadcaster with approximately \$50,000 as down payment wants profitable Western station whose present and past performance indicates payout in five or six years. NO Brokers please. **Box G-191, BROADCASTING**

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Stations

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in

BROADCASTING
 THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Weight controllers increase their chances for success by adopting the lifetime "balance plan"

OVERWEIGHT AMERICANS spend millions of dollars each year for pills and potions, machines and gadgets, and special "dietary foods" which are promoted as "an easy way to lose weight." About all that most of these people lose is their money, for these heavily advertised "easy ways" to weight reduction seldom work. The person who consumes more food than his body needs for energy adds pounds. The way to shed excess pounds is to burn more calories than one consumes.

Weight control should be a lifetime goal, not something to be achieved over a matter of a few weeks or months. The overweight person must face the facts. To get his or her weight down to the desirable level and to keep it there takes a great deal of will power, almost unlimited support from family and friends, and adoption of what we call the "balance—or moderation—plan."

The plan itself is simple, but it may not be an easy one for every weight controller to put into personal practice.

THIS IS THE PLAN

Let's assume that the person really desires to attain and to maintain the desirable weight for his height and body build and follows the sensible plan of regular medical check-ups by a competent physician who can determine if weight loss is desirable and if exercise is permissible. Certainly one of the first steps for the weight controller is to adopt a planned physical exercise program. This is especially important for the sedentary office worker. The human body needs regular exercise. We function more effectively if we use our muscles and keep them in tone.

Although there are many ways to exercise, walking is one of the best. Walking five miles each day not only helps the body achieve better tone but also uses about 300 calories. If present food intake has been maintaining the body weight for some time, adding five miles of walking to the daily routine could lead to a 15 pound weight loss over a period of six months. It would provide the double benefit of weight reduction and that better over-all feeling that comes from regular exercise.

BALANCE THE DIET

For weight reduction or for weight control and maintenance, a well balanced diet is a key element in the "balance plan." What a person eats should be balanced in both quantity and quality. Weight controllers must know their calories and cannot overlook the calories consumed between meals and at cocktail time. To *maintain* weight, the intake of calories must balance with the energy expended. To *lose* weight, the intake of calories must be lower than the energy expenditure so that the body uses its own fat stores for fuel. For most people, a combination of increased exercise and lower food intake is probably the sensible approach to weight reduction.

To provide a diet balanced qualitatively doesn't require using a slide rule. Foods must furnish necessary nutrients—protein, minerals, vitamins, etc., or the diet may be dangerously unbalanced. Foods should be selected from the four basic food groups which are classified largely on the basis of the nutrients they supply.

SELECT FROM THESE FOOD GROUPS

MILK AND OTHER DAIRY FOODS: Two 8-ounce glasses of milk (or the equivalent in such dairy products as cheese and ice cream) per day provide an adult man approximately 25% of the protein he needs (high quality protein, too); 71% of his calcium (adults do need calcium to keep bones well supplied even after growth stops, as well as for other vital purposes); 15% of the vitamin A; 46% of the riboflavin; 10-12% of the thiamine; 10-13% of the calories. For an adult woman, two 8-ounce glasses of milk provide 31% of the protein she needs; 71% of the calcium; 15% of the vitamin A; 56% of the riboflavin; 13-16% of the thiamine; and 14-18% of the calories. Milk is an excellent food for weight controllers and weight reducers because it provides large percentages of necessary food nutrients at a comparatively low cost in calories. To obtain these essential nutrients in other foods could cost much more in calories consumed.

MEAT, FISH, POULTRY, EGGS: Two or more servings each day from this group provide additional protein, iron, thiamine, riboflavin, and niacin. Weight reducers should select the leaner cuts of meat to reduce total calories.

VEGETABLES-FRUITS: Four or more servings each day from this group, including a citrus fruit or vegetable high in vitamin C and a dark-green or deep-yellow vegetable for vitamin A, assure adequate supplies of these important vitamins.

BREADS-CEREALS: Four or more servings per day from this group provide protein, iron, B-vitamins, and food energy (calories).

Making one's food selections from these four basic food groups, while at the same time being very conscientious about balancing calorie intake against calorie expenditure, is the pattern for lifetime eating habits that all of us should try to develop. Balancing a diet, in quantity and quality, plus a daily exercise program are two good ways to control weight and to enjoy life more.

For a free copy of *THE TIME OF OUR LIVES*, a booklet which suggests a family physical fitness program, write to the American Dairy Association, 20 North Wacker Drive, Chicago 6, Illinois.



american dairy association

"Voice of the Dairy Farmers in the Market Places of America"

OUR RESPECTS to Michael Harold Dann

He helped reverse a television trend

Michael Harold Dann, who recently was appointed to direct programming at CBS-TV, once drove a hack and an ambulance to help pay his way through college.

He hasn't lost the heavy-footed touch of a taxi or ambulance driver. He lurches into a conversation or a stack of papers, barks into a telephone as if he's not certain the circuit is connected, and then, with the agility of a Fifth Avenue cabbie, slams on brakes, changes directions and is off into another maze of activities.

This is the man who was named a few months ago to steer the course for CBS-TV's programming. Someone has said that he will either drive it into a brick wall or leave the rest of the field behind in a cloud of dust.

Mike Dann's journey toward the 19th floor at 485 Madison Avenue began with his birth less than 42 years ago in Detroit—on Sept. 21, 1921. It was after he graduated from the University of Michigan that he began ricocheting like a golf ball in a shower stall; successfully he passed through terms of soldiering (U.S. Army), newspaper work (United Press), railroad publicity (New Haven Railroad), comedy writing (for Jack Albertson and Louis Nye on WMCA New York) and finally into the network broadcasting business.

NBC Tenure ■ He went to NBC in 1947 and stayed 11 years, long enough to rise from the public relations department to a post as assistant to then-president Pat Weaver; and also long enough to meet his wife, Joanne Himmell. His NBC tenure was marked by a stretch in which he served as director of special telecasts and oversaw as many as 100 specials during one year (1957).

This constituted what Mr. Dann calls "my concentrated education in the broadcast business." and in 1958 he made the leap from Rockefeller Center to Madison Avenue, landing squarely in the midst of a game of musical executive chairs at CBS-TV which was to propel him into his current top-echelon post in a matter of five years.

Mike Dann probably hasn't even taken time to say, "Whew."

He talks of personal hobbies such as tennis, skiing and trout-fishing with a faroff gleam in his eye and says in jest: "This job really has fouled up my life." But the graying of his thick black hair betrays elements of truth in his jest.

Mr. Dann has adapted himself to the executive role with an attitude of "making my vocation my avocation also." As a result, he speaks of his accomplishments in the broadcast field much as another executive might discuss the

75 he shot in golf.

Sold On New York ■ Mention New York-originated telecasts, and you've hit a warm spot.

It was Mike Dann who, several years ago, helped stem the flow of TV programming from New York to the West Coast. While NBC and ABC raced west and both of those networks saw their New York programs drop to below 10% of their total schedule in 1960, CBS barely dipped below the 30% mark for New York origination. Today he can point out with satisfaction that CBS will originate 42% of its shows from New York next season.

"New York is the cultural center of the world. It should have television programming," he said. "This is what I'm most proud of—returning television here."

The return to New York came while Mr. Dann served as CBS-TV director of programs, New York, the post he held immediately before being elevated into the programming chief's job on March 11, succeeding Hubbell Robinson.

TV's Cycles ■ The New York shift, he points out, is part of a cyclical drift in television—and Mr. Dann has the cyclical chart right at his mental fingertips. He can trace in rapid-fire order television's drifts through the years from live drama to film anthologies to variety shows to panel shows to quizzes to action forms and currently into the realistic drama realm. That's where New York fits in, with such shows as *The Defenders*.

"Until *The Defenders*, people didn't believe you could produce quality

drama on a weekly basis," said Mr. Dann, but he was among those who had a hand in nurturing *The Defenders* and disproving such a theory.

With 12 CBS-TV shows originating from New York this season (four dramas, four variety shows and four panel shows), Mr. Dann feels that the West Coast rush has been halted. "I think there will always be a place for programming from both coasts."

And what about the spectaculars, a form on which Mike Dann cut his broadcasting teeth almost a decade ago at a time when there were as many as 200 a year being produced? "They're no longer practical," said Mr. Dann. "There's hardly a major star today who hasn't been on television a number of times. There's just not the talent available for that type of show that there once was."

"Today a variety show must rely on fixed elements rather than a parade of rotating stars—that's something we learned from Fred Allen's 'Allen's Alley.' Look at a variety show like the *Garry Moore Show*. It has had such fixed elements as Carol Burnett, 'Candid Camera,' and 'That Wonderful Year' to fall back on from week to week. Only one show today exists on rotating stars alone and that's the *Ed Sullivan Show*."

Sink Or Swim ■ But the entertainment special served its purpose for television and for Mike Dann. As director of special telecasts at NBC-TV, he was thrown into a sink-or-learn-to-swim-fast situation, and according to Mr. Dann, "Each of those specials required the care and planning of a pilot series of today. You quickly learned who the best writers, directors and producers were, and I was exposed to entertainment values in a matter of months which might have otherwise taken years to absorb."

The spectacular declined, but not Mike Dann. He was elevated to assistant to NBC president Pat Weaver, then jumped in March 1958 to CBS-TV, where he became vice president in charge of New York programming.

Mr. Dann dug in, turned up seven new shows for New York, including the development of the *Garry Moore Show*, and early in March this year saw his efforts rewarded with elevation into the position of CBS-TV vice president, programs.

He has three children—Jonathan, 15; Patricia, 9, and Priscilla, 5, who see less and less of their dad these days—and a fishing rod and tennis racket which are beginning to collect dust.



Mike Dann
Sold on New York

Cold type

If your best customers, your blue-ribbon clients, started spending more money with your competitor than with you, you would be right in thinking—as an absolute minimum—that something was askew.

That is the predicament in which newspapers have found themselves for several years, and now it seems to be getting worse. As reported in these pages a week ago, the Television Bureau of Advertising counted up and found that the 100 biggest spenders in newspapers last year did not merely invest more in television than in newspapers—they invested more than twice as much in television.

We are not engaging in prediction when we say that the newspapers will try to strike back. They have been counter-attacking for years, and they gave notice at the annual meeting of their Bureau of Advertising last month that they do not intend to let up. Their current party line, as indicated then, is that newspapers are “a stable, steadily growing consumer experience,” whatever that means, while television—to hear them tell it—is losing both its pull and its punch (BROADCASTING, April 29).

We doubt that many people outside the newspaper fraternity will be deluded by the implications of this line. The facts are too thoroughly against it. Television's answer was provided in advance by the advertisers and agencies who gave TV that 2-to-1 edge in their budgets. Whether you're looking for a statistic or for a clue to the relative effectiveness of the two media, the answer is that the newspapers' biggest advertisers are twice as big in television.

FCC prognosis: Kennedy dynasty

THERE is no joy in broadcasting's Mudville. Broadcasters who had yearned for the appointment of a broadcaster to the FCC struck out. The White House had allowed word to leak that a pass had been made at a broadcaster or two, but none could be induced to accept appointment to fill the unexpired term of the FCC's erstwhile boy wonder, Newton N. Minow, age 37.

So an even younger chairman—34-year-old E. William Henry—moves up from rookie ranks, having assumed office only last October. And from left field came the new appointee, trust-buster Lee Loevinger, 50-year-old assistant attorney general, former Minnesota supreme court judge and lawyer for labor groups, including the American Federation of Television and Radio Artists.

The new appointments promise no relief from the pressures of the New Frontier for stringent programing and advertising controls. Mr. Henry is on record in favor of fixed percentages of sustaining time on television (and presumably radio) and of having broadcasters heel to the FCC's every command.

Whether Mr. Loevinger's appointment was a step down, as some lawyers view it, or a step up, as described at the White House, it is an event that will give neither broadcaster nor communications licensees any comfort. In announcing the President's intentions, Pierre Salinger, the White House news secretary, described the FCC as “one of the most important agencies in the government.”

It is of more than passing significance that Mr. Loevinger was under consideration for appointment to the FCC when the Kennedy administration assumed office in 1961. Instead the job went to Mr. Minow, who had performed valiantly for the New Frontier in the November elections. The President's brother, Robert, who had become attorney general, selected Mr. Loevinger as his assistant in charge of the antitrust division. Mr. Loevinger's assignment was to go after the larger entities in industry. The larger entities

in broadcasting and communications cannot help but view his appointment to the FCC as a real threat.

The Henry appointment last October was a direct New Frontier selection. He had worked in the 1960 campaign under then campaign manager Robert Kennedy. Judge Loevinger's appointment to the FCC also must be labeled New Frontier.

If FDR was the radio president, JFK is the television president. Brother Bobby, the campaign manager in 1960, is calling the plays. Next year is another presidential election year. A New Frontier-controlled FCC, looking down the throats of an already frightened broadcasting herd, is an important adjunct to a broadcast-oriented candidate, particularly when he is the incumbent President.

However remote, there is, of course, the other side of the coin. Mr. Henry has a great opportunity to prove that effective regulation is possible without the exercise of arbitrary power, veiled threats or coercion. The law gives the FCC ample authority to regulate in the manner that Congress intended.

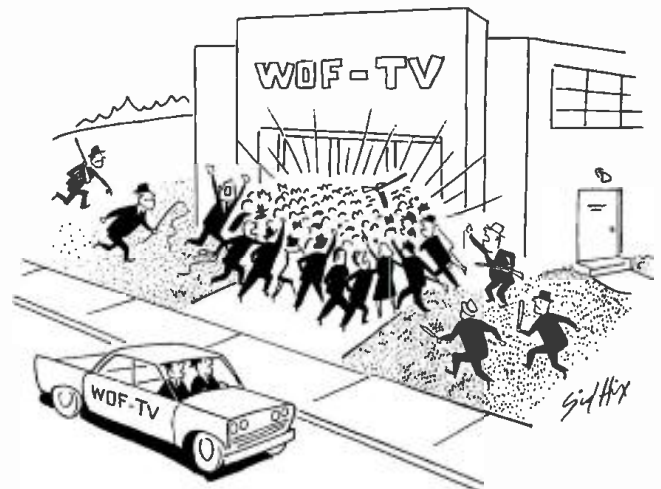
Unlikely as it is, there's always the hope that lawyers, like Messrs. Henry and Loevinger, will study and understand the law and keep within its bounds.

Paying the piper; wrong tune

If the FCC operated strictly within the conventional limits of a licensing agency, broadcasters would have little reason to protest its decision to charge filing fees for applications. The broadcaster would be in the position of the motorist who pays a local motor vehicle department for the issuance of a driving permit or the building owner who pays a city government for elevator inspection.

The FCC, however, doesn't operate like that. Licensing is the core of its power, but the power has been used more and more as a coercive force to reshape programing to the desires of the licensors. Beyond that the FCC has acquired the habit of subjecting broadcasting to public abuse.

Now that fees have been decreed for all important radio and television applications, broadcasters will henceforth be contributing direct support to an agency that has declared war on most broadcasting practices. It is an illogical predicament—paying for the ammunition that is being shot at you in hostilities the other fellow started.



Drawn for BROADCASTING by Sid Hix
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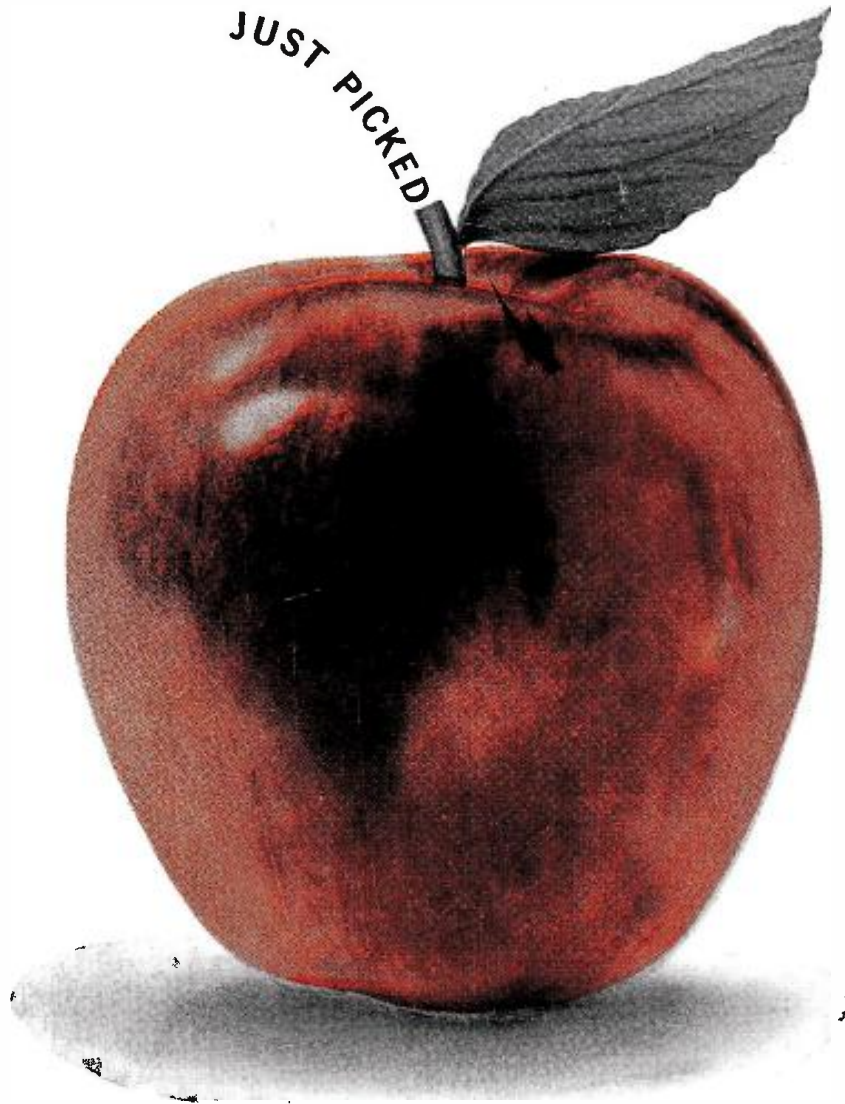
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