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OCTOBER 28, 1963

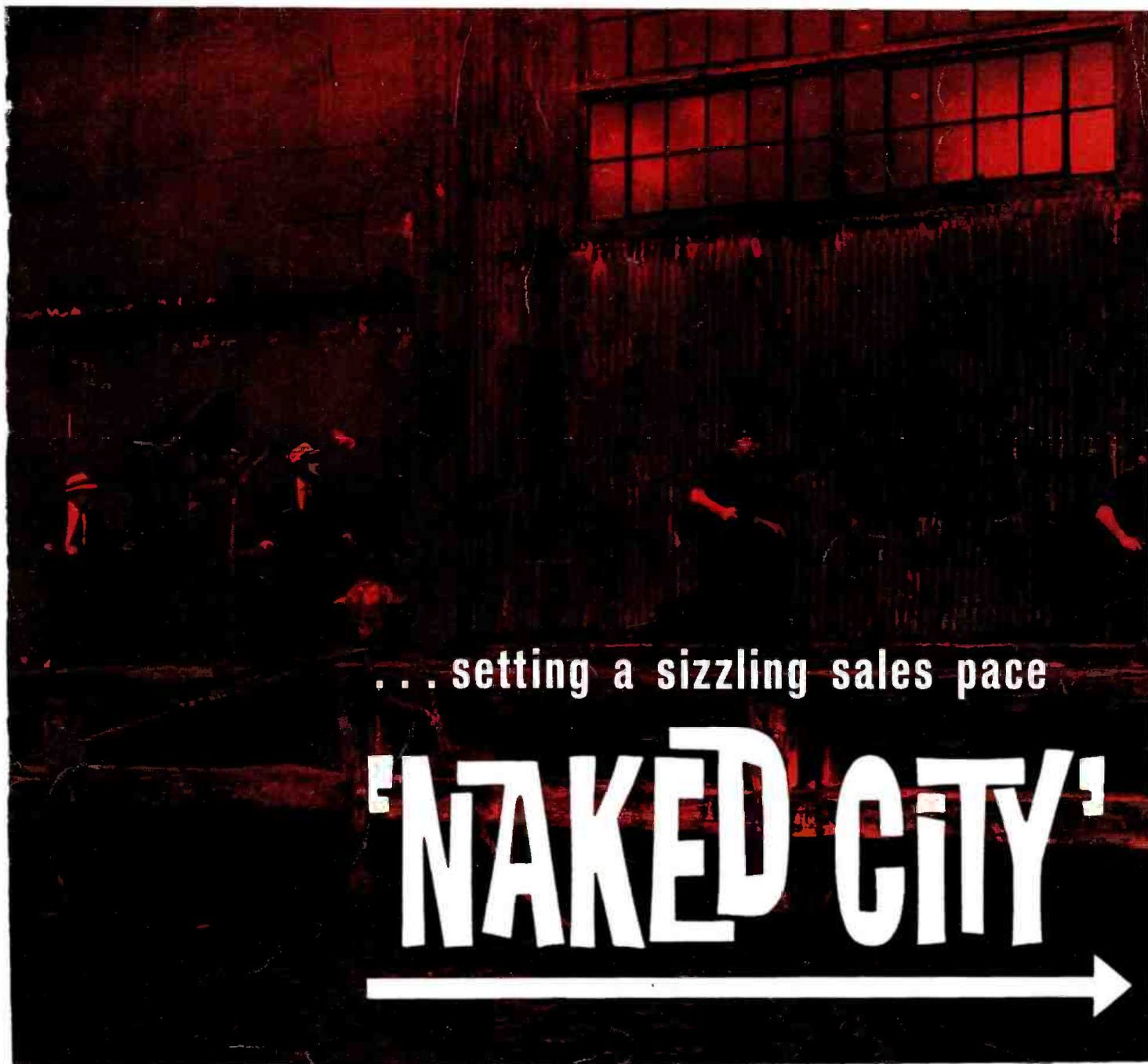
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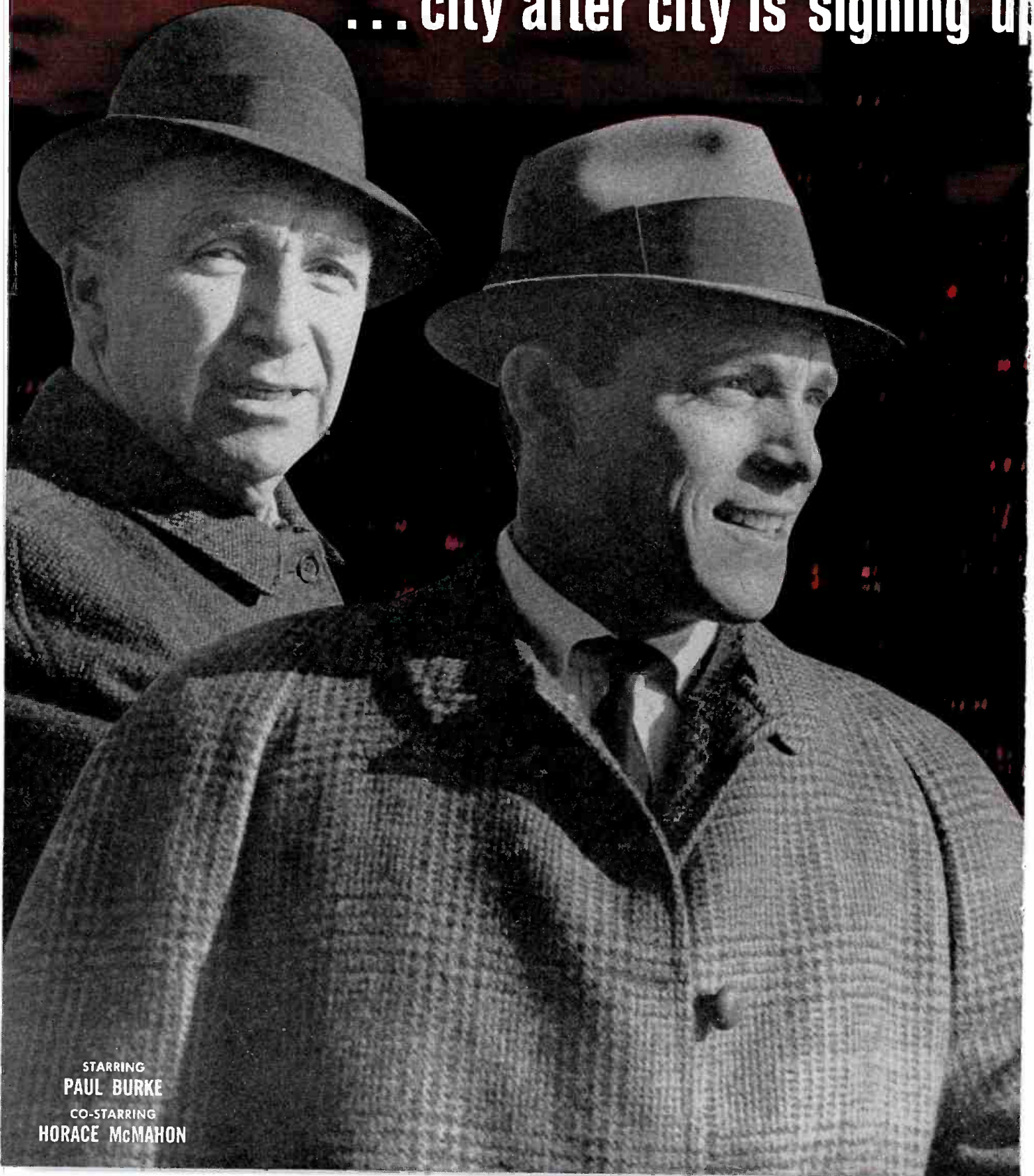


... setting a sizzling sales pace

# 'NAKED CITY'



... city after city is signing up



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**PAUL BURKE**  
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# for 'NAKED CITY'

the one big one now in syndication



**THE BIG SERIES... WITH THE BIG GUEST STARS  
... IS DRAWING THE BIG-NAME SPONSORS, TOO!**

Big is the word for "NAKED CITY"—so it's no wonder that some of the nation's biggest national and regional advertisers have laid their dollars on the "NAKED CITY" line! . . . sponsors such as Anacin, Simoniz, Hudson Paper, Bank of America, Shell Oil, Alberto-Culver, Nucoa, Esquire Boot Polish, Green Giant, Clorox, Schick Razor, Hamm's Beer, Five-Day Deodorant Pads, Zerex, Playtex, Blue Bonnet, Thrill, R. J. Reynolds and many, many more. This is the one big series that can attract the big ones in your market!

**99 HOURS AND 39 HALF-HOURS  
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Wichita Falls	KFDX-TV
New Orleans	WWL-TV
Columbus	WLW-C
Moline-Davenport- Rock Island	WQAD-TV
Duluth-Superior	KDAL-TV
Green Bay	WBAY-TV
Indianapolis- Bloomington	WTTV
Kansas City, Mo.	WDAF-TV
Lansing	WJIM-TV
Lima	WIMA-TV
Lincoln	KOLN-TV
Wichita	KARD-TV
Albuquerque	KOB-TV
Chico-Redding	KHSL-TV
Fresno	KICU-TV
Great Falls	KRTV
Idaho Falls	KID-TV
Phoenix	KPHO-TV
San Jose	KNTV
Seattle-Tacoma*	KIRO-TV
Seattle-Tacoma**	KTNT-TV
Spokane	KXLY-TV
Tucson	KOLD-TV
Lebanon-Lancaster	WLYH-TV
York	WSBA-TV

\* ½ hour program

\*\* hour program

# MARKET DOMINANCE

The Nielsen Station Index (Average Week & Four-Week Cumulative, July 1 - August 25, 1963) indicates that KRLD-TV, from 6 a.m. - 6:30 p.m., Monday thru Friday,\* delivers MORE HOMES per average quarter-hour than the next two stations combined in the 4-station Dallas-Fort Worth market.

To take advantage of Channel 4's market dominance see your ADVERTISING TIME SALES representative.

\*Excerpt from the Nielsen Station Index Report for the period ending August 25, 1963, which contains definitions of the data and reminders of their use. Copyrighted 1963 by A. C. Nielsen Company and reprinted with permission.

# KRLD-TV

represented nationally by  
Advertising Time Sales, Inc.



**THE DALLAS TIMES HERALD STATIONS**

*Channel 4, Dallas-Ft. Worth*

Clyde W. Rembert, *President*



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

## Murrow successor sought

Quiet search, at top level, is being made for successor to Edward R. Murrow as director of United States Information Agency. Presumption is that Mr. Murrow, now recuperating from surgery for removal of lung, will relinquish government post he has held since February 1961 by end of year. Man of some prominence, internationally as well as domestically, with track record in arts, journalism or education, plus administrative ability, is being sought.

*Mr. Murrow, 58, it is presumed, will return to his alma mater of quarter-century, CBS, upon completion of his government tenure but with precise capacity to be worked out. He served (1945-47) as CBS vice president of public affairs and both before that time and afterward was network ace commentator. He became international celebrity during World War II for his reports from London.*

## Parlays on pilots

General Foods and Benton & Bowles have arrangement with three film producers that has two-pronged aim in programming. Advertiser is putting up estimated \$303,000 to purchase productions (as many as nine), originally prepared as pilots, for summer replacement use. Another three pilots will be either used for replacement purposes or considered for possible new series under General Foods sponsorship in coming season or seasons. GF for years has been in forefront among dwindling number of advertisers that finance and develop their own TV series. GF has its Monday comedy block on CBS-TV and also developed new Phil Silvers series on that network.

*Kellogg Co., Battle Creek, Mich., one of few TV advertisers actively financing its own program ventures, reportedly is supporting new pilot being filmed by packager Henry Jaffee Enterprises. Pilot is for projected half-hour comedy series that would star Cyril Ritchard. Leo Burnett, which last summer set up new program research and development unit to bring together talent and program idea "up to pilot point" (BROADCASTING, Aug. 26), is agency on venture.*

## Fair exchange

FCC staff has been swamped with job of replying to more than 500 complaints touched off by commission's July 26 statement on its fairness doctrine. In addition, some 50 members of House and Senate have inquired about statement, some on own

# CLOSED CIRCUIT®

behalf, others as result of letters from constituents. Most complaints are said to have been prompted by right-wing groups, such as Manion Forum, who say July 26 statement amounts to effort to silence broadcast criticism of Kennedy administration. Some of these groups are said to have complained that stations are dropping their programs to avoid fairness problems. Commission is preparing question-and-answer primer which, it hopes, will "clarify" its position.

## Touchy subject

NAB will probably revise one feature on its fall conference program when second-half of conference schedule begins two weeks from now. At first four sessions case study of television station having network trouble was discussed. Network officials began to worry about "solutions" that broadcast panels at various conferences turned up. When panel in Pittsburgh voted 4-0 for theoretical station in case to drop network show, that did it. There'll be new case, not involving network relations, from now on.

## Henry at bat

FCC Chairman E. William Henry hopes to make special arrangements that will permit him to testify at congressional hearing on bill to block FCC proposal to limit broadcast advertising. Chairman, who returned Wednesday from Geneva conference on space allocations, is flying back there Thursday for conference wind-up, scheduled for Nov. 8. This would make him unavailable for House Communications Subcommittee hearings, set for Nov. 6, 7, 8, with commission due to appear first day. Chairman Henry, however, plans to ask Subcommittee Chairman Walter Rogers (D-Tex.) whether special date can be set for subcommittee to hear him. Since Mr. Henry is central figure in controversy over commercial time standards, it's expected he will be accommodated.

*As of last Friday, two of three television networks had decided not to send top executive to testify at Rogers hearing. CBS Inc. President Frank Stanton, usually key witness at congressional proceedings, was understood to have commitments that precluded his presence. CBS and ABC will probably file statements opposing FCC's proposal to adopt commercial rules. NBC was still considering personal testimony.*

## A way to keep 'em home

Threat in FCC Omaha report that more local program hearings for radio would be good idea (story page 31) may cost agency money in its fiscal 1964 budget, still before Senate Appropriations subcommittee. Senators Gordon Allott (R-Colo.) and Roman L. Hruska (R-Neb.), members who grilled FCC Chairman E. William Henry at June budget hearing for his role in Omaha proceeding, are sifting agency's money request to find funds that could be used to finance future program hearings.

*House has okayed \$15.8 million for FCC, but Senate hearing two weeks ago showed senators would like to reduce request. (It's still \$849,000 more than current budget.) Ironically, agency had mild time with senators, but it would have been a lot hotter if Omaha report had been available.*

## Prime time ball?

There's possibility of Monday night major league baseball in prime time TV in 1964 on modified basis and strong probability of full schedule, including all major league clubs, in 1965. This was word last week from John E. Fetzer, owner of Detroit Tigers and pioneer broadcaster (BROADCASTING, Oct. 14). Since disclosure of plan, Mr. Fetzer has been in negotiation with club owners and substantially half in each league already have cleared Monday night local commitments so that there's possibility of package of 13-week instead of full 26-week network schedule.

*Mr. Fetzer reported there appeared to be no complications for 1965, substantially on basis originally outlined (26 Monday night games from 8-11 p.m. NYT, with network paying estimated \$6.5 million or more for rights). All clubs previously had endorsed Fetzer idea in principle, contingent upon renegotiation of local contract commitments.*

## Uncommon market

Growing importance of international sales by U. S. program producers-distributors is underscored by report that Red Skelton will tape several of his CBS-TV shows in Australia and originate at least one other in Japan. Skelton program was signed recently for two additional years by Television Corp. Ltd. (ch. 9) in Sydney and part of deal reportedly was origination of some programs in Australia.



# WE'VE GOT A WAY WITH WOMEN

Big changes for Fall! A great new WJBK-TV season is born and thriving, with daytime programming our big women's audience likes better than ever. From second-cup-of-coffee time through the dinner hour, we captivate the ladies with the Morning Show, 9 to 10:30 a.m., Hennessey, 2:30 to 3 p.m., the Early Show, 4:30 to 5:55 p.m., a full hour of news from 6 to 7 p.m., plus great new syndicated shows and the best of CBS. Very definitely, WJBK-TV's your baby to sell the big-buying 18 to 39 year old gals in the booming 5th Market. Call your STS man for avails.



MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	DETROIT WJBK-TV	TOLEDO WSPD-TV	NEW YORK WHN	<i>IMPORTANT STATIONS IN IMPORTANT MARKETS</i>  <b>STORER</b> BROADCASTING COMPANY
MIAMI WGBS	CLEVELAND WJW	LOS ANGELES KGBS	DETROIT WJBK	TOLEDO WSPD	PHILADELPHIA WIBG	

STORER TELEVISION  
SALES, INC.  
Representatives for all  
Storer television stations.

# WEEK IN BRIEF

Henry wants public to play part in TV programing. FCC chairman, in long awaited Omaha report, feels there should be a "dialogue" between broadcasters and audience. Suggests stations invite criticisms. See . . .

## WHAT OMAHA TAUGHT HENRY . . . 31

Introduction of new products is seen bolstering upbeat in spot TV. More than 300 new items will be introduced via spot this year, giving billings big boost. Spot already running 20% ahead of last year. See . . .

## SPOT TV AND NEW PRODUCTS . . . 33

New system of billing information has blessing of agency and station auditors. Joint committee evolves simplified procedures which decrease paper work, increase accuracy. Proposal to be shown tomorrow. See . . .

## GOODBYE ERRORS . . . 44

TV music committee gets lift from U. S. Supreme Court ruling which tells circuit court to hear its appeal. Group hopes appeals court will rule that ASCAP consent decree permits licensing at source. See . . .

## ROUND WON IN MUSIC FIGHT . . . 48

Summit meeting of NAB executive committee called for next month in Washington to discuss future of NAB codes. Collins is asked not to appoint new code director until policy on self-regulation is determined. See . . .

## QUARTON CALLS MEETING . . . 64

FCC girds self for major encounters. Special meetings this week are scheduled on drop-ins, program forms, CATV, limitations on network control of programs. Henry off for Geneva again at end of week. See . . .

## ISSUES FACING FCC . . . 72

Government interference still topic No. 1 on NAB circuit. Broadcasters differ on value of codes, with some charging industry has dug its own trap because of time limitations. Editorializing and fairness also debated. See . . .

## NAB AT HALFWAY MARK . . . 64

Rogers lashes at FCC's "muscle-flexing," particularly activities in editorializing, fees and commercial time limits. Urges industry to unify itself to meet threats of regulation by government. See . . .

## FCC GETS GOING OVER . . . 75

For first time BBC publicly opts for U. S. color standards for TV. Position given in annual report. If any other system is chosen, Britain won't be able to meet its 1965 target for color, it says. See . . .

## BBC FAVORS U. S. COLOR . . . 77

Should Audit Bureau of Circulations widen its field to cover all advertising media? Possibility looms after subject is raised by Boggs at ABC meeting. Consensus among advertiser members: "yes." See . . .

## ALL-MEDIA AUDIT LOOMS . . . 40

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### BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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**FAVORITE THROUGHOUT MARYLAND THE MARYLAND SHOW, BALTIMORE MUSEUM OF ART**

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



## COX MAY VOTE AGAINST CODE LIMITS

Says he is 'nearly convinced' single standard won't work

FCC's apparent one-vote majority for adopting National Association of Broadcasters commercial code limitations into FCC rules may be slipping.

Commissioner Kenneth Cox, who voted for proposed rulemaking, said Thursday night (Oct. 24), he is "nearly convinced" that single standard of commercial time limitations for broadcasters "wouldn't work."

He told Connecticut Broadcasters Association's annual meeting at New Haven that there might be better alternative. "Perhaps," he said, "we should forego a rule and simply announce that as a general policy we regard the present NAB code limits as sound for most stations, so that any broadcaster who is in compliance can be sure that we will not raise questions about the amount of time he devoted to commercials. As to those stations who do not meet the standards of the codes, we would not close the door but would recognize that they may have perfectly valid reasons for exceeding these limits.

"These stations . . . would be re-

quired to show why it is necessary in their particular circumstances to devote a higher percentage of time to commercials during at least some periods. If these showings appear reasonable, the applications could then be granted despite the higher than normal commercial level."

Mr. Cox called for more detailed industry comment, saying he wasn't sure there is now "sufficient detail to work out a more flexible system that would allow for the special problem stations."

He denied proposal would put FCC into censorship or rate-fixing.

"I voted for the proposal," he said, "because I think the public interest does involve concern over the danger that the business aspects of your operations may unduly encroach upon your program service." FCC proposal to adopt NAB code limits was issued last spring, on 4-3 vote (BROADCASTING, May 13).

Connecticut Broadcasters Association meanwhile elected Herbert C. Rice, WILLI Willimantic, to one-year term as president.

## Federal secrecy is worst ever: SDX

Freedom of information in federal government is at "the lowest ebb in history" according to 1963 report of Sigma Delta Chi's Advancement of Freedom of Information Committee.

Report is being released today (Oct. 28) by SDX in advance of annual convention Nov. 6-9 at Norfolk, Va. FOI committee is headed by V. M. Newton Jr., managing editor of *Tampa* (Fla.) *Tribune*.

Report urges passage of law requiring that all federal government records other than those of security nature be open constantly to public inspection. Report also outlines briefly FOI status in radio-TV field and deplores American Bar Association refusal to lift Canon 35 ban on broadcast-photo coverage inside courts.

Heaviest criticism in report falls upon Defense Department, but it charges other federal agencies are hiding behind claims of "confidential" information.

Report notes that congressional FOI suffered its "worst year of the last decade" with 39% of all congressional committee meetings being held behind

closed doors during year's first three months.

SDX and National Association of Broadcasters witnesses will testify at this week's four-day Senate hearing on FOI bill.

## Collins hits renewal delays, FCC 'failure'

Delays by FCC in renewing licenses of broadcast stations is matter of "grave concern," LeRoy Collins, president of National Association of Broadcasters, said Friday (Oct. 25) at Miami NAB fall conference.

He said "interminable delays are the result of administrative incompetence and failure" within FCC. Agency reportedly has plans to improve situation but this is not yet evident, he said.

Statement was first public criticism of FCC in license renewal field by NAB president and followed earlier criticism of association at conference for not speaking out on subject (story page 64).

Delegates approved resolution by Randolph Holder, WALB Albany, Ga., urging national committee of NAB to study procedures for naming FCC chairman with goal of rotation of chairmanship each year among commission-

## PKL gets cut of Quaker

Quaker Oats Co., Chicago, Friday (Oct. 25) announced Papert, Koenig, Lois, New York, as new agency for variety of products including Quaker Puffed Rice and Wheat formerly handled by Compton Advertising, Chicago. PKL also gets Aunt Jemima frozen foods account formerly handled by J. Walter Thompson, Chicago. JWT continues to have major Quaker billings. Firm also announced switch of Quaker and Aunt Jemima corn goods accounts from John W. Shaw Advertising, Chicago, to Compton. Billings involved total estimated \$3 million.

ers. Point first was recommended by Walter Brown, president and general manager of WSPA-TV Spartanburg, S. C.

## RAB, NAB talks stall, will resume today

National Association of Broadcasters Research Committee and Radio Advertising Bureau said Friday (Oct. 25) they had not reached hoped-for agreement on joint sponsorship of radio audience measurement methodology study. But they still hoped to come to agreement and planned to resume discussions today (Oct. 28).

Both sides said discussions, which had been expected to produce agreement no later than Friday, had not "come unstuck."

RAB announced plans for methodology study months ago, has been seeking NAB participation and \$75,000 commitment toward total estimated cost of \$200,000.

Latest round of talks started last Monday (Oct. 21) at meeting of NAB research group and RAB President Edmund C. Bunker. Subsequently, Donald H. McGannon of Westinghouse Broadcasting, chairman of Research Committee, and Mr. Bunker conferred several times. Representatives appeared confident further sessions this week would prove successful.

## Storer shows increase in nine-month profits

Storer Broadcasting reported Friday (Oct. 25) adjusted net profits for three quarters of year up 18.6% over same period last year.

In third quarter, after tax, profits

## WEEK'S HEADLINERS



Mr. Johnston



Mr. Trudeau

**William G. Johnston**, executive VP of Street & Finney, New York, elected president, succeeding **Robert Finney**, who moves up to new position of board chairman. **Lee L. Trudeau**, senior VP, succeeds Mr. Johnston as executive VP and also assumes newly created position of senior management supervisor for all of agency's Colgate-Palmolive brands. Mr. Finney joined agency in 1922, holding positions of general manager and president successively. Mr. Johnston, formerly of NBC, joined S&F in 1946 as VP. He was elected executive VP in 1961 and member of board of directors last year. Mr. Trudeau came to agency in 1959 as account supervisor, was elected VP in 1960 and senior VP year ago. He formerly held positions with Benton and Bowles, BBDO, Best Foods and A&P.

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

reached \$1,067,172 (54.4 cents a share) compared to \$881,553 (36.1 cents a share) in same 1962 period.

Nine months ended Sept. 30:

	1963	1962
Earned per share*	\$ 1.82	\$ 1.85
Net profits after taxes**	\$3,998,826	\$4,499,918

\*Based on average of 2,192,712 shares of common and Class B common, compared to 2,438,503 shares of both classes outstanding in 1962.

\*\*1963 earnings reflect nonrecurring loss of \$256,247 from sale in June of *Miami Beach Daily Sun*, while 1962 figures include nonrecurring gain of \$911,492 from sale of *WVVA-AM-FM Wheeling, W. Va.*

### Bargaining practices factor in sale approval

FCC says prospective purchaser's willingness to bargain collectively with station employes is one factor it would consider in determining whether to approve sale.

Commission made statement in order approving sale of **WROK-AM-FM** Rockford, Ill., from Rockford Broadcasters Inc., to **WROK Inc.** Action was taken Sept. 25 (**BROADCASTING**, Sept. 30), but order wasn't released until Friday (Oct. 25).

National Association of Broadcast Employes and Technicians, which represented four engineers at station, op-

**Victor Elting Jr.**, VP-advertising and merchandising for The Quaker Oats Co., Chicago, appointed executive in charge of all advertising for company and its divisions, in realignment of top marketing-advertising functions. He drops former merchandising duties. **William G. Mason** continues as VP-marketing. **Kenneth Mason**, advertising director, named to new post of director-product management, responsible for grocery product advertising and merchandising. **W. Fenton Guinee**, formerly with Hunt Foods, joins Quaker in new post of director-marketing services.

**Carl E. Reistle Jr.**, president of Humble Oil & Refining Co., Houston, since 1961, elected board chairman and chief executive officer, effective Nov. 1, succeeding **Morgan J. Davis**, who is retiring after 38-years service, last six as company's chief executive. **J. K. Jamieson**, who joined Humble board of directors in 1961, succeeds Mr. Reistle as president. A former president of International Petroleum Co., Mr. Jamieson has been executive VP of Humble since Jan. 1, 1962. Mr. Reistle joined Humble in 1936 as engineer-in-charge of company's petroleum engineering division. He was elected director in 1948, VP in 1955 and executive VP in 1957.

posed sale on ground **WROK Inc.** refused to negotiate with it before sale was consummated. Union said this indicated **WROK Inc.** would follow policy toward employes that would be contrary to national policy on collective bargaining.

Commission said **WROK Inc.**'s assurance it would bargain with any agent selected by employes "negates" union charge. But, commission added, if policy alleged by union did exist, agency would be compelled to make determination as to whether "facts would preclude" necessary public interest finding.

Commissioner **Lee Loevinger**, however, dissented, contending commission erred in finding **WROK Inc.**'s assurances were sufficient.

He said "long line of cases" has established that change of employers doesn't nullify certification of employes' bargaining agent.

Refusal of assignee to talk to employes before sale was completed, "appears to be clear flouting of Labor Management Relations Act," he said.

Commissioner **Loevinger**, who once served as lawyer for National Labor Relations Board, said **WROK Inc.**'s assertion that, if employe representative

is certified, it will bargain, is merely "bare assertion it will obey the law when it is required to do so."

### SOMEBODY'S ON FIRST Supremacy runs rampant as all nets claim something

Three-network horserace in TV prime schedules this season looked that way Friday (Oct. 25) from results of 30-market Nielsens covering week ended Oct. 20.

ABC-TV and NBC-TV acclaimed reports showing each of them with supremacy over CBS-TV on basis of nightly average ratings—ABC-TV had Monday, Tuesday, Wednesday and Friday, while NBC-TV topped Thursday, Saturday and Sunday. Reports covered Monday-Sunday, 7:30-11 p.m. Overall ratings showed each network near 17 mark, shares at 29 to 29.5 mark

ABC-TV in top 20 claimed 8 to CBS-TV's 8 and NBC-TV's 4, but CBS-TV still took 6 in top 10 (3 and 1 for NBC-TV and ABC-TV respectively).

#### TOP 20 PROGRAMS

Monday-Sunday 7:30-11 p.m.

Rank	Program	Rating
1.	Beverly Hillbillies (CBS)	29.4
2.	Bonanza (NBC)	26.7
3.	Candid Camera (CBS)	25.2
4.	Dick Van Dyke (CBS)	24.9
5.	Donna Reed (ABC)	24.2
6.	What's My Line (CBS)	23.4
7.	Alfred Hitchcock (CBS)	23.1
8.	Lucy (CBS)	22.7
8.	Walt Disney (NBC)	22.7
10.	Saturday Night Movie (NBC)	22.6
11.	Outer Limits (ABC)	22.4
12.	Burke's Law (ABC)	21.9
13.	McHale's Navy (ABC)	21.5
14.	Flintstones (ABC)	21.3
15.	Patty Duke (ABC)	21.1
15.	Jackie Gleason (CBS)	21.1
17.	Breaking Point (ABC)	21.0
17.	Dr. Kildare (NBC)	21.0
17.	Petticoat Junction (CBS)	21.0
20.	Combat (ABC)	20.9

### Corinthian historifies, IRS questions accuracy

Complete history of duration of network affiliations in all markets having three or more TV stations, and analysis based on history, proves that median life of such contract is 14 years, Corinthian Broadcasting Corp. emphasized in brief submitted to U. S. Tax Court in its \$2 million tax appeal against Internal Revenue Service (**BROADCASTING**, June 24).

Corinthian is fighting IRS claim it may not amortize \$4.65 million allocation to CBS network affiliations when it bought **WISH-TV** Indianapolis and **WANE-TV** Fort Wayne in 1956 plus AM adjuncts for \$10 million.

IRS brief challenged Corinthian's statistics on ground they included references to affiliations in effect before cities became three-station markets: also that reasons for affiliation changes are difficult to determine.

**The balance sheet**

EDITOR: I was more than a little interested in your fine editorial, "Not by ratings alone" (BROADCASTING, Oct. 14).

KGBX has always felt that audience measurements were tools of value until five years ago when we began hearing direct from the ratings services that we could finish first by subscribing. At that time we dropped the ratings and sure enough, just as your editorial states, local and national advertisers know, not by audience measurements but by their balance sheets, that we can serve their advertising needs.

We greatly fear the government attempting to move into this field. We hope that the positive steps being taken to correct rating shortcomings can be brought to fruition.—*Don C. Dailey, general manager, KGBX Springfield, Mo.*

**ETV a huckster?**

EDITOR: Although your editorial "Fourth network" (BROADCASTING, Oct. 7), lacked hard facts, it surely wasn't in want of innuendoes. GOSH. Who would have ever thought back in the early 50's that ETV would (?), might (?), perhaps (?), could (?), possibly (?) turn out to be a huckster too? —*Mrs. Lucille J. Fuzy, 4620 David Way, San Bernardino, Calif.*

EDITOR: My sincere congratulations on your editorial entitled "Fourth network?" I have been taking a beating delivered by newspapers and even such erudite publications as the *Saturday Review* over my stand on educational television vs. commercial television.

It is heartening to see that other people are also aware of the possible culmination of this confrontation unless adequate controls are approved now.—*Raymond E. Carow, WALB-TV Albany, Ga., president, Georgia Association of Broadcasters.*

(The editorial warned that an increase in educational TV support from commercial enterprises that get air credits could lead to the transformation of the educational system into an advertising medium.)

**Local vs. national rates**

EDITOR: Many agency men and probably 100% of the reps are applauding the remarks of William Sanburn, president of Winius-Brandon, St. Louis, who advocates stations giving reps commissions even if business is sold at the local rate (BROADCASTING, Oct. 14).

Mr. Sanburn said he "deplores" the local or "cut-rate" but is obligated to his clients to try to get it. Surely he realizes that station salesmen are obligated too . . . obligated to go after business for their employer and obligated



At WIBC we're observing our 25th anniversary and we don't feel 25 years old but rather 25 years young. Ours is a young and dynamic organization in a young and dynamic community.

**LEADS IN GROWTH**

In 1938, Indianapolis was a growing city of 375,000. Its growth was solid but unspectacular. Today, the metropolitan area spills over into six adjoining counties and the population is almost 1,000,000. Everywhere there are signs of even more growth. New industrial plants are springing up followed by new or improved stores and shopping centers and the new residential areas and high-rise apartments needed for a larger, dynamic city.

**LEADS IN SERVICE**

WIBC's growth over 25 years has been no less spectacular. A 1000 watt daytimer in 1938, WIBC for almost 15 years has been the only 50,000 watt station in Indianapolis. WIBC programs to serve the rural as well as urban listener. A 7-man news staff, full-time farm director, sports, public affairs, consistent editorials . . . all have helped make WIBC the radio leader in fast-growing Indianapolis. Ask your Blair Man about WIBC's dominance in Indianapolis and Indiana.

\* Pulse Metropolitan Area Survey, April, 1963.  
Pulse 46-County Area Survey, October, 1962.  
C. E. Hooper, Inc., July, 1962.

2835 N. Illinois Street  
Indianapolis 8, Indiana

50,000 WATTS **WIBC** 1070 KC

*The Friendly Voice of Indiana*

**JOHN BLAIR & COMPANY**  
National Representative



**WIBC IS A MEMBER OF THE BLAIR GROUP PLAN**



IN THE BEGINNING there was one fiddler. One fiddler and one microphone. That was the birth of WSM's GRAND OLE OPRY . . . 38 years ago. It is now America's most popular radio show . . . the foundation of a multi-million dollar industry known far and wide as The Nashville Sound. On November 1 and 2, WSM and the Stars of the GRAND OLE OPRY will celebrate the 38th birthday of this famous show right here where it all began . . . at WSM, Music City, U.S.A. . . . including three important Roundtable Discussions on License Renewal, Programming, and Sales. All country music DJs and station management people are cordially invited.

**WSM** 650 CLEAR CHANNEL  
NASHVILLE, TENNESSEE

OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE CO.



# GRAND OLE OPRY

38th  
birthday  
celebration

## SCHEDULE OF EVENTS

### THURSDAY, October 31

9:00 a.m.  
Registration  
2:00 p.m.  
Roundtable I  
Broadcast License Renewal  
WSM, Studio C  
8:00 p.m.  
Starday Recording Session  
Minnie Pearl, Archie Campbell  
WSM, Studio C  
10:15 p.m. (all night)  
Opry Star Spotlight  
Live Broadcast,  
Andrew Jackson Lobby  
10:30 p.m.  
Mercury Halloween Party

### FRIDAY, November 1

8:00 a.m.  
Registration  
8:30 a.m.  
WSM Breakfast  
Hosts: WSM and Opry Stars  
12:00 noon  
Dot Records Luncheon  
2:00 p.m.  
Roundtable II  
Country Music Sales —  
Programming, WSM Studio C  
5:30 p.m.  
Decca Records Reception  
7:00 p.m.  
Friday Night Opry  
Kroger Opry Recording  
WSM, Studio C  
9:00 p.m.  
Mr. DJ, USA, WSM, Studio A  
10:15 p.m. (all night)  
Opry Star Spotlight  
Live Broadcast,  
Andrew Jackson Lobby  
10:30 p.m.  
United Artists Dance

### SATURDAY, November 2

8:30 a.m.  
RCA Victor Breakfast  
12:00 noon  
Columbia Records Luncheon  
5:30 p.m.  
Capitol Reception Buffet  
7:30 p.m.  
GRAND OLE OPRY  
38th BIRTHDAY CELEBRATION  
Grand Ole Opry House

### SUNDAY, November 3

8:00 a.m.  
Columbia Coffee Clatch

to themselves to put forth their best effort in pursuit of that business.

All too often, business that is generated at the local or regional level by a hard working salesman is lost to that salesman because of interpretations of geographical mish-mash, or, because at the last minute, the agency finds it "more expedient" to deal with the rep.

Let's not kid ourselves! The commission is the thing. Agencies want commissions, reps want commissions and station salesmen want commissions. That's what we all live on.

Rather than blaming stations for having more than one rate card, let's place the responsibility on the managements of the rep firms and stations who fail to make realistic agreements on territories, etc., when originally signing their contract agreements.

Station representatives are, after all, only employees like the rest of us, be we agency personnel working for a client, or salesmen working for a station. The reps work for the stations . . . not for the agencies. Or am I being naive?

Unless a station has an exorbitant rate that will let it "give" money away, it cannot give commissions to reps on local rates too.

Any rep that consistently does a good job for a station has no need to fear being cut out by the station he represents. But if the job isn't being done, then the rep is entitled to the same kind of treatment accorded to a local salesman who fails in his appointed task.—*Charles L. Lintgen, radio sales manager, WTHI Terre Haute, Ind.*

### Two-headed standards

EDITOR: I was most pleased to see the article entitled "Meanwhile, back at the drawing board" (BROADCASTING, Oct. 14).

The article points to a problem which occurs too often, and I am not referring to the excellent comments on the disc to cartridge problem, but to Mr. Harold Schaff's remarks on engineering standards which seem to have fallen by the wayside at many stations.

The National Association of Broadcasters has created havoc with some stations by its totally contradictory attitude on the overall technical operation of the individual radio station.

It seems that while standards are relied upon to establish a standard level for equipment, the same principle does not apply for the operation and maintenance of the equipment. It appears that the left hand says "higher individual standards" while the right hand says "here is an out to the stations that are not concerned with the industry and its standards," but with their own gain.

The engineer at many stations has

been modified into a salesman, announcer or program director with little, if any, time to devote to engineering maintenance. This is a far cry from the implied standards of the industry.

The apparent solution to this problem seems to be entirely with the individual station and a more objective view towards engineering on its part as well as fewer loopholes in the engineering laws.—*Frank J. Goddard, chief engineer, WAPL Appleton, Wis.*

### 'The Touchables'

EDITOR: I would like to recommend to the FCC that it investigate carefully the program content of a recent TV series which might have been called *The Touchables of 1920 to 1960*.

For years we've heard nothing but abuse of television because of its mystery and western pictures. This despite the fact that westerns and detective stories as well as murder mysteries have long been the best sellers in the paperback book business.

Certainly if TV could be criticized for some of its commercial programs it should be doubly criticized for glamorizing gangsterism in the recent Senate crime hearing. What should be most shocking of all is that the witness, a self-confessed gangster and murderer, should be the star of the performance, outshining the so-called super intellectuals of the senators asking the questions. We should hesitate to pass a high school boy in logic, if he asked some of the questions posed by the senators.

Frankly, it is a shocking example of congressional investigations. It should rank with the Kefauver crime hearings and the McCarthy-Army broadcasts for low-level entertainment. I know this will be called news, but it certainly places distorted emphasis on what is important in today's spectrum of living.

Could it be, by any chance, that Bobby Kennedy is "using" television to advance his war against crime? If so, it is poor politics.—*Robert T. Mason, president, WMRM Marion, Ohio.*

### Biased sportscasters?

EDITOR: The Oct. 20 CBS-TV National Football League telecast (Green Bay Packers vs. St. Louis Cards) sounded as if the announcers, Ray Scott and Tony Canadeo, were major stockholders in the Green Bay Packers. They constantly criticized every play made by the Cards, and praised the Packers, even when they were thrown for a loss.

I've always believed a sports announcer, like a newsman, transmits the action in progress. The situation Oct. 20 was pathetic as far as the personal views expressed.

In the third quarter, with the score

# BMI Country & Western Achievement Awards 1963

**ABILENE**  
*Acuff-Rose Publications, Inc.*  
JOHN LOUDERMILK, LESTER BROWN,  
BOB GIBSON

**ACT NATURALLY**  
*Blue Book*  
VONI MORRISON, JOHNNY RUSSELL

**BALLAD OF JED CLAMPETT**  
*Carolintone Music Company, Inc.*  
PAUL HENNING

**COW TOWN**  
*LeBill Music*  
JACK PADGETT

**DETROIT CITY**  
*Cedarwood Publishing Co., Inc.*  
DANNY DILL, MEL TILLIS

**DON'T CALL ME  
FROM A HONKY TONK**  
*Pamper Music, Inc.*  
HARLAN HOWARD

**DON'T GO NEAR THE INDIANS**  
*Buttercup Music*  
LORENE MANN

**DON'T LET ME CROSS OVER**  
*Troy Martin Music, Inc.*  
PENNY JAY

**DOWN BY THE RIVER**  
*Sure-Fire Music Company, Inc.*  
JAN CRUTCHFIELD, TEDDY WILBURN

**FROM A JACK TO A KING**  
*Jamie Music Publishing Co.*  
NED MILLER

**A GIRL I USED TO KNOW**  
*Glad Music Company*  
*Jack Music, Inc.*  
JACK CLEMENT

**GUILTY**  
*Samos Island Music, Inc.*  
*Tuckahoe Music, Inc.*  
ALEX ZANETIS

**HAPPY TO BE UNHAPPY**  
*Central Songs, Inc.*  
BOBBY BARE

**HELLO OUT THERE**  
*Cedarwood Publishing Co., Inc.*  
KENT WESTBERRY, WAYNE P. WALKER

**HELLO TROUBLE**  
*Edville Publishing Company*  
ORVILLE COUCH

**I TAKE THE CHANCE**  
*Acuff-Rose Publications, Inc.*  
IRA LOUVIN, CHARLIE LOUVIN

**I'M SAVING MY LOVE**  
*Samos Island Music, Inc.*  
ALEX ZANETIS

**IS THIS ME?**  
*Window Music Publishers*  
*Open Road Music, Inc.*  
BILL WEST, DOTTIE WEST

**I'VE BEEN EVERYWHERE**  
*Hill & Range Songs, Inc.*  
GEOFFREY MACK

**I'VE ENJOYED AS MUCH  
OF THIS AS I CAN STAND**  
*Moss Rose Publications, Inc.*  
BILL ANDERSON

**KICKIN' OUR HEARTS AROUND**  
*Central Songs, Inc.*  
WANDA JACKSON

**LEAVIN' ON YOUR MIND**  
*Cedarwood Publishing Co., Inc.*  
WAYNE P. WALKER, WEBB PIERCE

**LONESOME (7-7203)**  
*Cedarwood Publishing Co., Inc.*  
JUSTIN TUBB

**MAKE THE WORLD GO AWAY**  
*Pamper Music, Inc.*  
HANK COCHRAN

**THE MAN WHO  
ROBBED THE BANK AT SANTA FE**  
*Trio Music Co., Inc.*  
*Silverbell Music, Inc.*  
JERRY LEIBER, MIKE STOLLER

**A MILLION YEARS OR SO**  
*Central Songs, Inc.*  
CHARLIE WILLIAMS

**NOT WHAT I HAD IN MIND**  
*Glad Music Company*  
*Jack Music, Inc.*  
JACK CLEMENT

**PRIDE**  
*Cedarwood Publishing Co., Inc.*  
WAYNE P. WALKER, IRENE STANTON

**RING OF FIRE**  
*Painted Desert Music Corp.*  
JUNE CARTER, MERLE KILGORE

**ROLL MUDDY RIVER**  
*Sure-Fire Music Company, Inc.*  
BETTY SUE PERRY

**RUBY ANN**  
*Murizona Music*  
LEE EMERSON

**SANDS OF GOLD**  
*Cedarwood Publishing Co., Inc.*  
WEBB PIERCE

**SECOND HAND ROSE**  
(Second Hand Heart)  
*Pamper Music, Inc.*  
HARLAN HOWARD

**SING A LITTLE SONG  
OF HEARTACHE**  
*Yonah Music, Inc.*  
DEL REEVES

**SIX DAYS ON THE ROAD**  
*New Keys Music*  
*Tune Publishers, Inc.*  
EARL GREEN, CARL MONTGOMERY

**STILL**  
*Moss Rose Publications, Inc.*  
BILL ANDERSON

**SWEET DREAMS (Of You)**  
*Acuff-Rose Publications, Inc.*  
DON GIBSON

**T' FOR TEXAS**  
*Peer International Corporation*  
JIMMIE RODGERS, GEORGE THORN

**TAKE A LETTER, MISS GRAY**  
*Tree Publishing Co., Inc.*  
JUSTIN TUBB

**TALK BACK TREMBLING LIPS**  
*Acuff-Rose Publications, Inc.*  
JOHN LOUDERMILK

**TIPS OF MY FINGERS**  
*Tree Publishing Co., Inc.*  
*Champion Music Corporation*  
BILL ANDERSON

**WALK ME TO THE DOOR**  
*Pamper Music, Inc.*  
CONWAY TWITTY

**WALL TO WALL LOVE**  
*Acuff-Rose Publications, Inc.*  
HELEN CARTER, JUNE CARTER

**WE MISSED YOU**  
*Tree Publishing Co., Inc.*  
*Champion Music Corporation*  
BILL ANDERSON

**WE MUST HAVE BEEN  
OUT OF OUR MINDS**  
*Glad Music Company*  
MELBA MONTGOMERY

**YELLOW BANDANA**  
*Screen Gems-Columbia Music, Inc.*  
AL GORGONI, STEVE KARLISKI,  
LARRY KOLBER

**YOU COMB HER HAIR**  
*Pamper Music, Inc.*  
HARLAN HOWARD, HANK COCHRAN

**YOU TOOK HER OFF MY HANDS**  
*Central Songs, Inc.*  
WYNN STEWART, SKEETS McDONALD,  
HARLAN HOWARD



**BROADCAST  
MUSIC, INC.**

589 FIFTH AVENUE  
NEW YORK 17, N. Y.

CHICAGO • LOS ANGELES • NASHVILLE • TORONTO • MONTREAL

Packers 23, Cards 0, the Packers' quarterback received an elbow in the face. The announcer said "It's a good thing the Cards are playing with their hometown fans in the stands." He then said to the Cards player who threw the elbow "Get out of the game you (audio cut off)." Either the audio director should get a well-earned raise, or CBS-TV sports should transfer the announcers, perhaps to Cuba.—*Erv Siemonett, Hastings, Neb.*

### Thanks and thanks, but

EDITOR: Many, many thanks for the fine piece on Red Skelton (BROADCASTING, Oct. 7).—*Al Weisman, Foote, Cone & Belding, New York.*

EDITOR: Talk about mixed emotions! Many thanks for using the WSM-TV news item [about a special newspaper section announcing the opening of WSM-TV's new studios] (BROADCASTING, Oct. 7), but your typo really killed it. The section was 44 pages, not "4 pages."—*Gerald T. Carden, director of sales promotion, WSM-TV Nashville.*

### Character assassins

EDITOR: I am pleased to note that the FCC has at last caught up with those "religious broadcasters" who have been using radio and TV for the purpose of character assassination. Just because one can buy time does not give the right to use federally licensed stations for the worst kind of accusations.

The fairness doctrine of the FCC appears to be very fair to me. I hope it will be carefully and strictly enforced.—*Stanley L. Stuber, DD, executive director and ecumenical minister, Missouri Council of Churches, Jefferson City, Mo.*

(A story on Missouri broadcasters' reaction to Dr. Stuber's position is carried in this issue.)

### Memorials

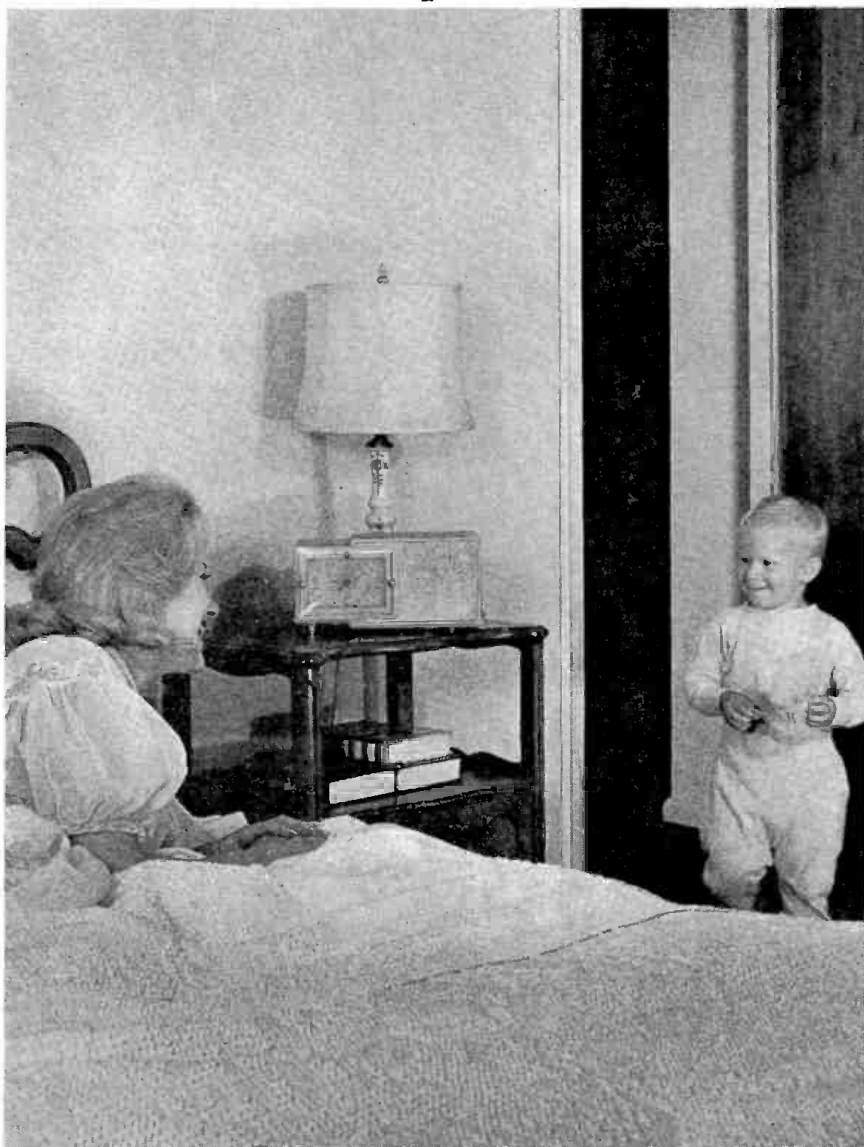
EDITOR: I join all those who will miss Frank Beatty. . . . He had a great depth of knowledge about broadcasting and its potential, and certainly his contributions to a better understanding of the medium will last a long time.—*Newton N. Minow, executive vice president and general counsel, Encyclopaedia Britannica, Chicago.*

EDITOR: I was shocked and saddened to read of Frank Beatty's death. . . . He made a great contribution to our business.—*John Crichton, American Association of Advertising Agencies.*

EDITOR: I share the sadness of you and all of Frank Beatty's host of friends.—*Ernest Lee Jahncke Jr., vice president, NBC; president, Broadcast Pioneers, New York.*

(These letters are typical of many that have been received since the death of J. Frank Beatty, senior editor [BROADCASTING, Oct. 21].)

*So good to wake up with... 1-1-3*



Bright-eyed youngster . . . bright music and crisp news  
 . . . with your radio dial at 1-1-3

*Detroit's good music station . . .*

**W-CAR**  
*radio 1-1-3*

5 7 11 13 16

One of a series in Detroit newspapers and Adcrafter

Representation: AM Radio Sales

**United Press International news produces!**



Mr. Benjamin Rosenstein  
President  
Sanitary Supermarkets

"Seven years ago, Sanitary Supermarkets turned to WFBR hoping to make 24-hour shopping and Sanitary Supermarkets synonymous. Thanks to WFBR we have that image, and for the past five years, our entire radio budget has been placed on WFBR."

Mr. Rosenstein is a longtime advertiser on WFBR, Baltimore, which carried more local advertising volume during the first ten months of 1963 than during any corresponding period in the station's 41 year history.

You, too, can sell an important segment of the Maryland market on WFBR. So join our host of friendly and happy local advertisers. Call your Blair man today.

**RADIO WITH REASON**



## DATEBOOK

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

### OCTOBER

Oct. 28—Chicago chapter of National Academy of Television Arts and Sciences, special luncheon in tribute to *Hallmark Hall of Fame* TV series, Knickerbocker hotel, grand ballroom at noon.

Oct. 28-30—National Electronics Conference, McCormick Place, Chicago.

Oct. 28—ASCAP symposium for young composers and lyricists, 8 p.m., Lytton Center of Visual Arts, Hollywood. Irving Townsend will speak on recording of movie and TV music; Larry Shayne on the publisher's function.

Oct. 28-30—Third annual meeting, Institute of Broadcasting Financial Management, New York Hilton at Rockefeller Center. Speakers include Pete Cash, president of the Television Bureau of Advertising, "Television Today and Tomorrow;" Edmund Bunker, president of the Radio Advertising Bureau, "Radio Today and Tomorrow;" Robert Kingston, partner in Ernst and Ernst, New York, "Internal Control;" Warde Ogden, partner in Price Waterhouse & Co., New York, "Broadcasting Accounting — New Theory and Practices," and FCC Commissioner Robert E. Lee.

Oct. 28-31—Public hearing on S-1666, freedom of information bill, Senate Subcommittee on Administrative Practice and Procedure, room 2228, New House Office building, Washington. 10 a.m. each day.

Oct. 28-31—Senate Special Subcommittee on the Arts, public hearing on S. 1316 and S. 165, bills to provide federal assistance to the arts.

Oct. 29—Time Buying and Selling Seminar, sponsored bi-annually by International Radio and Television Society, CBS Radio, 49 East 52nd Street, New York. Speakers include Julius Barnathan, vice president and general manager of ABC-TV network, and Herbert Zeltner, vice president and media director of Lennen & Newell. Their subject will be "Broadcasting: Key to the Marketing Era." Other speakers are Don Leonard, media director at Kudner Advertising; Robert F. Hurligh, president of Mutual Broadcasting System; and Richard Pinkham, vice president in charge of media and programming at Ted Bates & Co.

Oct. 30—Newsmaker luncheon. International Radio & Television Society, Grand Ballroom of Waldorf Astoria, New York. John Crichton, president, American Association of Advertising Agencies, is speaker.

\*Oct. 31—UPI Broadcasters Association of Connecticut semi-annual meeting, at Sikorsky Aircraft Corp., Stratford, Conn.

Oct. 31-Nov. 1—Fall convention of the Ohio Association of Broadcasters, The Christopher Inn, Columbus. Speakers include Governor James A. Rhodes and Maurie Webster, vice president and general manager of CBS Radio Spot Sales.

Oct. 31-Nov. 1—Electron Devices Meeting of the Institute of Electrical and Electronics Engineers, Sheraton Park hotel, Washington. Speakers include John Hornbeck, formerly of Bell Telephone Labs and now president of Bellcom Inc., "Electron Devices for Space Applications"; Victor H. Grinich, Fairchild Semiconductors, "Why Field Effect Transistors?" Program chairman for the meeting is Mason A. Clark, Hewlett-Packard Associates, Palo Alto, Calif.

Oct. 31-Nov. 3—WSM's Grand Ole Opry 38th anniversary celebration, Nashville. Programming and sales discussion, Friday, Nov. 1, with Dan Scully, Leo Burnett; Cohen Williams, Martha White Mills; Joseph H. Epstein Jr., Walker Saussy Advertising, and James Faszholtz, Gardner Advertising, participating.

### NOVEMBER

Nov. 1-2—Oregon Association of Broadcasters convention, Hilton hotel, Portland. Speakers include FCC Commissioner Lee

Now ...

No. 1

... WVON is  
Chicago's leading  
Negro radio station!

MONDAY THROUGH FRIDAY

6 AM 12 Nn 6 PM  
12 Nn 6 PM 12 Mid.

Pulse 30 41 29

7 AM 12 Nn  
12 Nn 6 PM

Hooper 17.1 27.2

NOTE: The data quoted are estimates: Hooper, Chicago city only—predominantly Negro areas. August 28 thru 30, '63 and Pulse, Chicago city Negro audience, July-August '63. These ratings are subject to limitations of sample size and other qualifications which are available on request.



1450 Kc.

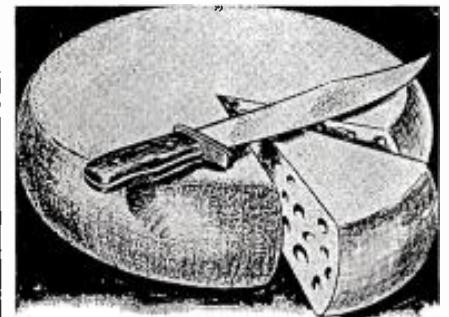
1,000 watts Non Directional



BOB DORE associates

National Representative—NYC

or call  
Lloyd Webb,  
Commercial Manager  
312-847-2600



Get Your Slice

OF THIS RICH  
AGRICULTURAL  
AND INDUSTRIAL  
MARKET

with  
**WREX-TV**

FOR DOMINANT COVERAGE  
OF NORTHERN ILLINOIS and  
SOUTHERN WISCONSIN

Represented by  
 H-R TELEVISION, Inc.

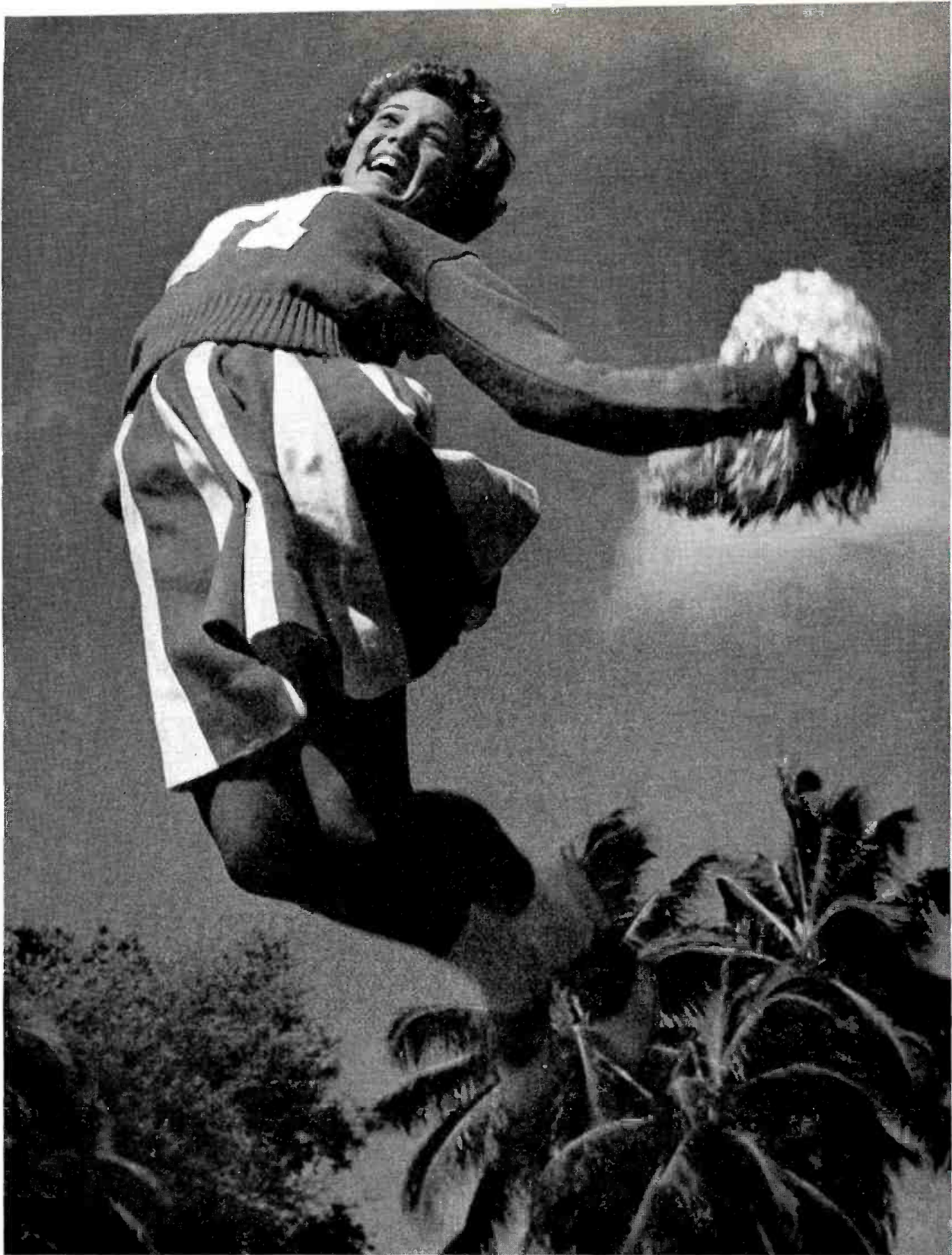
**WREX-TV**  
CHANNEL 13 ROCKFORD



J. M. BAISCH  
Vice Pres. & Gen. Mgr.







Only the sunshine covers South Florida better than WTVJ



South Florida's Largest Daily Circulation

**WTVJ**



A WOMETCO ENTERPRISES, INC. Station

Represented Nationally by Peters, Griffin, Woodward, Inc.



WTVJ

WVGB-TV

KVOS-TV

WFCA-TV

(Affiliate)

# WAPI-TV OWNS EVERY MAJOR FEATURE FILM PACKAGE!

Examples of WAPI-TV's exciting film packages that will be seen on:

Friday Night Movie (Fridays, 9:00 PM)  
Hollywood Hit Parade  
(Monday-Friday, 1:00 PM to 2:30 PM)  
Best of Hollywood (Monday-Friday,  
11:30 PM to conclusion)

Seven Arts—Vol. 1, 3, 4, 5, 7  
Screen Gems—Post '48  
Screen Gems—Group 6  
Columbia—Post '50  
Selznick Movie Theatre  
MGM Library  
RKO Library  
Paramount Library  
NTA—Santa Monica Features  
NTA—Wilshire Features  
NTA—61 for 61  
NTA—Sunset Features  
Warner I                      Showcase for 60's  
Warner II                     Embassy

**WAPI-TV**  
BIRMINGHAM, ALABAMA



WAPI-TV: represented by Harrington, Righter and Parsons, Inc.

Loevinger; Victor Diehm, RAB board chairman; Edward Argow, McGavren-Guild; Thomas Swafford, KDEF, Albuquerque, N. M.; Edmund Bunker, RAB president; Larry Cervone, Gates Radio Co.; Howard Bell, NAB; Ray Johnson, KM&D-TV Medford, Ore., and Paul McKee, Pacific Power & Light Co., Portland.

Nov. 4—Hollywood Advertising Club, luncheon meeting, Hollywood-Roosevelt, 12 noon. John Guedel, radio-TV producer and vice president of the Hollywood museum, will speak on "The Most Unusual Museum In The World."

Nov. 4-5—Central Canadian Broadcasters Association management and engineering convention, Royal York hotel, Toronto.

\*Nov. 6—Annual meeting of Maine Association of Broadcasters, Eastland hotel, Portland, Me. Among the speakers will be Paul Comstock of the National Association of Broadcasters.

\*Nov. 6-8—Hearing on bills to block FCC from regulating commercial time, House Communications Subcommittee. Witnesses not announced, but National Association of Broadcasters President LeRoy Collins and FCC Chairman E. William Henry are expected to testify.

Nov. 6-8—American Association of Advertising Agencies (AAAA) eastern annual conference, Waldorf-Astoria, New York. "Going public" by agencies, changes in the consumer society, untapped reservoirs of research, "creative youth," new product advertising and "the expanding Negro market and its importance" are among subjects on agenda.

Nov. 6-9—National convention of Sigma Delta Chi, professional journalistic society, Golden Triangle Motel, Norfolk, Va. Key-note speaker will be Barry Bingham, editor and publisher of the *Louisville Courier-Journal & Times*. Other speakers include Dr. Glenn Seaborg, chairman of the Atomic Energy Commission; Turner Catledge, managing editor of the *New York Times*; Blair Clark, vice president and general manager of CBS News; Palmer Hoyt, publisher of the *Denver Post*; Walter Cronkite, CBS news correspondent; Gardner Cowles, publisher of the *Des Moines Register & Tribune* and *Look Magazine*; and Charles Ferguson, senior editor of *Reader's Digest*.

Nov. 7-8—Sixth annual Freedom of Information Conference, sponsored by University of Missouri School of Journalism, Jay H. Neff auditorium, Columbia, Mo.

Nov. 7-8—College Majors Conference, series of seminars for college seniors majoring in broadcasting and advertising, sponsored by International Radio and Television Society, Hotel Roosevelt, New York.

Nov. 7-9—Annual fall meeting of the Washington State Association of Broadcasters, Ridpath hotel, Spokane.

\*Nov. 8—Technical committee meeting of Association of Maximum Service Telecasters, WSM-TV headquarters, 301 Seventh Ave., Nashville, Tenn.

\*Nov. 8-9—Conference on News Coverage of the Courts, co-sponsored by Oregon Association of Broadcasters, Eugene hotel, Eugene, Ore.

Nov. 8-10—California Exposition of American Progress (acknowledging the Negro consumer) 12 noon to 10 p.m., Long Beach Sports Arena, Long Beach, Calif.

Nov. 10—Sixth annual National Press Photographers Association cross country seminars in photojournalism, Norfolk, Va.

Nov. 10-12—ACRTF Convention, Quebec City, Canada.

Nov. 10-13—Annual meeting of the Association of National Advertisers, The Homestead, Hot Springs, Va.

Nov. 11-13—Fall radio meeting, sponsored by Electronic Industries Association Engineering Department. Among speakers will be Charles F. Horne, EIA president, and Rear Admiral B. F. Roeder, assistant chief

# A 16-YEAR PIONEER LOOKS TO NEW HORIZONS

The FIRST television station on the air in Baltimore—and Maryland—and the second in the nation to join the CBS Television Network . . . starts its 17th year . . . with enlarged production facilities for advertisers . . . new programming concepts . . . expanded public service to the city and state . . . in its recently completed station, one of America's finest.

**SUNPAPERS TELEVISION**  
CHANNEL 2, BALTIMORE, MARYLAND



In Maryland Most People Watch

**WMAR-TV**

TELEVISION PARK, BALTIMORE 12, MD.

Represented Nationally by THE KATZ AGENCY, INC.



1 Shown on the handsome cantilevered staircase in the main lobby of WMAR-TV are some of Channel 2's on-air personalities. From left to right: Ron Meroney, Sylvia Scott, Dave Stickle, Kathy, Don Bruchey, Dick Strader, Jack Dawson.

2,3 Two 45' x 65' studios, with duplicate lighting, camera and control facilities, comprise the inner core of the WMAR-TV production center. Each studio can seat an audience of 200 people.

4 WMAR-TV's experienced mobile crews, working with a variety of the most modern equipment, TV and sound-film cameras, printers, processors, fully equipped station wagons, two remote units for on-the-spot "live" and tape programming, prepare regularly scheduled daily news programs. A total of 3,427 "live" pick-ups have been made since the station's inaugural program on October 27, 1947.

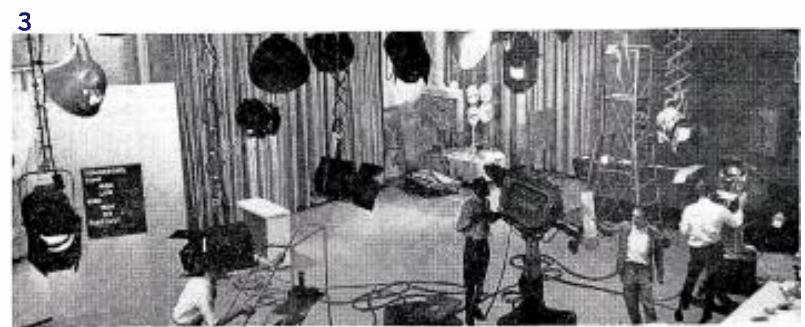
5 A revolving turntable is available for "on-camera" showing of automobiles, appliances, fashion shows, etc. An outdoor studio is also available.

6 To accommodate kitchen-type productions, each of the studios has a direct connection with water, gas and drainage facilities. A completely equipped portable kitchen is used "on-camera" for women's service programs.

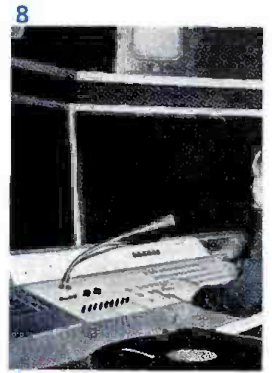
7 An unusual feature is the separate "food preparation center" where foods can conveniently be prepared "off-camera". Both kitchens are available to advertisers for "live" or taped commercials.

8 Studio "A" and Studio "B" control booths are adjacent to "Master Control", and overlook the studios they control.

9 The WMAR-TV videotape center, located within the "Master Control" area, is equipped with three RCA videotape units.



10 "Master Control" is a large central area on the second floor overlooking the studios. Here are three videotape machines, projection facilities to handle black and white and color programs, two control booths, announce booths, clients' viewing rooms and associated equipment providing maximum flexibility of operations.



10

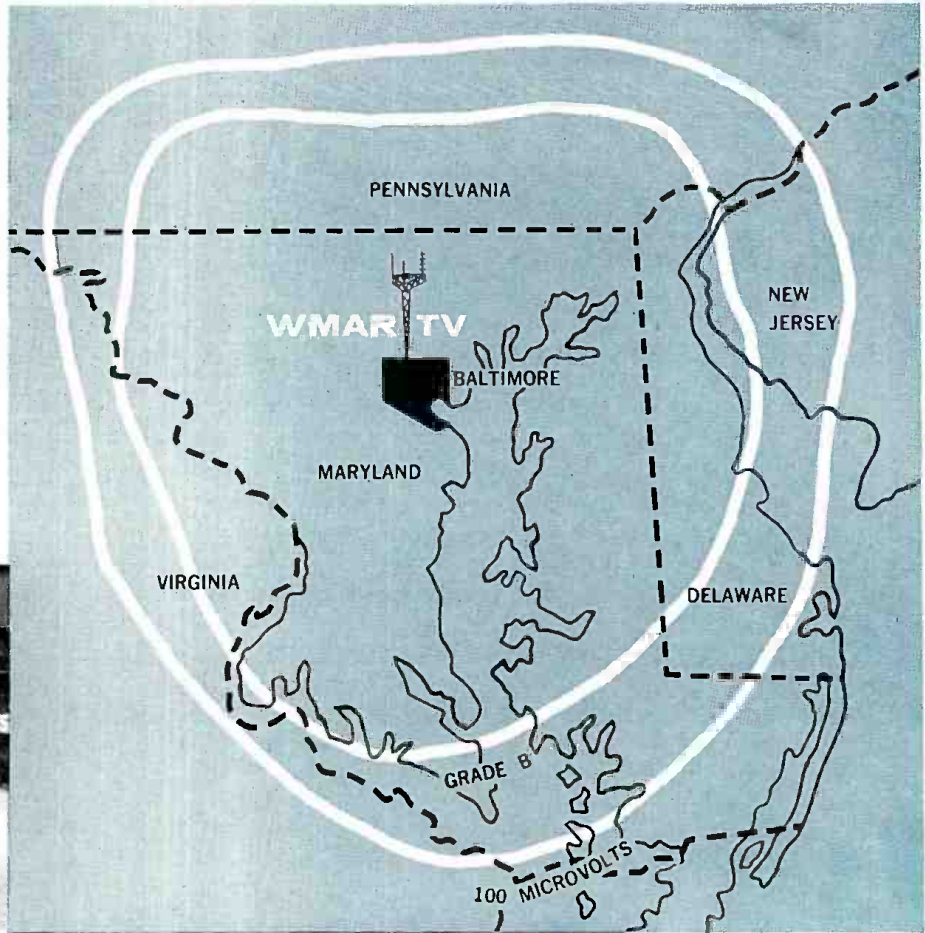


In Maryland Most People Watch

**WMAR-TV**

CHANNEL 2 — SUNPAPERS TELEVISION

WMARland encompasses 22,540 densely populated square miles of land area—one of the nation's top markets!



WMAR-TV's conference/viewing room serves multiple purposes. Clients may view films, videotapes or programs in privacy. An electrically operated motion picture screen drops from the ceiling when needed. Three monitors, with ten operating positions, can be dialed to receive any video channel within the building whether black or white or color or on-air programs of other local stations. Adjoining the conference room is a compact pantry where food is prepared and served at luncheon meetings.



The main lobby in WMAR-TV's new facility is 60' long and 30' wide. It extends the width of the building, separating the office area from the production center, with outside entrances at either end. The lobby section is two floors high terminating in a rectangular roof sky light. A white cantilevered stairway is in this central area and overlooks a pool decorated by tropical plants.



In Maryland Most People Watch

**WMAR-TV**

TELEVISION PARK, BALTIMORE 12, MD.

Represented Nationally by THE KATZ AGENCY, INC.

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**BROADCASTING**

THE BUSINESSWEEKLY OF TELEVISION AND RADIO  
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TELECASTING\* was introduced in 1946.

\*Reg. U. S. Patent Office

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BROADCASTING, October 28, 1963

of naval operations in charge of communi-  
cations. Manager hotel, Rochester, N. Y.

Nov. 12—Sixth annual National Press Pho-  
tographers Association cross country semi-  
nars in photojournalism, Omaha, Neb.

Nov. 12—Group W (Westinghouse Broad-  
casting Co.) public service conference.  
Cleveland. FCC Chairman E. William Henry  
will be luncheon speaker.

Nov. 14—Sixth annual National Press Pho-  
tographers Association cross country semi-  
nars in photojournalism, Memphis, Tenn.

Nov. 16—Advertising Career Conference,  
sponsored by the Advertising Women of  
New York Foundation Inc., Commodore hot-  
tel. Speakers include Chet Posey, senior  
vice president at McCann-Erickson, and  
Jean Rindlaub, vice president of BBDO.

Nov. 16—Sixth annual National Press Pho-  
tographers Association cross country semi-  
nars in photojournalism, Hartford, Conn.

Nov. 16—Annual meeting of UPI Broad-  
casters of Pennsylvania, Governor's Room,  
Penn-Harris hotel, Harrisburg.

Nov. 16—Second annual Wyoming As-  
sociated Press Broadcast News Clinic,  
Gladstone hotel, Casper, Wyo.

Nov. 17-20—National Association of Edu-  
cational Broadcasters national convention,  
Hotel Schroeder, Milwaukee, Wis. Banquet  
speaker is FCC Chairman E. William Henry.  
Other speakers include Robert Lewis Shayon  
("Responsibility in Educational Broadcast-  
ing"), radio-TV critic for the *Saturday*  
*Review*, and Arthur Sylvester ("Broadcast-  
ing Public Affairs"), assistant secretary of  
defense for public affairs.

Nov. 17-20—Broadcasters Promotion As-  
sociation annual convention, Jack Tar  
hotel, San Francisco. Joseph P. Constantino,  
KTVU(TV) Oakland-San Francisco, is con-  
vention general chairman.

Nov. 19-21—Television Bureau of Adver-  
tising holds its annual membership meet-  
ing, Sheraton-Blackstone hotel, Chicago.

Nov. 20—American Association of Adver-  
tising Agencies (AAAA) east-central re-  
gion meeting, Statler Hilton, Cleveland.

\*Nov. 21—National Conference of Christians  
and Jews first annual Brotherhood Testi-  
monial Dinner of the Broadcasting and Mo-  
tion Picture Industries. Chairman: Thomas  
W. Sarnoff, NBC VP. Beverly Wilshire hotel,  
Beverly Hills, Calif. Formal. \$100 a plate.

Nov. 22—National Academy of Television  
Arts and Sciences, New York chapter,  
holds "Close-Up" dinner and show lam-  
pooning comedian Jackie Gleason. Hilton  
hotel, New York.

Nov. 22-23—Combined meeting of Wis-  
consin Associated Press newspaper and  
broadcasting members, Milwaukee.

**DECEMBER**

\*Dec. 2-3—NBC Affiliates annual convention:  
radio meetings and radio network luncheon-  
presentation followed by evening banquet on  
Dec. 2, TV meetings and NBC Board Chair-  
man Robert W. Sarnoff address to joint  
radio-TV affiliates luncheon and an evening  
banquet on Dec. 3. Robert W. Kintner, NBC  
president, addresses radio and TV affiliates  
meetings. Beverly-Hilton hotel, Los Angeles.

**NAB CONFERENCE DATES**

National Association of Broad-  
casters fall conference dates:

Nov. 14-15, Dinkler-Andrew Jack-  
son hotel, Nashville.

Nov. 18-19, Texas hotel, Fort  
Worth.

Nov. 21-22, Cosmopolitan hotel,  
Denver.

Nov. 25-26, Fairmont hotel, San  
Francisco.



**WLW  
COLOR  
TELEVISION**

We're the national color TV leader. And  
our big color TV survey startled the  
industry when we proved that color  
programs rate double the popularity of  
the same programs in black and white.  
And color commercials rate 3½ times  
the impression as the same commercials  
in black and white.

WLW Television is ranked at the top  
in all phases of color TV—programs, pro-  
duction, talent, direction, sales, engi-  
neering. So let us tune your products to  
color programs and color commercials  
with all their golden rewards!

*Call your WLW TV man!*

CROSLLEY COLOR TV NETWORK

**WLW-D WLW-C WLW-T WLW-I**

Television Television Television Television  
Dayton Columbus Cincinnati Indianapolis

**WLW** Radio—Nation's Highest Fidelity Radio Station

CROSLLEY BROADCASTING CORPORATION  
a subsidiary of *Arco*

## The hallmark of culture and commercialism

When Lee Vine's voice speaks out from some millions of television sets, above a fanfare of trumpets, intoning the words "Hallmark presents," all the clichés of advertising are banished for an hour or two from the suddenly rarefied air.

The long list of famous plays and players needs only to be sampled to set the stage for this most immodest assertion: the *Hallmark Hall of Fame*, acknowledged by the TV industry to be its greatest continuing artistic success, also is an unsurpassed advertising success.

The plays you will recall. They have included Shakespeare's "Hamlet," "Richard II," "Taming of the Shrew," "Twelfth Night," "The Tempest" and "Macbeth"; Shaw's "Man and Superman," "The Devil's Disciple," and "Pygmalion"; Marc Connelly's "The Green Pastures," Eugene O'Neill's "Ah, Wilderness," Maxwell Anderson's "Winterset," Jean Anouilh's "The Lark" and "Time Remembered"; and Gian Carlo Menotti's "Amahl and the Night Visitors," TV's first original opera.

The players have been no less distinguished: Maurice Evans, Christopher Plummer, Judith Anderson, Julie Harris, Alfred Lunt and Lynn Fontanne, Charles Boyer, Eli Wallach, Burgess Meredith, Hume Cronyn, Jason Robards Jr., Walter Slezak, Eva LeGallienne, Siobhan McKenna, Mary Martin, Greer Garson, Helen Hayes and Dame Edith Evans. Small wonder that the *Hallmark Hall of Fame*, produced and directed by the inimitable George Schaefer, is TV's most honored program.

**17 Emmys** ■ I think it is a fact that not once in the history of the annual awards made by the National Academy of Television Arts and Sciences has Hallmark failed to score. It is now the proud possessor of 17 of the coveted Emmys.

Two years ago the academy made a special award to Joyce C. Hall for his singular contributions to the advancement of television through the *Hall of Fame* program. Today the *Hall of Fame* is being saluted at a special luncheon sponsored by the academy's Chicago chapter.

For the last 19 years, which is how long Foote, Cone & Belding has been associated with Hallmark, the major portion of their advertising budget has been spent in broadcast.

One might wonder, I suppose, in the face of much larger audiences week in and week out for such unpretentious programs as the raucous *Beverly Hillbillies*, the rip-roar of *Guns* and

*Bonanza*, and the high jinks of the *Any Griffith Show* and the *Lucy Show*, perennial leaders, whether "quality dramatic entertainment" may really be justified. But I think the answer is clear.

**Sponsor Identification** ■ In the first place the *Hall of Fame* is unique. It is one of the very few shows left that has any real benefit from sponsor identification. Almost all the rest have multi-sponsorship, which is in effect no sponsorship at all, but only commercial participation; or, if you please, commercial circulation.

The acceptance of *Hallmark Hall of Fame* leadership by critics and public alike is an important element in the program's value both as advertising and in public relations. Almost everyone knows Hallmark through TV. No other program receives so much attention from the newspaper critics and columnists. None receives so much publicity in schools where millions of pupils are urged by their teachers to view it. All these are unique values in the *Hall of Fame*. But then a unique selling situation faces Hallmark Cards.

Among the clients of my company, Kraft sponsors the *Perry Como Show*; Johnson's Wax sponsors Red Skelton and the *Garry Moore Show*; General Foods, the *Lucille Ball Show*, *Danny Thomas Show*, *Andy Griffith Show* and *Phil Silvers Show*; Lever Brothers, *Bing Crosby Show*; Clairol, *Candid Camera* and Contac, *Judy Garland Show*. These provide the very large audiences and the frequency that is necessary to maintain the consumer franchise of each of the products involved in daily competition on the identical shelves in the very same stores and against vast advertising and merchandising expenditures and frequent drastic price cutting.

These are not Hallmark problems. There are department stores and card

shops and other retail establishments where Hallmark shares displays with one or more competitors. But the trend is toward exclusive displays of cards, gift wraps and party goods and the best displays belong to Hallmark Cards.

**The Consumer's Choice** ■ Thus it is the unique problem of Hallmark advertising to convince shoppers not simply to make a choice between two or more brands that stand side by side in a rack but actually to pass by other brands of greeting cards, etc., in places where so much of their shopping is done (in supermarkets and variety stores, for instance) and seek out the store, wherever it may be, that features Hallmark.

That millions of people do this every week reflects the excellence of Hallmark products, a first-rate selling organization and unqualified public confidence. That Hallmark sells in the magnitude of 5 million cards every day and is favored over all other brands by as much as 11-to-1 is not happenstance.

Hallmark commercials are done mostly live with the same production staff and facilities that guarantee the dramatic excellence of the *Hall of Fame*. They are placed before and after each play and between acts so that they won't interrupt either the mood or the action that provides their dramatic setting.

Perhaps one of the most telling if totally unexpected remarks concerning the success of the *Hallmark Hall of Fame* was made last year before a Senate investigating committee. Comedian George Jessel, testifying during the ratings investigation, said in a burst of "Jessel-like" enthusiasm, ". . . take the *Hallmark Hall of Fame*, for instance, I see it every week!" A statement, mind you made about a program that never in the 13 years of its existence has been seen more than half a dozen times a year.



Fairfax M. Cone is chairman of the executive committee and creative director of Foote, Cone & Belding, Chicago. He joined Lord & Thomas Advertising Agency in 1929 as a copywriter and rose through the ranks of that agency becoming a vice president in 1939 and creative director in 1941. When Lord & Thomas ceased operation in 1943, he and two associates—Emerson Foote and Don Belding—joined forces to establish FC&B, which is now one of the 10 largest ad agencies.



**MON.**



**TUES.**



**WED.**



**THURS.**



**FRI.**



# THE GABRIEL HEATTER SHOW

## TELEVISION MANAGEMENT FACT SHEET

**SUBJECT:**

CONTENT PROBLEM LOCAL LIVE NEWS BLOCK.

**RECOMMENDATION:**

ADD—5 MINUTE GABRIEL HEATTER SHOW—"LIVE" ON VIDEOTAPE.

Accomplish the following—

1. Add Mr. Heatter "Live" to weather, sports, news team.
2. Hypo the block with the impact of a really strong, powerful personality either as a 3½ minute feature or as a 5 minute program.
3. Create an additional program for sale and/or an additional adjacency.

**ABOUT THE PROGRAM:**

Designed for stripping on a multiple play basis. This series contains 110 shows. These programs contain stories pertinent to the problems all of us experience in day to day living. Many using actual incidents from the lives of famous men and women. The Gabriel Heatter style of presentation leaves a lasting, powerful impression—one that grips your audience. Millions who are familiar with his dynamic voice will eagerly look forward to seeing him.

**COMMENTS:**

Gentlemen—this show is GREAT on videotape—Mr. Heatter is "In Your Studio." His "Live" TV presentation is as powerful and as direct to the TV viewer as you have ever seen.

CALL OR WIRE! HAL FROELICH OR GENE DENARI

WINNEBAGO PRODUCTIONS  
MERIDIAN ROAD, ROCKFORD, ILLINOIS—PHONE 963-5413

puzzle:

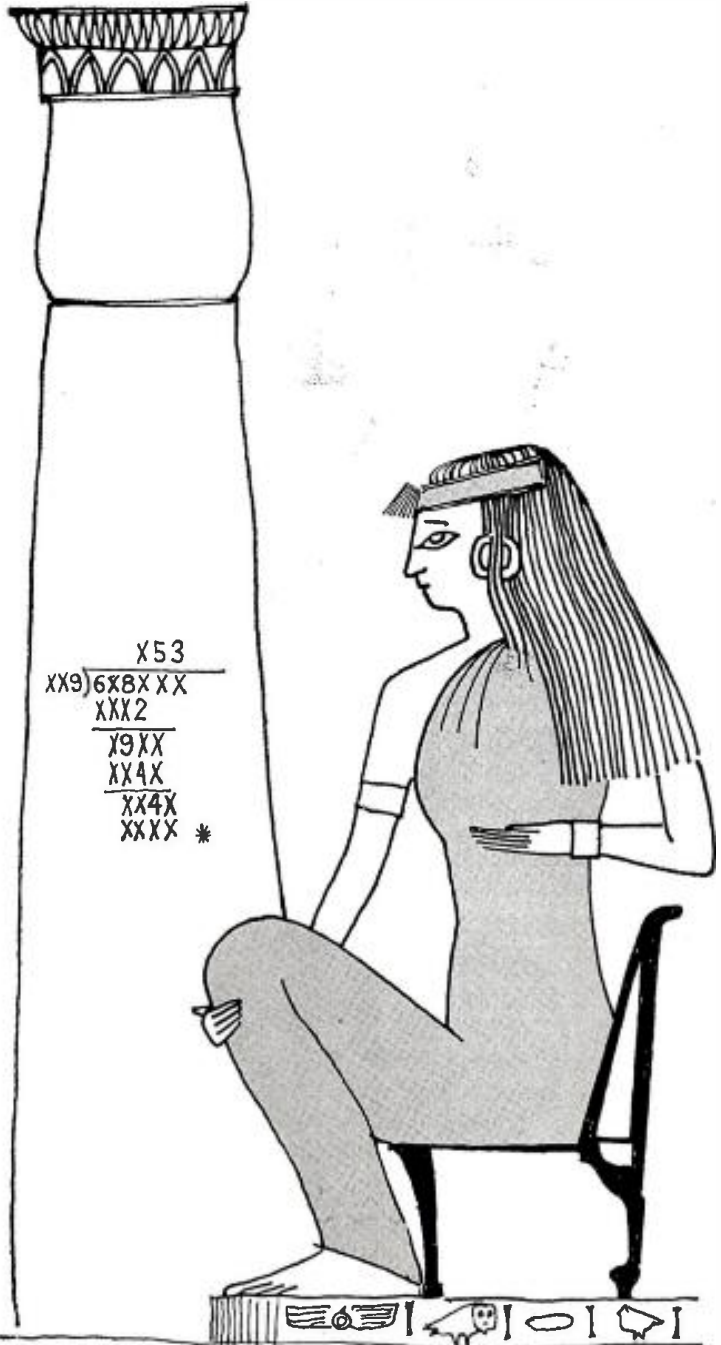
# Lowerglyphics

Rosetta Stone, a part-time employee in WMAL's Bookkeeping Department, took a coke break at her desk one afternoon. Unfortunately, the coke spilled, drenching some figures she had been working on. When it was discovered that the sodden leftover constituted the only written record of an important transaction, it fell to John Curtin, Financial Accountant and Billing Certifier, to provide a solution. Reading between the drops, he was able to decipher the following: → Can you help him reconstruct this problem in long division so we can get back on our regular billing schedule? Cries of delight and a small material reward will come your way.

\* \* \* \* \*

Solve client problems with a daytime spot program on WMAL-TV, where every day is ladies' day. Information, news, special features, quiz shows—beamed toward the gals who do the buying. Harrington, Righter & Parsons, Inc. can give you the latest dope.

Puzzle adaptation courtesy Dover Publications, New York, N. Y. 10014  
Address answers to: Puzzle #90, WMAL-TV, Washington, D. C. 20008



**wmal-tv abc**

Evening Star Broadcasting Company  
WASHINGTON, D. C.

\* Ok, wise guys, we know Egyptians used Egyptian numerals and Hindu-Arabic numerals first showed up in Spain around 976 A. D. We've adjusted history a bit to make it easy for you to solve this one.

Represented by: HARRINGTON, RIGHTER & PARSONS, Inc.  
Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSVB-TV and WSVB, Harrisonburg, Va.

# WHAT OMAHA TAUGHT HENRY

- The public has to be told what TV ought to be doing
- It isn't enough that the people like what's on the air
- There's need for local hearings on radio programming

If television stations are to fulfill their responsibilities in meeting local programming needs, the public must play a role in the stations' programming decisions. And the FCC should help the public perform this function.

This was the major conclusion reached last week by FCC Chairman E. William Henry in the long-awaited report on the commission's inquiry into local TV programming in Omaha, Neb., over which he presided last winter (BROADCASTING, Feb. 4, et seq.).

The chairman concluded that the three Omaha stations—KETV(TV), KMTV(TV) and WOW-TV—"make a genuine, good faith effort to determine and meet their community's needs, interests in the local sphere." He added that these efforts are not limited to programs that are profitable.

But, he said, no one really knows what the public wants, for this issue has not been resolved in a station-community dialogue and "has barely been considered."

**Nobody Knows** ■ He added that the same facts "underline the extraordinary arrogance of any claim—by a broadcaster, government agency or anyone else—to know, conclusively and finally, what a community's needs for television service really are."

The 66-page report concludes that these facts "point to a need for further evaluation of Omaha's needs by its television broadcasters and its citizens generally." The report also makes clear, however, that Chairman Henry feels this "further evaluation" should be undertaken by all other TV stations and their audiences, as well.

He said the Omaha inquiry revealed many "obstacles" to the "meaningful dialogue" between broadcasters and the public that, he said, FCC policies require. To remove these obstacles, he made a number of recommendations. These do not include further local TV programming inquiries—at least for now.

**Consider Other Hearings** ■ But he did say the commission should "seriously consider" additional public hearings on other subjects. He would favor inquiries "in representative communities" on the factors going into television broadcasters' decisions in selecting programs, as well as on AM and FM



programming.

He also urged a number of commission actions, some of which are already under consideration, that, he said, would enable the public to have greater familiarity with the legal obligations and the operations of stations in their communities. He would:

- Require broadcasters to carry periodic announcements in prime time concerning their "legal duties and the public's corresponding rights." He first offered this suggestion in a speech in May (BROADCASTING, May 6).

- Revise the FCC's program reporting form to make it more meaningful and useful to the commission, the public and the broadcasters. The commission has been struggling with the task of revising the form for three years.

- Require broadcasters to make available to the public at their stations the applications for licenses and renewals that they file with the commission. Chairman Henry said the information would give the public a better picture of the programming carried and proposed by a station, as well as the station's financial ability to do more. A rulemaking embodying this proposal is now under consideration by the commission.

- Require broadcasters to keep on hand for public inspection copies of the commission's annual reports on television revenues in particular communities. He said this would enable interested viewers to assess the "capabilities of their television stations."

The chairman conceded that broadcasting "cannot be a full-time preoccupation for the public at large" and that programming decision cannot be made by a "sort of town meeting," in which all citizens have a voice.

He also said a station "is free to make its own judgment, and in fact use its own imagination concerning community needs, over and above those that are pressed upon it by members of the public."

But, he said, "The essential fact demonstrated by this inquiry is that members of the public need and are entitled to help from the commission and the broadcaster—help in obtaining knowledge of the relevant facts and help in articulating their own needs and

## WHAT OMAHA TAUGHT HENRY *continued*

those of the community as a whole." He said such help could make a broadcaster-public dialogue an effective basis for program planning.

**Significance Grows** ■ The report and its recommendations are more significant now than would have been expected at the time the Omaha hearing was begun. At that time, the presiding officer was merely the junior member of the commission, with only five months service in the agency behind him. Today he is chairman, with the additional leverage that position gives him in implementing his suggestions.

The report makes the point that ratings, which are relied on by the Omaha stations as one means of determining public wants, should not be given much weight as a factor in evaluating the service a station should provide.

Chairman Henry said that however reliable ratings may be—and congressional investigations, he noted, have

commission an opportunity "to gain a 'grass roots' insight into the thinking of community leaders and the public at large concerning the local service they receive."

He said the commission, which attempts "to keep in touch with the thinking of the broadcasting industry," has at least "as heavy an obligation to keep in touch with the thinking of the public for whose sake the FCC was created."

He also said the commission's concern with local programming is dictated by two considerations—requirements imposed on it by the Communications Act and the fact that far more frequencies have been allocated for broadcasting than would be necessary to provide the country with network programs.

"The public," he said, "has paid dearly, in terms of available frequencies. Its bargain would be hollow indeed if those authorized to operate local broadcast

commission's action in banning option time (BROADCASTING, June 3), he said, the commission should know more about the criteria used by TV broadcasters in selecting network and syndicated programs, the degree of initiative licensees exercise and the extent to which this is affected by the views of community leaders.

He also said the commission should learn more about the manner in which AM and FM radio stations are determining and meeting community needs and interests. "The time has long since passed," he said, "when it was enough to note that the advent of television has forced a new role upon radio. We need to know what the role is and what it might reasonably become."

In a lengthy analysis of the Omaha stations' programming, Chairman Henry discusses the question that has become a controversial one in the consideration of renewal applications—the scheduling of local live programming.

**Liked Omaha Programs** ■ "Fundamentally," he said, this "must be resolved by the stations themselves and the community." He noted that the "great majority of the community witnesses in this proceeding" approved of the Omaha stations' service in this area.

But, he said, he was disturbed by the fact that the stations' programming judgments were not based on qualitative studies of viewer desires. He also said the stations have not experimented with programming to test viewer reaction and that broadcasters' discussions with community leaders were "obscured" by the lack of public knowledge of the stations' responsibilities.

"There was a tendency on the part of witnesses for local organizations," he said at one point in the report, "to view any station effort in their behalf as an act of generosity which the station had no duty to perform."

He noted the only local programs regularly scheduled in prime time in Omaha were news and sports. The stations were reported to have said that, outside of these shows, they didn't feel they could produce anything that would be as popular as network, syndicated, or feature film presentations.

They didn't argue that they couldn't afford to schedule less popular shows in prime time, according to the report. But they were said to have maintained that daytime scheduling is just as effective, that programs appealing only to minority audiences are not entitled to the most effective scheduling, or that their local "specials"—some of which do appear in prime time—are more effective than anything they can produce on a regular basis.

The program reporting form revisions suggested by Chairman Henry would, among other things, require a concise portrayal of station programming in prime

### And now a word from our government

FCC Chairman E. William Henry has provided a tentative script to go along with his recommendation that television stations make periodic announcements, in prime time, concerning their "responsibilities" to the public (see story on page 31).

"Station , Channel , is licensed by the Federal Communications Commission to the community of and surrounding areas, his suggested script begins." This means that we have a legal duty to determine the kinds of television programs this community wants and needs and to provide those programs to the best of our ability.

"Members of the public who want

information about our program plans and operations may inspect the applications we have filed with the Federal Communications Commission at our studios at between the hours of and .

"We welcome your comments and letters about our programming. Your opinions are important to us as we strive to bring you the programs you want."

The mention of applications is a reference to another of the chairman's recommendations—that copies of such documents submitted to the FCC be made available by television station's for local inspection by anyone who asks to see them.

cast doubt on their reliability—they do not reflect audience desires for programs beyond those already broadcast. Furthermore, he said, they "fail to measure the broader public interest." The value to a community of some local programs—both in entertainment and public affairs fields—cannot be measured in terms of audience size, he said.

**Controversial** ■ The Omaha hearing followed one held last year in Chicago under Commissioner Robert E. Lee. Both touched off heated controversy, with members of Congress, as well as industry spokesmen, accusing the commission of meddling in local affairs and with attempting to dictate programming.

Chairman Henry didn't refer to this criticism directly. But he defended local inquiries as a means of giving the

stations made no effort to produce local programs, and operated their facilities solely as outlets for programs produced in Hollywood and New York."

**Network Useful** ■ He acknowledged that network and other nationally distributed programs serve a useful purpose. But, he said, the Communications Act "recognizes a public interest in the preservation and strengthening of indigenous local institutions—in the service of needs and interests that distinguish one's home town from all other spots on the map."

The chairman determined, however, that in view of the information already obtained in the Chicago and Omaha hearings there is no pressing need for further local TV inquiries now.

**Whose Criteria?** ■ But he suggests hearings in other areas. In view of the

time versus other times of day.

**Biggest Audience** ■ "For millions of Americans," he said, "television consists primarily of the programs that appear on their sets during prime evening hours. A description of television programming that fails to take account of this fact paints a picture that would be unrecognizable to a viewer, or an advertiser."

Other proposed changes would require broadcasters to list important community issues, to report on programs carried less frequently than once a week on which the broadcaster relies to serve a community need, and to break down their programming department employees in terms of their general functions (producer-directors, floor managers, newscasters, newsmen, an-

nouncers) and list employees available to help local groups create programs.

His proposals also include a revision in the definition of local programming to permit separate reporting of local segments in programs that are not predominantly local in origin, and a provision for the separate reporting of programs produced by another, independently owned station.

## BROADCAST ADVERTISING

# Spot TV determines new products' fate

## RECORD NUMBER LAUNCHED ON TELEVISION SINCE BEGINNING OF YEAR

A record number of new products are being tested in spot TV in 1963 and will contribute heavily to the peak billing the medium is expected to achieve this year.

During the first six months of the year, approximately 165 new products became active in spot TV. Although authorities last week would not predict the total number to be reached by the end of December, a conservative guess is that the aggregate will be in excess

of 300.

Spot TV volume has been up appreciably over 1962 during the first two quarters of this year. The first-quarter estimates from the Television Bureau of Advertising show that spot TV business rose by 20% to \$219.7 million while the second quarter volume rose to \$223.1 million, an increase of 18.5% over the comparable 1962 quarter. Though figures are not available for the third quarter, there are encouraging

signs that this period and the remainder of the year will push spot TV volume to peak levels.

The importance of new product campaigns to spot TV's volume was underlined last week in a study made by Edward Petry & Co. (story below). It points up that the \$116 million gain in spot TV volume between 1959 and 1962 can be traced largely to introductory campaigns in spot TV and asserts that the medium is the dominant one

## Testing new products accounts for gain in spot TV volume

A study prepared by the Television Division of Edward Petry & Co. attributes the \$116 million increase in spot TV volume from 1959 to 1962 largely to campaigns introducing new consumer products.

Titled *Spearheading the New Product Boom of the Sixties*, the 17-page report, which was distributed last week to advertisers and agencies, analyzes media trends in the food, drug, cosmetic-toiletry and laundry products fields. It was stressed that 80% of all new products are concentrated in these categories.

The report notes that the nation's largest packaged goods advertisers also are the most new-product conscious, with the 10 leading advertisers (grocery, drug and cosmetic products) in 1962 having marketed 140 new brands since 1959. While these companies increased their spending in the measured media by an average 18% between 1959 and 1962, they expanded their spot TV investment by 60%, amounting to a \$69.5 million gain over the period. In contrast, network TV expenditures for new products rose by \$29.8 million and magazines by \$700,000 while newspapers declined by \$19 million over the same three years.

Here is how products introduced since 1959 are contributing to spot TV growth among the Top Ten:\*

Company	Spot TV Increase 1962 over 1959	New Product Spot TV
Procter & Gamble	\$15,199,060	\$13,406,200
General Foods	7,321,150	1,329,400
American Home Products	771,130	2,117,420
Lever Brothers	7,960,440	4,086,180
Bristol Myers	6,689,330	3,465,370
Colgate Palmolive	8,897,930	12,524,080
General Mills	6,342,690	3,038,400
Campbell	5,479,400	3,401,460
Alberto-Culver	9,619,860	6,855,340
Kellogg	1,063,020	730,350**
	\$69,344,010	\$50,954,200

\*TvB-Rorabaugh  
\*\*Estimated

The importance of new product campaigns in spurring spot TV growth is underlined in a section of the report, which itemizes the overall spot TV increase for 1962 over 1959 for the 10 leading companies and compares this total with the new product spot TV spending. For example, the Procter & Gamble increase was almost \$15.2 million, of which \$13.4 million was contributed by new product spot TV spending. For the 10 leading companies the 1962 spot TV increase amounted to \$69.3 million, of which almost \$51 million could be traced to new product spot TV investment.

The largest new product spot TV advertisers in 1962 were Procter & Gamble, \$13.4 million; Colgate-

Palmolive, \$12.5 million and Alberto-Culver, \$6.9 million. The report cites other examples of the key role of new product spot TV, stressing that between 80% and 100% of the 1962 spot TV expenditures of Johnson & Johnson, Menley-James, Pfizer, Heinz, Shulton, Aerosol Corp., Armstrong Cork and J. Nelson Prewitt were in support of new products.

The study lists 21 brands introduced since 1959 which received more than \$1 million in spot TV support in 1962. These products, including Salvo, Soaky, Ajax liquid, Contac and Knorr soup, accounted for more than \$40 million in spot TV spending last year, according to the Petry study.

for test marketing of products.

A check with leading advertising agencies and station rep companies indicates that one reason for the increasing volume of new products is a movement toward diversification, particularly by the large packaged goods manufacturers. Typical of this trend is Philip Morris entering the razor blade field and Borden's moving more heavily into the prepared foods and cosmetic areas among others.

**New Pattern** ■ One rep explained that a pattern emerging in new product introduction was this: the use of spot TV as a test, the subsequent use of network TV on the franchises held by these advertisers, most of which market multiple-brands and later, the re-use of spot TV in flights throughout the year.

The multiple-brand advertisers dominate the field of new products and the use of spot TV. For example, according to the Petry study, the leaders in brand introduction from 1959 through 1962 are the top users of spot TV. In a three-year period the number of

brands (not including the various product types within each brand) introduced by the leaders were as follows: Colgate-Palmolive, 20; Procter & Gamble, 18; Lever Brothers, 18; American Home Products, 17; General Foods, 16; General Mills, 16; Bristol-Myers, 13; Alberto-Culver, 10; Campbell Soup, 7 and Kellogg, 5.

**Sample Of Tests** ■ Though the multiple advertisers predominate in new product testing on spot TV, other sponsors also are active from time to time. A sampling of some of the test campaigns launched in recent months follows:

The Borden Co. is in the process of introducing 16 new products in test campaigns, using spot TV and other media, and many of them are products that veer away from the established Borden line.

Among them are instant omelette mixes, None Such Pie fillings, Butterhor refrigeratory-type packaged rolls, Bif Ten flaky biscuits, None Such frozen pies, and None Such brandy and rum

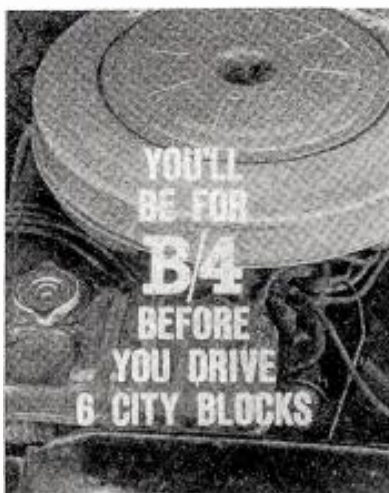
ready-to-use-mince pies. These are handled by Benton & Bowles, New York, and are being tested in several Midwest and New England markets.

Pillsbury is testing a line of 20 different family suppers in spot TV in Topeka, Kans., and Springfield, Mo. The agency is Campbell-Mithun, Minneapolis.

Cudahy is introducing via spot TV and other media its new Bar S margarine, testing in Phoenix, Ariz., Tacoma, Yakima, Seattle and Spokane, Wash., Portland and Eugene, Ore., and San Diego. The agency is Knox Reeves, Minneapolis.

Alberto-Culver Co. and Iodent Chemical Co. joined hands to introduce fluoride toothpastes designed specifically for children. One product called Mighty White (BBDO) was tested this summer in Seattle and Portland, Ore., while the other, Iodent Junior (W. B. Doner) was tried out in Detroit.

Brown & Williamson is marketing two new cigarettes—Breeze and Avalon—with spot TV for the former in Dal-



## COMMERCIAL PREVIEW: B/4 to smooth engines in 12 markets

A campaign for newly introduced B/4 engine additives is being launched by B/4 Laboratories, Indianapolis, using spot television as the basic advertising medium and spot radio as supplementary.

According to Richard MacGill, account supervisor, Caldwell, Larkin & Sidener-Van Riper Inc., Indianapolis, the agency for B/4, the four new engine additives will be introduced shortly in 12 major markets in a series of 10-second, 20-second and one-minute announcements.

The public will be introduced to the new products on a market-by-market basis—15 cities expected at

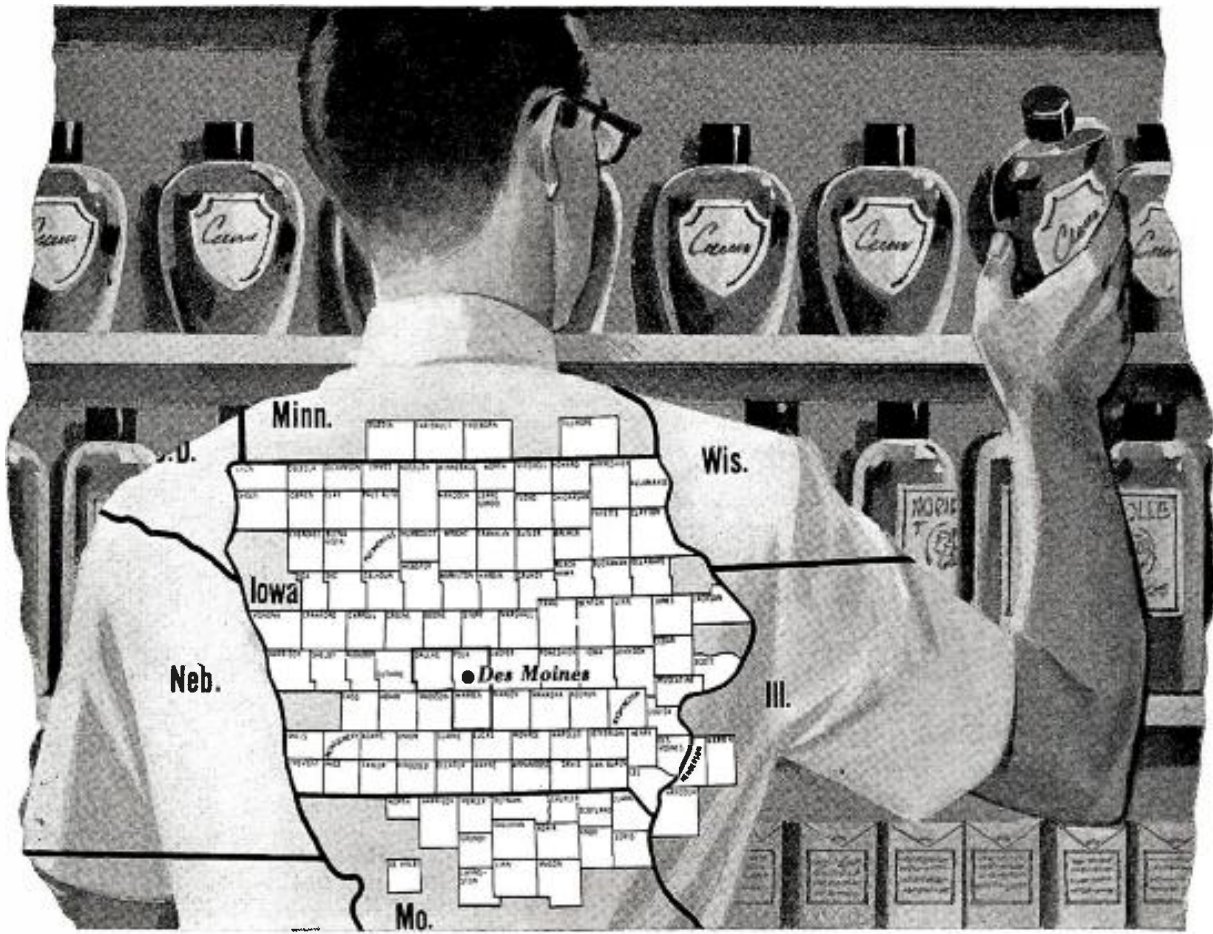
first in a geographic spread, and by next spring, the advertiser hopes its national distribution will be complete. Spot TV is earmarked for the heaviest advertising support.

In the introduction, B/4 will use 15 weekly TV announcements in each market on a 26-week basis, with 20-25 radio spots weekly for a firm 26 weeks.

Commercials were prepared for B/4 Laboratories by Film-makers, Chicago, under the supervision of Mr. MacGill. The agency and client, working with the production company, developed sales copy that is in rhyme and which synchronizes with key visual devices. In one com-

mmercial for the new B/4 Valve Aid (frees sticking valves) an automobile drives a six-block area. As the blocks are counted off, the theme is used: "You'll be for B/4 before you drive six city blocks." Other commercials are themed similarly on a "count-down" basis.

The radio-TV commercials are directed at a predominately male audience, with stress on weekend sports programs for TV and commuter hours on radio. The additives are being distributed through gasoline service stations. Other additives in addition to the valve aid: an oil conditioner, an oil cleaner and a carburetor cleaner.



## ALL 8 IOWA METRO AREAS, COMBINED, account for only 59.1% of DRUG SALES in "Iowa Plus"

It's entirely possible that 100% of your actual shipments into "Iowa Plus" are made to distributors in Iowa's 8 metro areas — but don't forget that these 8 areas, *combined*, account for only 59.1% of consumers' drug purchases in these 117 counties.\*

The Des Moines metro area, for example, accounts for 16.9% of retail drug sales. This is of course important, but it leaves 42.2% to be divided among 7 other metro areas — and another 40.9% from outside *any* Iowa metro area!\*

WHO Radio covers 5 of Iowa's 8 metro areas — covers 808,480 radio homes in "Iowa Plus" — has *daily* listenership in 239,000 homes (more than all five other radio stations in Des Moines combined, *far* more than any other station in the state).\*\*

In fact, only 22 other radio markets in America contain more people than WHO Radio's NCS '61. Ask PGW for all the spectacular facts.

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

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

# WHO RADIO

## for Iowa PLUS!

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



Peters, Griffin, Woodward, Inc., National Representatives

las, Fort Worth and Waco, Tex. and for the latter in San Francisco, Oakland and Sacramento. The agency is Ted Bates & Co.

**Detergent Launched** ■ Colgate-Palmolive Co. has been testing a new detergent, Spree, utilizing a 60-second spot in Denver (via D'Arcy Advertising) and a new deodorant for women, Barrier, using spot TV in Montgomery, Ala.; Atlanta and Savannah, Ga. and Corpus Christi, Tex. (via Norman, Craig & Kummel).

Iron City Brewery launched its draft beer in a can with TV spots in Pittsburgh in September. The agency is Ketchum, McLeod & Grove, Pittsburgh.

Caryl Richards Inc., New York, is introducing Just Wonderful hair spray in TV spots in Syracuse, San Diego, Houston, Denver, Minneapolis and Indianapolis. Agency is Pritchard, Wood Inc., New York.

General Mills, through Doyle Dane Bernbach, New York, has introduced three new rice products by spot TV in top markets across the U. S. The new products are Rice Milanese, Rice Valenciana and Rice Provence—all introduced together by 60-second spots in a sectional campaign.

The first flight of the drive officially ended Oct. 20 after five weeks, and a second campaign segment, this one for three weeks, is scheduled to get underway Nov. 5. A third segment is in the works, but no dates have been set.

**Lever Products** ■ Lever Bros., through Ogilvy, Benson & Mather Inc., New York, is using spot TV for two new products—now being displayed in test markets. Dove shampoo is being introduced on three stations in Dallas, three stations in Columbus, Ohio, and four stations in Minneapolis. The shampoo's campaign, devoted to nighttime 60-second spots, has been running since last March, and no cutoff has been scheduled.

Another new Lever product, Dove liquid for dishes, is being tested with 60-second spots on three stations in Denver. This campaign was started in October and has no planned cutoff date.

Ogilvy, Benson & Mather is also using spot TV for General Food's new dog food product, Prime. The new product is being seen on fringe 60-second spots and prime 20-second spots in Denver and Cleveland—both test markets. The Prime campaign started this month and will continue indefinitely.

Sullivan, Stauffer, Colwell & Bayles, New York, reports that it has handled the introduction of at least four new products over spot TV this year. New product names displayed in major markets on 60-second spots by SSCB are: Montclair cigarettes, American Tobacco Co.; Lever Final Touch; cold water All; and Silver Dust laundry detergent,

## Low-nicotine cigarette

A new low-tar, low-nicotine cigarette called "Gemini" is being introduced in selected markets, starting next month. It will be priced at 50 cents per package and hopes to secure a place for itself among the "class market" of smokers. Budget for the first nine months is about \$250,000 and media plans now include class magazines and radio stations of the "good music type." The product is being manufactured by Adriatic Group Ltd. The agency is Kudner Advertising, New York. As distribution spreads and sales mount, television may be added, an agency spokesman said.

all from Lever Bros. Noxzema Covergirl Lipstick, from the Noxzema Chemical Co., is being introduced now by spot TV in a test market.

**New Cosmetics** ■ The Borden Company is introducing a new line of cosmetics especially produced for sensitive skin—Marcelle. The new line is being promoted in eight markets on spot TV: Detroit, Cleveland, Pittsburgh, Columbus, Kalamazoo, Grand Rapids, Cincinnati and Youngstown. The cam-

aign is expected to run for approximately 13 weeks with an expanded campaign being planned after the 13 week period. Agency is Lynn Baker Inc., New York.

Jack Winter sports clothes is using spot TV to promote its stretch pants. The campaign is expected to begin in early November and the market list is now being drawn up. The agency, Chirug & Cairns, expects to use approximately 12 markets.

La Rosa's new Mac 'n Rice is being test-marketed in the New York area in a campaign that includes 37 spots per week on WCBS-TV, seven on WOR-TV and six on WNEW-TV. The campaign is due for expansion later in the year. Agency is Hicks & Greist, New York.

Dixie Cup bathroom dispensers are being promoted with spot TV in 8-10 markets. The campaign began in early 1963.

Among other products reported in tests in spot TV, some in a large number of markets and others in a few, are General Mills' Wondra instant flour (Dancer-Fitzgerald-Sample); Scott Paper's Cut Rite aluminum foil (J. Walter Thompson); Whitehall Laboratories, Denalon denture cleanser (Ted Bates); Alberto-Culver's New Dawn color shampoo (Compton); Johnson & Johnson's bi-phase antacid (Norman, Craig & Kummel) and Maradel's Tenderlip medicated lipstick (Mogul, Williams & Saylor).

## Agency executives back radio for sales

### FACTS TO DISPEL RADIO MYTHS PRESENTED TO BUYERS

The CBS Radio network put its 1964 sales presentation on display last week in showings before close to 500 agency executives and newsmen at a series of three luncheons in New York. During the next several weeks it will be shown to similar groups in Chicago, St. Louis, Minneapolis, Los Angeles, San Francisco, Philadelphia, Boston and other

principal cities.

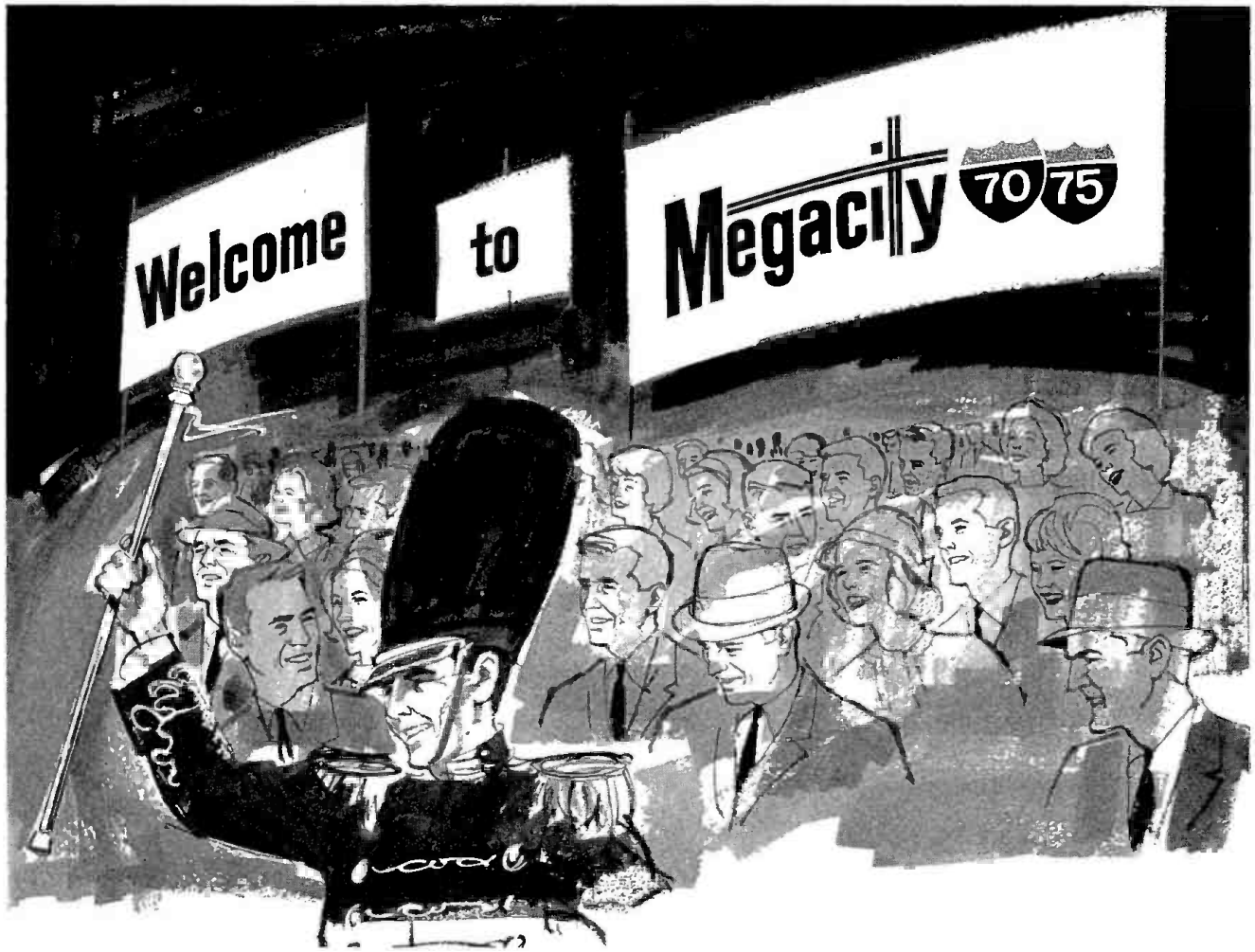
The color slide-and-film presentation, pre-previewed by CBS Radio network affiliates at their annual convention early this month, cites facts to dispel radio "myths, legends and old-wives tales"—that "television has replaced radio," that radio is a teen-agers' (or old people's) medium, that network radio is on the



Among those who saw the CBS Radio 1964 sales presentation were (l to r) Robert H. Boulware, vice president of Fletcher Richards, Calkins and Holden; Bill Wernicke, vice president of

Geyer, Morey, Ballard; James J. Delaney, advertising manager of Sinclair Refining Co., and Jack Stroud, CBS Radio sportscaster and member of the New York Giants.





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

Within about an hour's drive of Dayton are seven metropolitan areas...three and one-half million people...a buying potential of seven billion dollars. That's Megacity 70-75...tenth largest consumer market in America!

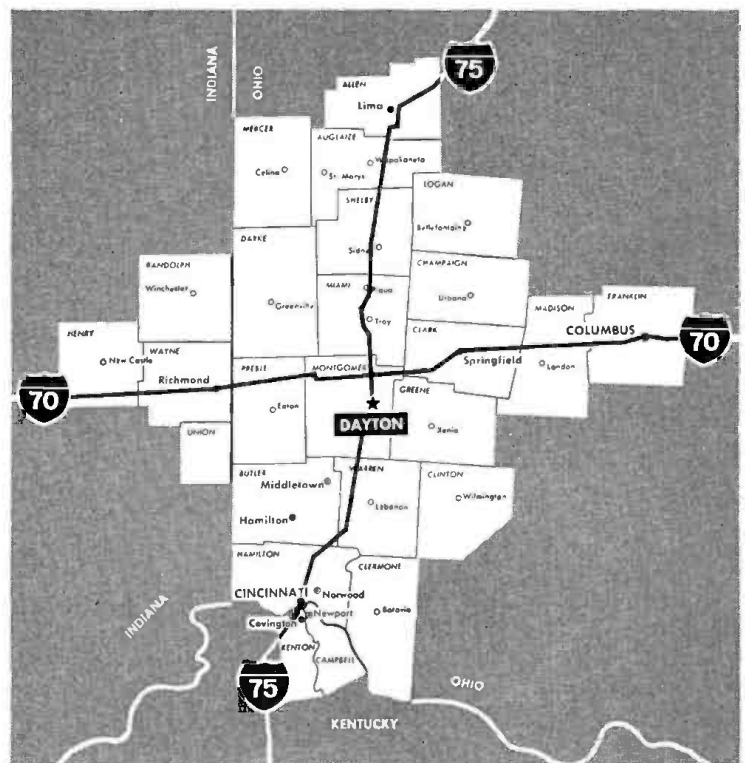
A huge segment of this market lies within the powerful range of WHIO-TV, AM, FM...a segment long partisan to these stations. Let George P. Hollingbery tell you how to best employ their selling power—individually or in combination.

WHIO-TV • CBS • CHANNEL 7

**WHIO**

WHIO-AM-FM • DAYTON, OHIO

Associated with WSB, WSB-TV, Atlanta, Georgia, WSOC, WSOC-TV, Charlotte, North Carolina, and WIOD-AM-FM, Miami, Florida



**ANOTHER VALUABLE  
ADVERTISING  
OPPORTUNITY  
ON WNBC-TV  
NEW YORK**



**Delivers substantial  
all-family audience  
at reasonable cost;  
plus an exceptional  
community relations-  
public service bonus.**

**HERE'S HOW IT WORKS**

**YOU BUY** full sponsorship (\$5400 net commissionable) or half sponsorship (\$2700) of this live local show which translates the excitement of high school sports into a fast-paced scholastic quiz. Art James is host, 6:30-7 PM, Sunday.

**YOU GET**, with full sponsorship, four :60 commercials plus opening and closing billboards; for half sponsorship, two :60 spots and one billboard.

**PLUS** the proven audience appeal of a program that represents a unique fusion of family entertainment and creative public service.

**IT GIVES YOU MORE FOR  
YOUR TELEVISION DOLLAR**

Ask your WNBC-TV or NBC Spot Sales Representative for complete details.

**WNBC-TV 4 NEW YORK**

rocks, too complicated to buy or just can't sell products without pictures (BROADCASTING, Oct. 7).

It also presents leading agency and advertiser executives in testimonials to radio. Among them:

Paul Harper Jr., president of Needham, Louis & Brorby: "Our agency will be placing over \$3 million in network radio this year. Network radio fills a particular media need for some of our clients and has proven it sells their merchandise."

Bill Mennen, vice president, Mennen Co.: "dollar for dollar, radio has done more for our sales than any other medium."

Jack Izzard, advertising director, Chevrolet: "we believe in radio—we sell a radio with practically every car we make. And we buy radio to sell ourselves—and for 10 years now we've been on the CBS Radio network."

Jim Delaney, Sinclair Oil: "Sinclair has been using radio ever since the dinosaur age. It pays off for us."

George J. Arkedis, sales vice president of the CBS Radio network, introduced the presentation, reported a resurgence in network radio business and attributed the new interest to a number of factors. These included a growing number of new products on the market, the general population growth, and an increasing awareness that "no one medium is the answer to a sales problem."

The presentation was written and directed by Gordon Auchincloss and produced by Leon Luxenberg, director of sales promotion, under the supervision of W. Thomas Dawson, information services vice president of CBS Radio.

**Agencies are called  
small businesses**

The agency business is "a small-business," and mostly it's a people business, John Crichton, president of the American Association of Advertising Agencies, said in a speech prepared for delivery at the annual Chicago conference of the Associated Business Publications last Friday (Oct. 25).

He noted the average net profit of 4A member agencies amounts to 3.39% of gross income. And the median 4A agency "bills \$1.5 million or less, has 25 or fewer employees, and has a gross income of \$250,000 or less." The biggest expense item is people, with payroll accounting for almost 70% of costs, and entertainment "is the only item of agency cost to be reduced significantly in six years."

Entertainment amounts to about 1.7% of gross income, down 20% from six years ago and "far smaller than gossip would make you think," Mr. Crichton said. He put miscellaneous

**Metropolitan areas**

A complete list of the 219 standard metropolitan statistical areas, as approved by the Bureau of the Budget, is on page 85. The table includes revisions to the 58 areas announced by the bureau two weeks ago (BROADCASTING, Oct. 21) as well as the addition of four new areas.

expenses, including taxes, at 17%.

He assured the business paper representatives that studies have disproved the "misimpression" that agencies can't make money from handling advertising in business papers, and offered suggestions for improving the agency-business paper relationship.

Business papers he said, "are an indispensable communications medium in our kind of society" and "an irreplaceable advertising medium as well."

William A. Marsteller, chairman of Marsteller Inc., New York, another speaker at the ABP conference, called again for improved agency-media liaison and an appreciation of both commission and fee systems of agency compensation.

Mr. Marsteller, who is also chairman of the 4A board's committee on media policy, had voiced similar suggestions two weeks ago at the 4A's regional meeting in Chicago (BROADCASTING, Oct. 21).

He repeated the charge that too many agency people are "being bred to look upon media representatives as a nuisance."

Addressing himself once more to the subject of commissions, Mr. Marsteller noted that "if a medium believes that advertising agency health is essential to the economics of its business . . . if it believes agencies perform a service in keeping with what it pays them, then there is a reason for it to allow commissions to agencies."

**Agency appointments...**

▪ KATU-TV Portland, Ore., has appointed Geyer, Morey, Ballard as advertising agency.

▪ Grandma's Spanish Seasoning Co., San Francisco, has appointed Resor-Anderson-Etcetera, Oakland, Calif., as its advertising-sales promotion agency. While no budget figures were given, it was indicated that radio and newspapers probably would be the primary advertising vehicles. An interim schedule of one-minute participations on the *Evangaline Baker Show* over KNBR San Francisco is now underway.

▪ Western 65 Health Insurance Association names BBDO, Los Angeles.

**VOLUME 8—  
"FILMS OF THE 50's"  
NOW FOR TV**

FORTY-TWO OF THE FINEST  
FEATURE MOTION PICTURES  
FROM SEVEN ARTS

# THE LIEUTENANT WOPE SKIRTS



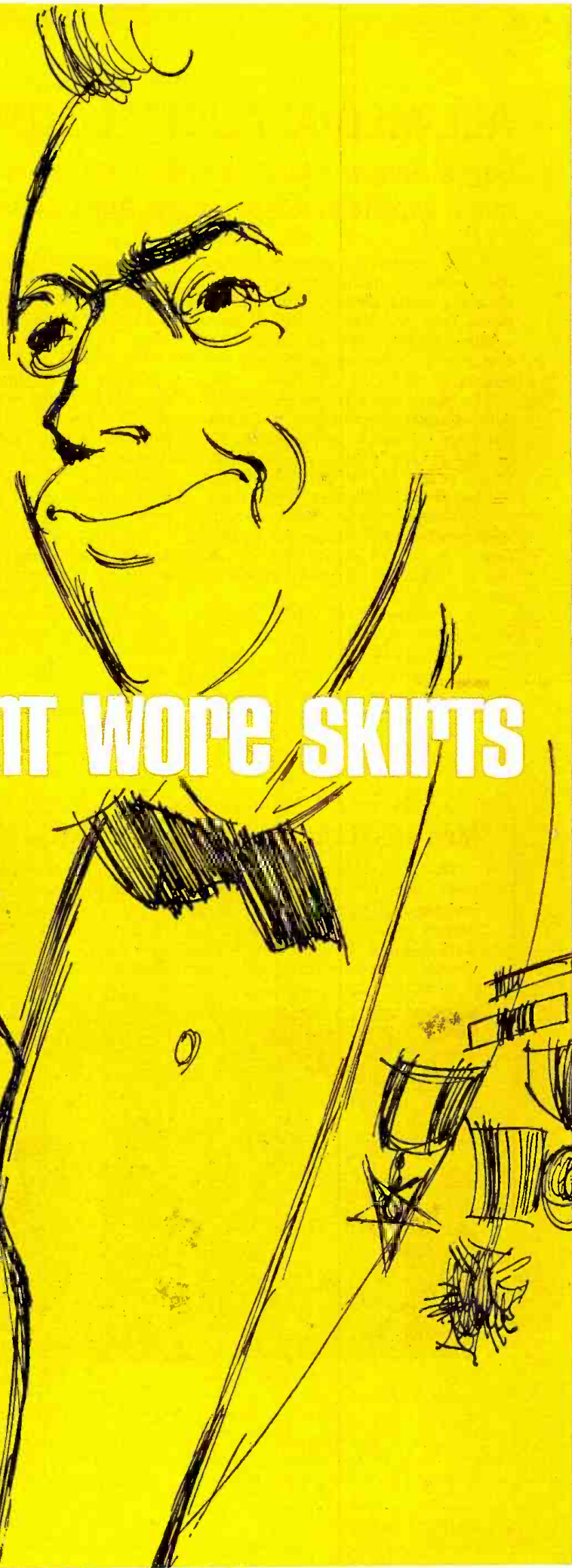
**TOM EWELL  
SHEREE NORTH  
RITA MORENO**



**SEVEN ARTS  
ASSOCIATED  
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.  
NEW YORK: 200 Park Avenue YUkon 6-1717  
CHICAGO: 4630 Estes, Lincolnwood, Ill. ORchard 4-5105  
DALLAS: 5641 Charleston Drive ADams 9-2855  
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. STate 8-8276  
TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193  
LONDON W1 ENGLAND: 24 Berkeley Sq. Hyde Park 0671  
Distributed outside of the United States and Canada  
Cable: SEVENLON London

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



# ALL-MEDIA AUDIT LOOMS

## Boggs suggests Audit Bureau of Circulations might expand into 'Advertising Audit Bureau'

Should the Audit Bureau of Circulations expand its horizon beyond its long historic role exclusively within the print media field and also provide a similar auditing function for all communication media, including radio and television?

This question was put before the Audit Bureau's membership in Chicago last week for serious consideration during the coming year. And behind the scenes at the ABC's 49th annual meeting last week it also was apparent that among "buyer" members—those representing advertisers—there is a strong feeling the answer should be "yes" and that a "broadcast division" should be established.

The question of the ABC's possible venture into auditing of other media was raised during the annual report of the retiring ABC board chairman, Robert W. Boggs of Union Carbide Corp. He suggested that an "Advertising Audit Bureau" might be able to achieve "true comparability and validity for all media" and called upon the ABC

membership to consider the issues involved and make their feelings known during the next year.

Kenneth Laird, president of Tatham-Laird, Chicago, was named chairman of the ABC board Thursday (Oct. 24) to succeed Mr. Boggs. Mr. Laird's agency partner, Arthur E. Tatham, board chairman of Tatham-Laird, is chairman of the board this year of the American Association of Advertising Agencies. Tatham-Laird places more than half of its billings in the broadcast media.

The ABC membership also re-elected several incumbent board members whose terms were to expire. The ABC board totals 31, with a majority (17) coming from the advertiser and agency fields. Among those directors from the print media field are some representing interests also having broadcast properties.

**Echoe Continue** ■ Retiring Chairman Boggs noted that over the years, "especially since the growth of television, there have been repeated calls for the

creation of authenticated 'complete audience measurement' so that print might show its total coverage for comparison with other media." He said the ABC more recently also has been asked "to consider the measurement or validation of data regarding billboards and trade shows."

Mr. Boggs recalled the congressional probe of broadcast ratings earlier this year and observed that "on more than one occasion witnesses commented upon the differences in procedures used in the 'audited circulation' of print media versus the 'sampled exposures' of the electronic media."

He said the broadcasting industry "was importuned to take immediate steps to emulate print media's standards. There were many discussions—each concluding with 'something must be done.' In some cases it was said 'ABC should do it.'"

**Moment Of Truth** ■ Mr. Boggs said he wished that he could report "at this time that ABC is ready to perform all of these services, but I cannot. I believe that the time has come when the decision must be made as to whether these should be areas of ABC service, a decision really as to the future course of ABC."

Speaking as an advertiser, Mr. Boggs said members "must decide whether you want the bureau to audit all chan-

## Men aren't the only baseball fans

The results of a Trendex survey conducted for WJZ-TV Baltimore indicate that more than half of the women in one typical major-league market watch baseball, are regular viewers and are aware of the adver-

tising message involved.

The survey, made last summer on viewing of Baltimore Orioles TV games, showed that 56% of the women who said they watch baseball had seen at least half of the televised

Oriole games. The survey also showed that 39% of the female viewers watched 30 or more of the 40 baseball telecasts. This viewing pattern closely paralleled that of men surveyed by Trendex during the same period. Of the men questioned in the Baltimore area, 86% watched the Oriole games and six out of ten had seen more than half of the telecasts.

Trendex asked women whether they watch baseball on TV only because other family members tune in, and 55% said they viewed the Orioles because they enjoy the games. Seventy-six percent of the women viewers correctly identified National Beer as one of the sponsors of the games.

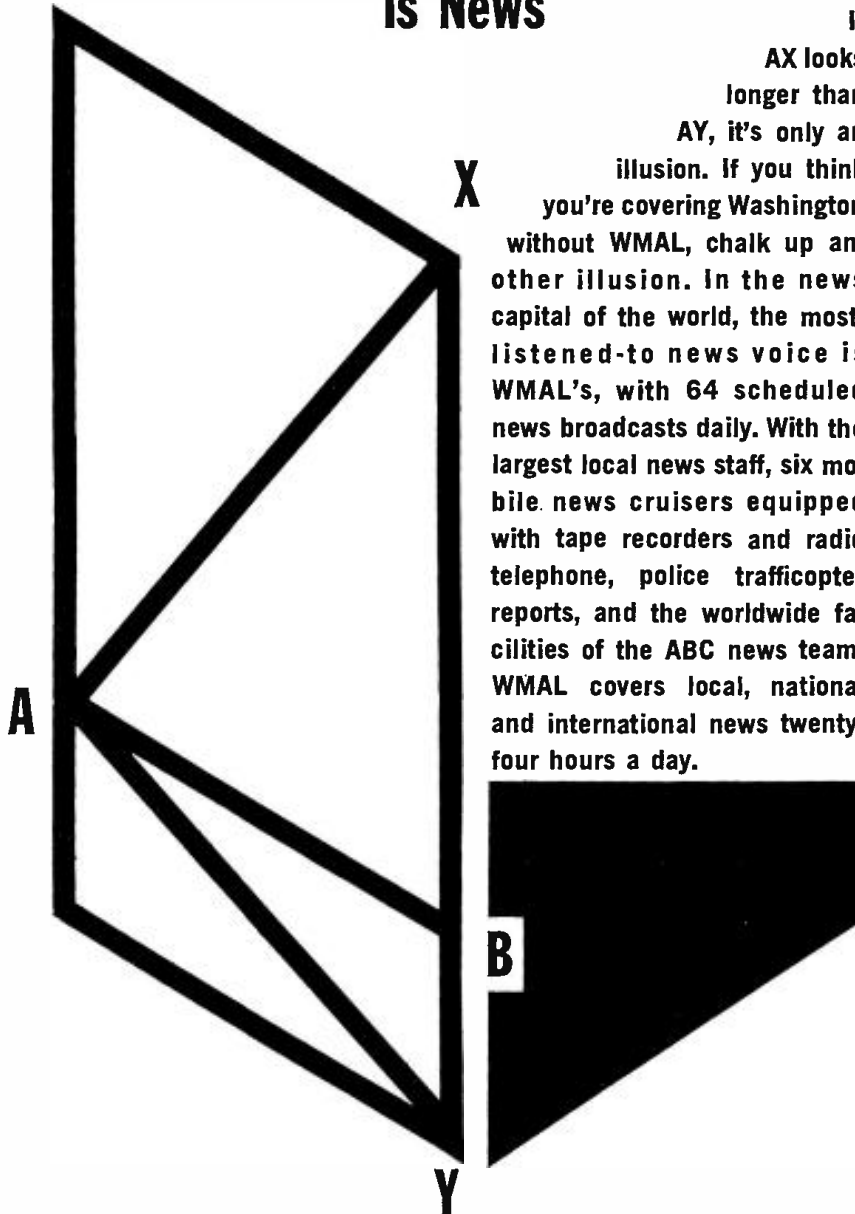
The Trendex survey was supervised by Robert Hoffman, vice president for marketing and research for TvAR station representatives. Mr. Hoffman said last week that female baseball viewers are often considered a "secondary, captive" audience. He said, "This is a highly erroneous assumption that has kept many companies from [using] baseball sponsorship as an effective way to reach and sell men and women alike."



Scoring for WJZ-TV and station representative, TvAR, with three agency men is Jackie Leathers of WJZ-TV. Her presentation is on a new study detailing the number of women in the baseball viewing

audience. The agency people (l to r) are Manny Klein, media director of W. B. Doner & Co., Ronald Wilner, vice president, Robert Goodman Agency, and Albert G. Salter, vice president of Doner.

**The  
shortest  
distance  
from A to B  
is News**



If AX looks longer than AY, it's only an illusion. If you think you're covering Washington without WMAL, chalk up another illusion. In the news capital of the world, the most-listened-to news voice is WMAL's, with 64 scheduled news broadcasts daily. With the largest local news staff, six mobile news cruisers equipped with tape recorders and radio telephone, police trafficopter reports, and the worldwide facilities of the ABC news team, WMAL covers local, national and international news twenty-four hours a day.

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

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

Represented Nationally by McGavren-Guild Co., Inc.

The Evening Star Broadcasting Company

nels of advertising communication where such is feasible. Perhaps only in this way with an Advertising Audit Bureau can we obtain true comparability and validity for all media."

Mr. Boggs explained that it would not necessarily follow that the audit procedures for the different media would be identical. He did not believe that the ABC should become a research or survey organization, but feels "there is a basic need for validation of research 'procedures and execution' which an auditing organization such as ABC could supply."

Charles T. Lipscomb Jr., president of the Bureau of Advertising of the American Newspaper Publishers Association, in a talk "Never Underestimate the Power of Integrity," also made reference to the broadcast ratings probe in Congress.

**Word To The Wise** ■ "We have been glad to hear that the broadcast industry now plans to set up a way of handling the problem of verification in the ratings business," Mr. Lipscomb said. "But this may be a good time to remind them and ourselves that ABC has always worked on the premise that verification, to be truly objective, has to be supervised by all three parties—the medium, the agency and the advertiser. It cannot be handled by the medium alone."

He felt that this "three-way relationship is one of the great strengths of the ABC which we hope our broadcasting friends will keep in mind as they get into this area." He added he felt two other ABC principles are as important as verification: full description of the methods and adequate analysis of the data.

The ABC meeting also included a panel session on progress in the use of computers by advertisers and agencies with chief points being made that these machines are but sophisticated tools which won't supplant people in decision making and will be only as good as the data put into them. Panelists included Joseph St. Georges, vice president-manager, Young & Rubicam; C. Kenneth Emery, manager of media planning and measurement, General Electric, and A. Edward Miller, publisher of *McCall's* magazine.

## Broadcasters participate in quackery conference

L. H. Rogers II, president of Taft Broadcasting Co., Cincinnati, representing broadcasting, was scheduled to moderate a panel on communications media responsibilities in helping curb medical quackery at the second national congress on medical quackery held in Washington Friday and Saturday (Oct. 25-26).

The congress, co-sponsored by the

## Old product, new medium

Bruck & Lurie Inc., advertising agency in New York, has pointed up the fact that it's never too late to turn to TV—even for a product that has been on the market for 29 years. The Thayer Laboratories Division of Revlon Inc. in New York, through B&L, this fall launched a nationwide campaign of 60-second TV spots for "Asthma Nefrin," a product that had never been heavily advertised on TV.

The first flight of the present TV drive, being carried on 50 to 60 stations in major markets, is scheduled to end before Thanksgiving, and a second flight is planned. B&L says a test campaign for Asthma Nefrin last fall showed successful sales results on the local level.

American Medical Association and the Food and Drug Administration, was to examine why people are vulnerable to quacks and how their gullibility may be reduced.

Mr. Rogers, a member of the TV code board of the National Association of Broadcasters, was to explain the code group's efforts at protecting viewers and listeners from deceptive advertising in the health field.

Kenneth Ward, vice president of J. Walter Thompson Co., was to speak for advertising. Anthony J. Celebreeze, secretary of the Department of Health, Education and Welfare, was to open the conference with an AMA official. Federal Trade Commission Chairman Paul Rand Dixon also was to speak.

## More sponsors buying whole syndicated shows

Four Star Distribution Co. pointed to evidence last week indicating there is a movement toward full sponsorship of syndicated programs. Len Firestone, vice president and general manager, reported that the spot purchase of syndicated shows still is the dominant pattern, but on the basis of buys completed on various company properties, full sponsorship appears to be gaining favor.

He cited these full-program buys: Independent Grocers' Alliance of America for *Dick Powell Theater* in Duluth, Minn., and Twin Falls, Idaho, and American Variety Stores for the same series in Fort Myers, Fla.; Zion Motors for *Detectives* in Salt Lake City; Miss Georgia Dairies for *Zane Grey Theater* in Atlanta and Macon, Ga.; Kennecott Copper for *The Law and Mr. Jones* in Tucson and Phoenix, both Arizona, and Park n' Shop Supermarkets for *Rifleman* in Charlotte, N. C.

## Campbell-Ewald may buy New York agency

Campbell-Ewald Co., Detroit, which last week announced purchase of Chicago's Hill, Rogers, Mason & Scott, may soon announce acquisition of an undisclosed New York agency, it was learned Thursday.

Campbell-Ewald already has a New York office and is in 10 other cities including Chicago and Hollywood. Campbell-Ewald's total billings are near the \$100 million mark. Hill, Rogers, Mason & Scott now bills about \$3 million-plus, having lost the \$2.5 million Kitchens of Sara Lee account to Foote, Cone & Belding earlier this year.

Hill, Rogers, Mason & Scott becomes the Chicago division of Campbell-Ewald effective Jan. 1, according to Thomas B. Adams, president of the Detroit-based agency. He also announced that Ivan Hill, president of the Chicago agency, will become a senior vice president of Campbell-Ewald in charge of the new Chicago division.

Mr. Hill's agency was established when Cunningham & Walsh closed its Chicago operation two years ago. His other original partners are no longer with the firm. Mr. Hill has specialized in food merchandising and advertising there since 1941.

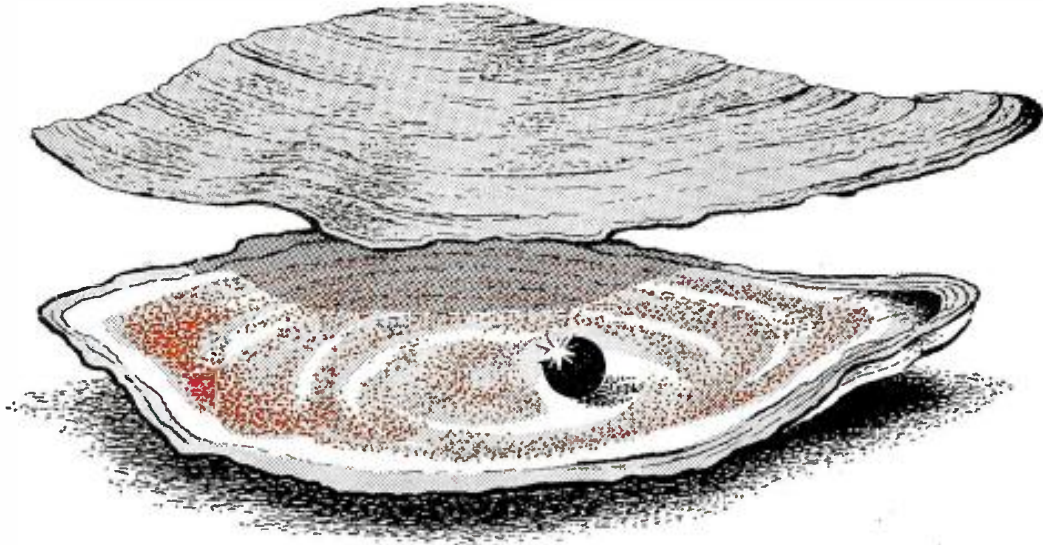
Chicago accounts involved include Beatrice Foods Co. (Meadow Gold dairy products), Universal Foods Corp., Rosarita Mexican Foods Co., Robert A. Johnston Co. (candy, cookies), College Inn Food Products Corp. and D. H. Baldwin Co. (pianos, organs), among others. Among top Campbell-Ewald accounts from a roster of 55 firms are Chevrolet, United Motors Service Division, Marathon Oil, Florists' Telegram Delivery Association, Firestone Tire and Rubber Co. and General Motors Acceptance Corp.

## N.Y. demographic study completed by Nielsen

A detailed study of the New York metropolitan TV audience providing a full range of demographic data has been completed by the A. C. Nielsen Co. on commission from WNEW-TV and WOR-TV, both New York.

A Nielsen official said the company had completed a similar study two years ago but added that the present study includes "added details" on such characteristics as age, education and occupation of the head of the household, family income, presence of children, and family size for each TV station in the New York market. The special report is designed to supplement the regular instantaneous Audimeter ratings which are a regular Nielsen service.

# WHAT'S IN THE MIDDLE MAKES THE BIG DIFFERENCE



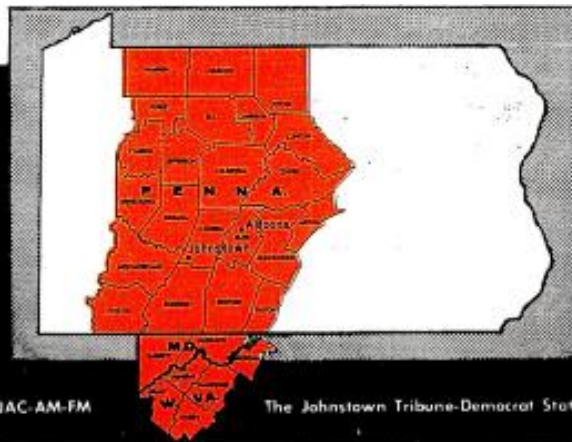
## ..and, IN PENNSYLVANIA, IT'S **WJAC-TV**

It takes the market in the middle to give you complete coverage in Pennsylvania. And WJAC-TV is the one station that serves these "millions in the middle." Here in one buy -- you reach America's 27th largest market!



Represented  
Nationally  
by  
Harrington,  
Richter &  
Parsons, Inc.

Affiliated with WJAC-AM-FM



# Goodbye errors, hello accuracy

## NEW TIME ORDER PROCESSING SYSTEM WOULD REDUCE PAPER JUNGLE

"No typewriters, no key punch machines, no carbon papers, no errors and no delays."

It is not Mecca . . . but close to it.

It is "A Standard System for Processing Television and Radio Time Orders," the product of a full year of meetings, sleepless nights and aggravation by a joint committee of 10 men representing the financial departments of major agencies and stations.

The joint committee of the Institute of Broadcasting Financial Management and The Advertising Financial Management Group, headed by Richard J. Passanant, controller, Erwin Wasey, Ruthrauff & Ryan, New York, said the system "is simple, inexpensive and provides savings for national representatives, advertising agencies and broadcast stations."

The heart of the system is a photo reproduction machine which copies the original order form made out by the station's national sales representative and adds necessary data for each party—station and agency.

**Paper Free Hours** ■ Agency people who have been exposed to the system have smiled in anticipation of extra hours of paperless work. Broadcasters have shown enthusiasm, and the joint committee feels its job will be partially done once it presents it "as broadly as we can to the industry. Then it's up to the industry to use it."

However, the reps are the key to the system and their reaction is still in the embryonic stage.

The system, which will be shown Tuesday afternoon (Oct. 29) at the IBFM's third annual meeting in New

York, marks the first formal presentation before one of the parent groups.

Richard S. Stakes, controller, WMAL-AM-FM-TV Washington, will present the system in an audio-slide show.

The standardization is accomplished on a whole page basis and "is wholesale reproduction of information," Mr. Stakes will say.

It is predicated on a master contract between station and agency "which will obviate or reduce the amount of paper work in connection with the purchase of advertising time."

The contract would eliminate the need for signed contracts for each time sale. All standard time orders would then be subject to the master agreement and the standard American Association of Advertising Agencies terms and conditions, unless otherwise indi-

### Here's how new system would work

The "Standard Time Order" form (upper left) is the key to the system. It can be printed on any erasable, reproducible, heavy tracing paper. It would be prepared by the national rep and contain all necessary information concerning the client, agency, product and schedule. It also provides for signed confirmation by an authorized station representative.

A transparent overlay (second from left) is for agency use in estimating monthly costs of the time buy. The overlay can be placed right over the agency's copy of the standard order, and the combination photocopied.

In this composite form (third from left), the agency fills in the number of announcements scheduled month-

ly; totals them across, multiplies by the rate and inserts the amounts.

Another transparent overlay (far right) is for station use as a monthly invoice. This overlay also can be placed on the station's copy of the time order and photocopied.

The composite result (lower left) permits the station to post daily from its log, total at month-end, photocopy and mail the invoice to the agency as its monthly bill. An authorized station executive certifies the performance by signature. It permits the station to provide a bill on a photocopy of the source document; use the original order for subsequent months' bills, and eliminates the need for typing of orders or monthly typing of invoices.



**You can't appreciate the new WABC if  
you don't dig the new American...**

# MAMA



Mama's a swinger. She doesn't put up preserves, she downs them. She digs the Stock Exchange and mentally made a killing last year. She's not the stock "I Remember Mama" kind of mama. We know it, and here's what we do for her:

We give her seven all-American men who know how to talk to her. Men with an upbeat sound that helps Mama beat that soufflé. Mama digs world events and wants to understand them.

We give her WABC news, a straight-from-the-hip look into what's happening. Mama likes theatre; we give her Allen Jefferys' exclusive reviews.

One thing shakes up this mama—not knowing when narcotics, housing or venereal disease have become community problems. So we devote hundreds of hours to tell her.

Result: Mama keeps WABC on most of the day, because we talk to *her*—not to a dated cliché.

One more important thing about this new all-American Mama: she's not set in her ways. Far from it, she's willing to try anything once—from a new dance-step... to a new food, cleaner, hair-prep, cosmetic.

Got the picture? Give her the word on...

**RADIO 77 NEW YORK**  
**WABC**  
AN ABC OWNED RADIO STATION

cated on the master agreement or the time order.

**Reproduction** ■ The "Standard Time Order" then becomes the universal instrument. It is just reproduced by advertiser, representative and station, with each adding whatever additional material is necessary for internal use.

It allows for agency estimates, station invoices, makeup spots, revisions—all using the basic form. Above all else, it eliminates the chance for error by continual retyping.

And the cost is "extremely modest," Mr. Stakes will tell the IBFM. "Even an elaborate machine installation costs less than \$2,000."

The joint committee expects to be busy in ensuing months, explaining the system in detail; watching the contracts flow and the paper work dry up.

Other members of the joint committee, all fiscal officers, are (IBFM): Sidney Goldstein, WPEN-AM-FM Philadelphia; Roland Filiault, WWLP(TV) Springfield, Mass.; John McVeigh,

WFBR Baltimore, and John Herklotz, WGN-AM-TV Chicago.

(AFMG): Bill Montuori, Young & Rubicam; John Harrison, Ogilvy, Benson & Mather; Ralph Neuman, Rockmore Advertising; and Bruce Sutherland, Ted Bates, all New York.

## Newspaper group plans media research project

Newspaper 1, the newly formed "network" of 30 metropolitan newspapers which seeks to capture a larger share of the national advertising dollar and includes "one order, one bill" among its features (BROADCASTING, June 24), announced a major \$250,000 media and market research project last week. The research will include broadcast media comparisons and will endeavor to define the newspaper's "qualitative" differences among other things.

The research project, to be completed by next June 1, was announced in Chicago Wednesday by Walter C. Kurz, president of Newspaper 1, and by other officers and directors of the new organization. Mr. Kurz is vice president of the *Chicago Tribune*, one of the papers involved.

The Newspaper 1 research project will include four principal parts: the character of the medium; the character of the metropolitan market; the

character of the media audience, and the character of the "metropolitans."

Mr. Kurz pointed out that fundamental changes are occurring in marketing at the point of sale and that the mounting successes of private labels are challenging brand loyalties. For this reason, he said, "the national advertiser's advantage of brand loyalty needs substantial reinforcement at the market level" and hence Newspaper 1 was formed to meet this need.

Newspaper 1's program will help all newspapers too, Mr. Kurz said. He predicted that by 1965 the program should deliver a minimum national advertising volume of \$1.2 billion for all newspapers, some \$400 million more than they could otherwise expect.

## FC&B's Chicago office to get GE computer

Foote, Cone & Belding announced plans to acquire a General Electric 225 computer for its Chicago office. The agency is not emphasizing what possible use the equipment may have on media analysis and selection.

FC&B will lease a 225 model on a parttime basis until actual purchase of the equipment when the agency moves into its new Chicago quarters in the Equitable Life Assurance building.

Paul Gerhold, vice president of



Mr. Stakes

# UP PERISCOPE

JAMES GARNER

EDMOND O'BRIEN

ANDRA MARTIN

One of the big ones from  
WARNER BROS.

ONE

The latest and greatest selection of feature motion pictures for first-run television

ALAN HALE

FC&B, emphasized last week that the computer will be used initially only for "accounting and housekeeping functions such as payrolls and client billing.

"By early 1965," he said, "we may be ready to begin using it in areas of media selection and analysis."

FC&B has done research in the field of computerized media selection in both its New York and Chicago offices for its own purposes and for clients. However, it is still the agency's position that insufficient data and undeveloped concepts of programming data make push-button media selection a thing of the future.

The GE 225 is a medium range model which leases for \$4,000-20,000 (usually about \$7,000) a month and sells for \$145,000-231,000 depending on peripheral equipment desired.

### ARB 'Market Digest' ready

The American Research Bureau last week started distribution of its 1963 *Market Digest* of viewing and marketing information for each TV market.

The digest contains four major reference sections, providing current county TV home estimates, market and station rankings by five different criteria, individual marketing and TV circulation information and summary data on homes reached in each market.

## SOME CHANGES AHEAD FOR AGENCIES

### Post says big advertisers will look for bigger agencies

Some shake-ups are in store for advertising agencies as big advertisers with bulging budgets demand larger agencies with greater staff and service resources to serve them, Carl M. Post, president of Chicago's Post-Keyes-Gardner, said last week in a talk to the Agate Club there.

Mr. Post's agency apparently has seen the handwriting on the wall: it has merged with or acquired other agencies three times during its president's brief tenure and presently is working out a merger with Maxon Inc.

Presently billing \$75 million and heavy in broadcast, Post-Keyes-Gardner hopes to become Chicago's first \$200 million agency, Mr. Post's talk implied. He recognized, however, that Leo Burnett Co. is already nearer that mark (having about \$150 million in billings) and may get there first.

In spite of the upheavals in the agency field, Mr. Post noted, agencies still neglect to spend money to study their future potential. "I have seen agencies casually recommend that their clients spend huge amounts of money in research and development," he said. "But although I have worked for three of the largest I have yet to see penny

No. 1 appropriated by an agency in research to analyze its own problems."

**Commission System Doomed** ■ It must be obvious that the day of the "pressure salesman, the charming entrepreneur and the single ivory-tower copywriter is fast fading into oblivion," Mr. Post said. The 63-year-old 15% commission system "is also doomed to quick extinction," he observed. The 15% with extra fees will be the rule and not the exception, he indicated.

Fairfax Cone also "has upset almost 63 years of private ownership in the agency business" by selling one-quarter of Foote, Cone & Belding to the public for \$7.5 million, Mr. Post said. He noted that the FC&B prospectus provided some "very interesting data on the economics of advertising today."

He said that "one enormous truth" disclosed in the FC&B data "is that a bigger agency is a more profitable agency, it is a more secure agency and certainly for the big advertiser it is a better agency." Mr. Post said some of his colleagues in advertising look upon bigness with grave suspicion, but "for myself I cannot help but observe that this is a big country in a big world and we are living among big events. I have



Warner Bros. Television Division • 666 Fifth Avenue, New York 19, N. Y. • Circle 6-1000



never found any merit in being second or in being smaller."

The principal perils keeping small agencies from getting bigger today, Mr. Post said, include: personal timidity or the fear of losing one's job or account; agency businessmen "with more talent for philanthropy than they have for promoting profits and advancing causes," and agency staffs "loaded down with the barnacles of old buddies and cronies and hangers-on. There is enough unproductive deadwood in the agency business today to duplicate the petrified forest."

Mr. Post didn't come right out and say so, but he left the impression his up-merging shop is out to win some of them back home.

## Commercials in production . . .

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager.

**Charles Fuller Productions, 3015 Granada Street, Tampa, Fla.**

Speed Queen Fabric Care Centers, one 60 for radio, music and lyrics. Charles Fuller, production manager. Agency: Roche, Rickerd, Henri, Hurst, Chicago. Richard S. Perry, agency producer.

Mary Carter Paints, two 60's, two 30's and two 20's for radio and TV, music and lyrics. House agency: Frank Barnes, director. Mike Harris, producer.

National Concrete Manufacturers Association, one 60 for radio, music and lyrics. Agency: Roche, Rickerd, Henri, Hurst, Chicago. Richard S. Perry, agency producer.

## Fast sell out

SRO in less than 48 hours from the time it was offered for sale is the record set by "King Richard and the Crusaders," color motion picture, which KHJ-TV Los Angeles will broadcast Nov. 23 as a one-time holiday special.

The 60-second participations, priced at \$1,000 each, were snapped up promptly by such advertisers as General Mills, Lever Bros., Colgate, Coca-Cola, Procter & Gamble, Philip Morris, Pillsbury, Volkswagen and Pacific Telephone & Telegraph, according to Don Balsamo, general sales manager of KHJ-TV. The one-time broadcast will also advertise Remington shavers, Buxton wallets, Pepto-Bismal, Fresh deodorant and Santa Fe cigars.

Publix Markets of Florida, eight 20s for TV (live on film), eight 30's for radio. Agency: W. M. Zemp, St. Petersburg, Fla. Bud Perfit, agency producer.

Carolina Power & Light Co., eight 60's for TV, live on tape. Agency: J. T. Howard Advertising, Raleigh, N. C., Michael J. Silver, account executive and agency producer.

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

Dannon Milk Products (Bokoo) two 60's for radio, musical. Charles Barclay, production manager. Agency: Zlowe Co., New York. Milton Sutton, account executive. Yvonne Kosover, agency producer.

Snazelle Productions Inc., 155 Fell Street, San Francisco.

Hexol Inc., (germicide), two 10's for TV. Agency: L. C. Cole.

WGN Mid-America Videotape Productions, 2501 West Bradley Place, Chicago 18.

Johnston's (pie crust), one 8 for TV, live on

tape. Bill Lotzer, director. Agency: Hill, Rogers, Mason & Scott, Chicago. Katherine Darrell, agency producer.

Carson, Pirie Scott & Co. (department store), two 20's and two 10's for TV, live on tape. Dale Juhlin, director. Agency: Grant, Schwenk & Baker Inc., Chicago. Tom Elvidge, agency producer.

## Rep appointments . .

■ **WHYY** Orlando, Fla.: Jack Masla & Co. named national representative.

■ **WGAN** Portland, Me.: Mort Bassett & Co., named representative, effective Nov. 1.

## Business briefly . . .

**Kitchens of Sara Lee**, through Foote, Cone & Belding, will participate in NBC-TV's *The Eleventh Hour* from January through April and in *The Jack Paar Show*, also NBC-TV, April through June.

**Campbell Soup Company**, Camden, N. J. through Leo Burnett, Chicago, will be participating sponsor through July in CBS-TV's *Lassie* and ABC-TV's *Donna Reed Show* advertising its Swanson frozen products. Campbell will also carry daytime schedules in ABC-TV shows, *The Price Is Right*, *Seven Keys*, *Tennessee Ernie Ford Show*, *Father Knows Best*, *General Hospital*, *Day in Court*, *Queen for a Day*, *Who Do You Trust* and *Trail Master*; CBS-TV shows, *To Tell the Truth*, *Secret Storm* and *The 12:25 News*, and NBC-TV's *Say When*, *Word for Word*, *Your First Impression*, *You Don't Say*, *Match Game* and *Make Room for Daddy*. In addition Campbell has a spot campaign planned for TV and radio in "major markets across the country."

## PROGRAMING

# ROUND WON IN MUSIC FIGHT

## Supreme Court tells appeals court to hear TV's case for at-the-source ASCAP clearance

The television industry's campaign to secure licensing at the production source from ASCAP got out of the legal thickets last week when the Supreme Court of the United States told the Second Circuit Court of Appeals to consider the All-Industry Television Stations Music License Committee's appeal on its merits.

The circuit court last May had refused to hear the industry's appeal from a ruling dismissing the suit by federal District Judge Sylvester J. Ryan on the ground that the committee had submitted a direct appeal to the Supreme Court. This was filed under an ex-

pediting rule of the Supreme Court which permits antitrust appeals to be filed directly.

The Supreme Court earlier this year dismissed the appeal for want of jurisdiction. Last week it explained that the expediting rule under which the appeal was made related only to suits in which the U. S. government is a party. Therefore, the court said in an unsigned opinion last week, the court of appeals should hear the case.

Judge Ryan in September 1962 had refused the industry committee's plea to force ASCAP to issue at-the-source licenses for film and syndicated pro-

grams on the ground he couldn't change the consent decree under which ASCAP operates.

In light of the Supreme Court ruling last week, the circuit court will now hear the appeal from Judge Ryan's decision unless the Supreme Court should reverse its opinion. ASCAP has 25 days to ask for reconsideration. No decision has yet been made on this, ASCAP lawyers said last week.

If the appeals court rules that Judge Ryan has the authority to require ASCAP to license at the source, it would send the case back to the district court for a decision whether this should be done.

**Shea Delighted** ■ Hamilton Shea, WSVA-TV Harrisonburg, Va., chairman of the All-Industry Committee, said last week after the Supreme Court ruling:

"We are delighted that we will now have a chance to have our appeals from



## Sarra brings first blizzard to sweltering New York

It was 80 degrees in New York Oct. 7. But in the new East 5th Street studio of Sarra Inc., it was snowing all over actor Paul Ford and a General Silent Safety snow tire.

The theme of the one-minute spot being filmed: "Those big snow storms can sneak right up on you."

The storyboard of General's agency, D'Arcy Advertising, called for Mr. Ford to be gradually buried under a simulated snowfall. More than 1,000 pounds of a new shaved white, plastic material were used for the burial.

With Mr. Ford starring in a Broad-

way show, the shooting schedule was limited from noon to 5 p.m. A week before shooting, the set had been constructed and cameras were ready for action.

The snowfall was prefabricated in sections and after the shot of Mr. Ford covered to his ankles another pile was added—enough to cover his knees.

Then more snow was rolled in, covering his waist, then shoulders and finally it was deep enough so that only his eyes peek over the top as the actor advises motorists to get snow tires. A General Silent Safety then makes a solo appearance.

To simulate the actual fall, two large circular drums filled with the plastic substance were mounted 15 feet overhead. Stagehands pulled on ropes hanging from the drums causing them to rotate and letting the snow "fall."

The commercial, which was filmed in one take, will run in more than 50 major markets beginning Monday (Oct. 28).

Agency executives on the spot: Bill Cassidy, producer, and Noel Holland, writer. For Sarra: Lee Goodman, vice president in charge of production, and Randy Monk, set designer.

the ruling of the U. S. district court heard on the merits of the case. We feel that our request for a music license which would result in competitive clearance at the source is fair to all concerned and is available to us under the ASCAP consent decree. We look forward confidently to the chance to prove this in the circuit court of appeals.

"The All-Industry Committee feels sure that the more than 370 TV stations it represents are renewed in their determination to take every step possible to bring their payments for the music they use to an equitable and sensible basis."

The New York law firm of Donovan, Leisure, Newton & Irvine is counsel to the industry committee.

ASCAP licenses expired at the end of 1961, but they have been continued in force. Any new contract will be effective as of Jan. 1, 1962.

## AXE MAY BE FALLING ON 'GLYNIS'

'Redigo' to join 'Empire' on that big screen in the sky

The first pinpointing of likely casualties among new network TV shows in the five-to-six week old 1963-64 season was being reported last week.

The shows most prominently mentioned to be in trouble have scored low in the first blush of audience ratings, in the critics' columns and among network program buyers at the agencies (BROADCASTING, Oct. 14).

*Glynis*, a half-hour comedy series about a husband-and-wife team involved in crime-fighting, appeared to be the program series most likely to miss the mark at CBS. The network has ordered a hold on further production after the first 13 films in the series, and a decision on the series' future is expected perhaps this week. *Glynis* is in

the Wednesday, 8:30-9 p.m. period.

It was said that the future of the *Glynis* series, produced by Desilu Studios, also might well hinge on the strength of early production of a newly projected show by Alan Funt, who produces *Candid Camera* for CBS-TV on Sunday nights. The new Funt show involves a reverse twist of the latter series. In the new series, people know in advance they are being filmed for TV.

CBS's executives in New York last week were engaged in talks with Judy Garland on the future of her new Sunday night show (9-10). CBS spokesmen said there seemed little doubt that Miss Garland's series will continue (several shows are on tape). Current conferences appeared to be part of a

## TvQ's Top 10 for October, by age

Rank	Program	Total Audience TvQ*	Age Groups				
			6-11 TvQ*	12-17 TvQ*	18-34 TvQ*	35-49 TvQ*	50+ TvQ*
1.	Bonanza (NBC)	54	60	60	46	51	59
2.	Beverly Hillbillies (CBS)	53	88	61	44	43	48
3.	Red Skelton (CBS)	45	75	52	41	38	41
4.	Sat. Night Movies (NBC)	44	53	51	47	38	37
5.	Disney World of Color (NBC)	43	68	47	35	38	39
6.	Combat (ABC)	41	57	52	34	40	31
6.	Outer Limits (ABC)	41	62	72	33	25	18
8.	Dick Van Dyke Show (CBS)	40	65	52	40	33	29
8.	Dr. Kildare (NBC)	40	56	47	36	31	40
8.	Gunsmoke (CBS)	40	53	35	33	36	47

\*Percentage of those who are familiar with program and say it is one of their favorites. Copyright Home Testing Institute Inc., 1963.

One of this season's new TV programs, *Outer Limits*, made TvQ's Top 10 for the 10-day period that started Sept. 27 (see above). The scoring covered the relatively early days of the new season, including the opening broadcasts of most, but not quite all, of the season's new shows. Four other newcomers made the Top 20: *Burke's Law* (ABC), *The Lieu-*

*tenant* (NBC), *My Favorite Martian* (CBS) and *Redigo* (NBC) tied with a number of continuing series for 15th spot. The new season's first casualty, ABC's *100 Grand*, received what TvQ authorities said was one of the lowest TvQ scores in memory: a 6, compared to an average of 28 for all nighttime network television programs.

move to iron out production and presentation difficulties.

**'Redigo's' Demise** ■ At NBC, *Redigo*, a half-hour modern-western adventure, reportedly will be canceled on Dec. 31 to be replaced at Tuesday, 8:30-9 p.m. by a nighttime version of NBC's daytime *You Don't Say*, a game show.

*Redigo*, which is a half-hour successor to last year's one-hour *Empire* series, is going off by mutual agreement of its star, Richard Egan, its producer, Screen Gems, and the network.

NBC also is said to have *Harry's Girls*, an MGM-TV production on Friday, 9-9:30 p.m. in the grey area. This program series, however, is a Colgate-Palmolive program. At least at this stage, the advertiser has not indicated it is prepared to shelve the program and might well take steps to attempt modifications in the hope of increasing audience interest.

ABC's first casualty came only a few weeks after the start of the season when it dropped *100 Grand*, a big-money quiz show placed in the Sunday, 10-10:30 p.m. slot, and put on *Laughs for Sale*, a taped comedy panel series (BROADCASTING, Oct. 14). The second show of *Laughs for Sale* was scheduled Sunday (Oct. 27).

## Missouri clergyman endorses fairness

The FCC's July 26 statement on the fairness doctrine—which has come under sharp attack from broadcasters and congressmen—has won the endorsement of the Missouri Council of Churches.

Stanley L. Stuber DD, executive di-

rector of the council, has written radio and TV program directors throughout the nation, hailing the FCC statement that licensees must send the text of broadcasts to persons attacked with a specific offer of time for an adequate response.

Dr. Stuber said that "certain so-called 'religious broadcasters' (and certain 'commentators') have had a wide-open field for personal accusations over radio and TV. . . . It is about time to challenge this kind of irresponsible broadcasting. . . . Those under attack also have rights under the Constitution."

The memo, however, has drawn criticism of some Missouri broadcasters concerned about the commission's position that licensees may sometimes be obliged to make free time available for replies to controversial statements broadcast on sponsored programs.

Luther W. Martin, general manager of KTTR Rolla, in reply to the memo, said the Missouri Council of Churches is playing "into the hands" of those who would suppress views not in accord with those of the national administration.

He said station licensees, rather than subjecting themselves to "political sniping," will reduce or eliminate controversial programming to avoid the cost of providing time for the airing of one or two other points of view. He said this would impair the constitutional guarantees of free speech and religion.

Tom Elkins, president and general manager of KXJO St. Joseph, said "No one has bothered to consider the 'right' of the broadcaster," whose station represents "a considerable investment." He

said he feels broadcasters should be permitted to sell their facilities "to whoever finds their use desirable."

But, he added, "We can't sell our facilities to one side of a controversial issue, and then give it to the other side. Certainly, that would be grossly unfair."

## Writers guild used wrong word in contract

The dispute between the Writers Guild of America and the Alliance of Television Film Producers over the wording of a section of the agreement on writers' royalty payments for TV filmed programs has been taken to court by WGA. A suit filed in the Superior Court of Los Angeles against the alliance and 13 member companies seeks to change the word "recommend" to "determined" in the clause, a change which ATFP is opposing.

The 1960 agreement (BROADCASTING, June 27, 1960) called for a fact-finding commission to determine royalty payments based on writers' residuals for the previous five years, with 4% of worldwide gross as a minimum. A supplementary agreement, covering payments to writers of pilots from their own original stories who receive "separated rights" royalties for succeeding episodes in the series written by other writers, called for "recommended" rather than "determined" royalty percentages. The findings of the computations on previous payments produced a 3.12% figure, which the ATFP maintains is all it is required to pay for "separated rights" under the agreement, while the WGA is asking for the right to collect the full 4%, as it does with the regular writers' royalties.

"Actually, there are very few cases of 'separated rights' so our stand is a matter of principle rather than a fight over money," Richard Jencks, ATFP president, said. "We maintain that the agreement means what it says. The guild is arguing that the wording does not express what they meant and was a mistake which they are now asking the court to rectify."

## Douglas show syndicated

WBC Program Sales Inc. has placed *The Mike Douglas Show*, a 90-minute daytime, Monday-through-Friday variety program, into syndication, and has sold it to KCTO(TV) Denver, WGR-TV Buffalo and WISN-TV Milwaukee for showing, starting today (Oct. 28). The program has been carried on the five stations owned by the Westinghouse Broadcasting Co. It originates from KYW-TV Cleveland, a Westinghouse station, and is taped for release to other stations.



## He likes 'easterns'

He may like Shakespearian drama, too. The point is, people's tastes vary tremendously. Some love Dr. Kildare and Bonanza. Others crave press conferences or local news. Still others prefer cartoons. So it's important for a television station to have as many different types of programs as there are viewers. WFGA-TV not only has 'em, but a great proportion of them are in color. Nobody else in Jacksonville can make that statement. So it's simple. We have what Jacksonville wants to watch. Ask our advertisers. Their success is ample proof of it.



*Jacksonville's FULL COLOR Station*

# WFGA-TV

IN FLORIDA

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.



WTVJ  
WLQS-TV

KVOS-TV

WFGA-TV  
(Affiliate)

# Everyone dipped into Baird's banks

## BROADCASTERS WERE CLIENTS OF TAX-DEDUCTIBLE FOUNDATIONS

A veteran pay TV promoter, some producers and distributors of television and theater films and a few radio and television station owners were shown in a House of Representatives study released last week to have borrowed heavily from three tax-exempt foundations set up by a New York financier whose transactions have been under subcommittee scrutiny for more than a year.

In many cases, the subcommittee charges in a lengthy, detailed report, the debtors paid back their loans by making tax-deductible, "charitable" donations to the foundations.

Representative Wright Patman (D-Tex.), chairman of the House Small Business foundations subcommittee and scourge of foundation-controlled enterprises since the early 1930's, blames the Treasury Department and the Internal Revenue Service for permitting this type of tax-free business to go on unchecked. Accusing the government agencies of "apathy . . . nonfeasance" and failure to perform audits of foundation tax returns, Representative Patman points to the activity of six foundations given special attention in his subcommittee report.

"Their tax-free business transactions include operations as: securities dealers . . . business brokers, finders of credit

. . . lending services . . . [and] trading in mortgages," Representative Patman says. This activity is not confined to the six foundations, he says; they are typical of similar activity "on a substantial scale."

Directed by H. A. Olsher, the study has been underway since last year and with the release of this second installment of a planned three-part report, is heading toward public hearings, probably this spring, subcommittee sources said last week. The 406-page section just released, although documented with pages of business correspondence among the foundations and their "debtors" and "contributors" between 1951-1962, in many cases makes no effort to explain the dealings. It is expected that some of the mystery would be dispelled once some of the principals are called for sworn testimony.

A wide range of business transactions in the entertainment field, real estate, banking and stocks is covered in this installment, but most of the fire is turned on three foundations controlled by David G. Baird of Montclair, N. J., head of Baird & Co., a stock brokerage firm that is a member of the New York Stock Exchange. In the past three decades he set up the David, Josephine and Winfield Baird Foundation, the Winfield Baird Foundation and the

Lansing Foundation. The three had total assets of \$28 million at the end of 1960, Mr. Baird reported to the subcommittee.

The type of control Mr. Baird exercises over his foundations "affords boundless opportunities for lavishing favors upon business associates and friends," Representative Patman charges. In a list of "unusual operations" of the Baird foundations, he cites "usurious interest rates . . . 'contributions' for services rendered . . . huge accumulations of income [and] loans without adequate security."

**Baird As 'Angel'** ■ The Baird foundations "have never received a screen credit, but they have played top financial roles in numerous movie and television deals, involving millions of dollars," and have held mortgages "on a not-inconsiderable number of films," the report says.

A spokesman for the Baird foundations said that by the end of this year they will have given a total of more than \$36 million to over 2,000 charities since the first one was formed in 1936. This has been for the benefit of the charities, not for Mr. Baird personally, the spokesman said, and Baird & Co. has donated back to the charities far more than it ever took from them.

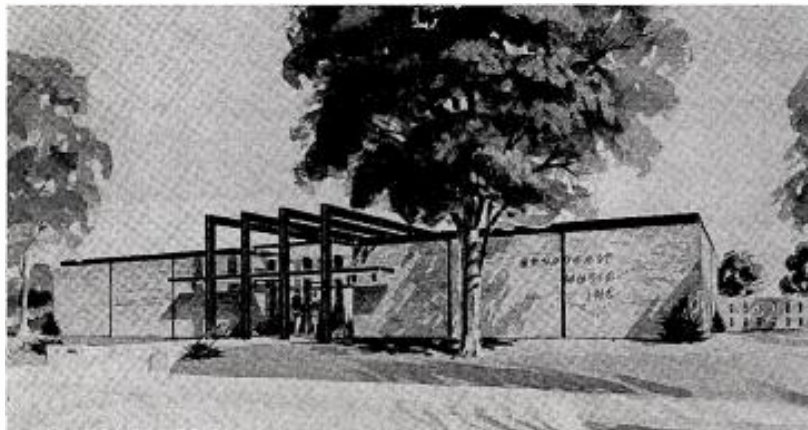
The Lansing Foundation was said to have been inactive since 1954, and the other two are to be dissolved by 1965.

In a partial list of Baird foundation dealings in the "movie-television industry," these names came up:

■ Matthew Fox, former president of many companies in motion picture distribution and pay TV, including Skiatron TV Corp., is an organizer and original stockholder in Subscription Television Inc., a new pay TV venture hoping to raise \$23 million to send programs by wire into Los Angeles and San Francisco TV homes (BROADCASTING, Aug. 26, et seq).

■ C & C Super Corp., an organization which during the early development of television, was active in the bartering of programs for credits in time that it sold to advertisers. The firm was listed as in debt to the Winfield Baird Foundation for \$1 million at the end of 1955. Mr. Fox also was involved with this company at one time.

■ Louis Chesler, Eliot Hyman and the late David B. Stillman, executives in Seven Arts Productions Ltd., and its distributing subsidiary, Seven Arts Associated Corp., have dealt with Baird foundations in sums ranging into mil-



### BMI getting own Nashville building

Ground-breaking ceremonies are scheduled Nov. 1 in Nashville for a new Broadcast Music Inc. building, that will have more than 4,500 square feet of office space. Dignitaries slated to attend the ground-breaking include Tennessee Governor Frank Clement, Nashville Mayor Beverly Briley, Country Music Association

President Gene Autry and BMI President Carl Haverlin.

The performing rights organization has main offices in New York. The Nashville office was opened six years ago and is now located in the Life and Casualty Tower. The new \$150,000 building will be at 16th Avenue and Sigler Street.



lions of dollars, the report shows.

▪ Spyros Skouras, board chairman of Twentieth Century Fox, Walt Disney of his own company, Nicholas Reisini of Cinerama Inc. and Serge Semenenko, film financier, were shown to have had extensive dealings with Baird foundations.

And there are some broadcasters:

▪ Stanley Warner Corp., licensee of WAST(TV) Schenectady, N. Y., had transactions running into hundreds of thousands of dollars with the Lansing Foundation and Winfield Baird Foundation.

▪ Joseph Harris, a New York insurance man who owns half of KELP-AM-TV El Paso, Tex., also owned Essex Universal Corp., a film distributor, and dealt with the Baird foundations to the extent of several hundred thousand dollars.

▪ Mr. Baird himself is shown by FCC records to have been an investor in only one broadcasting property. His one recorded venture was a three-month holding of 49 of 100 common voting shares of KFVB-FM Los Angeles. The other 51 shares were held by Harry Maizlish, who also was slowly acquiring control of KFVB at the time. Mr. Baird got out of the FM in 1952.

## Labor Dept. film ruling no help behind Curtain

The Committee to Promote American-Made Motion Pictures last week attacked a Labor Department effort to curb "runaway" film production. A committee spokesman said that Iron Curtain countries, which are becoming the major "offenders" as hosts to American film companies abroad, are not signatories to an international code that Labor said would be enforced to meet the runaway problem (BROADCASTING, Oct. 21).

The committee has warned of growing interest by the television networks in overseas productions.

## Film sales . . .

*Churchill, The Man* (Seven Arts): Sold to WVEC-TV Hampton-Norfolk, Va.; KGMB-TV Honolulu; WROC-TV Rochester, N. Y.; KWTV(TV) Oklahoma City and KCBA-TV Sacramento, Calif.; KMJ-TV Fresno, Calif.; KOGO-TV San Diego; KREM-TV Spokane, Wash.; WKYT (TV) Lexington, Ky.; KID-TV Idaho Falls, Idaho; KLAS-TV Las Vegas; KVIQ-TV Eureka, Calif., and KBOI-TV Boise, Idaho. Now sold in 33 markets.

*30/63 post-48 features* (MGM-TV): Sold to WHIO-TV Dayton, Ohio; KETV (TV) Omaha, and WGHP-TV Greensboro, N. C.



## Hollywood starts its museum construction

An all-star cast was center stage Sunday, Oct. 20 for the ground breaking ceremony for the \$14 million Hollywood Museum.

The museum will be a repository for historic relics of four communications arts: motion pictures, radio, television and recording.

Ricky Powell, 11-year-old son of the late producer-actor Dick Powell, wielded a silver shovel to complete the ceremony.

Representing motion pictures at the event: Mary Pickford, Walt Disney, Gregory Peck, Jack Warner and Gloria Swanson.

For radio: Charles Correll (Andy

of Amos 'n' Andy) and Gene Autry, along with the recorded voices of Marconi, Jones and Hare, Jack Benny and the sounds from Fibber McGee's closet.

For TV: Jack Webb.

For recordings: Lionel Hampton.

Watching the ground breaking (l to r): Jack Wrather, Mervin LeRoy and A. E. Englund, museum directors; Los Angeles County Supervisor Ernest E. Debs, who obtained a \$6.5 million grant from the county to purchase the location for the museum; Rosalind Russell, MC for the ground breaking, and Sol Lesser, Hollywood Museum president.

*Cains Hundred* (MGM-TV): Sold to XETV(TV) San Diego-Tijuana, Mex., and WTVW(TV) Evansville, Ind.

*Asphalt Jungle* (MGM-TV): Sold to XETV(TV) San Diego-Tijuana, Mex., and WTVW(TV) Evansville, Ind.

*Christmas in the Holy Land* (MGM-TV): Sold to KRTV(TV) Great Falls, Mont. and KBAK-TV Bakersfield, Calif.

*Cavalcade of the 60's Group I* (Alied Artists): Sold to WFIL-TV Phila-

delphia; KCTO-TV Denver; WNHC-TV New Haven-Hartford, Conn.; KTHV (TV) Little Rock, Ark.; WTEN(TV) Albany; WFBG-TV Altoona - Johnstown, Pa.; KNTV(TV) San Jose, Calif.; KAKE-TV Wichita, Kan.; WBNF-TV Binghamton, N. Y.; KOIN-TV Portland, Ore.; KFRE-TV Fresno, Calif.; KKTV(TV) Colorado Springs; KWTV(TV) Oklahoma City; WLYH-TV Lebanon-Lancaster, Pa.; KCHV-TV San Bernardino, Calif.; WKNX-TV Saginaw, Mich. and KEND-TV Fargo, N. D.

# IT MIGHT HURT MOTEL GATE

## NFL to retain right to show football games on theater TV when home city is blacked out

Broadcasting officials did not appear upset last week by the prospect that, after this year, National Football League games may be shown on theater television in cities where home games are blacked out from the network coverage.

NFL authorities plan to retain this right when they award the broadcast TV rights to next year's games. They pointed out that a similar reservation was inserted in their contract with NBC-TV for this year's NFL playoff

games, but insisted that they didn't know whether they would exercise the theater-TV rights either on this year's playoff or next year's regular season games.

"We just want to retain the right, in case we ever do want to put the games in theaters in the blacked-out home cities," an NFL spokesman said.

There was no indication at CBS-TV or NBC-TV that such a reservation would inhibit their bidding for regular-season rights. CBS-TV has the rights this year without the theater-TV reservation, but it bid for the playoff contract with the reservation included.

ABC-TV, which carries American Football League games under a contract that runs through next season, is not expected to bid for NFL games next year.

**Annex To Stadium** ■ TV authorities seemed agreed that putting the NFL games on theater television in blacked-out cities would not hurt the size of the free-TV audience for the games. One expert likened it to a club's "building an annex to the stadium, after all the existing seats have been sold out."

The league presumably would not allow theater telecasting of games even in the blacked-out cities unless the games were sold out at the gate, since gate protection is the purpose of the blackouts.

Blacking out the home cities has been a consistent NFL policy. Among the most enthusiastic fans another consistent policy has developed—when their teams are playing at home, many of them travel to motels and hotels (or friends' homes) along the fringe of the blackout area and watch the game on stations that are not blacked out.

This sort of enthusiasm was believed to have sharpened the NFL's interest in theater TV as an adjunct to free TV. To that extent, theater TV might diminish both the broadcast audience and the motel-hotel business.

## UA-TV film package now on 125 stations

The sale of the United Artists "Showcase for the 60's" package of 33 feature films in 25 additional markets raises the total number of markets carrying these features to 125, Erwin H. Ezzes, executive vice president of United Artists Television, announced last week.

The station purchasers include WDAU-TV Scranton, Pa.; KMSP-TV Minneapolis; CKLW-TV Windsor—Detroit; KCMT(TV) Alexandria, Minn.; WJHL-TV Johnson

City, Tenn.; KTVE(TV) El Dorado, Ark.; WTOG-TV Savannah, Ga.; WBIR-TV Knoxville, Tenn.; WDBJ-TV Roanoke, Va.; KPRC-TV Houston; KBTW(TV) Denver; KCRA-TV Sacramento, Calif.; KDAL-TV Duluth, Minn.; WJRT(TV) Flint, Mich.; WTOP-TV Washington; WILX-TV Lansing, Mich. and WJXT(TV) Jacksonville, Fla.

UA-TV is preparing a new package of features, made up largely of post-57 motion pictures, and will place them in syndication in about two weeks, Mr. Ezzes reported.

## Westinghouse plans public service parley

Some 400 TV and radio program managers are expected to join executives from a wide range of fields at the Westinghouse Broadcasting conference on local public service programming, which opens Nov. 11 in Cleveland. Other broadcasters attending the four-day conference will include representatives of about 300 stations as well as radio and TV network personnel.

A first day highlight will be a panel discussion on the "Problems of the Creative Person and Communications." The panel will include entertainment personalities Steve Allen, Marc Connelly and Dick Gregory; Michael Dann, CBS-TV vice president in charge of programming; the radio-TV editor of the *Saturday Review*, Robert Lewis Shayon, and Dr. Henry Lee Smith, professor of linguistics at the University of New York at Buffalo.

## In Texas it's judges who say yes or no

In Texas it's legal now for a broadcaster to cover a court trial, if the judge approves.

This authority, used by Texas judges for many years notwithstanding the American Bar Association's Canon 35, has been made official in the Canon of Ethics of the State Bar of Texas.

Under its judicial section, a Canon 28 has been promulgated which gives to judges of the state the right to approve the presence of television cameras, microphones, tape recorders and newspaper photographers covering proceedings going on in the courtroom. The canon was approved by a large majority of the judicial section at the state bar convention in Austin last month. The judicial section comprises the judges of the state.

The key feature of the canon is centered on the right of the trial judge to determine what coverage shall be permitted in his courtroom, with the following exceptions:

- Artificial lighting is absolutely prohibited.

- If a witness objects to having his picture taken or his testimony recorded

## Dissent from Congress

Reaction from Capitol Hill to the FCC's Omaha report (see story page 31) was slow in coming Thursday (Oct. 24).



Mr. Cunningham

The chairmen of both the Senate and House commerce committees and of their communications subcommittees were out of town. But Omaha's congressman, Representative Glenn Cunningham (R-Neb.), although he hadn't had a chance to read the entire 66-page report, examined the FCC's own 10-page summary and said that as far as he was concerned, "the whole thing [the hearing] was mostly a waste of money and talent."

If it were FCC Chairman E. William Henry's intention "to suggest that the FCC has control over program content," Representative Cunningham continued, "then he has in my opinion badly misread the intent of Congress in this regard."

"Perhaps Chairman Henry found out something in an educational way about the television industry which will be helpful to him, but I don't think it had any other beneficial results." Omaha's television stations "are among the best in the Middle West," the congressman noted, "but he could have found that out by writing a few letters from his Washington office."



## *Record-Breaking Research By X-15*

### **COMMUNICATION BY COLLINS**

No other research plane in aviation history can match the record of NASA's X-15. It carried the world's first winged astronaut into space. Biomedical data from X-15 flights helped determine procedures for Project Mercury. To help bring back this new knowledge, pilots of the X-15 depend upon a communication/navigation package by Collins Radio Company. This equipment has proved highly reliable over a four-year period including approximately 100 X-15 flights. □ While

our broadcast equipment is not designed to operate in the hostile environment of X-15 radios, they both have one thing in common: uncompromising quality. The same high order of engineering skills, careful manufacture and strict adherence to Collins quality control standards prevail. Only the best will do, whether it's an X-15 pilot's report or your day-by-day programming. For more information about quality broadcast equipment, call your Collins broadcast sales engineer.

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



or broadcast, the judge shall prohibit that portion of the trial.

▪ After the judge has ruled against coverage, newsmen may attempt to persuade the judge to reconsider his ruling.

▪ Newsmen may be cited for contempt of court if they attempt to bring pressure on a judge to reverse his ban on coverage; if they attempt to cover a witness whose objections have been sustained by the judge, or if they attempt to cover a proceeding which the presiding judge has prohibited them from covering.

Texas is one of two states that have declined to follow the strictures of Canon 35. Colorado is the other. Both have permitted presiding judges to rule on requests to broadcast trials.

Canon 35, adopted by the ABA in 1937, was reaffirmed with some slight revisions earlier this year at the bar association's New Orleans meeting (BROADCASTING, Feb. 11). It prohibits the taking of photographs in courtrooms during a trial, encompassing also TV coverage and radio broadcasts, live or delayed.

## Strict formats make radio inflexible

Radio programmers were warned last week that emphasis on consistency in a format may lead to inflexibility and finally to a stifling of radio's entertainment value.

Joe Somerset, vice president and programming director, Capital Cities Broadcasting, speaking at a seminar in New York, explained he was not attacking "top 40" radio or the concept of consistency of format but he said "too many broadcasters have reduced their operation to an inflexible formula."

An agency approach to radio was also presented at the seminar; a plea by Frank Gay, associate media director, D'Arcy Advertising, for more standardized data about the medium for time-buyers.

Mr. Somerset acknowledged that "it is only in a few remaining pockets of reaction that we find any arguments against consistency in radio format." However he averred that programmers have "compounded radio's most serious problem — overpopulation — by duplicating formats.

"There's a great difference between format and formula," he said, and added that "nothing is so sure to stifle entertainment as predictability. What we call 'music and news radio' is becoming predictable."

Mr. Somerset was one of five panelists who spoke at the radio seminar, sponsored by Mark Century Corp., syndicator of the *Radio a la Carte* programming service.

Public Service ■ Irv Lichtenstein, vice

## Cops stop TV 'Game'

A program titled "The Name of the Game" and intended for use on the *Kraft Suspense Theatre* series on NBC-TV may be in for some drastic script changes. Set in a casino in Las Vegas, the show calls for the use of a battery of slot machines as props, but as a truckload of 19 of the one-armed bandits was en route to Revue Studios on Wednesday (Oct. 23) the Los Angeles county sheriff's vice squad halted the truck and removed 13 of the machines as being in good operating condition and therefore contraband.

The other six were inoperable, as studio props usually are, and so are legal and were not confiscated.

president for programming, WWDC Washington, addressing the session on the place of community responsibility in a station's format, said "public service is not the throw-away portion of broadcasting to satisfy" the FCC.

"It can be tailored to fit a station's image; it cannot be noble and insultingly unctuous."

Mr. Gay, told the seminar that time-buyers generally do not have enough standardized data to work with in placing advertising. He said station rate cards are too often inadequate, and that audience measurement systems tend to be contradictory and confusing. He also noted that the heavy use of TV in advertising has brought about a defeatist attitude in many areas of radio — especially sales. Mr. Gay called for an industry effort to educate advertisers in the benefits of radio as a selling medium.

Another panel member, Robert E. Eastman, president of a radio representative firm bearing his name, said improved relations between stations and reps can enable a station manager to get up to 100% more business out of his representative firm's sales force.

## New Seven Arts film package

Seven Arts Associated Corp. last week began distribution of Volume 8 of its "Films of the 50's" features.

Among the 42 titles in the Volume 8 package: "That Wonderful Urge," "The Lieutenant Wore Skirts," "Three Came Home," "Woman Obsessed" and "The Remarkable Mr. Pennypacker."

Also listed in the volume are "Only The Best," "A Ticket To Tomahawk," "The Glory Brigade," "The Kid From Left Field" and "Twenty-Three Paces To Baker Street."

## Stop a filibuster— let TV do the job

Exposure to television of the Senate during a filibuster might well end the device as a method of tying up legislation. TV coverage of more congressional hearings also would show the public the real role Congress plays in momentous decisions.

These viewpoints, among others, were trotted out during a taped TV session featuring four legislators and two newspeople by Metropolitan Broadcasting Co. The two-hour show, *Under Discussion*, was scheduled for showing on WNEW-TV New York and WTTG (TV) Washington Sunday (Oct. 27). Senators Jacob K. Javits (R-N.Y.) and Paul H. Douglas (D-Ill.) and Representatives Henry S. Reuss (D-Wis.) and Thomas B. Curtis (R-Mo.) participated in the panel discussion. Also on the panel were Benjamin Bradlee, *Newsweek* Washington bureau chief, and Meg Greenfield, Washington correspondent for *The Reporter* magazine.

Senate floor proceedings are not telecast. Under Senate rules, no broadcast cameras, microphones or still cameras are permitted, or even a public address system, a point noted by Senator Javits, who has been trying to get microphones installed in the Senate.

TV coverage of some hearings in the Senate is permitted by the committees involved, but they are limited. A more extensive use of TV coverage particularly in the less sensational, but vital legislative areas such as in hearing witnesses on the administration's tax bill, was recommended by the panel.

## Program notes...

**Features on TV** ■ The Broadcast Information Bureau reported last week there are 10,427 feature films in current release to television, of which 2,997 are post-48 productions. This information is incorporated in the latest issue of BIB's *TV Feature Film Source Book*, which lists approximately 1,205 features available to TV in color.

**Westhampton activity** ■ Westhampton Film Corp., New York, reports it has acquired 15 post-1960 features for distribution to TV and has named Ben Colman, formerly eastern sales manager of Screen Gems, as sales manager. Westhampton recently moved to 717 Fifth Avenue. Telephone is Plaza 2-1919. The firm plans to be active in distribution to TV of U. S. and foreign motion pictures and in financing movie and TV production.

**Christmas show** ■ Worldwide distribution rights to *The Little Story Shop*, a puppet TV series designed for pre-Christmas use produced by Louis Weiss,

Phoenix, have been acquired by Hollywood Television Service, TV syndication arm of Republic Corp.

**Motor music** - Capitol Records, Hollywood, is following its "surfing music" success with "hot-rod" music. Capitol last week announced that five hot-rod albums will be put on the market in the next few weeks. The Beach Boys and Dick Dale will be featured in the new offerings.

## Mayors and Pioneers to honor stations

Two national groups, the U. S. Conference of Mayors and the Broadcast Pioneers, next year plan to join in presenting awards to one radio station and one TV station named leading contributors in the field of local community service programing. The organizations say judging will be done by a panel on the basis of the calendar year, and all entries must have a final filing deadline of Feb. 1 following the year of station performance.

The plans were announced Monday (Oct. 21) in a joint statement by Arthur L. Selland, president of the U. S. Conference of Mayors, and Ernest Lee Jahncke Jr., president of Broadcast Pioneers. They expressed hope that the awards would encourage stations to "place more emphasis on the needs of the community."

## 'The Green Hornet' returns

*The Green Hornet* is going to be back on radio. Charles Michelson Inc., New York, reported last week it has assembled a package of 52 half-hour episodes of the mystery thriller from past years, and will start distribution about Nov. 1. The episodes have received clearance from the Trendle Campbell Broadcasting Co., owner of the series. Mr. Michelson said *Hornet* was on the air for a summer run in 1953, but otherwise has been absent for more than a dozen years.

## Heatter in syndication

Availability of the *Gabriel Heatter Show*, featuring the veteran news analyst in a series of five-minute programs on video tape, has been announced by Winnebago Productions, Rockford, Ill. Winnebago is a division of Balaban TV.

Each program contains an inspirational message with stories linked to problems faced in day-to-day living. Many story lines are based on true incidents in the lives of famous people. Winnebago said that the series is designed for stripping and as an addition to early evening or late news-weather-sports blocks on local stations.

BROADCASTING, October 28, 1963

# PERSONALITY POWER

Floyd Ottoway  
WSYR GANG



Carol Johnson  
WOMEN



Ed Murphy  
MUSIC



Fred Hillegas  
NEWS



Elliot Gove  
TIMEKEEPER



Richard Hoffmann  
BUSINESS NEWS



Joel Mareiniss  
NEWS



John Gray  
MUSIC



Alan Milair  
MUSIC



Bill O'Donnell  
SPORTS



Deacon Doubleday  
FARM



It packs a friendly punch. Stroll down the street with Deacon Doubleday or Carol Johnson or Fred Hillegas. Watch the smiles light up peoples' faces; hear the known-you-all-my-life greetings from total strangers.

This friendly attitude is for you, too, when these personalities are selling for you. And, that's why WSYR Radio is the greatest sales medium in Central New York.

So you see what happens:  
**Personality Power = Sales Power** for you in the 18-county Central New York area.

Instant friends for what you have to sell.

Represented Nationally by  
THE HENRY I. CHRISTAL CO., INC.  
NEW YORK • BOSTON • CHICAGO  
DETROIT • SAN FRANCISCO

**WSYR** NBC  
In Central New York

5 KW • SYRACUSE, N. Y. • 570 KC

# Tube shortages slash color set output

## MAGNAVOX CUTS OFF CHEAPEST SETS BECAUSE OF PRODUCTION LAG

Color tube and color set manufacturers last week indicated a color tube allocation problem which would not be rectified before the end of the year.

An anticipated shortage of color television tubes during the peak Christmas selling season has prompted the Magnavox Co. to announce a cut off in production of its lowest price color sets.

Magnavox has reported it will discontinue production of its 501, 502 and 503 models, priced from \$498.50 to \$525, in favor of higher priced models.

A combination of unexpected consumer demand and a lag in production schedules of manufacturers newly entered in the color tube field was cited as the principal reason for the short supply.

**Estimates Near Million** ■ Industry estimates placed the consumer demand for color sets through the 1963 calendar year between 750,000 and 1 million.

RCA, which remains essentially the sole producer of color tubes, reportedly will not produce more than 750,000 of them this year.

A spokesman for RCA said last week that the company does not currently envision a cut back in production of its own low price color sets. RCA's lowest color price is \$449.95 at present but the company says its most popular model retails at \$650.

Several companies which are new in color tube production so far produce only a negligible quantity when set manufacturers' demands are considered as a whole.

Sylvania reports it has reached a "full production" level but says that its September-December color tube output will not exceed 20,000.

Rauland Corp., Chicago, a subsidiary of Zenith, reportedly hoped to manufacture 100,000 color tubes through

1963. A Rauland official told BROADCASTING last week that the company had begun manufacture of the tubes but declined to comment on the production schedule.

National Video Corporation, also a Chicago-based firm entering the color tube field, is reported to be having production problems.

## ATC's new direct drive cartridge unit offered

A direct tape drive cartridge unit which is said to completely eliminate speed differences between tape cartridge machines, and offers reproduction "comparable to the finest reel-to-reel units," was announced last week by Automatic Tape Control.

ATC said the new system has been under development for two years and entirely eliminates belt drives, "said to

## It took a decade, but Hogback was won

"The Battle of the Mountains" is finally ended.

And WSPA-TV (ch. 7) Spartanburg, S. C., has started operations from a new transmitter on Hogback Mountain—where it has wanted to be all along.

The station, owned principally by Walter J. Brown, former Washington newspaperman, wanted its transmitter on Hogback when it applied for a construction permit back in 1953. But a year later, the FCC gave Mr. Brown permission to build on Paris Mountain. WSPA-TV operated from Paris Mountain after 1956, but WAIM-TV (ch. 40) Anderson, S. C. protested, and a nine-year battle at the commission and in the courts began.

After several proceedings before the commission and in the courts, Mr. Brown was cleared of WAIM-TV charges that he lacked the character qualifications to be a licensee because of alleged off-the-record contacts with FCC commissioners. And in 1962, the commission reversed its decision granting the Paris Mountain transmitter site. WSPA-TV, however, was allowed to continue operating from Paris Mountain on a temporary basis.

In the meantime, still a third mountain had come into the picture.

In 1959, WSPA-TV had applied for a permit to move its operations to Caesar's Head Mountain with an increase in antenna height and power. The commission refused to process the Caesar's Head application until the Paris Mountain litigation was settled. When it was, WSPA-TV asked that the Caesar's Head application

be dismissed and that an extension of time be granted for building a transmitter and antenna on Hogback.

The commission granted this request in June (BROADCASTING, July 1), and a short 3½ months later, Mr. Brown, on Oct. 21, climbed the mountain with Governor James F. Byrnes (left in picture) to view Hogback's scenery, including WSPA-TV's new tower. (Mr. Byrnes is former Justice of the U. S. Supreme Court, former Secretary of State and at one time served as governor of South Carolina.)

The new transmitter is 3,468 feet above sea level and operates with 316 kw effective radiated power.

The move was accomplished in several stages. After sign-off on Sunday, Oct. 13, the video transmitter was moved from Paris to Hogback, and WSPA-TV began operating at 3:40 p.m. on Monday Oct. 14 with video from Hogback and audio from Paris. The following Sunday, the audio transmitter was moved, and WSPA-TV began complete operation from Hogback at 1:28 p.m. on Monday, Oct. 21.

Licensee of the ch. 7 outlet is Spartan Radiocasting Co. It operates as the CBS-TV primary affiliate for that area.

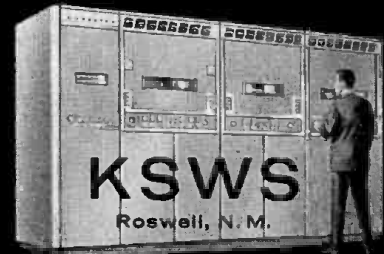




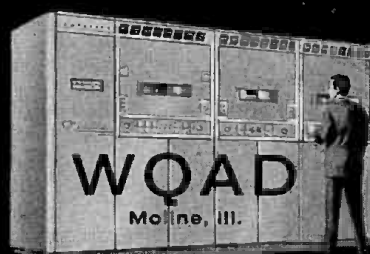
**PREFERRED BY THE NATION'S**



**FINEST TELEVISION STATIONS**



**FOR HIGH-BAND OPERATION**



## **It's the new RCA 25-kw TV Transmitter (Ch. 7-13)** offering new excellence of performance, reliability and low operating cost

The popularity of this modern 25-kw transmitter stems from its fine performance for high-band VHF service. That's why so many TT-25DH's have been ordered since first shown at the 1962 NAB Convention.

This transmitter is capable of full 316-kw ERP when coupled with a modern high-gain antenna such as the RCA "Traveling Wave."

WNAC will be using two of these operating in parallel to produce 50-kw for its new transmitter installation.

The TT-25DH transmitter is completely modern, using silicon rectifiers, and a minimum number of operating tubes. It is designed for remote control operation. Small space requirements, low power cost, and high reliability are among its many other modern features. It is an ideal transmitter for the high-quality, maximum-power VHF station. It will add prestige to yours.

For more facts about this new transmitter, see your RCA Broadcast Representative, or write RCA Broadcast and Television Equipment, Bldg. 15-5, Camden, N.J.



**The Most Trusted Name in Television**

be the principal cause of speed differences in cartridge recording and reproduction." The new system also is adaptable to equipment already in the field, ATC said.

Robert S. Johnson, ATC general manager, said the new system "should greatly assist in eliminating the objections of some agencies to commercial disc-to-cartridge transfers."

## WGN seeks OK for 750 kw experiment

WGN Chicago last week filed an application with the FCC for approval of a three-year experiment with 750 kw power for its clear channel operation on 720 kc.

The Chicago station, which is owned by the Tribune Co. group, will invest over \$1 million in the proposed super-power experiment if commission approval is received. The transmitter will constitute the bulk of cost at an estimated \$792,592. WGN has received approval for a \$1 million loan from the Lake Shore National Bank of Chicago to cover initial expenses. The 750 kw operation is estimated to cost WGN an additional \$412,000, but to bring an additional \$430,000 in revenue.

WGN told the commission that if it receives approval for the experiment, the station will provide \$50,000 to one or two midwestern universities to undertake a study of the economic impact of the projected 750 kw operation. The study, which would be made during the experiment, would be helpful to the commission in determining the future of clear channel broadcasting the station said. WGN also said that enough information has been collected in the clear channel rulemaking proceeding for the commission to determine super-power is in the public interest.

Wcco (830 kc) Minneapolis, WLW (700 kc) Cincinnati, KSL (1160 kc) Salt Lake City and WSM (650 kc) Nashville have also requested operations with 750 kw. In November 1962 WGN filed for super power for its regular license but was rejected.

## \$700,000 in new gear ordered from GE

An order by WWJ-TV Detroit for more than \$700,000 worth of equipment was announced by General Electric Co. last week. GE said the order for the television studio equipment was one of the largest it has ever received from a single station.

The order—for studio and film cameras, control systems, audio systems and monitoring equipment—is a part of WWJ-TV's \$1.2 million expansion and modernization program. GE's Visual Communication Products Division is handling the order.



### New Army 'shootie-talkie'

A rugged miniaturized radio receiver and companion transmitter have been developed by the Delco Radio Division of General Motors Corp. for use by combat troops. Shown here as they will be used on the front line, the units were designed by the Army Electronics Research and Development Laboratories, Fort Monmouth, N. J.

About 75 of the lightweight units—the receiver weighs approximately 9 ounces and is attached to a soldier's combat helmet and the transmitter weighs about 15 ounces and is hand held—have been produced for test purposes. The initial Army contract with GM, in August of 1962, awarded \$239,000 for development of the units, and a June 1963 contract allotted an additional \$108,000 for the work.

## Technical topics...

**Dual introduction** ■ Kay Electric Co., manufacturer of precision electronic test and measuring instruments, announces the availability of its mega-switch model KMC 255B, a newly improved high frequency coaxial switch, and the Marka-Sweep Video 100, a new all solid state sweeping oscillator that provides "extremely flat sweeps up to 100 mc wide." Additional information and prices may be obtained from the company at 14 Maple Avenue, Pine Brook, N. J.

**Tape recorders sold** ■ ABC has ordered 83 units of RCA's fully transistorized audio tape recorder for use in the network's owned radio and TV stations. Delivery will start next month on the RT-21 recorders which will become standard equipment throughout ABC facilities, replacing all existing audio tape units.

**Tape degausser available** ■ An automatic tape degausser, reportedly ideal for TV stations using video tape recorders, is now available from Consolidated Electrodynamics Corp., a subsidiary of Bell & Howell Co., Pasadena, Calif. Further information may be obtained from the company at 360 Sierra Madre Villa.

**CBS places order** ■ GPL division of General Precision Inc., Pleasantville, N. Y., announced last week that it had received an order for eight PA-550 high resolution vidicon film chains for CBS operations in Washington and New York. GPI's PA-550 vidicon film chains are now in use at CBS stations KNXT(TV) Los Angeles, WCAU-TV Philadelphia, and WCBS-TV New York.

## Ampex announces mobile video tape center

### RCA DESIGNS SPECIAL MOUNTING FOR FLORIDA STATION

Now they're putting portable video tape recorders on wheels.

Last week Ampex reported that it could deliver in 120 days its "Minicruiser," a complete mobile video tape recording center, centered on the 97-pound portable VR-660 recorder.

The Ampex mobile unit is housed in a compact Studebaker station wagon, with a sliding roof to permit TV cameramen to shoot directly from the vehicle. The VR-660 is housed in a shock-mounted protective case at the rear of the cruiser. A vidicon camera with zoom lens and 200-feet of cable permits the camera to be used away from the vehicle. Both cameraman and recorder operator are tied into a communication link. An 8-inch preview

monitor is also included.

The unit operates from a self-contained power supply, although it can be operated from normal 115-volt domestic power. The tape recorder may be removed from the wagon for remotes.

A mobile recorder delivered last week to WJXT(TV) Jacksonville, Fla. by RCA uses a special body mounted on a Ford V-8 chassis. It was designed by RCA for the Florida station. The 55-inch-wide studio size recorder is positioned directly behind the driver's seat with its console facing the rear. The unit carries two air conditioners, power regulator and distribution equipment, a rack for test equipment, work counters and storage cabinets. TV cameras can be carried in a five-foot area at the rear.



# An optimistic report from CBS

## STANTON CITES INCREASE IN TELEVISION RATE OF GROWTH

A bullish report on radio and television business generally, and on CBS radio and television specifically, was presented to the Los Angeles Society of Financial Analysts last Thursday by Dr. Frank Stanton, president of CBS Inc.

He told a luncheon meeting of the group that a "substantial" increase evident since 1961 in the rate of growth of television advertising expenditures, after a number of years of declining rates of growth, "is resulting in a considerably higher level of profitability throughout the industry."

It suggests, he said, "that television may be at an earlier stage in its growth cycle than we would have concluded several years ago."

Dr. Stanton also expressed confidence that network radio, "after a number of years of uncertainty, during which this medium was forced to adjust to the competition from television, is regaining its place in the sun. Its future, from every indicator I am able to observe, is promising indeed."

He noted that TV's advertising revenues in the first half of 1963 rose 12% above those for the same period last year, while national advertising revenues of the major print media rose less than 3%.

Of the CBS-TV network, he said that although the new TV season is just getting under way, "already there are strong indications that the network's extraordinary competitive showing last season will be equaled and may be bettered in the season at hand." The network's sales for the first nine months of 1963, he also reported, were "substantially higher" than in the same period of 1962.

He said the five CBS-owned TV stations led their markets in time sales last year and that sales this year are even better. The stations are WCBS-TV New York, KNXT(TV) Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis.

The TV stations' associated radio outlets and the two other CBS-owned radio stations—WEEI Boston and KCBS

San Francisco— also ran up a sales total during the first nine months this year that is "well ahead" of that for the comparable 1962 period, Dr. Stanton asserted.

The CBS Radio network, he said, "is having an excellent year," with sales substantially in excess of those for last year.

He reported that CBS News, although "not primarily a profit center as such," is finding that advertiser interest in its output "is increasing steadily." He said CBS News supplies 61% of the CBS Radio schedule and 20% of the CBS-TV schedule and is expanding both domestic and foreign operations.

CBS Newsfilm, he said, is "the largest single newsfilm syndication service in the world and its service is "currently seen in four out of five television homes throughout the free world."

CBS Films Inc., he said, "has become the world's largest exporter of films made especially for television."

He summarized the operations of the other CBS divisions—Columbia Rec-

# Stations DO Have Personality!



The personality here is the boat Ho-Maid, just put into the waters of Grand Traverse Bay, after 3 1/2 years of "do-it-yourself" work by Pres. Les Biederman, who stripped a thirty-year, 35 foot commercial fishing boat to the hull and designed and built himself a diesel-powered, ocean-safe boat. The project shows Les' imagination and staying power-- imagination and staying power he has put into his seven stations-- power that SELLS your product.

## The Paul Bunyan Stations

WPBN-TV • WTOM-TV • WTCM • WMBN • WATT • WATC • WATZ

Paul Bunyan Bldg. \* Traverse City, Mich. \* Venard, Torbet and McConnell, Inc.

ords, CBS International and CBS Labs—and offered this overall assessment of the CBS Inc. position: "We have lost none of the momentum which enabled us to post 1962 as the best year in our history, and which gave us earnings for the first six months of the current year equivalent to \$2.11 per share compared with \$1.59 per share for the same period last year."

## Garfinkle puts stock 'in public interest'

Henry Garfinkle, president of the American News Co., who increased his holding in the Boston Herald-Traveler Corp. from slightly over 3,000 shares last February to over 62,000 this month, has placed this 12% interest in the hands of three trustees to be voted "in the public interest" for a period of five years. Notice to this effect was filed with the FCC last week. The Boston newspapers (*Herald* and *Traveler*) also owns WHDH-AM-FM-TV there.

The move by Mr. Garfinkle sets at rest speculation that Mr. Garfinkle had been acting in behalf of S. I. Newhouse, group publisher-broadcaster. Reports were also rife that Mr. Garfinkle was acting as a principal for the Kennedy family; the theory was that President Kennedy would become publisher and editor of his hometown newspaper when he retired from the presidency.

Named trustees under the irrevocable five-year trust are Dr. Abram Sachar, president of Brandeis University, Waltham, Mass.; Dr. Herbert D. Adams of the Leahy Clinic, and John R. Fulham, fish business.

## Goodwill Stations report

Goodwill Stations Inc. reported gross revenue and earnings up for the nine months of this year.

Nine months ended Sept. 30:

	1963	1962
Earned per share*	\$ 0.79	\$ 0.66
Gross revenue	6,166,845.00	5,669,172.00
Operating profit (before depreciation and amortization)	1,881,688.00	1,596,896.00
Depreciation and amortization	654,885.00	658,075.00
Net income	548,502.00	456,146.00
Cash flow generated from operations	1,203,387.00	1,114,221.00

\* Based on 690,840 shares outstanding.

## Capital Cities profit up 41% in nine months

Capital Cities Broadcasting Corp. announced that net profit for the nine months of 1963 was 41% higher than for the same period in 1962 and double that of 1961.

The report, issued last week, also

stated that New York Subways Advertising Co., which is 40% owned by Capital Cities, had a profitable year for its first fiscal year under its new management, compared to a loss position in the previous year under different ownership and management.

Nine months ended Sept. 30:

	1963	1962
Earned per share \$	1.06	0.75
Net broadcasting income	12,068,594.00	10,946,957.00
Broadcasting expense	7,393,377.00	6,945,879.00
Depreciation	864,958.00	993,645.00
Operating profit	3,810,259.00	3,007,433.00
Interest and financing expense	878,598.00	1,011,988.00
Total special charges	116,496.00	—
Income before taxes	2,815,165.00	1,995,445.00
Income taxes	1,493,369.00	1,056,248.00
Net income	1,321,796.00	939,197.00
Cash flow	2,186,754.00	1,932,842.00

## Ampex to acquire Mandrel Industries

The Ampex Corp., Redwood City, Calif., will acquire Mandrel Industries Inc., of Menlo Park, Calif., and Houston.

The proposed acquisition, which will be voted on first by Ampex and later by Mandrel stockholders, would involve a stock exchange worth about \$29,250,000.

Ampex has 7,835,542 shares outstanding and would issue approximately 1.5 million shares for Mandrel's 1,440,044 shares on a 9 for 10 basis.

The offer will be made only by a prospectus following appropriate registration of Ampex shares by the Securities and Exchange Commission.

Mandrel, which claims to be the world's leading geophysical service outfit, had sales last year of \$21,293,604 and net income of \$1,263,374. The company has 2,000 employees; 1,600 of them in the U. S.

Ampex, for the fiscal year ended April 27, earned \$5,005,000 on sales of \$93,271,000 (BROADCASTING, July 29). Ampex has 5,700 employees.

## Official Films show profit

Official Films Inc. reported a profitable year despite, according to Seymour Reed, president, "continuance of a most difficult period for syndication of television films [and] an acute shortage of time to show syndicated films."

Re-elected to Official's board were Louis C. Lerner, David Bumin, Louis Levinson, Stanley Mitchell, Leonard I. Scriber and Mr. Reed. The election took place at the annual stockholders meeting last week.

12 months ended June 30:

	1963	1962
Total income	\$2,357,092	\$3,037,794
Costs and expenses	2,035,043	2,604,673
Income before taxes	322,049	433,121
Provision for federal and state taxes	172,000	228,000
Net income	150,049	205,121

## Warner Bros. sales to TV hit new high

Warner Bros. reports that sales of feature films and off-network programs for the third quarter of 1963 hit a record high of more than \$4.5 million, while sales of off-network programs for a like period last year came to only \$1.4 million. Joseph Kotler, vice president of Warner's Television Division, said last week, "Even with the addition of the features, we did not expect to more than triple our last year's sales figures for these normally slack-selling months."

The new figures include 35 sales of the newly-distributed "Warner Bros. One" feature films package, 30 sales of off network hours and five sales of off-network half-hours.

## Consumer, industrial sales high at RCA

RCA reported last week that its consumer and industrial sales through 1962 and 1963 have "more than offset the general leveling off of government business which has been evident throughout the industry."

Elmer W. Engstrom, RCA president, addressing the Investment Analysts Society of Chicago, said that consumer and industrial products which accounted for 38% of RCA's business in 1961 are expected to contribute 44% of the company's volume during 1963.

## Taft declares dividend

Quarterly dividend of 15 cents a share, payable Dec. 12 to stockholders of record Nov. 15 has been declared by Taft Broadcasting Co. board. Six months' fiscal report shows slight drop in net income.

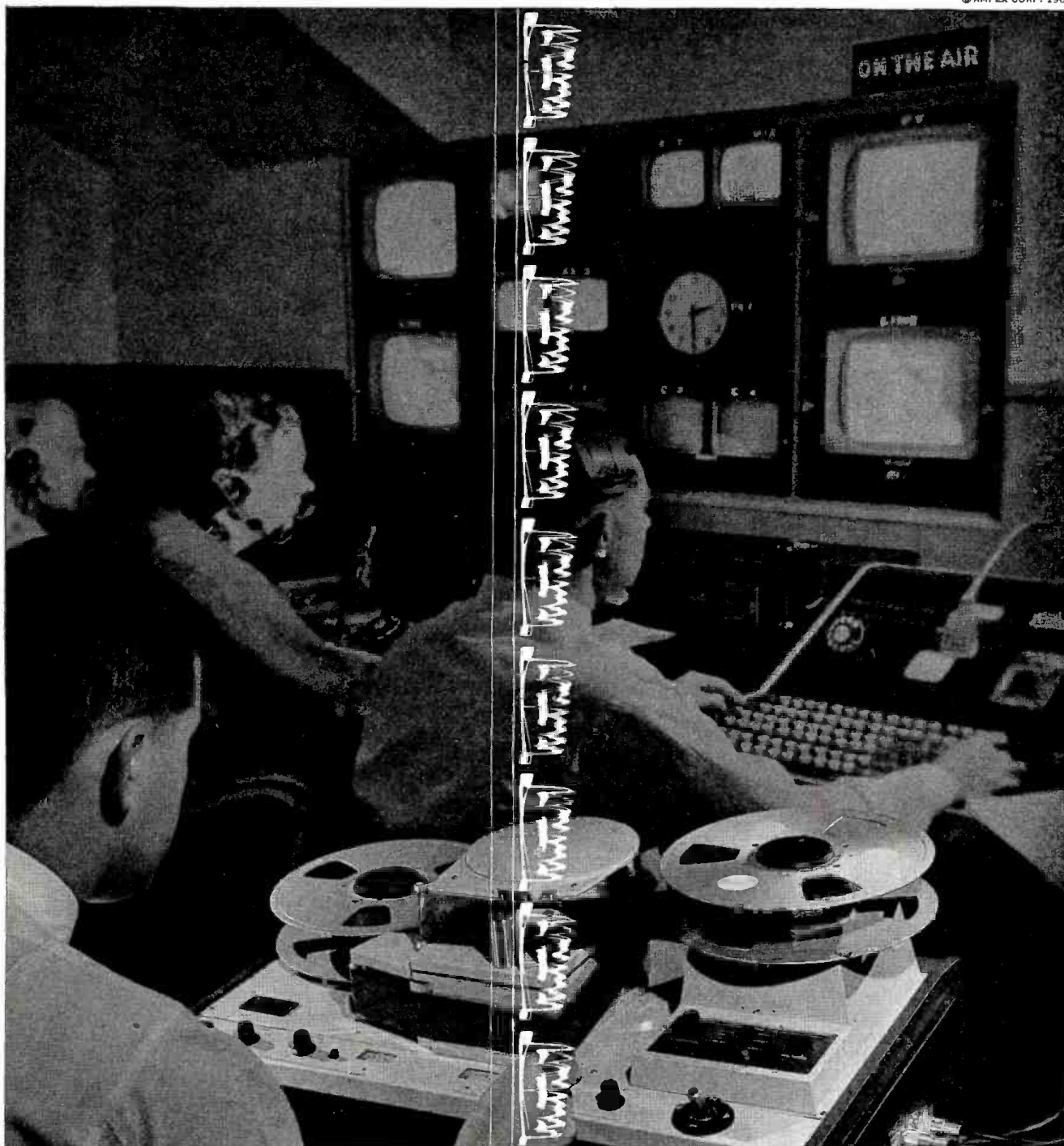
Six months ended Sept. 30:

	1963	1962
Earned per share*	\$ 0.58	\$ 0.61
Net revenue	5,894,764.00	5,729,398.00
Operating profit (before depreciation)	2,514,693.00	2,550,507.00
Profit before federal income tax	1,989,827.00	2,128,018.00
Federal income tax	1,076,014.00	1,163,982.00
Net income	913,813.00	964,036.00

\* Based on 1,589,485 shares outstanding.

## Wometco announces dividend

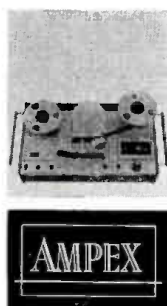
Wometco Enterprises board declared a 20% stock dividend on all Class A and Class B stock outstanding, payable Dec. 23 to stockholders of record Dec. 2. At same time board announced intention to pay quarterly cash dividends at rate of 56 cents on Class A stock and 20 cents on Class B stock after issuance of stock dividend. Regular quarterly dividend of 15 cents on Class A and 5½ cents on Class B was voted, payable Dec. 16 to stockholders of record Dec. 2.



**What's new in broadcast VTRs?**

**AMPEX VR-660**

Now: Ampex has a low-cost, portable VTR with full broadcast stability—the VR-660. It's ready and able to handle any broadcast job. And the complete price is just \$14,500. It weighs less than 100 pounds and is small enough to fit in a station wagon for a mobile unit. It's ideal for recording special events, local sports and news—even on-the-spot spots. It has signal compatibility with all other VTRs. And when played through your station's processing am-



plifier, its signal meets all FCC broadcast specifications. The new Ampex VR-660 has two audio tracks. It records at 3.7 ips—or up to five hours on one reel of tape. And, too, it's extremely simple to operate. It's easy to maintain because it's fully transistorized. And, of course, it offers reliability—Ampex reliability. For more information please write to Ampex Corporation, Redwood City, California. Sales and service offices throughout the world.

# NAB conferences reach halfway mark

## FEDERAL ENCROACHMENT IS STILL MAIN TOPIC AT PITTSBURGH, MIAMI

There are four down and four to go as the National Association of Broadcasters reached the halfway point last week in its annual round of fall conferences.

And, as expected, government encroachments into areas broadcasters feel belong in private enterprise have dominated discussions in the four conference cities—Hartford and Minneapolis the first week (BROADCASTING, Oct. 21) and Pittsburgh and Miami last week.

NAB President LeRoy Collins and staff take a two-week break with the close of the Miami session Friday (see page 9) and the start of the second round in Nashville Nov. 14-15. During this period Governor Collins will testify before the House Communications Subcommittee on pending bills which would prohibit the FCC from setting a limit on the amount of commercial time a station can broadcast. Hearings start on these and other bills Nov. 6. Appeals were made at the conferences for individual broadcasters to testify at this same hearing.

The Minneapolis conference attracted 241 registrants, Hartford 230 and Pitts-

burgh 195. These figures include NAB staffers and other nonbroadcasters.

**Codes and Commercials** ■ The radio and TV codes and the FCC rulemaking to limit the number of commercials attracted a large share of attention in Pittsburgh, Monday and Tuesday (Oct. 21-22) just as they had in Hartford and Minneapolis.

Robert Ferguson, WTRF-TV Wheeling, W. Va., a member of the TV code board, said it was a mistake for the codes to include time restrictions based on minutes. "To a great extent, we created this trap [threat of government control] we are now in," he said.

Roy Morgan, WILK Wilkes-Barre, Pa., wondered if it would not be very difficult for the industry to get out of its own "trap" and whether it would not be creating another one by attempting to establish standards based on quality.

"We don't have an answer yet but we will get an answer," NAB Executive Vice President Vincent Wasilewski replied. Paul Comstock, NAB vice president for government affairs, disagreed that the industry has created its own trap. He said the government does not have any "business in this area at

any time." Voluntary industry actions must be kept sharply divided from government actions, he stressed.

NAB General Counsel Douglas Anello said the codes now are too specific and "anytime you get too specific in any field you get in trouble." He predicted Congress may someday pass legislation in the area of commercials based along the lines of present mailing restrictions against print media.

Ben Strouse, WWDC-AM-FM Washington and chairman of the NAB radio board, raised the issue of separate standards for different markets. He noted the FCC stated it would consider the special problems of daytime stations, rural stations and asked how it would be in the public interest for a daytime station to be allowed to carry more commercials per hour than a full-time station in the same market.

Ted McDowell, WMAL-TV Washington, accused the industry of "crawfishing" and "looking gutless" in efforts of some to change the code just to keep the government out.

Governor Collins replied that he is disturbed because the codes have been "downgraded" by some. He said the criticisms are undeserved and called

## Quarton calls meeting of NAB executive group to discuss codes

A meeting of the five-man executive committee of the National Association of Broadcasters and President LeRoy Collins has been called in Washington Nov. 7-8 to explore in detail the future direction of the NAB codes and the policy making authority which is or is not invested in the separate radio and TV code boards.

The two-day meeting was called by William Quarton, WMT-TV Cedar Rapids, Iowa, and chairman of both the NAB board and the executive committee. In a letter to Governor Collins ordering the meeting, Mr. Quarton said the president's presentations to the radio and TV code boards earlier this month point up the "desirability of making certain we are in agreement as to how to proceed with our code program."

There is a very basic disagreement between Governor Collins and individual members of the code boards and the parent radio and TV boards

which was pointed up in Mr. Quarton's letter to the NAB president. The letter has not been released and the NAB chairman and other members of the executive committee contacted last week declined to discuss it. They include James Russell, KKTU(TV) Colorado Springs (TV board chairman); Ben Strouse, WWDC Washington (radio board chairman); Glenn Marshall Jr., WJXT(TV) Jacksonville, Fla. (TV vice chairman), and Richard Chapin, KFOR Lincoln, Neb. (radio vice chairman).

Governor Collins feels that the new code authority director should have "vast powers" to initiate policy with the code boards having minor policy decision duties and serving as appellate bodies to consider decisions of the code authority (BROADCASTING, Oct. 7).

Robert D. Swezey, present code authority director, has resigned but is serving on a parttime basis until a

successor is appointed. It is known that Governor Collins felt that Mr. Swezey was not an effective director because he refused to exercise the policy authority which the NAB president felt was vested in him—and not the code boards.

**Quarton Disagrees** ■ Mr. Quarton's letter to Governor Collins also was sent to all members of the NAB radio and TV boards and both code boards. In it, the chairman said that "our code board members, backed by the NAB directors, are not going to give up their policy making authority to anyone. Whoever is appointed code director should know that."

Mr. Quarton said it is not necessary to call a special meeting of the NAB board of directors to make this point clear. He did not envision the code boards as mere advisory bodies (Mr. Quarton is a former chairman of both code boards) in the letter to the NAB president. The



Taking a coffee break during the NAB conference in Pittsburgh last week are (l to r) George Bolling, Bolling Co., station representation firm; Willard Schroeder, WOOD Grand Rapids, Mich., and NAB radio board member, and Wendell Siler, WDBJ-TV Roanoke, Va.



Cecil Woodland (c), WEJL Scranton, Pa., discusses radio management with Arthur Martin (r), WMRN Marion, Ohio, and John Henzel, WHDL Olean, N. Y., at the NAB conference in Pittsburgh. Messrs. Woodland and Henzel, members of the NAB board, were host directors.

the codes the "greatest expression of self regulation" by any industry in a free enterprise system.

A minority view was expressed by Davis Porter of WNAE Warren, Pa. The trouble, he said, lies in the fact that less than one-half of the radio and TV stations combined are code subscribers. He said he saw nothing wrong with a gov-

ernment regulation requiring all licensees to subscribe to the same code and that the industry should not praise its own self-regulatory efforts and then object to the FCC rulemaking.

**Fairness's Turn** ■ Much of the panel on controversy was devoted to the FCC's July 26 statement delineating a licensee's responsibilities under the fair-

ness doctrine. "If the FCC means what it says, and I am confident it doesn't," everytime a station carries a spot announcement by a political candidate the text will have to be sent to his opponents, Mr. Anello said. This is one of the areas the NAB hopes to clear up with the FCC, he said.

Jack Dille, WSJV(TV) Elkhart-South

code director's policy decisions should be subject to the code board's approval, he said.

"I hope you will not appoint anyone [as code director] until the executive committee has an opportunity to visit with you on Nov. 2," Mr. Quarton told the governor.

The NAB president said he had "no comment" when asked about the Quarton letter and the executive committee meeting.

An NAB director said that if the code is to be effective it must be developed and enforced by broadcasters rather than "by someone on high. This is where Collins makes his mistake." He said that it is most unlikely that someone can be found as code director with the stature and experience of Mr. Swezey.

Another director, who said he agreed with Mr. Quarton's position, said that "if Bob couldn't satisfy Collins, then by definition the job of code director is impossible for one man." He also said that the policy-making decisions should be left to

the code boards.

Another viewpoint expressed agreement with Governor Collins' objectives but disagreement with his methods.

**Abolish Position?** ■ The job of code authority director was created in 1961 with the appointment of Mr. Swezey and at that time much of the code boards' duties were delegated to the director. There is some sentiment on the board to abolish the job but this would take an amendment of the NAB by-laws.

The association president is empowered to select a new director, subject to confirmation by the full NAB board. The code boards do not have any jurisdiction in the naming of the new director.

Governor Collins feels that the industry should press for improvement in the quality of commercials and for fewer interruptions of program continuity. He and most board members agree that the present limitation on the amount of time that may be devoted to commercial messages has

not proved satisfactory.

Chairman Quarton said in his letter that he doubted very much if the industry could find a satisfactory answer. He pointed out that while 25% of the public answered "nothing" when asked what they liked about TV commercials, that a much greater percentage would give the same answer if asked what they liked about taxes. "The time the public takes to listen to commercials is, in effect, what they pay for entertainment and information," he continued.

"The public never will like commercials much better than they do paying taxes," Mr. Quarton said. "While the industry should certainly continue its effort to improve the acceptability of commercials, there's no point in rushing into any program until we know where we're going and why. . . . The industry simply cannot jump into the fire every time some official in Washington speaks in generalities. If we must go to Congress—we must."

## Emergency FM network warns of Ginny's path

An emergency warning FM network in the southeastern states went on the air last Thursday (Oct. 24) with hurricane weather bulletins and a non-network station voluntarily went silent for 15-minute periods so that the bulletins could be received by all participating stations.

When the Weather Bureau warned of hurricane Ginny, the network was activated and a major engineering block was disclosed. WSCS-FM (96.9 mc) Charleston, S. C., was supposed to receive bulletins from WJAX-FM (95.1 mc) Jacksonville, Fla., but could not because WTMA-FM Charles-

ton also operated on 95.1 mc. Charles Smith, WTMA-FM president, then took his station off the air for 15-minute intervals every three hours so that WSCS-FM could receive the warnings.

Lee Ruwitch, WTVJ-(TV) Miami and southeastern chairman of the National Industry Advisory Committee (NIAC), said the network was activated from the National Association of Broadcasters conference in Miami. WvCG-FM Miami was key station the 20-station network operating in Georgia, Florida, Alabama and the Carolinas.

Bend, Ind., said there is "no question" but what the FCC's policies have discouraged the airing of controversy. This makes it all the more important that stations intensify their programming in this area, he said. Mr. Strouse felt FCC attempts to rule on every possible case will kill the airing of controversial issues. Such programming is "very important" in serving the public, he said.

At a news conference in Pittsburgh, Governor Collins predicted that TV would never be shifted to all UHF. He said VHF is far superior in range and that the military demands for the space probably would not be forthcoming. He said a fourth commercial TV network is not in the foreseeable future.

**Help Recruit** ■ Dr. Bruce Linton, head of the radio-TV department at the University of Kansas, urged broadcasters to become more active in recruiting promising students for media careers. "The good students with the potential of becoming good broadcasters are not being recruited," Dr. Linton said in a Monday luncheon address.

The industry can help by providing scholarships, helping schools build up their radio-TV curriculums and by donating used equipment and materials to universities, he said. The caliber of both students and curriculums at radio and television schools has made great improvements in recent years, he said, and the trend can continue with the industry's help. He noted that most teachers now have actual broadcast experience.

Dr. Linton said the "NAB is a tremendously important organization greatly blessed with the leadership provided by LeRoy Collins." He predicted that government pressures against broadcasting will continue to build up and that the industry's best defense as well as offense is its own programming. "Broadcasting can be torn down nationally but it must be built up locally," he said in stressing that the NAB must forever remind government that the broadcaster himself is the best judge of

the public interest in his own community.

A former president of the Association for Professional Broadcasting Education, the Kansas professor praised both the NAB and individual broadcasters for their close work with APBE.

**Popular Feature** ■ A popular feature of all four conferences to date has been separate panel discussions of radio and TV management problems. Conducted by Jim Hulbert, head of the NAB broadcast management department, the cases depict actual situations and are taken from the annual NAB seminar at Harvard.

"A Major Problem at WCOM-TV" deals with a network affiliate in a four-station market who is afraid of losing his affiliation because of a poor third rating. "Management Decisions at KNAB Radio" tells of a new manager's problems in a highly-competitive three-station market.

During the Monday afternoon radio session, Raymond Jones of Young & Rubicam took the medium to task for its lack of creativity in programming. "Me-tooism" is rampant in the industry, he said. Radio is under constant attack because it has never lived up to its potential, Mr. Jones maintained.

He called for realistic, unyielding rate structures in radio and expressed concern because too many stations are bypassing their representatives and clients' agencies in selling. This has resulted, he said, in one station in a major market billing 96% local and only 4% national. There is too much "hanky panky" in rates, he said.

**Computed Discs** ■ The consensus during a panel on music matters was that the selection of records to be broadcast is a management function. This job should not be left to disc jockeys, it was agreed, with Myron Jones, WJET Erie, Pa., pointing out that WJET records are selected by a computer.

Sol Handwerger of MGM Records

said that radio and the record industry have "been too long in getting together on a management level" to discuss common problems. "Don't sweep us under the rug. We are very important adjuncts to your business," he said. Mr. Handwerger said stations should be getting free records from distributors and "if you don't we [manufacturers] would like to know about it."

Governor Collins closed the conference with praise for the association staff and its new and satisfactory working relationship with the NAB board. He said he is "extremely happy" with the board. The NAB's own publications and the trade press have not adequately portrayed the outstanding work being done by the staff executives, he said.

## Politics still not on Collins' agenda

LeRoy Collins again invaded Florida last week and again fended the inevitable questions from newsmen about any plans he might have to again run for political office from that state, which he served as governor for six years.

President of the National Association of Broadcasters since January 1961, when he retired as Florida's chief executive, Governor Collins told a news conference in Miami Beach that he has no future political plans. He said the position of president of the NAB is a fulltime job, leaving no time to devote to politics.

In Florida for the Thursday-Friday (Oct. 24-25) NAB fall conference, Governor Collins said he felt he has been successful as president of the association but that there still is much to be accomplished. As successes, he pointed to NAB efforts in research which have brought "order out of chaos in audience measurements" and the industry's voluntary codes.

Governor Collins said it would be unwise if there are no "great debates" between the 1964 major presidential candidates and that he could not conceive circumstances whereby the Democratic and Republican candidates would not meet face-to-face on TV.

Progress has been made in the area of cigarette commercials which appeal to minors, he said, because star athletes no longer are used in tobacco ads. The theme of Lucky Strike cigarettes—that they appeal to men, not boys—is "cynical," the governor said.

He hit at the FCC for "serious infringements on the domain of self regulation. . . . The FCC is challenging all free enterprise and all free communications," he charged. The three main problems of broadcasting, he said, are government intervention; the controversy over the quantity and quality of

commercials and the industry's own fear over being controversial. "We must remember we cannot have creativity without being controversial," he told the opening session of the conference.

**Renewal Problem** ■ Kenneth Giddens, WKRG Mobile, Ala., and a member of the NAB radio board, questioned why the NAB has not taken a public stand against the FCC's delay in renewing station licenses. He pointed out that over 500 stations are now operating with deferred licenses (BROADCASTING, Oct. 21). Several delegates spoke up on the renewal situation and the FCC was accused of harassing the industry.

In remarks prepared for delivery Friday, Lee Ruwitch of WTVJ(TV) Miami said that stations must air controversial issues because such subjects make the biggest impression on their audiences. "And in broadcasting these issues, it is most important that we try to bring about a solution—not just further wrangling," he said.

It is a "journalistic sham" for a station to present both sides of an issue and consider its duty done, Mr. Ruwitch said. "In some complicated issues, all that has been accomplished is the total and crippling confusion of the people. . . . If it is to make the airing of these views meaningful, there should be more than just the exposure itself."

Too many stations, he said, follow rather than lead public opinion and thinking.

## WCWT(TV) gets nod in initial decision

FCC Hearing Examiner Charles J. Fredrick last week employed "common sense" in issuing his initial decision resolving the channel 9 Wausau, Wis., case by recommending that Central Wisconsin Television, permittee of WCWT(TV), be granted more time to construct the outlet and that its sale to Midcontinent Broadcasting Co. be approved.

The same decision also absolved WSAU-TV Wausau (ch. 7) of charges that it had instigated the Wisconsin Citizens' Committee for Educational Television's opposition to the sale as an attempt to block commercial competition from a channel 9 operation.

Examiner Fredrick said "the fine balancing of theoretical justice, a process which would delay additional television service in Wausau for possibly as much as two or three years, should give way to a common sense solution of this case." The examiner found that sale of WCWT would not violate FCC rules against trafficking in construction permits, which WSAU-TV and WCET had charged. He ruled that there has been no logical connection between the latter's evidence and accusation.

## Delaware broadcasters added to Md.-D.C. unit

The Maryland-District of Columbia Broadcasters Association accepted the request of Delaware stations last week and amended its bylaws to accept stations from that state. The group also changed its name to the Maryland-District of Columbia-Delaware Broadcasters' Association and elected DBA President Gordon MacIntosh, WTUX Wilmington, to its board of directors.

A majority of the seven station members of the Delaware association had petitioned the Maryland-D. C. broad-

casters to take the smaller group into its membership. The action was unanimously approved at the annual business meeting of Maryland-D. C. last Wednesday (Oct. 23).

Thomas Carr, vice president of WBAL Baltimore, was elected president of the enlarged group, succeeding Joe Goodfellow, vice president of WRC-AM-FM-TV Washington (for other officers, see page 82). Mr. Carr attacked the "ever increasing pressure being exerted on us by federal regulatory agencies that seem determined to run our industry." He promised an all-out fight against "this apparent governmental usurpation of



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\*November, 1962 ARB Ranking.

### AVERAGE HOMES DELIVERED PER QUARTER HOUR

(Feb.-March, 1963 ARB—6:30 to 10 p.m.)

LINCOLN-LAND* "A" (KOLN-TV/KGIN-TV)	61,700
OMAHA "A"	63,800
OMAHA "B"	54,700
OMAHA "C"	54,300
LINCOLN-LAND* "B"	23,600
LINCOLN-LAND* "C"	23,600

\*Lincoln-Hastings-Kearney

Rating projections are estimates only, subject to any defects and limitations of source material and methods, and may or may not be accurate measurements of true audience.

*The Folger Stations*

**RADIO**  
 WKDZ KALAMAZOO BATTLE CREEK  
 WJEF GRAND RAPIDS  
 WJPM GRAND RAPIDS KALAMAZOO  
 WWTW-AM SAGINAW

**TELEVISION**  
 WKDZ-TV GRAND RAPIDS-KALAMAZOO  
 WWTW KALAMAZOO-TRaverse CITY  
 WJEF-TV SAGINAW  
 WJPM-TV LINCOLN, NEBRASKA  
 KGIN-TV GRAND ISLAND, NEB.

**KOLN-TV / KGIN-TV**

CHANNEL 10 • 316,000 WATTS  
1000 FT. TOWER

CHANNEL 11 • 316,000 WATTS  
1069 FT. TOWER

COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET  
Avery-Knodel, Inc., Exclusive National Representative



## Virginians visit their congressmen

Officials of the Virginia Association of Broadcasters personally told their congressmen last week that they "oppose limitations on radio and television commercial time" as proposed by the FCC. Their visits brought to more than a dozen the number of state associations that have come to Washington to explain their position. The Virginia group

also "opposed regulation and control as imposed by the FCC fairness doctrine" and called for "intelligently presented editorials" as an essential part of public service.

Bringing the word to Senator Harry Flood Byrd (D-Va.), dean of the Virginia congressional delegation, were (l-r) William R. Preston, WRVA-AM-FM-TV Richmond; N. W.

Kidd, WAYB Waynesboro; Robert Lambe, of WTAR-AM-FM-TV Norfolk and VAB secretary-treasurer; Horace Fitzpatrick, WSLS-AM-FM-TV Roanoke and VAB president; Senator Byrd, and Arthur Gates, WYVE Wytheville and VAB vice president. Bill Greer, VAB executive secretary, and Howard Hayes, WPIK Alexandria, also made the trip.

our basic industry rights in every way we can."

The association authorized its general counsel, former FCC Chairman John C. Doerfer, to testify in two upcoming congressional hearings—in favor of Representative Walter Rogers' (D-Tex) bill which would prohibit the FCC from limiting the number of commercials broadcast and against a section of the District of Columbia crime bill now before the Senate which would give courts injunctive powers over programming considered by the court to be obscene.

### Media reports...

**CBS Radio adds one** ■ KCBN Reno affiliates with CBS Radio when it goes on the air Oct. 30. The new station will be operated by B.B.C. Inc. on 1230 kc with 250 w unlimited.

**Decidedly decided** ■ The FCC last week denied petition by Tri-Cities Broadcasting Co. which requested the commission reconsider its grant of

channel 8 High Point, N. C., to Southern Broadcasters Inc. Tri-Cities felt that since there was only a quorum of four commissioners present when the channel was granted to Southern, proper procedure required that a further hearing be held with more commissioners present. This was the second request for reconsideration from Tri-Cities (BROADCASTING, Sept. 23).

**Mutual No. 503** ■ WMOC Chattanooga, Tenn., will become an affiliate of Mutual Nov. 3. The station, operated by Dick Broadcasting Co., broadcasts on 1450 kc with 1 kw-day, 250 w-night. Mutual now has 503 affiliates.

**News survey** ■ Gale R. Adkins, director of radio-television research and associate professor of journalism at the University of Kansas, has been commissioned by the Radio Television News Directors Association to conduct a nationwide survey of employment in broadcast news. The study will encompass employment totals, specific job activities and market comparisons. Professor Adkins has estimated that

the report will be completed in a year.

**Back To Boston** ■ The channel 5 Boston case, involving WHDH-TV's renewal application and three others seeking a station on the channel was set for hearing last week by the FCC. The parties seeking the TV channel are Greater Boston TV Co., Charles River Civic Television Inc. and Boston Broadcasters Inc. The commission also denied request by Boston Broadcasters that the application of Greater Boston be dismissed and requests by WHDH-TV and Greater Boston that the commission await a relevant court decision before taking any further action.

**How high, how far** ■ The FCC has scheduled an oral argument Dec. 2 on an application by KATV(TV) Little Rock, Ark., to move its transmitter from 14 miles outside Pine Bluff to 12 miles west of Little Rock, about a 50 mile move, and increase its antenna height to 1,862 feet. FCC Hearing Examiner Thomas H. Donahue criticized KATV for allegedly breaking promises to Pine Bluff city officials.



# NEW ASSIGNMENTS IN UHF TABLE

## Educators would get 374 of proposed 411 additional assignments; existing stations and FCC rules are unaffected

The FCC last week voted to request industry comments on a proposal to add more than 400 assignments to its UHF table. Most of the new assignments would be earmarked for educational television.

The proposal, which would delete some unused channels from small communities, would result in a net gain of 411 assignments, bringing the UHF table up to a total of 1,979.

Of the new assignments, 374 would be set aside for educators. The proposal doesn't affect existing stations and would not change any commission rules concerning UHF.

Although the proposal would provide ETV with a total of some 600 UHF channels (plus 99 VHF assignments), it falls far short of what educators have requested. The National Association of Educational Broadcasters has said a total of some 1,200 assignments, most in the UHF band, will be needed for education in the next decade.

The commission feels that its action

last summer in making 31 channels in the 2500-2690 band available for point-to-point transmission of instructional and cultural materials takes the pressure off the need for more ETV assignments (BROADCASTING, July 26).

There are now 80 ETV stations on the air, 51 of them on VHF channels, 29 on UHF.

**Based on Population** - The proposed expansion of the UHF table is, in general, based on area populations, with both UHF and VHF assignments counted towards the goal set for each community.

With the 411 new assignments added to the table, communities of under 50,000 would have 1-2 TV channels; 50,000-250,000, 2-5; 250,000-1 million, 5-7; over 1 million, 7-9.

In sparsely populated sections of the country, the population standards are somewhat lower.

In a related development, the commission last week put out a rulemaking requested by the Midwest Program on

Airborne Television Instruction Inc.

MPATI, which operates two airborne stations over six midwestern states on an experimental basis, wants six UHF channels allocated to it for its ETV program.

The requested channels are 72, 74, 76, 78, 80 and 82. Its experimental stations are on channels 72 and 76.

MPATI also has asked the commission to regularize the use of UHF channels for airborne ETV in Illinois, Indiana, Kentucky, Ohio, Michigan and Wisconsin, and to modify commission rules concerning airborne ETV.

In requesting comments on the proposal, the commission indicated some concern with it. It asked the industry's views on how many channels are needed for the MPATI project and whether the proposal is technically and economically feasible.

The commission also asked whether it would be feasible for MPATI to use the channels in 2500-2690 band rather than the UHF frequencies requested.

\*Denotes educational reservation

### ALABAMA

Andalusia, \*2, \*29, 63  
Anniston, 70, \*80  
Auburn, 16, \*56  
Bessemer, 77  
Birmingham, 6, \*10, 13, 42, \*48, 54  
Cullman, 60  
Decatur, 23  
Demopolis, \*18  
Dothan, 4, \*19, 65  
Enterprise, 40  
Eufaula, 44  
Florence, 15, \*21, 66  
Gadsden, 37, 72, 83  
Huntsville, 19, 25, 31, \*44, 78  
Mobile, 5, 10, \*42, 48, 54, 64  
Montgomery, 12, 20, \*26, 32  
Munford, \*7, \*24  
Opelika, \*22, 62  
Ozark, 60  
Selma, 8, 58  
Sylacauga, 75  
Talladega, 64  
Thomasville, \*27  
Troy, 38  
Tuscaloosa, \*14, 45, 51  
Tuscumbia, 47  
University, \*74

### ARIZONA

Ajo, 19, \*29  
Bisbee, 54  
Casa Grande, 18  
Clifton, 25  
Coolidge, 36  
Douglas, 3, 35, \*60  
Eloy, 24  
Flagstaff, 9, 13  
Globe, 34, \*45  
Holbrook, 14  
Kingman, 6, 17  
Mesa, 12  
Miami, 28  
Nogales, 11, 16, 32, 44  
Phoenix, 3, 5, \*8, 10, 20, 26  
Prescott, 7, 15, \*27  
Safford, 21, \*41  
Tucson, 4, \*6, 9, 13, 40, 61

Williams, 25, \*35  
Winslow, 16, \*22  
Yuma, 11, 13, 22, 60

### ARKANSAS

Arkadelphia, 34, \*56  
Batesville, \*30, 49  
Benton, 40  
Blytheville, 64, 74  
Camden, 50  
Conway, 62  
El Dorado, 10, 26, \*48  
Fayetteville, \*13, 41  
Forest City, 22  
Fort Smith, 5, \*16, 22, 39  
Harrison, \*24, 51  
Helena, 54  
Hope, 15  
Hot Springs, 9, 52, \*64  
Jonesboro, 8, 39, \*68  
Little Rock, \*2, 4, 7, 11, \*17, 23, 81  
Magnolia, 28  
Malvern, 46  
Morrilton, 43  
Newport, 28  
Paragould, 58  
Pine Bluff, 36  
Russellville, 19, \*53  
Searcy, 33  
Springdale, 35  
Stuttgart, 14

### CALIFORNIA

Alturas, 13  
Bakersfield, 17, 23, 29, \*39, 51  
Bishop, \*19  
Brawley, 16, \*66  
Chico, 12  
Corona, 52  
Cotati, \*16  
Delano, 45  
El Centro, 7, 9, \*26, 48  
Eureka, 3, 6, 13, 26  
Fresno, \*18, 24, 30, 47, 53  
Hanford, 21  
Lancaster, 56  
Lompoc, 54  
Los Angeles, 2, 4, 5, 7, 9, 11, 13, 22, \*28, 34, \*58  
Madera, 59  
Merced, 34, 66, \*76  
Modesto, 17, 58  
Monterey, 25  
Napa, 62  
Oxnard, 32, 62

Palm Springs, 27, \*36  
Petaluma, 68  
Pittsburg, 80  
Redding, 7, 9, 23  
Riverside, 40, 46  
Sacramento, 3, \*6, 10, \*19, 28, 40, 46  
Salinas, 35, \*65  
Salinas-Monterey, 8  
San Bernardino, 18, \*24, 30  
San Diego, 8, 10, \*15, 39, 51, 69, 78  
San Francisco-Oakland, 2, 4, 5, 7, \*9, 20, 26, 32, \*38, 44  
San Jose, 11, 48, \*54, 60, 82  
San Luis Obispo, 6  
San Mateo, \*14, 72, 78  
Santa Barbara, 3, \*20, 26  
Santa Cruz, 56  
Santa Maria, 12, 44  
Santa Paula, 16, \*50  
Santa Rosa, 50, \*74  
Stockton, 13, 36, \*42, 64  
Tulare, 27  
Ukiah, \*24  
Ventura, 38  
Visalia, 43, \*49  
Watsonville, \*22  
Yreka, \*19  
Yuba City, 52

### COLORADO

Alamosa, 3, \*19  
Boulder, \*12, 22, \*48, 54  
Canon City, 36  
Colorado Springs, 11, 13, \*17, 23  
Cortez, 54  
Craig, 19, \*28  
Delta, 24  
Denver, 2, 4, \*6, 7, 9, 20, \*26  
Durango, 6, 15  
Fort Collins, 44  
Fort Morgan, \*15, 42  
Grand Junction, 5, \*21  
Greeley, 50, \*60  
La Junta, 24, \*40  
Lamar, 12, \*18  
Leadville, 14, \*27  
Longmont, 32  
Loveland, 38  
Montrose, 10, \*18  
Pueblo, 5, \*8, 28, 34  
Salida, 25, \*45

Sterling, 3, \*25  
Trinidad, 21, \*33  
Walsenburg, 30

### CONNECTICUT

Bridgeport, 43, 49, \*71  
Greenwich, 55  
Hartford, 3, 18, \*24  
Meriden, 65  
New Britain, 30  
New Haven, 8, 59  
New London, \*46, 81  
Norwich, 57, \*63  
Waterbury, 20

### DELAWARE

Dover, \*48  
Wilmington, 12, \*59, 83

### DISTRICT OF COLUMBIA

Washington, 4, 5, 7, 9, 14, 20, \*26, 44, \*50

### FLORIDA

Belle Glade, 27  
Boca Raton, \*45  
Bradenton, \*28, 54  
Clearwater, 32, 50  
Cocoa, \*14, 55  
Daytona Beach, 2, 53, 74  
De Land, 44  
Delray Beach, 67  
Ft. Lauderdale, 39, 57, 73  
Ft. Myers, 11, \*16, 40  
Ft. Pierce, 19, \*31, 48, 77  
Ft. Walton Beach, 41  
Gainesville, \*5, 20, 65  
Homestead, 35  
Jacksonville, 4, \*7, 12, 30, 36, 52  
Jacksonville Beach 70  
Key West 14, 20, 68  
Lake City, \*33, 39  
Lakeland, 58  
Lake Wales, 42  
Leesburg, \*26, 64  
Madison, \*21  
Marianna, \*17  
Melbourne, 37, 43, 68  
Miami, \*2, 4, 6, 7, 10, \*17, 23, 33, 61  
New Smyrna Beach, \*18  
Ocala, \*15, 46  
Orlando, 6, 9, \*24, 47, 66  
Palatka, \*17, 62

Panama City, 7, 13, \*30, 36  
Pensacola, 3, 15, \*21, 46, 52  
Perry, 80  
Quincy, 54  
St. Augustine, 25, 41  
Sanford, 35  
Sarasota, 34  
Tallahassee, \*11, 24, 51, 76  
Tampa-St. Petersburg, \*3, 8, 10, 13, 22, 38, \*63  
Vero Beach, 59  
Warrington, 70  
West Palm Beach, 5, 12, \*15, 21, 51  
Winter Haven, 76

### GEORGIA

Albany, 10, 48, 83  
Americus, 31  
Ashburn, \*23  
Athens, \*8, 60  
Atlanta, 2, 5, 11, \*30, 36, \*57, 69  
Augusta, 6, 12, 81  
Bainbridge, 35  
Brunswick, 28, 34, 50  
Carrollton, 33  
Cartersville, 63  
Cedartown, 53  
Chatsworth, \*18  
Cochran, \*15  
Columbus, 3, 9, \*28, 34  
Cordele, 43  
Dalton, 65  
Dawson, \*25  
Douglas, 32, 78  
Draketown, \*27  
Dublin, 73  
Fitzgerald, 53  
Fort Valley, 71  
Gainesville, 32, 52  
Griffin, 39  
La Grange, 50, 82  
Macon, 13, \*41, 47, 79  
Milledgeville, 51  
Moultrie, 75  
Newman, 61  
Pelham, \*14  
Rome, 59, 81  
Savannah, 3, \*9, 11, 40  
Statesboro, 22, 38  
Thomaston, 74  
Thomasville, 6, 27  
Tifton, 72  
Valdosta, 37, 56, 69

Vidalia, 26  
Warm Springs, \*66  
Waycross, 8, 16  
Wrens, \*20

### IDAHO

Boise, 2, \*4, 7  
Blackfoot, \*33, 43  
Burley, 15, \*34  
Caldwell, 9, 18  
Coeur d'Alene, 56  
Emmett, 26  
Gooding, 23  
Idaho Falls, 3, 8  
Jerome, \*17, 39  
Kellogg, 36  
Lewiston, 3  
Moscow, \*12, 15, 46  
Mountain Home, 55  
Nampa, 6, 12  
Payette, 14  
Pocatello, 6, 10, 22  
Preston, 41, \*62  
Rexburg, \*27, 38  
Rupert, 21  
Sandpoint, 23, \*32  
Twin Falls, 11, 13  
Wallace, \*27  
Weiser, 20, \*42

### ILLINOIS

Alton, 48  
Aurora, 75  
Belleville, 54  
Bloomington, 15, \*71  
Carbondale, \*8, 34, 61  
Centralia, 32, 59  
Champaign-Urbana, 3,  
\*12, 21, \*27, 33  
Chicago, 2, 5, 7, 9, \*11,  
\*20, 26, 32, 38, 44  
Danville, 24, 76  
Decatur, 17, 32, \*74  
DeKalb, \*67  
Dixon, 47  
Elgin, 83  
Freeport, 23  
Galesburg, \*77  
Harrisburg, 3  
Jacksonville, \*29, 49  
Joliet, 48  
Kankakee, \*14, 54  
Kewanee, 80  
La Salle, 35  
Lincoln, 53  
Macomb, 61, \*72  
Marion, 40  
Mattoon, 46  
Mount Vernon, \*38, 77  
Olney, \*16  
Pekin, 69  
Peoria, 19, 25, 31, 37, 43,  
\*82  
Quincy, 10, 21  
Rockford, 13, 39, \*45, 51  
Springfield, 20, 26, 36, \*66  
Streator, \*65  
Vandalia, \*28  
Waukegan, \*79

### INDIANA

Anderson, 26, 61, \*83  
Bedford, 68  
Bloomington, 4, \*30, 36  
Columbus, 42  
Connersville, 38  
Elkhart (see South  
Bend)  
Evansville, 7, \*9, 14, 25,  
31, 50  
Fort Wayne, 15, \*27, 33,  
69  
Gary, 50, \*66  
Hammond, 56  
Indianapolis, 6, 8, 13, \*20,  
39, 67  
Jasper, \*19  
Kokomo, 29  
Lafayette, 18, \*47, 59, 70  
Logansport, \*51  
Madison, \*66  
Marion, 31  
Michigan City, 62  
Muncie, 49, \*55, 71  
Roanoke, 21  
Seymour, 75  
Shelbyville, 58  
South Bend-Elkhart, 16,  
22, 28, \*52, 68  
Terre Haute, 2, 10, \*57,  
63, 73  
Vincennes, 52  
Washington, 81

### IOWA

Algona, 37, \*60, 81  
Ames, 5, 25  
Atlantic, 45  
Boone, 19

Burlington, 32, \*38, 81  
Carroll, 39, \*67  
Cedar Rapids, 2, 9, 20,  
\*28  
Centerville, 31  
Charles City, \*18, 41  
Cherokee, 14, \*69  
Clinton, \*64, 80  
Creston, 43, \*55  
Davenport-Rock Island-  
Moline, Ill. 4, 6, 8, \*30,  
42, 55, 68  
Decorah, \*44, 78  
Des Moines, 8, \*11, 13,  
\*17, 23, 76  
Dubuque, 56, 62, \*74  
Estherville, \*24, 64  
Fairfield, 54  
Fort Dodge, 21  
Fort Madison, 50  
Grinnel, 71  
Iowa City, \*12, 24  
Keokuk, 44  
Knoxville, 33  
Le Mars, 61  
Marshalltown, 49  
Mason City, 3, 35  
Muscatine, 58  
Newton, 65  
Oelwein, 28  
Oskaloosa, 52  
Ottumwa, \*15, 63, 75  
Red Oak, 32, \*51  
Shenandoah, 20  
Sioux City, 4, 9, \*30, 36  
Spencer, 42  
Storm Lake, 34, \*58  
Waterloo, 7, 16, \*22, 46  
Webster City, 27, \*47

### KANSAS

Abilene, 31  
Arkansas City, 49  
Atchison, 60  
Chanute, \*21, 50  
Coffeyville, 33  
Concordia, 47  
Dodge City, 6, 23  
El Dorado, 55  
Emporia, 39  
Fort Scott, 27  
Garden City, 11, 13  
Goodland, 10  
Great Bend, 2, 28  
Hays, 7, 20  
Hutchinson, \*8, 12, 18  
Independence, 67  
Iola, 44  
Junction City, 29  
Lakin, \*3  
Larned, 15  
Lawrence, 17  
Leavenworth, 54  
Liberal, 14  
Lincoln, \*9  
McPherson, 26  
Manhattan, 23  
Newton, 14  
Oakley, \*33  
Olathe, 52  
Ottawa, 70  
Parsons, 46  
Pittsburg, 7, 38  
Pratt, 36  
Russell, 53  
Salina, 34  
Topeka, \*11, 13, 42, \*48,  
73  
Wellington, 24  
Wichita, 3, 10, 16, \*22, 61,  
71  
Winfield, 43

### KENTUCKY

Ashland, \*19, 59  
Bowling Green, 13, \*17  
Corbin, 16  
Covington, \*54  
Danville, 35  
Elizabethtown, 59  
Frankfort, 43, 82  
Glasgow, 28  
Hazard, \*33  
Hopkinsville, 20  
Lexington, 18, 27, 50, \*46,  
64  
Louisville, 3, 11, \*15, 21,  
32, 41  
Madisonville, \*23, 79  
Mayfield, 63  
Maysville, 24  
Middlesboro, 57, 63  
Morehead, \*36  
Murray, \*33, 83  
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## Four hot issues face FCC this week

The FCC is scheduled to make another—and, presumably, final—effort this week to resolve the hotly contested drop-in question.

The commission has scheduled a special meeting for Thursday (Oct. 31) to determine whether to affirm its decision to reject the proposal to drop short-spaced VHF channels into seven markets.

The meeting is one of four special sessions the commission plans to hold in what will be its busiest week in months.

The other meetings will consider the proposed revision of the program reporting form, a staff proposal for protecting television stations from the competition of community antenna systems (including a recommendation that the commission assert jurisdiction over CATV under existing statutes) and a staff recommendation for limiting network control over programming.

FCC Chairman E. William Henry, who returned Wednesday night (Oct. 23) from the international conference on satellite communications in Geneva, will remain in Washington only long enough to attend all four special meetings. He plans to fly back to Geneva Thursday for the wind-up of the conference.

The scheduled meeting on drop-ins was required by the commission's inability to reach a decision following an all-day oral argument Oct. 4 on petitions for reconsideration of the FCC's original decision (BROADCASTING, Oct. 7).

Commissioner Lee Loevinger, who joined the FCC in June, after the drop-ins were rejected, still holds the swing vote in the otherwise evenly divided commission.

The cities that had been ticketed for the drop-ins are Johnstown, Pa. (channel 8); Baton Rouge (channel

11); Dayton, Ohio (channel 11); Jacksonville, Fla. (channel 10); Birmingham, Ala. (channel 3); Knoxville, Tenn. (channel 8), and Charlotte, N. C. (channel 6).

**Form-Fitting** ■ The meeting on the proposed program reporting form also is scheduled for Thursday. Commissioners Frederick W. Ford, Robert T. Bartley and Kenneth A. Cox, who comprise a subcommittee on the project, have not been able to reconcile completely their views on how the form should be revised.

However, there were indications that the commission—after working on the project for three years—may finally be in a position to adopt a revised form.

It was understood that the three subcommittee members will offer the commission various alternatives for those sections of the form on which they have not been able to agree.

The basic difference appears to be one of degree. Commissioners Bartley and Cox are said to favor a form that would provide more detailed information than that advocated by Commissioner Ford, who feels broadcasters should submit programming information in a narrative form.

The commission is anxious to devise a reporting form that will implement the 1960 statement on programming policy. The members feel that an updated form would speed the license-renewal process by providing information not readily available from the present form. The hope is that this will eliminate the need for letters seeking additional data from broadcasters.

The commission meetings on CATV and network control of programming are set for today (Oct. 28). The staff document recommending FCC regulation of CATV systems is said to contain three proposals for

the commission:

- Finalize the outstanding rule-making under which grants of micro-waves for CATV systems would be made subject to the systems protecting television stations in their areas.
- Propose similar rules for CATV systems served by common carriers.
- Assert regulatory jurisdiction over all CATV systems—including those that pick up their signals off the air—under existing statutes.

This last proposal has been under consideration for some time, but there is no indication of how the commission will receive it. The commission has felt that it needed additional legislative authority to regulate CATV systems.

Efforts to secure such legislation failed three years ago. In the past few months, the commission and representatives of the National Community Television Association have attempted to draft a mutually acceptable bill that would give the FCC authority over CATV. However, these talks are now stalled.

The network proposal, which is aimed at stimulating competition among television programming sources, would prohibit the networks from engaging in program syndication in the U. S. or from participating financially in the syndication operations of others. It would also restrict networks' ownership, or first-run rights, of entertainment programs to 50% of those shown in prime time.

This recommendation was first made in the network study staff's report on network programming last winter. The staff is now recommending that the commission institute a rulemaking proceeding. Although the commission has no direct authority over networks, it could exercise the necessary control through its authority over chains as licensees.

# NBC DEFENDS FCC'S '55 DECISION

## Denies getting Philadelphia channel through coercion

The Broadcast Bureau's recommendation that NBC be stripped of its broadcasting licenses in Philadelphia amounts to a proposal that an eight-year-old decision of the FCC's be overturned.

The network made this observation last week in replying to the statement filed by the bureau in the complex case involving the NBC-Philco Broadcasting Co. fight over channel 3 in Philadelphia (BROADCASTING, Sept. 30).

The bureau told Chief Hearing Examiner James D. Cunningham that NBC resorted to "the naked use of network power" to force Westinghouse Broadcasting Co. in 1954 to swap its Philadelphia stations for NBC-owned outlets in Cleveland. In recommending that the network's renewal applications for WRCV-AM-TV not be granted, the bureau said NBC shouldn't be allowed to "retain the benefits of its wrongdoing."

The network, denying that it coerced WBC, said the bureau's statement completely ignores the fact that the commission in December 1955 approved the trade "with full knowledge of the circumstances surrounding the exchange." NBC said commission investigators had questioned all the NBC and WBC officials involved.

"Now," NBC added, "the bureau asks the chief hearing examiner to find that the very circumstances which the commission did not see fit to disapprove in 1955, should not only be disapproved eight years later, but should be made the basis for divesting NBC of the stations altogether."

**Hits Statement** ■ NBC said the bureau "urges this result in a statement which is devoid of any objective analysis of the evidence, which mishandles the few facts from the record it deigns to mention, and which glosses over or ignores everything which conflicts with what seems to have been an almost predetermined result."

NBC, which is under a Justice Department consent decree to divest itself of its Philadelphia properties, is seeking their renewal so it can trade them for RKO General's Boston stations, WNAC-AM-TV and WRKO(FM). The network's problems are further complicated by Philco's competing application for a new station on Philadelphia's

channel 3.

NBC's response was supported by the National Association of Broadcast Employees and Technicians. The union is a party to the complicated proceeding as a result of its concern with the effect of the proposed NBC-RKO General swap on the employees of the Philadelphia stations. Philco filed a reply endorsing the bureau's recommendation. These comments were in addition to lengthy replies filed by all the parties to the proposed findings and conclusions submitted in July (BROADCASTING, July 29).

The bureau's statement dealt with the NBC affiliation that WBC was seeking for KDKA-TV (ch. 2) Pittsburgh, which Westinghouse was in the process of acquiring during the period the exchange negotiations with NBC were underway. The bureau maintained that NBC used its power to grant the affiliation to force WBC to make the swap.

**No Connection, NBC says** ■ But, NBC said, it had begun discussions with WBC on the exchange "without any idea that the Pittsburgh affiliation matter would come up." It added that the "affiliation matter" was initiated by WBC and was disposed of "in one brief period in November 1954," months before the final terms of the exchange agreement were settled.

"Moreover," NBC said, "Westinghouse has repeatedly told the commission under oath . . . that its decision to make the exchange was based solely on certain business considerations, none of which was even remotely related to the Pittsburgh affiliation."

The network also said the bureau ignored the testimony of Charles Denny, an NBC vice president, who denied that NBC used the Pittsburgh affiliation as a means of coercion. "Acceptance of the bureau's conclusion," NBC added, "would require a determination that Denny as well as Westinghouse did not tell the truth."

"Under these circumstances," NBC said, "to assert that NBC's 'entire pattern of conduct' constituted 'a deliberate effort to attain the Philadelphia stations through the naked use of network power' is neither a just nor a reasonable charge."

The network asserted the bureau erred in "glossing over NBC's outstanding contributions to broadcasting." The bureau acknowledged these contributions but said they "are not always without self-serving objectives."

NBC said the commission "has not shared the bureau's condescending at-

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titude" in the past. It cited the FCC's action in renewing the licenses of Westinghouse stations in 1962, despite that corporation's involvement in a price-rigging case. The network said "the commission considered WBC's contributions to broadcasting overcame and countervailed what is perhaps the most reprehensible antitrust conduct known to modern times."

**Bureau's 'Twisted View'** ■ "That the bureau can weigh Westinghouse's conduct against NBC's and come to the conclusion that Westinghouse deserves more favorable treatment certainly reveals a twisted view of the public interest," the network added.

NABET said adoption of the bureau's recommendation would result in "a chaotic interim situation during which the employment rights and opportunities of all Philadelphia employes may be adversely affected."

The union said the bureau had not offered any argument that would "justify the creation of so much unnecessary confusion and uncertainty."

"Alleged abuse of network power by acts occurring during the fall of 1954 which were fully ventilated and litigated before the commission in an action resulting in the approval of the transac-

tions then involved . . . cannot conceivably provide a 1963 basis for refusing renewal of license," NABET said.

"We suspect," the union said, "that the bureau turned to the 1954 Westinghouse negotiations as a convenient afterthought to support a preconceived notion of what the decision should be."

Philco, in its comment, however, said the bureau "has relied upon facts of record which are indisputable." It said NBC should not be allowed to "continue to reap the benefits of coercive conduct." Philco added that this was another reason the commission should deny NBC's application for renewal, and grant Philco's request for authority to operate on channel 3.

### Changing hands

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

■ **KRGV-AM-TV** Weslaco, Tex.: Sold by Kenco Enterprises Inc. to Douglas L. Manship and Charles P. Manship Jr. for \$1,375,000. The Manships own **WJBO-AM-FM** and **WBRZ(TV)** Baton Rouge. Kenco is owned by Mr. and Mrs. John A. Kennedy. **KRGV-TV** (ch. 5) began operation in 1954 and is affili-

ated with NBC and ABC. **KRGV**, founded in 1927, operates fulltime on 1290 kc with 5 kw. Acquired by Kenco in October 1961 for \$1.4 million from the LBJ Co., the stations are run by Stoddard P. Johnston, son of Mrs. Kennedy, as president and general manager. While stations have not been held by Kenco for statutory three-year period, waiver presumably will be sought on the basis of Mr. Kennedy's intermittent illness and fact that Mrs. Johnston has heart condition. There may be other considerations.

■ **WNCN(FM)** New York: 49% interest sold by *New York Daily News* to United Broadcasting Co. for \$150,000. United is owned by Richard Eaton, and owns **WBNX** New York, **WOOK-AM-TV** and **WFAN(FM)** Washington; **WSID-AM-FM** and **WTLF-TV** (dark) Baltimore; **WINX** Rockville, Md.; **WJMO** and **WCUY-FM** Cleveland; **WANT** Richmond, Va.; **WMUR-TV** Manchester, N. H.; **WACH-TV** (dark) Newport News, Va. *New York Daily News*, with *Chicago Tribune*, owns **WPIX(TV)** New York, **WGN-AM-TV** Chicago and **KDAL-AM-TV** Duluth, Minn. **WNCN** began operating in 1957 on 104.3 mc with 15 kw. At one time it was part of the Concert Network Inc., now in bankruptcy proceedings.

**APPROVED** ■ *The following transfer of station interests was among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 86).*

■ **WALK-AM-FM** Patchogue and **WRIV** Riverhead, N. Y.: Sold by W. Kingsland Macy Jr. and associates to Island Broadcasting System Inc. for \$217,500 plus \$150,000 for agreement not to compete. Island Broadcasting is equally owned by Chet Huntley, NBC; Jerry Feniger, Cowles Magazines & Broadcasting Co.; Bill Mulvey, McCann-Erickson; Ed Wood, Screen Gems. **WALK** is a 500 w daytime on 1370 kc; **WALK-FM** operates on 97.5 mc with 15 kw. **WRIV** is a 1 kw daytimer on 1390 kc. Chairman E. William Henry not participating.

## Storer offers to buy Philadelphia Eagles

A "firm offer to buy" the Philadelphia Eagles of the National Football League was made Wednesday (Oct. 24) by George B. Storer, chairman of the Storer Broadcasting Co. The reported price is in excess of \$4.5 million.

The team, which has been on the market since last spring, is owned by 91 stockholders who are seeking \$50,000 each, for a total of \$4,550,000. Sixteen years ago 100 stockholders paid \$3,000 each for the team's franchise. Since, nine shares have reverted to the team.

Negotiations for the sale, which must

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be approved by the stockholders and then by the league, are being handled by Frank L. McNamee, president of the Eagles.

Rumors that the team would be moved to Miami, where Storer has its headquarters, were spiked Wednesday by NFL Commissioner Pete Rozelle who said the team would not be moved from Philadelphia. Mr. Rozelle also said his office had not had any firm proposals presented for approval.

Storer Broadcasting owns WGBS-AM-FM-TV Miami; WJBK-AM-FM-TV Detroit; WSPD-AM-FM-TV Toledo, Ohio; WAGA-TV Atlanta; WJW-AM-FM-TV Cleveland; KGBS Los Angeles; WHN New York; WIBG-AM-FM Philadelphia, and WITI-TV Milwaukee.

## Changes made in FM allocation table

Changes in the FM allocation table, originally issued three months ago (BROADCASTING, July 29), were announced by the FCC last week, "acting on various petitions and pleadings. . . ." The commission also shuffled some assignments around on its own initiative and took other actions, not all of them affirmative, on petitions for channel assignments.

The requested assignments granted, which the FCC noted meet all the technical requirements of the new FM rules:

City and State	Channel No.	
	Delete	Add
Tracy, Calif.	232A	265A
Evansville, Ind.	—	287
Kokomo, Ind.	232A	228A
Plainfield, Ind.	—	252A
Munfordville, Ky.	—	272A
Gloucester, Mass.	228A	285A
Fitchburg, Mass.	284	283
Durham, N. C.	—	296A
Harrisburg, Pa.	—	257A
Lock Haven, Pa.	237A	221A
Shamokin, Pa.	257A	237A
Stroudsburg, Pa.	292A	228A

### The commission's own changes:

Alisal, Calif.	264	—
Escondido, Calif.	240A	221A
Salinas, Calif.	—	264
Fort Walton Beach, Fla.	237A	257A
Savannah, Ga.	222	271
Dowagiac, Mich.	237A	249A
Niles, Mich.	249A	237A
Dexter, Mo.	249A	—
Red Wing, Minn.	296A	288A
Bellefontaine, Ohio	228A	—
Miami, Okla.	265	265A
Faribault, Minn.	291	228A
Huntingdon, Pa.	224A	244A
Martinsburg, Pa.	252A	224A
State College, Pa.	244A	—
Sparta, Tenn.	—	288A
Dallas, Texas	295	—
Fort Worth, Texas	300	298
Victoria, Texas	235	236
Waco, Texas	298	—
Grundy, Va.	269A	249A
Bluefield, W. Va.	291	292A
St. Albans, W. Va.	292A	—

The commission also made the additional assignment of channel 256 to Potsdam, N. Y., and channel 300 to Newport, Vt. Resulting from negotiations with Canada, these new assignments made it necessary to shift Rome, N. Y., from channel 257A to 240A.

Also shifted last week were WVCA-

FM Gloucester and WFGM-FM Fitchburg, both Massachusetts. With their consent, they were moved from channel 288A to 285A and channel 284 to 283, respectively.

The commission denied a request by KRPM(FM) San Jose, Calif., to reverse its assignment of channel 289 in lieu of channel 277 in Santa Clara and also denied requests from KRPM(FM) and WIFN-FM Franklin, Ind., about facilities of existing short-spaced stations, pend-

ing a future rulemaking proceeding.

The FCC also turned down a request by WRDW-TV Augusta, Ga., to delete channels 275 and 283 from that city. The commission also denied a number of requests for other channel changes and license modifications.

Three petitions pertinent to the assignment of channel 294 to Chicago were shunted aside until "several proceedings regarding other FM channels in the area" are resolved.

## FCC GETS GOING OVER—TEXAS STYLE

### Rogers charges 'unwarranted assumption of power'

Representative Walter Rogers (D-Tex.), chairman of the House Subcommittee on Communications, last week went after the FCC in three controversial areas of broadcast operations.

In all three—editorializing, license fees and commercial time standards—the FCC is attempting to exert additional controls over the industry through an "unwarranted assumption of power . . ." which it has not been delegated by Congress, he charged.

Speaking Monday (Oct. 21) to the Texas Association of Broadcasters in Dallas, Representative Rogers told the broadcasters that it is vitally important

they present a united front in the fight with the FCC. He asked these three questions:

- What of your own house?
- Can you reach agreements as an industry on problems facing you—agreements strong enough so that you can address your government with a unified voice?
- Can you recognize that the challenge of regulation is not one to be met merely by loud protests, but that concerted, unified effort is required?

Representative Rogers has introduced bills which would prohibit the FCC from (1) charging license fees (HR

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- WEST** —Fulltime radio station in single station market with nine month ownership earnings of \$15,000.00. \$85,000.00 with 29% down. *Contact—John F. Hardesty in our San Francisco office!*
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6697) and (2) adopting commercial time standards (HR 8316). Hearings before the Rogers subcommittee will begin on the latter bill Wednesday, Nov. 6.

The FCC members will be the first witnesses at this hearing and the congressional chairman's speech has given notice to the agency that it will be hard-pressed to defend its alleged constitutional authority to place commercial hobbles on broadcasters.

Six weeks ago, Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee (parent of the Rogers subcommittee) rapped the FCC activities in much the same areas as did Representative Rogers last week (BROADCASTING, Sept. 7).

**FCC Confusion** ■ The Texan said last week that "there is absolutely no need" for the confusion within the industry which has been generated by recent FCC actions. He hit the "muscle-flexing" of the FCC and other agencies in recent years as an attempt on their part to establish a fourth branch of government completely free from any control by the legislative, executive or judicial branches.

Representative Rogers said that he was surprised that so many broadcasters attacked the hearings his subcommittee held this summer on editorializing (BROADCASTING, July 22, 29). He pointed out that many broadcasters attacked his motives "in trying to help solve a very touchy problem. I do not criticize them for what they did because I am satisfied they were simply equating the Congress with the FCC. . . ."

The congressman maintained that in all three areas he discussed the FCC has tried to grab powers over the industry which Congress has not given it. "The primary question is not whether or not the fairness doctrine is fair;

not whether or not the broadcasters should or should not editorialize; not the content of the editorial, and not the programing of these broadcasts," he said.

"The primary and important question that should be in the minds of the broadcasters and the public is as to whom, under our Constitution . . . shall have the right to make those decisions in the first instance. . . . Firmly convinced that most of you most of the time will make the correct choices, I will do my best to see that those decisions are always yours to make."

Most broadcasters, he said, now realize that the objective of editorializing hearings was to clear the air of confusion over industry rights and responsibilities. Many stations felt that by editorializing and programing in controversial areas they were gambling with their licenses, Representative Rogers pointed out. Others, seeking to avoid controversy, refused to editorialize "only to have it suggested to them that a policy of not editorializing would seriously jeopardize their licenses. In my opinion, there is absolutely no need for this kind of confusion . . ." generated by the FCC, he stressed.

If it is necessary to lay down rules on fairness and controversy, the Con-

gress will legislate such rules and not the FCC, Representative Rogers told the Texas broadcasters.

**Not Here, Too** ■ The congressman was even more outspoken in challenging the FCC's authority to collect fees from broadcasters and other licensees, which are scheduled to go into effect Jan. 1, 1964. He noted the commission based its authority to charge fees on a 1952 appropriations bill. "If the commission believed the Congress had vested it with this power . . . why did it wait 10 years?" he asked. The Appropriations Committee is not a legislative committee and therefore cannot delegate such authority to the FCC, Representative Rogers maintained.

The matter of license fees has never been the subject of a hearing before a congressional committee, he said. "I shall do my very best to see that this is done."

The FCC's unwarranted assumption of power to charge for licenses is even more evident in the commercial time standards rulemaking, he said. "In this instance, the commission did not even have the help of a 10-year-old appropriations bill," Congressman Rogers said.

"Here again we must not lose sight of the basic issue involved: Who has the right under our form of government to make this determination in the first instance, if it is a question on which determination must be made?"

The Congress already has delegated too much power to the FCC and other agencies, Representative Rogers said, and many of these powers must be reclaimed. "However, it has not delegated nearly as much power as some of the delegates are assuming. And unless affirmative action is taken by the Congress to stop this trend, these assumed powers will become actual."

Limiting the maximum number of commercials is something that should not be done under any circumstances "unless it is clearly and conclusively established that only thereby can the best interests of the public . . . be served—a burden of proof that will no doubt be difficult to meet," the congressman said.

## How not to stub your toe at renewal time

### FCC, BROADCASTERS OFFER TIPS AT KNOXVILLE SESSION

Broadcasters from Southern states were given a rundown last week on the best way to file their FCC applications for license renewal in 1964.

The Tennessee Broadcast Station License Renewal Conference, co-sponsored by the University of Tennessee and WSM Nashville, attracted 143 broadcasters to the two day-session on the university campus at Knoxville

Tuesday and Wednesday (Oct. 22-23).

Speakers from the FCC and radio-TV told of the simple pitfalls many broadcasters fall into at license renewal time, and described ways to add clarity to their renewal questionnaires.

Robert J. Rawson, chief, renewal and traffic division of the FCC Broadcast Bureau; and Thomas Cline, chief, of the Atlanta office, repeatedly told the broad-



casters that while there is an awareness that the renewal form does not reflect today's radio, all questions must be answered.

However, they reminded their audience that if, in filling out the questionnaire, the composite week does not truly reflect the station's operation that a simple statement of fact should be added to the form. The commission representatives noted that those who study the questionnaires at renewal time are human and will take such statements into account.

Mr. Rawson noted that the commission has greatly cut down the number of things the field office must check out on its trips to stations. The field office, he said, now has time to get to more stations and do a more thorough job on the items it still covers.

The cut-out information, Mr. Rawson said, is still being supplied on the renewal form.

**Kramer's Advice** ■ Speaking at the Tuesday night banquet, Worth Kramer, president of the Goodwill Stations, spoke to the Southern broadcasters on three of the "most pressing" problems of radio: "Overrating of ratings, overpopulation and overcommercialization."

He cited the Washington hearing of the House subcommittee of Representative Oren Harris (D-Ark.) into ratings and said "It's been a continuing puzzle to me why so many stations did subscribe and still subscribe to these meaningless services. . . . The only conceivable value they have is that their [radio measurement firms] service represents their guesstimates—not yours."

Regarding overpopulation, Mr. Kramer spoke of "the market place" as the fairest and sternest arbiter.

While being against government control of the amount of commercials, Mr. Kramer said he does "share the commission's concern over some of the blatant, shortsighted commercial prac-

tices evident in the end product of some operations today. . . .

"I don't think Mr. Henry or any of the other distinguished members of the commission has any wish to regulate commercial content—nor do I think . . . Congress would sanction it."

Broadcasters must "air their wash," he said, and by so doing "propel a second stage of our code effort, giving it the speed, direction and power so necessary to its function."

Other speakers and panelists at the conference were R. Russell Eagan of Kirkland, Ellis, Hodson, Chaffetz & Masters, Washington; Robert Evans, manager of Mid-South Network, and Dr. Kenneth Wright, University of Tennessee.

Robert E. Cooper, general manager of WSM, moderated the conference and will present taped excerpts from it at a special session of the *Grand Ole Opry* 38th birthday celebration Thursday (Oct. 31).

## INTERNATIONAL

### BBC FAVORS U.S. COLOR TV SYSTEM

#### Wants EBU to adopt uniform method for all of Europe

For the first time BBC has publicly declared itself in favor of the U. S. color TV system (set by the National Television Systems Committee). The BBC comes out strongly for the U. S. system (NASC) in its just-published 1962-63 annual report.

If Europe does not accept the NTSC system the BBC-TV will have to delay the start of color broadcasts now set for early 1965. The report adds that it is important that agreement be reached on a color system by all European countries intending to broadcast color TV.

A European Broadcasting Union study group is co-ordinating experiments in several countries. The BBC hopes that these studies will be completed by the end of this year and agreement reached early in 1964. If this schedule can be followed a limited amount of color programs might be introduced into BBC-TV's second network early in 1965.

"If, however, the decision is in favor of some other system, more time will be needed to equip the studios and to enable the radio industry to put color receivers into production," the report states.

**Other Problems** ■ Hopes for an early

start of color TV in Britain seem to be based on the adoption of NTSC by EBU, but the BBC says there are still problems to be solved. Among these the report cites the fact that although many experimental NTSC colorcasts have been made in the UK on 405 lines, new difficulties arise when this or any other system is used on 625 lines in the UHF bands. The report stresses the need for "adequate and reliable data" before a final decision is made.

Color TV development work has been carried out by the BBC for eight years. This has been complicated by the arrival of two new methods, the French SECAM system and the German PAL. These, together with NTSC, are now being considered by EBU.

BBC wants whatever system is adopted to be standard throughout Europe to facilitate frequency allocations, program exchanges and the export of TV sets.

### Committee asks freeze of some Canadian TV

An eight-month moratorium on new Canadian television grants to private interests to allow consideration of new station bids by the Canadian Broadcasting Corporation and a five year cyclical budgeting for the CBC were the major recommendations of the three-man committee appointed this spring by Canadian Secretary of State J. W. Pickers-gill. The recommendations were announced in the House of Commons at Ottawa in mid-October.

CBC has sought new stations in cities where currently independently owned stations are on the CBC-TV network. These stations are to move to the CTV Television Network or plan to operate without network affiliation.

CBC has been after a five-year budget to replace its annual budget allowances

### WTRF-TV STORY BOARD



Free!\*

TEEVEES! We've some acts to grind, too. We've had Swifties and Pressies and before we get Movies and Maggies, let's 'put-on a show' for TeeVees! Naturally, we're spotlighting our Channel Seven Showmanship schedule in these TeeVees

firsties but we'll grant you equal space for your contribution of goodies. Just send them to WTRF-TV's TeeVees Editor, Wheeling 7, West Virginia. We'll accept spot campaigns, too, but if you prefer, ask Rep George P. Hollingbery for the Wheeling TV story.

wtrf-tv Wheeling  
NOW FOR TEEVEES! Get set . . . I Redigo. She's a nut . . . (Hazell). The old (Grindl) get you if you don't diversify! (Paar) for the course. Air pollution . . . (Kildare). Sixty before midnight . . . (Eleventh Hour). Tom, Dick and Harry . . . (Third Man). Third man's girls . . . (Harry's Girls). Without vacuum cleaner . . . (Novak). It's been a (Boone) to TV drama. Kildare orders the Chinese beer man to deliver 24 bottles to friend . . . (Ben Case).

Wheeling wtrf-tv  
KIPLING TIPPLING! A rag, a bone and a hank of hair? A drag, a drone and a tank of air!

wtrf-tv Wheeling  
SOCIAL SECURITY! The system that guarantees you steak when you have no teeth to chew it with.

Wheeling wtrf-tv  
LIGHT TOUCH! Benjamin Franklin may have discovered electricity but the man who invented the meter made all the money.

wtrf-tv Wheeling  
\*FREE and yours for the asking . . . we'll send you all the Wheeling/Steuensville Industrial Ohio Valley Market data you want. A low estimate of what our new and taller tower delivers is 529,300 TV HOMES. That's a lot of sell. Want availabilities for your next campaign?



**1 ALL-AUDIO NEWS**  
Your station's  
exclusive  
Republic News International  
132 3rd St., S.E., Washington, D. C.

from the Canadian treasury for some years.

The committee was composed of Dr. Andrew Stewart, chairman of the Canadian Board of Broadcast Governors, Ottawa; Al Ouimet, CBC president, Ottawa; and Don Jamieson, CJON-AM-TV St. John's, Nfld., and president of the Canadian Association of Broadcasters.

## ITA pre-empts commercial companies

For the first time since British commercial television began in 1954 the Independent Television Authority has taken over the entire commercial network to present its own program.

This followed the refusal of several television companies to televise a new educational series prepared by one of the companies, Anglia Television Ltd. The series, *Dawn University*, which began Oct. 21 at 7:15 a.m., was to have been presented by Anglia. It was offered to the other 14 companies but several refused to carry it.

Under the new television act, ITA

can now control the networking of all programs. Using these powers for the first time, ITA has taken over the series, initially scheduled to run as a one-week experiment.

The decision means that Anglia has had to remove its name from the series. It will be televised over the entire commercial network as an "Independent Television Authority Broadcast."

*Dawn University* will be transmitted from London and fed directly into the ITA owned and operated transmitters throughout the country. This has brought a protest from the Association of Cinematograph and Television Technicians because ITA will bypass the control rooms of the individual companies.

George Elvin, the association's general secretary, said that ITA had the means to bypass all companies by beaming direct to its transmitters.

There is nothing to stop other programs being channelled nationally this way. Not a single technician employed by any of the 15 television companies would be used.

An ITA spokesman said that 1963 has been the year of experiment in adult ETV but *Dawn University* is the first experiment in higher education. For these reasons ITA regards the series as important.

The series ran for 50 minutes each morning from Oct. 21 to Oct. 26.

## Kennedy has RFE luncheon

Sixty of America's leading industrialists met with President Kennedy Friday to discuss support for the Free Europe Committee and Radio Free Europe.

Among those at the luncheon were General David Sarnoff, chairman, RCA; Dr. Frank Stanton, CBS; Roy E. Larsen, Time Inc. Also present were Theodore C. Streibert, president of the Radio Free Europe Fund; John Richardson Jr., president of the Free Europe Committee; John C. Hughes, chairman, Free Europe Committee; U. Alexis Johnson, deputy under secretary of state; John A. McCone, director, Central Intelligence Agency; McGeorge Bundy, special assistant to the President.

## FANFARE

### Jack Webb will keynote three-day BPA seminar

The 1963 Broadcasters' Promotion Association seminar, scheduled to start Nov. 18 in San Francisco, will feature a keynote address by Jack Webb, who is in charge of TV at Warner Brothers. More than 400 broadcast promotion executives are expected to attend.

The seminar program includes: A discussion of presentations made to agencies by stations; speeches on successful merchandising campaigns; methods for getting larger audiences for special events and sports programs and talks on the use of humor in broadcasting. A luncheon Tuesday (Nov. 19) will feature presentation of the BPA on-the-air promotion awards. Tuesday afternoon's program will include talks on publicity problems faced by radio stations; promotion of movies for TV; and a BPA membership business meeting. On the final day of the seminar, BPA delegates will listen to a talk on the duties of the station representative.

### 'Leave racing to pros'; WROD's message of day

"If you want to race . . . go to Daytona and get on the Speedway."

That message for highway safety was offered by six announcers of WROD Daytona Beach, Fla., as they broadcast while roaring around the Speedway at speeds of up to 140 miles per hour.

The three-hour remote from Daytona



### Gold-plated for Harvey

Paul Harvey, ABC Radio news commentator (1), is recipient of a gold-plated microphone presented by Parker S. Gates, president of Gates Radio Co., Quincy, Ill. The presentation "for 30 years of distinguished service to the broadcasting industry and to the Americanism which made it possible," came at a dinner on Oct. 10 during Quincy's "Free Enterprise Week." Mr. Harvey will use the microphone in his newscasts, which originate from ABC studios in Chicago.

International Speedway, Oct. 18, was sponsored by the area Comet dealer,

Pure Oil and Autolite. It took place during a 100,000 mile endurance test on the Comet Caliente, sponsored by the Lincoln-Mercury Division of Ford Motor Co.

None of the announcers took the wheel. They left that to the experienced drivers. Their program from the auto, including interviews with the drivers, was relayed through an FM transmitter installed in the car's trunk.

The remote was originated and coordinated by Jack Hayward, WROD program director and a former racer.

### WIP presents 18 plaques in 1st annual awards

The first of what will be annual WIP awards to Philadelphia public service organizations on their use of radio was held last week at a special luncheon that attracted 500 Philadelphia civic, religious and political leaders.

The awards, engraved plaques, were given to the organizations which advanced their cause through creative and effective application of radio. Eighteen plaques were given, to the winner and two honorary winners in each of six categories.

Participating in the awards ceremony were John W. Kluge, chairman and president of Metromedia Inc., which owns WIP; Mark Evans, vice president and director of public affairs, Metromedia, and Harvey L. Glascock, Metromedia vice president and general manager of WIP.

BROADCAST ADVERTISING



Mr. Erickson

**Rodney Erickson**, president of Universal Broadcasting Co., joins Maxon Inc., effective Nov. 1, as VP and general executive. Veteran agency and programing executive, Mr. Erickson had previously served as adviser-counsel for Four Star Television in production, syndication and distribution areas; president of Filmways Inc., New York, and VP in charge of TV at Young & Rubicam for 10 years.

**Allan Mitchell**, VP and copy group head at Ogilvy, Benson & Mather, joins Los Angeles office of Compton Adv. as VP and creative director. Also joining Compton's Los Angeles office are **Harold J. Sullivan**, account executive, and **Charles H. Keilus**, director of TV commercial production. Mr. Keilus was formerly executive VP and general manager of George Fenneman Productions. Mr. Sullivan has been associated with Lennen & Newell and Anderson-McConnell agencies in Los Angeles.

**Roger Miles Johnson**, VP in charge of marketing and media research for western division of Erwin Wasey, Ruthrauff & Ryan, Los Angeles, appointed senior administrative VP. In addition to his new responsibilities, Mr. Johnson will continue to be active in research department at policy, planning and administrative level.

**Philbin S. Flanagan** elected VP and director of sales for Henry I. Christal Co., New York. Mr. Flanagan has been with company for 11 years. He was appointed eastern sales manager in 1958 and in 1960 named general sales manager. **Vance Harrison** appointed New York sales manager for Christal's New York staff.

**Malcolm M. Barnum**, director of Campbell-Ewald's Lakeland, Fla., office and supervisor of Florida Citrus Fruit account, elected vice president of agency. Mr. Barnum joined Campbell-Ewald in 1954.

**D. H. Sullivan** appointed general sales manager of KAVR Apple Valley, Calif. He was previously with KGRT Las Cruces, N. M. **Robert Barnes**, from WLIR Garden City, N. Y., joins KAVR sales staff, and **Chuck Russell**, formerly with KIMA-TV Yakima, Wash., named program director of KAVR.

**Harry Durando**, formerly with H-R Representatives, joins Metro Radio Sales, New York, as account executive.

**Frank M. Headley**, chairman of H-R

Walton AFA governor

**Bob Walton**, WRBL-TV Columbus, Ga., elected governor of Seventh District of Advertising Federation of America. Other officers elected: **Al Sorge**, *Clarion-Ledger & Daily News*, Jackson, Miss., 1st lt. governor; **Dave Swearingen**, Draper/Swearingen & Co., Memphis, 2d lt. governor; **Hayden Wood**, Winston Co., Birmingham, Ala., 3d lt. governor; **Moreland Moncrief**, Atlantic Steel Co., Atlanta, secretary; and **Annie C. More**, Herbert S. Benjamin Associates, Mobile, Ala., treasurer.

Television Inc., re-elected to Television Bureau of Advertising's board of directors. Mr. Headley, who joined board in September 1962, was re-elected for two-year term ending November 1965. He was founding partner of H-R Representatives in 1950 and was previously president of Headley-Reed Co.



Mr. Hatch

**Kenneth L. Hatch**, national sales manager of KSL-TV Salt Lake City, appointed general sales manager, responsible for both local and national sales activities. Mr. Hatch joined KSL-TV in 1958 and was named station's national sales manager last January.

**Eugene McCurdy** named sales manager of WFIL-AM-FM Philadelphia, replacing **Clyde Spitzner**, recently appointed general sales manager for broadcast division of Triangle Publications (BROADCASTING, Oct. 14).

**Donald H. Tredwell** appointed product manager, new product department, Colgate-Palmolive's toilet articles divi-

sion in New York. Mr. Tredwell was formerly account executive with McCann-Erickson.

**Nancy Yamaguchi**, business manager of Milici Adv. Agency, Honolulu, elected secretary-treasurer. She joined agency in 1961.

**John J. Ennis**, former VP and media director at Fletcher Richards, Calkins & Holden, appointed media director for New York office of MacManus, John & Adams, Bloomfield Hills, Mich.



Mr. Ennis

**Len Tronick**, formerly with Edward Petry & Co., named account executive in New York office of Metro TV Sales, division of Metromedia Inc.

**Gary Adler**, national sales coordinator at KPIX(TV) San Francisco, promoted to account executive, effective Dec. 1.

**Collingwood J. Harris**, formerly with SCI division of Interpublic, joins Kudner Agency, New York, as account executive.

**H. Kenneth Brown** joins Kal, Ehrlich & Merrick, Washington advertising agency, as account executive.

**Don Ondich**, formerly with Campbell-Mithun, Minneapolis, joins Grant Adv., Dallas, as account executive.

**Leonard R. Soglio**, account executive for past two years at WHN New York, joins television account executive department of Peters, Griffin, Woodward, that city.

**Paul Sheinfeld** and **Frederick Weinhaus** named account executives at WPAT-AM-FM Paterson, N. J. Mr. Sheinfeld has been WPAT traffic manager since February and formerly was operations director at WABC-TV New

**K B L L - T V**  
CHANNEL 12 CBS ABC NBC  
**HELENA, MONTANA**

This important single station capital city market is served successfully only by KBLT TV and is not part of nor bonus to any TV station sales group.

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New York 19, N. Y.  
Plaza 1-5075

FELTIS/DOVE/CANNON  
Tower Building  
Seattle 1, Wash.  
206-623-1868

*No Montana spot buy is complete  
without Helena.*

## Colgate elevates three division executives

Three major promotions within toilet articles division of Colgate-Palmolive Co., New York, were announced last week by J. E. Grimm, division's VP and general manager.

**Wilson F. Fowle Jr.**, general product manager of division since July 1962, appointed director of marketing. Mr. Fowle joined Colgate in 1960 as product manager of Wildroot hair dressing and was named group product manager following year.

**Richard Beeson**, formerly group product manager, promoted to general product manager. Mr. Beeson has been with Colgate since 1951 when he joined organization in sales field. He was named assistant product manager of Colgate Dental Cream in 1958, product manager in 1960, and group product manager



Mr. Thorkilsen



Mr. Fowle



Mr. Beeson

of the dentifrice in 1962.

**Harold Thorkilsen** has been advanced to group product manager from senior product manager of dentifrices and toothbrushes. Mr. Thorkilsen joined Colgate in 1946 and has been in brand management of toilet articles division since January 1962.

Colgate's toilet articles division, firm's heaviest advertiser, markets such brands as Colgate Dental Cream, Halo and Lustre-Creme shampoos, Palmolive men's line.

York. Mr. Weinhaus formerly was account executive at WTFM(FM) Lake Success, N. Y.

**Don Patton**, director of production sales for Paramount Television Productions, transfers to sales department of KTLA(TV) Los Angeles, Paramount-owned station.

**Richard W. Wilkinson**, formerly marketing account executive with Young & Rubicam and before that with Pure Oil Co., joins Waldie & Briggs, Chicago, as VP-director of marketing.



Mr. Wilkinson

**Thomas L. Bernstein**, merchandising manager for Housewives' Protective League out of CBS Radio's Los Angeles office, named director of merchandising for KHJ-AM-FM Los Angeles, new post. **Armand La Pointe** continues as director of merchandising for KHJ-TV.

**Guy Hixenbaugh Jr.**, former staff director at WFMJ-TV Youngstown, Ohio, joins sales staff of WKBN-AM-FM, that city.

**Parker Gayman** joins sales department of KHOW Denver.

**Gordon Bamberger** joins sales department of KCMO-FM Kansas City.

**John J. O'Neill**, formerly of wvot Wilson, N. C., joins sales staff of wsor

Windsor, Conn.

**Roderick A. Guerdan**, formerly of Venard, Torbet & McConnell, joins television division of Adam Young Inc., New York.

**Joel A. Segall**, senior timebuyer at Grey Adv., joins TV sales department of Venard, Torbet & McConnell, radio-TV station representatives, New York.

**Dale Case**, formerly TV art freelancer in Hollywood and animator with Ray Patin Productions there, joins Merchandising Inc., Evansville, Ind., as animator. Merchandising Inc. is subsidiary of Polaris Corp., Milwaukee.

**Robert Else**, formerly of BBDO, New York, and **Peggy J. Meade**, copy chief of Glenn Adv., Fort Worth, Tex., join creative services division of Cunningham & Walsh, New York.

**Dixie Thompson** joins Cunningham & Walsh, New York, as TV commercial producer. Miss Thompson was previously commercial producer and acting head at Tatham-Laird, Hollywood.

**Walter Cooper** joins Kudner Agency, New York, as producer in radio-TV department. He was formerly producer at N. W. Ayer & Son.

**Ed Sterling**, commercial coordinator for *Jerry Lewis Show* on ABC-TV, appointed to newly created post of broadcast department administrator at Carson/Roberts, Los Angeles advertising agency. Mr. Sterling previously served

as commercial producer for Lennen & Newell and associate radio-TV director at Wade Adv.

**Alvin Cohen**, senior research analyst at ABC for past three years, joins Storer Television Sales, New York, as assistant in research and sales promotion department.

**Miles A. Wallach**, president of M. A. Wallach Research Inc., joins Revlon Inc., New York, as director of market research.

**Dorothy S. Koemme**, copy chief at Galaxy Adv., Los Angeles, moves to same position with Danoff & Sachs, following Norman Danoff, D/S principal, who left Galaxy earlier to become partner in D/S.

**James Egan**, art director at Ketchum, MacLeod & Grove, named group head art director at Cunningham & Walsh, New York.

## THE MEDIA



Mr. Winton

**Barry Winton**, account executive with ABC Films Inc., New York, and former station relations director and account executive with Official Films, joins Hamilton-Landis & Associates, nationwide media brokerage firm, attached to Washington office. Before entering broadcast field, Mr. Winton was band leader being best known for his long run at Rainbow Room atop Radio City, New York.

**Glenn C. Hatfield**, state capitol correspondent for WREN Topeka, joins KSCB Liberal, Kan., as general manager. Mr. Hatfield succeeds **Leon S. Salathiel**, who becomes sales manager. Other appointments: **Donn Nichols**, farm director; **Chuck Beattie**, community relations director.

**Robert H. Pick** appointed general counsel for Metromedia, New York. Mr. Pick was formerly with the law firm of Parker, Chapin & Flattau, New York.

**Ken Hart**, previously executive VP of wvLK Lexington, Ky., elected VP and general manager of WLAP, that city, effective Nov. 1.

**Austin A. Harrison**, special consultant to director of procurement at NASA in Washington, appointed general manager of WHS-TV (ch. 38) Boston. Station, now under construction, is licensed to Radio and Television Apostolate of Archdiocese of Boston.

**Alan Henry**, special assistant to John Kluge, president of Metromedia, will

assume post of general manager of KLAC Los Angeles, Metromedia-owned radio stations, shortly after first of year. **Bob Forward**, currently manager of KLAC, will be assigned to another executive post within Metromedia corporate structure.

**A. L. (Andy) Anderson** resigns as manager of KFYR-TV Bismarck, N. D., and general sales manager of Meyer Broadcasting Co. (KMOT-TV Minot and KUMV-TV Williston, both North Dakota). No future plans have been announced.

**George A. Stevens**, VP and general manager of KOTV(TV) Tulsa, Okla., elected VP of Tulsa Chamber of Commerce for 1964.

**Ira I. Hewey**, assistant manager-national sales manager of WHAI-AM-FM Greenfield, Mass., promoted to station manager.

**James Harris**, former sales manager of WTLK Taylorsville, N. C., named general manager of WSPF Hickory, N. C.

**Joe Perrone**, account executive at WEEE Albany, N. Y., joins KNOG Nogales, Ariz., as commercial manager and assistant general manager. **Richard H. Ward** is KNOG's new owner and general manager.

**Robert E. Thomas**, associate director of development at WNDT(TV) Newark-New York (educational ch. 13), named assistant to Samuel B. Gould, president.

**Dick Wall**, sales manager of KCMO-FM Kansas City, promoted to station and commercial manager.

## PROGRAMING



**Richard A. R. Pinkham**, senior VP in charge of media and programs and member of executive committee of Ted Bates & Co., joins nine-man broadcaster's advisory committee of Television Affiliates Corp., New York. Mr. Pinkham takes seat vacated by **Sylvester L. (Pat) Weaver Jr.**, who was recently appointed president of Subscription Television Inc. in Los Angeles. Broadcaster's advisory committee members meet at designated intervals to establish new guide lines for production and programing of TAC's informational-cultural shows.

**Fred R. Frank Jr.** appointed southeast division sales manager of TransLux Television Corp., with headquarters at Miami.

**Don Geis**, chief engineer of Coast Recorders Inc., San Francisco, elected VP and general manager. **Bob Young**,

## Mayes named president

**Wendell Mayes Jr.**, KCRS Midland, elected president of Texas Association of Broadcasters, succeeding **Jack Roth**, KONO-AM-TV San Antonio. Other officers elected are **Lee Glasgow**, WACO Waco, VP; and **Tony Bridge**, KMHT Marshall, secretary-treasurer. Directors are **Clint Formby**, KPAN Hereford; **Vann Kennedy**, KSIX Corpus Christi; **Bob Hicks**, KSOX Raymondville; **Willard Deason**, KVET Austin; **Jack Roth** and **Ray Herndon** (TV director).

formerly in radio-TV departments of J. Walter Thompson and BBDO, joins Coast Recorders as sales manager.

**Ted Mills**, former NBC-TV executive producer, and **Robert Widener** have formed Mills-Widener Inc., New York, a firm specializing in information programs and facilities for industry.

**Jerry Grisham**, operations manager of KSBY-TV San Luis Obispo, Calif., resigns to accept post of program director at KCRA Sacramento, Calif.

**Matt Edwards**, formerly of WFFM-FM Baltimore, joins wisz Glen Burnie,

Md., as program director.

**Bob Foster**, former air personality at WKGN Knoxville, Tenn., appointed program director of WSPF Hickory, N. C. Also joining WSPF are air personalities **Hugh Martin** and **Toni Foster**.

**Guy Travers**, public service director and air personality at WVOB Bel Air, Md., named program director. He will continue his daily air shows.

**Si Rose**, for past year and a half script supervisor on *McHale's Navy*, promoted to associate producer of series, produced at Revue Studios and broadcast by ABC-TV (Tuesday, 8:30-9 p.m.).

**Bert Granet** named executive producer of *The Great Adventure* series on CBS-TV. Until now, Mr. Granet has been series' producer. **Bruce Lansbury**, CBS-TV program executive, and **Ethel Winant**, associate producer, appointed producers of *The Great Adventure*. **Neil Anderson**, of network's program practices department in Hollywood, will be responsible for Mr. Lansbury's current staff assignments in program department while latter is involved with *Great Adventure* series.

**Peter Molnar**, for past seven years member of CBS sports department, joins sports staff of NBC, New York,



as executive producer. Mr. Molnar's first assignment will be producer of NBC-TV's new series of 90-minute sports specials starting Saturday, Jan. 4. Sports caster **Bud Palmer** will be host of the live and taped programs, to be presented from 4:30-6 p.m. NYT.

**Jay Kacin**, senior TV producer at Ogilvy, Benson & Mather, joins directorial staff of WCD Inc., New York production company.

Twentieth Century-Fox last week named personnel to two pilot projects it's co-producing with ABC-TV, projected for 1964-65 season. **Robert Dwan** will direct pilot show of *The Not Very News Reel*, and **Warner Anderson** has been named to co-star in *Peyton Place* with **Dorothy Malone**. *Peyton Place* pilot is already in production.

**Lloyd Haynes**, formerly with Heater-Quigley Productions, signed by Daystar Productions as production associate. Mr. Haynes will concentrate on developing new daytime programming while assisting in development of existing new projects such as *John Stryker* and *Magnificent Seven*, both of which company is producing for CBS-TV.

**Bob Hardwick**, of KVI Seattle, joins KMPC Los Angeles as music personality.

**N. J. (Jeff) Waugh Jr.**, continuity director of WDAV Danville, Va., promoted to operations manager. Mr. Waugh will

# TRUST



## The Fourth Dimension of WBRZ Channel 2

Beyond sight, sound and action there is a 4th dimension of television: trust. WBRZ-TV News Specials are one way the station builds trust through truth. During the past 12 months, WBRZ-TV News produced 16 Special News Reports in prime nighttime slots.

**WBRZ Channel 2** BATON ROUGE

### Carr replaces Goodfellow



Mr. Carr

**Thomas S. Carr**, VP and general manager of WBAL-AM-TV Baltimore, elected president of Maryland - D.C. - Delaware Broadcasters Association, succeeding

**Joseph Goodfellow**, VP and general manager of WRC-AM-FM-TV Washington (see story, page 67). Other officers elected are **Morris H. Blum**, WANN Annapolis, Md., VP; and **Mrs. Jason T. Pete**, WASA Havre de Grace, Md., secretary-treasurer. Directors are **Wallace Hankin**, WCUM Cumberland, Md.; **James Bittner**, WKIK Leonardtown, Md.; **Norman Glenn**, WJDY Salisbury, Md.; **Robert Cochran**, WMAF-TV and **Byron Millenson**, WCAO, both Baltimore; **Neal Edwards**, WMAL-TV, and **Perry S. Ury**, WGMS, both Washington; and **Gordon McIntosh**, WTUX Wilmington, Del.

supervise all production activities at station. **Homer Thomasson**, WDAV air personality, assumes added duties as program director.

**Gilbert Seldes**, former dean of Annenberg School of Communications at University of Pennsylvania, appointed consultant to program staff of National Educational Television, New York.

**Norma S. Albarado** appointed music director of WDSU-TV New Orleans.

**Don Kellerman**, CBS News producer whose most recent assignment has been *Chronicle* series, appointed director of cultural programming for National Educational Television, New York, effective Jan. 7.



Mr. Kellerman

Mr. Kellerman will supervise four producing teams providing programs on music, the arts, literature and other allied fields to NET's 77-station network. He joined CBS in 1953. **William H. Kobin**, producer of *Howard K. Smith—News and Comment* for ABC-TV, joins NET, effective Jan. 1, as director of public affairs programming.

**Ronnie Bull**, professional football star with Chicago Bears, signed by WJJD Chicago to daily Monday-Friday football commentaries.

**William B. Davis** appointed manager of artist bureau of WCMs Norfolk, Va. Bureau will perform management duties

of entertainers and package shows for eastern U. S. as well as local bookings for country-western-folk personalities.

**Fred D. Knight**, formerly of WAVY-AM-TV Norfolk, Va., joins WMAL-AM-FM-TV Washington, effective Nov. 1, as staff performer.

**Bill Keffury**, former air personality and public service director at KRLA Los Angeles, joins announcing staff of KYA San Francisco.

**Claude R. Martin Jr.** joins announcing staff of WEJL Scranton, Pa.

**Bob Maxwell**, host of his own interview show on WCBS New York, joins air staff of WABC, that city.

**Robert D. Raiford** joins announcing staff of WTOP-AM-FM Washington.

**Chuck Shull** joins KNBC-TV Los Angeles as weekend weatherman.

**Tom Quinn**, formerly of WHUC Mohawk, N. Y., joins announcing staff of WNNJ-AM-FM Newton, N. J.

**Don Sanchez**, program director-disc jockey at KCEE Santa Maria, Calif., joins KSBY-TV San Luis Obispo, Calif., as announcer.

**Stan Richards**, who joined KNX Los Angeles as summer vacation fill-in, assigned to Sunday 7-10 p.m. and Saturday 6-8 a.m. time periods on regular basis.

**Kay Richins** signed by KCPX-TV Salt Lake City as host of *Weekend Sports Final* (Sundays, 10:20 p.m.).

### NEWS

**Roland A. Herriges**, chief photographer and newsmen at KHQ-AM-TV Spokane, Wash., for past five years, appointed news director, succeeding **Duane H. Bock**, stations' news director since June 1960, who has resigned, effective Nov. 1.

**Chet Phebus**, formerly with WCBM Baltimore, appointed news director of WISZ Glen Burnie, Md.

**Charles Warren**, Washington news bureau chief of Mutual Radio Network, named manager of Washington operations. Mr. Warren continues his position as bureau chief, which he has held since March 1961.

**Gail Prophet** appointed news director of KSBY-TV San Luis Obispo, Calif.

**Tom Duggan**, highly controversial commentator formerly featured in late evening programs of his own on KTTV (TV) and KCOP (TV), both Los Angeles, joins news staff of KTLA (TV), that city, as an on-the-air reporter on station's Monday-Friday early evening news broadcasts.

**Robert Tibbitts**, news director of KWOS and KRCG (TV) Jefferson City,

elected chairman of Missouri AP Radio-TV Association, succeeding **Gib Keith**, KTTN Trenton. **Don Sylvester**, KYTV(TV) Springfield, elected vice chairman of association and chairman of continuing study committee.

**Pat Michaels** appointed news manager of KBLA Burbank, Calif.

**John Randall**, formerly with WVPO Stroudsburg, Pa., appointed news director of WNNJ-AM-FM Newton, N. J.

**William H. Capellare**, formerly with Northwestern Mutual Life Insurance Co., joins WISN-TV Milwaukee news staff as writer-reporter.

**Ed Needham**, formerly of WGAN-AM-TV Portland, Me., joins news department of WPEN Philadelphia.

**Dave Murphy** joins news department of WJRZ Newark, N. J., as reporter. **Mike Becker**, member of WJRZ sales department, assumes additional duties of "reporter-in-the-sky" in station's trafficopter.

**Tom Perryman**, news director of WAKY Louisville, Ky., joins news staff of WFAA-AM-FM Dallas.

**John Kline**, former news director of KSLM Salem, Ore., appointed night news editor at KEX Portland, Ore.

**Frank E. Roberts**, former public affairs director of KIRO Seattle, joins news staff of KGW Portland, Ore.

## ALLIED FIELDS



Mr. Myers

**Dr. Lawrence Myers Jr.**, TV research consultant and member of faculty of Syracuse University for 15 years, appointed chairman of university's radio-TV department. Dr. Myers replaces **Dr. Eugene**

**S. Foster**, who has been named director of TV at Brooklyn College.

**Michael Durkas** appointed chief of radio-TV section of First U. S. Army Information Office, Governors Island, New York.

**Rev. Dr. John W. Bachman**, professor of practical theology at Union Theological Seminary, New York, named chairman of National Council of Churches' Broadcasting and Film Commission. Director of Union Seminary's Center for Communication and the

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## Chapman elected IBA chief



Mr. Chapman

**Reid G. Chapman**, VP and general manager of WANE-AM-TV Fort Wayne, elected president of Indiana Broadcasters Association, succeeding **Don Menke**, WFBS-AM-FM-TV Indianapolis, who becomes member of board of directors. Other IBA officers are **W. C. Fowler**, WBAT Marion, VP-radio (AM); **Martin Williams**, WFMS-FM Indianapolis, VP-radio (FM); **John B. Babcock**, WLWI(TV) Indianapolis, VP-television; **W. T. Hamilton**, WNDU-AM-FM-TV South Bend, secretary-treasurer; **Richard Jackson**, WSAL Logansport, assistant secretary, and **Ben Falber Jr.**, WTHI-AM-FM-TV Terre Haute, assistant treasurer.

**Arts**, Dr. Bachman succeeds **Dr. Harry C. Spencer** of Nashville, general secretary of The Methodist Church's Television, Radio and Film Commission (TRAFCO).

## INTERNATIONAL

**David Vigo**, formerly of production and business departments of Associated-Rediffusion Ltd., elected to board of directors of Luckwell Productions Ltd., London.

**Robin Legg**, formerly with Graham & Gillies, Lagos, Nigeria, appointed manager of Grant Adv.'s Calcutta, India, office.

**Oscar Reinoso** elected VP and general manager of National Export Advertising Service of Puerto Rico.

**George Lee**, formerly of General Steel Wares Ltd., Toronto, named advertising manager of Canada Dry Ltd., that city, replacing **Alan Price**, who moved to Royal Crown Cola Ltd., Toronto, as advertising manager.

**Vin Dittmer**, manager of Montreal office of CTV Television Network Ltd., named business manager of network, with headquarters at Toronto.

**Heinz Drege**, VP of Williams, Drege & Hill Ltd., Toronto film producers, elected executive VP. **Paul Kimberley**, formerly of CFTO-TV Toronto, and **ABC-TV** in England, appointed producer-director of film company.

**Bryan Rook**, for past year copy executive at Independent Television Companies' Association, joins Independent

Television Authority, London, as assistant to advertising control officer for advertising copy matters.

**Brian Connell**, British commercial television current affairs commentator, resigns his post as moderator of Associated-Rediffusion's *This Week* show because of disagreement on how program was being produced.

## FANFARE

**Robert A. Bernstein**, former director of public relations, Westinghouse Broadcasting Co. and most recently vice president of the Softness Group, New York advertising-public relations firm, named to new post of director of national public relations for Triangle Stations, operating from firm's New York office. **Carol Parrott Barnett** joins him as publicity assistant. She had served in similar capacity at CBS-TV and at Westinghouse.

**Larry Lowenstein** joins **Herbert K. Landon Inc.**, New York public relations agency, as VP. Mr. Lowenstein was formerly VP in charge of advertising and public relations at General Artists Corp.

**Raymond L. Vanderslice** named promotion manager of WIBG-AM-FM Philadelphia.

**Don Trabling** named public relations manager for McClatchy Newspapers &

A-C? It's All-Canada Radio and Television Limited, first and paramount representation firm North of the Border in broadcast sales. A-C reps 43 radio, 22 TV stations—in all primary, most secondary markets. Weekly radio reach is 50% of all households for 60% of national retail sales. TV: 62% of households for 53% of national retail sales. A-C has 12 offices: New York, Detroit, Chicago, San Francisco, Los Angeles, Dallas, Atlanta and Montreal, Toronto, Winnipeg, Calgary, Vancouver. To reach all Canada, talk to All-Canada

All-Canada Radio & Television Limited  
1000 Yonge St., Toronto 5, CANADA

Broadcasting Co., Sacramento, Calif.

**Michael Laurence**, previously executive VP of Robert Lawrence Productions, appointed director of public relations for Trans-Lux Corp., New York.

**Tom Franklin**, on-the-air editor of *Executive Wire*, business news report broadcast Monday-Friday, 5:25-5:30 p.m., on KFI Los Angeles, appointed manager of public relations and advertising for Alcoa real estate project, said to be world's largest privately financed real estate development.

**James Munro**, associate editor of *Popular Boating* magazine, joins public relations department of Westinghouse Broadcasting Co., New York.

**James A. Catalano**, VP, treasurer and founding partner of Jay DeBow & Partners, joins public relations department of Doremus & Co., New York, as account executive.

**Steve Auld**, former advertising director of Capitol Records, joins Vineyard-Hernly & Associates, Santa Ana, Calif., PR agency, as account executive.

## EQUIPMENT & ENGINEERING

**Deane R. White** and **Joseph T. Dougherty**, both of E. I. duPont de Nemours & Co., re-elected engineering-VP and financial-VP, respectively, of Society of Motion Picture and Tele-

### Hart elevates Cohen

**Jerry S. Cohen**, former assistant counsel of Senate Antitrust & Monopoly Subcommittee, appointed staff director and chief counsel Monday (Oct. 21) by Senator Philip A. Hart (D-Mich), recently appointed chairman. Mr. Cohen joined subcommittee in 1961 and has worked in investigation of packaging and labeling practices that led to introduction of S 381, a reform measure. He was chief of criminal division of Michigan attorney general's office before joining subcommittee.

vision Engineers. Newly elected to office of sessions-VP was **Wilton R. Holm**, of duPont in Hollywood. **Bryon Roudabush**, president of Bryon Motion Pictures, Washington, elected SMPTE treasurer.

**Stan Neufeld**, distributor sales manager for University Loudspeakers, Oklahoma City, appointed national sales manager. University Loudspeakers, a division of Ling-Temco-Vought, manufactures high fidelity and public address speakers, microphones and related electronic equipment. **Harry Barton**, former high fidelity sales manager for Bogen-Presto division of Siegler Corp., joins University Loudspeakers as western regional sales manager.

**Francis C. Healey**, general manager of Mincom division of Minnesota Mining & Manufacturing Co., Los Angeles, elected to board of directors of Western Electronic Manufacturers Association.

**Robert W. Carr**, manager of development engineering for Shure Brothers Inc., Evanston, Ill., manufacturer of microphones, high fidelity and electronic components, appointed manager of company's newly created professional products division. Under Mr. Carr's direction, division will specialize in products for radio-TV broadcasting field, commercial recording industry, motion picture and TV film production industry.

**J. O. Weldon** elected VP and general manager of Continental Electronics division of Ling-Temco-Vought, Dallas.

**Alfred S. Gussin**, director of adver-

tising, sales promotion and store planning for Karastan Rug Mills, joins The Magnavox Co., New York, as VP for marketing services.

**Larry E. Caldwell**, chief engineer of West Central Broadcasting Co., Peoria, Ill., joins Eitel-McCullough Inc., electron tube manufacturer, as sales engineer in firm's Bellwood, Ill., office. Mr. Caldwell succeeds **Martin Piepenburg**, who resigned. **Allen Chop** appointed quality control manager for Eitel-McCullough's power grid division at San Carlos, Calif.

**Charles E. Cripps**, technical representative in Washington, D. C., for Houston Fearless Corp., Los Angeles, promoted to senior engineer at company's home office.

## DEATHS

**Charles A. Holcomb**, 67, VP and member of board of directors of Kudner Agency, New York, died at his home in Westport, Conn., Oct. 24 after brief illness. Mr. Holcomb opened his own agency in Boston which merged in 1950 to form H. B. Humphrey, Alley & Richards. He joined Kudner in 1957.

**Eliot C. Lovett**, 67, of Chevy Chase, Md., an attorney who helped devise beep tone which signals recording of telephone conversation, died Oct. 21 in Boston after brief illness. Mr. Lovett's work with beep tone emanated from case he won for SoundScriber Corp. against AT&T. This case established right to attach recording device to telephone. Mr. Lovett, who specialized in practice before FCC, was charter member of Federal Communications Bar Association and served as its president in 1947. Mr. Lovett began practice of law in 1925. He was joined by his son, Lee G. Lovett, in 1958 to form partnership of Lovett & Lovett.

**Harry Grey**, 57, VP in charge of commercial film department of BBDO, Hollywood, died Oct. 17 of heart attack. Mr. Grey had been with agency for 14 years.

**Burt Hall**, 69, retired manager of Montreal office of All-Canada Radio & Television Ltd., station representation firm, died Oct. 10.

**Georges Guerette**, former manager of CJEM Edmundston, N. B., died Oct. 10 after long illness.

**James P. O'Leary**, 37, announcer on *Night Call* (midnight-6 a.m.) show on KMPC Los Angeles, died at his Garden Grove (Calif.) home Oct. 16, apparently of heart attack. He had been in radio 16 years, starting in Gallup, N. M., but working chiefly in Southern California.

Wonderful Florida Tele Vision

# WFTV

# NEWS

# LINE

Monday Through Friday

6 P.M. TO 6:30 — Mid-Florida News — Action Weather — Editorial Comment — Brevard News — Sports

6:30 TO 6:45 — ABC-TV Ron Cochran With the News

11 P.M. TO 11:30 — ABC-TV Murphy Martin With the News — Mid-Florida News — Action Weather — Editorial

Sunday

10:30 TO 11 P.M.  
ABC News Report  
Represented Nationally by Adam Young, Inc.

# WFTV

ORLANDO, FLORIDA



Mr. Neufeld



Mr. Carr



# NEW MARKET AREA RANKINGS

A complete listing of the official standard metropolitan statistical areas, as approved by the Bureau of the Budget, Washington, is listed below. The table includes the four new areas and the revisions to the 58 areas announced by the Bureau of the Budget two weeks ago (BROADCASTING, Oct. 21), plus three areas from Puerto Rico.

The table lists rank of the area according to the 1960 population census, the standard metropolitan statistical area, and population total for each:

Area	Population
1 New York, N. Y.	10,694,633
2 Chicago, Ill.	6,220,913
3 Los Angeles-Long Beach, Calif.	6,038,771
4 Philadelphia, Pa.-N. J.	4,342,897
5 Detroit, Mich.	3,762,360
6 San Francisco-Oakland, Calif.	2,648,762
7 Boston, Mass.	2,595,481
8 Pittsburgh, Pa.	2,405,435
9 St. Louis, Mo.-Ill.	2,104,669
10 Washington, D.C.-Md.-Va.	2,001,897
11 Cleveland, Ohio	1,909,483
12 Baltimore, Md.	1,727,023
13 Newark, N. J.	1,689,420
14 Minneapolis-St. Paul, Minn.	1,482,030
15 Buffalo, N. Y.	1,306,957
16 Cincinnati, Ohio-Ky.	1,268,479
17 Houston, Tex.	1,243,158
18 Milwaukee, Wis.	1,232,731
19 Paterson-Clifton-Passaic, N. J.	1,186,873
20 Seattle, Wash.	1,107,213
21 Kansas City, Mo.-Kan.	1,092,545
22 Dallas, Tex.	1,083,601
23 San Diego, Calif.	1,033,011
24 Atlanta, Ga.	1,017,188
25 Miami, Fla.	935,047
26 Denver, Colo.	929,383
27 Indianapolis, Ind.	916,932
28 New Orleans, La.	907,123
29 Portland, Ore.-Wash.	821,897
30 Providence-Pawtucket, R. I.-Mass.	821,101
31 San Bernardino-Riverside-Ontario, Calif.	809,782
32 Tampa-St. Petersburg, Fla.	772,453
33 Columbus, Ohio	754,924
34 Rochester, N. Y.	732,588
35 Dayton, Ohio	727,121
36 Louisville, Ky.-Ind.	725,139
37 San Antonio, Tex.	716,168
38 Anaheim-Santa Ana-Garden Grove, Calif.	703,925
39 Memphis, Tenn.	674,583
40 Phoenix, Ariz.	663,510
41 Albany-Schenectady-Troy, N. Y.	657,503
42 San Jose, Calif.	642,315
43 Birmingham, Ala.	634,864
44 Toledo, Ohio-Mich.	630,647
45 Sacramento, Calif.	625,503
46 San Juan, P. R.	621,178
47 Jersey City, N. J.	610,734
48 Akron, Ohio	605,367
49 Norfolk-Portsmouth, Va.	578,507
50 Gary-Hammond-East Chicago, Ind.	573,548
51 Fort Worth, Tex.	573,215
52 Syracuse, N. Y.	563,781
53 Hartford, Conn.	549,249
54 Oklahoma City, Okla.	511,833
55 Youngstown-Warren, Ohio	509,006
56 Honolulu, Hawaii	500,409
57 Springfield-Chicopee-Holyoke, Mass.	493,999
58 Allentown-Bethlehem-Easton, Pa.-N. J.	492,168
59 Nashville, Tenn.	463,628
60 Grand Rapids, Mich.	461,906
61 Omaha, Neb.-Iowa	457,873
62 Jacksonville, Fla.	455,411
63 Salt Lake City, Utah	447,795
64 Richmond, Va.	436,044
65 Tulsa, Okla.	418,974
66 Flint, Mich.	416,239
67 Wilmington, Del.-N. J.	414,565

Area	Population
68 Wichita, Kan.	381,626
69 Harrisburg, Pa.	371,653
70 Knoxville, Tenn.	368,080
71 Fresno, Calif.	365,945
72 Mobile, Ala.	363,389
73 Wilkes-Barre-Hazleton, Pa.	346,972
74 Canton, Ohio	340,345
75 Bridgeport, Conn.	337,983
76 Fort Lauderdale-Hollywood, Fla.	333,946
77 Utica-Rome, N. Y.	330,771
78 Worcester, Mass.	328,888
79 Tacoma, Wash.	321,590
80 Orlando, Fla.	318,487
81 New Haven, Conn.	320,836
82 Davenport-Rock Island-Moline, Iowa, Ill.	319,375
83 Charlotte, N. C.	316,781
84 El Paso, Tex.	314,070
85 Peoria, Ill.	313,412
86 Beaumont-Port Arthur, Tex.	306,016
87 Lansing, Mich.	298,949
88 Bakersfield, Calif.	291,984
89 York, Pa.	290,242
90 Binghamton, N. Y.	283,600
91 Chattanooga, Tenn.-Ga.	283,169
92 Shreveport, La.	281,481
93 Johnstown, Pa.	280,733
94 Lancaster, Pa.	278,359
95 Spokane, Wash.	278,333
96 Duluth-Superior, Minn.-Wis.	276,596
97 Reading, Pa.	275,414
98 South Bend, Ind.	271,057
99 Trenton, N. J.	266,392
100 Des Moines, Iowa	266,610
101 Tucson, Ariz.	265,660
102 Albuquerque, N. Mex.	262,199
103 Columbia, S. C.	260,828
104 Greenville, S. C.	255,805
105 Huntington-Ashland, W. Va.-Ky.-Ohio	254,780
106 Charleston, S. C.	254,578
107 Charleston, W. Va.	252,925
108 Erie, Pa.	250,882
109 Stockton, Calif.	249,989
110 Greensboro-High Point, N. C.	246,520
111 Little Rock-North Little Rock, Ark.	242,980
112 Scranton, Pa.	234,531
113 Fort Wayne, Ind.	232,196
114 Rockford, Ill.	230,091
115 Baton Rouge, La.	230,058
116 West Palm Beach, Fla.	228,106
117 Newport News-Hampton, Va.	224,503
118 Evansville, Ind.-Ky.	222,890
119 Madison, Wis.	222,095
120 Corpus Christi, Tex.	221,573
121 Jackson, Miss.	221,367
122 Columbus, Ga.-Ala.	217,985
123 Lorain-Elyria, Ohio	217,500
124 Augusta, Ga.-S. C.	216,639
125 Austin, Tex.	212,136
126 Pensacola, Fla.	205,376
127 Vallejo-Napa, Calif.	200,547
128 Montgomery, Ala.	199,734
129 Hamilton-Middletown, Ohio	199,076
130 Lawrence-Haverhill, Mass.-N. H.	197,900
131 Saginaw, Mich.	190,752
132 Wheeling, W. Va.-Ohio	190,342
133 Winston-Salem, N. C.	189,428
134 Savannah, Ga.	188,299
135 Waterbury, Conn.	185,548
136 Macon, Ga.	180,403
137 Stamford, Conn.	178,409
139 Terre Haute, Ind.	172,069
140 New London-Groton-Norwich, Conn.	170,981
141 Kalamazoo, Mich.	169,712
142 Raleigh, N. C.	169,082
143 Santa Barbara, Calif.	168,962
144 Steubenville-Weirton, Ohio-W. Va.	167,756
145 Lowell, Mass.	164,243
146 Eugene, Ore.	162,890
147 Atlantic City, N. J.	160,880
148 Roanoke, Va.	158,803
149 Lubbock, Tex.	156,271
150 Lincoln, Neb.	155,272
151 Huntsville, Ala.	153,861
152 Brownsville-Harlingen-San Benito, Tex.	151,098
153 Waco, Tex.	150,091
154 Muskegon-Muskegon Heights, Mich.	149,943
155 Amarillo, Tex.	149,493
156 Brockton, Mass.	149,458
157 Springfield, Ill.	146,539

Area	Population
158 Ponce, P. R.	146,480
159 Lake Charles, La.	145,475
160 Colorado Springs, Colo.	143,742
161 New Bedford, Mass.	143,176
162 Racine, Wis.	141,781
163 Topeka, Kan.	141,286
164 Galveston-Texas City, Tex.	140,364
165 Portland, Me.	139,112
166 Fall River, Mass.-R. I.	138,156
167 Altoona, Pa.	137,270
168 Cedar Rapids, Iowa	136,899
169 Fort Smith, Ark.-Okla.	135,110
170 Champaign-Urbana, Ill.	132,436
171 Jackson, Mich.	131,994
172 Lexington, Ky.	131,906
173 Springfield, Ohio	131,440
174 Asheville, N. C.	130,074
175 Wichita Falls, Tex.	129,638
176 New Britain, Conn.	129,397
177 Las Vegas, Nev.	127,016
178 Springfield, Mo.	126,276
179 Green Bay, Wis.	125,082
180 Waterloo, Iowa	125,482
181 Abilene, Tex.	120,377
182 Sioux City, Iowa	120,017
183 Pueblo, Colo.	118,707
184 Decatur, Ill.	118,257
185 Durham, N. C.	111,995
186 Muncie, Ind.	110,938
187 Ogden, Utah	110,744
188 Lynchburg, Va.	110,701
189 Tuscaloosa, Ala.	109,047
190 Bay City, Mich.	107,042
191 Provo-Orem, Utah	106,991
192 Fargo-Moorhead, N. D.-Minn.	106,027
193 Lima, Ohio	103,691
194 Manchester, N. H.	102,861
195 Monroe, La.	101,663
196 Kenosha, Wis.	100,615
197 Gadsden, Ala.	96,980
198 Norwalk, Conn.	96,756
199 Boise, Idaho	94,360
200 Texarkana, Tex.-Ark.	91,657
201 Odessa, Tex.	90,995
202 Lawton, Okla.	90,803
203 St. Joseph, Mo.	90,581
204 Fitchburg-Leominster, Mass.	90,158
205 Sioux Falls, S. D.	86,575

## 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 22½" 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

## NEW MARKET AREA RANKINGS continued

206 Tyler, Tex. ....	86,350	213 Albany, Ga. ....	75,680
207 Reno, Nev. ....	84,743	214 Great Falls, Mont. ....	73,418
208 Lafayette, La. ....	84,656	215 Lewiston-Auburn, Me. ....	70,295
209 Mayaguez, P. R. ....	84,576	216 Midland, Tex. ....	67,717
210 Dubuque, Iowa ....	80,048	217 Laredo, Tex. ....	64,791
211 Billings, Mont. ....	79,016	218 San Angelo, Tex. ....	64,630
212 Pittsfield, Mass. ....	76,772	219 Meriden, Conn. ....	51,850

## FCC STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Oct. 17 through Oct. 23 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 TV stations

#### APPLICATIONS

\*Lexington, Ky.—Kentucky State Board of Education. UHF channel 46 (662-668 mc); ERP 406 kw vis., 203 kw aur. Ant. height above average terrain 920 feet, above ground 859 feet. P. O. address c/o O. Leonard Press, Kentucky Authority for Educational Television, University of Kentucky, Lexington. Estimated construction cost \$1,505,744; first year operating cost \$655,000. Studio location Lexington, trans. location 2 miles SE of Centerville, Ky. Geographic coordinates 38° 11' 50" north latitude, 84° 22' 39" west longitude. Type trans. RCA TTU-25B, type ant. RCA-Pylon TFU-25G. Legal counsel Miller & Schroeder, consulting engineer Jansky & Bailey, both Washington. Principals: governing board of Kentucky Authority for Educational Television. Ann. Oct. 18.

\*Somerset, Ky.—Kentucky State Board of Education. UHF channel 29 (562-566 mc); ERP 315 kw vis., 158 kw aur. Ant. height above average terrain 1,480 feet, above ground 1,019. P. O. address, legal counsel, consulting engineer and principals same as Lexington, Ky., application above. Estimated construction cost \$480,865; first year operating cost \$24,200. Studio location Lexington, trans. location Somerset. Geographic coordinates 37° 10' 00" north latitude, 84° 49' 28" west longitude. Type trans. RCA TTU-25B, type ant. RCA TFU-30J. Ann. Oct. 18.

### Existing TV station

#### CALL LETTERS ASSIGNED

■ KCOY-TV Santa Maria, Calif.—Central Coast Television.

### New AM station

#### ACTION BY FCC

Rockford, Mich.—Jack Lee Payne. Granted CP for new AM on 810 kc, 500 w-D; condition: P. O. address 8880 Brower Lake Drive, Rockford. Estimated construction cost \$13,124; first year operating cost \$30,000; revenue \$45,000. Mr. Payne, sole owner, owns coin-operated machine firm. Action Oct. 18.

### Existing AM stations

#### CALL LETTERS ASSIGNED

■ WAAM Ann Arbor, Mich.—Radio Ann Arbor Inc. Changed from WHRV.  
 ■ WKNR Dearborn, Mich.—Knorr Broadcasting Corp. Changed from WKMH.  
 ■ WECB Carthage, Miss.—Meredith Colon Johnston.  
 ■ WNLA Indianola, Miss.—Fritts Broadcasting Inc. Changed from WDLT.  
 ■ WRPL Charlotte, N. C.—Risden Allen Lyon.  
 ■ WVCB Shallotte, N. C.—Shallotte Broadcasting Co.  
 ■ WYLO Jackson, Wis.—Suburban Broadcasting Inc.

#### APPLICATIONS

WTBC Tuscaloosa, Ala.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. Oct. 18.

KSTP St. Paul—CP to change from DA-D and N to DA-D and install new daytime ant. approximately 3 miles east of east tower of DA system (same description). Ann. Oct. 23.

KLVT Levelland, Tex.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. Oct. 22.

### New FM stations

#### ACTION BY FCC

El Dorado, Ark.—Radio Enterprises Inc. Granted CP for new FM on 103.1 mc, 3 kw. Ant. height above average terrain 200 feet. P. O. address Box 610, El Dorado. Estimated construction cost \$13,620; first year operating cost \$1,200; revenue \$20,000. Principals: W. N. McKinney (95%) and R. E. Meinert (5%). Applicant owns KELD El Dorado. Action Oct. 17.

#### APPLICATIONS

St. Petersburg, Fla.—Florida West Coast Broadcasters Inc. 107.3 mc, channel 297, 25.12 kw. Ant. height above average terrain 266 feet. P. O. address Box 12680, St. Petersburg. Estimated construction cost \$22,226; first year operating cost \$11,825; revenue

\$12,000. Applicant is licensee of WPIN St. Petersburg. Ann. Oct. 23.

Columbus, Ga.—Port City Radio Co. 104.9 mc, channel 285, 2.73 kw. Ant. height above average terrain 175 feet. P. O. address 612 47th Street, Columbus. Estimated construction cost \$18,703; first year operating cost \$29,430; revenue \$56,360. Robert B. Folsom, sole owner, is sales engineer with Georgia Power Co. Ann. Oct. 23.

Moultrie, Ga.—Colquitt Broadcasting Co. 93.9 mc, channel 230, 27.4 kw. Ant. height above average terrain 278 feet. P. O. address Moultrie. Estimated construction cost \$15,600; revenue \$18,000. Applicant is licensee of WMTM Moultrie. Ann. Oct. 18.

Mendota, Ill.—Mendota Broadcasting Co. 100.9 mc, channel 285, 3 kw. Ant. height above average terrain 141 feet. P. O. address 924 Bellwood Avenue, Bellwood, Ill. Estimated construction cost \$10,270; first year operating cost \$12,000; revenue \$16,000. Janet C. Becker, sole owner, also has application pending for new AM in Mendota. Ann. Oct. 21.

Minneapolis—Hubbard Broadcasting Inc. 94.5 mc, channel 233, 100 kw. Ant. height above average terrain 575 feet. P. O. address 3415 University Avenue, St. Paul 14. Estimated construction cost \$66,600; first year operating cost \$80,700; revenue listed as uncertain. Applicant is licensee of KSTP Minneapolis-St. Paul, and application is contingent on grant of KSTP site change. Ann. Oct. 18.

Vineland, N. J.—Mortimer and Vivian E. Hendrickson. 92.1 mc, channel 221, 1 kw. Ant. height above average terrain 180 feet. P. O. address station WDWL, Maurice River Boulevard and Almond Road, Vineland. Estimated construction cost \$15,623; first year operating cost \$25,000; revenue \$30,000. Applicant is licensee of WDWL Vineland. Ann. Oct. 18.

Conneaut, Ohio—Louis W. Skelly. 104.9 mc, channel 285A, 2.78 kw. Ant. height above average terrain minus 21 feet. P. O. address 211 Main Street, Conneaut. Estimated construction cost \$7,125; first year operating cost \$12,000; revenue \$18,000. Applicant is licensee of WWOW Conneaut. Ann. Oct. 17.

Radford, Va.—WRAD Broadcasting Co. 101.7 mc, channel 269, 3 kw. Ant. height above average terrain 64 feet. P. O. address Route 2, Radford. Estimated construction cost \$13,595; first year operating cost \$1,500; revenue \$7,000. Applicant is licensee of WRAD Radford. Ann. Oct. 18.

\*Marinette, Wis.—State of Wisconsin-State Radio Council. 91.5 mc, channel 218, 1 kw. Ant. height above average terrain 240.7 feet. P. O. address c/o Harold A. Engel, Radio Hall, University of Wisconsin, Madison 6, Wis. Estimated construction cost \$2,900; first year operating cost \$2,950. Principals: board of directors. Ann. Oct. 21.

### Existing FM stations

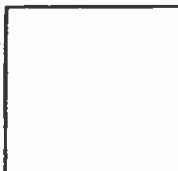
#### CALL LETTERS ASSIGNED

■ KRIL-FM El Dorado, Ark.—El Dorado Broadcasting Co.  
 ■ KSGV(FM) West Covina, Calif.—Pacific South Broadcasting Co. Changed from KDWC(FM).  
 ■ WCBW(FM) Columbia, Ill.—Joseph L. Lepp Inc.  
 ■ WLUV-FM Loves Park, Ill.—Loves Park Broadcasting Co.  
 ■ WASK-FM Lafayette, Ind.—Lafayette Broadcasting Inc.  
 ■ WLOI-FM La Porte, Ind.—La Porte County Broadcasting Inc.  
 ■ \*KRNL-FM Mt. Vernon, Iowa—Cornell College.  
 ■ WKNR-FM Dearborn, Mich.—Knorr Broadcasting Corp. Changed from WKMH-FM.  
 ■ WKMI-FM Kalamazoo, Mich.—Steere Broadcasting Corp.  
 ■ \*WJRH(FM) Easton, Pa.—Lafayette College.

### Ownership changes

#### ACTIONS BY FCC

WEAD College Park, Ga.—Granted assignment of license from Ruth Sills (100%), trustee in bankruptcy, to Metro Broadcasting Inc., owned by Arthur P. Jackson, Bernard S. Lipman and Hubert C. Tant (each 20%) and Harvey J. Aderhold, Paul Jones, Frank M. Lokey Sr. and Frank M. Lokey Jr. (each 10%). Consideration \$42,500. Mr. Jackson is banker; Dr. Lipman is phy-



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## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Oct. 23

	Lic.	ON AIR	CP's	NOT ON AIR	CP's	TOTAL APPLICATIONS
						for new stations
AM	3,843		44	141		301
FM	1,113		17	86		262
TV	521 <sup>1</sup>		55	82		120

## OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Oct. 23

	VHF	UHF	TOTAL
			TV
Commercial	486	90	576 <sup>1</sup>
Noncommercial	51	29	80 <sup>2</sup>

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, Sept. 30

	AM	FM	TV
Licensed (all on air)	3,838	1,110	521 <sup>1</sup>
CP's on air (new stations)	49	20	55
CP's not on air (new stations)	134	75	81
Total authorized stations	4,021	1,205	657 <sup>1</sup>
Applications for new stations (not in hearing)	185	224	70
Applications for new stations (in hearing)	123	12	51
Total applications for new stations	308	236	121
Applications for major changes (not in hearing)	226	95	46
Applications for major changes (in hearing)	52	3	10
Total applications for major changes	278	98	56
Licenses deleted	2	1	0
CP's deleted	2	1	1

<sup>1</sup> Does not include seven licensed stations off air

<sup>2</sup> Includes three stations operating on unreserved channels

sician; Mr. Tant is president of broadcast tower company; Mr. Aderhold is chief engineer of Georgia educational TV stations WKGA-TV Waycross, WVAN-TV Savannah, WJSP-TV Columbus and WCLP-TV Chatsworth; Mr. Jones is retired; F. M. Lokey Sr. is manager of retail store; F. M. Lokey Jr. is general manager of WEAD. Action Oct. 18.

WBGN Bowling Green, Ky.—Granted assignment of license from Clement L. Cockrel, Elmer L. Hargan, Eugene K. Hornback and J. Paul Brown (each 25%), d/b as Bowling Green Broadcasting Co., to Mr. Brown and Robert L. Proctor (each 50%). Consideration \$17,000. Mr. Proctor is general manager of WBGN. Action Oct. 17.

KARR-AM-FM Great Falls, Mont.—Granted assignment of licenses from Pat M. Goodover (100%) to Mr. Goodover (87% plus), Erma N. Goodover (12.5%) and William E. Murray (less than 1%), tr/as

Radio-TV Enterprises Inc. No financial consideration involved. Action Oct. 17.

KELR El Reno, Okla.—Granted relinquishment of negative control of licensee corporation, C P Corp., from Charles L. (49%) and Jessie Mae (1%) Cain and Joseph M. Price (50%) to Mr. and Mrs. Cain (34% and 1% respectively), Mr. Price (35%), Bill B. Marshall and Clifton R. Gardiner (each 15%). Consideration \$28,700. Messrs. Marshall and Gardiner are co-managers of station. Action Oct. 18.

KHEM Big Spring, Tex.—Granted assignment of licenses from Cobra Broadcasting Co., owned by Thomas E. Conner and Robert E. Bradbury Jr. (each 50%), to Cobra Corp., owned by same persons in same percentages. No financial consideration involved. Also see KPET Lamesa, Tex., grant below. Action Oct. 16.

KPET Lamesa, Tex.—Granted assignment of license from Lamesa Broadcasting Co.,

owned by Thomas E. Conner and Robert E. Bradbury Jr. (each 50%), to Cobra Corp., owned by same persons in same percentages. No financial consideration involved. Also see KHEM Big Spring, Tex., grant above. Action Oct. 16.

WNNT Warsaw, Va.—Granted assignment of license from Patricia P. Headley, executrix of estate of Grayson Headley (100%), to Mrs. Headley (100%), tr/as Northern Neck & Tidewater Broadcasting Co. No financial consideration involved. Action Oct. 21.

## APPLICATIONS

KENT Prescott, Ariz.—Seeks assignment of license from Harvey Raymond Odum to Ira G. McCormack Jr. (100%), d/b as Prescott Broadcasting Service. Consideration \$50,000. Mr. McCormack is employee of WSAL Logansport, Ind. Ann. Oct. 23.

KTVE(TV) El Dorado, Ark.—Seeks transfer of control of licensee corporation, KTVE Inc., from Veterans Broadcasting Inc. (90%) and William H. Simons (10%), to Fuqua Industries Inc. (100%), wholly owned by J. B. Fuqua. Consideration \$612,000. Mr. Fuqua owns WJBF-TV Augusta, Ga., and WROZ Evansville, Ind. Ann. Oct. 17.

KRAK Sacramento, Calif.—Seeks assignment of license from Golden Valley Broadcasting Co. to parent corporation, Hercules Broadcasting Co. No financial consideration involved. Ann. Oct. 17.

WINE Brookfield, Conn.—Seeks assignment of CP from Eastern Broadcasting System Inc. to Housatonic Valley Broadcasting Co., owned by Eastern (40%), George F. O'Brien and Blair A. Walliser (each 30%). No financial consideration involved, as assignment is resolution of conflicting applications for new AM's in same area. Ann. Oct. 23.

WEAT-AM-TV West Palm Beach, Fla.—Seeks assignment of licenses from WEAT-TV Inc., owned 80% by Rand Broadcasting Co., (Rex Rand) licensee of WINZ Miami and WINQ Tampa, Fla., and 20% by Bertram Lebar, to Gardens Broadcasting Co., wholly owned subsidiary of Royal American Industries Inc.; Royal American is approximately 2/3 owned by Bankers Life and Casualty Co. Consideration \$2,100,000. Ann. Oct. 17.

WTAFF-TV Marion, Ind.—Seeks transfer of control of permittee corporation, Geneco Broadcasting Inc., from Eugene C. Thompson (88.3% before transfer, 29.8% after) to Northern Indiana Broadcasters Inc. (61.77%), whose majority owner is William N. Udell; other ownership remains same. Consideration \$66,740. Northern Indiana owns WIMS Michigan City and WKAM Goshen, both Indiana, and is applicant for new AM at Mishawaka, Ind.; Mr. Udell is applicant for new AM at Wabash, Ind. Ann. Oct. 21.

WKLY Paris, Ky.—Seeks assignment of license from Tal Jonz, receiver, to David L. Krause, receiver for Charles W. Krause, tr/as Paris Broadcasting Co. No financial consideration involved. Ann. Oct. 17.

WNAV-AM-FM Annapolis, Md.—Seeks transfer of control of licensee corporation, Capital Broadcasting Co., from Washington Broadcasting Co. to stockholders of Washington in proportion to their ownership. No financial consideration involved. Ann. Oct. 22.

WQRS-FM Detroit—Seeks transfer of control of licensee corporation, Fine Arts Broadcasters Inc., from Richard N. Hughes (75%) to Stanley R. Akers (100% after transfer, 25% before). Consideration \$850 and cancellation of debt. Ann. Oct. 23.

WYSI Ypsilanti, Mich.—Seeks relinquishment of positive control of permittee corporation, Ypsilanti Broadcasting Co., by Craig E. Davids (50.8% before transfer, 38.8% after) through sale of stock to Roy W. McLean (26.2% after, 14.2% before); other ownership remains same. Consideration \$7,200. Ann. Oct. 17.

KEVE and KADM(FM) Golden Valley, Minn.—Seeks assignment of licenses from Western Broadcasting Corp. to Western and John Poole Radio Properties Inc. (each 50%), d/b as Minneapolis-St. Paul Radio Broadcasters. Consideration \$200,000. Poole firm is owned by John H. Poole. Mr. Poole has interests in KGLM and KBIG(FM) Avalon (Los Angeles). Ann. Oct. 23.

KFUN Las Vegas, N. M.—Seeks transfer of control of licensee corporation, Southwest Broadcasters Inc., from Dorothy G. Thwaites, administratrix of estate of Ernest N. Thwaites, to Mrs. Thwaites individually. No financial consideration involved. Ann. Oct. 23.

# SUBSCRIPTION APPLICATION

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company name \_\_\_\_\_

\*Occupation Required

WFVG Fuquay Springs, N. C.—Seeks assignment of license from Carl V. Venters Jr. and Herbert C. Wade Jr. (each 50%), d/b as WFVG Broadcasting Co., to same company owned by C. V. Venters Jr. and Mr. Wade (each 49.5%) and Ann H. Wade (1%). No financial consideration involved. Ann. Oct. 18.

KOHU Hermiston, Ore.—Seeks assignment of license from Sarah Knierim, executrix of estate of Carl F. Knierim, deceased, to Mrs. Knierim individually. No financial consideration involved. Ann. Oct. 23.

WBDS Danville, Pa.—Seeks assignment of license from William Emert (90%) and Dean Sharpless (10%), d/b as Montour County Broadcasting Inc., to Montrose Broadcasting Corp., nonstock corporation of which W. Douglas Roe is president. Consideration \$35,000. Assignee is licensee of WPEL-AM-FM Montrose, Pa. Ann. Oct. 23.

WTSA Brattleboro, Vt.—Seeks assignment of license from Tri-State Area Broadcasting Inc., 100% owned by Theodore Feinstein, to Brattleboro Broadcasting Corp., 99% owned by Atlantic States Industries Inc.; Robert Price is president of both firms. Consideration \$80,000. Mr. Price is New York attorney. Atlantic States owns Nassau Herald and Peninsula Printing Co., both Lawrence, N. Y., and Rockaway Journal, Far Rockaway, N. Y. Ann. Oct. 7.

WRGM Richmond, Va.—Seeks transfer of control of licensee corporation, Southern States Radio Corp., from Eastern States Radio Corp. to its stockholders individually. No financial consideration involved. Ann. Oct. 23.

KTW-AM-FM Seattle—Seeks assignment of license from First Presbyterian Church of Seattle to David M. Segal. Consideration \$250,000. Mr. Segal owns WGVM Greenville, Miss. Ann. Oct. 17.

## Hearing cases

### INITIAL DECISIONS

■ Hearing Examiner Arthur A. Gladstone issued initial decision looking toward granting application of O. L. Withers for new AM on 940 kc, 250 w-D in Woodburn, Ore.; conditioned that presunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. Action Oct. 23.

■ Hearing Examiner Charles J. Frederick issued initial decision looking toward granting applications of Central Wisconsin Television Inc. for (1) additional time to construct WCWT(TV) (ch. 9) Wausau, Wis., and (2) assignment of CP to Midcontinent Broadcasting Co. for \$34,439. Action Oct. 22.

■ Hearing Examiner Basil P. Cooper issued supplemental initial decision looking toward granting application of Salina Radio Inc. for new AM on 910 kc, 500 w-D, DA, in Salina, Kan.; conditioned that presunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. Action Oct. 22.

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of Coastal Cities Broadcasting Inc. for new AM on 1480 kc, 1 kw-D, DA, in Moss Point, Miss.; conditions include precluding presunrise operation with daytime facilities pending final decision in Doc. 14419. Action Oct. 22.

## Routine roundup

### ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order in proceeding on applications of Garo W. Ray and Connecticut Coast Broadcasting Co. for new daytime AM stations in Seymour and Bridgeport, both Connecticut, respectively, in Docs. 14829-30, (1) denied further motion by Ray to enlarge issues and (2) dismissed Connecticut Coast motion to strike Ray's reply to opposition. Board Member Nelson not participating. Action Oct. 23.

■ In proceeding on application of Beamon Advertising Inc. for new AM in Daingerfield, Tex., denied Beamon's motion to strike Mt. Pleasant Broadcasting Co. (KIMP), Mt. Pleasant, Tex., petition for extension of time to file exceptions and dismissed opposition to petition. Action Oct. 17.

■ By memorandum opinion and order in proceeding on applications of Garo W. Ray and Connecticut Coast Broadcasting Co. for new AM stations in Seymour and Bridgeport, respectively, both Connecticut, granted

motion by Connecticut Coast and struck Ray's objection to Connecticut's replies to Ray's exceptions to initial decision. Action Oct. 17.

■ By memorandum opinion and order denied petition by Kennett Broadcasting Corp. (KBOA), Kennett, Mo., for reconsideration of July 31 decision which granted application of William L. Miller, tr/as Bootheel Broadcasting Co., for new AM on 1540 kc, 1 kw (250 w-CH), D, in Kennett, Mo. Action Oct. 16.

### ACTIONS ON MOTIONS

■ Commission granted request by Kentuckiana Television Inc. (WLKY-TV [ch. 32]), Louisville, Ky., to extend time from Oct. 21 to Nov. 1 to file opposition to Petition by Southeastern Broadcasting Inc. (WSFC), Somerset, Ky., for assignment of channel 7 to Somerset. Action Oct. 21.

■ Commission, by Office of Opinions and Review, granted petition by Carol Music Inc. to extend time to Nov. 8 to file exceptions to initial decision in matter of revocation of license and SCA of Carol Music Inc. for WCLM(FM) Chicago. Action Oct. 18.

■ Commission granted petition by Advisory Council For Educational Television of Commonwealth of Virginia to extend time from Oct. 16 to Oct. 25 to file reply comments in TV rulemaking proceeding involving Staunton-Waynesboro, Va. Action Oct. 15.

### By Chief Hearing Examiner

James D. Cunningham

■ Ordered that Examiner Elizabeth C. Smith, in lieu of Walther W. Guenther, will preside at hearing on AM application of Moberly Broadcasting Co. (KNCM), Moberly, Mo., in which hearing conference is scheduled for Nov. 6 and formal hearing is rescheduled to commence Dec. 6, rather than Dec. 4. Action Oct. 22.

■ Ordered that Examiner Arthur A. Gladstone, in lieu of Walther W. Guenther, will preside at hearing on AM application of Northland Radio Corp. (KWEB), Rochester, Minn., in which formal hearing is resched-

uled to commence Nov. 5, rather than Oct. 29. Action Oct. 22.

■ Designated Examiner Arthur A. Gladstone to preside at hearing in proceeding on AM application of Big Chief Broadcasting Inc. (KLFR), Oklahoma City; scheduled prehearing conference for Nov. 18 and hearing for Dec. 11. Action Oct. 21.

### By Hearing Examiner Charles J. Frederick

■ Upon request by Broadcast Bureau and with agreement of applicant, rescheduled from 10:00 a.m. to 9:00 a.m. Oct. 21 hearing in proceeding on application of Albert John Williams (KTYM), Inglewood, Calif. Action Oct. 18.

### By Hearing Examiner Millard F. French

■ In proceeding on applications of Harry Wallerstein, receiver, Television Co. of America Inc., for renewal of license, assignment of license and transfer of control of KSHO-TV Las Vegas, in Docs. 15006-8, granted petition by Mr. Wallerstein and Arthur Powell Williams (transferee) to continue Oct. 29 hearing to Jan. 15, 1964, in Las Vegas and ordered that witness subpoenas presently outstanding shall remain in full force and effect and be returnable on Jan. 15. Action Oct. 22.

■ On own motion, rescheduled Oct. 18 prehearing conference for Oct. 17 in proceeding on applications of Harry Wallerstein, receiver, Television Co. of America Inc., for renewal of license, assignment of license and transfer of control of KSHO-TV Las Vegas in Docs. 15006-8. Action Oct. 18.

■ Granted request by Broadcast Bureau to extend time from Oct. 16 to Oct. 24 to file proposed findings and from Oct. 28 to Nov. 4 for replies in proceeding on AM application of Brush Broadcasting Co., Wauchula, Fla. Action Oct. 18.

### By Hearing Examiner David I. Kraushaar

■ Issued order after Oct. 21 prehearing conference in Salem, Ore., TV channel 3 proceeding in Docs. 15165-8 and scheduled

*Continued on page 95*

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Detroit—Immediate opening for solid salesman, capable of management, top station multiple chain. Good starting salary. Box M-169, BROADCASTING.

Sales promotion writer, strong on research, sales presentation and ideas in top five markets. Box H-128, BROADCASTING.

AAI rated national promotional radio advertising firm has opening for radio station contact man eight (8) Midwestern states. Firm has 17 years experience selling patented promotional campaigns for radio stations. Car necessary, free to travel, \$300.00 weekly draw against commissions. Box M-235, BROADCASTING.

Salesman Metropolitan Boston. Single station market. Top AM-FM, independent. Hard intelligent work will earn increasing large income. Must be ambitious, experienced, steady. Send photo, resume. Box M-246, BROADCASTING.

Bright, middle of road, Eastern Iowa local station needs salesman who can handle short morning on-the-air shift. Job opportunity for presently employed announcer who has some selling experience and wants to increase his income. Need resume, references and picture first. Box M-260, BROADCASTING.

Northern New Jersey AM-FM station needs experienced radio salesman. Excellent salary, commissions and benefits. Box M-268, BROADCASTING.

NYC fringe station—Independent, group-affiliated—seeks young, experienced, dynamic time salesman. Opportunity and earning potential unlimited in market of one million. Send complete resume, including recent photo, to Box M-272, BROADCASTING.

Ready to move up to million plus market? Want to break into big time radio? Like to start collecting big commissions? All of this available at long established 5 kw Eastern fulltimer. \$100 per week base plus generous commission and expense plan. Excellent account list and billing waiting for new man. Joint radio-TV operation with possibility of moving into TV sales. Our account executives know about this ad. Send resume to Box M-282, BROADCASTING.

California major market—Fulltime well established adult radio station in fast growing area needs sharp, energetic, experienced time salesman. Substantial guarantee, commission, and future with an expanding organization. An opportunity seldom seen in this market. If not interested in making above-average income do not apply. Send complete resume to Box M-284, BROADCASTING.

Adult music station in small market wants top-notch salesman, preferably with announcing experience. Excellent town to raise children—educational system outstanding—sportsman's paradise. KHIT, Walla Walla, Washington. Jackson 5-3190.

If you're selling FM now in the Detroit area and would like to make up to 35% commission contact WHFI, Pontiac, Michigan.

Immediate opening sales manager for full time country music station. Excellent opportunity for right man! Contact Carl Davis, Manager radio station WFMX, Statesville, N. C. Tel. 872-6345.

### Help Wanted—Sales (Cont'd)

Needed at once experienced time salesman for fulltime Ohio regional station. Excellent income for aggressive salesman. Big active account list. Call or write C. B. Heller, WIMA, Lima, Ohio, CA 3-2060.

Southeastern Chain of 5 top rated Negro stations expanding to 6. Tampa, Richmond, Shreveport, Little Rock, Jackson and Birmingham, seeking 3 pro type executive salesmen with proven record. Excellent guarantee, insurance plan, moving expenses, management opportunity. Send complete resume in confidence. McLendon Broadcasting Co., 960-980 Milner Building, P. O. Box 197, Jackson, Mississippi.

### Announcers

Immediate opening for 1st phone-announcer for AM radio station east coast or mountain area West Virginia. Reply Box M-20, BROADCASTING.

Move up! Quality Illinois kilowatt seeks skilled announcer for news gathering, writing, airing, plus some deejay work. News-mobile, beeper, all top flight equipment. Opportunity also for production spot work. Excellent starting salary plus many extra benefits for competent man. Personal interview required. Send tape, complete resume, phone number. Box M-45, BROADCASTING.

Metropolitan 5 kw Michigan station has immediate opening for an alert air personality with a smooth, mature, easy and spontaneous professional delivery. Must deliver a tight top rated modern format. No screamers. Send complete resume, tape, late photograph. Ratings will help. All replies confidential. Box M-138, BROADCASTING.

Interesting, bright personality, also sportsman-deejay for adult operation. Immediate openings. Box M-174, BROADCASTING.

Personality-type DJ wanted for southern New England AM station. Must be capable of tight production and imagination. Ability to appeal to the younger audience as well as the adult. Send tape and resume. Box M-184, BROADCASTING.

Announcer, experienced, conscientious with pride in his work. Regular board shift and play-by-play sports. No frills just \$125 per week. Pennsylvania. Box M-192, BROADCASTING.

Can you announce? Sell advertising? Service accounts? Write copy? Supply good work references. Colorado kilowatt has attractive opening. Box M-200, BROADCASTING.

Immediate opening for announcer-engineer. Must excel in both. North Carolina. Salary open. Send tape and resume to Box M-259, BROADCASTING.

Mature announcer strong on news gathering and announcing for a middle of the road music station in NW Penna. Must have experience. Give all details in first letter and send audition tape to Box M-264, BROADCASTING.

Kansas group ownership station needs 1st phone announcer. Ticket isn't necessary if you can sell. Adult programing, salary open. Experience is necessary. Box M-276, BROADCASTING.

New c & w station in Tucson wants dj-1st phone man. KHOS—Box 5945.

### Help Wanted—Announcers—(Cont'd)

Experienced program man wanted to settle down in small town of 14,000 and become part of a stable community oriented operation. We have 17 staff members, well equipped with such things as ampexes, cartridge units, 4 mobile news cruisers and etc. We offer security, stability, respect in the community, and good working conditions. Salary open but at least \$500 a month to start. Mr. Jim Lipsey, KNCM radio, Moberly, Mo.

Wanted: Radio announcer. Northern New Mexico AM & FM stereo. Good climate. Short housing limits your family to wife. Not disc jockey position. If you are now in New Mexico or near-by state write with tape to Darrel Burns, Radio Station KRSN Los Alamos, New Mexico.

Do you have permanent insomnia? Does the night air turn you on? Major market inde needs talented all night personality for good music and talk show. Must like other people and be willing to share the stimulating night air with them. WASA, Havre de Grace, Md.

Wanted: Experienced announcer. First class license helpful but not absolutely necessary. Send replies to WCLW, 771 McPherson St., Mansfield, Ohio.

Immediate opening for experienced afternoon personality on good music station. Must have bright adult sound and production ability. Network affiliate with TV. Send complete background, experience, picture, audition tape complete with dj show, production spot, live spots and news representation. Carl Hollberg, WDBO, Orlando, Fla.

Immediate opening-dj for tight production with bright sound, call Frank Wilson, collect EL 5-8611, Richmond, Virginia or write WMBG, P.O.B. 5229, giving resume and photo.

Wanted immediately, experienced personality announcer with bright sound. No rockers, prima donnas or non-conformists need apply. Must run own board. Also need 1st phone announcer, emphasis on announcing. Send tape, resume, photo and references first letter, WMIX, Mt. Vernon, Illinois.

Announcers with first phone. Also announcers with first and potential sales ability. Send resume and audition tape to: WSYB, Rutland, Vermont.

Combo man with judgment, maturity, education. Top-notch, active medium market. Send tape, resume. Richard Scholen, WTIG, Massillon, Ohio.

Night man for good music station, NBC affiliate. Must be experienced. Immediate opening. Send tape, photo and resume to Ed Huot, WTRC, Elkhart, Ind.

Like quick. Come now. One drafted must be replaced fast. Pop format progressive operation. Must have experience and ideas. Send tape and resume. WWIT, Canton, North Carolina. No calls please.

Announcers! All states. Tapes to Darden Associates, Box 231, Roosevelt, N. Y., 212-TW6-1245.

### Technical

Radio engineer, 1st class, (colored) for 5 kw non-directional central Florida station. Box M-233, BROADCASTING.

Wanted engineer for WARE radio in Ware, Massachusetts.

## Help Wanted—Technical—(Cont'd)

Chief engineer for kilowatt daytime clear channel. New studios, offices, Collins equipment. Some announcing. Top benefits. Salary open. Tape and resume to WDUX, Waupaca, Wisconsin.

Studio engineer for nite operation. 1st phone license required. Five day week. Excellent benefits. WJW radio, 1630 Euclid Ave., Cleveland 15, Ohio, c/o studio supervisor.

Chief engineer for 50 kw day—10 kw night in Jackson, Mississippi. Experienced—sober—reliable—self starter—permanent employment with expanding southern radio group. Excellent salary—fringe benefits. Contact Ray Horton, Director of Engineering, McLendon Communications Company, 372-9111 Jackson, Miss., between 6:00 p.m. and 9:00 p.m. every day.

## Production—Programing, Others

Mature responsible man wanted, program director material. Must be fully experienced all phases. Opportunity with growing top rated station. Florida east coast. Box M-86, BROADCASTING.

NYC fringe station seeks news director who now holds responsible position in medium to large news operation and who plans to make broadcast journalism a career. Must be top notch writer with supervisory experience. Able to handle sizable news staff. Newspaper experience helpful. Send resume, tapes, 5 or 6 samples of writing and salary requirements. Box M-281, BROADCASTING.

Swingin' mornin' man with writing and production abilities for WHYE in Roanoke. Virginia's most monitored station. The pay is good, conditions great, and you'll be the most sought after man in the area. But please! don't come if you can't stay. Send resume, photo, tape and salary requirements immediately.

Radio newsmen. Evening shift with one of New England's news-minded organizations. Seek writing ability, top notch delivery, tape, news writing samples, resume. News director, WHYN & WHYN-TV, Springfield, Mass.

## Situations Wanted—Management

General manager available soon. Excellent background and top flight record. Box M-162, BROADCASTING.

General Manager—aggressive, creative top manager of Los Angeles AM-FM-TV stations seeking new association in Western U. S. Heavy on sales. Solid experience in all phases of broadcasting. Can do the work of 3 executives. If you need a real heavyweight, let's talk! Box M-239, BROADCASTING.

Well rounded experience. Now in Florida market of 75,000. Box M-252, BROADCASTING.

You get what you pay for! Salesman with proven ability in top 25 market wants sales manager position. Minimum yearly guarantee of \$15,000. Write Box M-287, BROADCASTING.

Have sold station. 15 years broadcast veteran available soon. Past ten years in successful ownership and management. Strong sales and promotion. Desire challenging opportunity in management or related fields. Would also consider ownership in medium market. Prefer but not limited to Northeast. Box M-292, BROADCASTING.

Mass.-Conn.-R. I.: Available Jan. 1. Full charge general manager, 15 years successful management, must personally direct & participate in all depts. with long hours for mutual growth & profits. FCC license. Box M-293, BROADCASTING.

Currently manager of highly profitable popular music station, one of highest rated stations in country. Twenty years experience in radio and TV. College graduate, 44 years old. Strong background sales and programing. Can arrange interview. Interested in top 25 markets. Available January 1st. Box M-294, BROADCASTING.

## Situations Wanted

### Management—(Cont'd)

General manager-salesman. Pro-American conservative. Dynamic news and commercial delivery. Prefer managerial—But will work in sales and/or programing with right team. All inquiries answered. Available soon. Jack Wright Hatcher, Route #3, Oneida, Tenn.

### Sales

Money hungry? So am I, my experience in selling, programing, writing and producing creative commercials get results—keeps clients happy. 1st phone too. Florida employed. Box M-251, BROADCASTING.

Best billing salesman in half million market. Desires change. Good reason for change. Box M-275, BROADCASTING.

### Announcers

Sports announcer, seven years experience. Excellent voice, finest of references. Box L-353, BROADCASTING.

Good music stations only! Announcer-dj, 3 years experience, veteran, rich authoritative voice, smooth professional delivery. Box M-146, BROADCASTING.

Great telephone talk show mc-newsman available. Now employed Philadelphia, but available from format change. Have documented success record. Box M-187, BROADCASTING.

Announcer, 1st phone, 4 years experience. News & sales, seeks challenging opportunity with stable station. Box M-197, BROADCASTING.

Basketball announcer, copywriter, salesman, available immediately, prefer Indiana. Box M-224, BROADCASTING.

Number one morning personality in twelve station market, with non-frantic, tasteful humorous approach. Box M-231, BROADCASTING.

DJ with humorous friendly personality. Also news and production voices. Veteran. 3 years experience. Box M-236, BROADCASTING.

Available soon—top afternoon good music disc jockey midwest metropolitan area—20 years experience. Box M-238, BROADCASTING.

Strong on news and commercial delivery. Seeking position as newscaster in Chicago area. Personal interview. Box M-240, BROADCASTING.

Professional Broadcaster—21 years experience, covering all phases of radio. Top-flight sports director (play-by-play) covering National events . . . and managing studio in nearby city. Also doing sales here. PD experience—outstanding mc and civic leader. Would like chance at administrative position or sports directorship at top-flight radio-tv station. Have only best of references—both professional and character. Married, 39—desire West coast or anywhere where five figures are possible in future, if not just now. Available January 1 or sooner. More information on request. Box M-241, BROADCASTING.

Want a happy nut? I'm your man. Good music and charming chatter. Like late hours, hard work. Good looks for TV. 5 years experience radio announcing, producing, directing, acting on major midwest college station, 3 years news. Take a chance, drop a line, Box M-247, BROADCASTING.

Sportscaster, radio-TV, 10 years, seeks new location. \$125, talent. Box M-249, BROADCASTING.

Free—For limited time only! Proven personality - emcee - announcer - mine - puppeteer. Seeks home with quality, progressive organization. Object: mutual productivity. Box M-250, BROADCASTING.

Ten years-solid references. Finest professional background. Know formula or standard. Quality production. Veteran with college. Midwest or East. Box M-253, BROADCASTING.

## Situations Wanted

### Announcers—(Cont'd)

1st phone — announcer — DJ — draft exempt, pleasant voice — Midwest preferred. Box M-254, BROADCASTING.

Announcer—DJ—Mature and experienced. News and personality. Fast and tight production. Smooth voice and delivery. Married. Family man. Box M-256, BROADCASTING.

Like sports, six years announcing experience, young, family, want permanent position with solid organization. Box M-258, BROADCASTING.

Biggest scoop of the jocks in the book! Real worker. News minded, promotions, sales, good production dj. Try me, radio/television experience. A great buy?! Box M-262, BROADCASTING.

For rent, one well broken in dj with first phone. Box M-265, BROADCASTING.

Have one year experience on number one station in midwestern three station market. Am seeking dj position at small to middle size top 40 station. Will work any times. Am hard worker, good references. Box M-273, BROADCASTING.

Announcer/newsman. 3 years experience. Hard worker. Family man. Tight production. Not a prima donna. Box M-277, BROADCASTING.

Sportscaster presently employed by professional football team seeks college basketball play-by-play. Experienced. Married. Box M-279, BROADCASTING.

DJ-announcer, mature, relaxed style, college, two years professional experience. Now employed but want to relocate in Southwest or Southeast. Desire C & W or middle-road music. Have wide C & W background. Box M-283, BROADCASTING.

No. 1 Pulse rated dj and experienced chief engineer desires work with no. 1 top 40 station in middle or Northeast. Personal appearances and programing. Box M-285, BROADCASTING.

Nighttime dj. Adult music show. First phone. Smooth commercial delivery. Box M-289, BROADCASTING.

Swinging DJ personality plus big selling sound with tight board. Experienced, adaptable, authoritative newscast, family man, not a prima donna or floater. Eastcoast preferred. Box M-295, BROADCASTING.

Negro, announcer-DJ, college, journalism. Recent broadcast school graduate, looking for 1st job. Good voice. Will relocate anywhere. Box M-296, BROADCASTING.

D.J. with dynamic R&B and gospel style, needs work. Beginner, with BBA and radio school. Strong on commercials, know and love the music. Eager to learn. Prefer Southwest or Southeast, but will go anywhere. Box M-297, BROADCASTING.

DJ/announcer, announcer/dj. Air personality. Announcer newscaster. Experienced. Box M-299, BROADCASTING.

DJ/newsman—14 years experience. 50 mile radius Washington, D. C. Mr. Ken Scott, 11601 Elken St. Wheaton, Md., phone 949-7578.

Attention northern Illinois and Southern Wisconsin stations! Lets arrange a personal interview. I'm experienced, versatile, ambitious and sports minded. Contact Tom Mirshak, 1235 Clover Ave., Rockford, Illinois.

Sportscaster/DJ. Excellent play by play, all sports. Experience. First phone. College graduate. Available immediately. Tom Walters, 3253 Warwick, Kansas City, Missouri.

Combo man with first phone and limited experience. Can start to work immediately. Phone 362-7688 in Delaware, Ohio.

Experienced network announcer available soon. Presently employed as summer relief announcer at WTOF-AM-FM-TV, Washington, D. C. and as C.E.S. staff Washington, D. C., seeks position of security at established large market outlet. Experienced in sports, news and record shows as well as staff duties. 15 years experience. Willing to relocate for the right financial contract. Write or wire—Ted Work—WTOF Broadcast House—Washington, D. C. or call 244-5678.

## Situations Wanted

### Announcers—(Cont'd)

Announcer, deejay, bright ad lib sound, no screamer, news, write copy, dependable family man, no prima donna, references. Bill Schuler, KSGT, P. O. Box 100, Jackson Hole, Wyo.

### Technical

Experienced chief 1½ years as chief and announcer (nite man) 4 years as AF technician. Box M-232, BROADCASTING.

Chief engineer with many years experience. Installation, operation & maintenance both low and high power transmitters, also directional arrays. Available on two weeks notice. Box M-270, BROADCASTING.

Experienced chief engineer — announcer wants job immediately. Good references. \$80 minimum. Phone: 302 Olympia 2-9308 mornings only, 9:30 to 11:00.

Attention Kentuckiana, young first class operator with experience, desires top hundred format, other considered. Johnny Bowles, 4812 Imperial Terrace, Louisville, Ky. Telephone 502-447-2779.

### Production Programing & Others

Experienced, mature newsman, desires East coast. Prime concern advancement opportunities. Box M-234, BROADCASTING.

Why management? I like it! Responsible, talented, able. Operations or program manager. Ten years radio experience. Available now for medium or major market. Box M-181, BROADCASTING.

Pd/some air, small to medium large market. Sixteen years programing, top sports. Presently large market. Best references. Box M-213, BROADCASTING.

Experienced sports man desires professional baseball or college play-by-play. Good reputation, 26, college graduate, married. Would accept tv or combination. Currently employed. Box M-243, BROADCASTING.

One last move. To a progressive station with room at the top. Major or medium Southern market. Aggressive young program director, married with children. Eight years experience. Small town dj to large city dj. Small market PD to large market PD, 1000 watts to 50,000. Never stopped going up, and I stand on my record. Nothing radical, just push. Wish to settle with an organization big enough to have a future, small enough to care. The \$8,320 per year that you will spend on my salary will be the best investment you have made. I am not a floater or a blow hard. Have well known name. My former employers are my references. Strong on production, promotions ratings and organizing. Welcomes authority and responsibility. My last move. Read this twice then answer. Box M-266, BROADCASTING.

I write right! News, continuity, promotion with a flare. College grad., 25, now with General Motors public relations, desires to re-enter broadcasting. Prefer midwest. Box M-288, BROADCASTING.

Newsman. College and announcing school graduate. Gather write and air local news. Year experience, first phone, no maintenance. Box M-298, BROADCASTING.

## TELEVISION

### Help Wanted—Management

Sales manager for North central television station. Our company needs a proven salesman who is ready to take over the responsibility of sales manager. Please submit sales record and salary requirements to Box M-257, BROADCASTING.

### Help Wanted—Technical

Las Vegas & Reno openings in Donrey. AM-FM chief, no announcing. Las Vegas and Reno TV need operators and maintenance men. Max. power, net color, vtr's. Experience desirable. Contact Don Bowdish, KORK-TV, Las Vegas, Nevada.

## Help Wanted—Technical—(Cont'd)

Need master control room engineers for one of the best educational television stations in the country. Contact Orbra W. Harrell, Chief Engineer, WEDU, Tampa 5, Florida.

Wanted: First phone engineer with TV studio equipment maintenance experience. Write or call WCET, Cincinnati 19, Ohio, phone: 381-4033.

Experienced transmitter and studio engineer needed. Must be familiar with RCA black & white and color equipment, including studio, film, transmitter, microwave and VTR. Maintenance experience essential. Contact J. W. Robertson or Harry Barfield, WLEX-TV, Lexington, Ky.

### Production—Programing, Others

Program director to create and execute live local commercial and public service programing. Must be capable of creating and administering program department. Opportunity for management advancement. Starting salary \$12,000 to right man. Send complete resume to Box M-255, BROADCASTING.

Producer-Director to direct-produce news, public service, commentaries, special events for prime time scheduling on CBS affiliate. Floor director experience not sufficient. Excellent opportunity for creative perfection-minded man. Include full details of experience and credits. Box M-263, BROADCASTING.

Leading news department in city of 250,000 has opening for experienced newsman. We are seeking strong background in reporting and writing with ability to air a top show. If you qualify and desire permanent position with good advancement possibilities, send art or film with complete resume. Box M-280, BROADCASTING.

Wanted—Experienced, seasoned TV traffic manager. Excellent opportunity with large southeastern market station. Must be able to assume management responsibility of traffic operations. Write or wire: WAIL-TV, Atlanta, Ga.

Cameraman for documentary film unit creating programs for major midwest video chain. Must be thoroughly experienced with 18mm double system sound and capable of both creative photography and editing. Unit produces 9 films per year in variety of documentary forms ranging from spot news to dramatic dialogue technique. Must be able to supply sample films on which you have full photography and editing credits. Write personnel department, Crosley Broadcasting Corporation, Cincinnati, Ohio. 45202.

Several openings for TV studio and/or TV transmitter engineers. Some vacancies in a major midwest market area—others in a smaller midwest market. All of these jobs pay prevailing union scale and provide good union working conditions. If you can meet high standards of workmanship and aspire to a shorter work week please contact us. Local #1220, I.B.E.W., 400 North Michigan Avenue, Chicago 11, Illinois. Phone 644-5244.

### Situations Wanted—Management

General manager available for television station. Mature, dependable, top record. Box M-161, BROADCASTING.

Manager—Sales manager top station among top 20 markets. Fine background, all phases broadcasting. Experienced production-program manager, film buying, promotion, news. Well placed in community. Good at community service, knows FCC and code. Prefers early 1964. New slot must be top decision-policy position. Box M-237, BROADCASTING.

### Announcers

Available—Experienced in kids show—weather—news—commercials—host—directing. Write Box M-267, BROADCASTING.

## Situations Wanted

### Announcers—(Cont'd)

Successful television announcer. Fourteen years radio and television. Experienced in supervision, production, announcing. Heavy on emcee, personality, some singing, weatherman, quiz shows, audience participation, news, commercials. Very qualified all phases broadcasting . . . solid man. Thirteen years same operation. Relocate anywhere for promising offer. Seeks new challenge . . . new opportunity. Let's talk business. Box M-269, BROADCASTING.

Dependable announcer, ten years radio, desires television position. 33, married, sober, no drifter. Dalton Jones, 1108 Red Bud, Oklahoma City 10, Oklahoma.

### Technical

Director of engineering: Presently employed, medium market VHF. Desires change for valid reasons. Thirteen years experience in all phases of television operations. Resume and interview upon request. Box M-278, BROADCASTING.

### Production—Programing, Others

Announcer-newscaster-writer, buried alive in major market VHF and 50 kw, AM, seeks return to smaller market TV. College graduate, 15 years experience. Box L-338, BROADCASTING.

Film editor and/or photographer news or commercial (film or stills) experienced dark room technician. What do you need? Background of commercial and educational TV, newspaper and commercial photography. Box M-220, BROADCASTING.

Newspaper - trained newsman/writer/producer, with light-gag touch, seeks news or night interview spot. Box M-271, BROADCASTING.

Newsman, now in top ten city, 13 years radio-TV experience. College journalism degrees. Seeking medium market news directorship or major market airwork. Western states. Box M-274, BROADCASTING.

## WANTED TO BUY

### Equipment

For channel 5 we need 500 or 1000 watt transmitter and three gain antenna. Box M-56, BROADCASTING.

Need zoom lens for 3" image orth. Will consider Studio Zoomar, Berthoit or Varatol II. Write stating age, condition, and price. Box M-191, BROADCASTING.

Needed: 702-A oscillator unit for Western Electric transmitter 443A-1. WKHM, 441 Wildwood Ave. Jackson, Michigan.

Video tape used: Wanted 5 minutes minimum length Chief Engineer KSD-TV St. Louis.

Used self-supporting tower up to 370'. Must support FM antenna and withstand winds up to 160 m.p.h. Prefer galvanized. All cash. WQXT, Palm Beach, Fla.

## FOR SALE

### Equipment

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1½" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused, 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California, Templebar 2-3527.

Two (2) Stancil-Hoffman minitape M-9 portable tape recorders, with battery chargers and carrying case. Less than two months old. Write Box L-170, BROADCASTING.

RCA TT5A tuned to channel 2. Priced to sell quickly. Write Box M-23, BROADCASTING.



## FOR SALE

### Equipment—(Cont'd)

Wincharger model 300 heavy duty tower. Nine twenty foot sections including 3500 feet galvanized steel guy wire with clips and insulators. Also, 50 foot galvanized tower used for gin pole, completely rigged. \$1500.00 takes all. F.O.B., Worthington, Minnesota. Jim Wychor, KWOA, Worthington, Minnesota. 56187

RCA 76-B2 Console, desk, two 76-C2 turntables with pre-amp, mike and floor stand. \$595.00. Write G. J. Morey, WNLC, New London, Conn.

Norstan helicopter. Ideal merchandising attraction for childrens show. Six years old can fly it. Excellent condition. Write WCOV-TV, Montgomery, Alabama.

Federal 3 kw FM transmitter. Replaced for higher power. Best bid over \$1000 F.O.B., WSON, Henderson, Kentucky.

GPL 16mm Kinescope recording unit complete. Good condition. Contact Al Powley, WMAL-TV, Washington, D. C. Kellogg 7-1100.

Will sell or swap for light fixtures new General Electric Type PF-3-C TV slide projector equipment—never used. Box M-180, BROADCASTING.

Raytheon RL-10 limiting amplifier, \$250.00. WABQ, Cleveland, Ohio.

Spare turntable motors type, Bodine NYC—12. Fits Gates, RCA and most standard broadcast tables. Used but completely rebuilt and guaranteed for 90 days in turntable use. \$18.95 each. Cash, check or money order please. Shipped prepaid anywhere in U. S. Electromagnetic Products, P.O.B. 51, Lexington, Ill.

Mohawk tape recorder and play back amplifier with case. Good condition. Make offer cost \$300. Recco cut table 33 and 78 rpm turntable and lathe. Make offer. Box M-171, BROADCASTING.

Ampex 351, 7½, 3¾, half track, 50 hrs, \$1050. Crown type 702, 250 hrs, \$375. Vega Mike, tape recorders, microphones, etc. Write us your requirements. F.T.C. Brewer Company, 2400 W. Hayes Street, Pensacola, Florida.

For sale: 3V color television film system, original price \$40,000 also 35 ft. television mobile van, driven only 3600 miles. Includes 40KVA stand-by engine-driven generator, voltage regulator, isolation transformer, rack mounting space for video and audio equipment. For complete details, write Box M-215, BROADCASTING.

Western Electric 10 kw FM Transmitter Model 506-B2. Excellent condition. WHIO, Dayton, Ohio.

Used UHF 1 kw RCA transmitter excellent condition, immediate delivery. A bargain. WCET, 2222 Chickasaw Street, Cincinnati 19, Ohio.

UHF transmitter for sale: One used RCA TTU-1B UHF transmitter in excellent condition available immediately. A bargain. Includes spare parts and monitoring equipment. Contact Jim Hoke, Chief Engineer, WGHP-TV, Sheraton Hotel, High Point, N.C.

1 Western Electric 310-B 250 watt transmitter in operating condition. Crystal for 1240 kc. Spare tubes. \$225. Cash and carry. WJTN, Jamestown, N. Y.

2 RCA 73 B 78 & 33-¼ recorders with heads, 1 Presto 92 A amplifier 60 watt for above, 1 RCA RS 1 A suction equipment, 1 RCA custom master control console: Panel 1-LP'S, Panel 2-Monitor 1 Selector 12 line, Panel 3-6 outgoing channels 10 inputs, 6 UU meters present switching, Panel 4-Monitor 3 selector, Panel 5-Monitor 2 selector, includes bridging coils VU meters but no amplifiers. As is 1 Ampex model 400 recorder. Box M-295, BROADCASTING.

## BUSINESS OPPORTUNITY

Small market on Florida Gulf Coast, excellent coverage, good frequency. Best living conditions, resort area plus industry. Willing to sell up to 49% interest to qualified manager. Allied business interests reason for change. All communications will be confidential. \$10,000 cash required. Box M-164, BROADCASTING.

## MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications, 2221, Steiner St., San Francisco.

Recording studio, serving southeast from metropolitan area, fully equipped, A-1 reputation, strong potential. Reply Box M-70, BROADCASTING.

Bingo cards for radio and television programs, personalized. Forsyth Manufacturing, 1930 W. 41 Ave., Denver 11, Colorado.

"TALK TO YOURSELF" is a new file of comedy banter for disc jockeys who can do two voices. Quick time fillers \$5.00—Also available new "SOUND EFFECTS BITS" using stock sounds for maximum laughs \$5.00. Show-Biz Comedy Service (Dept. T) 65 Parkway Court, Brooklyn, N. Y., 11235.

News directors and Program directors—Terse, authoritative voice reports with exclusive information from our Washington and New York news bureaus—tape via air mail special delivery. Your station's exclusive in your area. Low cost—top audience response to your added depth and prestige. Write Box M-125, BROADCASTING.

"How to break into broadcasting" booklet written by Jim Hawthorne, vp and national program manager—Crowell-Collier Broadcasting Corporation—KFWB. Send one dollar, cash, check or money order to 3536 Berry Dr., Studio City, California.

Job hunting? Open more doors with a professional written resume that proves you're the right man! Free information. Career Development Institute, Box B-341, Beltsville, Md.

## INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write: Dept. 3-K, Grantham Schools, 3123 Gillham Road, Kansas City, Missouri.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

## INSTRUCTIONS—(Cont'd)

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduate approximately six to one. Day and night classes. Write for 40 page brochure and graduate placement list. Don Martin School of Radio and TV Arts & Sciences, 1653 North Cherokee, Hollywood, Calif. "No cram school."

San Francisco's Chris Borden School graduates are in constant demand. 1st phone and "modern" sound. Plenty of jobs. Free placement. Illustrated brochure, 259 Geary St. Starting date for next class November 4, 1963.

Same time! Save money! You get an FCC first class license in just five (5) weeks with R. E. I. training in beautiful Sarasota. Affiliated with modern, commercial station. Free placement. Radio Engineering Institute of Florida, Inc., 135 Pineapple Ave., Sarasota, Florida.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting January 8, March 11, May 13. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Special accelerated schedule. For the man who must get his 1st phone in a hurry, the Los Angeles Division of Grantham schools now offers the proven Grantham course in an accelerated schedule. Next classes begin November 11 and January 13. For free brochure write: Dept. 3-B, Grantham Schools, 1505 N. Western Ave., Los Angeles, Calif.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5 kw station. One price includes everything, even room and board. Can be financed. American Academy of Electronics, WLIQ, Sheraton Battle House, Mobile, Alabama.

FCC license in six weeks. Total cost \$285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-0529.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

Pittsburgh, FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

Intensive thirteen week course in announcing, control board operation, production, news and copy writing. All new and most modern equipment, facilities. Graduates enter first jobs with confidence. P. L. Hughes, Director, Broadcasting Institute of America, Inc., P.O.B. 53321, New Orleans 50, Louisiana.

Three days . . . gets third class broadcast endorsed radio telephone license. Classes start each Tuesday 8:30 a.m. Write/phone Broadcast License School, Box 26, Pineville, Ky., 606-337-3838—337-2100.

1st ticket class . . . 6 week course resident, or correspondence Live and study in Denver, Colorado. The greatest! Write for bulletin. Next resident class starts November 4 or January 13. Signal Broadcasting, 431 W. Colfax, Denver, Colorado, 80204. Also announcing station operations course and TV production.

Help Wanted—Sales

**SALES ENGINEER**

**Broadcast Equipment**

Midwest equipment manufacturer has immediate sales opening to headquarter in San Francisco area. Wonderful career opportunity with excellent starting salary, sales incentive program, profit sharing, insurance, and all travel expenses provided. Requirements include thorough technical knowledge of AM, FM, and Audio Broadcast Equipment, demonstrated sales ability, plus the initiative and energy to travel and to work effectively without close supervision. Send complete resume to:

**BOX M-227, BROADCASTING**

**Salesmen, where are you?**

Energetic, experienced salesmen are being interviewed for sales position in progressive radio station located in highly competitive market. One of the top hundred cities in the United States. Active account list, plus established billing with good compensation to the right man. Address reply in detail to:

**Box M-290, BROADCASTING**

Interviewing capable individual who has been associated with farm radio accounts as farm director and salesman for position with radio station maintaining a farm department. Address all details to:

**Box M-291, BROADCASTING**

**Production—Programing, Others**

**CAN YOU PRODUCE?**

**Creative Ideas  
Copy That Sells  
Production That Sells**

Pop Format station in top 20 Eastern Market seeks Production-Continuity Chief. Rush resume-copy-tapes to:

**Box M-226, BROADCASTING**

**Situations Wanted—Announcers**

**NOT EVEN A BAKER'S DOZEN**

*Only twelve. All of the great major markets combined supply only a total of twelve very special men to America's local radio scene. Twelve bona fide adult radio morning show craftsmen—of network calibre. Men who dare to entertain through a rare blend of wit, wisdom, knowledge, maturity and finely-honed ability. Not really costly if you value the complete performer. We deliver audience, business and professional respect in each property with which we're affiliated. This 'one of twelve'—with impressive credentials and capability—available now!*

**Box M-266, BROADCASTING**

**TELEVISION**

Help Wanted—Sales

**EXPERIENCED**

Radio or Television Salesman with desire to get into 5 figure income bracket—Generous draw against commission—Southeastern medium market—Wonderful area for family man—Applicants must undergo thorough investigation—Send complete resume and photo with first letter. No phone calls—No applicants employed until personally interviewed. Reply **Box M-248, BROADCASTING.**

**TELEVISION—Help Wanted—Technical**

**TELEVISION/FIELD BROADCAST ENGINEERS**

1st phone, transmitter and video operation, installation and maintenance experience. Considerable travel involved, possibility of some foreign. Openings in Midwest and East. Send resume to: Mr. D. K. Thorne, RCA Service Company, Cherry Hill, Camden 8, N. J.

An Equal Opportunity Employer

**WANTED TO BUY**

**Equipment**

**AM STATION WANTED**

in Alabama, Louisiana, Mississippi, or No. West Florida. . . Your reply confidential.

**Box M-245, BROADCASTING**

**NEED  
FM ANTENNA  
FOR**

Stereo and multiplexing with eight or more bays. Jerry Weist, KICN RADIO, 511 S. St., 17th St., Omaha, Nebraska.

**EMPLOYMENT SERVICE**

**MOVE AHEAD!**

**ALL BROADCAST PERSONNEL PLACED  
ALL MAJOR U. S. MARKETS  
MIDWEST SATURATION**  
Write for application NOW

**BROADCAST  
EMPLOYMENT SERVICE**

4825 10th Ave. So.  
Minneapolis 17, Minn.

**FOR SALE—Equipment**

**EQUIPMENT**

One 10 RCA transmitter TT10-AH used only 500 hours. \$47,500.

One TM 6A RCA Monitor \$1,000.

One TM 6C Master Monitor \$1,290. One BC 6 Audio Console \$1,046. One RCA Housing M-1 26266 RCA Master Monitor \$1,475.

One channel 10 twelve bay antenna. Cost \$64,000. Make offer.

Write or call Walter Koessler, 1935 Ne 119 Rd. N. Miami, Fla.

Phone PLaza 1-7858.

**BUSINESS OPPORTUNITY**

**Radio Station For Rent**

AM radio station, 1 KW, central Florida for rent with option to buy, to operator who can qualify as to license and financial position. \$500.00 per month rent. Property includes land, five room acoustical building, tower and all technical and office equipment and furniture; also standby 250 watt transmitter.

**Box M-242, BROADCASTING**

**Will Buy all or Part**

Broadcast executive seeks ownership share of radio or TV station via token payment . . . remainder from profits. Agency, network background. Strong in management, sales, production. Owned business producing film and radio commercials. BA degree—Broadcasting. Will consider promising offer, any location. E. R. Carroll, 78 Crest Drive, Tarrytown, New York.

**MISCELLANEOUS**

**PRO-DOC PRODUCES**

top rated, professional stations at realistic consultant cost.

**Box M-244, Broadcasting**

## WANTED TO BUY

### Stations

#### MAJOR MARKET FM

Present owner, Major market FM station, wishes to extend into another major market. Station wanted in one of the following cities, or in the suburbs thereof: New York, Philadelphia, Washington, D. C., San Francisco, Los Angeles. Excellent references, immediate cash.

Box M-25, BROADCASTING

### FOR SALE—Stations

#### CALIFORNIA

Profitable daytime station in dynamic growth and desirable living area. Well-equipped and beautifully appointed. Priced at little more than average annual cash gross of over \$80,000. Excellent terms to qualified buyer.

Box M-42, BROADCASTING

To buy or sell Radio and/or TV properties contact:

**PATT McDONALD CO.**  
P. O. BOX 9266 - GL 3-8080  
AUSTIN 56, TEXAS

#### CALIFORNIA

Fastest growing area in fastest growing state\* (Stanford Research Inst.) Absentee owned—500 w. days new facilities \$69,500. Terms. No Brokers

Box M-261 BROADCASTING

### STATIONS FOR SALE

NEW ENGLAND. Exclusive. Fulltime. Priced at \$85,000. 25% down.

CALIFORNIA. Daytime station serving a growing market of 200,000. Priced at \$78,500. \$25,000 down.

**JACK L. STOLL & ASSOCS.**  
6381 Hollywood Blvd.  
Los Angeles 28, California

Ga.	single	fulltime	\$ 85M	terms
Vt.	small	fulltime	80M	SOLD
South	medium	profitable	80M	29%
N. Y.	medium	daytime	68M	cash
M. W.	"Top 10"	daytime	600M	29%

buying and selling, check with

✓ **CHAPMAN COMPANY INC**  
2045 PEACHTREE RD., ATLANTA, GA. 30309

### NEED HELP?

LOOKING FOR A JOB?  
SOMETHING TO BUY  
OR SELL?

For Best Results  
You Can't Top A  
CLASSIFIED AD

in

**BROADCASTING**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 89

certain procedural dates and rescheduled Nov. 25 hearing for Jan. 8, 1964. Action Oct. 21.

By Hearing Examiner Jay A. Kyle

■ On own motion, scheduled further hearing for Oct. 18 in proceeding on applications of Jupiter Associates Inc., Somerset County Broadcasting Co. and Radio Elizabeth Inc. for new AM stations in Matawan, Somerville and Elizabeth, respectively, all New Jersey. Action Oct. 17.

■ By memorandum opinion and order, granted petition by Progress Broadcasting Corp. to extent of continuing time to April 21, 1964, for exchange of exhibits and rescheduling hearing from Nov. 12 to May 21, 1964, in proceeding on application for changes in DA and ground systems of WHOM New York. Applicant requested continuance of proceeding because, since filing application, it was appraised that trans. site might be taken through right of eminent domain by New Jersey turnpike authorities. Action Oct. 17.

By Hearing Examiner Forest L. McClenning

■ Scheduled further hearing for Nov. 4 in proceeding on AM applications of Ponce Broadcasting Corp., Cayey, and Abacoa Radio Corp. (WMIA), Arecibo, both Puerto Rico. Action Oct. 18.

By Hearing Examiner  
Chester S. Naumowicz Jr.

■ In consolidated AM proceeding on applications of Charles W. Stone (KCHY), Cheyenne, Wyo., et al., in Docs. 14816 et al., granted joint request of parties to schedule further hearing for Oct. 24. Action Oct. 16.

By Hearing Examiner Sol Schildhouse

■ Agreements having been reached at Oct. 21 further prehearing conference in proceeding on applications of WEAT-TV Inc. and Scripps-Howard Broadcasting Co. to change trans. location, increase ant. height and make other changes in WEAT-TV (ch. 12) and WPTV-TV (ch. 5), respectively, both West Palm Beach, Fla. (Docs. 15136-7), continued Oct. 22 hearing to Dec. 3. Action Oct. 21.

By Hearing Examiner Elizabeth C. Smith

■ In proceeding on applications of John A. Egle and KLFT Radio Inc. for new AM stations in Golden Meadow, La., scheduled hearing conference for Oct. 24 for purpose of expediting hearing to be held pursuant to memorandum opinion and order issued by commission Oct. 17, remanding proceeding to examiner for further hearing on specified issues. Action Oct. 18.

### BROADCAST ACTIONS

by Broadcast Bureau

Actions of Oct. 22

KLBK-TV Lubbock, Tex.—Granted CP to change type trans. and make other equipment changes (main trans. and ant.).

KTWO-TV Casper, Wyo.—Granted mod. of CP to change type ant.

Actions of Oct. 21

WEF-AM Highland Park, Ill.—Granted mod. of CP to specify studio location; remote control permitted.

WCBC(FM) Catonsville, Md.—Granted mod. of CP to change studio location and remote control point.

WTWA Thomson, Ga.—Granted authority to remain on air until 8 p.m., Monday through Friday, for period ending Feb. 10, 1964.

WCBC(FM) Catonsville, Md.—Granted extension of completion date to Dec. 1.

Actions of Oct. 18

WSHB Raeford, N. C.—Granted increased daytime power on 1400 kc. from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; remote control permitted; conditions.

WCBY Cheboygan, Mich.—Granted increased daytime power on 1240 kc. from 250 w to 1 kw, continued nighttime operation with 250 w; conditions.

KORA Bryan, Tex.—Granted increased daytime power on 1240 kc. from 250 w to 1

kw, continued nighttime operation with 250 w, installation of new trans., and change in studio location and remote control point; remote control permitted; conditions.

KRCR-TV Redding, Calif.—Granted CP to replace driver of trans. and make other equipment changes.

KCTV-TV San Angelo, Tex.—Granted CP to modify type trans.

WAAP Peoria, Ill.—Granted CP to change ant.-trans. location to north of Pekin, Ill., make changes in ground system and install new trans.; conditions.

WHBG Harrisonburg, Va.—Granted CP to change ant.-trans. and studio locations, make changes in ant. system (increase height) and in ground system, and change type trans.

WCTA-FM Andalusia, Ala.—Granted CP to install new trans. and ant., change ERP to 26 kw, and ant. height to 190 feet; conditions.

\*WNTV-TV Greenville, S. C.—Granted mod. of CP to change ERP to 282 kw (DA) vis. and 144 kw (DA) aur.

WTIK Durham, N. C.—Granted mod. of CP to install new main nighttime trans. and use old main trans. as daytime trans.

WPRB(FM) Princeton, N. J.—Granted mod. of CP to change type trans.

KARA-FM Albuquerque, N. M.—Granted mod. of CP to increase ERP to 3.7 kw and install new trans. and new ant.

\*KCRW(FM) Santa Monica, Calif.—Granted mod. of CP to change type ant. and specify ERP as 1.40 kw.

W11AI Rome, N. Y.—Granted mod. of CP to include Air City, N. Y., in principal community, change trans. location and make changes in ant. system for VHF TV translator station.

K04BX Northome, Minn.—Granted mod. of CP to change trans. location and type trans.; make changes in ant. system; include Bergville, Funkley and Shooks, all Minnesota, in principal community for VHF TV translator station.

Actions of Oct. 17

KOAM-TV Pittsburg, Kan.—Granted license covering changes.

KALU-TV Hilo, Hawaii.—Granted CP to change ERP to 2.14 kw vis. and 1.1 kw aur.; change trans. location; make changes in ant. system; and change ant. height to minus 700 feet.

KOAM-TV Pittsburg, Kan.—Granted CP to use presently licensed main ant. as aux. ant. at main trans. location.

Actions of Oct. 16

KWUN Concord, Calif.—Granted license.

KZIM Cape Girardeau, Mo.—Granted mod. of CP to change ant.-trans. location, specify main studio location and make changes in ground system; remote control permitted; without prejudice to whatever action commission deems appropriate in light of pending appeal in Court of Appeals, case No. 18064.

WRAN Dover, N. J.—Granted mod. of CP to change ant.-trans. location to near Dover and specify main studio location same as trans. site.

WMRT-FM Lansing, Mich.—Granted mod. of CP to decrease ERP to 55 kw and specify type ant.

Action of Oct. 14

KALV Alva, Okla.—Granted authority to operate with sign-off at 7 p.m., except on Friday and Saturday nights during football season, for period ending Jan. 10, 1964.

### Rulemakings

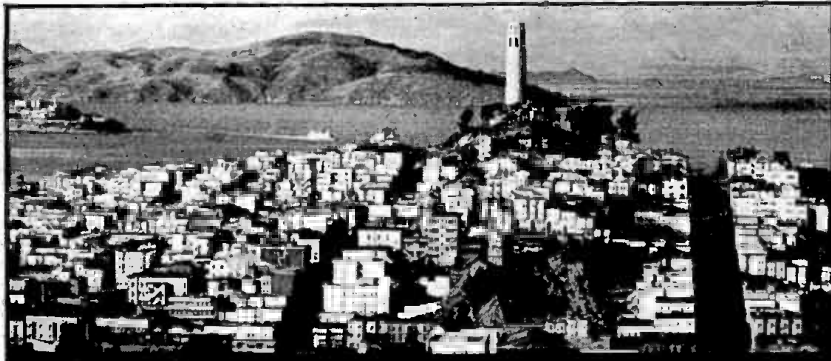
#### PETITIONS FOR RULEMAKING FILED

■ Little Rock, Ark.—Arkansas Educational Television Commission. Requests institution of rulemaking proceeding to redesignate and reserve to Arkansas following channel as noncommercial educational television channel: Hot Spring, Ark., from channel 9\* to \*9\*. Received Oct. 16.

■ WROD Radford, Va.—Requests institution of rulemaking proceeding to assign FM channel 269(A) to Radford and channel 285(A) to Blacksburg, Va. Received Oct. 16.

#### PETITION FOR RULEMAKING AMENDED

■ KUDL Fairway, Kan.—Requests amendment of rules to request reassignment of \*KANU Lawrence, Kan., from channel 218 to 217. Received Oct. 2.



**BROADCASTERS' PROMOTION  
ASSOCIATION, INC.**

**1963 SEMINAR  
NOVEMBER 17-20**

**SAN FRANCISCO  
JACK TAR HOTEL**

THE ANNUAL B.P.A. SEMINARS  
HAVE BECOME A "MUST" FOR  
ANYONE IN THE BROADCAST  
PROMOTION FIELD

- Top name broadcast speakers
- Informative work sessions
- Idea-packed program
- Sightseeing in San Francisco  
"everybody's favorite city"



**SEND THIS COUPON FOR REGISTRATION INFORMATION**

TO: B.P.A. SECRETARY/TREASURER  
215 EAST 49th ST. NEW YORK 17, N.Y. PLaza 2-4255

PLEASE RUSH ME REGISTRATION AND PROGRAM  
INFORMATION ON THE 1963 B.P.A. SEMINAR.

(name) \_\_\_\_\_

(company) \_\_\_\_\_

(street address) \_\_\_\_\_

(city, state) \_\_\_\_\_

**BROADCASTERS' PROMOTION ASSOCIATION**

## OUR RESPECTS to John Harrison Gayer

### International communications his forte

There's hardly a broadcaster who hasn't experienced that sheepish feeling when the public address system goes out of whack at a meeting and nobody can fix it.

Broadcasters can sympathize then with the chagrin of the delegates and technicians attending the Extraordinary Radio Conference in Geneva on space frequency allocations when on Oct. 8 the scheduled international telecast—U Thant from the United Nations in New York to the Geneva conference and leaders of the conference to the UN—failed to materialize. Someone in Geneva goofed on the timing of Telstar which was to relay the historic trans-oceanic telecast.

A second attempt was scheduled for Oct. 9 and the Geneva arrangements were placed in the hands of John H. Gayer, a quiet, stocky American who is chairman of the International Radio Frequency Board. In his reasonable, diplomatic manner, he calmed the despondent technical men in Geneva, reorganized the work, reassigned responsibilities and welded the multinational group into a single harmonious working force. The second Telstar telecast worked without a hitch.

This is one of the attributes of the one-time Nebraska farm boy who has made international communications his life's work.

**Diplomat** ■ Distinguished by a shock of graying hair, a standout among the more balding pates of his confreres, Mr. Gayer has, his friends say, this almost automatic feel for diplomacy and the ability to get things done.

Mr. Gayer has explained that he speaks American, but tries to get along in English, French, German and Spanish. This is a required characteristic for one dealing with the myriad temperaments of all nationalities and the complex requirements of electronics.

That he has met this test is apparent. Early this year he was elected chairman of IRFB, the only man honored by his colleagues by being chosen twice for this leadership. In 1956 he was also chairman of the board.

The IRFB is an arm of the International Telecommunications Union, both with headquarters in Geneva. ITU is an organ of the United Nations, although it antedated the UN by eighty-odd years. It was organized in 1865. The IRFB registers the call letters, frequencies, powers and hours of operations of more than 500,000 radio stations all over the world.

It does more than this, however, operating in a management and consult-

ing capacity to radio users the world over. Since radio waves know no boundaries, the need for an international organization is obvious.

**A Definition** ■ Since Mr. Gayer is an engineer and has this penchant for getting people to work together, he has garnered in his 10 years in Geneva a reputation for accomplishment. An associate recalls that Mr. Gayer's definition of the word "impossible" is now an accepted aphorism in the language of electronics:

"Impossible," Mr. Gayer has said, "is something that hasn't been done yet."

A warm, friendly man of medium height, Mr. Gayer has the gregariousness that comes so naturally to a product of America's Midwest. Consequently, he's much sought after for membership in various organizations, and in view of the nature of his work, they are mostly international and in communications. Among his affiliations: founder and president of the International Amateur Radio Club; organizer and chairman of the International Television Symposium held first in 1961 at Montreux, Switzerland; first president of the Swiss chapter of the Armed Forces Communications and Electronics Association. In 1959 he was president of the American Club of Geneva.

As chairman of the 11-man IRFB commission, Mr. Gayer's job requires not only administrative responsibility and the ability to work with people of varying cultures, but also a liking for travel. Two or three times a year he's likely to be attending a radio meeting,

and the place names might be a page from international airline timetables: Varna, Bulgaria; Brussels, Belgium; The Hague, Holland; Stockholm, Sweden; Rome, Italy; Prague, Czechoslovakia; Moscow, USSR.

**Expatriate, Almost** ■ Actually, Mr. Gayer has been abroad ever since the end of World War II.

He was with an Ohio electrical firm which handled work all over the world. In 1947, he joined the U. S. military government in Germany, and two years later (for two years) he was chief of the communications branch of the Office of U. S. High Commissioner.

It fell to Mr. Gayer's lot to prepare for any communications eventuality when the Russians blockaded Berlin in that period.

In 1951, Mr. Gayer returned to the United States and became a consulting engineer in Washington. He was associated with John H. Mullaney. Two years later he was named to the IRFB and he has been there since.

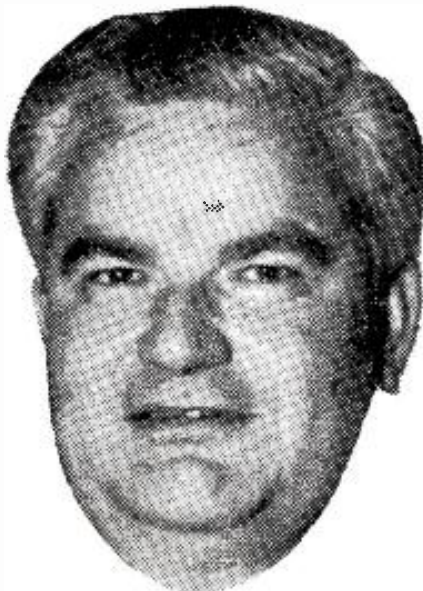
John Harrison Gayer was born Sept. 20, 1919 in Lincoln, Neb. He grew up on his parents' farm at Plattsmouth, Neb., attended local schools—and built his first breadboard radio receiver in high school. In 1941, he was graduated from the University of Nebraska with a BS in electrical engineering.

During World War II, he served with the Air Force in electronics communications at Harvard, Massachusetts Institute of Technology, at various military installations in Florida, Ohio and Pennsylvania. He ended the war as a lieutenant colonel.

Mr. Gayer's interest in television goes back to 1946 when he worked as an engineer with the Douglas Aircraft Co. in Santa Monica, Calif. At night, he served as a partime instructor at the American Television Laboratories in Hollywood.

**Outdoors Man** ■ When Mr. Gayer was a young Nebraskan, he enjoyed what all rural youngsters enjoy—hunting and rifle shooting. In fact he won two trophies for marksmanship from the National Rifle Association. These hobbies still are with him, but he has added a few: sailing, skiing (water and snow) and rugby.

In 1943 Mr. Gayer married his college sweetheart, Dorothy Griswold. Mrs. Gayer is the daughter of the late U. S. Senator Dwight Griswold, (R-Neb.). The Gayers have three children: John Jr., 20, a senior at Cornell University studying electrical engineering; Diane, 11, and Dwight, 8, both of whom are in school in Switzerland.



Mr. Gayer

## 190 million boobs?

**A** THOROUGH review of the FCC's function and purpose can no longer be postponed—unless the agency is to be ceded the right to make its own laws and choose its methods of enforcing them.

The recommendations that Chairman E. William Henry put forward last week as a sequel to the Omaha hearing on local television programming are a case in point. Mr. Henry has discovered a function that was never even thought of by the writers of the law that governs broadcasting and presumably the FCC. Mr. Henry says it is the commission's duty to arouse public pressure for better programming even though the public may be perfectly happy with programming as it exists.

In Mr. Henry's words the "members of the public are entitled to help . . . in obtaining knowledge of the relevant facts and help in articulating their own needs and those of the community as a whole." What this means is that Mr. Henry, as presiding officer at an Omaha hearing that turned up little but praise for local television programming, has decided that the public is too ignorant to know what is wrong. According to this line of thinking, if the natives aren't restless, the FCC isn't doing its job.

What, one may legitimately ask, is going on here?

How long will the Congress that created the FCC permit it to usurp authority it was never intended to be given?

Who appointed E. William Henry to change the tastes of the citizens of Omaha?

We should think these questions would interest government officials who got their jobs by election. It hardly enhances the stature of legislators to be told they were chosen by voters of so little discrimination that they don't know it is bad television that they are watching several hours a day.

## Who pays what to whom?

**T**HE subject of advertising agency compensation is making one of its periodic appearances in the headlines and, as always happens, is causing a certain nervousness in the agency community. Among media it appears to be resulting in little more than apathy.

It is an easy subject to be apathetic about, for the alternative requires complicated evaluations of difficult and delicately balanced elements. Yet it seems destined to come up from time to time, probably increasingly in the future, and whenever it does, the element that does not appear to be an issue in the current headlines—payment of media commissions to agencies—deserves attention.

In its current resurrection, the compensation question was shoved into big black type by General Foods and two of its agencies, Young & Rubicam and Ogilvy, Benson & Mather (BROADCASTING, Oct. 21). They disclosed a test plan under which, on certain products, a fee arrangement will be devised to give the agencies "adequate" compensation for specified services, in addition to which GF will pay a proportionate part of the agencies' overhead.

The traditional 15% media commission, which presumably will be credited by the agencies against the fees due them from General Foods, was not specifically mentioned. But it did get into the headlines in a speech a few days earlier by William Marsteller of the Marsteller agency, chairman of the Media Policy Committee of the American Association of Advertising Agencies. In effect, Mr. Marsteller warned agencies to shore up their relationships with media or risk a breakdown in the media commission system.

The media commission is, of course, as old as 20th cen-

tury advertising. One of the chief arguments for it is that it pays for agency services that media would otherwise have to perform for themselves. The chief complaint, usually from advertisers, is that it means media are paying for services rendered primarily to advertisers and may encourage agencies to recommend bigger campaigns in order to make bigger commissions.

The issue is made increasingly sensitive by the diminishing profit margins of agencies. Not many top officials in the client companies could hold their jobs on a net profit ratio of 3.39% of gross income or 0.61% of billings, which is the AAAA's estimate of the agency average for 1962.

Advertisers are right, in some cases, when they argue that agencies have contributed substantially to their own P&L problems by setting up expensive services that clients don't really want or need. The desire to designate the agency services they want and will pay for has made a modified fee system attractive to some advertisers just as the need for additional income has made it necessary for agencies.

The AAAA says the current ratio of commissions to fees—about 65-35, on the average—has not changed materially over the past seven years. But GF's stature is so weighty that its current test of the cost-plus system ranks as the most significant to date and could have a bearing on agency-advertiser relationships in the future. Other advertisers and agencies will follow it closely, and media should be no less alert. Anything that bears on agency-advertiser relations almost inevitably bears on them.

While they're thinking about agency-advertiser relationships, the broadcasting media might also wish to give some thought to their own commission relationships with agencies. If it is true that buying radio is so difficult that agencies lose money on it and tend to shy away from radio for that reason, would it be profitable for radio to offer a higher commission? If agencies have relatively little to do in administering participating sponsorships on the TV networks, might not the lesser chore be adequately covered by a smaller commission—or is this an attraction that increases the volume of network business? Is the current system, in which the difficulty and compensation of agency services are presumed to average out, the best that can be devised?

These are hard questions. The whole issue of agency compensation is full of hard questions. None of them will be answered sensibly without hard thought.



Drawn for BROADCASTING by Sid Hix  
*"I'm worried, Doctor. I've been dreaming of going out without my Maidenform!"*



## How to relieve television congestion all day long

Just watch Kprc-tv, channel two in Houston. That's all. Then you can forget about peeves, gripes and television congestion all day long. Or most of the night, as the case may be. Because the tiny "sales pills" (around 250) in each Kprc-tv day don't forget. They work fast--and they work continuously, to provide sales relief. Get Kprc-tv at your agency.

NB EDWARD PETRY & CO.  
National Representatives





# ADVERTISERS GO FOR NBC RADIO

... CONSISTENTLY THE LEADER IN SPONSORED HOURS