



BROADCASTING

THE BUS

AND RADIO

USAF Air University

Library Series Unit Acq Branch Y 10C

(01-600) 62-7547

Maxwell Air Force Base

Montgomery Ala

N3 51R

19784

APR 63

JANUARY 21, 1963

NEWSPAPER

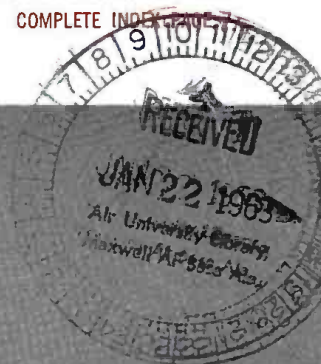
NAB embraces Collins with 3
but takes time on cigarette ads 31

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Hartford revisited: progress sluggish in
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FCC plans to add 650-700 uhf channels
to assignment table 50

COMPLETE INDEX



STRIETMANN TIME MAN OF THE YEAR

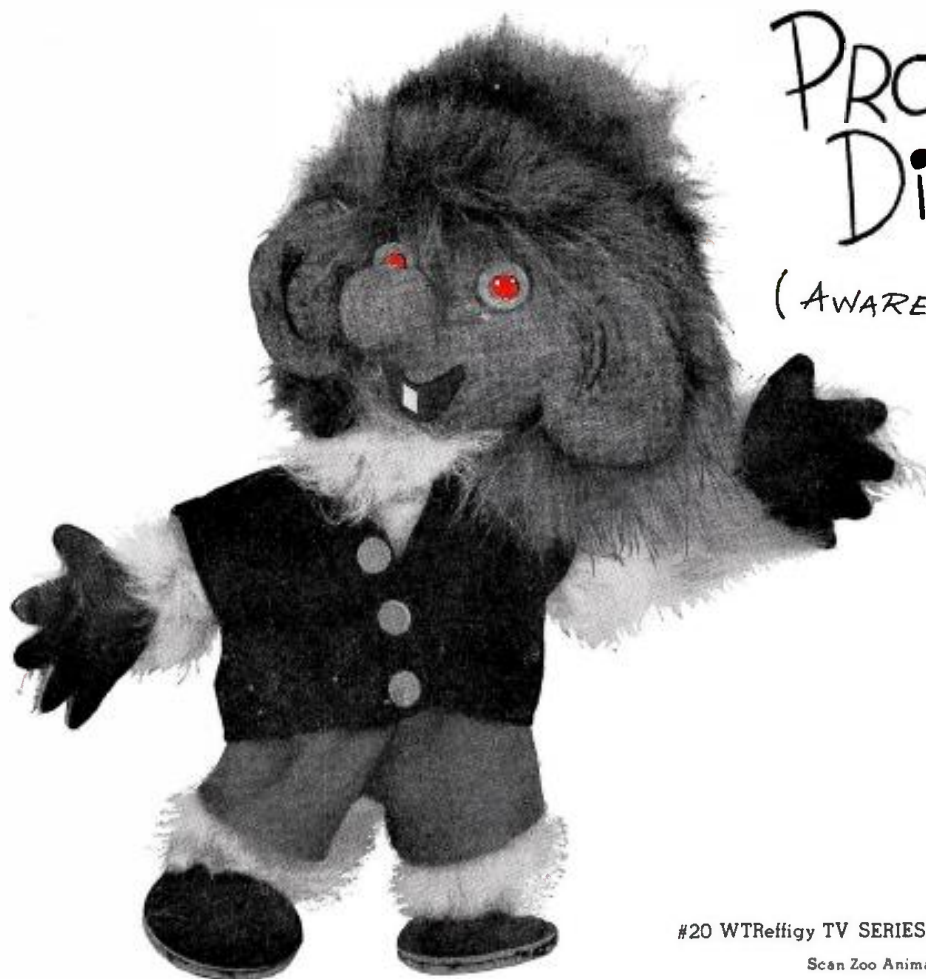
JAMES R. SEFERT of Peters, Griffin & Woodward, Inc., Detroit, recipient of the 1962 Strietmann award for station representation.

(See Page 60)

WTR EFFIGIES

Wheeling

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!



PROMOTION
DIRECTOR
(AWARE CONDITIONER)

#20 WTRffigy TV SERIES FROM WHEELING, WEST VIRGINIA

Scan Zoo Animals, Inc., Los Angeles, California

Important . . . WTRF-TV Wheeling Market . . . Dominant in Rich
Booming Wheeling-Steubenville Industrial Ohio Valley . . . 2½ Million
People spending 1¾ Billion Dollars Annually . . . 7500 Retail Outlets.
Tops in Sales . . . Service . . . Results! Better Buy . . .
WTRF-TV Wheeling!

(RED EYED SET? Write for your frameable
WTRffigies, our ad-world close-up series!)

316,000 watts

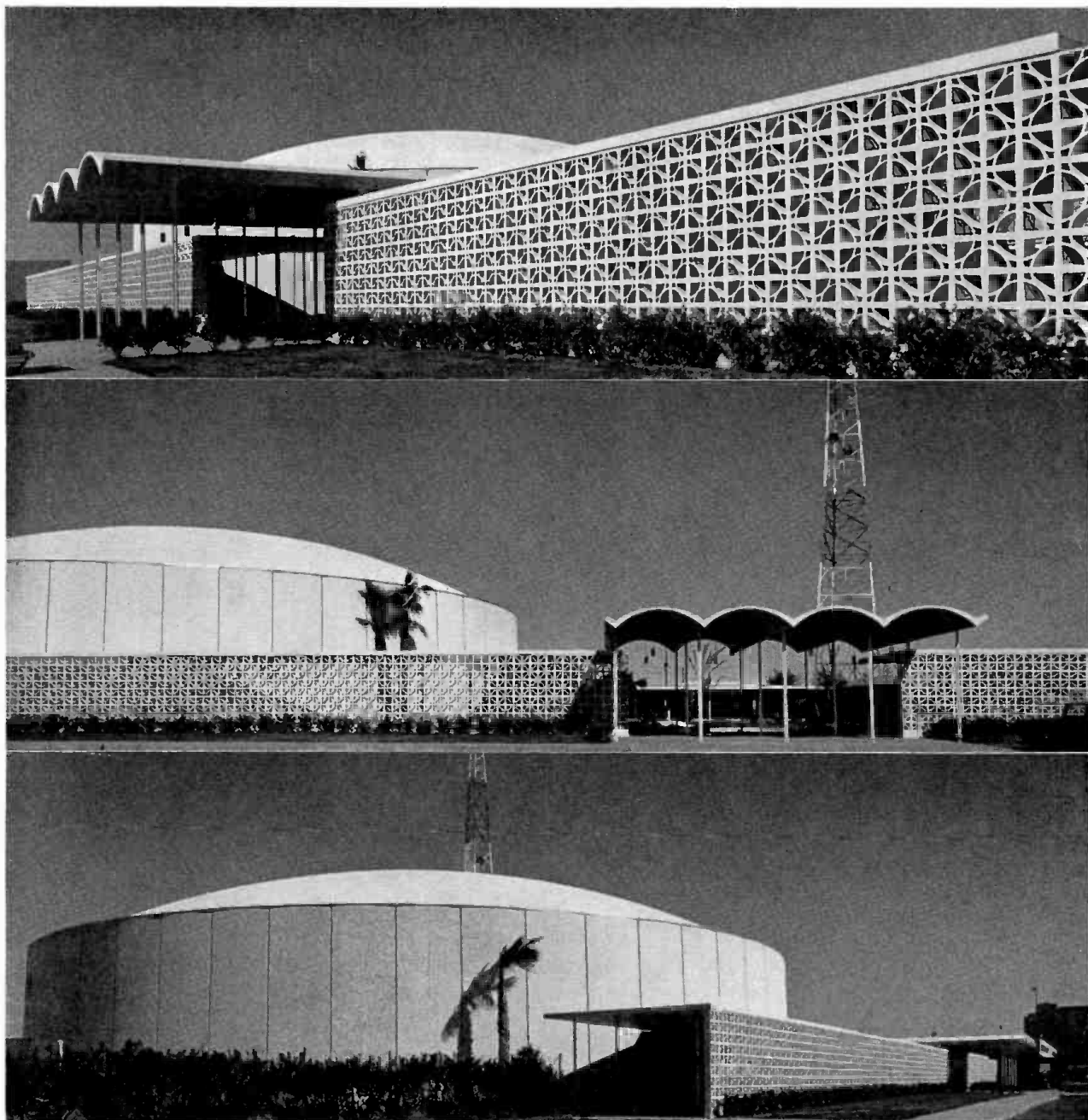


network color



Represented Nationally by George P. Hollingbery Company

WHEELING 7, WEST VIRGINIA



The television station of tomorrow is in Houston today

From every angle -- Rates, Ratings, Local Prestige --
KTRK-TV is the VITAL BUY in HOUSTON

KTRK-TV — Channel 13

P.O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC • HOUSTON CONSOLIDATED TELEVISION CO.
NATIONAL REPRESENTATIVES: GEO. P. HOLLINGBERRY CO., 500 FIFTH AVENUE, NEW YORK 36, N.Y.
GENERAL MANAGER, WILLARD E. WALBRIDGE; COMMERCIAL MANAGER, BILL BENNETT.



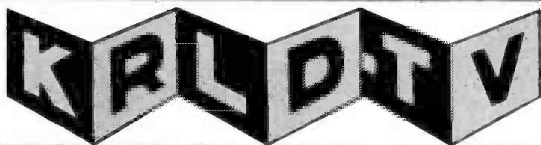
40.4% of the Total Homes Reached —

REACH MORE ON FOUR

The November-December, 1962, ARB Market Report shows that KRLD-TV reaches 26,900 more homes than Station B, 37,900 more than Station C, and 59,600 more than Station D — or a startling 40.4% of the total homes reached per quarter-hour or half-hour in the entire Dallas-Fort Worth market.*

Spend your ad dollar where it reaches more — on Channel 4. See your Advertising Time Sales representative.

*9 am to Midnight
Monday thru Sunday



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

Garland vs. 'Bonanza'

Two of its biggest program scheduling decisions for 1963-64 television season have now been made by CBS-TV. Network has decided to slot new *Judy Garland Show* on Sundays at 9-10 p.m. EST, back to back with *Ed Sullivan Show*—and opposite NBC-TV's high-rated *Bonanza*. And new *Danny Kaye Show* will take over Wednesday 10-11 p.m. period long occupied by *U. S. Steel Hour* and *Armstrong Circle Theatre*. Garland sponsorship not yet set. *U. S. Steel* and *Armstrong* have been given first refusal on *Kaye Show*, and decision is pending.

Minow's bait for uhf

Several networks and individual tv station operators have been urged by FCC Chairman Newton N. Minow to undertake operation of uhf stations alongside their vhf outlets and repeat at least 50% of programming at different hours to reach audiences that missed original vhf telecasts. Mr. Minow has indicated that such operations, even though experimental, would be allowed to accept sponsorship under waiver of both experimental and duopoly rules. Dual operation also would be calculated to encourage development of uhf audience.

Second bounce

Perplexing world of rating services is further added by this reaction to Federal Trade Commission consent order issued three weeks ago against The Pulse Inc., A. C. Nielsen Co. and American Research Bureau (BROADCASTING, Jan. 7): One research firm reports customers are understanding and have expressed confidence in service but that problems are coming from firm's interviewers and interviewees. Number of interviewers have resigned, claiming they didn't want to be associated with "shady" or "crooked" organization. More than average number of respondents are refusing to cooperate, expressing concern they might tarnish their integrity by participating in survey.

'Draft' for McCollough?

Will Clair R. McCollough, president of Steinman stations, relinquish NAB joint board chairmanship this year? Mr. McCollough won't be eligible for re-election as board member since he has served two successive terms, including year as interim head of NAB, and must stay out one term before becoming eligible again. By-laws provide that joint chairman be elected from among either radio or tv board members, but they also provide that

chairman shall serve until his successor is elected. Mr. McCollough's present term will expire with adjournment of NAB convention in Chicago in April, but new board doesn't take over until June.

Movement has developed among some radio and television board members to retain Mr. McCollough in chairmanship. Some have suggested referendum vote of membership to change by-laws or waive requirements where joint board chairman is involved. Suggestion was made that provision might be adopted to designate board chairman without regard to his election to either radio or tv board. Out of past 25 years Mr. McCollough has been NAB board member more than 20.

Hot want ads

First National City Bank in New York has been sitting on unusual "success" story for tv that developed during current newspaper blackout. Details now coming to light reveal bank, which has more than 40 branch offices in city area, attracted more than 500 phone calls and 100 personal visits in response to 15-second sign-off on Jan. 4 newscast it sponsors (11-11:15 p.m. on WNBC-TV) that noted bank had 200 clerical jobs which needed filling. Bank had no access to classified ad columns in papers. As result of initial response on first workday following Friday announcement, bank's agency, BBDO, canceled two one-minute commercials client was to insert as local cut-ins within *Today* show on station. Sign-off was repeated one additional night but without giving phone number, and it initiated 200 people calling bank's phone number and another 130 walk-ins. All 200 positions were filled.

Double jeopardy

There's outside chance that broadcasters may find themselves targets of move to collect new performance fees for playing of records—in addition to fees now paid to composers and publishers through performing rights societies like ASCAP and BMI. Now under consideration is basic revision of U. S. copyright law that may include new protection for recordings of all kinds. Unless wording of new proposal is carefully drawn, it could mean that record companies and possibly recording artists would acquire copyright for records they make and hence be able to charge royalties to anyone playing recordings on radio and television.

CLOSED CIRCUIT®

Copyright law revisions are being drafted by panels of experts under supervision of U. S. Register of Copyrights. Plan is for draft to be submitted to House Judiciary Committee before end of this session of Congress. BMI and ASCAP attorneys attended panel sessions in Washington last week.

Waiting for the papers?

New York newspaper strike is thought by some as big factor in delay in issuance of Senate Juvenile Delinquency Subcommittee report on television by Sen. Thomas J. Dodd (D-Conn.), chairman. New York newspapers could be expected to give report bigger ride than broadcasters. Report is not expected to be kind to latter. Senator said a fortnight ago report was in final form and was being circulated to subcommittee members (AT DEADLINE, Jan. 14); however, none approached by BROADCASTING had seen it by Friday (Jan. 18).

Mobile meter

A. C. Nielsen confirms it's working on gadget which, if successful, would attach to transistor or portable radio sets to record total listening (story page 42); but there's obviously no device in sight now that would show amount of listening to out-of-home sets and identify stations, as does Audimeter Nielsen now uses only in its national radio measurements. Device being worked on apparently would resemble Recordimeter Nielsen uses in its local radio service as way of corroborating diary reports: Listening reported in diaries is added to determine if total is same as that indicated by Recordimeter.

One for all

White House tv newsmen fear that era of competitive coverage of White House events is coming to end. They point to objections by Andrew T. Hatcher, assistant news secretary to President, at Mona Lisa ceremonies (BROADCASTING, Jan. 14), and also to new policy by White House News Secretary Pierre Salinger ending old Washington custom—background conferences between President and newsmen from which reporters were permitted to report views but could not quote or attribute them to President. At last backgrounder, in Palm Beach during Christmas holidays, American newsmen followed this protocol, but some British correspondents quoted President directly, claiming official White House approval.

IMAGE

IMPACT

IMPETUS

IMPETUS IS A WORD IN MOTION

Webster says "... indicating the origin and intensity of the motion."

WOC-TV provides such impetus to advertising schedules by consistent promotions, merchandising information, and constant liaison between the advertiser and his retail outlet.

WOC-TV coverage area is the largest between Chicago and Omaha . . . St. Louis and Minneapolis. Effective Buying Income exceeds 2 billion dollars. There are almost 350,000 TV homes. Need more convincing? See your PGW Colonel today.



Exclusive National Representatives — Peters, Griffin, Woodward, Inc.,

DAVENPORT, IOWA

THE QUINT CITIES / DAVENPORT • BETTENDORF • ROCK ISLAND • MOLINE • EAST MOLINE

WEEK IN BRIEF

Collins wins new NAB contract; it's for three years retroactive to Jan. 1. Board, however, puts lid on cigarette ban advocated by its president; votes to defer action pending Public Health study. See . . .

THERE'S SMOKE, NO FIRE . . . 31

Call goes out for revision in rating program measurements to count portable and car radio listeners. Campaign to NBC affiliates initiated by Thomas S. Carr who decries sole reliance on "plug in" radios. See . . .

RATINGS IGNORE PORTABLES . . . 42

After seven months, Hartford pay tv has 1,800 subscribers, paying average of \$8-\$10 monthly, with most well-pleased. But rate of growth, diversity of programming is disappointing, operators express satisfaction. See . . .

HARTFORD PROGRESS SLOW . . . 68

FCC is planning addition of 650-700 uhf channel assignments to its table of tv allocations. Move is presaged by NAB study showing possibility of 1,500 more uhf frequencies. Rulemaking indicated. See . . .

FCC PLANNING NEW UHFS . . . 50

Retail sales moved up in New York during holiday season despite lack of newspapers, TvB study of Federal Reserve Board reports shows. Sales pickup began week New York newspapers shut down. See . . .

RETAIL SALES UP IN N.Y. . . . 40

Supreme Court won't touch ASCAP case at this time, so music negotiating committee plans to ask federal circuit court to review refusal by Judge Ryan to grant clearance at source contract with music license group. See . . .

ASCAP CASE IS REFUSED . . . 64

All industry committee to study prospective color tv standards for Canadian tv is proposed by two networks and CAB. They ask that BBG withhold color authority until completion of investigation. See . . .

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The NAB Distinguished Service Award this year goes to Bob Hope. Comedian quips "If you stick around long enough in this business it's bound to fall your way." Promises to act the proper recipient. See . . .

NAB AWARD TO BOB HOPE . . . 32

Broadcasters and admen consider ethics in advertising at Catholic assembly. Unilever official calls for advertiser to control not only commercials but also programming. Mediamen oppose this concept. See . . .

AD ETHICS RESPONSIBILITY . . . 46

Airborne television experimenters conclude that teaching from the air should be placed on a permanent basis. MPATI asks that six uhf channels be allocated for this service and that rules be changed. See . . .

PERMANENT AIRBORNE ETV . . . 52

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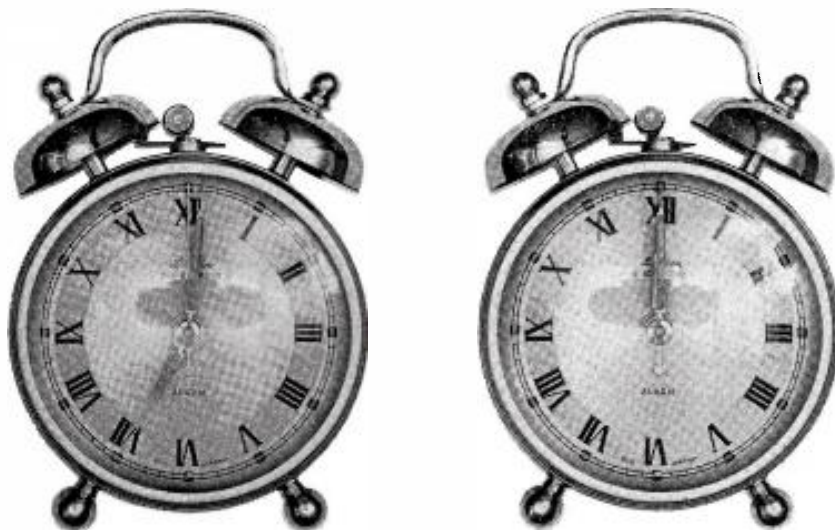
BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

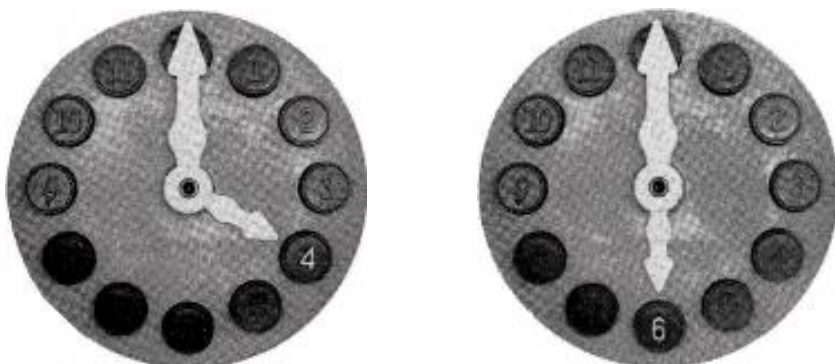
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Subscription prices: Annual subscription for 52 weekly issues \$7.00. Annual subscription including Yearbook Number \$12.00. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 35 cents per copy. Yearbook Number \$5.00 per copy.

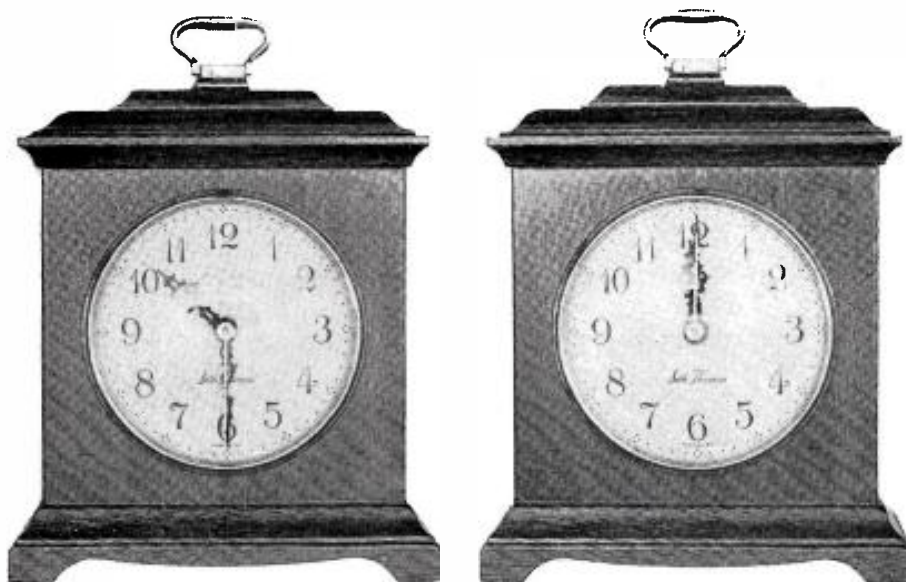
Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses plus address label from front cover of magazine.



Between these hours weekdays, more women watch **KMTV** than all other Omaha television stations **combined**.



Between these hours weekdays, more children watch **KMTV** than all other Omaha television stations **combined**.



Between these hours weeknights, more adults watch **KMTV** than any other Omaha television station.

Advertisers looking for any kind of audience will get more of what they're paying for on **KMTV**. Petry will give you the correct time.

NAB backs news freedom from advertisers

JOINT BOARD ADOPTS PRINCIPLE AS MEETING CLOSES

NAB Joint Board of Directors, at closing session in Phoenix Friday, approved resolution endorsing principle that news, public affairs and information programs should "be kept free from sponsor control and influence, direct or indirect" and that they should be "the sole responsibility of the broadcaster."

Without mentioning developments following Howard K. Smith program on ABC-TV and subsequent withdrawal from network of advertisers who objected to appearance of Alger Hiss, action was described as "resolution of principle" which reiterated existing recognized practice.

Board approved record budget of nearly \$2 million on recommendation of its finance committees (see page 31). This is exclusive of approximately \$500,000 realized by Television Information Office, which operates apart from but under aegis of NAB.

Board commended its freedom of information committee and endorsed plan for meeting of all news media with Pierre Salinger, presidential news secretary, and other government officials on equal access to news, which White House secretary said would be arranged at NAB's request. Other media, initially reluctant to participate, were reported now ready.

Establishment of new legislative liaison committee was approved to assist NAB government relations staff in advisory capacity. Group will work through Paul Comstock, recently appointed vice president for government operations (see story page 34).

Appointment of special committee to pass on building plans for new NAB headquarters was authorized by board. New association home will be constructed on recently-acquired lot adjacent to present building in Washington.

Fall Conferences ■ Board approved present format of NAB fall conferences, to run 1½ days, preferably in metropolitan areas. Staff was authorized to arrange programs, dates and locations.

Joint body approved report by Carleton D. Brown, WTVL Waterville, Me., chairman of membership committee, for establishment of 51-member (one from each state and Puerto Rico) liaison committee to ride herd on membership.

Everett E. Revercomb was unanimously re-elected secretary-treasurer of NAB.

Resolution commending Commission-

er T. A. M. Craven, who retires from FCC Jan. 31, for his long and distinguished service in government, was approved.

Judge Otis Dunagan, who presided at recent Billie Sol Estes trial in Texas and permitted live pickups from his courtroom by radio-tv, was applauded by board for his "forthright statements" in defense of equal access.

NAB governing body concluded its session by giving standing applause to Joint Board Chairman Clair R. McCollough, president of Steinman stations, who concludes his second two-year term and, under existing bylaws, is not eligible for re-election.

Forty-one of NAB's 43 directors attended week-long session in Phoenix. Absentees because of illness were Harold Essex, WSJS Winston-Salem, and Julian F. Haas, KAGH Crossett, Ark.

Before final joint board session Friday, radio board adopted recommendation of code review board approving budget of \$30,000 to double current monitoring activity, including log analysis, for member stations. Spot checks will be made periodically for NAB members which, together with analysis of logs voluntarily submitted, would indicate to stations whether they are keeping within commercial limitations of radio code.

Filings oppose plan for data inspection

FCC-proposed rule to require licensees to maintain records of applications and other documents for public inspection netted over 30 comments at Friday (Jan. 18) deadline (see story, page 62).

NAB called rule unnecessary and said public has no real interest in noting applications. Five state associations of broadcasters—Pennsylvania, North Car-

Return bout

Firm date has finally been set for Richard M. Nixon's long-touted first post-election guest shot on NBC-TV's *Jack Paar Show* (Fri., 10-11 p.m. EST). It's March 8 and will mark his first tv appearance since his fiery valedictory to politics after losing California governorship race last November.

olina, Maine, Ohio, and Virginia—charged it would foster abuse of commission processes by persons not having legitimate interests and place more burdens on stations, particularly small ones.

CBS told commission rule is too extensive, more than the general public interest warrants. Definite stipulation should be made that rule does not mean stations have to keep library of applications by other outlets owned by same licensee. Fisher, Wayland, Duvall & Southmayd, Washington law firm, agreed that rule is too extensive, said that station would have more than 25 documents to keep on file.

Home Entertainment files for stock sale

Home Entertainment Co. of America Inc., planning to wire up Santa Monica, Calif., for subscription tv (BROADCASTING, Dec. 10, 1962), has filed registration with Securities & Exchange Commission to sell \$2.3 million of stock to public.

Home Entertainment plans to offer 23,000, five-year, common stock purchase warrants (at \$10 per share) in parent company, and 230,000 shares of common in subsidiary, Home Entertainment of Los Angeles Inc.

SEC announcement indicates that after sale of new securities, Home Entertainment of America will own 23.3% of Los Angeles subsidiary, and that public will own remainder, 76.7%. Public will have paid \$10 per share, or \$2.3 million, for this ownership. Parent company already has advanced Los Angeles unit \$75,915, paying \$1.08 per share.

Philco ch. 3 dropout agreeable to bureau

FCC's Broadcast Bureau has recommended approval of NBC-Philco request for withdrawal of Philco's application for ch. 3 in Philadelphia. But bureau is against any payment by NBC as reimbursement for Philco's expenses in prosecuting that application.

Bureau said "serious doubts" about Philco's good faith in prosecuting application and "lack of showing" public interest would be served require disapproval of payment.

Two parties had sought payment of up to \$550,000 by NBC to Philco (BROADCASTING, Jan. 14).

Staff says it can't believe that settlement reached in court case (BROADCASTING, Jan. 7) "was not in any sense

WEEK'S HEADLINERS



Mr. Neuwirth



Mr. Sias

John Sias, national tv sales manager of Westinghouse Broadcasting Co. and former tv executive at Peters, Griffin, Woodward, joins Metro Broadcast TV Sales, new Metromedia rep division, as vp and director. **H. D. (Bud) Neuwirth**, vp in charge of Metro Broadcast Sales, New York, since its formation in February 1962, named vp and director of Metro Broadcast Radio Sales. Appointments were made as Metro Broadcast Sales was split into separate radio and tv units (see story, page 44). Mr. Sias has been with Westinghouse for past year and was associated with PGW on West Coast as vp. Mr. Neuwirth joined Metropolitan Broadcasting in March 1960 as assistant to John W. Kluge, president and board chairman, and later promoted to director of sales for WIP-AM-FM Philadelphia. He was elected vp and director of radio sales for Metropolitan Broadcasting in 1961 and vp and director of new rep firm when it was formed.

Paul Miller, president of Gannett newspapers and broadcasting stations, elected to succeed **Benjamin M. McKelway**, *Washington Star* editor, as president of Associated Press news service. Mr. Miller, former AP first

vp, is replaced in that position by **Bernard H. Ridder Jr.**, publisher of *St. Paul Dispatch and Pioneer Press*. Prior to joining executive staff of Gannett newspapers in 1947, Mr. Miller had been chief of AP Washington bureau and assistant general manager. Gannett newspapers stations are WHEC-AM-TV Rochester, WINR-AM-TV Binghamton, WENY Elmira, all New York, and WDAN Danville, Ill. Resignation of Mr. McKelway and election of new corporate officers was announced at AP's winter board meeting in Phoenix.

Manny Reiner, vp in charge of international operations for United Artists Television, named vp in charge of Four Star Television's newly formed foreign operations, effective Feb. 15. Mr. Reiner's first step will be to establish Four Star offices in key centers of world. He has been active in foreign sales of motion picture and tv films for 20 years, and previously was with Television Programs of America and Samuel Goldwyn Productions.



Mr. Kramer

Bernard Kramer, vp and account supervisor at Mogul, Williams & Saylor, New York, elected senior vp and member of board of directors. He also becomes a principal partner of agency. Mr. Kramer joined MW&S in 1956 as account supervisor and was elected vp in 1961. He is account group head on Rayco Mfg. Div. of B. F. Goodrich Co.

McAndrew honor

William R. McAndrew, executive vice president, NBC News, has been invested as Knight of Malta, one of highest honors bestowed on Roman Catholic laymen. Investiture in select order, numbering only 500 members in U. S., was conducted by Cardinal Francis Spellman, archbishop of Diocese of New York.

in many of these cities the monopoly news operations also own key radio and television outlets in the same cities the problem of press centralization becomes most apparent."

Anderson seen heading Senate space committee

Sen. Clinton P. Anderson (D-N. M.) is expected to emerge as chairman of Aeronautical & Space Sciences Committee, replacing late Sen. Robert Kerr.

Sen. Warren G. Magnuson (D-Wash.), chairman of Commerce Committee, who had said he was interested in space post himself (BROADCASTING, Jan. 14), would, with Georgia's Sen. Richard B. Russell, step aside. Sen. Anderson would then create two subcommittees: one on peaceful uses of space which Sen. Magnuson would head and another on military uses to be headed by Sen. Russell.

FCC approves sale of KERN-AM-FM

Sale of KERN-AM-FM Bakersfield, Calif., by McClatchy Newspapers Inc. to Radio KERN Inc. for \$145,000 has been approved by FCC. Radio KERN principals include Roger H. Stoner, former sales manager of KYA San Francisco, and J. Ward Wilkinson, Oakland, Calif., advertising man.

McClatchy retains KFBK-AM-FM Sacramento, KMJ-AM-FM-TV Fresno, KBEE-AM-FM Modesto, all California, and KOH Reno, Nev. KERN, founded in 1932, operates fulltime on 1420 kc with 1 kw. It is CBS affiliate. KERN-FM went on air in 1948 and operates with 9.1 kw on 94.1 mc.

One for all

Julian Goodman, vp, NBC News, told broadcasters Friday (Jan. 18) that every radio and tv station in U. S. should have qualified news director. Addressing South Carolina Broadcasters Assn. meeting (earlier story page 74), Mr. Goodman said "a station with trustworthy, imaginative news coverage, both national and local, will attract enough additional listeners to make the add-cost economically worthwhile. . . ."

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

consideration for Philco's agreement to withdraw its application."

Broadcast Bureau said Philco's \$150 million suit against RCA was of far greater importance to Philco than its application for ch. 3, and added: "serious question exists" as to whether application was merely device to enhance bargaining position in its court suit.

Sterling denies FTC charge

Sterling Drug Inc., maker of Bayer aspirin, issued statement Friday (Jan. 18.) denying charge by FTC that its advertising misrepresents findings of clinical study of pain-relieving products (story page 48). Sterling declared its claims in advertisements are "true in fact," and said it was "confident" its position would be upheld.

Study of newspapers urged by Salinger

Pierre Salinger, news secretary to President, called on newspaper publishers and labor unions to empower group of impartial citizens to make "thoroughgoing" study of economics of newspaper business. He made suggestion in speech Friday night at Printing Week banquet in Philadelphia.

Move should be made now—"before other cities and other newspapers go through the throes of this agony [newspaper strikes in New York and Cleveland]."

Referring to decline in number of newspapers and growth of one-news-paper cities, he said:

"When you add to this the fact that



No. 1

*in its time period—
rating...share...homes*



Indianapolis, WISH-TV

Monday to Friday, 6 to 7 pm

ARB: November 1962



No. 1

*in its time period—
rating...share...homes*



Sacramento, KXTV

Monday to Friday, 5:30 to 6:30 pm

ARB: November 1962



No. 1

*in its time period—
rating...share...homes*



Birmingham, WBRC-TV

Sunday, 5:30 to 6:30 pm

ARB: November 1962



No. 1

*in its time period—
rating...share...homes*



Binghamton, WNBF-TV

Tuesday, 7 to 8 pm

ARB: November 1962

Warner Bros. Television Division • 666 Fifth Ave., New York, New York • Ci 6-1000

NOW- Buy PRIME MINUTES in the Pacific Northwest



KTNT
TELEVISION

SEATTLE-TACOMA'S POWERFUL INDEPENDENT

Before you buy television in the Pacific Northwest, consider this one basic fact: Only KTNT-TV in this area includes five major cities in its "A" contour, (Seattle, Tacoma, Everett, Bremerton, Olympia). KTNT-TV's tower is ideally located to beam a clear signal to all of this major market.

ask Paul H. Raymer Co.
about all the details.

KTNT
TELEVISION

PACIFIC NORTHWEST'S
GREAT INDEPENDENT
Studios in Seattle and Tacoma

DATEBOOK

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

*Indicates first or revised listing

JANUARY

Jan. 21—Hollywood Ad Club luncheon meeting. Jack Izard, advertising manager, Chevrolet Div., General Motors, will receive plaque in recognition of the company's long history as a radio-tv advertiser. David Dortort, production head of *Bonanza*, sponsored by Chevrolet on NBC-TV and Thomas W. Sarnoff, NBC's west coast vice president will speak, Hollywood Hotel.

Jan. 21—Deadline for comments to FCC rulemaking proposals to allow (1) joint use of auxiliary tv stations and microwave facilities of closed-circuit etv systems for transmitting on parttime and secondary basis to on-the-air etv stations and station to closed-circuit; and (2) make available 1850-1990 mc band to etv for extended range, closed-circuit purposes.

*Jan. 21-22—Center for the Study of Democratic Institutions meeting, Americana Hotel, New York City. Newton N. Minow, FCC chairman, and Lord Francis-Williams, British journalist, will speak Jan. 22 on "The Responsibilities of the Mass Media." William Benton, board chairman of Encyclopedia Britannica; Barry Bingham, editor of *Louisville (Ky.) Courier-Journal*, and Sylvester (Pat) Weaver, chairman of McCann-Erickson, are the panelists, with Alicia Patterson, editor of *Newsday*, moderating.

*Jan. 22—Oklahoma Broadcasters Assn., Oklahoma Sheraton Hotel, Oklahoma City. NAB President LeRoy Collins will be principal speaker.

Jan. 22—Georgia Assn. of Broadcasters, board meeting. U. of Georgia, Athens.

*Jan. 22-24—Eighteenth annual Georgia Radio-TV Institute, co-sponsored by Georgia Assn. of Broadcasters and U. of Georgia, Athens. FCC Commissioner E. William Henry; Georgia Governor-elect Carl Sanders; Stephen Labunski, WMCA New York; Maurie Webster, CBS Radio Spot Sales; Stephen Riddleberger, ABC owned radio stations; Edmund C. Bunker, president-elect, RAB; and John Mooney, WKGN Knoxville, are among participants. Sander Vanocur, NBC's White House correspondent, will be guest speaker for Di Gamma Kappa, U. of Georgia's professional broadcasting society. Mr. Vanocur's speech topic will be "Covering the White House and the President."

Jan. 23—Winter meeting of Colorado Broadcasters Assn., Hilton Hotel, Denver. Meeting includes a cocktail party and dinner for members of the Colorado legislature.

Jan. 23—Colorado AP Broadcasters Assn., meeting. Hilton Hotel, Denver. AP assistant general manager Lou Kramp will address the session. Members will firm up plans for a news clinic for radio and tv newsmen.

Jan. 23-24—Nebraska Broadcasters Assn. convention. Hotel Cornhusker, Lincoln, Neb. NAB President LeRoy Collins will be principal speaker.

Jan. 23-25—Association Public Affairs Conference, for business leaders and members of trade and professional associations. Sheraton-Park Hotel, Washington, D. C. Program topics include "The Impact on Business by the 88th Congress," "Business and the Dept. of Justice" and "The Businessman and Politics."

Jan. 24—Academy of Television Arts & Sciences, Hollywood chapter, meeting at 8 p.m. at theatre of the Directors Guild of America. "Meet the Creative Team" session with the producers of *Bonanza* on deck.

*Jan. 24—Wisconsin Broadcasters Assn. annual meeting, Pfister Hotel, Milwaukee.

John E. McMillin, consultant on broadcast editorializing and former editor of *Sponsor Magazine*, will speak on "The Broadcaster's Role in Tomorrow's World." Other speakers include: W. B. Ryan, Blackburn & Co., Chicago, "The Why's and Wherefore's of Radio and Television Station Values," and Robert Radcliffe, Wheaton (Ill.) area director of Radio Free Europe, "Radio Free Europe."

Jan. 25—Annual banquet of the Federal Communications Bar Assn., Cotillion Room, Sheraton-Park Hotel, Washington, D. C.

Jan. 25—AWRT Educational Foundation board of trustees meeting, Savoy-Hilton Hotel, New York City.

*Jan. 25—Arizona CATV Assn. meeting, Phoenix.

Jan. 25-27—American Women in Radio & Television board of directors meeting, Savoy-Hilton Hotel, New York City.

Jan. 28—FCC hearing on availability of local television programming in Omaha, Neb. Commissioner E. William Henry presiding. Site in Omaha to be announced.

*Jan. 28—Hollywood Ad Club, Shirtsleeves session on "Launching a New Product." Four advertising managers—James Badgett, Schick Safety Razor Co.; Richard Johnson, Carnation Co. Instant Products Div.; Jack Kerr, U. S. Borax & Chemical Co., and Jack Jones, Mattel, will describe their experiences in introducing new products. Phil Hillman of Carson/Roberts, Los Angeles, will serve as moderator. Hollywood Roosevelt Hotel, 12 noon.

Jan. 29-March 3—Award winning examples of western editorial and advertising art, selected by Art Directors Club of Los Angeles in 18th annual competition, on exhibit at Museum of Science & Industry, Exposition Park, Los Angeles.

Jan. 30-Feb. 2—National Winter Convention on Military Electronics, Ambassador Hotel, Los Angeles. The convention is co-sponsored by the Los Angeles section of Institute of Radio Engineers and the National Professional Group on Military Electronics. General Bernard A. Schriever, commander of the U. S. Air Force Systems Command, and Major General Stuart S. Hoff, commander of U. S. Army Electronics Command, will be principal speakers.

Jan. 31—Deadline for nominations to Radio Hall of Fame by those in broadcasting as well as public. Address: American College of Radio Arts, Crafts & Sciences, Conrad Hilton Hotel, Chicago 5.

Jan. 31—Deadline for comments to FCC proposals of Jan. 21 (above).

Jan. 31—Minnesota AP Broadcasters Assn. annual meeting, Minnesota Press Club, Minneapolis. Chairmen of Minnesota Democratic and Republican parties will speak on the 1962 gubernatorial election and its news coverage, and will answer questions in an open forum.

FEBRUARY

Feb. 1—Deadline for entries in National Safety Council's annual Public Interest Award contest to public information media. Entries should be sent to National Safety Council, 425 N. Michigan Ave., Chicago 11, on official entry blanks available from same address.

Feb. 1-2—Radio-TV News Short Course, U. of Minnesota, Minneapolis. Sponsored by the university's School of Journalism and the Northwest Radio-TV News Assn., the affair will include separate radio and tv news workshops, a series of presentations by Time-Life Broadcast Div., and the annual NRTNA banquet and news awards presentations. Hedley Donovan, chief editorial executive, *Time Magazine*, will be banquet speaker Feb. 1. Other speakers include: John W. (Bill) Roberts, chief of

BROADCASTING, January 21, 1963

Pin a rose on us!

A rating rose, that is, from the famed Tournament of Roses Parade. You might even say eight roses because, for the past eight consecutive years, the people of Los Angeles have made it clear that when a choice is available, they prefer KTTV's coverage of this breath-taking spectacle. This year, as an example, *20% more television homes were watching KTTV than the combined audiences of all other stations covering the Rose Parade.*

When important events happen in Southern California, sports...human interest...tragedy...spectacle, the people of Los Angeles depend on KTTV for live on-the-scene television coverage. At the 1962 Los Angeles County Fair, California Research Bureau asked over 950 people, "If you were to hear of any event of an unusual nature occurring

in Los Angeles, such as a train wreck, a major flood disaster, fires, etc., which television channel would be most apt to have cameras live on-the-scene to televise the situation as it happens?" 57.9% of the respondents indicated KTTV.

The next highest station garnered but a 15.5%. So you're missing a great sales bet if you are not on KTTV, the people's choice in the Los Angeles market. Check with your KTTV man in New York, Chicago, San Francisco or Los Angeles for choice selling availabilities.

*Jan. 1, '63 ARB
10:00/10:30 A.M.

STATION RATING

KTTV: 24.0

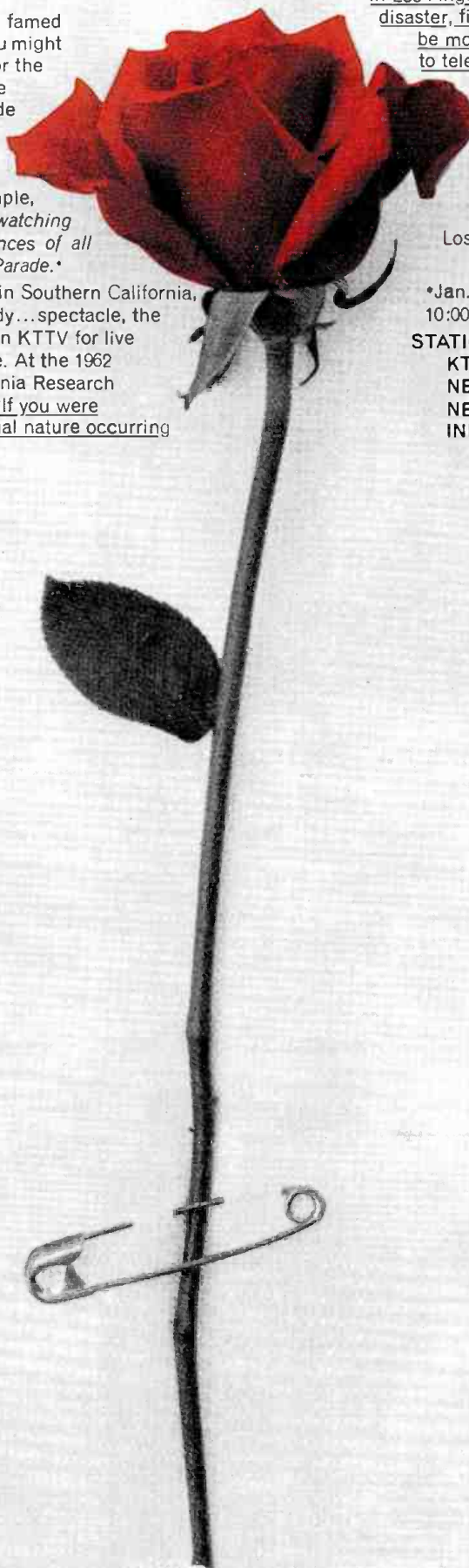
NET: 10.0

NET: 7.0

IND: 3.0



LOS ANGELES





John McGowan, of Peters, Griffin, Woodward, gives Bruce the "club hat."

Bruce Curtis, of Leo Burnett, joins the Tricorn Club

Membership in the Tricorn Club separates the men from the boys when it comes to market savvy. Bruce got tapped by correctly answering these two profound questions: (1) What is the Tricorn Market? (2) What is North Carolina's No. 1 metropolitan market in population, households and retail sales? In case you're pining to make this elite fraternity, the answer to both questions is the combined three-city "tricorn": Winston-Salem, Greensboro, High Point. You'll pass magna cum laude if you also know North Carolina is our 12th state in population. So—what does knowing the No. 1 market in the No. 12 state add up to? A sure sales scoop for clients. Maybe a raise from the boss. At the least, an official hat from the Tricorn Club.

Source: U. S. Census.

WSJS TELEVISION  
WINSTON-SALEM / GREENSBORO / HIGH POINT

United Press International news produces!

the Time-Life Broadcast News Bureau, Washington, D. C.; Pat Higgins, news director of KOGO San Diego; Robert F. Gamble, WFBM Indianapolis, and Sheldon Peterson, WTCN Minneapolis.

Feb. 1—UPI Broadcasters of Massachusetts annual Tom Phillips Awards Dinner, Nick's Restaurant, Boston. James Allen of WBZ-TV Boston, presiding. Annual election of officers also scheduled.

***Feb. 4—Reply comments due on FCC proposed rulemaking to require all applicants, permittees and licensees to keep file for public inspection of all broadcast applications.**

***Feb. 4—Hollywood Ad Club and Los Angeles Advertising Women, joint luncheon at Hotel Roosevelt, honoring Lucille Ball, comedienne and president, Desilu Productions. Elliott Lewis, producer of the Lucy show, will also speak.**

***Feb. 5-6—Fifth annual midwinter conference sponsored by Advertising Federation of America and Advertising Assn. of the West, Statler-Hilton, Washington. Legislative roundup will include speakers from government and business.**

***Feb. 6-7—Seventh annual legislative dinner and mid-winter convention, Michigan Assn. of Broadcasters, Jack Tar Hotel, Lansing.**

***Feb. 7-8—Public Service Institute sponsored by NAB in cooperation with American U., American U. Communications Center, Washington, D. C.**

***Feb. 9—Annual awards dinners of the Directors Guild of America will be held simultaneously in Hollywood and New York. West Coast affair will take place at the International Ballroom of the Beverly Hilton Hotel; Eastern function at the Starlight Roof of the Waldorf Astoria Hotel. Highlights of the evening will be outstanding directorial achievement for motion pictures to be announced at the Hollywood dinner with similar awards for television at the eastern function.**

Feb. 9-10—Texas Assn. of Broadcasters spring convention in Austin at Commodore Perry Hotel.

***Feb. 11—FCC continues NBC-Philco hearings.**

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

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

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

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

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

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

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

***Feb. 15—Academy of Television Arts &**



The wonderful world of glop

Sink corrosion test samples in shallow sea water for a few months, and this is what comes back up with them. Glop. This test rack, encrusted with barnacles and other sea life, has just been pulled from salt water at Harbor Island, North Carolina, one of the places where U. S. Steel is trying to find out as much as possible about corrosion. Of course, glop

is only one corrosive influence steel may have to withstand in service. So, we have acres of test racks all over the country, exposing samples of steels used in metalworking to rural, industrial, and marine atmospheres and to natural waters. We also have samples built into structures, pipelines, and process vessels. We perch architectural steels on rooftops and hang muffler steels un-

der automobiles. Since we started our program 33 years ago, we've tested over 64,000 steel samples. Today, U. S. Steel does more corrosion research and offers a larger number of corrosion-resistant steels than any other steelmaker. The more corrosion problems we can solve for American industry, the healthier our economy will be. *America grows with steel.* USS is a registered trademark.

United States Steel 

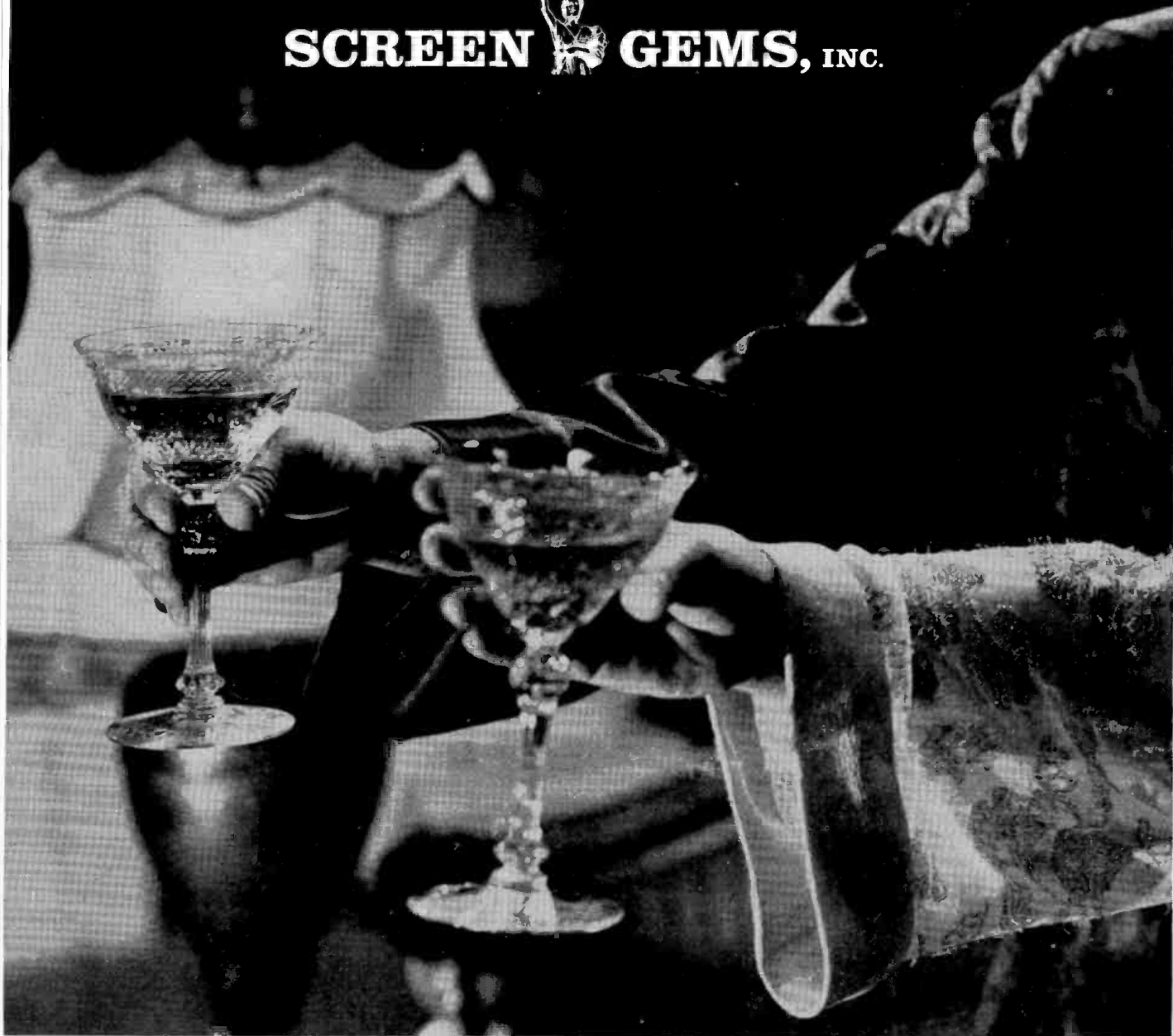
Winning Combination! "The Eddy Duchin Story"

... an unforgettable, bitter-sweet romance enacted with grace and beauty by two of Hollywood's greatest stars, Tyrone Power and Kim Novak ... produced by Jerry Wald ... directed by George Sidney and written by Samuel Taylor. It's another of the 73 great box-office hits, newly-released for television, that have been added to the roster of the **COLUMBIA POST-48's**.

Already sold to: WCBS-TV New York, WTPA Harrisburg-Lancaster, WGAN-TV Portland, Maine, WCAU-TV Philadelphia, WBBM-TV Chicago, WOOD-TV Grand Rapids-Kalamazoo, KENS-TV San Antonio, WJHG-TV Mobile-Pensacola-Panama City, WAPI-TV Birmingham, WALB-TV Albany, Georgia, WSYR-TV Syracuse, WBAY-TV Green Bay-Marquette, KHSL-TV Chico-Redding, KGMB-TV Honolulu, KLAS-TV Las Vegas, KPHO-TV Phoenix, KGW-TV Portland, Oregon, WRGB Albany-Schenectady, KMOX-TV St. Louis and KTVT Fort Worth-Dallas.

The **COLUMBIA POST-48's** are distributed exclusively by

SCREEN  GEMS, INC.

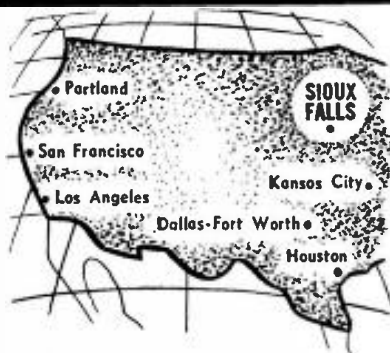




KELO-LAND TV makes

Sioux Falls 7th market in the West

IN TV HOMES DELIVERED BY CBS



Among all the market strongholds west of the Mississippi River, only a half dozen other CBS stations deliver your sales message to a larger audience than does KELO-TV SIOUX FALLS.* How does KELO-LAND TV elevate Sioux Falls into this top tier of major markets? Through three strategically placed transmitters operating as one station. Your sales message gets major station coverage of Sioux Falls' entire KELO-LAND 103 County Market—simultaneously, completely, efficiently. Only KELO-TV makes this the mighty, natural market it is. Only KELO-TV can deliver it to the advertiser.

*ARB March '62—6:30 p.m. to 10 p.m.
Sun. thru Sat., Avg. Quarter-Hour.

CBS • ABC

KELO-TV LAND

KELO-TV SIOUX FALLS, S.D.; and interconnected
KDLO-TV and KPLO-TV



JOE FLOYD, President
Evans Nord, Exec. Vice Pres.
& Gen. Mgr.
Larry Bentson, Vice-Pres.

Represented by H-R
in Minneapolis by
Wayne Evans

Sciences annual ball, Coconut Grove, Hotel Ambassador, Los Angeles.

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

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

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

Feb. 25—Third annual Mike Award banquet of Broadcast Pioneers, Imperial Ballroom, Americana Hotel, New York City. Cocktails at 6:30 p.m. in the Versailles Ballroom; dinner at 7:30 p.m. in the Imperial Ballroom.

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

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

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

*Feb. 28—Academy of Television Arts & Sciences, Hollywood chapter, 8 p.m., "Meet the Creative Team" session with the producers of *The Eleventh Hour*. Place to be announced.

MARCH

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

*March 6—Assn. of National Advertisers workshop on tv advertising. Waldorf-Astoria Hotel, New York.

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

March 15—Spring meeting of Louisiana Assn. of Broadcasters. Place to be announced.

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

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

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

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

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

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

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

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

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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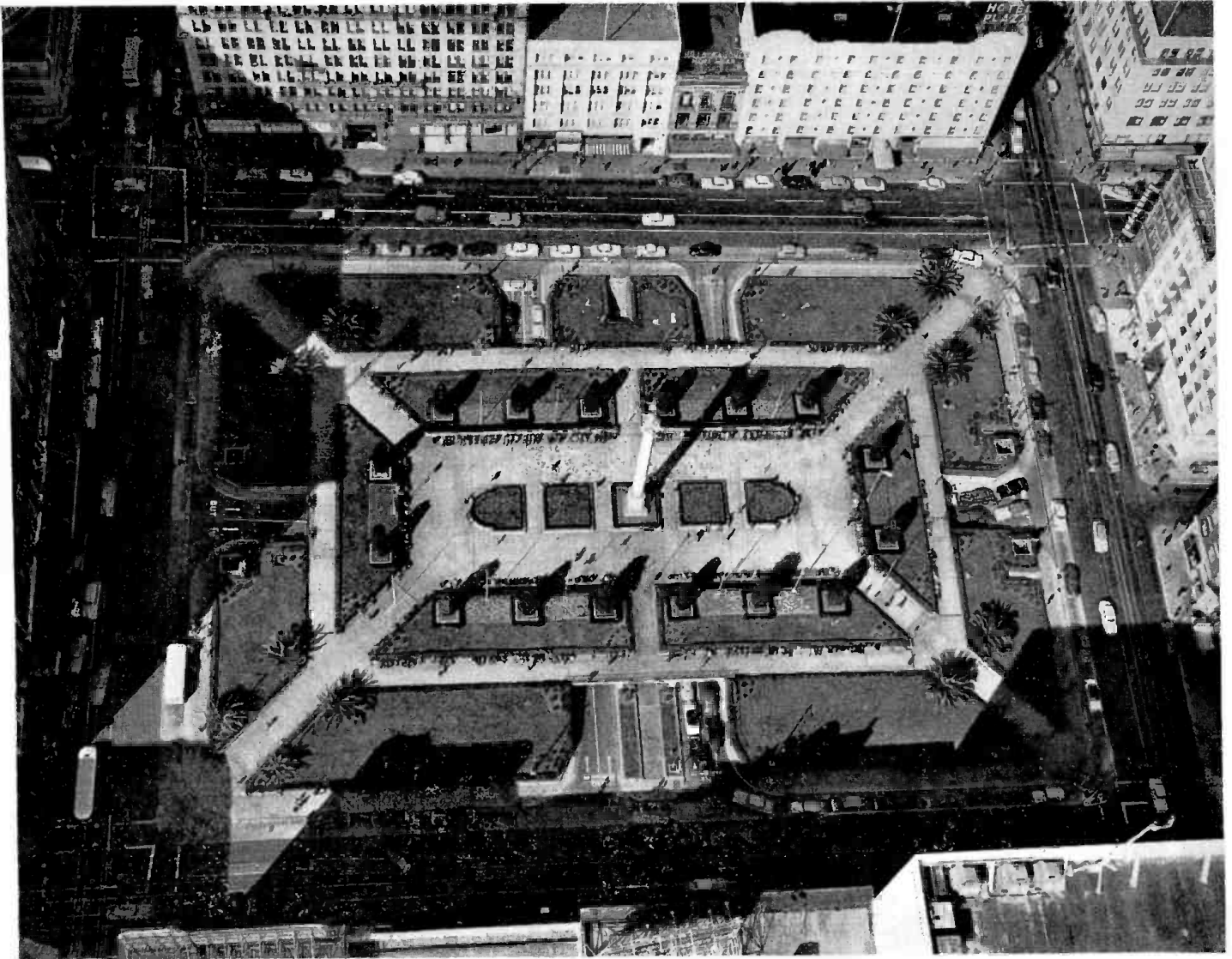
Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

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*Reg. U. S. Patent Office

Copyright 1963: Broadcasting Publications Inc.

If you lived in San Francisco...



...you'd be sold on KRON-TV



The Embassy of Turkey

His Excellency Turgut Menemencioglu,
Ambassador of Turkey to the United States,
and Madame Menemencioglu, in the
solarium of the Embassy ...
another in the WTOP-TV series
on the Washington diplomatic scene.

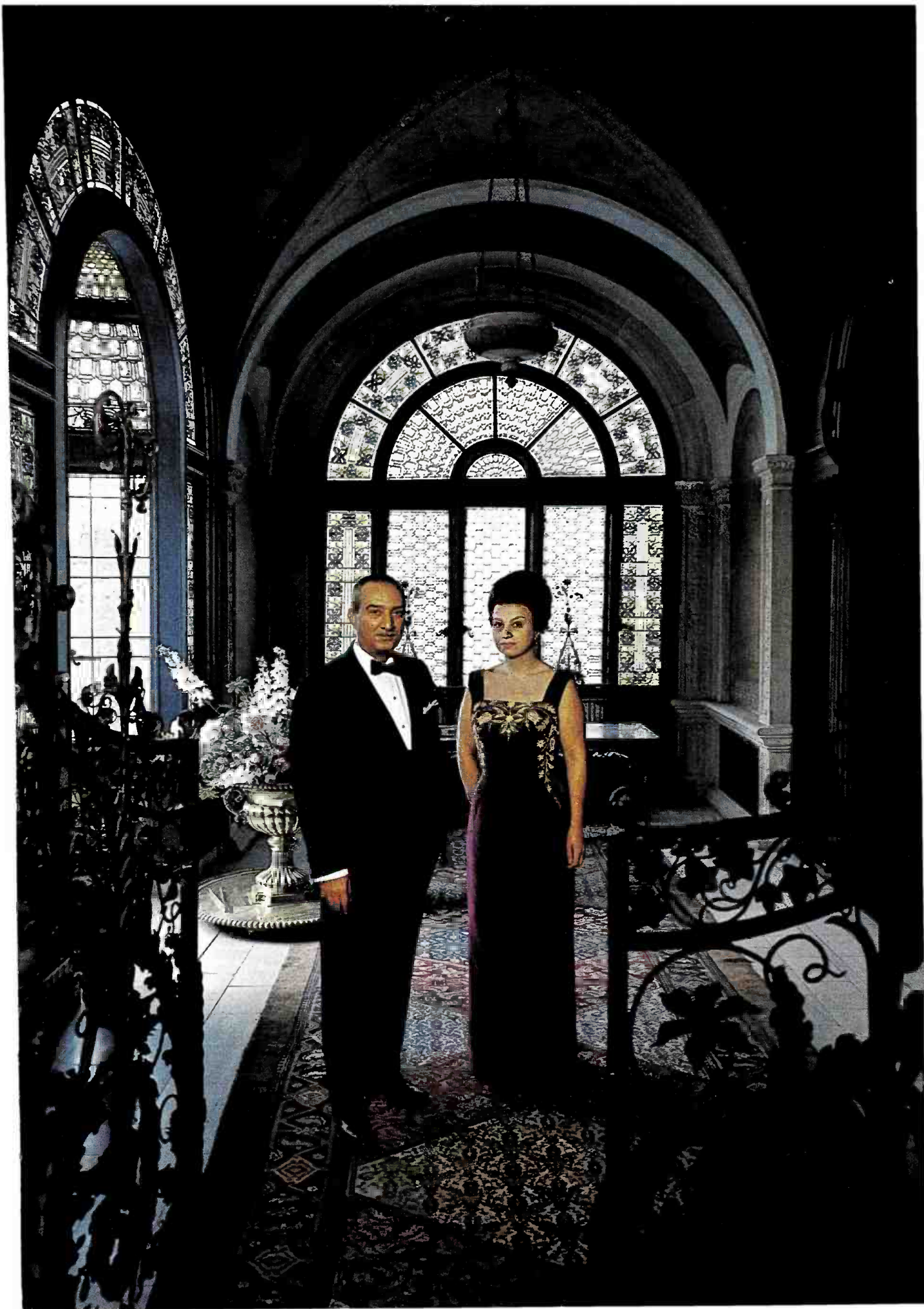
WTOP-TV
WASHINGTON, D. C.



Represented by Tvar

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

Photograph by Fred Maroon



The 1963 Yearbook

EDITOR: Your 1963 BROADCASTING YEARBOOK looks great, and is great to locate key people in radio and tv, and also the important facts and figures we here must have instantly. It is truly the "one-book library of television and radio information."—Paul Arnold, radio-tv promotion director, Hearst Magazines, New York.

EDITOR: It (the YEARBOOK) came . . . I saw (the YEARBOOK) . . . and it (the YEARBOOK) conquered me. How you do it (the YEARBOOK) I'll never know. What it (the YEARBOOK) does for me is too long for one letter.

Congratulations for making it (the YEARBOOK) the favored book of the trade. And, thanks to the information in it (the YEARBOOK), things look great for '63.—William Mockbee, vice president, Doug Bailey Advertising Inc., Rockville, Md.

[The 1963 BROADCASTING YEARBOOK issue, the one-book library of television and radio information, is now being distributed. Copies of this 632-page reference work are available at \$5 each.]

FCC-NAB conference

EDITOR: CONGRATULATIONS ON EXCELLENT REPORTING OF FCC-AM ALLOCATION CONFERENCE [LEAD STORY, JAN. 14]. WE APPRECIATE BROADCASTING'S EDITORIAL SUPPORT FOR OUR RADIO DEVELOPMENT COMMITTEE RECOMMENDATIONS.—GEORGE C. HATCH, KALL SALT LAKE CITY, CHAIRMAN, NAB RADIO DEVELOPMENT COMMITTEE.

EDITOR: Overpopulation is not the fault of the industry as a whole. Indeed, the NAB had no authority. By hortatory activity it could have attempted to persuade the commission to adopt a studious and well considered approach.

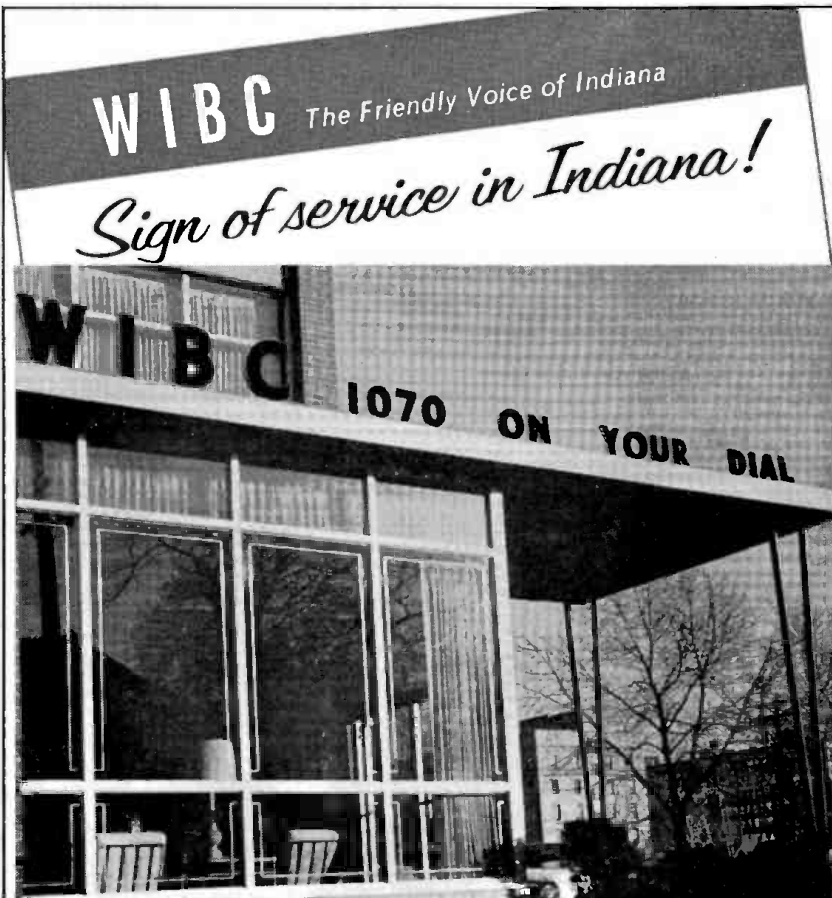
Historically, responsibility lies with the commission. Fifteen years ago at the NAB meeting, I chided the commission for a couple of unwarranted grants and warned of the ultimate result if the practice were continued. In simple terms, these fowls have come home to roost. Loss of money is bad. The resultant degradation of service is worse.

Tertiary alleviations are of little avail. You cannot cure a fatal illness with an aspirin tablet. You must either operate and make excisions or leave them to suffer.—James Lawrence Fly, Daytona Beach, Fla.

[Mr. Fly was chairman of the FCC from Sept. 1, 1939, to Nov. 13, 1944.]

Attentive audience

EDITOR: During a weight-losing effort before the holiday season (lost 27 pounds!) I developed an original exercise which I think the tv industry should



LEADS IN SERVICE

WIBC . . . 1070 on your dial! This means many things to many people . . . 228 weekly news reports plus consistent editorials and news feature presentations such as "Telescope" . . . the 11½ hours each week that WIBC carries farm programs and the 10 hours of religious broadcasts . . . WIBC's sports coverage and top-rated music and announcers . . . traffic and school closing information during foul weather periods. In brief it means a good friend and neighbor.

LEADS IN AUDIENCE

WIBC has worked hard for 25 years to gain the respect and loyalty of Indianapolis and Indiana residents. Audience surveys indicate that this extra effort has gained for WIBC the largest audience morning, afternoon and evening in Indianapolis and Indiana.* WIBC's efforts have been rewarded and those rewards are available to you . . . the national advertiser.

*Pulse Indianapolis and 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**

**A MAN WHO
GETS AHEAD**



A man with both feet on the ground

a solid, wide-awake, "get-ahead-in-business" kind of man, keeps his eyes open for information he can use on the job...for facts that will help him (or his company) perform better, faster, more efficiently, more profitably. He knows, from constant observation, that the ad pages of his business-paper are a prime source of this information.

Issue after issue, there's nothing else in print so packed with news, ideas, information—facts calculated to keep you and your business growing.

Of course, by helping you, advertisers help themselves. The fact is:
**advertising in businesspapers
means business for you—and
for the advertiser.**



BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

be particularly interested in publicizing:

Sit in a comfortable chair and watch tv. Every time a commercial comes on lift both feet from the floor and hold them in the air for duration of the commercial. This is doubly effective: it not only strengthens the abdominal muscles, but also keeps you away from the refrigerator during commercials.

Added benefit: It guarantees an audience for all commercials. The only disadvantage: It makes commercials seem doubly long. . . .—*Verl Bratton, broadcasting station management consultant, Colorado Springs, Colo.*

Clarification

EDITOR: A little item concerning the translator situation out at Clyde, Kan., [GOVERNMENT, Jan. 7], I think, bears a little explanation.

Back a couple of years ago, before the commission adopted its present rules on translators, we responded to a request from the folks at Clyde and agreed to donate \$500 toward construction of a translator to cost around \$1,500. They proceeded to raise their money and file an application, but by the time it was granted, the commission had adopted the new rules concerning translators. They then asked us for the \$500 after they received their license. We tried to explain the new rules to them . . . that although we would like to contribute, we could not do so.

As a last resort, we suggested they ask the commission for a waiver. . . . Apparently the commission considered this point as indicated by the dissenting votes of Chairman Minow and Commissioner Hyde. . . .—*Thad M. Sandstrom, general manager, WIBW-AM-FM-TV Topeka.*

Sound argument

EDITOR: Re the letter of Ralph T. Winquist about modulating in accordance with Fletcher-Munson curve [OPEN MIKE, Jan. 7], how could this be accomplished?

The curves state that as level in a loudspeaker or earphones is reduced, the *apparent* reduction is greater at the extremely high and extremely low frequencies. Unless there were some way to guarantee that all receivers would play always at the same level, modulation in accordance with the curves would be self-defeating!

Since there is no way to electronically detect the difference in program content and commercials as to loudness, it would appear that Mr. Rex Howell is right in his comment that the FCC is really saying it doesn't like commercials delivered in a certain manner of speech.

Because of the widespread use of

AGC and peak limiters in am stations, I think most stations couldn't play commercials louder than regular programming if they tried to . . . Tv? That is another matter.—*Gene Bardo, chief engineer, WGGG Gainesville, Fla.*

Radio as news medium

EDITOR: In the past few weeks I have heard numerous mentions of the New York City newspaper strike on various tv programs. Invariably the performer has lamented the loss of newspaper service and has stated that without newspapers the public does not have access to full coverage of news events. . .

If these performers feel they are not getting adequate news service they should be advised to turn on their radios. . . . During the recent Cuban crisis . . . we were as much as 24 hours ahead of published newspaper stories, 8 to 12 hours ahead of tv coverage . . . and we maintained an edge ahead of our radio competitor. . . .

Television producers seem to have an affinity for promoting one of their prime competitors, newspapers. . . . Yet, . . . the average radio newsmen, local or network, covers more news stories in a more exciting environment than any newspaper reporter I ever knew. . . .—*Jon A. Holiday, president, WAIR Winston-Salem, N.C.*

WDBS alumni

EDITOR: In deference to the pioneering gentlemen with whom I worked (WDBS-Dartmouth Broadcasting) back in 1941 and 1946-48, may I say that your story about WDCR, "the station which has been on the air since 1958" [MEDIA, Jan. 7] creates an impression that omits WDBS.

. . . We were one-tenth of the present staff (in all respects, I'm sure) . . . but history should not leave out WDBS from your pages, for many an old grad is still in advertising.—*Gene Wilkin, general manager, WGAN-AM-FM-TV Portland, Me.*

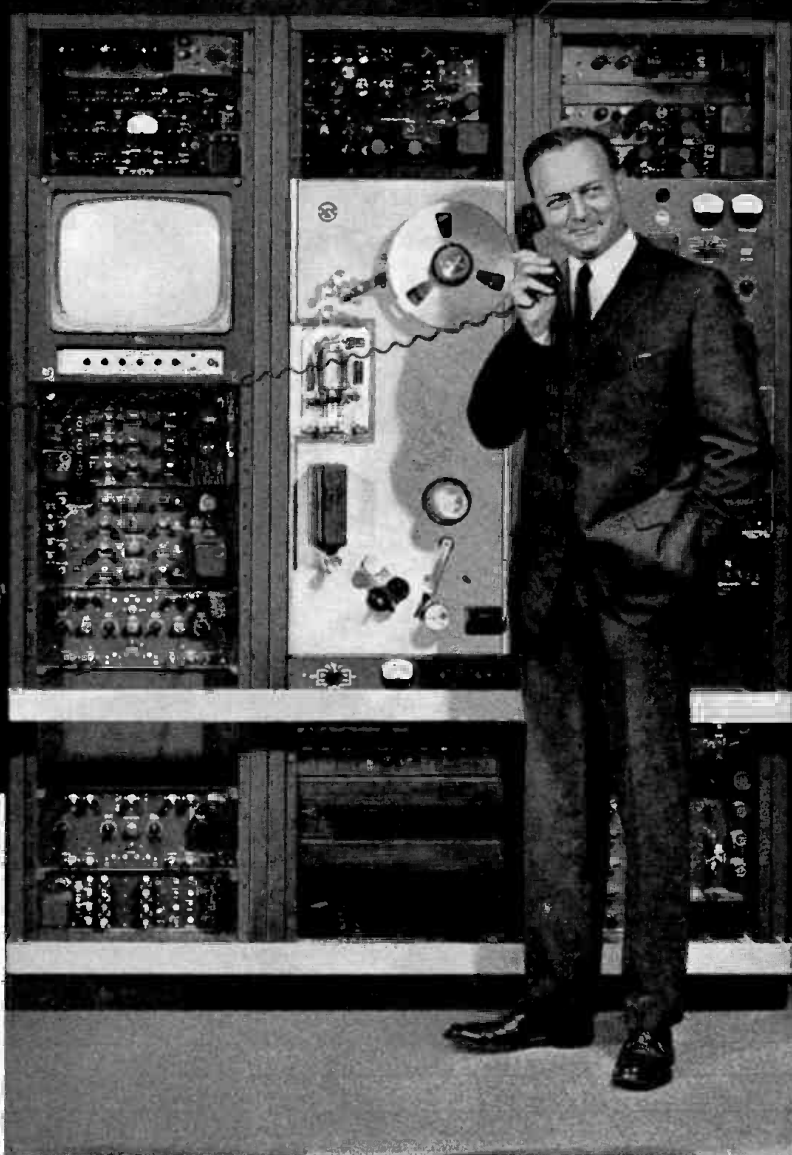
'Hats off' to FCC

EDITOR: Most of us feel that the decision of the FCC to freeze all am grants temporarily was a wise and sound decision. Our only regret . . . is that it did not go into effect in the 1940s.

Some areas in the country today are more populated with radio stations than the area has citizens, causing the media to resort to screaming, gimmick commercials just to prove they are first in the area. To the commission, I say "Hats off, and clean it up!"—*Brooks Russell, vice president & general manager, WESR Tasley, Va.*



TELEVISION TAPE



—“does a big job for our members”
says NORMAN E. CASH, President, TV Bureau

“Since we have an RCA TV Tape Recorder, sales managers of stations can go before their TV Cameras and tape reviews of their programs, personalities and opportunities—then send them here for playback before reps and prospective advertisers. Our conference room with closed circuit facilities can be used to present sales pitches with the impact of TV itself. As a result, one station made a \$30,000 sale . . . one rep's sales totaled \$150,000 . . . a station group sold \$65,000 worth of television . . . all through our RCA TV Tape Recorder.”

You're really shooting for sales when you use RCA Taping equipment. With RCA, you get superb picture quality and outstanding operating convenience, in a completely matched line of equipment, for finest all around performance. Regardless of what model you choose, you know that it is backed by superior engineering and service. Call the RCA Broadcast Representative with complete confidence. Or write RCA Broadcast and Television Equipment, Dept. RC-22, Building 15-5, Camden, New Jersey.



The Most Trusted Name in Television

From the start, the product and tv seemed made for each other

A certain resourceful magazine representative had been trying to get an audience with Arthur Fischer, head of Cole Fischer Rogow Inc., New York office, but was unsuccessful in piercing the sheltering armour of his protective secretary. As a last resort to get through to him, this rep sent Fischer a message via a Western Union CandyGram and bet him that he could sell him space in his publication if he submitted to a presentation. Otherwise, the rep stated, he would eat the CandyGram's cardboard box. He got the interview and made the sale.

This was Fischer's first exposure to CandyGram. He recognized its tremendous potentialities as a door-opener, sales clincher, vote-getter, and as the sweetest, swiftest gift by wire. The more he thought about CandyGram, the more amazed he became that he had never previously heard of it. He couldn't comprehend how anyone could possibly have kept this the nation's top secret. Accordingly, he made a pitch to the owners of CandyGram for the account, with . . . of all things . . . a CandyGram! He got the account.

A little research into the history of CandyGram revealed that it was only three years old and its past advertising had been almost exclusively in print, with very little effect. We decided to switch to tv.

A Theory and a Test ■ The change was dictated by the uniqueness of CandyGram—a new product that is more than merely a box of candy plus a telegram. The fusion of this edible product with a communication service produces a catalyst resulting in a most exciting gift message. Television seemed ideally equipped to project CandyGram's sales message.

To test this theory, we proceeded with caution, by first buying four spots on a late movie in the Los Angeles market. Before the movie was half over the telephone switchboards in all Western Union offices within a radius of 50 miles of L.A. lit up like Christmas trees. The unprepared night shifts found it almost impossible to cope with the sudden flood of CandyGram orders. A pleasantly alarmed district manager for Western Union aroused me from a peaceful slumber—I'd fallen asleep while watching this old movie—and anxiously inquired about the cause of this unusual spurt of CandyGrams. The events of that night determined the formula and set the future course of CandyGram's advertising program. I felt that we were now definitely on the right track.

Instead of clear and easy sailing ahead, it was soon brought to my attention that CandyGram's prior costly advertising errors, together with other injudicious business transactions, had put the company in a precarious financial situation. Internal executive friction was also hampering the progress of the business, and on top of that, a substantial payment on a long-term debt was due soon and threatened the very life of the organization. The exposure CandyGram needed on tv was costly and the company was short of cash.

Other Problems ■ I was called in to solve the company's financial problems and also to act as mediator of its internal problems. On previous occasions I have allowed myself to be talked into the role of peacemaker and found it time consuming and nerve-racking. But I did want to salvage this account for our firm, so I agreed to become involved in this phase of CandyGram's affairs.

As I viewed the situation, it was obvious that CandyGram suffered from under-capitalization and over-mismanagement. For immediate relief, an amicable solution to CandyGram's problems was proposed. It entailed a modest contribution by all the stockholders to support the capital structure of the corporation. That plan was stymied by certain dissident stockholders and a battle for control ensued.

Since drastic action was indicated, I made a few phone calls to friends, who agreed to back me financially in the contest. I appeared before the board of directors and offered to put the needed funds into the corporation in exchange for a controlling interest. The struggle for control became even more intensified from that point on and continued right down to the finish line, when Western Union's representative on the board cast the deciding vote for

our plan. That was Feb. 1, 1962.

Tv to the Rescue ■ Seven days later a new Valentine's Day tv commercial had been produced and was actually being viewed in seven principal markets. The result—the biggest week in CandyGram's history! Business tripled and 10 cities ran out of candy.

After 30 days, CandyGram experienced its first month "out of the red." For Easter, CandyGram went on 28 television stations with a commercial featuring an animated bunny in an Easter bonnet munching a CandyGram. The result—on Easter Sunday, two officers of the corporation found themselves trucking cases from the candy supplier to Western Union offices which were screaming for more CandyGrams.

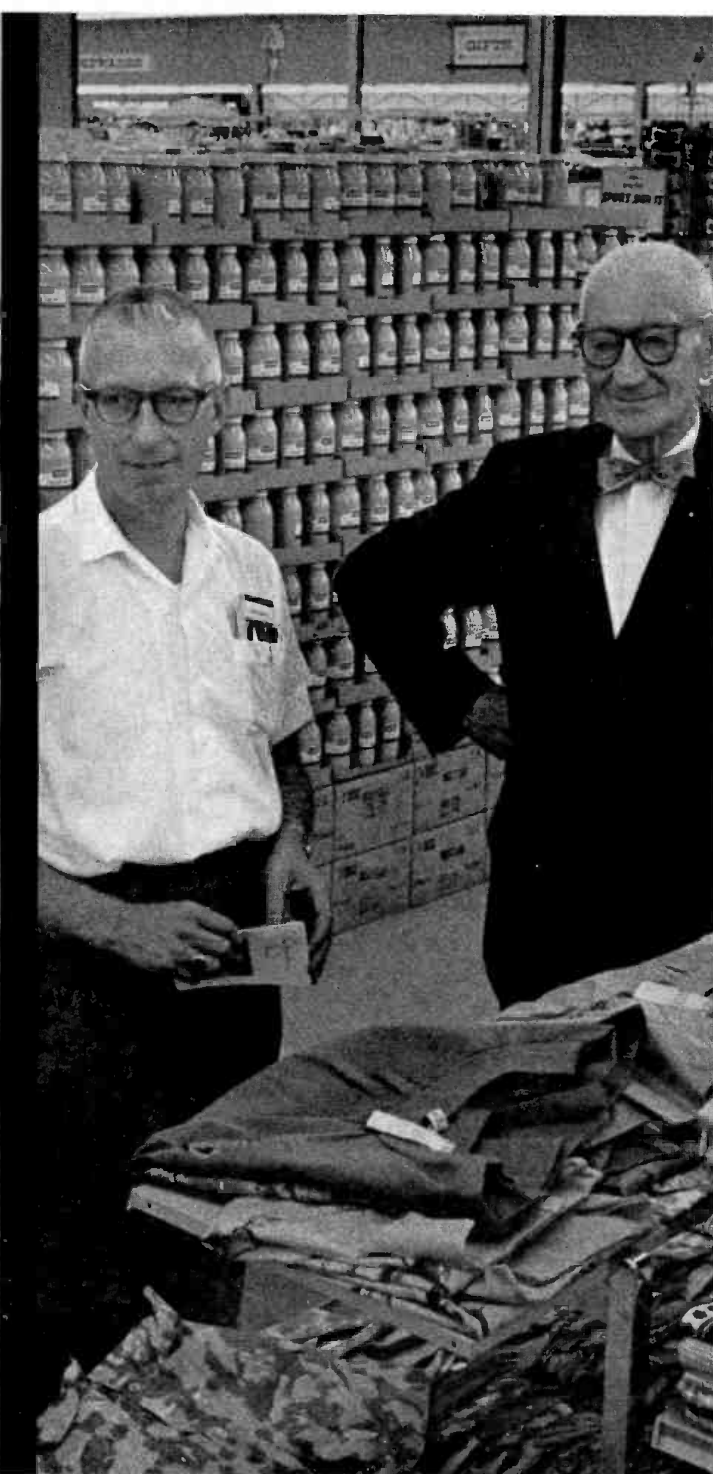
Last Mother's Day, CandyGram had to cut back on its anticipated television appropriation because the supply of candy on hand could not keep up with the demand.

Now CandyGram is feeling growing pains. Production of quality candy in volume is the main problem. Western Union's standards specify that only the finest quality of kitchen-fresh chocolates may go into a CandyGram. To obtain the necessary quantity production of such high-grade candy is not as simple as one would imagine. Consequently, the next objective will be CandyGram's own manufacturing plant.

The recent Christmas-New Year's business was another record breaker. All the returns are not in, but CandyGram can't pause to count or look back. CandyGram is busy putting on full speed ahead for its next target date, Valentine's Day. A beautiful new red and gold box label with a Valentine heart motif is coming off the press. We're confident that cupid, abetted by tv, will set a new high mark for CandyGram on Feb. 14.



Marvin R. Cole is president of CandyGram Inc. and board chairman of Cole Fischer Rogow Inc. He moved to California in 1953 to head the agency's west coast office. He started his business career in radio at WAAT Trenton, N.J., then joined WINS New York. After military service in Europe during World War II, he returned to WINS, and later formed the advertising firm of Van Wood Assoc. Inc. in New York. The firm later became Van Wood-Fischer Inc. and is now Cole Fischer Rogow Inc.



Hendrik and Frederick Meijers in Thrifty Acres

The world and 28th Street

From one side of the world, we tell of despotism and an experiment in human misery. From the other, Thrifty Acres on Grand Rapids' busy 28th Street, we report the benefits of super-store merchandising. Their differences are dramatic but each gives potent stimulation to our aim: to keep our listeners and viewers among the best-informed, best-served and best-entertained people in the world. To do this, we have the use of an awesome array of talent and facilities

— our own staff and equipment, the far-flung resources of Time-Life Broadcast and the full scope of NBC. How well we are succeeding may be measured by the ratings we get and the awards we win — more by the respect and confidence we have earned from the two million WOODlanders we serve.



WOOD AM·FM·TV *Grand Rapids, Mich.*
TIME-LIFE BROADCAST, INC.

WOOD • THE STATION WITH 2,000,000 CLOSE FRIENDS  NATIONAL SALES REPRESENTATIVES • THE KATZ AGENCY, INC.

"*the beautiful sound of*



the
**DICK
CLARK
RADIO SHOW
CUSTOM TAILORED
FOR YOUR STATION**

"Great Stars"

WLEE's Harvey Hudson
Major guest stars every
day. Hottest names in the
business. Certain to
mushroom into big, big
audience.

Within two hours after the show was
purchased by WQXI in Atlanta, Dr.
Pepper placed its entire budget on
the show — a 52 week buy across
the board.

Completely local, custom made for you and you alone, the Dick Clark Radio Show is now available on an exclusive basis to the first station that buys it. For 5 days a week, 2 hours every day you can have the hottest radio show in America working for you and with you at a price that's guaranteed to show a profit.

More — here's the one radio show you can build to the skies with the knowledge and security that America's #1 disc jockey will always be yours. Get the complete story. Write or phone Stan Kaplan at Mars today. It could be the best investment you ever made.

On the air now

5 DAYS A WEEK... TWO HOURS

1. WQXI Atlanta 2. WMID Atlantic City 3. WITH Baltimore 4. WSGN Birmingham 5. WCPO Cincinnati 6. WHK Cleveland 7. WKGN Knoxville 8. WLAN Lancaster 9. WABB Mobile 10. WLEE Richmond 11. WOLF Syracuse 12. WAAT Trenton 13. WWDC Washington 14. WTOB Winston-Salem 15. WHOT Youngstown

MONEY

WHL's Jack Thayer

"Pure Excitement"

WTH's Jake Embry

Nothing like it on radio!
Great sounds every minute.
No one knows how to put
more into "pop" music —
no one knows how to get
more out of it.

"Sales Magic"

WOXI's Ken Burkhardt

Advertisers . . . national and
local . . . have already
made buys. Clark's sales
success is that
terrific.

"A Breeze To Handle"

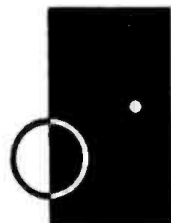
WSGN's Ben McKinnon

Simplicity itself. The show
comes all set for Clark's
ready-made audience
and he's there, man,
in your station.

"Terrific Production"

WWDC's Ben Strouse

Clark magic and music,
music, music. He never
misses a cue, never talks
too much. AND . . . the
magic of the famous Mars
production. Absolutely
a terrific modern
radio idea.



MARS BROADCASTING, INC.

P. O. BOX 2104 • GLENBROOK STATION • STAMFORD, CONN.
PHONE: 203-372-2700

In less than two years, Mars has scooped up the finest creative programming and technical talent, and has originated, produced and sold a total of 20,000 program features to some 300 radio stations. Among the Mars' clients are station groups that have never bought programming from anyone else.

The Dick Clark Radio Show . . . produced by MARS in
assoc. with Dick Clark Radio Prod. Inc.

EVERY DAY

NOW TWO STATIONS SERVE LANCASTER



... AND **WLYH-TV** STANDS OUT!



Now Lancaster has two television stations, and the newer one, WLYH-TV, is not only providing the community with 18 out of the 20 most popular network programs, but is working hardest at providing best community service. WLYH-TV provides more local news . . . reporting local people in local activities . . . social events . . . community events . . . weather . . . more local sports coverage . . . does more to support community and civic projects. WLYH-TV does more for Lancaster and does it with snow-free, ghost-free perfect picture television!

 **WLYH-TV** SERVING LANCASTER-LEBANON

A Triangle Station, affiliated with the Keystone Group of Central Pennsylvania
Represented by Blair TV Associates.

WHERE THERE'S SMOKE, NO FIRE

- After all that talk of ousting him, NAB embraces Collins
- It gives him three-year contract with better tax terms
- But it won't go along—yet—on controls of cigarette ads

LeRoy Collins won the big one last week—a new three-year contract as NAB president—but lost a skirmish over controls on cigarette advertising.

The combined NAB radio and television boards, with 41 of their 43 members present, voted unanimously last Tuesday in Phoenix to give Gov. Collins a contract retroactive to Jan. 1, 1963, and extending to Dec. 31, 1965, at a base salary of \$75,000 a year plus generous allowances (for details see page 36).

The next day the television board refused to go along with the president's impassioned plea for a strong resolution on cigarette advertising. Gov. Collins wanted the board to authorize the di-

rector of the NAB code authority, Robert D. Swezey, to try to get cigarette companies to agree to abandon advertising that appeals to minors. The board settled instead for a recommendation of the television code board that action on cigarette advertising be deferred until the completion of a current study of smoking and health by the U.S. Public Health Service (see story page 38).

The Smoke Bomb ■ The subject of cigarette advertising had precipitated the latest controversy over Gov. Collins' administration. In a speech last November at a regional NAB conference in Portland, Ore., the NAB president, in defiance of advice he had sought from influential members, condemned

cigarette advertising directed toward the young. His speech aroused immediate reaction from broadcasters who saw a threat to the more than \$130 million a year that cigarette companies now spend on television and radio advertising (BROADCASTING, Nov. 26 *et seq.*).

Before the NAB board meeting last week, some directors had favored a one-year contract renewal for Gov. Collins; others had suggested a contract cancelable by the association or its president on three, six or nine months notice. These short-term proposals were jettisoned early in the discussion last week.

Traditionally, the radio and television boards of the association meet jointly on the last day of the semi-an-



Carefree togetherness of the NAB's negotiating team and Governor LeRoy Collins is apparent in this picture taken in Phoenix before the NAB joint boards voted unanimously to give their president a new three-year contract. Shown are (l to r) Willard Schroeder, WOOD Grand Rapids, Mich., chairman of the radio board; Ben Strouse, WWDC

Washington, vice chairman of the radio board; President Collins; Clair McCollough, president of the Steinman stations and chairman of the joint NAB boards; James D. Russell, KKTU (TV) Colorado Springs, vice chairman of the tv board, and William B. Quarton, WMT-TV Cedar Rapids, Iowa, chairman of the television board.

NAB votes top award to Bob Hope

IT'S A FIRST FOR NAB, BUT THE JILLIONTH FOR THE COMEDIAN

The NAB boards voted last week to give Bob Hope the association's Distinguished Service Award for 1963, the first time the organization has bestowed its highest honor on an entertainer. But the novelty is all on NAB's side. Accepting honors never before given to a performer is an old story to Mr. Hope.

In 1958 he received the Murray-Green AFL-CIO award for service benefiting community relations, whose other recipients include Eleanor Roosevelt, Herbert Lehman and Dr. Jonas Salk. The Screen Producers Guild honored him with its milestone award, the first to a performer. And in March, the International Radio & Television Society will make him the first performer to receive its Gold Medal award.

These awards and many others, including the Medal of Honor, pinned on him by General Eisenhower, the Oscar, the Peabody, the Military Order of the Purple Heart award, the Air Force Assn. award and innumerable plaques, scrolls and citations have been bestowed upon Bob Hope because, in addition to his active professional career, he has always found time to help any worthwhile cause. An associate once remarked that if Mr. Hope had been paid for all of his appearances for charity, his income would have been more than double the \$25 million plus he is credited with having earned as a performer.

Funny Man ■ As a comedian whose appearances have spanned more than a third of a century, Mr. Hope has contributed much to the world's store of laughter. But his unique contribution is his series of annual Christmas tours to far-off military camps, ships and bases where American troops are stationed. To millions of boys serving their country far from home, Bob

Hope is the living symbol of the yuletide season.

Bob's first Christmas tour, to Berlin in 1948, was an extension of his soldier shows at home, which had started May 6, 1941 (well before Pearl Harbor), at March Field, California. The reception of Bob and his pack of entertainers, always including a number of shapely beauties, by the GI's in Berlin was overwhelming. In 1949 his destination was Alaska; it was the Pacific in 1954, England and Iceland in 1955, Alaska again in 1956, the Orient in 1957, the Azores, North Africa, Iceland and Europe in 1958, Alaska in 1959, the Caribbean in 1960, Newfoundland and Greenland in 1961 and, for the Christmas season just past, a Far Eastern junket to Japan, Korea, Okinawa, Formosa, the Philippines and Guam. (The years 1951 and 1953 were exceptions.)

He Likes It ■ Why does he do it, leave home and family to follow a frantic schedule? Bob gave the answer a few months ago on the Purex special telecast, "The World of Bob Hope," on NBC-TV. "As long as I'm healthy," he said, "I've got to do the things I like to do. I like to play golf and I like to entertain and I get the chance to help a few people here and there and I love it. . . ."

Bob Hope was born Leslie Townes Hope, May 29, 1903, in Eltham, England. He was the fifth of a family of seven boys, whose father, a stonemason, moved to Cleveland when Bob was only four. Bob considers Cleveland his home town. He went to school there and learned to play an exceptional game of pool, to box well enough to begin a ring career but not well enough to continue it for long, and to tap dance. When Fatty Arbuckle, one of the movies' first comedy stars, came to Cleveland on a personal appearance tour and

needed another act to fill the bill, Bob and a pal, George Byrne, formed a song-and-dance team and got the job.

Hope & Byrne stayed together through vaudeville, but when Bob, introducing the act to follow, tried a joke and found it brought more applause than his dancing, the team broke up.

Radio Regular ■ Bob's first broadcast was in 1933, as a guest on Rudy Vallee's Thursday night hour on NBC. By 1935, Bob was working regularly on radio in addition to his Broadway appearances. He was sponsored successively by Bromo Seltzer, Atlantic Refining, Woodbury Soap and American Tobacco until, in 1938, *The Bob Hope Show* for Pepsodent started a 10-year run as a weekly half-hour on NBC. Then Lever Bros., which had acquired Pepsodent, switched Bob to other products.

In June 1950, NBC bought into Hope Enterprises, paying Bob Hope \$1 million in a capital gains deal that gave the network a firm five-year contract and blocked any ideas he might have had of following Jack Benny, Amos 'n' Andy and others to CBS. Five years later, NBC made another payment and became half-owner of Hope Enterprises, which produces all of Bob's broadcasts and some of his movies. On his own, Mr. Hope has an assortment of investments including real estate (he recently sold Revue 37 acres of land adjoining their studios for over \$1 million, property he'd bought in the late 30's for a 20th of that amount); banking (he is a director of the First Western Bank & Trust Co.) and broadcasting (he holds 42.5% of Metropolitan Television Co., licensee of KOA-TV Denver and KOAA-TV Pueblo, both Colorado and both primary affiliates of NBC-TV).

Tv Debut in 1950 ■ Bob made his

nual board sessions, after meetings of the individual boards. Tradition was scrapped last Tuesday when a joint board session was held at the beginning of the meeting series, objections were disposed of and the 41 members present voted for the three-year deal. Clair McCollough, president of the Steinman stations and chairman of the joint NAB boards, emerged as the strong man in the negotiations. He and four other members of a special negotiating committee were empowered to work out

financial details that would keep the governor's income at its present level despite tightened regulations on personal income taxes.

Mr. McCollough's negotiating team included William B. Quarton, WMT-TV Cedar Rapids, Iowa, chairman of the television board; James D. Russell, KKTU (TV) Colorado Springs, vice chairman of the tv board; Willard Schroeder, WOOD Grand Rapids, Mich., chairman of the radio board, and Ben Strouse, WWDC Washington,

vice chairman of the radio board.

Tv Board Actions ■ The television board, at its Wednesday session:

- Approved amendments to the television code in regard to "men in white" commercials, effective July 1 (see page 38).

- Approved a new television code amendment on editorializing calling for clear labelling.

- Approved a television code amendment permitting a limited waiver of code commercial time standards for

tv debut on Easter 1950 for Frigid-
aire, which sponsored him in five
other tv specials during the following
12 months. Chesterfield, which spon-
sored his weekly radio show during
the 1950-51 and 1951-52 seasons, also
picked up the tab for several of his
telecasts, as did General Foods, which
succeeded Chesterfield as his radio
sponsor. American Dairy Assn. was
his last radio sponsor, from the fall
of 1953 through the spring of 1956.

Other sponsors for Bob's tv specials
(he has refused all offers to do a
weekly series and from the first con-
fined himself to not more than six or
eight shows a year) have been Chev-
rolet, Timex, Plymouth, Johnson Out-
board Motors, Dutch Masters cigars,
Buick, Revlon, Scripto, Chrysler,
Beechnut Gum, Chemstrand, Sara
Lee and (last Wednesday) Pepsodent
once more. With a price tag of
\$275,000 apiece, the Hope specials
are generally co-sponsored by two ad-
vertisers.

The Hope broadcasting format is
essentially the same for his hour-long
tv programs as it was for his half-
hour radio shows: a topical mono-
logue to open, comedy routine with
the guest stars, a musical number or
two and a chorus of "Thanks for the
Memories" to close, all heavily
sprinkled with rapid-fire gags.

Earthy Humor ■ Bob's humor is
inclined to be of the barnyard or
Chic Sale variety, especially when he's
playing to a GI audience. "This is
the only hot spot I've ever seen where
you have to wear long johns," he told
one group. But neither his political
gibes nor his earthy humor bothers
NBC's continuity acceptance depart-
ment as much as Bob's persistent use
of brand names. He insists that to
mention a familiar product by name
adds to the point of a joke and if the
joke is a good one it should be left
in the script, trade name and all.

Bob's listing in the program credits
as executive producer is far from
puffery, his associates aver. "He
works hard," one said last week. "It



Typical of Bob Hope's companions
on his series of Christmas broad-
casts overseas are this group which
travelled with him to the Far East
and Philippines this past holiday

may take only part of a day to tape
a show, but at 2 the next morning
you'll find Bob there still going over
the tape."

Serious Golfer ■ When he's not
working, he can usually be found at
the nearest golf club. He takes his
golf very seriously, too.

"You might not think it from the
pace he goes, but Bob's family is very
important to him," an associate
stated. "Once or twice a week is fam-
ily night at the Hope house, with no
visitors, just the Hopes and the chil-
dren, and a full evening to talk over
family affairs and get problems
straightened out." Dolores Reade was
singing in a New York night club
when Bob was playing in "Roberta."
He heard her, invited her to see his
show and, early in 1934, they were
married. They have four children, all
adopted: Linda, 23; Tony, 22; Kelly,

season. Appearing with him on
a series of GI shows were (clock-
wise) Lana Turner, Amedee Chabot
(Miss USA), Janis Page and Anita
Bryant.

16; and Nora, also 16.

The NAB Award ■ When advised
last week that he would be given the
broadcasters' Distinguished Service
Award, Mr. Hope said: "This is what
happens if you hang around the busi-
ness as long as I have. It's got to fall
your way . . . I don't know how you
picked on me, and I don't want you
to change your mind."

The award will be presented at the
opening session of the NAB's annual
convention in Chicago, April 1.

Mr. Hope will be the 11th winner
of the NAB award. The others were
Brig. Gen. David Sarnoff (1953),
William S. Paley (1954), Mark Eth-
ridge (1955), Robert E. Kintner
(1956), Herbert Hoover (1957),
Frank Stanton (1958), Robert Sar-
noff (1959), Clair McCollough
(1960), Justin Miller (1961) and
Edward R. Murrow (1962).

shopping-type features and programs.

■ Voted, 7-4, to reaffirm its previous
position that community antenna sys-
tems should be licensed and regulated,
but ordered that the words "stringent"
or "strict" be eliminated in its resolu-
tion. The board authorized appointment
of a new six-man committee on catv
which also would look into its pay-tv
implications. The special committee will
be appointed by Messrs. Collins and
Quarton.

■ Vetoed a proposal that the Televi-

sion Information Office be merged into
the NAB public relations department
and authorized its continuance outside
NAB, with a separate membership bud-
get of about \$500,000. Roy Danish,
TIO director, was given a vote of con-
fidence. Sydney H. Eiges, NBC vice
president, was appointed to replace
Lester Bernstein, former NBC vice pres-
ident who resigned last month to join
Newsweek, as a member of the nine-
man TIO board. Mr. McCollough is
chairman.

■ Heard a report that tv station mem-
bership in NAB now is at an all-time
high, with 396 members. Another peak
has been reached with 400 tv station
code subscribers.

Radio Board Meets ■ The NAB ra-
dio board, convening Thursday, had a
fairly quiescent meeting, winding up by
lunch time; the television board met un-
til late afternoon the preceding day.

Actions of the radio board included:

■ Approval of code board recommen-
dations on cigarette advertising, corres-

NAB's Comstock levels blast against FCC harassment

Paul B. Comstock, NAB vice president for government relations, last Friday made the strongest attack on FCC policies that has come out of the NAB since LeRoy Collins took over as president two years ago.

In a speech before the combined NAB board of directors, Mr. Comstock, Florida attorney who assumed his NAB post last September, leveled a blistering assault on the FCC's "campaign of harassment" and what he described as "government coercion on programming." He also warned broadcasters against the "fairness and equal time trap."

"The FCC," Mr. Comstock said, "continues to issue a ceaseless stream of proposals for rules and legislation to control broadcasting, letters of inquiry to licensees, questionnaires, probes, investigations, hearings, and sensational public utterances."

"No one of these jabs will kill broadcasting, but there is a limit to the capacity of our hide to absorb these waves of Lilliputian arrows. Quite aside from the constitutional and philosophical considerations involved here, all this useless froth and fuss wastes valuable time, asperses the good name of the broadcaster and imposes a financial burden, particularly intolerable for the smaller stations. Means must be devised to bring this harassment to a halt."

Disclaiming any intention of impugning the integrity of members or the staff of the FCC, he said the commission, nevertheless, "is pursuing a dangerous and unwarranted course."

Doctrine Questioned ■ "We are seeing the liberal doctrine of public interest contorted to support an il-



Mr. Comstock
"An unwarranted course"

liberal scheme of coercion against programming," Mr. Comstock charged. "It is an ingenious effort to use freedom of expression to stifle freedom of expression. Knowing that Sec. 326 of the Communications Act denies them the power to censor or interfere with the exercise of free speech and that Congress never presumed to grant the commission power to regulate program content, the FCC now seeks to accomplish these ends by arousing segments of the public. . . . We must object to efforts by the government to manipulate and exploit expressions that are not spontaneous."

Mr. Comstock said government-inspired letter writing campaigns, public hearings unconnected with license considerations and other ef-

forts to enlist segments of the public are beyond the scope of the commission's responsibility. "Publicity is not its objective," he said. "Neither is the stimulation of local interest. Simply because some appointed official in Washington may think that the public is not aware of its responsibilities or of those of the broadcaster, he may not arrogate to himself the role of a latter-day Paul Revere. Congress has not authorized the FCC to conduct a program to arouse and inform the people and it has not appropriated funds for this purpose."

Broadcasters Beware ■ "Let us beware, too, of long reports clothed in innocence of pious words about free speech, free enterprise, and desires to preserve a competitive posture in the industry which are inwardly ravening wolves of coercion upon programming."

As to fairness and equal time, Mr. Comstock said that if broadcasters must be bound to "counterpose an equal and opposite to every position they take, we will soon become nothing but a sterile conduit." He urged continuance of the policy to seek repeal of Sec. 315, but said he did not believe it would immediately solve all problems. "If we are to be saddled with some unworkable doctrine we will be worse off than before."

During last November's election, he said, so many local disputes were appealed to Washington that the arbiter became some civil servant "deep in the bowels of the commission." Any substantial growth of this practice, he said, would sentence broadcast journalism to death by bureaucratic strangulation.

ponding to action of the television board.

- Reduction in code dues of stations that are not NAB members (in a move to stimulate new subscriptions) so they will be equal to those of member stations, or one-half of the highest published one-minute rate per month. The maximum was reduced from \$360 per year to \$216.

- Accepted with thanks the report of the special committee on radio population and terminated the committee which prepared the presentation to the FCC (BROADCASTING, Jan. 14).

- Reappointed four members of radio code committee, whose terms are about to expire: Elmo Ellis, WSB Atlanta; Dick Dunning, KHQ Spokane, Wash.; Robert Pratt, KGGF Coffeyville, Kan., and Herbert Kreuger,

WTAG Worcester, Mass.

- Approved appointment of a liaison committee to meet periodically (perhaps twice a year) with an RAB committee to effect closer cooperation.

- Endorsed a report submitted by FM Director Strouse on fm development which, among other things, seeks protection under grandfather clause against reduction of powers of existing fm stations under proposed new fm allocations. The association also endorsed strict adherence to mileage separation standards and cooperation with the National Assn. of Fm Broadcasters.

- Radio Vice President John F. Meagher reported that progress is being made in efforts to arrange for group libel-slander insurance for NAB member radio stations.

- Instructed the NAB public relations service to arrange for the presentation of suitable awards to veteran radio performers who are still active. Awards would be made part of the 1963 Radio Month promotion in May.

- Robert T. Mason, WMRN Marion, Ohio, reported on activities of the All-Industry Radio Music License Committee, of which he is chairman.

The radio board was told that the NAB membership is at an all-time high, with 1,852 am members, 663 fm members and 1,681 code subscribers.

Record Budget ■ An all-time high budget of nearly \$2 million for the 1963-64 fiscal year, which begins April 1, was drafted by the association's finance committee on Monday and was expected to be ratified at Friday's final



This is Atlanta! The cable stretched from two television sets in a studio at White Columns northward to an NBC studio in Rockefeller Center, New York.

For almost a half-hour, all 800 miles of that cable were reserved for the exclusive use of over 150 high school newspaper editors and correspondents, who had a question and answer session with NBC's Frank McGee.

This was only one of the stimulating experiences on a November afternoon, during WSB-TV's presentation at the station's Fourth Annual News Conference. Ray Moore, WSB-TV's News Director, and the South's number one news team again demonstrated to these aspiring journalists the importance of considering broadcast journalism in their future.

Atlanta's **WSB-TV**



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

WHERE THERE'S SMOKE, NO FIRE continued

combined board session.

Anticipated income for the approaching fiscal year is \$2,006,122, with estimated overall expenses of \$1,884,378, but the latter figure is exclusive of \$60,000 from existing surplus for operation of the research department created a year ago. For the 1962-63 fiscal year, which runs through March, total income was budgeted at \$1,808,000, with a deficit of approximately \$16,000. The estimated totals for 1962-63, regarded as fairly accurate with less than three months to go, were \$1,879,000, with a surplus of \$245,500.

The proposed 1963-64 budget was broken down to include general fund income of \$1,024,000; radio fund income of \$271,000; radio code fund of \$127,000; tv fund of \$255,000 and tv code fund of \$328,000, for a total of \$2,006,122. Expenses were calculated at \$911,000 general fund; \$271,000 radio fund; \$127,000 radio code fund; \$246,000 tv fund; \$328,000 tv code fund, for the total of \$1,884,378.

Collins Renewal ■ At a Thursday morning news conference at the Camelback Inn, Phoenix, portions of which were filmed by Phoenix tv stations, Clair R. McCollough formally announced that Gov. LeRoy Collins had agreed to accept a new three-year contract as NAB president. Gov. Collins responded with the observation that he looked forward to "a continued constructive relationship" with the NAB

board and its membership.

Most of the questioning by local news reporters and wire service men centered around the cigarette advertising issue (see page 38). Gov. Collins said he spoke out against cigarette advertising in his Portland, Ore., address last November because "I felt that way."

Gov. Collins said the board had not exacted promises from him that his "scripts" be cleared in advance.

Asked the perennial question about FCC Chairman Newton Minow's "vast wasteland" speech of nearly two years ago, Gov. Collins said he disagreed that there had ever been a wasteland and that there had been vast improvements in programming during the past year and that there would be continued improvement.

Public Office ■ Asserting that he liked "tough" jobs, Gov. Collins described his NAB duties as being in that class. He said he had nothing definitely in mind about running for public office but that he could not rule out the possibility that some day he would.

Stating that broadcasters want to be "masters of their own house," Gov. Collins said that they will "resist with all their vigor" any effort by the FCC to enforce the voluntary codes as part of the FCC rules. "We say to government, 'you leave this area alone.'" He called the codes "the finest collective effort in self-disciplining in the world."

Collins contract: all this and \$75,000 too

LeRoy Collins's new deal as NAB president, granted him last week by the association's directors, is intended to extend for three years the take-home pay and perquisites he's been getting under his original contract.

That contract has provided him with a base salary of \$75,000 a year, a special living allowance for him and his wife of \$12,500 a year, and beyond those the payment of expenses of Gov. Collins and his wife "incurred while promoting the affairs, performing the functions and executing the policies [of the association], including but not limited to items of travel, entertainment, attending conventions, board meetings, other trade meetings and [meetings of] government, legislative, regulatory or similar bodies." In addition the contract has required the association to provide a "new" automobile, replaceable every two years, of a type "suitable to maintain the prestige" of the NAB president. (A Cadillac has been at his personal

disposal. Cadillacs were also provided for his predecessor.)

Under his new deal, Gov. Collins will continue to receive his \$75,000 salary, but some change in his expense allowances may be required to provide him with net revenue equal to what he has been getting. His \$12,500 living allowance has reportedly been exempt from personal taxes, a condition that may be changed by the tightening of personal tax rules and the extension of his residence in Washington.

The original contract under which Gov. Collins was hired became effective Jan. 1, 1961, and still had a year to run. That contract was scrapped last week when the new one was negotiated for a three-year term retroactive to Jan. 1, 1963. The new contract provides that at the end of the second year, it will be subject to review by Gov. Collins and the association. That apparently means that his deal is firm for at least two years.

Ambitious Research ■ NAB will embark on an ambitious program of research during 1963, including five separate projects costing approximately \$45,000. The projects were outlined last Friday at the combined NAB board meeting by Donald McGannon, president of Westinghouse Broadcasting Co. and chairman of the NAB's research committee, and Dr. Melvin Goldberg, NAB vice president for research.

The five studies are targeted for completion either this year or in 1964. Some will be undertaken by the NAB research staff and others will be done by outside groups. The projects, as outlined to the board:

■ **The Role of Entertainment in Society**, by Dr. Harold Mendelsohn, professor and director of research, radio-tv-film department, U. of Denver. Designed for completion in the spring of 1964, this study will cost approximately \$2,500. It is designed "to develop a comprehensive overview of 'entertainment' as a psychological and sociological concept as it relates to the functions of the mass media (particularly radio and tv) in our society." From this overview, researchable concepts will be developed.

■ **Research Methodology Implementation of Madow Report**, by Professor Herbert Hyman, Columbia U., and the NAB research department. It will cost approximately \$5,000 and is to be completed in the late fall of this year. Basis of this study is a March 1961 report to the House Commerce Committee on rating services prepared by an American Statistical Assn. committee headed by William G. Madow of the Stanford U. Research Institute. Objective of the NAB project would be to implement the Madow report positively to show how rating services, despite weaknesses, may properly be used to provide radio-tv management with valuable information.

■ **Radio Methodology Research Primer**, to be undertaken by the NAB research staff and/or a major university and to cost between \$7,500 and \$10,000. It will be completed in the spring of 1964 and is "to provide a research primer for radio and television stations that have no research available or have no qualified research personnel but wish to conduct research at a local level."

■ **"Holistic Approach to Media** (a study of all media's part of daily life," by Dr. Philip Eisenberg of Motivation Analysis Inc. It will be completed next winter at a cost of \$7,500 to \$10,000. This study is designed to provide a base and pilot for future research and its goal is "(a) to find out how people use all media and especially radio and tv in their daily lives; (b) to determine the role of radio, tv, magazines, newspapers and books in the lives of individuals and families; (c) to isolate

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the basic dimensions of media use."

■ **Attitudes Toward Broadcast** (reaction between affect and effect), to be undertaken by an unnamed research organization or university at a cost of \$20,000. Completion would be in the fall of 1964. The objectives would be "(1) to determine the attitudes toward radio and/or tv, the sources of these attitudes, the effects these attitudes have on sponsored products and the ultimate sales effectiveness of radio and tv; (2) to determine the extent to which viewing and/or listening are affected by attitudes toward tv and/or radio or toward particular sponsors; (3) to determine how attitudes toward a particular sponsor, network, station or program will affect other advertisers on the same station or network or other program."

No crackdown seen on tv cigarette ads

There will be no immediate crackdown on televised cigarette advertising by the NAB Tv Code Review Board, despite the urgings of NAB President LeRoy Collins.

Meeting in Phoenix last Wednesday, the NAB Tv Board accepted the recommendation of its code board that no position be taken on cigarette advertising pending the outcome of a U.S. Public Health Service study on the effect of smoking on health. The action was taken after Gov. Collins proposed that the code authority director, Robert D. Swezey, be instructed to contact leading tobacco manufacturers and seek to obtain their voluntary agreement to avoid advertising of "special appeal to minors." This motion was tabled.

The next day, Gov. Collins announced that the NAB boards had approved a continued study of the relationship of cigarette advertising and minors to be undertaken by the code authority. "I feel quite encouraged about the progress being made in this matter," Gov. Collins told a Thursday news conference. "I am confident that this action is a sincere and good faith effort on the part of the broadcasters to deal with this subject constructively," he said.

William Pabst, executive vice president of KTVU (TV) Oakland-San Francisco and chairman of the tv code board told the tv board that the code group's study failed to substantiate charges that cigarette advertising is directed toward encouragement of smoking by minors. The code board, he said, stands on its announcement of last Dec. 12 that "tobacco advertising having special appeal to minors, express or by implication, should be avoided" (BROADCASTING, Dec. 19, 1962).

Pleasure ■ Gov. Collins told the news

conference that he was satisfied and "quite encouraged" over the tobacco advertising action of the board and that the NAB study would be related to independent studies, including the one under the auspices of the surgeon general of the U. S.

Asked when the code board might take action on cigarettes, Gov. Collins said this possibly could come at the next NAB board meeting in June. He said he assumed some action will be taken then if the surgeon general's report is ready. If not, he said, the code board will not be prepared to report to the full board on the subject.

The radio board at its meeting Thursday took similar action on cigarettes following a report by its code review board chairman, Cliff Gill, KEZY Anaheim, Calif., which recommended a continuing study of the problem.

Men in White ■ The television board also approved a series of code review board amendments adopted at last month's Washington meeting. One amendment prohibits the use of physicians, dentists, nurses or other practitioners, or actors representing them, in television commercials. Previously only actors representing these professionals had been banned. The code authority left it to various professional organizations to cope with the problem of actual practitioners who appeared in commercials.

The new provisions go into effect July 1. The time lag permits replacement of the old commercials with new ones.

A new feature for the NAB convention

FREEDOM IN BROADCASTING PANEL ADDED TO AGENDA

A new feature on "Broadcasting in a Free Society" will be added to the 1963 NAB convention agenda in Chicago's Conrad Hilton Hotel, March 31-April 3.

The convention committee made final plans for this year's program at the combined NAB board meetings in Phoenix last week and announced the addition of the panel on freedom in broadcasting. It will be held Monday, April 1, with Erwin D. Canham, radio commentator and editor of the *Christian Science Monitor*, as moderator.

Opposing viewpoints on government control of broadcasting will be explored, with Washington attorney Theodore Pierson speaking for fewer federal restrictions and Dean Roscoe Barrow of the U. of Cincinnati Law School arguing in support of increased government regulation. Dean Barrow is the author of the FCC's 1957 report on network broadcasting which recommended sweeping changes in regulatory

The new restrictions prevent "men in white" from being used either directly or by implication, such as the draping of a stethoscope over the chair of an actor in a tv commercial. Exceptions are made for institutional announcements not intended to sell a specific product or service to the consumer and public service announcements by non-profit organizations. These may be presented by accredited physicians, dentists or nurses, subject to approval by the broadcaster.

The board also ratified the appointment by President Collins of Douglas Manship, WBRZ-TV Baton Rouge, La., and the reappointment of Lawrence H. Rogers, II, Taft Broadcasting Co., Cincinnati, to the television code review board. Mr. Manship succeeds Mrs. A. Scott Bullitt, KING-TV Seattle, who has served two terms and therefore is ineligible for reappointment.

Editorializing ■ Also approved was a new code amendment on editorializing which reads: "Broadcasts in which stations express their own opinions about issues of general public interest should be clearly identified as editorials. They should be unmistakably identified as statements of stations' opinion and should be appropriately distinguished from news and other program material."

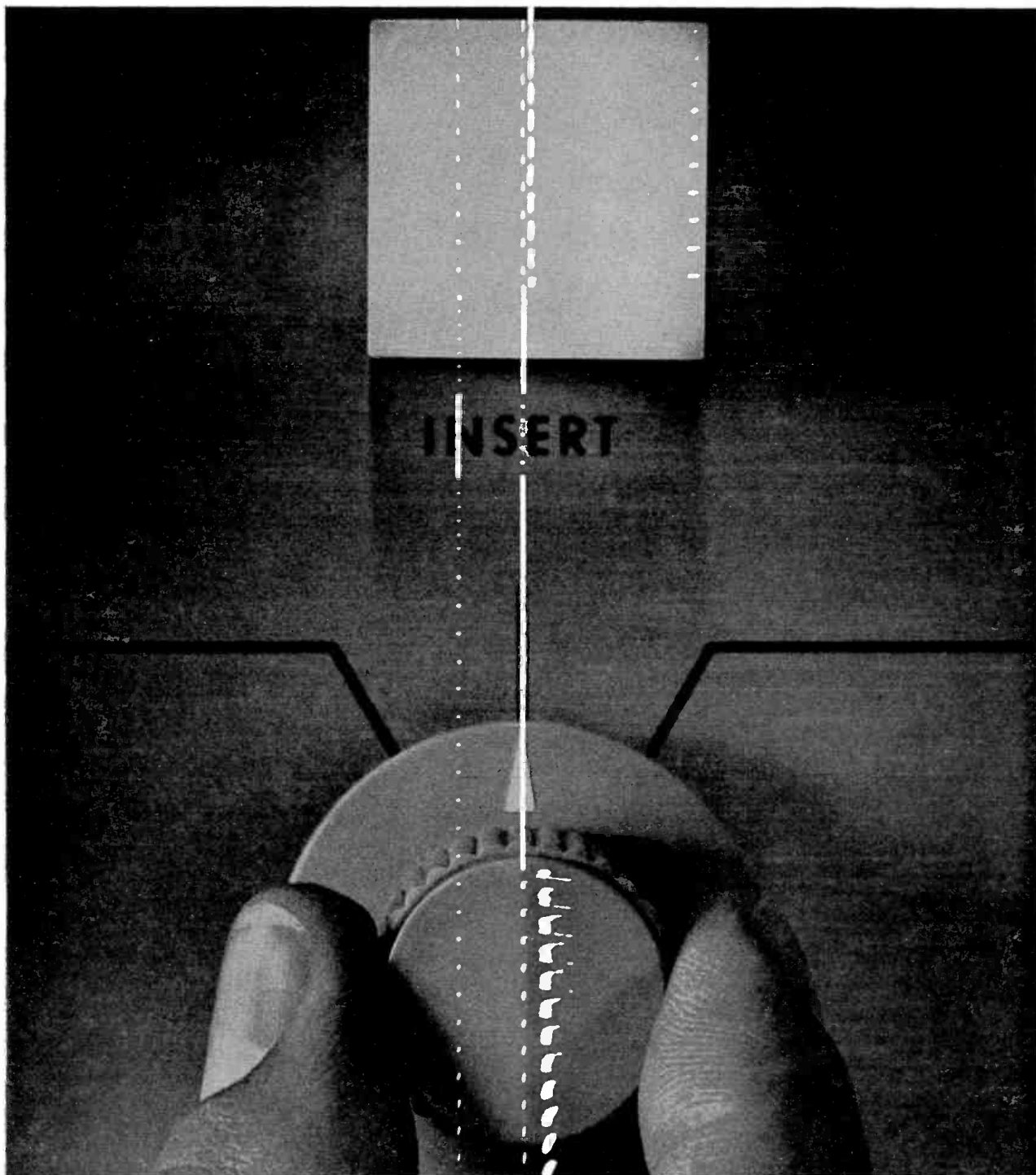
The board approved a code amendment clarifying a provision which permits limited waivers from the code's commercial time standards for programs presenting women's services, features, shopping guides, demonstrations and similar material with genuine audience interest.

philosophies and which resulted in studies still underway by the commission.

Four additional members of the panel will be selected later, the NAB said.

FCC Back Again ■ A popular feature of past conventions—the panel at which members of the FCC answer questions—will be repeated again this year the afternoon of April 3, the convention committee announced from Phoenix. Comedian Bob Hope will receive the 11th NAB Distinguished Service Award from NAB President LeRoy Collins at the opening session April 1 (see story, page 32). Gov. Collins later will give the convention's keynote address at the luncheon that same day.

FCC Chairman Newton N. Minow again will speak at the second-day luncheon, as he has done the past two years, and a speaker for the April 3 lunch will be announced later, according to James D. Russell of KKTU (TV) Colorado Springs and Ben Strouse,



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WWDC Washington, convention co-chairmen.

The annual Broadcast Engineering Conference again will run simultaneously with the convention. Engineer registrants will attend their own technical sessions and luncheons with speakers to be announced later. Exhibitors

of broadcast equipment and services will begin showing their wares Sunday, March 31, but the convention will not officially open until the next day.

Other members of the convention committee, in addition to the co-chairmen, are John S. Booth, WCHA Chambersburg, Pa.; George T. Frechette,

WFHR Wisconsin Rapids, Wis.; Gordon Gray, WKTV (TV) Utica; Willard Schroeder, WOOD-AM-TV Grand Rapids; Mike Shapiro, WFAA-TV Dallas; Lester G. Spencer, WKBV Richmond, Ind.; Eugene S. Thomas, KETV (TV) Omaha, and Robert F. Wright, WTOK-TV Meridian, Miss.

BROADCAST ADVERTISING

Retail sales up in N.Y. despite strike

TVB STUDY IS BASED ON FEDERAL RESERVE DECEMBER FIGURES

A study showing that retail sales had perked up rather than slacked off during the current newspaper blackout in New York is being released today (Jan. 21) by the Television Bureau of Advertising (CLOSED CIRCUIT, Jan. 14).

The study is based on Federal Reserve Board reports showing gains or losses in retail sales in each of the five weeks from Nov. 25 through Dec. 29. New York's nine major newspapers have been shut down since last Dec. 8 by a printers' strike against four of them (BROADCASTING, Dec. 17, 1962, *et. seq.*). The five other papers closed voluntarily.

TvB's compilation showed that in each of the two weeks preceding the strike, retail sales in New York City had been trailing both the national average and the levels maintained in the city during the comparable weeks of 1961, when all the newspapers were operating (see table below).

During the first week of the newspaper shutdown, sales picked up to within a percentage point of the comparable 1961 period; during the second week they went ahead by 1%, and in the third week (Dec. 23-29) they rose 21% above the same week of 1961.

Retail sales throughout the U. S. were lagging behind their comparable 1961 levels during the two weeks before the strike, but by less than in New York City. The national figures showed a slightly higher rate of increase in the ensuing three weeks, reaching 34% in the week ended Dec. 29.

For the New York Federal Reserve District, which includes most of the rest of New York State as well as New York City, the increase was a little faster than the U. S. average.

New York City Gains — In the week ended Dec. 29, sales in the New York district were up 37% from the same period of 1961, as compared to the 34% gain for the U. S. as a whole.

Making this comparison, the TvB report said that, in relation to retail sales

for the entire country, New York retailers "have been doing better than average . . . far ahead of last year [1961] . . . in spite of the strike of the newspapers."

Harvey Spiegel, TvB research vice president, added: "If anyone wanted to be silly enough to attempt to directly relate the volume of newspaper advertising with the volume of retail sales, these charts would show that retailers are better off without newspaper advertising."

But, he added, comparisons of sales in New York City with those in nearby Newark, where newspapers were operating, showed that Newark retailers did even better, relatively, than their newspaperless counterparts across the river.

Post-Holiday Report — Since the TvB study was made, Mr. Spiegel noted, Federal Reserve figures for the week ended Jan. 5 have become available. For this post-holiday period, traditionally slow, the New York district's gain over the same period of 1962 tailed off to 4%, as compared to 11% nationally, while sales in New York City dropped 5% below the same week a year ago and Newark's eased off to a par with its total for the same week of 1962.

The TvB study did not report on Cleveland, where another newspaper shutdown has been in progress, but Mr. Spiegel said FRB figures for that area showed that, compared to the same weeks a year ago, sales were down 13% for the week ended Dec. 15 but up 15% for the next week and up 23% for the week ended Dec. 29. For the week ended Jan. 5 they were running

3% ahead of the total for the same week a year ago.

But, the TvB study concluded, "more important than Federal Reserve figures is the picture of what's been happening to the individual stores, and from here it's possible to draw a moral that can help other retailers in other cities. How the newspaper strike affects a retailer can be predicted by seeing the type and consistency of the retailer's advertising."

"In New York (and in other areas) the store which through consistent advertising has created an image for itself isn't hurt by the loss of its newspaper advertising compared to the store that has used only special item promotions to attract business. It doesn't seem to matter whether the image is one of quality, variety or economy, the store that has it has an investment in public awareness that can carry it through longer periods of no advertising than can the hot-item special promotion type store."

Radio and television stations were the chief beneficiaries of retail advertising budgets when the newspapers closed down, with many stores entering the broadcast media for the first time and many others adding to existing schedules. There have been no official figures on billings thus gained by broadcasters, but the Radio Advertising Bureau reported last week that it was undertaking studies in both New York and Cleveland to ascertain radio's share (see page 46).

The following table shows the FRB figures on which TvB based its New York analysis. The percentages denote the retail sales gains or (losses) as compared to the same weeks a year ago.

Federal Reserve Bank December sales figures

Week ended:	U. S.	N. Y. District	N. Y. City	Newark
Dec. 1	(2%)	(5%)	(8%)	(11%)
Dec. 8	(2%)	(5%)	(9%)	(12%)
Dec. 15 (first strike week)	3%	4%	(1%)	No change
Dec. 22	5%	7%	1%	6%
Dec. 29	34%	37%	21%	36%

THE LUCY SHOW

Music by WILBUR HATCH and JULIAN DAVIDSON



JULIAN DAVIDSON played banjo and guitar for many great band-leaders, including Ben Bernie, for whom he wrote gags and special songs; even the first singing commercial. He served CBS for 14 years, joined the Desi Arnaz radio show and has been associated with the "Lucy" show since it went on the air.



WILBUR HATCH, a veteran of 40 years in broadcasting, has written dramatic music for and been musical director of many outstanding radio and television shows. Among his unusually long string of composing and conducting credits: Our Miss Brooks, December Bride, Gunsmoke, Pete and Gladys, Have Gun—Will Travel.

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Short counts of the radio audience

SPOKESMEN CALL FOR MEASUREMENTS OF TRUE CIRCULATION

The cry for better radio rating methods continued to grow last week.

NBC Radio and its affiliates put new steam behind their drive for better measurements of the radio audience. Officials of the network have been vocal for some time in criticizing inadequate measurements of the full audience. Last week affiliates spoke up.

New radio audience rating techniques must be developed to adequately measure and "identify" the immense audience which listens to portable and automobile radios, insists Thomas S. Carr, secretary-treasurer of the NBC Radio Affiliates Committee.

Mr. Carr, who is vice president and general manager of WBAL Baltimore, is exhorting NBC Radio affiliates to "speak out forcefully" on the "true dimensions" of radio.

In a letter he's sending to the affil-

ates, Mr. Carr says existing ratings show that "plug-in" or in-home listening for the past three years has declined during the warm-weather months.

Thus, the existing rating methods show a reduction in the radio audience during such periods, he says. What happens?

One Every Second ■ Well, he says, there are 29.5 million radio sets sold every year—nearly one per second. Of the 29.5 million, four out of five are self-powered portables or car radios, he says, producing set sales figures to show an upward trend in purchases of non-plug-in radios for the years 1957-61.

"Common sense tells us that these warm weather months are precisely the time when use of portables and car sets increases," he says. "Clearly," he adds, present ratings, "which are

based on plug-in sets alone, are outmoded."

Even though the total of radio sets has grown to 183 million ("the U. S. has nearly as many radios as people"), the growth is a mixed blessing to radio broadcasters as long as advertisers rely on ratings that do not accurately and adequately account for out-of-home listening, he says.

Thus, he continued, broadcasters need to know their "true circulation." As long as the total radio audience is "under-measured," he said, the medium will be under-priced.

Mr. Carr advised NBC Radio affiliates to be more aggressive in promoting radio's "total" audience "through your promotion department, your sales staff, your national spot reps."

30%-35% More Audience ■ At the NBC Radio Affiliates Committee meeting in Los Angeles a year ago, Mr. Carr said, the network revealed the results of a special C. E. Hooper Inc. pilot survey, commissioned by NBC and conducted in 15 metropolitan markets, which showed that an accurate measurement of out-of-home listening could add 30%-35% more to the present in-home audience figure reported by the ratings services.

Since then, A. C. Nielsen, too, has begun to explore out-of-home circulation, he said. He commended similar studies of listening to portable and car radios, now being planned by "several stations" in cooperation with colleges and universities.

NBC Radio affiliates together represent a "powerful voice," he said. He asked the affiliates to "let your rating service know your dissatisfaction. If enough of us do, we'll get action."

Although he didn't say it to NBC Radio affiliates, Mr. Carr had a grim warning for television stations who may be unsympathetic to the troubles radio is having with its uncounted audience.

"You can buy a little Japanese [portable] tv receiver today for not more than \$135. Just wait until this summer and see how many of these receivers show up on the beach."

McDaniel Talk ■ NBC Radio President William K. McDaniel said in a talk in Toronto the week before (BROADCASTING, Jan. 14) that radio's audience is growing "astronomically" but is virtually "invisible" to researchers; that the audiences of self-powered radios are not being measured satisfactorily.

There have been reports that the A. C. Nielsen Co., which inaugurated semi-

Survey finds increased listener interest in radio

More people are becoming more interested in listening to the radio.

That's the finding of two surveys by R. H. Bruskin Assoc., an independent research firm, as reported last week by CBS Radio, which commissioned the study.

Arthur Hull Hayes, CBS Radio president, said samplings conducted in July and November 1962 found that the number of people who thought their interest in radio had increased in the past year outnumbered by 250 to 300% those who thought their interest had waned.

The July survey, he said, covered 2,600 men and women, of whom 33% said their interest in radio was greater than it had been 12 months earlier, as against 10% who said their interest had diminished. The November survey covered 2,500 persons, of whom 31% reported increased interest and 12% reduced interest.

Both surveys embraced age groups from 18 years through 55 and up, with incomes ranging from \$4,000 to \$10,000 and more, in eastern, central, southern and western areas of the U. S.

Continuing Trend ■ "While the winter findings vary slightly from those of the summer," Mr. Hayes said, "The direction of both transcending seasonal influences and augur well for a continuing trend of in-

creased interest in radio listening.

"An equally healthy indication is the fact that the younger the adult age group, the greater the degree of increased listening interest."

In July, he said, increased interest was reported by almost 43% of the youngest age group, as against 23% in the 55-and-up bracket. In November 34% of the youngest group said they were more interested, as compared to 27% of the oldest group.

"The high level of interest among the younger adult groups," Mr. Hayes continued, "suggests that this busy, active, expanding portion of the population is developing a strong appreciation of radio. There is little doubt that emergence of the highly convenient and relatively inexpensive transistor radio is acting as a powerful stimulus to a generally renewed interest in radio, particularly among the young age groups."

He said the study "confirms from still another angle the basic fact of radio's vitality" as documented in other recent studies, including a Bruskin-CBS Radio survey showing that 40% of all U. S. homes have at least one self-powered portable radio set, and Nielsen measurements indicating that transistor-battery set listening adds an average of about 50% to the total of listening on plug-in sets (also see story above).

annual reports on battery-portable listening last spring (BROADCASTING, May 28, 1962), may soon expand its activity in this area.

Nielsen and NBC authorities confirm that they have been "working together" on the problem and express belief that "something will come of it." They won't say what, however.

It was understood that part of the work involves a plan to install devices in portable transistor radio sets by which total listening hours could be measured through checking at specified times. The obvious shortcoming of the device at this point is that it will not measure shares of audience for each station.

The call for more complete listening measurement has been a recurrent one among broadcasters and has built into a crescendo during the past year.

Pauley Criticism ■ Robert Pauley, president of ABC Radio, has been one of the most outspoken critics of the old order, singling out the Nielsen Radio Service in charges that radio is being "short-changed" (BROADCASTING, April 16, 1962).

He refused to go along with Nielsen's expanded service, and last September named Sindlinger & Co. as market analyst for ABC Radio to provide detailed reports on both in-home and out-of-home listening and also on audience composition, attitudes and buying plans (BROADCASTING, Sept. 17, 1962).

The other radio networks remained with Nielsen, but all in various ways have stressed the importance of transistor-battery-portable listening and the need to have it counted to give advertisers a true picture of radio's size.

They cooperated in the development of Nielsen's expanded service, which included the addition of special reports on listening to non-plug-in sets (so did ABC Radio, though it refused to go along with the result, claiming the new Nielsen service failed to correct shortcomings present in the old).

CBS Radio has underwritten at least two surveys whose results, released last March, indicated that more than 40% of all U. S. homes own at least one self-powered portable radio set—and hence that a substantial audience is being overlooked by conventional measurements (BROADCASTING, March 12, 1962).

Hurleigh, Too ■ Mutual President Robert Hurleigh also has stressed the need to take transistor-set listening into account in measuring radio's audiences.

Nielsen's first special report on "battery-only-portable radio usage," issued last May, estimated that in wintertime portable radio listening—at home and away from home—adds an average of 36% to line-cord radio usage totals. Its second report, last fall, estimated that

BBDO wants more 'adequate' rating samples

BBDO is circulating a memorandum which in effect calls for a more "adequate" sampling by the broadcast rating services (AT DEADLINE, Jan. 14).

The memorandum issued by its media officials is being placed in the hands of its media and account departments in New York and in branch cities.

It was disseminated last week as a follow-up to news accounts of the Federal Trade Commission consent decree signed by three rating services—A. C. Nielsen Co., American Research Bureau and The Pulse Inc. (BROADCASTING, Jan. 7).

Most advertising agencies, however, have appeared little concerned over the decrees and few expect to change their use of ratings reports.

'Fencing' ■ BBDO in its memorandum said the agency's media department has been "fencing" with some of the rating services "for a long time about the inadequate sample for classification projection (age groups, income categories, etc.)."

"Since there seemed to be a market maintenance for these services, we have been ignored. It appears as if the FTC must be the 'hero' in this situation. But the extent to which this action will be truly effective is speculative."

FTC Support? ■ BBDO proceeded from its platform to reason this way: "This whole matter could accelerate the development of really effective projectionable sampling techniques for media research if all of us, including our clients, who buy Nielsen food and drug index data, join in vocal support of the FTC position."

Specifically, "the fact is that Nielsen has been operating in media research in a highly profitable, almost monopoly situation. ARB has been trying to compete on too short a shoestring."

Continued BBDO's memorandum: "Most everyone else has been beholden to both."

"The future of Mediametrics, LP [linear programming], etc., will depend on our collective ability to convince such research organizations of the need for a more substantial sampling base."

BBDO attached copies of formal releases issued after the decrees were announced from both A. C. Nielsen and ARB, and then commented:

"In our opinion, neither organization has indicated any intent to change its sampling technique. Each merely states its willingness to consent to the FTC direction of more fully specifying their research procedures."

in summertime portables add about 68% (BROADCASTING, Oct. 8, 1962).

Pulse Inc. maintains that for the past dozen years its local radio reports have sought to measure *all* listening, no matter where it occurs or what kind of set is involved. Their interviewers, Pulse officials say, are constantly reminded to seek information of *all* listening.

In addition to its regular local reports, Pulse published last fall a special national study, "Dimension '62," which reported that listening to movable in-home sets amounts to 25% of total listening, while fixed-position in-home sets accounts for 54% (and out of home, 21%).

C. E. Hooper Inc. similarly says its regular local service measures *all* listening, and that it also has done special studies of listening to self-powered vs. plug-in sets.

NBC Radio sales are ahead of last year

NBC Radio last week reported it had scored at least one sale a day for the 13 business days preceding Jan. 16. According to William F. Fairbanks,

vice president in charge of sales, radio network sales are over \$3.2 million, and in the first quarter alone, net sales in new and renewed business are nearly \$250,000 ahead of last year's mark.

Mr. Fairbanks added the network is averaging "well over \$800,000 a week during the past four weeks and there doesn't seem to be any sign of sales activity falling off."

Merchandising stations listed in BBDO guide

Radio and television stations which offer in-store display space to advertisers are listed in a revised study recently issued by BBDO's marketing department.

The 288-page, two-volume report lists alphabetically by city 396 radio stations and 85 television stations that make supermarket space available to advertisers. For most of these stations, the cooperating stores are named.

The report has been furnished to BBDO clients but may be obtained at a cost of \$5 by writing the agency's marketing department at 383 Madison Ave., New York 17.

METRO REP UNIT SPLITS TV, RADIO

Sias to head television sales; Neuwirth named for radio

Metro Broadcast Sales, New York, has split into radio and tv organizations effective today (Jan. 21), a move described by John W. Kluge, Metromedia president and board chairman, as "a blueprint of . . . growth."

Metro Broadcast Sales is a station representative division of Metromedia Inc., which also is a station owner. The new organization will be known as Metro Broadcast Television Sales and Metro Broadcast Radio Sales.

In the expansion of the rep arm of Metropolitan Broadcasting-owned sta-

tions, two executives are involved. John Sias, who was national tv sales manager for Westinghouse Broadcasting Co., becomes vice president-director of the tv division, and H. D. (Bud) Neuwirth, who has headed the rep firm since its formation in February of last year, continues as vice president and director of Metro Broadcast Radio Sales (also see WEEK'S HEADLINERS, page 10).

The radio sales unit now will represent Metropolitan Broadcasting's stations WNEW New York, KMBC Kan-

sas City, WIP Philadelphia, and WHK Cleveland. It also represents WCBM Baltimore.

The tv sales unit will represent Metropolitan Broadcasting's WNEW-TV New York, KMBC-TV Kansas City, WTTG (TV) Washington, D. C., KOVR (TV) Sacramento-Stockton, WTVH (TV) Peoria, and WTVP (TV) Decatur, Ill., and can be expected in time to add Metromedia's newly purchased KTTV (TV) Los Angeles (see story, page 72).

The rep firms have their headquarters in New York (at 3 East 54th St.), and operate regionally in Philadelphia, Chicago, Detroit, St. Louis, San Francisco and Los Angeles.

American Cyanamid is putting more consumer money into tv

A leading advertiser in trade and farm publications, American Cyanamid Co., Wayne, N. J., is making an increased effort to reach the general public via television.

The company, known primarily as a producer of chemicals, yesterday (Jan. 20) began sponsorship through Dancer-Fitzgerald-Sample, New York of a new tv program, *Alumni Fun* (Sundays, 4:30-5:00 p.m.), on ABC-TV. Although it is American Cyanamid's second venture into network tv, it is the company's first full sponsorship nationally of a weekly show. The firm was a co-sponsor of *Eyewitness* on CBS-TV last year.

American Cyanamid's continued

moves toward network television are attributed to its growing emphasis on consumer products. Last year the company announced negotiations to acquire Dumas Milner Corp., a producer of cleaning and laundering products (Copper-Glo, Perma Starch, Pine Sol) and John H. Breck Inc., maker of hair preparations.

In the past few years, the company has added Formica decorative laminate and Creslan acrylic fiber to its list of products.

American Cyanamid, which had overall advertising billings of about \$23 million in 1962, spent \$630,367 in network tv and \$32,370 for spot at gross rates, during the first three

quarters of the year.

The company spends close to \$1 million annually on corporate advertising—most of which is directed to the general public. There appears to be no call for a significant expansion of the current tv budget to accommodate sponsorship of the program series this year. The firm will drop some of its consumer magazine advertising.

Commercials on the new show will portray the company through products which are most familiar to the public. The commercials will illustrate how American Cyanamid's research leads to products which eventually reach the consumer.



As commercial is filmed (left) for American Cyanamid's new "Alumni Fun" show, announcer Bill Shipley describes company's Formica laminated plastic. Commercials on show will portray American Cyana-

mid through products which are best known to the public. At right, another of the tv commercials on "Alumni Fun," describes benefits of the company's Creslan acrylic fiber.



Why WTMJ-TV bought volumes 1, 2, 4 and 5 of Seven Arts' "Films of the 50's"

Says George Comte:

Vice President and General Manager, WTMJ-TV, Milwaukee, Wisc.

"We bought volumes 4 & 5 of Films of the 50's for the same reasons we bought Seven Arts' volumes 1 & 2. The films have been highly successful in our programming schedules. We select features by checking their ratings, stars, and type of story. This has

PAID OFF IN AUDIENCE AND IN MARKETING RETURNS

If you'll check the rating books of the Milwaukee market you will find that WTMJ's Saturday Night Theatre has consistently been one of our top rated programs. Our audience is very pleased, very loyal, and very appreciative of this type of entertainment."



**SEVEN ARTS
ASSOCIATED
CORP.**



A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 270 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

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.

WHO'S RESPONSIBLE FOR AD ETHICS?

Catholic-sponsored session provides some varying answers

Who bears the responsibility for advertising ethics and what are the limits of freedom in advertising?

There were widely varying responses from business, agency, media and government representatives at the first CARTA (Catholic Apostolate of Radio, Television and Advertising) conference in New York last week. The format for the one-day conference included morning and afternoon panel discussions followed by question periods and a luncheon address by Sen. Eugene J. McCarthy (D-Minn.).

The principal morning speaker, Clarence Walton, associate dean of the Graduate Business School of Columbia U., said there is "no reason for the advertiser to be morally defensive" and said that charges of materialism in advertising are oversimplified.

The first panelist, Henry Schachte of the management committee of Unilever Ltd., said the advertiser ought to have control not only over advertising but over broadcast programming as well. He cited an instance when Lever Bros. asked a tv network to change a program. Unable to budge the network, the company agreed to honor its weekly participation—some \$70,000—but withdrew its name from the particular show. In the end the network let Lever off free.

Mr. Schachte said it is "ridiculous" for a company to put a large amount of money into programming over which it has no control. Clay Buckhout, vice president of Time Inc., countered that

ethical problems in advertising are the responsibility of the various media and he advised media men to think of advertising in the public's terms instead of as of pages bought or minutes sold. He said double standards do and ought to exist in advertising and that the criterion for ethical advertising is the composition of the particular audience reached by a medium.

FCC Commissioner, Robert E. Lee, another panelist, speaking on broadcaster responsibility, held a licensee should be an "expert" in the needs of his community. He called the recently uncovered letter-writing campaign of some FCC staff members (BROADCASTING, Dec. 3, 1962) regrettable and said some letters were "poorly worded."

Sen. McCarthy in his luncheon address asked media people for "a more professional approach" and said there is a need for more agreement on political guidelines, a code of ethics and enforcement. He disagreed with the position of Arthur Sylvester, assistant secretary of defense for public affairs, that control of information by the government is a legitimate cold-war weapon.

James A. Stabile, vice president and associate general attorney of NBC, was principal afternoon speaker before a panel consisting of Peter W. Allport, president of Assn. of National Advertisers; James R. Schule, vice president and director of BBDO; the Rev. Thomas M. Garrett, S. J., ethics professor at the U. of Scranton; Martin

Keep the record straight

Radio Advertising Bureau hopes to keep tabs on retail business on radio in New York and Cleveland during the newspaper blackouts in those cities.

RAB said last week it's urging stations in the paper-struck cities to fill out weekly reports on billings from major retailers. The stations were asked to send the information to J. K. Lasser & Co., nationally-known accounting firm.

The survey proposes to "keep the record straight" should the newspapers "try to make promotional capital" from the current shutdown.

Mayer, author of *Madison Avenue, U.S.A.*; and James V. O'Gara, executive editor of *Advertising Age*.

Mr. Stabile said it's inappropriate for the government to define even the broadest outlines of advertising ethics; that the advertiser of a product must take the primary responsibility for how he sells that product; and that industry codes of ethics are the proper means of defining ethical responsibility.

Mr. Schule, the only agency member of the panel, criticized the description of agency people as those "with gray flannel consciences." The agency must accept responsibility for advertising copy, he said, but at the same time the advertising industry must be allowed to exercise self control.

Also in Advertising ...

Sealy kit ■ Sealy Inc., Chicago, (mattresses) has supplied its local plants and dealers with a new kit of tv-radio commercials to be used along with other media during its February-March 82nd anniversary sale promotion. Agency is Earle Ludgin & Co., Chicago.

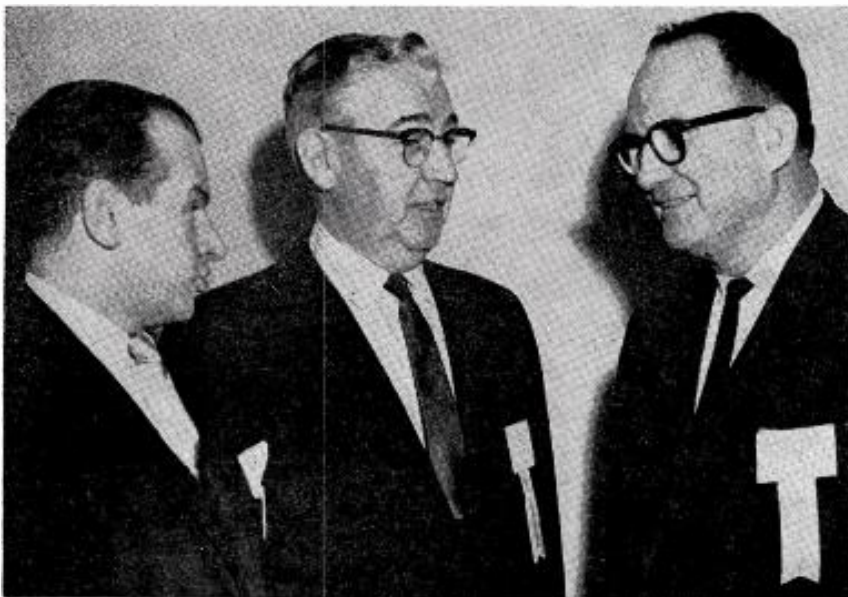
Retail lingo ■ Radio Advertising Bureau has issued a glossary of expressions used in the retail business field for use by radio salesmen. The glossary is one section of a two-part report on retailing for stations. The second part lists and describes nine types of retailing. In addition, the report contains a list of major retail chains with their gross sales for 1960 and 1961.

Rep appointments...

■ **WAIT Chicago:** Robert E. Eastman Inc. as national representative.

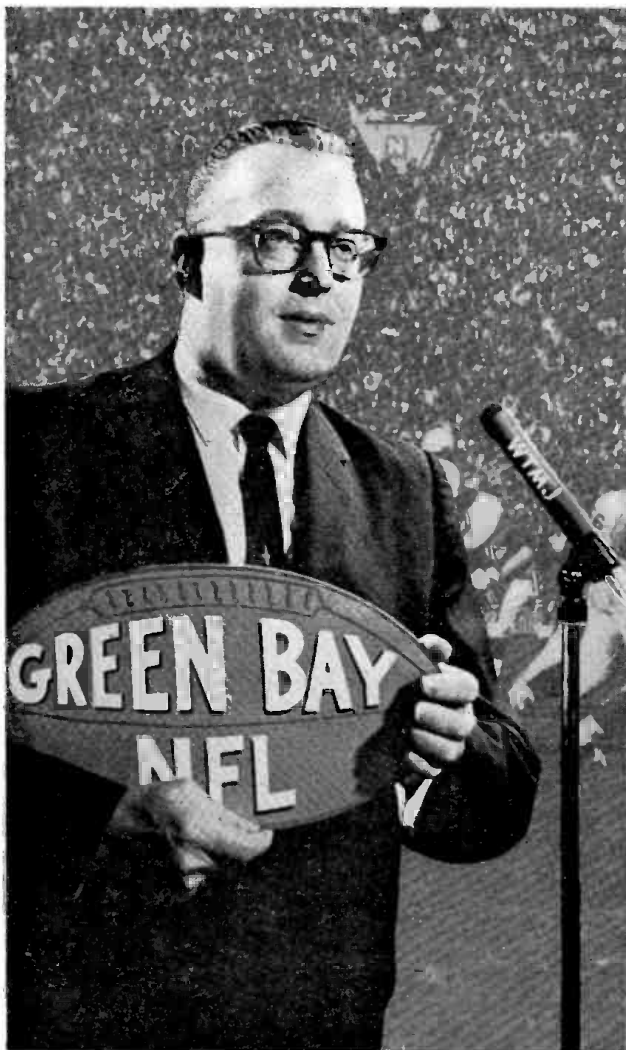
■ **WROZ Evansville, Ind.:** Mid-West Time Sales, Kansas City, Mo., as regional representative.

■ **WWOK Charlotte, N. C.:** Adam Young Inc., New York, as national representative, effective Feb. 1.



At the first Catholic Apostolate of Radio, Television and Advertising conference (l-r) John Henderson, CARTA president; Arthur Hull Hayes, presi-

dent, CBS Radio who served as chairman of the conference and James R. Schule, vice president, BBDO. Sen. Eugene McCarthy was speaker.



"Champions" cover the champions

NBC calls WTMJ announcers to the biggest games of them all!

Wisconsin supplied the teams — our Green Bay Packers for the NFL play-off, and Big Ten champion Badgers for the Rose Bowl. WTMJ sent the radio network co-announcers — Ted Moore (above left) to New York, and Mike Walden to Pasadena.

NBC's choice of Moore and Walden was not based simply on geographic sentiment. WTMJ's sports staff is known throughout the network as one of the nation's largest and ablest — champions in their own right. This recognition is one example of the quality of sportscasts, as well as outstanding general news coverage and balanced programming, broadcast on WTMJ to Milwaukee and the surrounding area.

It's a big area, responsive to good entertainment and timely information. It's a big, responsive *market*, too — and WTMJ is the radio station that can help you *reach* it big. Write and ask us how.

WTMJ

THE MILWAUKEE
JOURNAL STATION

NBC in Milwaukee

Represented by THE HENRY I. CRISTAL CO. • NEW YORK / CHICAGO / BOSTON / DETROIT / SAN FRANCISCO / ATLANTA / LOS ANGELES

BROADCASTING, January 21, 1963

47

FTC MOVES AGAINST BAYER ASPIRIN

Agency seeks injunction against tv, newspaper advertising

The Federal Trade Commission last week issued a complaint of false and misleading advertising against Sterling Drug Inc. and its advertising agency, Dancer - Fitzgerald - Sample Inc., for Sterling's recent newspaper and tv campaign in behalf of Bayer Aspirin.

At issue is a report by two doctors and a city health officer in Baltimore on a test of five pain-killer preparations for quickness of relief, duration and side effects. The report was published in the Dec. 29 issue of the authoritative *Journal of the American Medical Assn.*

Not only did the FTC act with unaccustomed speed in issuing the complaint, but, in an unusual move the agency also set the date, April 1, for

a hearing on the charges. Hearing dates normally are scheduled after a 30-day period during which the respondent may reply to the charges. The trade agency also instructed its staff to apply for a temporary restraining order to enjoin the company from continuing the challenged claims pending disposition of the complaint.

The FTC charged that contrary to Sterling's newspaper advertisements and tv commercials:

- The findings and conclusions of the medical team are its own and have not been endorsed or approved by the federal government or by the American Medical Assn.

- The clinical investigators did not

state as a finding that Bayer Aspirin will not upset the stomach, nor that it is as gentle to the gastrointestinal region as a sugar pill.

In fact, the agency stated, the investigators reported there is no significant difference in the degree of relief from pain afforded by other products tested after 15 minutes of administration.

In the challenged advertisements, Sterling implied that "a government-supported, medical team" compared Bayer Aspirin and four other popular pain killers and that the report published in "the highly authoritative *Journal of the American Medical Assn.*" showed that Bayer Aspirin "had a somewhat higher pain relief score than any of the other products," that "higher-priced combination-of-ingredients products" upset the stomach with "significantly greater frequency" than any of the other products tested, and that Bayer Aspirin "is as gentle to the stomach as a plain sugar pill."

Ironically, the study was supported by a grant from the FTC for the very purpose of testing the speed, efficacy and side effects of leading pain killer products. Last year the FTC issued complaints against the heavily advertised pain-killer products, challenging their claims of "fast-fast-fast relief." These are still pending.

AFM signs contract for radio-tv spots

The American Federation of Musicians has signed a new three-year contract with producers of radio and television commercials, calling for an immediate basic wage increase of 5% and an additional 2½% in the third year.

Currently, musicians are paid on this basis: \$60 for a solo sideman; \$33.50 each for groups of two to four; \$30 each for group of five or more. Leaders are paid twice the scale of sidemen. Another provision of the new contract, which becomes effective on Jan. 31, is that residual payments become effective after 13 weeks instead of 26 weeks.

National Airlines to Papert, Koenig, Lois

National Airlines Inc., Miami, last week assigned its \$3.5-4 million advertising account to Papert, Koenig, Lois Inc., New York.

The airline, which was recently purchased by L. B. Maytag Jr., is undergoing a major management realignment. Former agency was McCann-Marschalk Inc., Miami.

An estimated near \$1 million of National's billing has been in spot radio on the East Coast and across the southern tier of states to California. No television has been used in the past.



TvB to take its Jericho wall to D.C.

Television Bureau of Advertising will show its presentation, "Jericho—The Wall Between Us," to advertiser, agency, business association and government officials in Washington, D. C., Jan. 25 at 8:30 a.m.

In preparation for the tv promotional meeting are l to r, George C. Huntington, executive vice president; James C. Hirsch, vice president;

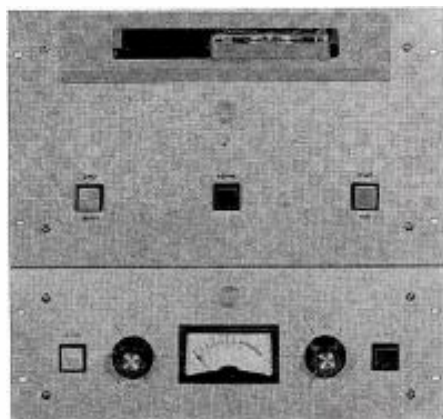
Norman E. Cash, president, and Jack B. Weiner, director of public relations. These men will represent the bureau at the program.

The breakfast-presentation also has been timed to coincide with the U. S. Chamber of Commerce's sponsored Public Affairs Conference. "Jericho," a color film, was first shown publicly in New York last Nov. 16.



**We pushed this button
over 2,000,000 times**

(Nearly 20 years of actual station use)



And found no appreciable wear. The button's in the Collins 642A-1/216C-1 Tape Cartridge System. It activates a special heavy-duty solenoid that assures you positive, fast, smooth operation. □ This is but one of the features that will assure you tight, quality production. Others: hand wiring throughout, three-belt flywheel minimizing wow and flutter (less than 0.2 of 1% rms), easy accessibility, flat frequency response (± 2 db, 50-12,000 cps), steady speed (99.6% accuracy). □ For more information about the best buy for your spots, themes, formats, promos, top 40, and automatic spot rotation, call or write your nearest Collins representative today.

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



FCC is planning for 650-700 new uhfs

TO ASK COMMENTS SOON ON SCHEME; PRESENT ASSIGNMENTS TO STAY

The addition of 650-700 uhf channel assignments to the tv table of allocations is planned by the FCC in the immediate future. The proposed new nationwide assignments of chs. 14-82 will probably be released for comments in the next few weeks, FCC spokesmen indicated last week.

The new channel assignments, possible within the existing uhf spectrum, will disturb none of the present 1,550 uhf allocations. They are intended to provide for the expected growth of

both commercial and educational television over the next 10-15 years.

FCC engineers disclosed that their plans to add substantially to the allocations table are nearly complete with the release last week of a computer-prepared study of uhf allocations by the National Assn. of Educational Broadcasters. NAEB proposed a "saturated" uhf table of 3,298 nationwide assignments, placing every available uhf channel in some U. S. city whether or not it ever will be needed there.

The NAEB report was described by a commission official as a "useful study which verifies what could be done," but one which does not take into consideration several necessary factors. The commission has been working for several months, through manual computations, on additional uhf assignments and does not intend to offer a "saturated" table—one in which all possible assignments have been made.

A number of plans have been prepared at the FCC and release of the

Nebraska broadcasters ask 'who, if anyone, complained?'

Nebraska broadcasters last week fired a blast at the FCC's scheduled Omaha inquiry without even waiting to see the whites of Commissioner E. William Henry's eyes.

The Nebraska Broadcasters Assn. called the hearing on the local programming of Omaha's three television stations, set to begin Jan. 28, a "grandstand" play on the part of the commission and "a fundamental and violent invasion of the rights and integrity of broadcasting."

The Nebraska association said the "transcending question" troubling Nebraska broadcasters is whether the viewing public is to make the final decision on what is broadcast, or whether this decision "is to be evoked and promoted by a seven-man bureau sitting in Washington, D. C."

The association said the Omaha hearing—which will involve KMTV (TV), WOW-TV and KETV (TV)—and the similar inquiry in Chicago last year (BROADCASTING, April 16, March 26, 1962), "must be considered as an ill-advised experiment."

The association called on the commission "to detail any and all recent complaints not engineered by the commission or its staff that have been received concerning Omaha's local tv programming." The statement said the "defendent" should know the charges.

Commissioner Henry, who will preside at the hearing, denied its purpose is to dictate programming. "This will be only a fact-finding inquiry" into the efforts being made

to determine and meet the local programming needs, he said.

Furthermore, he said, "a large majority of the public witnesses" who intend to testify "are not those with complaints, but those who think the stations did a good job."

Governor Backs Stations • Among the favorable comments received were statements from Nebraska Gov. Frank B. Morrison, Sen. Jack Miller (R-Iowa) and Rep. Glenn Cunningham (R-Neb.), whose district includes Omaha. None of these will appear at the hearing.

All told, the commission has re-

ceived over 100 statements from witnesses who want to testify. Another dozen were submitted for the record.

This heavy volume of scheduled testimony was expected to require the hearing to extend into the week of Feb. 4. Originally, two days were to be given to the public witnesses and three days to the stations. But it appeared that at least three days would be required to hear the public witnesses.

As part of his preparations for the hearing, Commissioner Henry met on Thursday with the Washington counsel for the three stations. FCC Chairman Newton N. Minow also sat in on the meeting, which was held, Commissioner Henry said, to discuss procedures to be followed at the hearing.

The commissioner will have an opportunity to tell the Omaha viewing public the commission's side of the inquiry story on Jan. 31. He has accepted an invitation to appear that morning on WOW-TV's live *Breakfast at the Plaza* program. Bill McBride, the program's host, has been in charge of preparing WOW-TV's replies to the commission's inquiries.

Mr. Henry will be assisted at the hearing by four FCC staff members—James Juntilla, assistant chief of the Broadcast Bureau; Thomas Fitzpatrick, assistant chief of the hearing division; Martin Firestone, an attorney in the renewals branch, and Lonnie Emerson, the commissioner's legal assistant.



Commissioner Henry
A 'grandstand play'

final draft for comments is being held up by (1) coordination with Canada, which also is planning new uhf assignments; and (2) efforts to place additional channels in densely-populated areas where none are presently available. The new FCC table will bring to approximately 2,200 the total of uhf assignments and would leave several hundred possibilities for later use.

Electronic Study ■ The NAEB study was undertaken through a \$55,000 federal grant for the Office of Education of the Department of Health, Education & Welfare. Although the study makes several recommendations for future FCC actions, it has not been officially presented to the agency. It is titled "A Report of a Study of Nationwide Assignments of Tv Channels for Maximum Service & Efficiency by the Use of Electronic Digital Computer Methods."

Last week's report was a follow-up to an earlier report last summer which found that educational tv will need 1,200 channels in the next 10-15 years to meet expected needs (BROADCASTING, Aug. 27, 1962). That study also was compiled by NAEB for the Office of Education.

NAEB's suggested uhf table was prepared completely by electronic computations and did not take into account obvious faults which an engineer would spot or border agreements with Canada and Mexico. These were the two main criticisms FCC engineers made of the study. The NAEB-proposed table does not distinguish between commercial and educational assignments and makes no attempt to reserve any channels. However, it sets "priorities" for the number of channels a city should be allocated based on population and educational institutions.

Major Finding ■ "Probably the most significant result of the study is that over twice the number of usable channels has been added to the FCC table of assignments," the NAEB report concludes. "Most of these channels have been placed where they are needed, either now or in the future . . . without disturbing any of the presently active or near active stations and adhering strictly to the established rules and standards of the FCC."

The report recommended that the FCC use the table derived from the computer as a basis for a reallocation proceeding and for expansion to meet the present and future needs of educational and commercial broadcasting. Vernon Bronson and James A. Fellows of NAEB were the project's director and associate director, respectively. The computer phase was written and processed by Jansky & Bailey, consulting engineers. FCC engineers cooperated in the study.

The Office of Education commissioned

Broadcasters ask for more FCC space

A two-man delegation representing all parts of the broadcasting industry last week asked Sen. Warren G. Magnuson (D-Wash.) to use his influence to get the FCC properly housed—in its own building in Washington, if possible.

Waiting on the Washington Democrat, who is chairman of the Senate Commerce Committee, were Harold E. Mott, president of the Federal Communications Bar Assn., and J. Leonard Reinsch, Cox stations. Mr. Mott is chairman of the all-industry committee.

Sen. Magnuson promised he would ask the General Services Administration, the federal housekeeping agency, to review its office building report submitted several years ago to determine what can be done for the FCC.

Sen. Magnuson recalled that at one time the GSA had recommended an independent office building, to house the regulatory agencies, such as the FCC, the Federal Power Commission, the Interstate Commerce Commission, the Civil Aeronautics Board, Securities Exchange Commission, the National Labor Relations Board and others.

In their presentation to Sen. Magnuson, Messrs. Mott and Reinsch emphasized that the space situation at the FCC is critical and needs rectification immediately. They noted the agency has only four hearing rooms, though 17 hearing examiners are on its rolls.

The commission's offices are scattered at three locations in Washington, they related—at the Post Office Department Building; at the former Evening Star Building on Pennsylvania Avenue, and at a building at Ninth Street and Mt. Vernon Place. All this scattered space, they told the senator, adds up to about 170,000 square feet, but the FCC needs at least 250,000 square feet.

Since space communications will become a significant element in FCC activities, they said, the office space situation is bound to become worse if nothing is done to aid the commission. Even so, they stressed, the FCC is planning to add 84 more employees.

One third of the space occupied by the FCC in the Post Office Department was originally planned for storage, they noted, and has no windows and poor air conditioning.



Mr. Reinsch



Mr. Mott

the allocations paper following last summer's report on the future needs of tv which "made it clear that the tv channel assignment structure presently in existence will not satisfy the growing needs of educational broadcasting." The latest report concluded that the present and potential needs be met to the fullest extent possible "by a precise determination of the most adequate and efficient

system for distributing the channels in the tv spectrum."

Ignores vhf ■ The computer ignored vhf and observed all existing uhf allocations and mileage separations. The study established a table of priorities which provided 9 channels for all cities over 1 million (16 such cities); 8 channels for cities of 500,00 to 1 million population, (22 such cities); 7 channels

for cities of 250,000 to 500,000, (31 cities); 4 channels for cities of 100,000 to 250,000, (90 cities); 3 channels for cities of 50,000 to 100,000, (68 cities); 2 channels for cities of 25,000 to 50,000, (182 cities), and 1 channel for cities of less than 25,000 (1,008). This totaled 2,473 desired channel locations.

The total of 3,298 possible assignments was reached by assigning additional channels to cities of less than 250,000 without regard to priorities. Similar computer techniques could be applied to vhf, fm and microwave allocations, NAEB said.

NAEB concluded that the study "demonstrated conclusively the efficiency and effectiveness of using computer methods in solving the many complex problems of frequency assignment. The proposed table of assignments that has been developed appears to be one of the best arrangements possible. . . ."

New York, Los Angeles, Chicago and other major cities do not gain additional uhf allocations in the computer's table. However, such cities as Ajo, Ariz., and Key West, Fla., were assigned 10 channels, and Craig and Lamar, both Colorado, got 8.

THAT POLITICAL QUIZ

FCC staff reviewing answers by broadcasters on elections

FCC staff members last week began reviewing and analyzing several thousand questionnaires returned by broadcasters on the political broadcasting they did in 1962.

A staff member estimated that as of the Jan. 14 deadline, 4,500 of the nation's 5,300 am, fm and tv stations had returned the questionnaires, which cover both the Nov. 6 general elections and the state primaries.

The questionnaires were mailed last November at the request of Sen. John O. Pastore (D-R. I.), chairman of the Senate Communications Subcommittee (BROADCASTING, Nov. 26). He wants the information as background for hearings he plans to hold on proposals to liberalize the equal-time section of the Communications Act.

A report based on the questionnaires is not expected for "at least several months, probably the end of April."

Stations that editorialized in the primary and general election campaigns may be asked some follow-up questions by the commission.

The original questionnaire asked only whether a station editorialized. A staff member said the commission will probably want to know the number of editorials carried and whether the station provided air time for opposing views.

He said the questions were not in-

cluded originally because of the belief that only a small percentage of stations editorialized. The number that actually did probably won't be determined for several weeks.

All licensees may get another political broadcasting questionnaire in the

next few months. The Senate Watchdog Subcommittee, which has been investigating the fairness of broadcasters in political broadcasting, will decide whether it will query broadcasters after reviewing the information to be turned over to Sen. Pastore.

PERMANENT AIRBORNE ETV PLAN

Midwest project seeks six uhf assignments for six states

After a two-year experimental run, the midwest airborne educational television project is ready to be placed on a permanent basis and expanded.

This was the word conveyed to the FCC last week by Midwest Program on Airborne Television Instruction Inc. in a request for a rulemaking to:

1. Regularize the use of uhf channels for airborne etv in six midwest states.
2. Modify commission rules governing airborne etv.
3. Allocate six uhf channels for MPATI. Two channels are currently being used in the project.

The application doesn't specify the desired six channels, but MPATI said it will designate them in a supplemental filing. The group, which was directed by the commission last month to file its application by Jan. 15, said it wasn't able to complete the necessary engineering studies in the intervening period.

MPATI was organized early last year by midwest educators and civic leaders as the successor to the Midwest Council on Airborne Television Instruction. The council, established in 1959, launched the airborne etv project in co-operation with Purdue U. and the Purdue Research Foundation.

The licenses for the experimental stations—KS2XGA, operating on ch. 72, and KS2XGD, operating on ch. 76—are now held by Purdue U. But the FCC is being asked to transfer these licenses to MPATI.

Coverage Area. ■ MPATI serves 1,160 schools and colleges in a 140,000-square-mile area that includes portions of Illinois, Indiana, Kentucky, Ohio, Michigan and Wisconsin. Some 26 million people live within the 200-mile range of the airborne stations, including 6.5 million children enrolled in 15,000 elementary schools and 700,000 students in 300 colleges and universities.

The two experimental stations have an effective radiated power of about 50 kw visual and 5 kw aural, from an airplane flying at 23,000 feet above sea level. The plane flies in a 10-mile circle, with an orbit reference point near Montpelier, Ind.

The proposed system, according to MPATI, would provide six educational services simultaneously, using six uhf

channels "near the upper end" of the uhf band, with an effective radiated power of 100 kw visual and 10 kw aural.

MPATI says its six DC-6-carried stations could be operating in time for the opening of classes of the 1965-66 school year.

In requesting the rulemaking, MPATI asserts the experimental etv program has demonstrated the potential for meeting the rapidly growing needs of an expanding school population for improved education at practically no increase in per-pupil cost.

Greater Flexibility Needed. ■ If six channels were available, MPATI says, the program's flexibility could be increased to the point where it could "provide a six-hour service offering some 72 courses—enough to supply a substantial portion of the needs not only of the 12 grades through high school, but at the college level, too."

But before the airborne etv can become a permanent service, MPATI says, existing rules will have to be revised to provide for the integration of such a system in a uhf allocation plan designed for ground-based facilities.

The engineering exhibit said the experimental program demonstrates that an aircraft-based uhf station can send a clear signal 200 miles, far in excess of that predicted by the usual propagation curves.

The exhibit recommends that the minimum co-channel mileage separation requirement of 155 miles for zone 1 and 175 miles for zone 2 be increased to 290 miles when applied to the orbit reference point of an airborne facility. It says that the adjacent-channel separation requirement should be increased from 55 miles to 200 miles.

But it also says that experience gained from the project indicates that there is no need for a number of other mileage taboos. MPATI recommends the discarding of taboos relating to intermediate frequency beat, intermodulation, local oscillator, sound image and picture image.

Airborne Advantages Claims. ■ The MPATI application, consisting of two bulky documents, contains statements likely to draw rebuttal from advocates of ground-based etv. MPATI contends,

Sound Control with Sony



PROFESSIONAL COMMAND OF SOUND FOR EVERY RECORDING AND BROADCAST SITUATION

Sony CR-4 Wireless Microphone—The perfect transistorized microphone and pocket-size transmitter for active singer/dancers and TV performers to give complete freedom from entangling cables and obstructing mike stands. Mike and transmitter together weigh only 13½ ounces. Complete with transmitter, receiver and carrying case: \$250.

Sony EM-1 Newscaster Portable—A full track, all transistorized portable recorder designed for rugged service and dependable performance in remote locations. Meeting NARTB specifications, the EM-1 is ideal for on-the-spot interviews and sound recording. • Governor controlled, constant speed spring wound motor • Rewind while recording • 13¼ pound weight. Complete with microphone and accessories: \$495.

Sony MX-777 Stereo Mixer—A six chan-

nel all transistorized self powered stereo/monophonic mixer featuring: 4 balanced microphone inputs, 2 balanced hi-level inputs and 2 balanced recorder outputs. Other features include individual level controls and channel 1 or 2 selector switches, cannon XL receptacles and switch for bridging of center staging solo mike. Complete with carrying case: \$175.

Sony C-37A Condenser Microphone—Remarkably smooth and uncolored natural response through the full range of recorded frequencies has earned the C-37A the title of "world's most perfect microphone." • Adjustable for omni-directional or uni-directional • Frequency response ± 2 db 20-18,000 cps • Signal to noise—more than 55 db for signal of 1 micro-bar at 1000 cps. Complete with CP-3 Power Supply, carrying case and 30 feet of cable: \$295.

Sony C-17B Condenser Microphone—A miniaturized, uni-directional companion to the famous Sony C-37A Microphone. With outstanding background isolation characteristics, the uni-directional cardioid pattern is ideal for TV, night club and solo voice stereo recording application. The slim 1¼" diameter size minimizes visual problems. Complete with CP-3 Power Supply, carrying case and 30 feet of cable: \$350.

Sony CP-3 Power Supply—For the C-37A and the C-17B microphones, the CP-3 features: Switch for 3 positions of low frequency attenuation; special high cut filter switch for all frequencies above 10,000 cps.

For more complete specifications and name of nearest dealer, write Superscope, Inc., Dept. 3, Sun Valley, California.

In New York, visit the Sony Fifth Avenue Salon, 585 Fifth Avenue.

All Sony Stereorecorders are Multiplex Ready!

SUPERSCOPE

The Tapeway to Stereo

for instance, that an airborne system permits more efficient use of the spectrum and costs less money than ground-based etc.

The question of which type is a more efficient user of the spectrum has been a point of contention among etv groups and a matter of concern to the FCC. The MPATI engineering exhibit proposes the use of six alternate uhf channels, says such an airborne system would be about 50% more efficient, in terms of spectrum use, than a ground-based service.

In claiming financial advantages, the MPATI application estimates the capital cost of the airborne facility at \$6,318,000 and the cost of a comparable ground-based service at \$20,195,000. The annual operating costs were estimated at \$2,650,000 for the airborne technical facility and \$3,615,000 for a ground system.

MPATI estimates that the total annual expense budget of the airborne program will be \$4 million—an amount the group says can be raised if 8,000 schools, or half the number estimated for the region by 1966, register as members and contribute \$1 per pupil for each of the 4,000,000 expected students.

The price of \$1 per pupil has already been approved by the present member schools, which have contributed \$340,000 in the first year of MPATI's operation. This sum is called the first step to putting the system on a self-supporting basis.

The original funds were provided by private foundations and industry. The Ford Foundation alone contributed \$7.2 million in 1959, and last April contributed another \$7.5 million. This latter contribution will be allocated in decreasing amounts over the next three years to finance the system, with the increasing difference to be made up by contributions from a growing membership. MPATI says 8,000 members, as opposed to the present 1,160, will be needed by the start of the 1966-67 school year for the system to be self-sustaining.

NAB asks more time for 'loudness' filings

The National Assn. of Broadcasters asked the FCC last week to extend its Jan. 18 deadline for comments on the commission's investigation of the "so-called 'loudness'" of commercials broadcast on am, fm and tv stations to March 18.

The NAB said that the problem "transcends questions of engineering technology . . . [and that] physiological and psychological effects of noise on the individual" also should be considered. The association said several stations have indicated they would like to

'Wire the FCC'

Sen. Ralph Yarborough (D-Tex.), chairman of the Senate Subcommittee on Freedom of Communications, told a convention of fellow Democrats last week how to properly channel complaints of abuses by broadcasters of "equal time."

Citing problems some candidates encountered in obtaining air time—even buying time—during the 1962 campaigns, the senator urged an audience of Democratic national committeemen and women in Washington to be specific in their complaints.

"Phone, write or wire the FCC," Sen. Yarborough said. "Notify the watchdog subcommittee and the Democratic National Committee in Washington as well, he urged. "Spell out what's happened to you." He advised complainants to give as much detail as possible—"and as quickly as possible."

participate in a study of such subjective considerations.

Not only could the commission benefit, the NAB said, but additional time is of "urgent necessity" in this case and "no prejudice or harm" would occur if the proceedings are delayed.

'Material' change plan draws ABC objection

The difficulty of forming a rule requiring applicants to keep the FCC informed of all "material" changes in applications or station operation (BROADCASTING, Dec. 3, 1962) may outweigh any advantages from such a rule, ABC told the commission last week.

ABC said the commission gave no clear definition of material change, and the area cannot be readily defined.

To keep financial data up-to-date, for instance, may be difficult since there is no established formula to evaluate an applicant's financial qualifications, ABC said.

The time required for the renewal of licenses is often drawn out, ABC noted, and the program percentages required by renewal applications may change because of some news break or other fluctuations.

"Under the emphasis of the proposed rule, there would be constant uncertainty on the part of the applicant concerning the matters required to be covered by an amendment." There would be further complications in comparative hearings, where the applicant is expected to serve notice of any change to all parties involved and where any change affecting the appli-

cant could be of decisional significance, ABC claimed.

ABC asked the commission if the proposed rule would allow for the addition of changes after an application had been designated for hearing. Rules now require that it may be done only if good cause is shown.

ABC said that if the rule is adopted it may be ignored by many "because of its vagueness and ambiguity," while cautious applicants may feel that they must submit minute detail.

WLUC-TV protests translator invasion

WLUC-TV Marquette, Mich., asked the FCC last week to protect the station from severe financial injury that it said would arise from the operation of four translator stations proposed by K&M Electronics.

K&M has applied to the commission for four new translators—two in Calumet and two in Houghton, both Michigan. They would carry the programming of KDAL-TV and WDSM-TV both Duluth, Minn.

WLUC-TV is a primary CBS network affiliate and also carries some 15 hours weekly of ABC programs. Some of the network programs are broadcast on a delayed basis so that WLUC-TV can present local programming. If KDAL-TV, which is a CBS primary and carries ABC, and WDSM-TV, an NBC affiliate which also carries ABC, are brought into WLUC-TV's main service area, the station's programming policy would be seriously jeopardized, it told the commission.

The Marquette station claimed that these commercial programs bear much of the cost of its local productions which would be forced to compete with regularly scheduled network programs—brought in from an outside area—for audience attention. WLUC-TV said that the Calumet and Houghton areas account for about 25% of the station's advertising revenue. This represents income that it could not afford to lose if it is to continue its public service programs, WLUC-TV added.

Long reach ■ WLUC-TV noted that the K&M plan would increase the coverage area of KDAL-TV and WDSM-TV by 165 miles.

WLUC-TV urged that the commission determine if the establishment of the translators is in truth non-profit, or an attempt to greatly increase the Duluth stations' coverage by "outside interests."

WLUC-TV also questioned the feasibility of K&M's engineering proposal. The station charged that by picking up signals from other translators in Grand Portage rather than directly from Duluth, an inferior service would be brought to area viewers.



COVERAGE * Beneath it all... sales. The three most populated television counties in the country. A major test market. The kind of market that reflects the future of your product. A million plus market that responds most to the reach of WJAR-TV. TV 10... exciting television. PROVIDENCE... a market for any season.

* ARB TV Homes

WJAR-TV

NBC — REPRESENTED BY EDWARD PETRY & COMPANY, INCORPORATED
OUTLET COMPANY STATIONS IN PROVIDENCE — WJAR-TV, FIRST TELEVISION STATION IN RHODE ISLAND — WJAR RADIO IN ITS 40th YEAR.

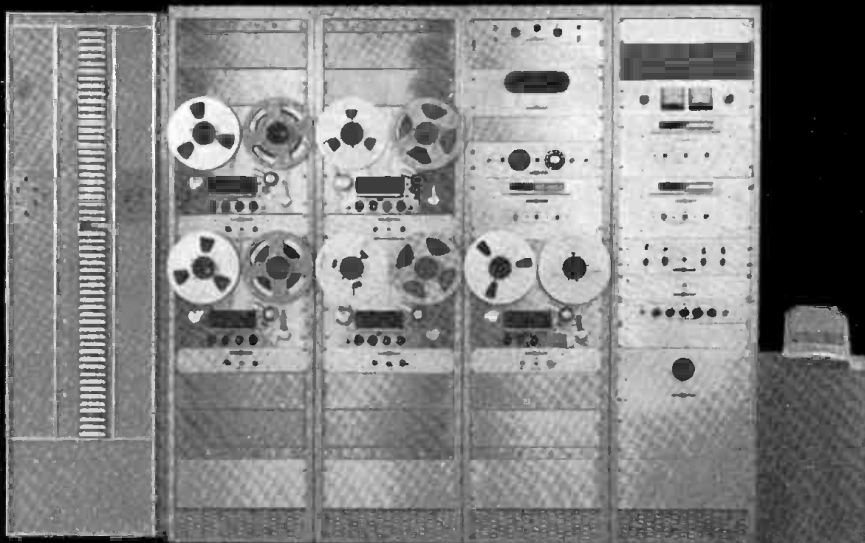
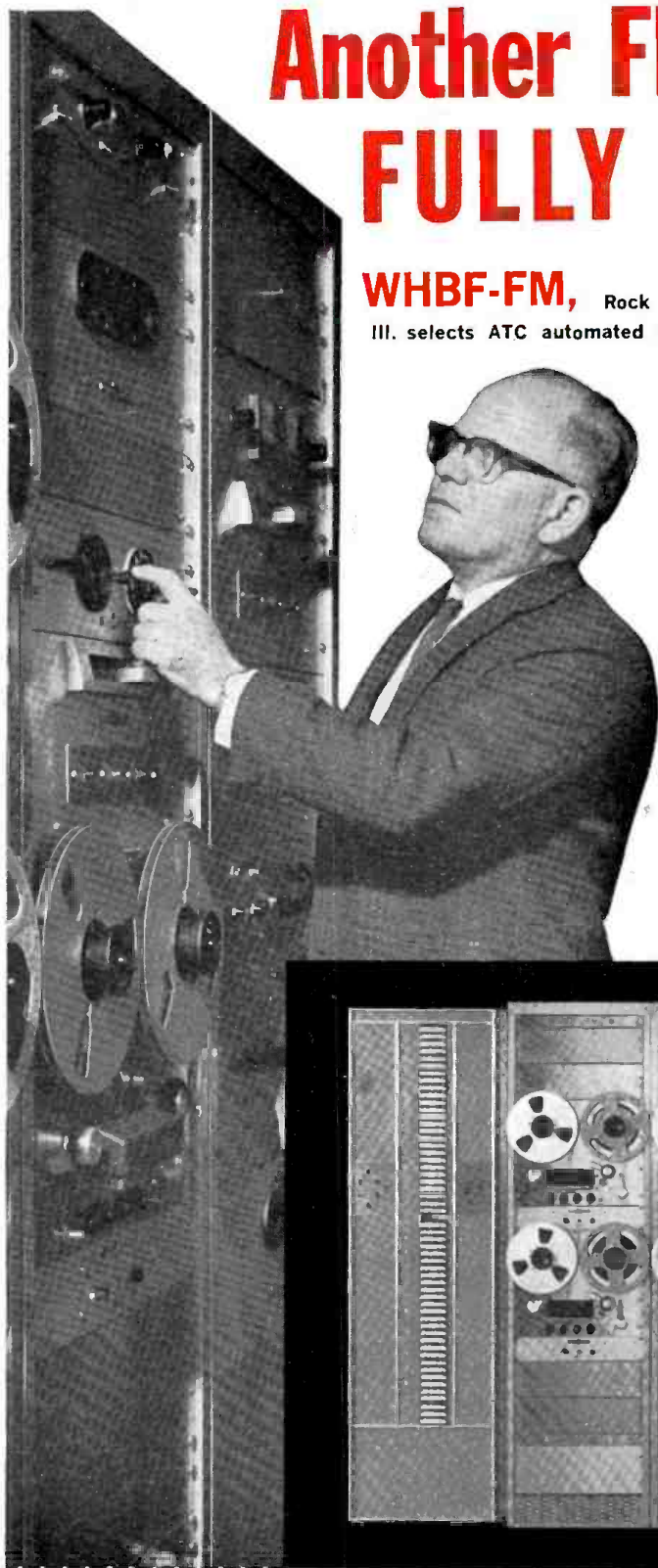
Another FM Station goes FULLY AUTOMATIC!

WHBF-FM, Rock Island,
Ill. selects ATC automated system

WHBF Chief Engineer, Robert J. Sinnett, is shown checking out the ATC system that will put WHBF-FM on a fully automated programming basis. The components selected will provide music, news, commercials, production aids, and program logging automatically. The system was selected by WHBF because the flexibility enables them to change programming structure as easily as dialing a phone. Broadcast personnel may be released from control operation for more profitable activities.

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Overseas sales (except Canada) CBS International,
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Canada by Canadian General Electric, Toronto 4,
Ontario.

JFK nominates Cox to part, full terms

President Kennedy last week nominated FCC Broadcast Bureau Chief Kenneth A. Cox to fill both the unexpired term on the FCC to be vacated by T.A.M. Craven and the succeeding seven-year term.

Earlier the President had indicated only that he intended to submit Mr. Cox's name to fill the five-month period left in the term of Commissioner Craven, who reaches the maximum retirement age of 70 Jan. 31.

Sen. Warren G. Magnuson, chairman of the Senate Commerce Committee, said Jan. 10 he hoped the President would send Mr. Cox's nomination to the Senate for both the short and long terms—as he had FCC Chairman Newton N. Minow's. A White House aide indicated the President might follow that course when Mr. Cox's name was announced late last year.

Mr. Kennedy nominated Chairman Minow in a similar way almost two years ago. The Senate approved Mr. Minow's nomination in March 1961 for both a four-month period, which remained from an expired interim appointment then held by his predecessor, and a regular term of seven years.

A filibuster on Senate rules which held up organizing activities last week also prevented scheduling of a hearing on Mr. Cox's nomination.

House Democrats get committee assignments

Organization of congressional committees proceeded on schedule in the House last week but a filibuster on rules in the Senate held up all efforts to assign senators to committees.

Freshman Rep. Lionel Van Deerlin (D-Calif.), a former radio and television news director (KOGO-AM-FM-TV San Diego, XETV [TV] Tijuana) and newspaperman, was named to the House Commerce Committee, which handles most legislation affecting broadcasting. New Rep. Gillis W. Long (D-La.) and Rep. W. R. Hull Jr. (D-Mo.) also were named to the committee.

The new members filled two committee vacancies left by the defeat of former Illinois Democrat Peter Mack and the retirement of Morgan M. Moulder, former Missouri Democrat (BROADCASTING, Nov. 12, 1962). Rep. Oren Harris (D-Ark.) remained chairman.

House Republicans had not announced committee assignments by Friday (Jan. 18).

The House Committee on Science and Astronautics, which is in part responsible for legislation in space communications, added seven Democrats:



Sen. Magnuson (left) and Mr. Cox
A two-bagger nomination to FCC

Reps. Thomas N. Downing of Virginia, Joe D. Waggoner Jr. of Louisiana, Edward J. Patten of New Jersey, Richard H. Fulton of Tennessee, Don Fuqua of Florida, Neil Staebler of Michigan and Carl Albert of Oklahoma, who took his first committee assignment since he was named majority leader in 1962. Rep. George P. Miller (D-Calif.) continues as chairman.

FCC orders hearing on am economic issue

Whether Wauchula, Fla. (population, 3,411), can support more than one am station is among the questions to be determined at a hearing ordered by the FCC last week.

The commission acted thus on an application by Georgia M. and Jerald Brush for a daytime am station on 1600 kc at 500 w after WAUC Wauchula opposed the grant.

WAUC held that revenue in the town is not adequate to support two am stations and that the public interest would suffer as a result of the impair-

ment to both stations. The FCC feels the courts have held that it must hold a hearing to consider such charges.

Initial decision would grant am station to Falt

An application by J. B. Falt Jr. for a new am station in Sheffield, Ala., moved a step closer to realization last week when FCC Hearing Examiner Jay Kyle issued a supplemental initial decision advocating the grant.

Application of Mr. Falt, who already has controlling interest in three am's in Alabama, was denied in both 1961 and 1962 in favor of a competing application by Iralea W. Benns. After two reconsiderations by the commission Mrs. Benns withdrew her application because the FCC had granted a permit for a second station which would serve the Sheffield area. She also cited Sheffield's economy, which she felt would not support a second station.

Mr. Kyle, in his report, said that since Mrs. Benns had withdrawn, the

Bills introduced affecting radio and tv

The biennial convening of a new Congress brings with it a flood of legislative proposals of which only a small portion affect broadcasting. A summary of such bills and resolutions which had been processed through Jan. 17 follows (* indicates the measure has been introduced in similar form in other Congresses).

Discrimination in employment*: H.R. 27, Rep. John D. Dingell (D-Mich.); H.R. 316, Rep. Jeffery Cohelan (D-Calif.); H.R. 644, Rep. Abraham J. Multer (D-N.Y.); H.R. 1151, Rep. Lenor K. Sullivan (D-Mo.); H.R. 1624, Rep. Seymour Halpern (R-N.Y.): would prohibit discrimination in employment because of race, color, religion, national origin, or ancestry.

Repeal communications excise tax*: H.R. 45, Rep. Frances P. Bolton (R-Ohio); H.R. 344, Rep. Syd Herlong (D-Fla.); H.R. 513, Rep. Multer; H.R. 762, Rep. Charles E. Chamberlain (R-Mich.); H.R. 1600, Rep. Samuel N. Friedel (D-Md.): to amend the Internal Revenue Code of 1954 for repeal of the excise tax on communications.

Tax deductions for lobbying: H.R. 69, Rep. Thomas M. Pelly (R-Wash.): to amend the Internal Revenue Code of 1954 and provide that expenses for legislative purposes (lobbying) may be allowed as deductions from gross income.

Components definition for tax purposes*: H.R. 195, Rep. Thomas P. O'Neill Jr. (D-Mass.) and others: to amend the Internal Revenue Act of 1954 as it relates to a definition of radio and television components. The bill would restrict the tax to replacement parts, not original equipment ("radio and television components" would mean cabinets, tubes, power supply units and built-in antenna).

Ban wage discrimination by sex*: H.R. 298, Rep. Frank T. Bow (R-Ohio); H.R. 409, Rep. James Roosevelt (D-Calif.); H.R. 896, Rep. Edna F. Kelly (D-N.Y.): to provide equal pay for equal work for women working in interstate commerce.

National institute of arts and humanities: H.R. 324, Rep. John E. Fogarty (D-R.I.); H.R. 1155, Rep. Frank Thompson Jr. (D-N.J.): to develop the nation's cultural resources; establish a National Institute of Arts & Humanities and a Federal Advisory Council on Arts and Humanities under the Dept. of Health, Education & Welfare; to commission works; to award fellowships and scholarships.

National spelling commission: H.R. 336, Rep. Harlan Hagen (D-Calif.): to establish a National Spelling Commission to reform the spelling of English words, to publish the *United States Official Dictionary* (govern-

ment employees would, in performance of official duties, be expected to conform to the spelling of the *Official Dictionary*).

Ad curb on East German goods: H.R. 414, Rep. Samuel S. Stratton (D-N.Y.): to prohibit advertising articles produced in the Soviet Zone of Germany unless products are identified by origin.

Obscenity commission*: H.R. 470, Rep. Glenn Cunningham (R-Neb.); S. 180, Sen. Karl E. Mundt (R-S. Dak.): to create a Commission on Noxious & Obscene Matters & Materials, having subpoena power, composed of 17 members, including one from broadcasting media.

Ban on boxing broadcasts: H.R. 578, Rep. Multer: to amend the Communications Act to prohibit radio or television broadcasts of amateur or professional boxing matches.

Unauthorized deletion ban: H.R. 579, Rep. Multer: to amend the Communications Act to make it unlawful to make "unauthorized deletions" from certain matter submitted for broadcasting. This would apply when contracts specify matter included for broadcast and would prohibit deletions without permission.

FTC cease and desist*: H.R. 594, Rep. Tom Steed (D-Okla.); H.R. 1105, Rep. Wright Patman (D-Tex.):

only determination left was whether Mr. Falt had too much concentration of ownership. Mr. Falt owns WAJF Decatur and is majority owner of WFIX Huntsville and WRAB Arab.

Examiner Kyle found, however, that Mr. Falt's stations are "operated entirely independent of each other . . ." with little overlap of coverage, and that each is in competition with several other stations. In light of this, Mr. Kyle said in looking toward the grant, "It is apparent that the joint ownership and control does not give the stations any advantage over their competitors."

Pastore heads joint unit

Sen. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, was elected chairman of the Joint Committee on Atomic Energy Jan. 15, succeeding Rep. Chet Holifield (D-Calif.). Rep. Holifield now becomes vice chairman. The top two posts rotate between ranking House and Senate members of the joint committee.

Hill hearing held on false cure ads

Print advertising in particular and broadcast advertising generally were criticized during a Senate hearing on problems of the aging last week for not doing enough to protect the elderly from fraud and deception.

Doctors, businessmen and congressmen took turns testifying against advertising of fraudulent cures for painful diseases in broadcast and print media and against "irresponsible journalism" concerning cures in magazines and on radio and tv. They testified for three days before the Senate Special Committee on Aging on "Frauds and Quackery Affecting the Older Citizen."

"Television and radio bring the glib, persuasive 'pitchman' with his often exorbitant, misleading claims into every room," declared Sen. Pat McNamara (D-Mich.), chairman. "We live in the 'Era of Hard Sell,'" Sen. McNamara said. "The senior citizen is particularly

vulnerable to the spiel of the pitchman."

Dr. Ronald W. Lamont-Havers, national medical director of the Arthritis & Rheumatism Foundation, struck at "irresponsible journalism" in several consumer magazines and said false and misleading information on alleged cures also comes from television and radio, although he cited no specific examples.

Cure's the Thing ■ Jerry J. Walsh, executive director of the foundation, said Food and Drug Administration warnings about fraudulent claims and dangerous drugs do not seem to get into newspapers "as much as a new cure or a new thing on the horizon."

Dr. Robert E. Shank, chairman of the American Medical Assn. council on foods and nutrition, cited the association's efforts to keep the public informed about quackery, and said "The Medical Man," an educational film produced by the AMA, has been televised 926 times since it was released in 1958 and has had more than 12,000 showings before special groups.

Two recommendations on false and

to amend the Federal Trade Commission Act to provide for the issuance of temporary cease-and-desist orders to prevent certain practices pending commission action.

Liquor ad ban*: H.R. 680, Rep. Abraham J. Multer (D-N.Y.); H.R. 817, Rep. Eugene Siler (R-Ky.): Rep. Multer's bill would prohibit certain price advertising and false advertising concerning liquor in Washington, D. C. Rep. Multer's proposal is a complete ban on all liquor advertising, both "hard" and "soft."

Municipal arts council: H.R. 685, Rep. Multer: to establish a municipal arts council in Washington, D. C., which would be representative of persons engaging in the arts (including radio and television); to provide funds from a municipal tax to defray expense of nonprofit art programs in the District.

Federal inventions administration: H.R. 701, Rep. Multer: to insure that inventions created through expenditure of public funds remain in the control of the U. S. through the establishment of a Federal Inventions Administration. This would apply to inventions developed by contractors with the federal government and by federal employees (when created in line with their authorized work).

Licenses for foreign hams: H.R. 750, Rep. Elford A. Cederberg (R-Mich.): to amend the Communications Act to allow aliens to obtain

three-year licenses to operate amateur stations if the FCC finds the national security would not be endangered.

Too low prices*: H.R. 800, Rep. Wright Patman (D-Tex.): fair practices amendments to the Federal Trade Commission Act which would prohibit sellers from advertising below-cost prices in areas where they seek to drive out competition.

Fees for federal agency services*: H.R. 834, Rep. J. Arthur Younger (R-Calif.): to provide for the assessment and collection of fees to cover the cost of operation of certain regulatory agencies, including the FCC and FTC.

Reduce set manufacturing tax: H.R. 872, Rep. Silvio O. Conte (R-Mass.): to reduce from 10% to 5% the manufacturing tax on television sets, radios and some other entertainment equipment.

Wiretapping okay: H.R. 958, Rep. Francis E. Walter (D-Pa.): extensive amendments to the Internal Security Act of 1950, including placing permission for interruptions of communications (wiretapping, audio monitoring) in the hands of the U.S. Attorney General.

Transportation and communications department: H.R. 967, Rep. Younger: to create a Department of Transportation & Communications.

Juke box royalties: H.R. 1046, Rep. Emanuel Celler (D-N.Y.): to require juke box operators to pay royalty fees for the use of musical

property of composers, authors and copyright owners.

U. S. cultural exchange: H.J. Res. 68, Rep. William B. Widnall (R-N.J.): to strengthen the nation's cultural exchange programs with foreign countries and to establish arts competitions.

Access for radio and television*: H. Res. 53, 54, 77, 78, Reps. George Meader (R-Mich.) and Mrs. Martha W. Griffiths (D-Mich.): to allow radio and television coverage of committee meetings of the House of Representatives (BROADCASTING, Jan. 14).

Satellite law amendments: S. 223, Sen. John Sparkman (D-Ala.), for himself and Sens. Mike Mansfield (D-Mont.), John O. Pastore (D-R.I.) and Leverett Saltonstall (R-Mass.): to amend the Communications Satellite Act of 1962 for the participation by small business organizations in the procurement activities of the Satellite Communications Corp.

Equal time suspension, 1964*: S. 251, Sen. Pastore: to suspend for the 1964 campaign Sec. 315 of the Communications Act as it applies to the President and Vice President (see story this page).

Equal time suspension, permanent*: S. 252, Sen. Pastore: to exempt from Sec. 315 political campaigns for the offices of President, Vice President, all congressmen and governors (see story this page).

deceptive ads were noted by Kenneth B. Willson, president, National Better Business Bureau Inc.:

1. "That advertisers accept responsibility to present competent proof of claims when questioned, and

2. "That advertising media accept responsibility for requiring competent proof of claims prior to publication when copy is considered questionable or if it is subsequently questioned by any responsible source."

Pastore bills would limit Sec. 315

The first effort in the 88th Congress to change the "equal time" provision of the Communications Act was made Wednesday (Jan. 16) when Sen. John O. Pastore (D-R.I.) introduced two measures intended to limit that section.

Sen. Pastore, chairman of the Communications Subcommittee, offered bills to: suspend "the equal opportunities requirements . . . for nominees for the offices of President and Vice President"

for 1964; permanently exempt from the requirements for equal opportunity campaigns for the offices of President, Vice President, the House of Representatives, the Senate and governors of all states.

The bills were referred to the Commerce Committee.

The senator told a reporter that these bills represented what he personally thought was as far as restrictions ought to be lifted. He favored removing the limitations "down to governor." "From feeling the pulses of the subcommittee," he said, he thought this was the consensus of its members.

However, if the FCC, when it concludes its review of political questionnaires on experience in the 1962 campaign, should ask for a further liberalization of Sec. 315, he would introduce such legislation for the agency.

But, he added, "Congress feels strongly about preservation of equal opportunity."

Nonetheless, the Rhode Island senator was quick to say, "I think broadcasters have come of age."

House group wants more tv ad hearings

A final report by the House Select Small Business Committee supports its subcommittee's recommendations for further hearings to determine whether small businessmen are getting "adequate opportunities to promote their products by television advertising" (BROADCASTING, Dec. 10, 1962).

"The committee believes that a comprehensive survey of current time selling practices by individual stations, independent as well as affiliated, should be made," said the final report, released last week.

Although the six Republican members submitted minority views to the overall committee report, which covered the committee's full range of activities, they made no comments on the recommendation for more hearings on broadcast time sales.

No date had been set last week for future hearings.

PGW TV REP NAMED TIME MAN OF YEAR



JAMES R. SEFERT

The Strietmann-Supreme Bakery of Cincinnati announced that James R. Sefert of PGW's Detroit office has been named their rep "Time Man of the Year" for 1962. Sefert has handled TV sales for PGW for the past two years. He was in charge of Crosley Broadcasting's Cleveland office before he joined PGW.

Announcement of this competition was made in Cincinnati in June as Strietmann invited 21 Midwestern TV reps to a two day meeting to discuss future media plans. These reps handled over 100 TV stations in 55 markets of Strietmann's Southeast sales area.

The basis of award judgment was the four letters of TIME:

- T—Time availabilities
- I—Interest and Service
- M—Media promotion, and
- E—Efficiency per dollar.

Judging was done by J. W. Hoeffer, Strietmann's marketing director and Lyle R. Allen, account executive of the Ralph H. Jones Agency.

Others outstanding in this competition were Len Auerbach, Ohio Stations Representatives-Cleveland, and Lon Nelles, HRP-Chicago.

\$2 MILLION MORE FOR FCC

\$98 billion budget seeks \$16.5 million for FCC; and more money for FTC, NASA and USIA

President Kennedy last week asked Congress to appropriate \$16.5 million for the FCC in the fiscal year beginning July 1, 1963. This is \$2 million more than the \$14,427,000 Congress appropriated for the commission for the previous fiscal year. Still to be requested from Congress, however, is \$489,000 for fiscal 1963 to take care of pay increases voted by the last Congress.

Overall the President asked for an appropriation of \$98.8 billion to run the United States in the 1964 fiscal year. He estimated that there would be an \$11.9 billion deficit in the year. The 1964 request is \$4.5 billion more than was asked for in 1963 fiscal year.

The major portion of the FCC increase is allocated to Field Engineering & Monitoring to add more personnel and to acquire technical equipment.

For broadcasting, the FCC budget includes \$3,756,000—\$612,000 more than was requested last year. This is not only for salary increases, but also provides for the addition of 20 new employees. Under broadcasting activities, the budget indicates that the FCC regulated 7,513 stations (of all types) in fiscal 1961, 8,552 in 1962, 9,053 estimated in 1963 and 9,386 estimated for 1964. The budget notes that the FCC expects to receive 350 applications for new tv stations, 300 for new am stations and 500 for new fms in fiscal 1964. The broadcast bureau also expects to handle 425 applications for new translators, the budget indicates.

Tv Service Doubled ■ For the United States Information Agency, the President asked \$146.5 million for fiscal 1964, an increase of almost \$26 million over the 1963 request of \$120,436,000.

The USIA budget indicates almost a 100% increase for the television service. In last week's appropriation request, \$7,102,000 is allocated to the tv service, compared to \$3,920,000 for 1963 and actual appropriation of \$2,144,000 in 1962.

For the Voice of America, the amount sought is \$27,642,000—\$4.3 million more than in 1963 when \$23,349,000 was asked, and almost \$8 million more than the \$19,812,000 actually appropriated in 1962.

In the broadcasting service the increase is expected to go for expanding foreign language broadcasts from 38 to 40, to take care of new overseas transmitters planned in Monrovia, Liberia, and on the Isle of Rhodes in the Mediterranean. "Significant" in-

creases in programming for the VOA are planned, the budget message says, especially for Latin America.

Requests for other agencies:

■ Federal Trade Commission—Requested was \$13,028,000 for the FTC, up from \$11,278,000 appropriated for 1963 fiscal year. The budget indicates that \$3,253,000 is to be spent on investigation and litigation of deceptive practices. This includes false and misleading advertising. This compares to \$2,976,000 requested for this activity last year.

■ National Aeronautics & Space Administration—For NASA the President asked almost \$5 billion, about \$2 billion above the sum requested for the 1963 fiscal year.

For communications research and development, the NASA budget includes \$55,407,000, compared to \$49,747,000 for 1963 and \$34,114,000 actually appropriated in 1962.

In 1964, the section reports, NASA intends to complete its work on the Echo project (reflection of radio signals from passive satellites). It will continue to work on Relay, the low altitude active satellite and on Syncom, the 24-hour orbit satellite. It will, it says, place major emphasis on technology for Syncom; the Dept. of Defense will pursue the development of the Relay type satellite.

NAB wants 'expressway' radio to be licensed

Expressway radio service should be licensed under an interpretation of the FCC rules, the NAB told the FCC last week.

The NAB said that while promoters of the proposed new service claim that it is exempt from licensing because of its limited radiation signal, it does not mean that "extensive communication systems could be installed and operated without specific justification or authorization."

The highway radio broadcasts, as proposed, would consist of a wire over the center of the road that would radiate a signal which would cover only the width of the roadway. The system would carry commercial music programs, weather reports and road condition notices.

The NAB said that if the commission did not find an interpretation of its rules to cover the new system, it should then establish a new service under its rules, requiring licensing.

Why do they put periscopes on submarines?



The only logical way you can see where you're going is to look ahead. This wisdom is just as profound for people in the business of broadcast advertising as for skippers of submarines.

Radio and television are entering 1963 after tracking a turbulent course through 1962. What's ahead in 1963? Where will broadcast run into heavy weather; where will the sailing be smooth?

Will radio and television, in 1963, increase their share of the advertising dollar? What changes are in store in audience patterns and ways of evaluating them, in marketing techniques, in radio and television facilities? How do the experts in broadcast advertising look at the new year; what do they say and why do they say it?

Answering these questions calls for either the gift of prophecy—or the gift of interpretive analysis based upon solid knowledge. In short, it calls for perspective.

And that is exactly what a special issue of **BROADCASTING Magazine**, scheduled for publication next February 18, will be called . . . "**Perspective '63.**" Its many pages of special reports will add up to a chartered course for the year ahead.

Among all publications, only **BROADCASTING** is equipped by skills, by staff and by the experience of years of growing up with radio and television

to attempt so comprehensive an analysis. Each of the special Perspective issues that **BROADCASTING** has published in past years has become a standard source work for the important decision-makers in broadcast advertising. Perspective '63, like its predecessors, will be kept, studied and re-read for months after its issue date.

Within the framework of such a basic working tool for advertising men, *your message takes on special value.* Through **BROADCASTING**—in any issue—you command a guaranteed circulation of over 27,000. But in Perspective '63, your advertisement will command extra pass-along and re-readership that will make this the best buy of your year.

If you haven't reserved space yet in Perspective '63, we suggest you up-periscope and sound your klaxon. It will be heard (on your behalf) in all the most important and profitable places.

Deadline for advertising: Final deadline February 9.

Rates: No inflation here. For so much more, the cost is the same as any of **BROADCASTING's** 51 other issues of the year.

Reservations: No time like now. Wire or phone us collect to make sure you'll be represented the way you want, with good position.



BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N. W., Washington 6, D. C.

A member of the Audit Bureau of Circulations

FCC asks GE for more corporate data

FITNESS TO BE A BROADCAST LICENSEE AT ISSUE

The FCC has asked General Electric for more information the agency hopes will help end a problem of more than two years—whether GE is qualified to be a broadcast licensee.

The commission wants to know what changes GE has made or intends to make in its corporate structure to "assure proper discharge of the responsibility of top management for operation of the broadcast stations in the public interest."

GE's applications for renewal of its licenses for WGY, WRGB (TV) and WGFM (FM) Schenectady, N. Y., have been held up since 1960 as a result of the company's pleas of guilty and no contest to charges of price-rigging in electrical equipment.

The commission, on Nov. 1, 1961, asked the company for information, "in the most detailed form," about its corporate structure and broadcast operations. A similar letter went to Westinghouse Broadcasting Company, whose parent, Westinghouse Electric Co., also pleaded guilty in the antitrust case.

The commission subsequently renewed WBC's licenses for WBZ-AM-FM-TV Boston, WBZA Springfield, Mass.; KYW-AM-FM-TV Cleveland; KDKA-AM-FM-TV Pittsburgh; WJZ-TV Baltimore; KPIX (TV) San Francisco; WOWO Ft. Wayne, Ind.; KEX-AM-FM Portland, Ore.; and WIND Chicago (BROADCASTING, March 5, 1962).

But the answers the commission received from GE in a series of letters and documents have failed to satisfy the agency. "Our study of these materials has left unresolved a number of questions," the commission said, in a

letter dated Jan. 9 and released last week.

The commission said it still was not satisfied that the company's "policies, procedures and organizational structure are such" as to assure operation of the stations in the public interest.

GE was requested to submit a statement within 30 days "as to what revisions you have made or propose to make in [the company's organizational] structure, or whether you have determined to continue the present arrangement."

FCC gets applications for etv reservations

The FCC has been requested by educational groups to make channel reservations for non-commercial educational use, has received an application for an etv station, and has granted the reservation of a vhf in place of a uhf channel. The following is a round-up:

- Commission granted a request by the U. of Idaho in Moscow, and shifted the reservation for noncommercial educational use to ch. 12 from ch. 15. The ch. 15 allocation will be retained in that city for commercial use.

- Cabrillo College, Aptos, Calif., asked the commission to reserve uhf ch. 22 in Watsonville for noncommercial use. The U. of California has proposed that an etv network for the Monterey Bay area be established and Cabrillo College wishes to operate a station as part of the network.

- Western Washington State College, Bellingham, Wash., requests that ch. 18 in Bellingham be reserved for educational use, on which it plans to operate

an etv station.

- Commission has received an application for a new non-commercial educational tv station from the South Carolina Educational Tv Commission. The proposed station is for vhf ch. 7 in Charleston, with a power of 29.4 kw.

Initial decision gives ch. 3 to Cape Fear Tv

FCC Hearing Examiner Isadore A. Honig last week in an initial decision called for the granting of a new tv station on ch. 3 in Wilmington, N. C., to Cape Fear Telecasting Inc. Cape Fear is owned equally by William G. Broadfoot Jr., Elvin L. White and Percy R. Smith Jr.

Cape Fear was in a comparative hearing for the channel with WKLM-TV Inc., but the latter on Jan. 7 asked that its application be dismissed. This request was granted two days later. WKLM-TV received no consideration for withdrawing.

Applicant drops name of indicted principal

An applicant for a new am station in Blauvelt, N. Y., was permitted to amend its application last week to drop a principal who used the protection of the Fifth Amendment last summer in an FCC comparative hearing.

Hearing Examiner Herbert Sharfman permitted Rockland Broadcasting Co. to drop Sidney Fox as one of its principals, leaving George Dacre and Harry Edelstein as parties to the application. Mr. Fox was indicted last fall by a federal grand jury in New York on a charge of conspiracy and transportation of stolen goods (trade secrets of American Cyanamid Co., for which Mr. Fox formerly was a chemist).

WORZ Inc. asks okay to file ch. 9 reply

WORZ Inc., has asked the U. S. Circuit Court of Appeals in Washington for permission to reply to the FCC's recommendation that the Orlando ch. 9 case be remanded to the commission for reconsideration.

WORZ Inc., losing applicant in competition with Mid-Florida Television Corp., noted that the commission concluded that nothing in the record of the case reflects adversely on Mid-Florida's qualifications as licensee.

Remand of the case as recommended by the commission, WORZ Inc. said, "would place an advance stamp of approval upon the mere reissuance of . . . original decision."

WORZ Inc. said it should have the chance to be heard before the court considers its recommendation.

Comments are tart on record inspection plan

Comments on a proposed rule to require licensees to make copies of all FCC applications available for public inspection (BROADCASTING, Nov. 26, 1962) were few but fiery last week.

Rockford Broadcasters Inc., Rock Island Broadcasting Co. and the Fetzer Broadcasting Co. jointly told the commission that the agency's function is to answer questions from the public.

The three licensees said if the rule is adopted the only other possible obstructions the FCC can perpetrate are (1) a rule requiring stations to help parties prepare complaints; and (2) make available a form the peti-

tioner need only sign and mail.

WCST Berkeley Springs, W. Va., said the rule would benefit the interest of only a few "crack-pots" and competitors; that the commission would do better to alleviate some of the red-tape, not add to it.

WDEC Americus, Ga., charged that no other competitive private enterprise is required to open its records to the public, especially to competitors. The station said broadcasters must be as commercially skilled as other businessmen. WDEC felt the public is not particularly interested in program percentages and technical data, but only in program content and adequate reception.

JOSEPH E. LEVINE'S "HERCULES" SMASHES ALL OPPOSITION IN RACKING UP ALL-TIME RATING HIGH ON WOR-TV!

35.1

This is the highest rating in history for any single motion picture presentation on the New York station. "Hercules" overwhelmed all competition with 46.1% of the viewing audience according to Nielsen Station Index. The 35.1 average quarter hour rating exceeded that of the three major networks combined in the same time slot 7:30 to 9:30 P.M. Friday, January 4th.

This is the first of the thirty-three motion pictures purchased by WOR-TV, Channel 9 from Embassy Pictures.

NOW AVAILABLE FOR THE REST OF THE UNITED STATES FROM EMBASSY PICTURES CORP.

JOSEPH
E. LEVINE
presents

HERCULES

**Nielsen Rating
Of 35.1 For Channel 9's
"The Big Preview"
Exceeds Total Of All
Network Stations
Combined!**

Cast of
THOUSANDS!
Cost in
MILLIONS!
TRULY THE SCREEN'S
MOST STUPENDOUS
SAGA!



Filmed amid Mediterranean magnificence in glorious EASTMAN COLOR by Pathé and DYALISCOPE!

STARRING
**STEVE
REEVES**

SYLVA
KOSCINA

FEATURING
GIANNA MARIA
CANALE

WITH
Fabrizio Mioni - Ivo Garrani - Arturo Dominici
Mimmo Palmara - Lidia Alfonsi - Gina Rovere

DIRECTED BY
PIETRO FRANCISCI
O S C A R F I L M - G A L A T E A

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SUPREME COURT REJECTS ASCAP CASE

Says it lacks jurisdiction to rule on tv music rates

The U.S. Supreme Court ruled without explanation last week that it lacked jurisdiction to hear the appeal of television stations on their bid for a new kind of ASCAP music license.

Officials of the all-industry tv stations music license committee, representing the stations, noted that the court's dismissal was based on jurisdictional grounds and said they would seek to transfer the appeal to a lower court.

They reasoned that the Supreme Court may have dismissed the appeal on grounds that it should have been taken to the lower court first. The committee had appealed directly to the Supreme Court under an expediting act which apparently is subject to conflicting interpretations.

The committee, headed by Hamilton Shea of WSVA-TV Harrisonburg, Va., plans to file with the Supreme Court within the next ten days a motion to transfer the appeal to the Second Circuit Court of Appeals in New York. This step was decided upon in consultation with the committee counsel, the New York law firm of Donovan, Leisure, Newton & Irvine.

If the appeal is transferred, the decision of the Second Circuit Court may still be taken to the Supreme Court by whichever side loses in the circuit court.

At-The-Source Clearance ■ The committee, representing some 370 tv stations, is seeking a so-called "at-the-source" license under which ASCAP music used in future syndicated and feature films would be licensed not by broadcasters but by the program producers at the time of production.

Thus stations would have to pay directly to ASCAP only for whatever ASCAP music they use in locally originated programs. They currently pay, on a blanket or per-program license basis, on all ASCAP music used in non-network programs (network music is covered in separate contracts between ASCAP and the networks).

The appeal to the Supreme Court was from a ruling by Chief Judge Sylvester J. Ryan, of the U.S. Southern District Court in New York, that ASCAP could not be compelled to grant the at-the-source licenses sought by the committee (BROADCASTING, Sept. 17, 1962).

In dismissing the appeal, the Supreme Court noted merely that it lacked jurisdiction. Justice Hugo Black said he thought the court should hear the case and at the same time rule on the issue of jurisdiction.

Committee leaders were disappointed but not disheartened.

Disappointed But Pleased ■ "As chairman of the committee," Mr. Shea said, "I am disappointed that the Supreme Court did not agree to hear our appeal. However, I am pleased that the turn-down was made on a jurisdictional basis rather than on the merits of the case."

"We plan to file a motion with the court asking transfer of the case to the



Hamilton Shea
Disappointed but pleased

circuit court and are hopeful the Supreme Court will act favorably on this motion.

"The committee never expected that we would have an easy road in getting fair treatment for television broadcasters. I am confident that in one way or another we shall eventually be successful."

Three Choices ■ The committee had several alternatives after last week's Supreme Court ruling.

One would have been to try—again—to negotiate a settlement with ASCAP. Apparently this course did not look especially promising at this time.

Another would have been to file a civil antitrust suit against ASCAP in an effort to get source-clearance. A third would have been to abandon the quest for source clearance and go directly into a hearing before Judge Ryan to fix fair and equitable rates under the same type of license now in use.

In electing to apply for transfer of the appeal to the circuit court, the committee obviously felt that, having gone this far in its bid for source clearance, it should go the rest of the way.

It was not felt that the circuit court

approach would be unduly costly in either time or money. If the transfer is granted, it was thought a circuit court decision might be expected no later than the end of summer and possibly earlier.

If the committee succeeds in upsetting Judge Ryan's decision, the case would then—barring a settlement—go back to him for further hearings on whether ASCAP should be required to grant source-clearance licenses, and on what terms.

While the case is in the courts, stations are operating under the terms of the old contracts, which expired Dec. 31, 1961. Any changes in the new contracts, when finally set, will be retroactive to that date.

UAA reports increased sales volume in '62

United Artists Assoc. announced last week that dollar volume on sales on its feature films and cartoon properties increased by more than 100% in 1962 over 1961.

UAA does not disclose dollar figures since it is a subsidiary of United Artists Corp. to which it reports its earnings, a spokesman said. He noted that 1962 was a "record year," achieved mainly through sales on post-'50 films but assisted by contracts made for pre-1948 properties.

Sales on "United Artists Showcase for the Sixties," consisting of 33 post-'50 features, continues "brisk," the spokesman said, with new contracts signed with KHJ-TV Los Angeles; WTEN (TV) Albany, N. Y.; WDAU-TV Scranton, Pa.; WTOL-TV Toledo; KROC-TV Rochester, Minn.; WOWL-TV Florence, Ala., and KMID-TV Midland, Tex.

UAA's record sales in 1962 received support, he said, from 2,000 pre-'48 features from the Warner Bros. and RKO libraries, and 570 theatrically-produced "Popeye" and "Bugs Bunny" cartoons.

Film on taxes offered free

A 28-minute film, *The Great Tax Debate*, is available free to television stations from the U. S. Chamber of Commerce. The film, which presents the pros and cons of federal tax-cut proposals, includes excerpts from President Kennedy's New York speech to the Economics Club, and statements by labor leader Walter Reuther, Sen. Harry F. Byrd (D-Va.), and Prof. Walter Hallstein, head of the European Common Market.

Requests for the film should be addressed to News Dept., U. S. Chamber of Commerce, 1615 H St., N. W., Washington 6, D. C.

Screen Gems makes big sale to KTVT

KTVT (TV) Dallas-Fort Worth signed an agreement with Screen Gems Inc. last week, calling for the payment of \$1 million for the acquisition of three feature film packages and a cartoon package.

James R. Terrell, general manager of the station, said the agreement represented the largest program investment made by the new management of KTVT. He noted that the independent station plans to schedule feature films in prime time at least four evenings a week. (Station was purchased by WKY Television System [WKY-AM-TV Oklahoma City, WTVT (TV) Tampa, Fla.] last year for \$800,000 (BROADCASTING, Aug. 6, 1962.)

Heading the list of programming acquired is the 73-title Columbia Pictures post-'50 package, which includes "From Here to Eternity." As part of the agreement, KTVT was given the world television premiere right to "Eternity," and will present the film on Feb. 15, 7:30-9 p.m.

The other packages in the KTVT purchase are the 210-title post-'48 Columbia features; the 65-title "Best of Universal" features, and a group of 156 five-minute cartoons made by Hanna-Barbera, consisting of *Touche Turtle*, *Wally Gator* and *Lippy the Lion*."

Robert Seidelman, vice president in charge of syndication, reported that in addition to KTVT, SG has made sales of the new 73-title Columbia group to WRGB (TV) Schenectady, N. Y.; WBAY-TV Green Bay, Wis.; WALB-TV Albany, Ga.; KSHO-TV Las Vegas; KGMB-TV Honolulu; KGW-TV Portland, Ore.; KHSL-TV Chico, Calif.; and WJHG-TV Panama City, Fla.

Mark Century to provide radio program service

Formation of Mark Century Inc., a new firm specializing in radio programming services, has been announced in New York by Milton Herson, president.

Mark Century's creative arm is assisted by an agreement with Music Makers Inc., New York, a firm that specializes in commercial music. Dave Manber is the copy chief for Mark Century.

The new radio service carries the theme "radio a la carte" on the theory that the material provides a selected menu for stations which are in need of "quality, custom-tailored packages of the best in music, lead-ins, promotion ideas and special material." The material, provided on tapes or on disks and available in stereo or monaural, has been put together with the station program director in mind.

In an interview last week, Mr. Her-

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Video and Pulse **DISTRIBUTION EQUIPMENT**



A complete transistorized video and pulse distribution system in convenient plug-in Module construction.

This basic 5 1/4" rack mount frame containing its own Plug-in power supply can provide 48 pulse outputs or 36 video outputs. If desired, pulse and video distribution amplifiers can be put in the same frame utilizing the same power supply.

Modular Plug-in Construction
High Input Impedance
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For the best and most modern broadcast systems and supplies, look to **VISUAL**—your **SOURCE** for Superior Equipment from Specialist Manufacturers.

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Keeps You in View!

A 'scientific approach' to radio music

The job of music selection has been taken out of the hands of d.j.'s and turned over to the scientists in a new music programming service for radio stations.

Following a six-month experiment on WPOP Hartford, Conn., Irving Schwartz, creator of the service and president of Central Broadcast Corp., Kansas City, said his new "Centronic System" now is being offered for sale on an exclusive basis to a limited number of stations in major markets.

Mr. Schwartz's "scientific approach" to music programming has been adopted by WPOP, where he is program consultant.

Under Mr. Schwartz's formula records played are selected from categories of current hits, futures, standards, name artists and special releases. The composition for each hour is calculated as to sequence and balance, and the frequency of exposure of each tune is related to its popularity and trend. A track

record is developed for each tune and artist aired. The weekly music lists, which are prepared in the Central Broadcast headquarters in Kansas City, are composed on special forms for each hour of the day and every day of the week.

Computer's Choice ■ The first step in the formula, which is designed for widest possible range of acceptance in a particular market, is to conduct local research on listeners' tastes and preferences. These results are compared with data on a national level, and the formula is "weighted" for the local area to correct differences between the two sets of statistics. Computer projections, based on charts, polls and all other available information, indicate when a record will be dropped from the "Centronic" list or when a new tune can be showcased.

Mr. Schwartz said station subscribers of the service will be charged according to market size, starting at about \$640 a month.

son, who is also general counsel at Music Makers, specified his new firm has placed emphasis on originality and freshness in the music (all of it newly prepared).

A Six-Month Survey ■ Mark Century maintains it conducted a six-month survey of more than 200 radio stations now using similar "devices" and found there was dissatisfaction with the material being provided. Mr. Herson notes his firm intends to supply quality material as contrasted to "quantity."

Mark Century, Mr. Herson explains, is not packaging station-break jingles for sale to advertisers though the firm will package "commercially successful" material for building client relationships.

A typical "radio a la carte" package might contain new, original music; contest and new promotional aids; subtle aids for local advertisers; series of sound effect bands to blend with the other material; especially edited classical music for use as segues, and specialties for weather reports, identifications, commercials and stylized local programs and even public service themes.

Mark Century is located at 6 W. 57th Street. Telephone Circle 5-3741.

Ray Anthony to syndicate weekly tv music program

Band leader Ray Anthony whose new tv show is scheduled to start on KTLA (TV) Los Angeles next Saturday (Jan. 26) as a weekly half-hour (10-10:30 p.m.) is taping the program for syndi-

cation despite warnings that first-run syndication is no longer feasible.

"All this negative talk about the so-called softness of the syndicated television market is purely bunk," Mr. Anthony said Thursday at a news conference in Hollywood. "After months of thorough research, we feel we are definitely on the right track and that a new trend is about to start in telecasting."

"The viewers are fed up with summer re-runs all year long, and unhappily that's exactly what the stations have been giving them. After all, what is a syndicated show 'off network' but a fancy name for a re-run?"

Mr. Anthony said he believes so much in the no-rerun plan that he is going to sell his own series only once.

"We've geared our financial thinking and budgets to recouping our investment on a once only basis," he said. His own organization, Ray Anthony Enterprises, 9155 Sunset Blvd., Los Angeles 69, is handling the distribution of the programs.

ASCAP suing eight Washington state am's

The American Society of Composers, Authors & Publishers announced last week that its members have instituted copyright infringement suits against eight radio stations in the state of Washington, claiming copyrighted songs were performed without authorization. The defendants are: KGMI Bellingham, KFKF Bellevue, KAPY Port Angeles, KARY Prosser, KUTI Yakima, KIXI

Seattle, KGY Olympia and KALE Richland.

The plaintiffs are asking various federal courts in Washington to restrain the defendants from broadcasting the songs in the future and to award damages of not less than \$250 for each unauthorized performance, plus attorneys' fees and court costs.

New MGM features sold to 12 stations

License agreements with television stations for MGM-TV's 30/63 offering of post-1948 feature films have approached \$2.5 million, according to Richard A. Harper, director of feature and syndicated sales.

The package is being made available with each film priced individually in each television market (BROADCASTING, Dec. 17, 1962).

The 30/63 list includes "The Blackboard Jungle," "I'll Cry Tomorrow," "Somebody Up There Likes Me," "The Tender Trap," "Silk Stockings," and "It's Always Fair Weather."

MGM-TV has signed licenses with 12 stations: WNBC-TV New York; WGN-TV Chicago; WFIL-TV Philadelphia; KSD-TV St. Louis; WTVJ (TV) Miami, Fla.; KENS-TV San Antonio, Tex.; KOMO-TV Seattle; KTVK (TV) Phoenix, Ariz.; KATU (TV) Portland, Ore.; WTEV (TV) New Bedford-Providence, R. I.; KONO-TV Honolulu; and WLUK-TV Green Bay, Wis.

Edison awards for science programs

NBC programs won five Thomas A. Edison Foundation national mass media awards presented last week at the foundation's annual awards banquet. Stations cited were WLOF-TV Orlando, WSB Atlanta and WNDT (TV) New York. The Edison awards are given for contributions in the specialized field of science education, especially for efforts directed towards youth.

ABC-TV was honored for its *Discovery 62* series which was named the "best science tv program for youth," and in conjunction with Bell & Howell Co. for "furthering the understanding of education" in the presentation of the "Meet Comrade Student," telecast which examined education in the USSR. It was one of the *Close-Up!* series.

NBC programs winning awards and their categories: *Exploring*, best children's tv program; *David Brinkley's Journal*, tv series best portraying America; *U. S. #1 American Profile*, tv program best portraying America; *Why They Do What They Do*, radio program best portraying America and *How Will*

Man Shape Man's Future, best science radio program for youth.

Individual station awards were presented to WSB for its practice of devoting a number of broadcast days during the year to educational subjects, to WLOF-TV for its weekly presentation of two scientific space-age reports and its Spanish language educational programming and to WNBT (TV), for "furthering educational television."

A special citation, presented by the Edison Foundation's honorary president, Charles Edison, was made to AT&T for furthering world communications through Telstar.

Sales of 'Supercar' hit \$1.9 million

Sales of Independent Television Corp.'s *Supercar* have reached \$1.9 million, the distributor said last week. The syndicated series of 39 half-hours has been sold in 140 U. S. and 49 foreign markets to date.

ITC is planning a second year of production for *Supercar*, which made its tv debut on WPIX (TV) New York in January, 1962. At the same time, ITC announced another series, *Fireball XL5*, a series consisting of 39 half-hours of science-fiction adventures in the 21st Century.

Film Sales . . .

Seven Arts' Volumes 1, 2 and 3 (Seven Arts Assoc.): Sold to WNBC-TV Binghamton, N. Y. Volumes 1, 2 and 3 now in 133, 108 and 88 markets respectively.

Seven Arts' Volumes 4 and 5 (Seven Arts Assoc.): Sold to WCKT (TV) Miami, Fla.; KPTV (TV) Portland, Ore.; KCBT-TV Lubbock, Tex.; KVOO-TV Tulsa, Okla.; WMAR-TV Baltimore and WNBC-TV Binghamton, N. Y. Now in 50 markets.

Bachelor Father (MCA Tv): Sold to Louis Shanks Furniture Co. and Nash Philip-Copus Co. for use on KTBC-TV Austin and to Collins & Ryan for WBOV-TV Salisbury, Md.; also sold to WXYZ-TV Detroit; KXLY-TV Spokane, and KIRO-TV Seattle. Now in 18 markets.

Dragnet (MCA Tv): Sold to WWL-TV New Orleans and WRAL-TV Raleigh. Now in 86 markets.

Restless Gun (MCA Tv): Sold to KODE-TV Joplin, Mo. Now in 31 markets.

State Trooper (MCA Tv): Sold to Ford Motor Co. for use on WRAL-TV Raleigh. Now in 148 markets.

Columbia Post-48s (Screen Gems): Sold to WSTV-TV Steubenville, Ohio; WRDW-TV Augusta, Ga.; WRGP-TV Chattanooga; WDAY-TV Fargo, N. D.;

KTBS-TV Shreveport, La.; KIMA-TV Yakima, Wash.; KAKE-TV Wichita, Kan.; KOLN-TV Lincoln, Neb.; KFYZ-TV Bismarck, N. D.; WCIA (TV) Champaign and WMBD-TV Peoria, both Illinois. Now in 120 markets.

44% of U.S. tv homes saw 'Conversation with JFK'

A. C. Nielsen Co. estimated last week that 21,960,000 homes, or 44% of all U. S. homes with tv sets, saw the three-network telecast of *Conversation*

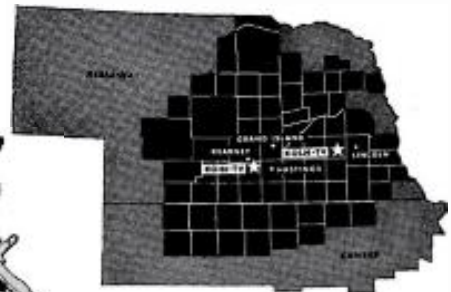
with the President last month (Dec. 17, 1962).

Nielsen said the average home viewing the program tuned in to an estimated 42 minutes of the one-hour show. The program was carried by 401 network affiliates.

Other figures of homes reached by combined network television coverage of major events during 1962, reported by the research firm: election night, Nov. 6—39,290,000; tour of White House, March 14—28,300,000, and the Glenn orbit, Feb. 20—39,900,000 homes.



**YOU'RE ONLY
HALF-COVERED
IN NEBRASKA
IF YOU DON'T USE
KOLN-TV/KGIN-TV!**



**... covering a bigger,
better Lincoln-Land**

A good turn . . . in fact, the best turn in Nebraska these days is to the state's other big TV market, now rated among the most important in the nation.

Lincoln-Land is now the 76th largest market in the nation*, based on the average number of homes per quarter hour delivered by all stations in the market. And the Lincoln-Land coverage you get with KOLN-TV/KGIN-TV (206,000 homes) is a must for any sales program directed to the major markets.

Avery-Knodel has the full story on KOLN-TV/KGIN-TV—the Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

*ARB Ranking

AVERAGE HOMES DELIVERED PER QUARTER HOUR

6:30 to 10:00 p.m.

(November, 1962 NSI)

KOLN-TV/KGIN-TV	60,800
Omaha Station "A"	54,800
Omaha Station "B"	53,300
Omaha Station "C"	49,200

The Folger Nations

RADIO

WHDZ RADIO 1000 AM
WHEE RADIO 1000 AM
WHEE RADIO 1000 AM
WHEE RADIO 1000 AM

TELEVISION

WHDZ-TV RADIO 1000 AM
WHEE-TV RADIO 1000 AM
WHEE-TV RADIO 1000 AM
WHEE-TV RADIO 1000 AM

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

Hartford revisited: will pay tv work?

AFTER HALF YEAR 1,800 SUBSCRIBERS SPEND \$8-10 MONTHLY ON SHOWS

After seven months of operation, pay television in Hartford, Conn., has 1,800 customers who are almost overwhelmingly "pleased," spend \$8 to \$10 apiece on it each month but don't find it cutting into their free-tv viewing or movie-going.

Will it succeed? Nobody knows.

That was the consensus a BROADCASTING editor brought back last week after an on-the-scene investigation. He had made a similar one last July, shortly after the experiment commenced (BROADCASTING, July 9, 1962).

Although he found no statistical evidence that the test is moving toward success or failure, he did gain some impressions based on talks with subscribers, with RKO Phonevision officials who are conducting the experi-

ment, with Hartford businessmen and Hartford people in general:

- Most of the individuals who have subscribed are "pleased" with the service.

- Non-subscribers believe pay tv either is too costly or doesn't offer enough in programming to warrant paying for it.

- The rate of subscription and installation will be more modest than originally envisioned by RKO Phonevision, though the company claims this is partly by design.

- Though progress has been made in acquiring additional feature films and special programs in the past six months, the Hartford system has not been able to schedule outstanding programs on a regular basis, a circumstance consid-

ered a pre-requisite for a successful pay tv operation.

- Pay tv has made no dent in theatre attendance or in free tv viewing and does not shape up as a threat for the next few years at least.

It cannot even be said definitely whether progress actually has or has not been made in Hartford over the past six months. It depends on the perspective from which developments in the city are viewed.

Detractors point out that RKO Phonevision officials were proclaiming last summer that the system would have 4,000 subscribers by the end of 1962. They stress that the figure now reported by the company itself is 1,800 after six months. Critics also noted that RKO Phonevision had indicated it would present Broadway plays, opera and ballet, but, outside of feature films, has presented some special programming of a variety act nature only.

RKO Phonevision's top officials—Vice President John Pinto, who operates from New York, and Charles Wood, general manager, who is on the scene in Hartford—have answers for the scoffers. They acknowledge that the 4,000 figure may have been an overestimation, but contend that over the past four months, RKO Phonevision, by design, has controlled the installation of the necessary decoding equipment. They insist they are "highly pleased" with progress to date.

"We have always said that we expect to lose money during the three years of the experiment," Mr. Pinto said. "We could have grown very rapidly in the first six months if we had so decided, but we found that for our purposes it is better to grow slowly and purposefully."

A Pilot Project — "This is a pilot installation, and we hope to learn all we can about all the ramifications of pay television. It is easier to learn more if the system grows gradually. Our research becomes simpler. Some of the things we want to learn are: how long a subscriber stays with pay tv, what types of shows he enjoys, how much he spends before he decides it's the cut-off point, how families of different sizes and different income levels arrange for the buying of our programs. These are only a few of the factors we are exploring."

Mr. Wood noted that an investment of more than \$1 million has been made

Who, what, when, where of Hartford test

The following are some pertinent facts and figures on the Hartford subscription television operation:

Licensee: RKO Phonevision, a wholly owned subsidiary of RKO General Inc. (Service started June 29, 1962).

Facilities and Equipment: Programs are telecast over WHCT (TV) Hartford, an RKO General station which operates on uhf ch. 18 as a commercial outlet during the day. Decoding equipment attached to receiver and encoding equipment located at station are manufactured by Zenith Radio Corp., which is co-operating in the test.

Fees: A subscriber pays \$10 for the installation of each decoder and a \$3 monthly rental fee. Prices for programs vary from 25 cents for children's educational programs to \$3.50 for major sports events. Feature films range from \$1 to \$1.25.

Method of Payment: Decoder contains a billing tape which records the programs selected during month. Subscriber removes tapes and returns it to company with his check. A discount plan gives a subscriber with an \$8 bill a \$2 rebate for the next month; a \$10 bill, a \$3 rebate.

Number of Subscribers: 1,800 (as of Jan. 15, 1962). Installations are averaging 50 a week.

Hours On The Air: 30 to 40 a week, seven days a week. Starting at 7 p.m. and ending at various times

(10:45 p.m.-12:40 a.m.). Matinee presentations on Wednesday and Saturday afternoons, starting at various times.

Typical Program Schedules: Saturday, Jan. 5—3 p.m., The Three Stooges in "Have Rocket, Will Travel" for 50 cents; at 7 p.m. Walt Disney's "Nikki" for \$1, and 8:30 p.m. "It Started In Naples," starring Clark Gable and Sophia Loren, for \$1. Friday, Jan. 18—7 p.m., "A Place In The Sun," starring Montgomery Clift and Elizabeth Taylor, for \$1; 9:30 p.m. and 11:30 p.m., "The War Lover," starring Steve McQueen and Robert Wagner, for \$1.25. Sunday, Jan. 20—7 p.m., Walt Disney's "The Legend of Lobo" for \$1, and 8:30 p.m., The Kingston Trio special program (a repeat presentation) for \$1.50. (The bulk of programs are feature films.)

Miscellaneous Information: A program guide is issued to subscribers on a semi-monthly basis, which lists the program, the classification (children, adult, family), the code number and the price. Programs are repeated three or four times, not usually on the same day but several days subsequent to the last presentation. Charles Wood, general manager of the subscription tv operation, appears each week on the station, providing a description of coming programs and replying to questions and criticisms sent in by viewers.



Sports programs are among the more popular offerings on pay television in Hartford. Football, basketball and hockey contests from New York and Boston are featured. Families like that of Richard Van Ausdall (r), of West



Hartford, spend an average of some \$8 to \$10 monthly to watch the programs which include some name talent but lean heavily toward movie feature film which has already appeared in downtown Hartford theatres.

for decoding equipment alone and a speeding up of installation would lead only to a larger deficit at this time. Both Messrs. Pinto and Wood stress that RKO Phonevision, a subsidiary of RKO General Inc., expects to lose "considerable money" on the experiment, but believes that an orderly expansion of its audience and facilities suits the purposes of the test.

As to the charge that programming had not approached advanced billing, Messrs. Pinto and Wood insist that the entertainment it has provided has been satisfactory. They point out that in addition to so-called "subsequent-run features" (current films that become available shortly after the first run in downtown Hartford theatres), subscription tv in Hartford has carried a group of special entertainment programs not available on free tv or in motion picture theatres.

"We have had special shows produced for us that run from 75 minutes to two hours long," Mr. Pinto said. "These have included the Kingston Trio as they appeared before a tent show; Hildegard in an appearance at the Persian Room in New York; Betty Comden and Adolph Green in their presentation of 'A Party'; the Bolshoi Ballet, the Bayanihan Philippine Dancers, Carlos Montoya and a schedule of football, basketball and hockey contests from New York and Boston.

"We have on our schedule for the immediate future special programs spotlighting the McGuire Sisters and Bill Dana (Jose Jimenez), taped at top supper clubs throughout the country; a production of Gian-Carlo Menotti's 'The Consul,' which we bought from International Telemeter Co., and a production of Chekov's 'A Country

Scandal,' which stars Franchot Tone. And we are planning others."

As the number of subscribers expand, RKO Phonevision will plow back funds for additional special programming. Mr. Pinto agreed that it is difficult at this time to arrange for the telecasting of Broadway plays, remarking without elaboration that there are "some complexities" involved in putting together such a project. But he added: "That will come, too, sometime in the future."

Backbone Fare ■ Insofar as the backbone of pay tv programming is



Carlos Montoya was one of the name artists who appeared on subscription television in Hartford. Some of the 1,800 subscribers express disappointment that the programming has so far not included any Broadway plays, a feature which RKO Phonevision had predicted would be available.

concerned—feature films—Mr. Pinto feels RKO Phonevision has made "considerable progress." At the outset of pay tv in Hartford, he said, only Paramount and Warner Bros. were willing to supply films. Both features on a subsequent-run basis and those produced within the last few years but not released to Hartford free tv are available to the Hartford system from United Artists, Columbia, Metro-Goldwyn-Mayer and Buena Vista (Walt Disney's production company). Only 20th Century-Fox and Universal are "holdouts."

"And we are hopeful that we can make deals too with Universal and Fox," Mr. Pinto remarked.

The RKO Phonevision executive realizes that the success of subscription tv in Hartford will depend on two key factors: the number of subscribers and the number of times they watch the system.

"I must stress that the number of subscribers we are going to attain is a goal which we hope to build up to steadily and gradually," Mr. Pinto observed. "We have a strong feeling that the figure in Hartford must be in excess of 10,000 homes. How much in excess we are not prepared to say.

"As for the number of times they watch this week, that is another important factor, certainly. We cannot say right now what that figure should be, but our research convinces us that it need only be a minority audience. We have always said that subscription tv should be a supplemental medium. Remember our main business is owning and operating commercial tv and radio stations." (RKO General owns 13 radio-tv stations, wholly or in part.)

A Sampling ■ Mr. Pinto was asked to confirm the findings of a random

SPECIAL REPORT: HARTFORD continued

sampling by BROADCASTING of 30 pay tv homes in the Hartford area, which showed that the monthly bill was in the \$8-\$10 range. Mr. Pinto said he was not in a position to cite specific dollar figures, but added:

"Our price structure is so set up that if a subscriber spends \$8 a month, he earns a \$2 rebate on the next month's bill, and if he spends \$10 a month, he earns a \$3 rebate. In other words, we would like to take in at least \$6 a month for each subscriber. When I tell you that we're very much pleased with the returns to date, I think you have your answer."

The Hartford system is being thoroughly researched, according to Mr. Pinto. The company itself periodically solicits the opinions of subscribers and "gets a remarkably high return," Mr. Pinto said. In addition, John J. Henderson & Assoc., New York, has been conducting a continuous research program in Hartford since the start of the project last July.

Mr. Pinto noted that information obtained by the Henderson organization is for the "internal use" of RKO

Phonevision and RKO General and for the FCC. (The experiment required the approval of the FCC and at the end of the three-year test period in 1965, the Commission must decide whether to continue the subscription tv program in Hartford. The commission's go-ahead is required because Hartford, unlike the pay tv system in Etobicoke, in Toronto, Canada, is an over-the-air installation, utilizing WHCT [TV], an RKO General station.)

Mr. Pinto emphasized that RKO Phonevision was reluctant to divulge "too much of what we have learned in our research because we use it to guide our moves and also we feel an obligation to the company which is spending so much money on this undertaking, which is really one big research project." He noted that a number of companies interested in pay tv have visited Hartford and New York to learn as much as possible about the Hartford test, and added:

\$10 Million Investment "At this stage, we are not about to tell them all the things we have learned. It is only reasonable that our company, which is footing the bill, should reserve this information for itself—at least for the time being. You can never tell when a competitor may crop up in a market in which RKO General may be interested some time in the future."

Mr. Pinto estimates that RKO General and Zenith, which is supplying equipment at a minimal cost, will have spent \$10 million by 1965.

The contention of Messrs. Pinto and Wood that subscribers generally are "pleased" with pay tv was borne out by a sampling of 30 homes in Hartford by BROADCASTING. The result: 27 subscribers said they were "pleased" with subscription tv; three said they were "displeased," and of the three, one reported he had cancelled his subscription. (RKO Phonevision states it has received 21 cancellations out of 1,800 subscribers over the past six-and-a-half months.)

The sampling, which was conducted among pay tv homes that had been receiving the service three months or more, showed:

- They were pleased with the programming generally, though several mentioned they hoped that Broadway plays would be forthcoming soon.

- The monthly fees mentioned invariably by respondents were \$8, \$9, \$10.

- The reasons they cited for subscribing: "no commercials," "convenience of seeing movies and other attractions within the comfort of home," reasonable cost (entire family can view

for one admission and no fees for parking, baby sitting).

- They believed pay tv had lived up to expectations; they were spending as much money as they had anticipated; it had not "eaten into" the time they would be spending with either free tv or the movies.

The three individuals who were "not pleased" with subscription tv gave one main reason: the programming wasn't "good enough" to justify the expense.

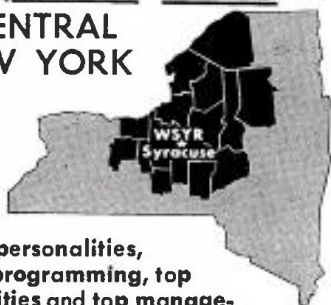
Hartford businessmen, including operators of tv stations and motion picture theatres, told BROADCASTING they are watching the pay tv development with interest. Operators of several downtown theatres said they could see no threat to their business for the foreseeable future and doubted that pay tv ever would appeal to a broad segment of the population. Tv station officials reported pay tv had had no discernible effect on their operations but said they were following the Hartford experiment with interest.

Non-subscribers questioned by BROADCASTING remarked generally they had no intention of paying for tv or said they might consider it if it offered programs they regarded as "a lot better" than commercial tv.

Though conclusive answers to pay tv in Hartford will not emerge until the conclusion of the three-year test in 1965, Mr. Pinto ventured, the next six months should be "noteworthy."

"We think by the end of this first year certain patterns will emerge," he stated. "Our installations are running about 50 a week. We will have a broader base to evaluate, and we will have subscribers with us for a longer period. This will give us, we hope, a better insight into the viewers' preferences and buying habits."

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WIP helps strike-bound riders meet drivers

WIP is helping the City of Brotherly Love live up to its name. The Philadelphia station was afforded this opportunity last week when a local transit strike partially paralyzed the city.

When the strike was called at 12:05 a.m. last Monday (Jan. 14), WIP started a driver-meets-rider service on its early morning show. Announcements solicited phone calls from those in either category. A master chart of the city divided into five parts was utilized. Callers offering or seeking rides were immediately given names and phone numbers of others in the same general locality.

The WIP service was restricted to the morning show with the rides being sought for daylight hours only. Station spokesman said that the campaign started last Tuesday morning and despite use of all available phones at WIP, the station has been unable to keep up with the flood of calls.

WLW-AM-TV fund drive brings in \$381,000

Ruth Lyons, WLW-AM-TV Cincinnati personality, raised \$381,656.71 during her 1962 Christmas Fund Drive, it was announced last week. A tally of contributions shows that 271,540 people donated to the fund for an average donation of \$1.40 per person.

Proceeds of the fund are given to aid hospitalized children in 59 hospitals in Ohio, Indiana and Kentucky, and are used to provide needed equipment, as well as entertainment (such as toys and games, tv and radio sets, libraries, indoor and outdoor play equipment and special gifts upon release).

The Christmas Fund, which began in 1939 (when Miss Lyons raised \$1,000) has distributed \$2,256,749.69 since 1952. The appeal for funds—which are cash donations, not pledges—is made on Miss Lyons's daily WLW-AM-TV program *50-50 Club*, and runs from Oct. 4 (her birthday) until Dec. 25. The program is also carried on Crosley's WLWD (TV) Dayton and WLWC (TV) Columbus, both Ohio, and WLWI (TV) Indianapolis.

Drumbeats . . .

Change in the weather (men) ■ Bud Kraehling, WCCO-TV Minneapolis weatherman, and Art Brock, his counterpart at KPHO-TV Phoenix, Ariz., will switch stations the week of Jan. 27. There will be a daily exchange of film clips showing each man's regular audience what he is doing and the sights

he is seeing. The switch coincides with the annual St. Paul Winter Carnival.

You are my sunshine ■ WXYZ Detroit listeners are being asked to predict the total number of hours of sunshine for the Detroit area between Jan. 14 and Feb. 16. The winning entry receives an all-expense-paid week's vacation in Florida. The contest period coincides with a five-week ad campaign for Sunshine Biscuit Co.

10 cents a step ■ Tom Durand, program director, WTTM Trenton, N. J., and two companions, went on a 3.3 mile "march" for the March of Dimes. The three hikers "marched" one step for each 10 cent contribution made by WTTM listeners. It took them 3½ hours to complete their trip.

Mutual sales winners

Winners of a nine-week contest among the 502 MBS affiliates, to see which could sign the largest volume of advertising from local Homelite Co. (power equipment) dealers, have been announced by the network.

Receiving \$100 cash prizes are: Walter Stamper, commercial manager, WAPO Chattanooga, Tenn.; Samuel Searfoss, sales representative, WSJM

St. Joseph, Mich., and Frank Donnelly, account executive, KVFD Fort Dodge, Iowa. Homelite Co. is one of Mutual's leading advertisers.

WTKO personality goes a long way with a dime

Andy Andrews, air personality at WTKO Ithaca, N. Y., is trying to build a dime into \$1,000 for the March of Dimes. On Jan. 2, Mr. Andrews asked listeners to bid for the dime. At the end of his morning program, the highest bidder, a teenaged boy, received the dime in exchange for \$8.20, a knapsack and signal flags.

As the first week of his effort ended Mr. Andrews had built his original dime into \$101.50 in cash, one snow blower and four puppies.

Among items which changed hands during the first week: 30 dozen donuts, two pure bred German puppies, a television set and a kitchen range. Other items bid included a Shetland pony, and two automobiles.

The bidding and trading will continue until the end of January, by which time Mr. Andrews hopes to have reached his \$1,000 goal.

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Statistic-Retail sales in the area covered (Grade B) by WPBN-TV, Traverse City, & WTOM-TV, Cheboygan, total \$531,362,000.

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Improved emergency setup for California BROADCASTERS, OFFICIALS MEET IN PLANNING SESSION

A plan to improve the emergency broadcasting setup in California for use in case of a nuclear attack is being drafted by the California Disaster Office following a meeting of broadcasters with federal, state and local officials in Sacramento. Allan K. Jonas, director of the CDO, who called the meeting, said that he expects a draft of the plan to be ready about Feb. 1. "The public needs shelters and an improved communications link that can only be provided by radio broadcasting," Mr. Jonas said.

The meeting discussed a plan to provide the use of fallout-protected broadcasting facilities, emergency power for these stations and arrangements to develop a state-wide network linking city, county, state and federal emergency operating centers. Such a hookup would enable the President and the governor to speak directly to the people in the event of such an emergency. John Upsher Smith, acting regional director of Office of Civil Defense-Dept.

of Defense Region 7, headquartered in Santa Rosa, Calif., said that federal funds could be available for the emergency broadcasting facilities and urged the California Disaster Office to develop plans in conjunction with the state industry advisory committee headed by W. H. Hartman, chief engineer of KCRA-TV Sacramento. Mr. Hartman promised full cooperation in developing such a plan. Mr. Smith said that when the California plan is completed and approved it will be submitted to the National Industry Advisory Committee in Washington. Several other procedural questions will be referred to Washington, he said.

Other broadcast executives at the meeting were Philip Lasky, vice president, Westinghouse Broadcasting Co.; Louis Simon, general manager, KPIX (TV) San Francisco; H. L. Blatterman, chief engineer, KFI Los Angeles; Thomas Mullahey, public service program director, KRON-TV San Francisco.

NAB planners

Four state broadcasting associations were represented in a committee named by the NAB last week to plan the 8th Annual Conference of State Presidents in Washington Feb. 26-27. Members of the program committee for the conference, conducted by the NAB, are:

Joseph Goodfellow, president of the Maryland-D. C. Broadcasters Assn. and vice president-general manager of WRC-AM-TV Washington; Robert R. Williams, WHLM Bloomsburg, Pa., and president of the Pennsylvania Assn. of Broadcasters; E. L. Rankin, executive secretary of the North Carolina Assn. of Broadcasters, and Jack Williams, executive secretary of the Georgia Assn. of Broadcasters.

The two-day conference will be held in the Shoreham Hotel.

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Changing hands . . .

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

■ KTTV (TV) Los Angeles, Calif.: Sold by the Times Mirror Co. to Metromedia Inc. for a price in excess of \$10 million (AT DEADLINE, Jan. 14). The transaction includes the acquisition of all stock of the Times Mirror Broadcasting Co., licensee of the ch. 11 independent. Robert W. Breckner, president and general manager of the station, will remain in charge. Metromedia stations are: WNEW-AM-TV New York, WTTG (TV) Washington, KOVR (TV) Stockton, (Calif.), KMBC-AM-FM-TV Kansas City, all vhf tv outlets; WTVH (TV) Peoria and WTVP (TV) Decatur, both Illinois and both uhf stations. MM also owns WHK-AM-FM Cleveland and WIP-AM-FM Philadelphia, and the outdoor advertising firm of Foster & Kleiser. KTTV was founded in 1949.

■ WPDx Clarksburg, W. Va.: Sold by Raymond C. Warden, Robert D. Hough and associates to George L. Kallam and Charles and Matthew Tierney for approximately \$200,000. Mr. Kallam is treasurer of the Tierney Co. which owned WCHS-AM-TV Charleston, W. Va., until it was sold in 1960 to Rollins Broadcasting Co. for over \$2.5 million. No change in management or personnel is contemplated, it was said. James T. Fawcett is general manager of the sta-

tion. WPDX is a 1 kw daytimer on 750 kc. Broker was Hamilton-Landis & Assoc.

■ KTNW St. Paul, Minn.: Sold by Franklin Broadcasting Corp. to Gene Posner for \$125,000. Mr. Posner owns WMIL-AM-FM Milwaukee. This is the first step in an expansion program to acquire the full quota of radio and tv stations, Mr. Posner said. Franklin Broadcasting also owns WEW St. Louis, WWOM New Orleans, KOME Tulsa and WLOD Pompano Beach, Fla. KTNW operates on 1400 kc with 1 kw daytime and 250 w nighttime. Broker was Hamilton-Landis & Assoc.

APPROVED ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 82).*

■ WCAX Burlington, Vt.: Sold by C. P. Hasbrook and associates to James Broadcasting Co. for \$300,000. James Broadcasting, which is headed by Simon Goldman, owns WJTN-AM-FM Jamestown, WGGO Salamanca, WDOE Dunkirk, all in New York and WWYN and WERC-FM Erie, Pa. Mr. Goldman has a personal 16 2/3% interest in WCUM Cumberland, Md. WCAX is a fulltime station on 620 kc with 5 kw.

■ KASE Austin, Tex.: Sold by Austin Radio Co. to W. D. (Dub) Rogers Jr. for \$225,000. Mr. Rogers formerly was principal owner of KDUB-AM-TV Lubbock and KEDY (TV) Big Spring, both Texas, which he sold for \$3.8 million to Grayson Enterprises Inc. in 1961. KASE operates on 970 kc with 1 kw daytime.

■ KASK-AM-FM Ontario, Calif.: Sold by Daily Report Co. (*Ontario Daily Report*) to J. William O'Connor and wife, 50% and Frank H. Babcock Jr., 50% for \$150,000. Approval was conditioned that assignment not be consummated until Mr. O'Connor disposes of his interest in one of the following am stations: WBOW Terre Haute and WHUT Anderson, both Indiana; WGSB Geneva and WJRL Rockford, and 80% of WCVS Springfield, all Illinois. Messrs. O'Connor and Babcock own WPEO Peoria, Ill. KASK is 1 kw fulltime on 1510 kc. KASK-FM operates on 93.5 mc with 1 kw.

Eastman opens Boston office

Robert E. Eastman Co., New York radio station representative, last Monday (Jan. 14) announced the opening of its 10th office, in Boston, to serve New England and upper New York State. Raymond A. Gardella, sales promotion manager in the New York office, has been named manager of the Boston branch.

CBS-TV REPORTS

Network was 90% sold out for most of night schedule

CBS-TV has maintained nighttime sales to advertisers at the 90% or better level through most of 1962, the network notes in a year-end report.

The report emphasizes advertiser and program strength, including additions to its talent roster.

Highlights of the report follow:

CBS-TV for the ninth straight year retained a position as the "world largest advertising medium," continued to emphasize "straight program sale" as compared to participations, marked 90% or better showing at night and nearly continuously maintained an SRO status in the daytime.

A total of 177 different advertisers, of which 13 were new to network tv, were represented, and CBS-TV's "morning minute plan" (rotating spots) built to a high sales percentage and in the last three months of 1962 was SRO.

Affiliate Total ■ At the year's end, CBS-TV had 202 stations in the U. S. as affiliates along with affiliates in Puerto Rico, Guam, Bermuda, Virgin Islands, and Mexico City (and in Canada via Canadian Broadcasting Corp. and its 48 affiliated stations).

In programming: Dany Kaye, Judy

Garland and Carol Burnett have been signed for next fall.

A new hour series of dramas of American history and a 30-minute evening news broadcast on a Monday-Friday basis are planned.

News and public affairs programming was up, the network estimating 34.5% additional time devoted to this fare in 1962 over 1961.

CBS-TV said it devoted a record 292 hours to sports coverage. This figure represents 42% of the total sports programming on all the networks, according to the report.

CBS owned tv stations show 6% sales increase

CBS Television Stations Div. last year had a net sales increase of 6% over 1961, Merle S. Jones, president, said last week in a yearend review that describes 1962 as "the most successful year" in the division's history.

The division is responsible for non-network tv activities at CBS including the five owned tv stations, CBS Films, CBS Television Stations National Sales and international tv investments.

The CBS stations groups, according to the division, had an 11% net sales increase with sales at their highest point. Stations are WCBS-TV New York, KNXT (TV) Los Angeles,

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SOUTHWEST—Daytime-only radio station grossing approximately \$65,000.00 annually and capable of doing better under owner-operator. Good, stable market. Priced at \$85,000.00 on ten years terms.

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Cited in the review also are group programming projects, including "Repertoire Workshop," a program to encourage new tv talent.

Other business increases: CBS Films, 10% rise in overseas gross billings; CTSNS reported gain of 15% in net sales from the owned stations. Trinidad-Tobago's first tv station, in which CBS owns an interest, went on the air in November, and Proartel, Argentinian production company partly CBS-owned, reported it produced 26 out of the 30 top programs seen regularly on ch. 13 in Buenos Aires.

NBC CITES NEWS

Year-end report says 25% of schedule was news shows

NBC cites increased news programming, a continuing emphasis on color, the owned stations' strength and NBC Radio's optimistic status in a year-end report released today (Jan. 21).

Some of the highlights:

- NBC News contributed a record 25% of NBC-TV's overall program schedule. The network reported a new high of 50 special news and information programs in prime time on NBC-TV in the 1962-63 season. NBC Radio devoted four-fifths of its broadcasting to news and public affairs programming.

- Color tv on NBC attained record levels in programming hours: the nearly 2,000 hours programmed in color in 1962 were estimated to be more than the total of U. S. motion pictures produced in color in the last eight years. More than 68% of NBC-TV's total 1962-63 nighttime schedule in the current season has been in color, and a total of 188 NBC-TV affiliates carried the network's color programming.

- NBC Radio's profits were the highest since 1950, claiming 43% of total sponsored hours on the three major networks and could record a total of 75 advertisers.

- NBC claimed record sales and profits for its owned-and-operated stations and record gross revenues for its two main NBC Enterprises divisions, international and domestic.

- NBC-TV had 262 advertisers represented in 26 product categories on its schedule.

NBC reported that the radio network now devotes about 80% of its programming to news and information, and as much as 50 additional hours per month of special programming on current affairs. NBC News, moreover, reported its coverage of major world events included 180 special tv programs. Also during the year, two news series were added, enlarging NBC-TV's sched-

Stanton in N.D.

Dr. Frank Stanton, CBS president, is scheduled to address a joint session of the houses of the North Dakota legislature at Bismarck on Wednesday (Jan. 23) as the highlight of the legislature's third biennial "broadcasting day." He is expected to urge repeal of the Federal Communications Act's equal-time provision (Sec. 315) and removal of barriers to radio-tv coverage of legislative and court proceedings.

North Dakota radio and tv stations plan to carry the address.

ule to a total of more than 40 news and news-background shows weekly.

Advertiser interest in news was up, NBC reporting that in 1962 sponsorship in NBC programs, specials and series exceeded previous records in units sold to advertisers, in gross revenues and in the amount and ratio of recovery of program costs.

NBC sports telecasts included wide coverage in five major sports: baseball, football, basketball, golf and tennis.

NBC-TV, it was noted, had an increasing number of advertisers attracted by color programming and noted that color commercials are currently running in every one of NBC-TV's nighttime color shows and that many advertisers are getting additional usage from color commercials by placing them in black-and-white programs as well.

RAB's Bunker wants 'credo for selling'

A voluntary "credo for professional selling" and an end to cutthroat radio competition are being urged by RAB President-elect Edmund C. Bunker.

His exhortations toward that objective were given last week at the South Carolina Broadcasters Assn. meeting in Columbia. These, he noted, are among his plans when he takes office as president of RAB on March 1.

RAB, Mr. Bunker said, must provide the leadership to lift radio selling standards and thus it is RAB that should develop the credo—not as a code but as a "voluntary conviction of station owners" evolved through discussions by a committee of broadcasters representing all parts of the U. S.

Said Mr. Bunker: "You can tell me by your support for this credo, or your comments on it, whether this plan can succeed.

"If this makes me a visionary, that's what I am—and I hope to show that

it is possible to be a visionary all the way to the bank."

Mr. Bunker suggested the "credo" include such points as these:

A reaffirmation of the belief in the power of all advertising in general and radio specifically and in the loyalty of every responsible salesman to his own station.

In addition, it should decry negative selling.

Mr. Bunker felt that once accepted, the credo should be published and publicized, made available to all member stations, referred to periodically in RAB promotional material and stations surveyed for their support.

Bud Collyer, host of *To Tell the Truth* on CBS-TV, was recipient of the first annual Professional Broadcasters Award from SCBA. It was presented at the broadcasters' banquet.

Fm group sets up N.Y. promotion office

The National Assn. of Fm Broadcasters is establishing a New York office to promote fm radio among advertising agencies and their national and regional clients. The hiring of an executive director to head the office was authorized by the association's board of directors at a meeting in New York, Jan. 10-11.

T. Mitchell Hastings Jr., president of the association, heads a committee which includes Abe Voron, WQAL (TV) Philadelphia, and Lynn Christian, KODA (FM) Houston, and which is screening applicants for the executive director's position. Interested applicants may submit resumes to Mr. Hastings at WNCN (FM), 11 E. 47th St., New York.

The New York office will serve as a clearing house of information for advertisers, agencies and broadcasters "in selling and in obtaining maximum benefit from the use of fm radio advertising," according to Mr. Hastings.

The present plans call for introducing the new executive director to the membership during the association's annual convention and sales seminar, March 30-31 in Chicago.

Keene, N.H., catv sold

A community antenna system serving 2,300 subscribers in Keene, N. H., has been sold by Al Ricci to New England Video Inc. New England Video is owned by Narragansett Capital Corp., Providence, R. I., small business investment company, which has controlling interests in catv systems in Barstow and Laguna Beach, Calif.; and owns systems in Graham and Palestine, Tex. Price for the Keene property was not disclosed. Mr. Ricci also owns a catv system in Bennington, Vt.

COLOR FOR CANADA URGED

Networks, CAB ask Broadcast Board for study; propose industry-wide committee on tint plans

Canada's two television networks and the Canadian Assn. of Broadcasters last week proposed the establishment of an industry-wide committee to study and plan for the introduction of color television in Canada.

The proposal was made to the Board of Broadcast Governors by Alphonse Ouimet, president of the Canadian Broadcasting Corp., and was endorsed by Spence W. Caldwell, president of the CTV Network, and Don Jamieson, CAB president. Messrs. Caldwell and Ouimet asked that the board withhold approval of color standards and licensing of stations to colorcast for the time being; Mr. Jamieson said stations should be allowed to telecast in color if they desire.

The proposed color tv committee should include representatives of the BBG, CBC, CAB, the Dept. of Transport and color set manufacturers, Mr. Ouimet said. Mr. Caldwell said he thought advertisers and Bell Telephone, which provides network tv microwave facilities, also should be represented on the committee.

A CAB resolution presented before the BBG said, "There appears to be no element of the public interest demanding any restraint upon new developments in full service in broadcasting and specifically the offering of broadcasts in color television to the Canadian public."

The CAB statement said stations should be "permitted to broadcast in color if they desire, each station being allowed to select its own starting time and procedure, and develop its pattern of color broadcasting in the light of experience gained from the initial experimental procedures."

The Station Representatives Assn. of Canada told the BBG "that any station, or group of stations, that prefer to provide color television to viewers should be given permission to do so, and at times and days of their own choice."

The association added that "the introduction of color television in Canada would add a dimension and excitement to broadcast advertising that would attract more advertisers to support the medium of television especially, and indirectly the radio medium. Obviously all these advertisers will not be able to

afford color tv but will be sufficiently attracted to the broadcast medium that they will use tv or radio, or both."

Tv set manufacturers have been campaigning for the quick introduction of color tv in Canada.

BBC-Equity agreement to cost \$5.6 million

An estimated \$5,600,000 annual increase in BBC-TV costs will result from a pay increase just negotiated with Equity, the British actors' union. The new agreement sets up a pay structure which divides actors' work into three categories. The first, for engagements of six days or less, gives an \$82.40 minimum. The second, for 11 days work has a minimum of \$164.70 and the third, for up to 17 days work, \$247.

Before the agreement, an artist re-

Off-colour's on

The traveling salesman story is no longer taboo on the British Broadcasting Corp.'s light entertainment programs in peak viewing (evening) hours.

The BBC last Tuesday (Jan. 15) lifted a 15-year-old ban against humorous remarks about honeymoon couples, fig leaves, prostitution, lavatories, immorality, women's underwear, effeminacy, animal habits, chambermaids, etc.

The scrapping of the code also lifted a prohibition against jokes about the royal family, abuse of political figures, acts of Parliament and references to religious sects.

ceived a minimum fee of \$16.50 plus \$5.90 for each rehearsal day.

The increases bring actors' fees on BBC-TV up to the level of those established for the commercial companies last year.

The new agreement also makes changes in fees paid for programs sold



Return to Elegance
WITH HERNANDO COURTRIGHT

The discriminating traveler will find at the newly cosmopolitan Beverly Wilshire Hotel all the concepts of gracious hospitality for which Hernando Courtright is famous: impeccable, personalized service, splendid surroundings, and above all, cuisine par excellence. Classic elegance is the heart of the Beverly Wilshire—amplified by subtle luxury and unparalleled attention to your comfort and privacy. Make your next visit to Los Angeles verily a return to elegance at the Beverly Wilshire—in the heart of fashionable Beverly Hills, where every conceivable convenience is at hand or in strolling distance.

HERNANDO COURTRIGHT'S
Beverly Wilshire Hotel
BEVERLY HILLS, CALIFORNIA

overseas. In the past overseas rights have been divided into groups for America, the Commonwealth, and the rest of the world. Now BBC-TV can negotiate for the rights to sell programs in individual countries and in some cases, individual cities.

\$2 million offered for Montreal station

Jack Tietolman, CKVL-AM-FM Verdun, Que., has offered to buy CFCF-AM-FM Montreal, Que., for \$2 million. CFCF, which started in 1919,

is Canada's oldest radio station.

Purchase will be subject to approval of Board of Broadcast Governors, Ottawa.

Canadian Marconi Co., owners of CFCF-AM-FM-TV Montreal, announced that the radio stations, but not the tv station, had been put up for sale. Mr. Tietolman has been operating CKVL-AM-FM with the highest amount of live talent programs in French and English of any Canadian station for some years. He is an independent operator, not being a member of the Canadian Assn. of Broadcasters, the national organization to which most

Canadian stations belong.

CFCF is on 600 kc with 5 kw. CFCF-FM is on 106.5 mc with 7.7 kw. CFCF-AM-FM are affiliated with CBC and ABC.

Abroad in brief...

Herr Dr. Kildare ■ Two NBC-TV series, *Dr. Kildare* and *The Dick Powell Theatre* have been sold to West Germany's new second television network. The sales are the first made by NBC International to the new network, which currently is under construction and will begin operations on April 1.

FINANCIAL REPORTS

MGM'S TELEVISION REVENUE SLIDES

Company has \$2.3 million loss in fiscal quarter

Television revenues slid off for Metro-Goldwyn-Mayer Inc. for the first quarter of the fiscal year ended Nov. 22, 1962, the company reported Jan. 7. Tv gross revenue for the 1962 period was \$5,386,000 compared to \$5,630,000 for the same 12 weeks in 1961. Net tv income reached \$1,470,000 for the 1962 period, compared to \$2,030,000 for the same 1961 period.

The 1962 gross tv income breaks down to: \$1,714,000 from licensing of feature films and shorts to tv stations, \$3,672,000 from syndicated tv series and commercials produced for tv.

Overall, MGM had gross revenues

of \$27,310,000 and a net loss of \$2,366,000 after taxes (92 cents a share) for the first 12 weeks of 1962. This compares to a gross of \$29,362,000 and a net income of \$2,173,000 (85 cents a share) for the same period in 1961.

Republic Corp. earns \$1.7 million for year

Republic Corp. earned a net income of \$1,764,314 during the fiscal year ended Oct. 27, 1962, equal to 56 cents a share of outstanding common stock after payment of \$400,000 in preferred stock dividends.

Comparable 1961 earnings were \$1,977,629 or 74 cents a share, Victor M. Carter, president and chairman, reported Wednesday (Jan. 16). Gross revenues for 1962 totaled \$43,285,706, compared to \$31,729,670 for the previous year.

Mr. Carter reported highly favorable prospects for 1963, noting that contracts for the 850-film library being released through the company's Hollywood Television Service division are running ahead of schedule. The North Hollywood lot of Republic Studios, now operating at peak capacity, will be leased to CBS for five years starting May 1, which should add substantially to earnings this year, he said.

Abnormally cool weather last summer and California construction strikes adversely affected the profits of Republic's subsidiary Utility Appliance Corp., (ranges, air conditioners and other household appliances), Mr. Carter said. Another factor in trimming net income was the expense incurred in connection with the proposed acquisition of America Corp., New York holding company, which has been called off following Dept. of Justice objections that the

resultant combination of Republic's Consolidated Film Industries with America's Pathe Labs would produce a monopolistic position in the film processing industry.

Financial notes...

Quarterly dividend ■ Directors of Gross Telecasting Inc. have declared a regular quarterly dividend of 40 cents a share on common stock and 7½ cents a share on Class B common, both payable Feb. 12 to stockholders of record Jan. 25. Gross Telecasting owns WJIM-AM-FM-TV Lansing, Mich.

Paramount dividend ■ A quarterly dividend of 50 cents per share, on common stock payable March 11, 1963 to holders of record Feb. 25, 1963 was declared last Monday (Jan. 14) by the board of directors of Paramount Pictures Corp., New York.

Disney announcement reveals officers' pay

The annual meeting of Walt Disney Productions Inc. will be held at the company's home office in Burbank, Calif., on Feb. 5. Purpose is to elect directors, with the following nominated by management:

William H. Anderson, George L. Bagnall, Roy O. Disney, Walter E. Disney, Gunther R. Lessing, E. Cardon Walker and Gordon E. Youngman.

In a proxy solicitation sent to stockholders Jan. 11, aggregate remuneration of top officers for the fiscal year ended Sept. 29, 1962 was listed as follows:

Walter E. Disney, executive producer, \$182,000; William H. Anderson, vice president (studio operations), \$91,000; E. Cardon Walker, vice president (advertising and sales), \$78,000, and Roy O. Disney, president, \$52,000. The Messrs. Disney also have deferred com-

IRS rules on etv politics

Educational broadcasting stations "must not be an advocate" to maintain their tax-exempt status, the Internal Revenue Service has ruled in answer to an FCC inquiry.

The National Assn. of Educational Broadcasters had asked for a ruling on whether educational tv stations could carry political programs without endangering their privileged tax position. In reply, Internal Revenue said that a noncommercial station "could not, without jeopardizing its tax-exempt status, take sides in a political campaign or editorialize."

IRS pointed out, however, that this does not prevent an etv station from presenting political broadcasts "in a truly nonpartisan manner . . . and without itself participating or intervening in a political campaign on behalf of a candidate for public office. . . ."

pensation agreements in their contracts. Executive and management personnel also have stock options.

Disney Productions had a consolidated net profit after taxes of over \$5.2 million for the 1962 fiscal year (BROADCASTING, Jan. 14).

Wometco Enterprises announces dividends

Wometco Enterprises Inc. board voted regular quarterly 15 cents a share dividend on Class A common, and 5½ cents a share on Class B common, payable March 15 to stockholders of record March 1. The dividends will be paid on all outstanding stock, which includes additional shares resulting from 30% stock dividend paid last month.

In announcing the dividends, the board repeated its announcement of last October that dividends will be paid at the annual rate of 60 cents a share for Class A stock and 22 cents a share on Class B.

The board also announced that the

annual stockholders meeting would take place in Miami April 1.

Wometco owns WTVJ (TV) Miami; WLOS-AM-FM-TV Asheville, N. C.; KVOS-TV Bellingham, Wash.; and 47½ of WFGA-TV Jacksonville, Fla. It also operates theatres in greater Miami and West Palm Beach, the Miami Seaquarium, vending operations in south Florida, central Florida, Jacksonville, Panama Canal Zone, Panama and the Bahamas and operates the Pepsi-Cola and Canada Dry franchises in the Bahamas.

National General net \$2.9 million in '62

National General Corp. (formerly National Theatres & Television Corp.) reported a net income of \$2,913,014 (\$1.03 a share) for the fiscal year ended Sept. 25, 1962, the company announced last week.

That figure compares to a loss of \$6,863,851 (\$2.44 a share) for the 1961 fiscal year. Because of the 1961 loss, no federal income tax is owing

for the 1962 fiscal year, the company said.

Gross income for the 1962 period totaled \$43,546,289, compared to \$43,849,109 for the same 1961 year. Included in fiscal 1962 earnings were non-recurring gains of \$637,876 from the sale of Cinemiracle motion picture production and equipment and of Pacific Ocean Park leasehold.

The major cause of the loss in fiscal 1961 was a write-off of \$7,701,282 for "possible loss on investment in and advances to National Telefilm Assoc." National General is the largest stockholder in NTA, holding 38%.

All divisions are now operating profitably, Eugene V. Klein, president, said in his report to stockholders. In addition to theatres, vending machines and real estate, National General owns five catv systems—in Williamsport, Pa.; Hattiesburg, Miss.; Alpena, Mich., and Logan-Man and Bluefield, both West Virginia. The catv systems "have shown substantial growth and are making an important contribution to the company's cash flow," he reported.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Bahr



Mr. St. Georges

Warren A. Bahr, vp and senior media director of Young & Rubicam, New York, appointed director of agency's media relations and planning department, replacing William E. Matthews, who retired from agency last year. Joseph St. Georges, also vp and senior media director, named manager of media department and director of media computer application, reporting to Mr. Bahr. Mr. Bahr has been with Y & R since 1951 and was promoted to several executive posts in media department before being elected vp in 1960 and senior media director last year. Mr. St. Georges has been with agency's media department since 1955 and was made vice president and senior media director in 1962.

Lou Holzer, senior vp of Cole, Fischer Rogow, Beverly Hills, Calif., joins Brangham/Brewer, Los Angeles, as full partner. Concurrently, agency has changed its name to Brangham/Brewer & Holzer.

C. Hugh Branigan, for past nine years producer-director with NBC-TV,

BROADCASTING, January 21, 1963

New York, joins The Manchester Organizations, Washington, D. C.-based advertising agency, as vp in charge of radio-tv for firm's Washington and New York offices.

Donald E. Putzier, assistant media supervisor at Needham, Louis & Brorby, Chicago, promoted to media supervisor. Thomas Hatch, formerly with Sullivan, Stauffer, Colewell & Bayles and Young & Rubicam, both New York, joins agency as merchandising supervisor. Joseph L. Berner, formerly with Wade Adv., joins NL&B as tv art director.

David W. Hart, former executive assistant to chairman of U. S. Broadcasters Committee for United Nations, joins Advertising Council, New York, as campaigns manager.

Paul Belanger, account executive at Enyart & Rose Inc., Los Angeles, joins KSV&R, advertising agency, that city, as account supervisor.

Patrick J. Devlin, account executive with Television Advertising Representatives (TvAR), Chicago, moves to firm's New York office, effective Jan. 28.

Joel B. Harris joins Hartogensis Adv. Co., St. Louis, as account executive. He will also aid with marketing surveys.

Sidney J. Shulins, former director of marketing services for American Metal Market Co., joins Assn. of National Advertisers, New York, as staff executive for committee operations.

Stan Ross, former producer of on-the-air promotions for ABC-TV, named

SUBSCRIPTION APPLICATION

BROADCASTING *The Businessweekly of Television and Radio*
1735 DeSales Street, N.W., Washington 6, D. C.

Please start my subscription immediately for—

- ☐ 52 weekly issues \$7.00 ☐ 104 weekly issues \$12.00
☐ 52 issues & 1963 Yearbook \$12.00
☐ Current Yearbook \$5.00

- ☐ Payment attached
☐ Please bill

name

title/position*

company name

address

city

zone

state

Send to home address—

*Occupation Required

copy chief of Beverly Hills, Calif., office of Cole, Fischer Rogow Inc., New York-based advertising agency.

Dorothy M. Cantrell named time-buyer at Rogers & Smith Adv. Agents, Dallas, Tex.

Ernest W. Whitney, for past two years vp of Potts-Woodbury Inc., Kansas City, joins creative staff of Bruce B. Brewer & Co., advertising agency, that city.

Edward L. Traxler, copywriter in Chicago office of McCann-Erickson, joins Howard H. Monk & Assoc., Rockford, Ill., advertising agency, as creative director. Before joining M-E, Mr. Traxler was creative group supervisor at N. W. Ayer & Son, Chicago.



Mr. Traxler

Dr. J. N. Peterman, former research director of Buchen Adv., Chicago, joins Minneapolis office of Campbell-Mithun as director of psychological research.

Edward Herrmann, designer and artist, joins creative staff of Lincoln J. Carter Adv. Agency, 1200 Tower Bldg., South Bend 1, Ind. Telephone: CE 2-3391.

Ralph A. Carola named radio-tv director of Harold Cabot & Co., Boston advertising agency.

Angelo Antonucci, film director at Wilding Studios, Chicago, joins Erwin Wasey, Ruthrauff & Ryan, that city, as radio-tv producer. **Mike Cammuso**, formerly with BBDO, Chicago, joins EWR&R as art director.

Robert Van Buren, radio-tv producer at Compton Adv., joins Reach, McClin-ton & Co., New York, in same capacity.

Perry Mohlar named account executive for Miles Bactine at Wade Adv., Chicago.

Mrs. Georgia Duke, former copy supervisor at Reach, McClin-ton & Co., New York, joins Mogul, Williams & Saylor, that city, in similar capacity.

Gus A. Palazzolo named art director in St. Louis for Winius-Brandon Co., St. Louis and Kansas City advertising agency. Mr. Palazzolo joined firm as artist in 1951 and was promoted to assistant art director in 1959.

Bud F. White, for past three years with N. W. Ayer & Son, Philadelphia, joins Firestone-Rosen Inc., formerly Philadelphia office of W. B. Doner & Co., as creative director. **Jack L. Snyder**, head of his own Philadelphia art service, appointed executive art director at Firestone-Rosen.

CFAC elects Hanlon chief

James G. Hanlon, promotion and research manager of WGN-AM-TV Chicago, elected president of Chicago Federated Advertising Club for 1963. Other officers include: **Thomas S. Bird**, Abbott Universal Inc., first vp; **Robert Miller**, John Plain & Co., second vp; **James W. Beach**, Foote, Cone & Belding, third vp; **Joseph J. Hennessey**, Hillison & Etten Co., secretary, and **Eldon Rohrsen**, Tatham-Laird Inc., treasurer. New members of CFAC board are **Lee Ahlswede**, Buchen Adv., and **Richard H. Danielson**, American Oil Co.



Mr. Hanlon

Joseph B. Bengé, **Robert J. Elenz** and **John C. Olney** join creative department of Needham, Louis & Brorby, Chicago, as writers. Mr. Bengé returns to NL&B after year with Botsford, Constantine & Gardner, Seattle. Mr. Elenz was formerly with Compton Adv., Chicago; Mr. Olney, Lawrence C. Gumbinner Adv., New York.

THE MEDIA

Jack Frazier, director of corporate advertising and sales promotion for Crosley Broadcasting Corp., Cincinnati, assumes added responsibilities at corporate level for merchandising and publicity functions. Mr. Frazier joined Crosley organization in 1952 after serving as sales manager in Jello and Post Cereal divisions of General Foods Corp. **Andy Niedenthal** appointed director of merchandising, and **William J. McCluskey** named to newly created post of director of client services. Crosley Stations are WLW and WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus, all Ohio, and WLWI (TV) Indianapolis, Ind.



Mr. Frazier

Edward J. Peters, assistant manager, promoted to manager of WMBD-AM-FM Peoria, Ill.

Edmund Waller, WTOR Torrington, elected president of Connecticut State Network. **Charles Bell Jr.**, WHAY New Haven, elected vp. Directors are: **Samuel Elman**, WATR Waterbury;

Julian Schwartz, WSTC Stamford; **Robert Dooley**, WNHC New Haven; **Richard Reed**, WICH Norwich; **Al Lenoce**, WNAB Bridgeport.

Frank Browne, head of Chicago office of KTTV (TV) Los Angeles, transfers to station's New York office, succeeding **Jack Duffield**, as eastern sales and marketing manager.

George Swearingen returns to CBS Radio Spot Sales as Atlanta sales manager. He succeeds **George Curbmley**, who resigned to form his own advertising agency. Mr. Swearingen operated his own regional rep firm in South since January 1962. He held his previous post at CBS Radio Spot Sales from 1955-59.

J. W. (Bill) Knodel, president of Avery-Knodel, New York, elected to board of directors of Station Representatives Assn., that city. Mr. Knodel was elected president of New York-based station rep firm in 1962 after serving as executive vp of company. He fills vacancy created last August when **Lewis H. Avery** resigned presidency of Avery-Knodel and membership on SRA board to devote time to station consulting services and to be general sales manager of KYA-AM-FM San Francisco, of which he is part owner.



Mr. Knodel

William J. Gallagher Jr., general manager of WACE Chicopee, Mass., joins WPIK Alexandria, Va., as sales manager.

Hollis Francis, sales manager of WJAG Norfolk, Neb., promoted to assistant manager. Mr. Francis will continue to supervise station's sales.

Ira I. Hewey, manager of WENY Elmira, N. Y., named assistant manager of WHAI Greenfield, Mass.

Bertrand H. Mitchell appointed Muzak sales manager for The Pacific Network Inc., replacing **Bill Fox**, who joined national Muzak Corp. 18 months ago. Mr. Mitchell joined Pacific Network in March 1961.

Hugh G. O'Gara appointed local sales manager of WJRT (TV) Flint, Mich.

Kenneth Hatch, national account executive for KSL-TV Salt Lake City, promoted to national sales manager. Mr. Hatch joined station in May 1958.

Richard Sinclair resigns as advertising and promotion manager of KHJ-TV Los Angeles.

Stanley Feinblatt, former director of radio research for Adam Young Inc.,

New York, joins Broadcast Time Sales, that city, as account executive. **Robert Prater**, account executive in Philadelphia office, joins New York staff in similar capacity.

Gene Malone, senior account executive in New York office of H-R Television Inc., named assistant sales manager for western stations.



Mr. Malone

George Patrick, manager of daytime program services at ABC-TV, New York, appointed program and commercial production manager. Mr. Patrick joined ABC-TV in 1954 as associate director. **Edward Andrey**, supervisor of presentation art, promoted to art manager.

Robert Kovoloff, formerly with WJJD-AM-FM Chicago, joins sales staff of WLS, that city.

M. J. Vosse, one-time merchandising and promotion manager of WMPS Memphis, Tenn., and more recently director of Vosse & Bick advertising agency, joins Ideas Inc., Memphis, as vp and member of plans committee.

Joe Tucker and **Robert McLaughlin** named account executives at WLW Cincinnati. **Frederick M. Espy** appointed account executive at WLWT (TV) Cincinnati. Both stations are owned by Crosley Broadcasting Corp.

Jeanne Maxey, traffic manager of KGFJ Los Angeles, joins KABC-AM-FM, that city, as sales coordinator. **Douglas Campbell**, KABC's national sales manager, promoted to sales manager of ABC-owned outlet. Mr. Campbell joined station as account executive in November 1959 and became national sales manager in February 1962.

Burke Ormsby, program director of KOGO-TV San Diego, elected president of board of directors of San Diego Employers Assn., organization founded in 1939 to assist members in better employee relationships and to keep them advised of new legislation affecting employer-employee relations.

Robert Hilker, WCGC Belmont, elected president of North Carolina AP Broadcasters Assn., succeeding **Bud**

Abbott, WWGP Sanford. **John Thomas**, WCKB Dunn, was elected vp, and **Tim Parker**, Charlotte AP bureau chief, re-elected secretary.

Jack E. Krueger, news editor of WTMJ-AM-FM-TV Milwaukee, elected president of Milwaukee Press Club.

James Landry joins WBOK New Orleans as operations manager.

Robert L. Link, production manager of WBBM-TV Chicago, promoted to assistant program director.

James Hawthorne, vp and program manager of Crowell-Collier Broadcasting Corp., with headquarters at CCBC's Los Angeles station, KFVB, is candidate for Los Angeles City Council for Second District. For past nine years, Mr. Hawthorne has been honorary mayor of Studio City, section in which he and his family reside.

Johnny Blowers, bandleader, joins staff of WLIR-FM Garden City, N. Y., to head new variety show.



Mr. Schaller

Richard Schaller, sales representative, promoted to local sales manager of WGR-TV Buffalo, N. Y. Before joining outlet in September 1960, Mr. Schaller was associated with WBEN-AM-FM, that city, for two years.

Charles L. Aronson, for past three years writer-producer with KGO-TV and KPIX (TV), both San Francisco, joins publicity staff of Matson Navigation Co., that city.

Art Schreiber appointed news director of KYW-AM-FM Cleveland. **Donald Young Jr.** and **Ted Wygant** named day and night news editors, respectively.

Lloyd Perrin, reporter-newscaster and foreign correspondent for KMPC Los Angeles, resigns after six years with station.

Richard Biddick and **Joseph della Malva** joins news staff of WTCN-AM-FM Minneapolis.

Dave Schoumacher, former news director of KTIV (TV) Sioux City, Iowa, joins news staff of WKY-TV Oklahoma City.

William B. Hull, assistant chief engineer of WJW-TV Cleveland, named to newly created post of special services manager.

William R. Horine named producer in charge of public affairs for WHAS Louisville, Ky., replacing **Dorcas Ruthenburg**, who recently retired.

David Byrn, **Don Day** and **Joe Rob-**

bins join announcing staff of KXOL-AM-FM Fort Worth, Tex.

John Sweeney appointed music director of WDTM (FM) Detroit.

Lloyd Oliver appointed farm director of KAYS-AM-TV Hays, Kan.

Frank Benny joins KISN Vancouver, Wash.-Portland, Ore., as air personality.

Thomas O. Reed Jr. joins announcing staff of KPRS-AM-FM Kansas City.

Bill Calder and **Mort Crowley** join announcing staff of KHJ-AM-FM Los Angeles.

Frank Forrester, professional meteorologist at WRC-AM-FM-TV Washington, D. C., appointed public information officer of U.S. Geological Survey, that city. Mr. Forrester will continue his evening radio-tv weather reports.

Arnold C. Johnson returns to WGEE Indianapolis as general manager. Mr. Johnson is former station manager when outlet went on the air in 1956.

Kenneth L. Ross named local sales manager of KSDO San Diego, Calif.

Clair D. Miller, former news director and air personality at WFCJ (FM) Miamisburg, Ohio, joins WEEC (FM) Springfield, Ohio, as staff announcer.

"You can count the great restaurants in America on the fingers of one hand."



Restaurant Voisin is one of them. Open every day for luncheon, cocktails and dinner. 30 East 65th St. For reservations: Michel, LE 5-3800

CEREBRAL PALSY

PATIENT CARE

JOIN THE

53 MINUTE MARCH



Paul Bragg, former account executive and air personality at KSXX Salt Lake City, joins KUPI Idaho Falls, Idaho, as general manager and air personality. **Larry Wilmot** appointed KUPI sales manager.

Joe Kelly, formerly with WKYE Bristol, Va., joins WLS Chicago as disc jockey.

Rommie Loudd, formerly with CKWX Vancouver, B. C., joins staff of WILD Boston in public relations and sales capacity.

Chester S. Miller, general manager and treasurer of Pocono Broadcasting (WVPO Stroudsburg, Pa.), elected president of Kiwanis Club of Stroudsburg.

Paul Miller, president of Gannett group of newspapers and broadcasting stations, has been selected as recipient of 1963 William Allen White Foundation award for journalistic merit. Presentation will be made at U. of Kansas, where Mr. Miller will deliver 14th annual William Allen White lecture on Feb. 11.

Joe Cella and **Robert B. Frolicher** appointed directors of promotion and publicity, respectively, for WLWT (TV) and WLW, both Cincinnati. Both stations are owned by Crosley Broadcasting Corp.

J. Dudley Saumenig, director of administrative services for WIS-AM-TV Columbia, S. C., retires after 30 years service with Broadcasting Company of the South, licensee of stations.

GOVERNMENT

Rep. Bob Wilson, of California, re-elected chairman of Republican Congressional Committee. Mr. Wilson was elected to post on June 29, 1961, succeeding Rep. William E. Miller, of New York, who resigned to accept chairmanship of Republican National Committee. Mr. Wilson entered advertising business in 1936 and since his election to Congress in 1952 has been an inactive partner of Champ, Wilson & Slocum, San Diego, Calif.

PROGRAMMING

Claude Akins, **Benjie Bancroft** and **Dolly Jarvis** elected to board of directors of Screen Actors Guild, replacing **Marshall Thompson**, **James Gonzales** and **Louise Lareau**, who resigned for personal reasons. New appointees will serve until Guild's annual election next November.

Stan Jones, for seven years director of radio, tv and theatre-screen advertising for Walt Disney Productions, resigns to move his family to another climate for health reasons.

Ex-staffers form new firm



Mr. Calvert

Three former staff members of WPAT-AM-FM Paterson, N. J., have joined **Dickens J. Wright**, owner of station until its sales to Capital Cities Broadcasting Co. 15 months ago, in new firm, **Dickens J. Wright Assoc.**, New York.

New firm, which recently announced purchase of KRE-AM-FM Berkeley, Calif., subject to FCC approval, plans to buy other radio stations in U.S.

The three former WPAT staff members are **William J. Calvert**, vp and director of operations of Paterson station, who will be general manager of new Wright firm; **David Gordon**, WPAT music director, and **John Burt**, advertising, publicity and promotion director. Messrs. Gordon and Burt will assume same duties at Wright Assoc.



Mr. Bailey

Harry P. Bailey, former radio-tv creative group head at McCann-Erickson and for past two years an independent creative consultant, appointed New York representative for Keitz & Herndon Inc., Dallas-based tv commercial producer. Prior to joining M-E, Mr. Bailey was creative account executive at Cunningham & Walsh from 1951-56 and creative radio-tv supervisor at Ellington & Co. for three years.

Ben Abbene, tv writer and off-Broadway producer-director, joins **Henry Jaffe Enterprises**, Los Angeles. Jaffe organization, in major expansion move, has created additional division of company devoted to development of new projects for tv, motion pictures and legitimate stage.

Lynn Heinzerling, assistant chief of London bureau of Associated Press, named chief of AP's Columbus, Ohio, bureau. He succeeds **Burdette T. Johns**, who was appointed administrative assistant to deputy general manager in New York office.

James N. Manilla, former senior producer at McCann-Erickson, New York, joins **Filmex**, that city, as producer-director. Prior to joining M-E, Mr. Manilla served as director of film production for Geyer, Morey, Ballard.

Doris Quinlan, associate producer, promoted to producer of *Young Doctor Malone*, an NBC-TV daytime drama series (Mon.-Fri., 3:30-4 p.m. EST). She has been acting producer since death of Carol Irwin on Dec. 11, 1962.

Draper Lewis, network producer and writer on NBC-TV's *Bell Telephone Hour*, joins **Wolper Productions**, Hollywood, as associate writer-producer on *The Biography of . . .* series.

Andrew Gerber resigns as member of legal staff of ASCAP general attorney **Herman Finkelstein** to join law firm of **Margulies & Heit**, New York.

EQUIPMENT & ENGINEERING



Mrs. Cavin

Mrs. F. Edward (Patty) Cavin, news commentator at WRC-AM-FM Washington, D. C., joins **RCA**, that city, as public affairs manager. Mrs. Cavin produced and narrated WRC's *Capital By-Lines*. Before joining NBC-owned outlet, Mrs. Cavin served as fashion and beauty editor of *Washington Times-Herald* and assistant national editor of *Pathfinder News* magazine. She is president of Women's National Press Club and member of Radio-TV Correspondents Assn.

David E. Rubin, manager of purchasing department at **Blonder Tongue Labs**, Newark, N. J., elected vp in charge of purchasing.

Richard J. Goldberg, special projects director for **Technicolor Inc.**, elected vp for research and development.

Don Cinalia appointed manager of industrial products division of **Jerrold Electronics Corp.**, Philadelphia. He has been division's assistant sales manager since joining Jerrold last May.



Mr. Parrish

Frank Parrish, advertising supervisor of **Gates Radio Co.**, subsidiary of **Harris-Intertype Corp.**, Quincy, Ill., promoted to sales promotion manager. Mr. Parrish assumes duties formerly handled by **John R. Price**, now vp for marketing at **Sander Rodkin Adv.**, Chicago.

Charles H. Miller, plant manager in **Ottawa, Canada**, for **Sylvania Electric Products**, New York, named manager of Sylvania's receiving tube plant in **Burlington, Iowa**.

Sumner S. Averett, chief engineer for special projects at **University Loudspeakers**, **White Plains, N. Y.**, promoted to manager of engineering. **Victor Brociner**, director of engineering, named manager of research.

ALLIED FIELDS



Mr. Levy

Eugene H. Levy, vp for sales and national director of advertising and promotion for Camera Equipment Co. (photographic equipment), New York, elected president, succeeding **Frank C. Zucker**, who retires to become president of Local 644 (International Photographers of the Motion Picture Industry). Mr. Levy, who has been associated with Camera Equipment Co. since its founding in 1936, was elected to firm's board of directors in 1961 when company was purchased by CECO Industries.

Gerald Reiner, assistant project director at R. H. Bruskin Associates, New Brunswick, N. J., joins Audits & Surveys Co., New York, as senior project director. **Lester Krueger**, former research staff member at Aubrey, Finlay, Marley and Hodgson, Chicago, joins firm as assistant project director.

INTERNATIONAL

G. J. Bridgland, chief radio engineer of Canadian National Telegraphs, elected president of Canadian Radio Technical Planning Board, non-profit organization sponsored by 23 individual non-profit associations concerned with development of Canadian electronic communication services and conservation of radio frequency spectrum space. **R. C. Poulter**, Radio College of Canada, Toronto, elected vp and director of public relations.

J. R. DeBow, manager of Caldwell Television Film Sales, Toronto, named general sales manager of Caldwell A/V Equipment Co., Ltd., that city.

Dr. E. Eastwood appointed director of engineering and research for Marconi's Wireless Telegraph Co. Ltd., Chelmsford, Essex, England. Dr. Eastwood joined Marconi's in 1948 as deputy chief of research from Nelson Research Labs of English Electric Co. In 1954 he became chief of research and in 1962 he was appointed to new post of director of research. **R. J. Kemp**, former deputy engineer-in-chief, named deputy director of engineering and research for Marconi Co.

Leon R. Burnett, editor and rewrite man with Washington bureau of United Press International, named UPI's Canadian news manager. He succeeds **T. G. McQuaid**, who resigned to join *Montreal Star*.

Cyril Bennet, currently editor of documentary program *This Week*, named director of features for Associated-Rediffusion Ltd., one of Great Britain's

McNaughten back to FCC

Neal K. McNaughten, former chief of Standard Allocation Section of FCC's engineering office (1941-48) and since 1961 head of his own management consultant firm at Los Altos, Calif., returns to FCC as engineering assistant to Commissioner **Robert T. Bartley**.

Born at Pueblo, Colo., in 1911, Mr. McNaughten received his early training through extension courses of U. of Colorado and night courses in electrical engineering. He served as chief engineer of KRGV Weslaco, Tex., from 1933 through 1940 when he joined FCC. After leaving commission, Mr. McNaughten served for four years as engineering director of NAB (1948-52) and in 1953 he joined RCA at Camden, N. J., as manager of broadcast and equipment division of company's market planning activities. Mr. McNaughten joined Ampex Corp., Redwood City, Calif., as vp in 1957, and remained there until 1961 when he established his management consultant firm.



Mr. McNaughten

four large tv production companies. Effective March 1, he replaces **Lord Windlesham**, who becomes specialist producer for company. Mr. Bennet, former newspaperman and parliamentary correspondent, has written many outstanding tv documentaries including "United They Stand," and "Two Faces of Japan."



Mr. Rothrock

of English agency last year.

Jean Lenoir named publicity and promotion director of CFCM-TV and CKMI-TV Quebec City. Both stations are licensed to Television de Quebec (Canada) Ltd.

Frank Gillard, western region controller for British Broadcasting Corp., named director of BBC sound broadcasting, effective Aug. 10, succeeding **Lindsay Wellington**, 61, who is retir-

ing. **John Johnson**, former staff reporter in Southhampton, England, for tv news magazine *South at Six*, joins BBC, that city, in similar capacity. **James Dewar**, former Bristol newspaperman and in recent years script writer for current affairs and documentary programs, joins BBC-TV as producer.

Bryan Hall, formerly of CHED Edmonton, Alta., to sports director of CHUM Toronto.

Clarke Tait, tv cameraman and former actor at Glasgow Citizen's Theatre, appointed trainee floor manager for Scottish Television Ltd. in Glasgow.

DEATHS

David Donovan, 50, vp and account supervisor at Benton & Bowles, New York, died Jan. 13 at St. Francis Hospital, Manhasset, N. Y., following brief illness. Mr. Donovan joined Benton & Bowles as group head in copy department in 1946. Prior to joining agency, he served as assistant advertising manager for Interchemical Corp., and member of industrial advertising department of General Electric Co.

Maj. Laurence Leonard, 72, pioneer Maryland broadcaster, died Jan. 5 after illness of several months. Maj. Leonard founded Monocacy Broadcasting Co. (WFMD-AM-FM Frederick) in 1935.

John Collingwood Read, 58, news analyst of CFRB Toronto since 1936, died Jan. 13 in that city. Mr. Read had also appeared in recent years on CFTO-TV Toronto and CHCH-TV Hamilton, Ont., as news commentator.

Noel Corbett, 56, Hollywood publicist, died Jan. 11 at his home in Los Angeles following brief illness. Mr. Corbett joined NBC publicity department in San Francisco in early 1930's and was transferred by network to Hollywood in 1933. He left NBC Blue Network (now ABC) staff in 1941 to enter business for himself. Later he worked for Bob Hope, Young & Rubicam, N. W. Ayer and Foote, Cone & Belding advertising agencies and Ben Sonnenberg. While with NBC, Mr. Corbett wrote radio column for *Valley Times* in North Hollywood. In recent years he was associated with William E. Doud real estate firm in Los Angeles.

Dorothy Munger Skaith, 52, Toronto radio commentator for Canadian Broadcasting Corp. network and commentator of CFTO-TV Toronto, died Jan. 13 in automobile accident on New York Thruway near Schenectady.

Marvin Murphy, 65, retired vp and pr director of N. W. Ayer & Son, Philadelphia, died Jan. 8 at his home in Bronxville, N. Y.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Jan. 10 through Jan. 16 and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv station

APPLICATION

Indianapolis, Ind.—American Tv & Public Information Service Inc. Uhf ch. 39 (620-626 mc); ERP 201.6 kw vis., 110.2 kw aur. Ant. height above average terrain 502 ft., above ground 542 ft. P. O. address c/o Robert L. Montgomery, 129 E. Market St., Room 707, Indianapolis 4. Estimated construction cost \$586,054; first year operating cost \$410,000; revenue \$550,000. Trans. and studio locations both Indianapolis. Geographic coordinates 39° 42' 19" N. Lat., 85° 57' 58" W. Long. Type trans. RCA TTU-12A. type ant. RCA TFU-24DM. Legal counsel Arthur H. Northup, consulting engineer Mercury Consulting Service, both Indianapolis. Principals: Max Barney & M. L. Hall (each 45%) and Robert L. Montgomery (10%). Mr. Montgomery owns pr firm: Messrs. Barney & Hall have real estate and other interests. Ann. Jan. 14.

New am station

APPLICATION

Montpelier, Idaho—Glacus G. Merrill. 1450 kc, 1 kw-D, 250 w, unl. P. O. address Box 1526, Clarksburg, W. Va. Estimated construction cost \$13,700; first year operating cost \$21,000; revenue \$24,000. Mr. Merrill, sole owner, is applicant for am in Keyser, W. Va. Ann. Jan. 14.

Existing am stations

ACTIONS BY FCC

■ Commission gives notice that Nov. 15 initial decision which looked toward grant-

ing application of Gastonia Bestg. Service to increase power of WLTC Gastonia, N. C., on 1370 kc, D, from 1 kw to 5 kw; conditions and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419, became effective Jan. 4, 1963, pursuant to Sec. 1.153 of rules. Action Jan. 10.

WBUY Lexington, N. C.—Granted change on 1440 kc from D to unl., time operation with 1 kw-N, DA-N, continued daytime operation with 5 kw; conditions. Action Jan. 16.

New fm station

APPLICATION

*Carmel, Ind.—Carmel-Clay Schools. 91.3 mc, ch. 217, 10 w. Ant. height above average terrain 72 ft. P. O. address Carmel. Estimated construction cost \$4,589; first year operating cost \$500. Principals: board of school trustees. Ann. Jan. 11.

Existing fm stations

APPLICATIONS

*KSPC (FM) Claremont, Calif.—Cp to change frequency from 88.9 mc, ch. 205, to 88.7 mc, ch. 204; increase ERP from 843 w to 3 kw; trans. power output 886 w; install new trans. Ann. Jan. 14.

WJCV-FM Johnson City, Tenn.—Cp to change frequency from 100.7 mc, ch. 264, to 101.5 mc, ch. 268, increase ERP from 9.6 kw to 65 kw, increase ant. height above average terrain from 1400 ft. to 1432 ft., increase trans. power output from 3 kw to 10 kw, install new trans. and ant., make changes in ant. system and operate trans. by remote control from studio. Ann. Jan. 11.

Ownership changes

ACTIONS BY FCC

KAIL (TV) Fresno, Calif.—Granted assignment of cp from B. L. Golden, Elbert H. Dean and L. W. Fawns (each 33⅓%) to Mr. Golden (66⅔%) and Mr. Fawns (33⅓%). Consideration \$9,000. Action Jan. 9.

KASK-AM-FM Ontario, Calif.—Granted assignment of licenses from Jerene Appleby Harnish (51%), Carlton R. Appleby (22%), Andrew B. Appleby (14%), Walter W. Axley & Philip A. Sawyer (each 5%), Ernest H. Atkinson (2%) and Rolph Fairchild (1%), d/b as Daily Report Co., to Frank H. Babcock Jr. (50%) and J. William O'Connor & Dorothy O'Connor (each 25%), tr/as WCBCTV Inc., conditioned that J. W. O'Connor dispose of his interest in one am station. Consideration \$150,000. Mr. Babcock owns 50% of WPEO Peoria, Ill. Mr. O'Connor owns 64.5% of WBOW Terre Haute and WHUT Anderson, both Indiana; 50% of WPEO; 40% of WCVS Springfield, Ill., and KLEE Ottumwa, Iowa; 33% of WGSB Geneva, Ill.; and 20% of WJRL Rockford, Ill. Mrs. O'Connor owns 40% of WCVS and KLEE. Action Jan. 18.

WJBM Jerseyville, Ill.—Granted relinquishment of positive control of licensee corporation, Tri-County Bestg. Co., by Wilbur J. Meyer (50.5% before transfer, 25.5% after) to Ferdinand & Janet Gorecki (25%); other ownership remains stable. Consideration \$15,400. Dr. Gorecki is physician. Action Jan. 11.

KFLY Corvallis, Ore.—Granted assignment of cp and license from David E. Hoss (100%), d/b as Mid-Land Bestg. Co., to James L. & Cecil C. Hutchens (each 50%), tr/as Radio Bestrs. Inc. Consideration \$40,000. Mr. Hutchens owns theater and music system firm: Mr. C. C. Hutchens is part-owner of Desert Sun Publishing Co., (Desert Sun, Palm Springs, Calif.), also oil firm. Action Jan. 11.

KASE Austin, Tex.—By order, on showing of compliance with exceptions to three-year holding rule, granted assignment of license from Dr. E. J. Lund (100%), d/b as Austin Radio Co., to W. D. Rogers Jr. (60%), W. H. Shipley, John R. Kreiger & Billy M. Gambin (each 10%) and James M. Clay (5%), tr/as Rogers Bestg. Co. Consideration \$225,000. All applicants except Mr. Clay were identified with Texas Telecasting Inc., now in process of liquidation; Mr. Clay is majority stockholder in funeral home. Action Jan. 16.

WCAX Burlington, Vt.—Granted transfer of control of licensee corporation. WCAX Radio Inc., and assignment of licenses from Charles P. Hasbrook (100%) to Vermont Radio Inc. (100%), a wholly owned subsidiary of James Bestg. Inc., owned by Simon Goldman & Reginald A. Lenna (each 43.2%) and others. Consideration \$300,000. James Bestg. also owns WJTN-AM-FM Jamestown. WGGO Salamanca & WDOE Dunkirk, all New York, and WWYN & WERC-FM both Erie, Pennsylvania. In addition, Mr. Goldman is stockholder in WCUM Cumberland, Md. Action Jan. 16.

WLRJ-FM Roanoke, Va.—Granted assignment of license and SCA from Lee Hartman (100%), d/b as Lee Hartman & Sons Sound Equipment, to same person tr/as Lee Hartman & Sons Inc. No financial consideration involved, as assignment is for business purposes. Action Jan. 9.

APPLICATIONS

WMAZ-AM-FM-TV Macon, Ga.—Seeks transfer of control of licensee corporation, Southeastern Bestg. Co., from George P. Rankin Jr. (71.4%), Wilton E. Cobb (22.6%) and Mr. & Mrs. Wallace Miller (6%) to Greenville News and Piedmont (49.8%), R. A. Jolley and family (14.6%), and others, tr/as WMKC Inc. Consideration \$2,094,750. Applicant owns WFBC-AM-TV Greenville, S. C., WBIR-AM-TV Knoxville, Tenn., WWNC Asheville, N. C., and Asheville Citizen-Times. This application reported incorrectly in Jan. 14 issue. Ann. Jan. 8.

KREB Shreveport, La.—Seeks assignment of license from T. B. Maxfield (50%), Lawrence Brandon (49.8%) and Carol D. Brandon (2%), d/b as KREB Inc., to KREB Inc. (50%) and Southwest Bestrs. Inc. (50%), tr/as Universal Bestg. Corp. Southwest, licensee of KCIJ Shreveport, is 100% owned by Marvin B. Kosofsky. KCIJ will go off air with grant of this application. No financial consideration involved in proposed merger. Ann. Jan. 10.

WWBZ Vineland, N. J.—Seeks acquisition of positive control of licensee corporation, Community Bestg. Service Inc., from Agnes Whitman (22%) by Lewis D. DeMarco (29.5% before transfer, 51.5% after); other ownership remains stable. Consideration \$20,000. Ann. Jan. 10.

WHSL Wilmington, N. C.—Seeks assignment of cp from Mr. & Mrs. William W. Jefferay (100%), d/b as Jefferay Bestg. Corp., to Sidney W. Wilson (51%) and Vera R. Wilson (49%), tr/as Progressive Bestg. Corp. Consideration \$9,195. Mr. & Mrs. Wilson own appliance and communications equipment firms. Ann. Jan. 14.

KLTR Blackwell, Okla.—Seeks assignment of cp and license from Robert F. Pool (100%), d/b as Star Bestg. Co., to Wallace B. Waters (51%) and William Brockman, Virgil J. Kuntz, Jack H. Sidel & Burton R. Sidel (each 12.25%), tr/as KLTR Inc. Consideration \$84,650. Mr. Waters is employed by WONE Dayton, Ohio; Messrs. Brockman & Kuntz are Dayton businessmen; Drs. Sidel are dentists. Ann. Jan. 15.

KWAY Forest Grove, Ore.—Seeks transfer

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

PROFESSIONAL CARDS

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Washington 7, D.C. Federal 3-4800
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JAMES C. McNARY
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Wash. 4, D. C.
Telephone District 7-1205
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Upper Montclair, N. J.
Pilgrim 6-3000
Laboratories, Great Notch, N. J.
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CONSULTING ENGINEERS
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Sterling 3-0111
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Munsey Building District 7-8215
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REpublic 7-3984
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SPECIALISTS FOR AM-FM-TV
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Cambridge 38, Mass.
Phone TRowbridge 6-2810

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Jan. 16

	Lic.	ON AIR Cps.	CPS Not on air	TOTAL APPLICATIONS for new stations
AM	3,746	64	113	450
FM	1,050	31	137	187
TV	513	66	76	131

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Jan. 16

	VHF	UHF	TOTAL TV
Commercial	486	93	579
Non-Commercial	47	21	68 ¹

COMMERCIAL STATION BOXSCORE

Compiled by FCC Dec. 31

	AM	FM	TV
Licensed (all on air)	3,746	1,050	513
Cps on air (new stations)	64	31	66
Cps not on air (new stations)	114	137	76
Total authorized stations	3,924	1,218	662
Applications for new stations (not in hearing) ^a	295	148	49
Applications for new stations (in hearing)	204	13	59
Total applications for new stations	499	161	108
Applications for major changes (not in hearing)	331	97	43
Applications for major changes (in hearing)	57	3	9
Total applications for major changes	338	100	52
Licenses deleted	5	2	0
Cps deleted	0	1	1

¹Includes 3 stations operating on unreserved channels.

^aAll figures on applications for new stations and major changes in hearing and not in hearing from November.

of control of licensee corporation, Triple G Bcstg. Co., from Ruth M. Crawford (100%), executrix of estate of Percy P. Crawford, deceased, to Harold O. Savercool (100%). Consideration \$37,500. Mr. Savercool is fuel distributor. Ann. Jan. 9.

WEAB Greer, S. C.—Seeks assignment of license from W. Ryan Frier and Edd A. Burch (each 50%), d/b as Greer Bcstg. Co., to Mr. Burch (100%). Consideration \$30,000. Ann. Jan. 10.

WPTN Cookeville, Tenn.—Seeks assignment of license from J. B. Crawley, W. B. Kelly and R. L. Turner (each 33 1/3%) to same persons in same percentages, tr/as WPTN Inc. No financial consideration involved. Ann. Jan. 16.

KSYD-TV Wichita Falls, Tex.—Seeks transfer of control of licensee corporation, KSYD TV Inc. (410.55 shares issued), from Nat Levine & Lee Optical and Associated Companies Retirement Pension Plan Trust (each 111.85 shares), Irving & Murray Gold (each 55.925 shares), Sidney A. Grayson (61.25 shares), Bernard Behrman (5 shares), Art Harris & Dan Goldfeder (each 3.125 shares) and Alix Levine (2.5 shares) to Paul Harron (41.44%, plus 18.47% in trusteeship) and more than 25 others, tr/as Mid-Texas Bcstg. Corp. Consideration \$2,350,000. Applicant owns WKTV (TV) Utica, N. Y. (See application below.) Assignor retains control of KSYD radio. Ann. Jan. 14.

KSYD-TV Wichita Falls, Tex.—Seeks assignment of cp and license from KSYD TV Inc. to Mid-Texas Bcstg. Corp. No financial consideration involved. Application is contingent on grant of above. Ann. Jan. 14.

WEET Richmond, Va.—Seeks assignment of license from Burton Levine (100%), d/b as Radio Richmond Inc., to J. Olin Tice Jr. (100%), tr/as Jot Bcstrs. Inc. Consideration \$300,000. Mr. Tice owns WCAY Cayce, S. C., WKTC Charlotte, N. C., WBAZ Kingston, N. Y., and WFCT Knoxville, Tenn. Ann. Jan. 10.

WAXX Chippewa Falls, Wis.—Seeks assignment of license from Jack H. (50%) & Donald H. (25%) Holden, T. Keith Coleman

(15%) and Andrew E. LeTendre (10%), d/b as Chippewa Bcstg. Inc., to Post Bcstg. Corp. (100%), tr/as Radio Chippewa Inc. Post is large corporation with over 50 stockholders. Consideration 1700 shares in Post, consolidating WAXX with Post's WEAU-TV Eau Claire, Wis. Ann. Jan. 4.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Isadore A. Honig issued initial decision looking toward granting application of Cape Fear Telecasting Inc. for new tv on ch. 3 in Wilmington, N. C. Action Jan. 16.

■ Hearing Examiner Jay A. Kyle issued supplemental initial decision looking toward granting application of J. B. Falt Jr. for new am on 1290 kc, 1 kw, D, in Sheffield, Ala., conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. Action Jan. 15.

■ Hearing Examiner Forest L. McClenning issued initial decision looking toward granting application of Pender Bcstg. Co. for new am on 1470 kc, 1 kw, D, in Burgaw, N. C.; condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action Jan. 14.

■ Hearing Examiner Forest L. McClenning issued supplemental initial decision looking toward affirming his Nov. 28, 1961, initial decision which would (1) grant application of Suburban Bcstg. Inc. for new am on 540 kc, 250 w, DA, D, in Jackson, Wis., with interference condition and added condition precluding pre-sunrise operation pending resolution of proceeding in Doc. 14419, and (2) deny application of Beacon Bcstg. System Inc., seeking same facilities in Grafton-Cedarburg, Wis. On Nov. 29, 1961, commission remanded proceeding to Examiner for further hearing on character qualifications of Beacon Bcstg. System. Though initial decision would deny Beacon application on other grounds, supplemental initial decision also concluded that Beacon lacks requisite character qualifications to become licensee. Action Jan. 11.

■ Hearing Examiner Arthur A. Gladstone issued initial decision looking toward granting application of Washington Bcstg. Co. to increase daytime power of WJPA Washington, Pa., from 250 w to 1 kw, continued operation on 1450 kc with 250 w-N; conditions. Action Jan. 10.

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward (1) granting application of Hayward F. Spinks for new daytime am to operate on 1600 kc, 500 w, in Hartford, Ky., conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419, and (2) denying application of Greenville Bcstg. Co. for same facilities in Greenville, Ky. Action Jan. 10.

DESIGNATED FOR HEARING

■ By memorandum opinion & order, commission designated for hearing application of Georgia M. and Jerald Brush, d/b as Brush Bcstg. Co., for new daytime am to operate on 1600 kc, 500 w, in Wauchula, Fla.; issues include determination as to whether there are adequate revenues to support more than one am in area without loss or degradation of service, applicant's financial qualifications and its efforts made to ascertain programming needs and interests of area; made WAUC Wauchula, which opposed grant, and WKWF Key West, parties to proceeding. Action Jan. 16.

OTHER ACTIONS

■ By order, commission granted motion by WEXC Inc. and extended to Feb. 18 time to file exceptions to initial decision in consolidated proceeding on its application for new am in Depew, N. Y., et al., in Docs. 14031 et al. Action Jan. 16.

■ By order, granted petition by KWK Radio Inc. and extended time to Jan. 17 to file reply to exceptions and supporting brief of Broadcast Bureau to initial decision in proceeding on revocation of license of KWK St. Louis, Mo. Action Jan. 10.

■ By memorandum opinion & order, commission (1) granted applications of Claremont Tv Inc. for four new tv translator stations on chs. 2, 6, 10 and 12 in Claremont, N. H., to rebroadcast *WENH-TV (ch. 11) Durham, N. H.; WRLP (ch. 32) Greenfield, Mass.; WCAV-TV (ch. 3) Burlington, Vt.; and WMUR-TV (ch. 9) Manchester, N. H.; respectively, and (2) dismissed opposing petitions by Bellows Falls Cable Corp., which provides catv service in that area. Commrs. Lee and Ford dissented, latter issuing statement. Action Jan. 11.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Dismissed as moot petition by Carol Music Inc. for immediate stay in proceeding on revocation of license and SCA for WCLM (FM) Chicago, Ill. Action Jan. 15.

■ By memorandum opinion & order in proceeding on applications of WIDU Bcstg. Inc. and Al-Or Bcstg. Co. for new am stations in Asheboro and Mebane, respectively, both North Carolina, in Docs. 14581-2, denied Al-Or's petition to reopen record and enlarge issues for further hearing. Action Jan. 14.

■ In proceeding on applications of Olney Bcstg. Co. and James R. Williams for new am stations in Olney, Tex., and Andarko, Okla., respectively, denied their joint request for approval of agreement and petition for dismissal of Olney's application. Action Jan. 11.

■ Granted petition by Denver Area Bcstrs. (KDAB), Arvada, Colo., and extended to Jan. 21 time to file opposition to motion to enlarge issues filed by Lakewood Bcstg. Service Inc. (KLAK), Lakewood, Colo., in proceeding on am applications of KDAB, et al. Actions Jan. 11.

■ Denied motion by 1540 Radio Inc. to postpone Jan. 14 oral argument in proceeding on its application for new am in Richmond, and that of Eliades Broadcast Co. for new station in Hopewell, both Virginia, and directed that oral argument will proceed as scheduled. Action Jan. 11.

■ In proceeding on NBC-RKO broadcast transfers and related applications in Docs. 13085 et al. certified to commission for consideration joint request filed by Philco Bcstg. Co. and NBC for approval of agreement and withdrawal of Philco application for new tv on ch. 3 in Philadelphia, Pa. Action Jan. 9.

ACTIONS ON MOTIONS

By Chief Hearing Examiner
James D. Cunningham

■ Scheduled prehearing conference for Feb. 5 and hearing for March 13 in am proceeding on applications of Southern Radio and Tv Co., Lehigh Acres, and Robert Hecksher (WMYR), Fort Myers, both Florida. Action Jan. 11.

■ Scheduled prehearing conference for Feb. 12 and hearing for March 5 in proceeding on application of Warsaw-Mount Olive Bcstg. Co. for new am in Warsaw, N. C. Action Jan. 11.

■ Scheduled prehearing conference for Feb. 8 in Washington, D. C., and hearing for April 16 in Asheville, N. C. in matter of revocation of license of Mountain View Bcstg. Co. for WBMT Black Mountain, N. C. Action Jan. 9.

■ In consolidated am proceeding on applications of Kent-Ravenna Bcstg. Co., Kent, Joseph P. Wardlaw Jr., Canton, and Portage County Bcstg. Corp., Kent-Ravenna, all Ohio, in Docs. 14076 et al., ordered that Hearing Examiner Charles J. Frederick will associate with Hearing Examiner Annie Neal Hunting, who presided in this proceeding, in preparation of initial decision and both will participate in said decision. Action Jan. 9.

■ In consolidated proceeding on applications of WKLM-TV Inc. and Cape Fear Telecasting Inc. for new tv stations to operate on ch. 3 in Wilmington, N. C., granted petition by WKLM-TV Inc. to extent of dismissing, but with prejudice, its application, and retained in hearing status application of Cape Fear. Action Jan. 8.

■ Scheduled prehearing conference for Feb. 1 and hearing for March 4 in am proceeding on application of 1360 Bcstg. Inc. (WEBB), Baltimore, Md. Action Jan. 8.

By Hearing Examiner Basil P. Cooper

■ Granted motion by Ridsen Allen Lyon, Charlotte, N. C., and continued Jan. 15 hearing to Jan. 29 in proceeding on its am application and that of York-Clover Broadcasting Inc. (WYCL), York, S. C. Action Jan. 14.

■ Scheduled prehearing conference for Jan. 18 in proceeding on applications of Kansas Bcstrs. Inc. and Salina Radio Inc. for new am stations in Salina, Kans. Action Jan. 11.

■ Pursuant to agreements reached at Jan. 11 prehearing conference in proceeding on applications of The Prattville Bcstg. Co. and Billy Walker for new am stations in Prattville, Ala., continued Feb. 12 evidentiary hearing to March 20. Action Jan. 11.

By Hearing Examiner Basil P. Cooper

■ Granted petitions by Broadcast Bureau and extended to Jan. 11 time to file proposed findings and replies by Jan. 18 in proceeding on application of Bootheel Bcstg. Co. for new am in Kennett, Mo. Action Jan. 10.

By Hearing Examiner James D. Cunningham

■ On own motion, in proceeding on revocation of license and SCA of Carol Music Inc. for WCLM (FM) Chicago, Ill., continued further hearing scheduled for Jan. 21 to date to be specified in subsequent order after receipt of supplemental medical certificate by attending physician of one of principal witnesses. Action Jan. 11.

■ On own motion, corrected transcript of hearing in proceeding on NBC-RKO broadcast transfers and related applications in Docs. 13085 et al. Action Jan. 10.

By Hearing Examiner Thomas H. Donahue

■ In proceeding on application of KATV Inc. for mod. of cp to change trans. location and increase ant. height of KATV (TV) Little Rock, Ark., granted petition by Broadcast Bureau and extended from Jan. 10 to Jan. 29 time to file proposed findings and from Jan. 22 to Feb. 12 for replies. Action Jan. 10.

By Hearing Examiner Charles J. Frederick

■ Granted petition by People's Broadcasting Co. (WPBC), Minneapolis, Minn., and continued Jan. 18 hearing to Feb. 18 in proceeding on its am application and that of Gabriel Bcstg. Co., Chisholm. Action Jan. 10.

BROADCASTING, January 21, 1963

■ On own motion, continued indefinitely prehearing conference scheduled for Jan. 10 in consolidated am proceeding on applications of Greenwich Bcstg. Corp., Greenwich, Conn., et al. Action Jan. 7.

By Hearing Examiner Millard F. French

■ Granted motion by Wright & Maltz Inc. (WBRB), Mt. Clemens, Mich., and made certain corrections to transcript of record in proceeding on its am application. Action Jan. 8.

By Hearing Examiner Arthur A. Gladstone

■ Upon request of Broadcast Bureau scheduled further prehearing conference for Jan. 15 in proceeding on applications for renewal of licenses of Tipton County Bcstrs. (WKBL), Covington, and Shelby County Bcstrs. Inc. (WHEY), Millington, and Huntingdon Bcstg. Co. for new am in Huntingdon, all Tennessee. Action Jan. 10.

■ Ordered that final exchange of engineering exhibits and exhibits comprising the lay testimony shall be effected by Feb. 1, and parties shall give notice as to witnesses required for cross-examination by Feb. 11; all other procedural dates and date for hearing remain unchanged in proceeding on applications of Service Bcstg. Corp. and Z-B Bcstg. Co. for new am stations in Kenosha, Wis., and Zion, Ill., respectively. Action Jan. 8.

By Hearing Examiner Walther W. Guenther

■ Scheduled hearing for Jan. 16 in proceeding on applications of Desert Bcstg. Inc. for assignment of cp of KANT-FM Lancaster, Calif., to Manuel Martinez, and for additional time to construct station. Action Jan. 10.

■ Pursuant to ruling made on record at Jan. 10 further hearing in proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn., scheduled certain procedural dates and further hearing (respondents' rebuttal case) for March 4. Action Jan. 10.

By Hearing Examiner Isadore A. Honig

■ In proceeding on application of Cape Fear Telecasting Inc. for new tv on ch. 3 in Wilmington, N. C., waived "4-day rule" and accepted into evidence applicant's affidavit of no consideration as Exhibit No. 1, and closed record, with issuance of initial decision to follow. Action Jan. 11.

By Hearing Examiner Annie Neal Hunting

■ In Rochester, N. Y., tv ch. 13 proceeding in Docs. 14394, et al., (1) granted motion by Flower City Tv Corp. and struck from record its Exhibit 45, (2) at request of Rochester Telecasters Inc., struck from record its Exhibit 24, and (3) renumbered 15a Community Bcstg. Inc. Exhibit 15 (copy of letter to Harold S. Hacker dated No. 22, 1961). Action Jan. 10.

By Hearing Examiner H. Gifford Irion

■ Scheduled further prehearing conference for Jan. 15 in Miami, Fla., tv ch. 10 proceeding. Action Jan. 14.

■ Upon request by Civic Tv Inc. continued Jan. 14 hearing to Jan. 21 in Miami, Fla., tv ch. 10 proceeding. Action Jan. 9.

By Hearing Examiner Jay A. Kyle

■ On own motion, scheduled further prehearing conference for Jan. 15 in proceeding on am applications of Continental Bcstg. Co., Gary, W. Ray and Connecticut Coast Bcstg. Co. for new stations in Hamden, Seymour, and Bridgeport, respectively, all Connecticut. Action Jan. 10.

■ In consolidated proceeding on applications of Redding-Chico Tv Inc. and Northern California Educational Tv Assn. Inc. for new tv stations to operate on ch. 9 in Redding, Calif. (Northern California to operate noncommercially) in Docs. 14626-7, granted petition by Northern California for leave to amend its application to delete as member of board of directors Mrs. June Elaine Garlington who has resigned. Action Jan. 9.

By Hearing Examiner Forest L. McClenning

■ Scheduled hearing conference for Jan. 17 for purpose of scheduling dates for exchange of rebuttal exhibits and for further hearing in proceeding on applications of Putnam Bcstg. Corp. and Port Chester Bcstg. Co. for new am stations in Brewster, and Port Chester, New York, respectively. Action Jan. 8.

■ Continued Jan. 22 hearing to date to be specified at further prehearing conference to be held on Jan. 28 in proceeding on application of Dr. Charles H. Haggard and Kenneth R. Rogers for new am in Crystal City, Tex. Action Jan. 7.

By Hearing Examiner Chester F.
Naumowicz Jr.

■ Granted request by Broadcast Bureau and extended from Jan. 10 to Jan. 21 time to file proposed findings and from Feb. 11 to Feb. 25 for replies in proceeding on applications of W.W.I.Z. Inc. for renewal of license of WWIZ Lorain, Ohio, etc. Action Jan. 11.

By Hearing Examiner Herbert Sharfman

■ Granted request by La Fiesta Bcstg. Co. and extended from Jan. 18 to Feb. 8 time to file initial proposed findings and from Feb. 1 to Feb. 25 for replies in proceeding on its application and that of Mid-Cities Bcstg. Corp. for new am stations in Lubbock, Tex. Action Jan. 10.

■ Issued statement & order after Jan. 18 prehearing conference in proceeding on am applications of Coastal Bcstrs. Inc., Herndon, Va., et al in Docs. 14873 et al., scheduled certain procedural dates and rescheduled hearing for March 6. Action Jan. 10.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Jan. 14

WBAL-FM Baltimore, Md.—Granted mod. of SCA to conduct background music serv.

Continued on page 91

AUTOLOG™



GENERAL ELECTRONIC
LABORATORIES, INC.

195 Massachusetts Avenue, Cambridge 39, Mass.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
- DISPLAY ads \$20.00 per inch—STATIONS FOR SALE and WANTED TO BUY STATIONS advertising require display space.
- All other classifications, including Employment Agencies, etc., 30¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Detroit . . . sales management, with proven record of sales, who loves the challenge of selling. Excellent opportunity with top independent. Complete resume please. Box 584R, BROADCASTING.

California daytimer needs experienced small station manager who knows full operation as working manager. Strong on sales necessary. Investment opportunity available to right man. Box 125A, BROADCASTING.

General manager needed for Texas medium market station. Good profit with excellent potential. Right man can buy in. Box 196A, BROADCASTING.

Experienced announcer-salesman, 2 years minimum requirement, excellent news, C & W pop no r & r. Past record thoroughly scrutinized. References and credit must be A-1, we'll check! Excellent opportunity for right man. Photo, salary requirements, resume first letter. Middle Atlantic kw daytimer. Box 202A, BROADCASTING.

Man wanted, by corporation with 3 stations to supervise construction of new station in midwest market of 8,000; and then assume management position with excellent pay and opportunity to become a part owner. Send photo and complete qualifications. Box 217A, BROADCASTING.

Manager unusual opportunity to manage station in one of ten leading markets. Must have previous experience as manager or sales manager of negro programmed station. Box 221A, BROADCASTING.

Expanding into two top markets. Currently looking for two top sales managers. If you have done a job, send your story to Post Office Box 4194, Station A, Albuquerque, N. M.

Sales

The two men we are looking for to join a combination television and radio organization's radio sales staff are now working in a smaller market and are looking for advancement and a good opportunity to enter television sales. Immediate opening. Send full details. Large eastern seaboard market. Box 55A, BROADCASTING.

Doesn't anybody want to sell? If you like to sell, and can work a 32 hour week on the board, here's your chance to live in the fastest growing, friendliest town in wonderful Wyoming. Send tape and references. Box 159A, BROADCASTING.

America's top (ratings vs. market size) country-folk station on safari for trophy salesman. Experienced sales fangs necessary. We're armed with latest sales aids, high calibre salary-draw-incentive combination. Game for struggles and rewards of million market jungle on central east coast? Stalk to post box; insert complete story and requirements. No rabbits please! Box 185A, BROADCASTING.

Announcer-newscaster with smooth delivery. Experienced. New York state radio. Send tape and resume. \$100 week. Box 206A, BROADCASTING.

Wanted immediately—experienced salesman to direct staff. Excellent permanent job for right man. Interview at Salina, Kansas, necessary before position is filled. Contact KFRM, Salina, Kansas.

California, KCHJ, 5000 watts. Experienced salesman. \$520 guarantee, 25% commission. Delano, California.

Help Wanted—(Cont'd)

Sales

Top notch salesman wanted for 1,000 watt daytime radio station in Greenville, N. C., WKTB. Salary open. Only top notch man need apply. No collect phone calls. Desire personal interview with applicant.

Outstanding opportunity . . . KLO, Ogden, Utah associated in ownership with IMN network and seven radio station group. Disc jockey, salesman. Traffic air shift plus sales. Must have first class license, be capable of doing tight production and air work, and have the desire to sell and grow with the organization. Qualified person can earn over \$10,000 per year. Contact: Cecil Heftel or Kim Ward, P. O. Box 1499, Ogden. Telephone EXport 4-5721.

Vermont — experienced local salesman. Steady position. All replies confidential. Bob Kimel, WWSR, St. Albans, Vermont.

FM . . . Sales manager, with proven abilities. Good base and inviting commission scale. Prefer presently in FM sales. Medium market, full time stereo and background music. Must be mature creative, and like a challenge. Need immediately! Send resume, sales records, and photo air mail. WVNO-FM, 2988 Park Ave., West, Mansfield, Ohio.

Professional placement. Many good opportunities. Write: Broadcast Employment Service, 4825 10th Avenue, South Minneapolis, 17, Minnesota.

Announcers

D.J. wanted. Top modern station in moderate size New England market. Sent tape to Box 13A, BROADCASTING.

Announcer, with 1st ticket, male or female, for New Hampshire smooth-sound daytimer, \$100 weekly. Box 328R, BROADCASTING.

Experience, ability, with morning man potential. Needs self starter to advance. Stable modern station in Mid Atlantic suburb. Send picture, resume, tape, salary desired. To Box 27A, BROADCASTING.

Announcer-newsmen. New Jersey. Must have local news experience. Box 54A, BROADCASTING.

Help wanted: Central Florida market looking for combination announcer-salesman or engineer-salesman who is willing to work. Well established operation. Want a man whose roaming days are done. Box 204A, BROADCASTING.

Ohio daytimer going directional needs announcer with first class ticket. Capable engineering and experienced air work necessary. Box 100A, BROADCASTING.

Immediate opening for announcer with first phone ticket . . . no maintenance required. Unusual opportunity for young man with growing organization. Man we require must have bright and cheerful and alive announcing abilities, good production, and maintain a tight format operation on 5,000 watt top rated station in 180,000 population. Salary depends on ability. Send tape, resume and photograph to Box 124A, BROADCASTING.

Wanted combo staff announcer and first phone engineer for daytimer in southwest Virginia. \$100 per week starting salary plus insurance and hospitalization fringe benefits. Only those with commercial radio experience need apply. Box 166A, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Announcer with experience and drive needed by Texas medium market. Must handle production. Box 197A, BROADCASTING.

Will trade \$155 per week for a top announcer. Send tape first letter. Box 95A, BROADCASTING.

Expanding staff! Established Illinois station, not Chicago, will pay excellent salary plus generous side benefits for versatile, creative announcer. Permanent future with increases, best working conditions, ideal community, but only highest quality showmanship will do. Fine opportunity for man who can follow tight format, using right balance of adult & modern music. Please send tape, resume, references. Box 221A, BROADCASTING.

Top-rated, Piedmont, N. C., am, fm station with happy staff, has rare opening for fully experienced, cheerful-voiced announcer. Capable of meaningful commercials and news delivery plus tape production skill. Attractive starting salary for talented man. All insurance benefits, including sickness-accident income protection, and generous profit sharing plan. Replies confidential, if desired. Send full background, photo and audition tape. Box 220A, BROADCASTING.

\$650.00 per month for top flight commercial announcer. Must have 1st phone. Good music and local news format. Established mid-west station. Send tape, photo and resume. Box 228A, BROADCASTING.

Immediate opening for announcer-salesman . . . smooth paced pop-music-news operation. Must send photo, tape, resume, salary requirements to . . . KCLU Radio, P.O.B. 325, Rolla, Mo.

Newsman wanted to drive one of our 4 station wagon mobile units for both his personal & business usage. Experience & ability in gathering local news is as important as delivery. Contact J. A. Shepherd, KNCM, Moberly, Missouri.

Arizona daytimer needs combo man, news, good music, enthusiastic, first class ticket, no maintenance. KPIN Radio, Casa Grande, Arizona.

Announcer with 1st phone. \$200 per hour. Morning shift. Also be able to help service some accounts, etc. No equipment maintenance. Good music. Fine chance to advance. Right man can make \$5,000 or more per year. E. H. Whitehead, KTLU, Rusk, Texas.

Outstanding opportunity . . . KLO, Ogden, Utah associated in ownership with IMN network and seven radio station group. Disc jockey, salesman. Traffic air shift plus sales. Must have first class license, be capable of doing tight production and air work, and have the desire to sell and grow with an organization. Qualified person can earn over \$10,000 per year. Contact: Cecil Heftel or Kim Ward, P. O. Box 1499, Ogden. Telephone EXport 4-5721.

Announcer with first class ticket. WAMD, Aberdeen, Maryland.

Wanted: staff announcer for fast-paced good music, CBS affiliate. Send tape, picture and resume to WANE, Radio, Fort Wayne, Indiana. No phone calls please!

Announcer with first phone. Light maintenance. Interested in staying with multiple station operation through advancement. Fringe benefits. Send complete data and audition to WALM, Albion, Michigan.

Help Wanted—(Cont'd)

Announcers

KBRO Bremerton, Washington, needs live morning man. Must be pleasant and bright, not necessarily a comedian. AFTRA station with excellent working conditions. Congeniality essential.

Wanted—expanding operation. Needs talented man for news and air shift. Send tape resume, air mail to Box 5606, Daytona Beach, Florida.

Top rated modern format radio station in Peoria, Illinois, is constantly on the alert for bright-sounding personalities and aggressive newsmen. Please send tape and resume to Program Director of WIRL.

DJ, 1st phone, St. Louis area. \$115 week to start. Contact Chuck Norman, WGNU Radio, Granite City, Illinois.

Modern personality deejays: "Up your ratings" Ideas Ink weekly 'Why Not Be Funny' service still open on an exclusive basis in some markets. Is yours one? Ideas Ink, Box 53332, New Orleans, La.

Broadcast Employment Service may have the job you want. Write same. 4825 10th Ave. So., Minneapolis 17, Minnesota.

Technical

Daytimer, 5 kw in upper great plains, will pay top salary to chief engineer-announcer who is capable of top performance in studio and transmitter maintenance and some board shift. Permanent, high calibre only. Send photo, tape, resume and references. Box 122A, BROADCASTING.

Expanding group need chief. Good salary and benefits. Box 235A, BROADCASTING.

Immediate opening for chief engineer at 5,000 watt am-fm station. Must be able to handle all maintenance. Engineer with ability to maintain and install Multiplex Background music equipment. Will be given percentage of profit on background music with no investment. For full information contact Greeley N. Hilton, Mgr. Owner, WBUY, Lexington, N. C.

Move up—be selective. Broadcast Employment Service, 4825 10th Avenue So., Minneapolis 17, Minnesota, invites your application.

Engineer, FM experience preferred. Technical duties only. WQAL, Phil. 18, Pa.

Production—Programming, Others

News Director for radio-television operation in midwest. Must be able to write and deliver news plus ability to head full news staff. Excellent opportunities with multiple ownership operation. Send resume, picture, and tape to Box 101A, BROADCASTING.

Accountant. Radio chain seeks accountant experienced in radio-television accounting. Must be 33-45, married, 2 years college or equivalent. Practical, able to direct daily operation with 3 employees. Excellent salary, working conditions, fringe benefits. Write Box 172A, BROADCASTING.

Somewhere there is a competent radio newsmen who is looking for us as avidly as we are looking for him. This man is good. He looks at the clock only to check how much time he has before the next local newscast. He can capably supervise the complete news operation, including the activities of a number two man who ticks the same way he does. They both like working for a management which is local-news-minded and which doesn't hesitate to supply them with what it takes: mobile units, good self-powered portable tape recorders, sufficient money to feed two dozen stringers, and, last but not least, adequate salaries. This man is a real pro with pride in his work, and he is smart enough to work hard and grow with a growing management which presently owns two east-coast stations and hopes to use more. If you are this man, write to us immediately! Box 154A, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Wanted program director-aggressive station with quality production seeks program director who really knows music and can direct staff with a bright up beat format of the best standards and the best of current tops. Growing progressive kilowatt full time in down state Illinois, metropolitan area, is willing to pay above average salary, but expects to get choice man. Write Box 24A, BROADCASTING with references details as to training, experience and availability for interview.

Wanted: Reporter for New York bureau of national trade news magazine. Prefer college graduate with hard news experience. State salary desired. Write Box 176A, BROADCASTING.

Immediate opening for continuity director-production man. Station is automated—you spend your time on creative work. Send copy, tape, and resume to: General Manager, KWHK, Hutchinson, Kansas.

Top rated Illinois station seeking experienced program director. Good voice sharp production able to direct staff, capable of good morning show. Willing to pay above salary. Send complete details, experience, training, available for interview and salary requirements. No floaters. Box 236A, BROADCASTING.

Electronics instructors. To train as FCC licensing teachers. Teaching experience not essential. Must relocate. Openings in nation's principal cities. Apply by mail only. Elkins Institute of Radio and Electronics, Inc., 2603 Inwood Road, Dallas 35, Texas.

Combination Girl Friday—copy girl and traffic. To \$300.00 per month if ability warrants. Radio Station KRSN-KRSN-FM, Los Alamos, New Mexico.

Radio production supervisor for WBNF am-fm. Experienced in production, music, etc. essential. Send resume, salary requirements and date available to Program Director, WBNF-Radio, 50 Front St. Binghamton, N. Y.

Director wanted. Dramatic, tv, radio school and summer theatre. Adirondacks. Opportunity. Adirondack-Florida Players. Box 787, Clearwater, Florida.

Newsman—have immediate opening for qualified experienced newsman, must be able to gather, write and air news in factual authoritative manner for 5,000 watt midwest independent which has earned reputation as prestige news station. Resume, photo, tape and references first letter to WMIX, Mt. Vernon, Illinois.

RADIO

Situations Wanted—Management

Want station to manage, buy into, strong sales, experienced, employed. Box 116A, BROADCASTING.

Want station to manage, strong sales, experienced, employed, family man. Box 115A, BROADCASTING.

Manager, daytimer wants more potential. Strong local sales. Full knowledge all phases of operation. Family man. Prefer Ohio, Indiana, Illinois. Box 188A, BROADCASTING.

Top sales ability. Management caliber. Professional; 15 years experience all phases of radio and tv—37—college, family—available now. Box 191A, BROADCASTING.

Past five years general manager of television and radio station in small market. Previous ten years all phases of broadcast sales management, including national, regional network and local. Present station selling. Married, 38, college graduate, want manager or sales management job in larger market. Salary now in middle five figures. Box 201A, BROADCASTING.

Manager with successful sales-management record in small market stations, play-by-play, expert in production, desires change to management in small or medium market in east or south. Proven money maker. Personal interview preferred. Best references. Box 212A, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Capable, mature and extremely versatile General Manager seeking change of climate. Presently managing good profitable station. Five figures plus override. Box 218A, BROADCASTING.

Young aggressive Pennsylvania manager-Sales manager interested in making change. Thorough knowledge of broadcasting. Top sales and employment record. Employed. Prefer Eastern U. S. Box 231A, BROADCASTING.

Sales

Radio time salesman, experienced, knowledgeable, to handle key accounts for excellent operation. Need right-hand man potential for multiple station-owner. Good salary, plus commission for self-starter producer. If you are a young man going places, this is your opportunity. Box 192A, BROADCASTING.

Announcers

Minor league baseball announcer or sports director. Four years experience in basketball, baseball play by play. Guarantee best sports coverage in country. College grad. Box 68A, BROADCASTING.

DJ—news, 21, single, 2½ years, some college, exempt, combo. Box 86A, BROADCASTING.

Attention San Francisco & L.A. Talented dj-personality-plus, in another major market, wants to come home. Dynamic air salesman & natural wit. Versatile pro. (Storz-Sweet) Will consider all. Box 121A, BROADCASTING.

Radio tv announcer seeks position in east. Married. One child. Box 150A, BROADCASTING.

Annrc-prod-prom-sales combo. 15 years experience in top 100 markets. Box 91A, BROADCASTING.

For southwest swingers only—one year's experience, creativity, first phone. Box 183A, BROADCASTING.

Disc jockey-announcer-top 40. Will travel, available immediately. Interested in technical work, inexperienced, willing to learn, 3rd phone. Box 186A, BROADCASTING.

Announcer, 23, experienced, A.B. Radio speech, desires employment with advancement opportunity with ambitious, sound organization. Currently employed but available. Box 187A, BROADCASTING.

Young dee-jay currently morning man at good music station in major Michigan market wants to change stations and formats, top forty only—will travel. Box 189A, BROADCASTING.

Experienced announcer. Trained voice with professional delivery. Married. Wishes to locate upper midwest. Box 190A, BROADCASTING.

Southern stations: Top quality, adult, morning showman—first phone. 13 years all phases. 11 years at present 5 kw. Young, married, veteran—civic minded. Looking for permanent position with opportunity of advancement to manager. Box 193A, BROADCASTING.

D.J. announcer, strong news delivery, tight board. Graduate School of Announcing and Speech, 3 years college. Holder of 3rd class license. Negro. Box 194A, BROADCASTING.

Announcer, dj with seven years experience currently program director in medium market desires to work in major market. Married, college grad. Box 195A, BROADCASTING.

Announcer-dj with network affiliate background. Any format. Tops in personality, tight production, A-1 editing. 3rd phone. Box 198A, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Experienced, happy sound. College man available half-time Miami, Hollywood area. Tight board, production, writing, authoritative news. TV; vo, Box 199A, BROADCASTING.

Young, experienced announcer desires full-time employment. Will travel anywhere. Two years college major in speech and English. Salary commensurate. Box 219A, BROADCASTING.

Five years experience, 26, college, married, looking for larger deep-south market. Currently at \$98, will take less for right position. Deep voice, know music. Box 222A, BROADCASTING.

Good mornin—Good mornin . . . what's so good about it? If that your reaction listening to (WXXX) that's you! Then live a little with this married, morning man who puts time in at Pd or Sales Mgt. Veteran (Not just service)! Box 224A, BROADCASTING.

Newsman-Announcer . . . 5 years experience wants spot on large south or southwest station. Minimum \$125 wk. Box 226A, BROADCASTING.

Top 40 PD/combo man. Graduate of top broadcasting school with 1½ years experience. Excellent references. No maintenance. Box 229A, BROADCASTING.

NBC Correspondent (Mid-West) news and monitor seeking opportunity/challenge. Excellent news, interview plus sports ability. Experienced news director. Especially proficient in politics-government. Creative host of ad-lib variety discussion program. Pleasant early 30ish appearance. Radio-TV background. Best references. Network audio air-checks available. Family totals four. Move now/near future. Box 230A, BROADCASTING.

Announcer-Copywriter-traffic. \$100. 3½ years experience. Box 232A, BROADCASTING.

Newsman-announcer-15 years experience. Desires relocation. Presently employed at leading radio tv operation. Box 233A, BROADCASTING.

D.J. newscaster authoritative news, middle of the road d.j. Box 244A, BROADCASTING.

Announcer, dj. Experienced lively news, top 40 format, good music. Box 249A, BROADCASTING.

Newscaster-dj authoritative personable. Experienced. No prima donna. Sales experience. Box 251A, BROADCASTING.

Two good men interested in helping you! Good staff announcer and combo-man, presently employed but seeking more satisfactory position. Available now! Prefer to work together but will consider anything. Contact Box 252A, BROADCASTING.

West Texas. Top 40, first phone announcer-pd. Have to return to homeland; son has allergy. Experienced; announcing, engineering, selling. George Whitaker, Haynesville, La. Phone 772.

Jock with production experience. Four years in radio including top 30 market. Veteran. Sick of small market losers. I want a winner. Do you? Glenn Duncan, 2514 Ridge Road, Cheyenne, Wyoming. 632-1649.

Bob Christensen: Bright pop music personality available. Number one with sponsors and listeners. TF3-2901, Buffalo, N. Y.

First phone announcer experience. Jos. Johns, 5618 Lexington Ave., Hollywood, Calif. Phone HO 2-9758.

Happy sounding, young dee-jay with limited broadcasting experience. Good air salesman. Authoritative news, plus play-by-play sportscasting. Contact Tom Mirshak, 1235 Clover Avenue, Rockford, Illinois.

Veteran-country & western d.j. Twelve years in radio and television. Formerly with WCKY in Cincinnati, Ohio. Dependable, experienced personality. Married, two children, age 32. Will relocate to good operation. Write Jimmie Williams, Okeana, Ohio. Phone 736-3780 Hamilton, Ohio.

Situations Wanted—(Cont'd)

Announcers

Three years programming experience. Particularly interested smaller market music-sports-minded station. Married; car; ready now. Any area. Jim Ore, P. O. Box 513, Norfolk, Virginia.

Country dj, artist, with good background seeks radio or radio-tv outlet needing same. Tape, resume available. Frank Deskins, Washington C. H., Ohio. Phone 335-2354.

He's experienced, he's friendly, he's charming, he's unemployed. He's Joe Tyrrell, 417 N. Los Robles, Pasadena, California.

Technical

Florida only, experienced combo, untended, directional, construction, maintenance, and announcing. Minimum \$100.00, Box 140A, BROADCASTING.

Engineer, announcer, experienced, first phone. "Knows Gates equipment." Write Jack Herren, 404 Jersey St., Quincy, Illinois.

Have 1st phone, Grantham graduate, shy on experience. Eleven years radio-TV receiver service experience. Box 216A, BROADCASTING.

1st phone engineer, 39, married, willing worker, 12 years experience am, fm, tv. Chief assistant, chief and operator. Heavy on maintenance and construction. Leonard Healy, phone 912, Williamsville, Mo.

Family man, age 41, 19 years engineering—directionals—audio installation. Good signal a specialty. Contact D. L. Dodd at Mandan, North Dakota. 3059.

Production—Programming, Others

Children's comedian interested in developing top children's show in major tv market. Highest professional and character references. Pics and brochure available. Box 15A, BROADCASTING.

Mr. Manager: Personable twenty five year old family man to assume air shift and production and/or program duties in small to medium market. Four years experience; knows music: good news delivery gathering writing. Gets along well with others. Prefers small town living. References. Personal interview preferred. Immediate availability. Telephone 516-Walnut 2-5345 or write Box 247A, BROADCASTING.

Program director seeks immediate relocation. Highly skilled all phases. 13 years radio television. Currently doing both. College. Family. Blue chip references. Air-trick included. Let's talk. Box 112A, BROADCASTING.

News editor. Currently employed; emphasis on writing-gathering ability. Journalism background—college degree. Distinctive air style. Mature, family man. Box 200A, BROADCASTING.

FM program director, ready for major market. Creative, proven ability. Prefer group operation. MA degree plus 6 years experience am-fm-tv. Box 203A, BROADCASTING.

Newsman, college training, political science background, authoritative delivery, well developed writing style, five years experience; wishes relocation with station that wants competent and aggressive news coverage, analysis. More interested in right job than big salary. Box 207A, BROADCASTING.

Male writer. Eleven years station, agency experience. Top professional. East. Box 214A, BROADCASTING.

Continuity Dept. giving you headaches? For fast, fast relief write. Box 215A, BROADCASTING.

If you seek aggressive, 29 year old, married morning-man, sales Mgr. & Pd experience and you can offer medium market, better than \$150 weekly. Then, we should get together, presently employed. Box 223A, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Newsman-Authoritative, effective. Iterate delivery and writing. No split shifts, market ½ million up, \$600 mo. min. Box 82A, BROADCASTING.

TELEVISION

Help Wanted—Sales

VHF in good midwest market needs experienced salesman. Good salary plus incentive. Fine insurance and pension plan. For family man. Send resume and photo to Box 237A, BROADCASTING.

Number "1" station in one of the top 20 markets expanding it's sales force. Wanted—aggressive young salesman. Guaranteed draw plus commission. Send resume to Box 234A, BROADCASTING.

Technical

Maintenance supervisor. Technician to head up studio maintenance shift. Practical experience with supervisory capabilities required for rapidly expanding operation. Salary to \$10,000. Box 78A, BROADCASTING.

Engineering Supervisor. Competent, hard working engineer for major market multi-station, unionized tv operation. Must take charge of studio xmitter day to day technical operations. Salary to \$14,000. Box 77A, BROADCASTING.

Engineer with first class license. Quality tv-am operation. Experience not required. West central Wisconsin. Box 173A, BROADCASTING.

Chief engineer job open. Are you qualified to maintain transmitter and studio video and audio equipment? Prefer engineer with sufficient experience and ready to step up to chief engineer job. Apply by letter to M. N. Bostick, KWTX Broadcasting Company, P. O. Box 7128, Waco, Texas.

Production—Programming, Others

Promotion manager for moderate size UHF market, New England area. Starting salary \$8500. Send resume to Box 12A, BROADCASTING.

Promotion assistant with eastern medium market station, group owned. Some radio and TV experience preferred. Write in confidence. Box 22A, BROADCASTING.

Male or female with tv experience to manage traffic department in south Florida NBC-TV affiliate. Send resume to Box 55A, BROADCASTING.

Producer/director wanted, major market. Experienced man with good production know how. Must be capable of taking charge. Excellent benefits, salary, advancement opportunity. Box 92A, BROADCASTING.

Program director for medium sized southwestern market television station. Major network affiliate, top rated. Competitive situation demands aggressive, imaginative professional looking for more than just a job. Up to \$10,000 starting salary for right attitude and experience. Resume to Box 94A, BROADCASTING.

Newsman for Michigan tv. Responsible news department position with group owned station. Broadcast news background required. Must be competent air man with authoritative delivery. Our employees know of this ad. Send resume, photo, audio tape to Box 137A, BROADCASTING.

Wanted reporter photographer for upper midwestern tv station. Darkroom experience necessary. 16mm experience not necessary. Will train. Emphasis on writing rewriting ability. Prefer young man who lives in or wants to return to upper midwest. Reply to Box 142A, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

At least four years in the Cahri, required for versatile creative, willing to work mature college graduate. Thoroughly experienced in all phases of production, to fill director position in major eastern market. Send complete resume. Box 241A, BROADCASTING.

TV director for midwest medium market. Send resume, photo, references and salary. Box 149A, BROADCASTING.

Our news department competes with newspapers, radio, tv stations in our market. Need another reporter capable of thinking, digging, writing and occasional airing of his exclusive stories on radio and tv. Experience with 16mm silent and sound equipment, but can train right man otherwise qualified. Car furnished. In letter give experience references, picture and salary required. Frank Sullivan, KGBT-AM-TV, P.O. Box 711, Harlingen, Texas.

Graduate assistants for teaching and radio television station production. School of Speech, Ohio University, Athens, Ohio.

Copywriter with directing, producing potential. Excellent opportunity for advancement. Send complete resume to WCIA-TV, Champaign, Illinois.

TV producer-director for WBNF-TV. Heavy schedule of live programming requires experienced creative individual. Film experience helpful. Send resume, salary requirements, and date available to Program Director, WBNF-TV, 50 Front St., Binghamton, N. Y.

TELEVISION

Situations Wanted—Management

4 years network film experience. 3 years medium market film experience. Film management experience on network level. Put all this to work for you. Age 31—Married, no children. Available immediately. Box 184A, BROADCASTING.

General manager. 6 years successful small market TV management. Desire larger market and better climate. Mature, strong sales, creative. Employed. Box 239A, BROADCASTING.

Announcers

Mature, personable tv staffer, university graduate. 39, now major southeast market, must relocate immediately. Box 505R, BROADCASTING.

Versatile TV Announcer, employed. Excellent background, nine years broadcasting. Married, relocate. Box 213A, BROADCASTING.

Personality tv staffer. Bandstand show, top ratings, excellent references, relocate major markets. Box 20A, BROADCASTING.

Community respected, three years top tv children's emcee. Personal appearance and promotion conscious. Video tape on request. Box 245A, BROADCASTING.

Celebrity endorsed, rising television personality now doing interview variety strip desires larger market. Program photos, kinescope available. Box 246A, BROADCASTING.

Television and radio announcer. Twelve years experience. News, sports, production. Veteran, family—need immediate permanent position. Personal interview invited, salary open. Prefer western states. Call Tom Goodling, Salt Lake 485-9243.

Technical

2½ years experience am, fm, tv, looking in the west. Box 181A, BROADCASTING.

Chief Engineer for WVOS, Liberty, New York. Good salary.

Situations Wanted—(Cont'd)

Production—Programming, Others

Program manager. Available immediately. Fourteen years continuous experience in the third and fourth markets with three major corporations. Box 51A, BROADCASTING.

Outstandingly creative tv broadcaster seeking position as operations manager with major station. Over 30 years experience in the industry. Strong administrative and civic background. Presently manager small market station. Best reference present employer. Box 238A, BROADCASTING.

Have political science background from city planning to Soviet foreign policy. News background in reporting, writing, film editing, assigning, producing specials. Want reporting or documentary position with station that cares about news. Box 14A, BROADCASTING.

Children's comedian interested in developing top children's show in major tv market. Highest professional and character references, pic and brochure available. Box 250A, BROADCASTING.

Network live and tape commercial producer, coordinator. Presently employed at top 4A Madison Avenue agency. Seeks station or agency position. Desires relocation. 27, married. Box 182A, BROADCASTING.

Newsman/Timesales, married, community minded, dependable. Heavy on local news. Available now. Radio or TV. Box 225A, BROADCASTING.

BUSINESS OPPORTUNITY

Unlimited funds available for radio and television properties. We specialize in financing for the broadcasting industry. Write full details to Box 205A, BROADCASTING.

WANTED TO BUY

Want color camera chain. UHF transmitter/associated equipment. 5820, 7D21, 5518, 357B for sale, bargain prices. Box 248A, BROADCASTING.

Recent model 5,000 watt transmitter in good condition. Will prefer Gates or RCA. Give price and conditions to Martin Martinez, Rios, Nucleo Radio Mil Insurgentes Sur, 1870 Mexico City.

Used professional tape recorder. Send condition, make and price to KDAK, Box 50, Carrington, N. D.

Wanted: One 755A and one 728B Western Electric speakers. Ted Bryan, KNET, Palestine, Texas.

Used, good 5 or 10 kw am transmitter, console, turntables, Ampex recorders, monitors, test equipment. Leon Brown, Friendswood, Texas.

Used 3 or 5 kw fm transmitter, RCA pref. No junk! Full details to KPLX, 925 Culebra, Hillsborough, California.

Modulation transformer for RCA BTA-5F transmitter. Stock #46394. Radio Station WSBT, 300 W. Jefferson Blvd., South Bend, Indiana.

Need all necessary equipment for 1 kw fm station. Late model used good condition. Send complete details, model numbers, and prices. Box 243A, BROADCASTING.

MISCELLANEOUS

Comedy! "Days, Dates and Data" is a collection of patter, bits, one-line fillers, program ideas, etc. Current sample \$3.00. Show-Biz Comedy Service (Dept. B), 65 Parkway Court, Brooklyn 35, New York.

Antenna space available for communications, microwave, etc., 573' above sea level. 150' of tower space atop 14th St. bldg.; also 10' x 12' transmitter bldg. Power circuits and filtered ventilation. Call MA 5-1641, Mr. Austin, 540 S. Hope St., Los Angeles 17, California.

30,000 Professional Comedy Lines! Topical laugh service featuring deeJay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Miscellaneous—(Cont'd)

Religious time now available—special rates. KDXE, Box 3623, Little Rock, Ark.

"DeeJay file." Quotes, kickers, liners, record info, hints. Complete program package for deeJay and P.D.'s. \$10.50. Del Mar Radio Features, P. O. Box 61, Corona Del Mar, California.

Add-a-voice to your staff. 5 Philadelphia announcers will tape for your market. Commercials and news weather sports intros. Weekly service optional. Box 170A, BROADCASTING.

One line gag drop ins. 50 voice tracks. Send your tape, \$5. Will service your d.j. shows with Taylor-made gags or one-liners for your or your sponsors. Box 171A, BROADCASTING.

For Sale

Equipment

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1½" rigid. 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Electronic test equipment bought and sold. A-OK Electronics, P. O. Box 38350, Hollywood California, Hollywood 5-8774.

RCA UHF TV Antenna. State channel, type number, condition and cash price FOB truck. Box 175A, BROADCASTING.

RCA 12 Bay fm antenna, less than 6 months old, taken in trade for new Jampro fm antenna. Will return between 100 and 108 Mc. Make offer. Jampro Antenna Company, 7500 14th Avenue, Sacramento, California.

Fidelipac tape cartridges. Best prices, same day shipment. Old cartridges reconditioned. Write for complete Sparta equipment brochure. Sparta Electronic Corporation, 6450 Freeport Blvd., Sacramento 22, California.

For Sale: RCA BTA-1MX kilowatt transmitter like new, complete with Conelrad crystal. Kit available for 250 watt cutback. \$4,000.00. WSLM, Salem, Indiana.

Neumann U47a mike, power unit, shock absorber, 25 ft. cable. Perfect condition. \$200. Steve Blaine Productions, 59 Oviedo Court, Pacifica, California.

Gates 250C-1 transmitter in operating condition with xtals for 1240 kc. \$400.00. KBMY, Billings, Montana.

Telephoto lenses, 13 inch. RCA type MI 26590-14, brand new in original cartons, at \$250 each. Send purchase order to: Hy Ness Company, 2105 Cruger Avenue, New York 62, New York.

G.E. BT-22A 5-1 kw am transmitter, remote control circuits installed, good condition \$5,000. M. N. Barwick, 767 41st Street, Miami Beach, Florida.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave. Hollywood 27, California.

FCC license in 6 weeks. Waldo Brazil instructor. Lowest tuition, with guaranteed results. It's Space City's best offer. Houston Institute of Electronics and Broadcasting, 1 Main Street, CA 7-0529.

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.

INSTRUCTIONS—(Cont'd)

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for class starting April 24. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

"Are you Cold?" Do you need first phone? Sunny Florida . . . Gulf Beaches . . . and an FCC first phone in five(5) weeks—"Guaranteed." Latest teaching methods. Connect with modern commercial station. Radio Engineering Institute of Florida, Inc., 3044 Bay Street, Sarasota, Florida.

San Francisco's Chris Borden School of Modern Radio Technique. Graduates all over the country. 1st phone, DJ instruction, placement. Free illustrated brochure. 259 Geary St.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5kw station. One price includes everything, even room and board. American Academy of Electronics, 303 St. Francis St., Mobile, Ala.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

RADIO

Help Wanted—Sales

OPENINGS

SIX SALESMEN
Radio, Television and/or
Ad Agency Experience
A Necessity

High-caliber men, free to travel, with accustomed earnings to \$25,000 yearly. Travel and entertainment allowance, plus commissions.
Call Main Office, HA 6-9266, Boston, Mass., or New York City Office, EL 5-4911, for appointment. Interviews will be held in accessible area.

"Call only if you are a salesman"

COMMERCIAL PRODUCERS, INC.
405 Park Square Building
Boston, Massachusetts

Help Wanted—Technical

PROJECT ENGINEER for NETWORK BROADCASTING

We have an opening in our Engineering Dept. for a professional engineer experienced in RF systems design. Candidate should possess an Electrical Engineering degree, have several years experience in broadcast engineering, be familiar with FCC procedures and have an interest in performing systems design work in NEW YORK CITY.

We Offer: Good starting salary, comprehensive benefits program including stock purchase plan, and an excellent opportunity to advance in this expanding operation.

Please submit resume in complete confidence to:

J. M. Carter, Personnel Dept.

CBS

485 Madison Avenue
New York 22, New York

Production—Programming, Others

AVP

ADMINISTRATIVE V.P.

Radio Chain operating 6 metro stations in South looking for Administrative Vice President with the following unique qualifications.

Under 47, married, college degree or equivalent, military service, 7 years broadcast experience with understanding of sales, promotion, accounting, engineering, FCC, clerical, programming, personnel.

A tough detail-minded administrator and decision maker who follows through and possesses imagination, common sense, courage and smooth personality. Willing to make sacrifices necessary for success and accomplishment.

If you are this man, we will pay you well and give you fringe benefits while you work 65 to 70 hours a week in pleasant surroundings with wonderful people.

Send all information in complete confidence. We will call you.

BOX 208A, BROADCASTING

TELEVISION

Help Wanted—Announcers

NEED TV ANNOUNCER

ROOM TO GROW IN NASHVILLE

THE MAN WE'RE LOOKING FOR IS UNDER 30 AND LOOKS IT. HE'S A PERSONALITY. A PROFESSIONAL AND ACTS IT. AND HE CAN SELL. HE'LL BE WORKING FOR THE OLDEST STATION IN THE MARKET. A STATION STRONG ON LIVE PROGRAMMING . . . NEWS, WEATHER, FEATURES, REMOTES. SALARY AND FEES . . . PLENTY OF ELBOW ROOM—TODAY AND TOMORROW. GOOD RETIREMENT PLAN PLUS FRINGE BENEFITS. SOUND LIKE YOU? SEND A BRIEF RESUME—EXPERIENCE, EDUCATION, FAMILY, ETC.—PLUS RECENT PHOTOGRAPH AND AUDIO TAPE.

BOX 180A, BROADCASTING

Technical

ENGINEERS

Opening for Supervisor, Studio and Transmitter. Salary open. Full company paid insurance plan and other benefits. Send full Resume to WAIM, WCAC AND WAIM-TV, Anderson, South Carolina.

FOR SALE

Equipment

UPDATING OUR STUDIO EQUIPMENT

Selling complete camera chains, pedestals, sync generator, various amplifiers and power supplies, monitors, and related equipment; all in good condition. Contact

John B. Mahaffey, Radio-TV Bldg., Springfield, Missouri: UN 2-4422.

KTRH HOUSTON TEXAS

Expanding our programming, if you are a bright personality we need you. Contact

Buddy McGregor
KTRH
CA 7-4361

RADIO

Situations Wanted—Announcers

TIRED OF AMATEURS?

LOOKING FOR A PROFESSIONAL?

I have 13 years background in non-automated radio. Anxious to join strong competitive station in top 20 Market. One of Nations "Top 100 D.J.'s." (Only 99 others can make this statement).

BOX 210A, BROADCASTING

INSTRUCTIONS

RADIO-TV ANNOUNCING COURSES

ENGINEER & 1st FONE COURSES

Active Placement Service.
Attention Managers: A few Outstanding
Announcers now available for radio-tv.

KEEGAN TECHNICAL INSTITUTE

"Since 1947"

207 Madison, Memphis, Tenn.

Miscellaneous

PHOTO BLOWUPS

Promotion dramatized with our giant
photo displays from your copy. More
stations annually use our effective nation-
wide service. Price list on request. Dis-
play art since 1899.

STITES PORTRAIT COMPANY
Shelbyville, Indiana

GOSPEL RADIO NETWORK

1520 Main St.
Puyallup, Washington

PAID RELIGION

WANTED TO BUY

Stations

MANAGEMENT, sales and program team
seeking opportunity to secure station. Possess
small investment capital can assure proper
pay out. Full time single station market
preferred. Desirable opportunity for a present
owner seeking to relinquish without sacrifice.
All replies answered and confidential. No
Brokers.

BOX 227A, BROADCASTING

For Sale

Stations

CHICAGO METROPOLITAN

Class A FM
\$75,000

Box 140A, BROADCASTING

STATIONS FOR SALE

NORTHWEST. Trade area exceeds 275,000.
Daytime. Gross \$60,000 in 1962 but has
done as high as \$90,000. Operates for \$4500
monthly. Asking \$100,000. 29% down.

MIDWEST. Exclusive daytime. Billing close
to \$40,000. Asking \$60,000. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

Continued from page 85

ice and storecasting service on subcarrier
frequency of 87 kc.

WEMP-FM Milwaukee, Wis.—Granted
mod. of cp to increase ant. height to 450
ft. and make change in ant. system (new
tower); conditions.

KDWC (FM) West Covina, Calif.—Granted
extension of authority to remain silent for
period ending March 15.

**Meeker Area Television Assn., Upper
White River Valley & Buford, both Colo.**—
Granted cp for new vhf tv translator on
ch. 3, to translate programs of KUTV (TV)
(ch. 2) Salt Lake City, Utah.

Actions of Jan. 11

■ Granted renewal of license for following
stations: KACI The Dalles; KAJO Grants
Pass; KASH Eugene; KBKR Baker; KBZY
Salem; KEED Springfield-Eugene, all Ore-
gon; KEPR Richland-Pasco-Kennewick,
Wash.; KERK Eugene, Oreg.; KEX Port-
land, Oreg.; KFAR Fairbanks, Alaska;
KGAL Lebanon, Oreg.; KGY Olympia,
Wash.; KHQ Spokane, Wash.; KICY Nome,
Alaska; KIPA Hilo, Hawaii; KJR Seattle,
Wash.; KKID Pendleton, Oreg.; KML
Wenatchee, Wash.; KNEW Spokane, Wash.;
KODL The Dalles, Oreg.; KOHU Hermiston,
Oreg.; KOMW Omak, Wash.; KORE Eugene,
Oreg.; KOZI Chelan, Wash.; KPOI Hono-
lulu, Hawaii; KPQ Wenatchee, Wash.; KPRB
Redmond, Oreg.; KRAT Redport, Oreg.;
KREW Sunnyside, Wash.; KRSC Othello,
Wash.; KSRV Ontario, Oreg.; KTAC Ta-
coma, Wash.; KTKN Ketchikan, Alaska;
KTNT Tacoma, Wash.; KUAM Agana,
Guam; KUGN Eugene, Oreg.; KVAS As-
toria, Oreg.; KVI Seattle, Wash.; KWIQ
Moses Lake, Wash.; KWJJ Portland, Oreg.;
KWRO Coquille, Oreg.; KXLY-AM-FM Spo-
kane, Wash.; KYES Roseburg, Oreg.; KAIM-
FM Honolulu, Hawaii; KLSN (FM) Seattle,
Wash.; KNDX (FM) Yakima, Wash.; KOIN-
FM Portland, Oreg.; KTNT-FM Tacoma,
Wash.; *KRVM (FM) Eugene, Oreg.;
KWAX (FM) Eugene, Oreg.; WFLY Cor-
vallis, Oreg.; KTRG Honolulu, Hawaii.

Wright County Bestg. Co., Buffalo, Minn.—
Granted request and cancelled cp for new
am.

KFMU (FM) Los Angeles, Calif.—Granted
mod. of SCA to make changes in program-
ming (background music interspersed with
foreign language program material).

Actions of Jan. 10

KWBE-FM Beatrice, Neb.—Granted SCA
on sub-carrier frequency of 87 kc.

WAIR Winston-Salem, N. C.—Granted in-
creased daytime power on 1340 kc, from
250 w to 1 kw, continued nighttime opera-
tion with 250 w, and installation of new
trans.; conditions.

KNOT Prescott, Ariz.—Granted increased
daytime power on 1450 kc, from 250 w to 1
kw, continued nighttime operation with 250
w, and installation of new trans.; remote
control permitted; conditions.

For Sale—(Cont'd)

Stations

To buy or sell Radio and/or TV prop-
erties contact.

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS

Fla.	single	daytime	\$28M	terms
Ariz.	small	fulltime	78M	29%
Fla.	medium	power	150M	29%
Fla.	medium	fulltime	135M	54M
N.C.	metro	daytime	123M	50%
Pa.	metro	daytime	200M	50M

and others:

CHAPMAN COMPANY
2045 Peachtree Rd. N.W., Atlanta 9, Ga.

WTUP Tupelo, Miss.—Granted cp to move
ant.-trans. site approximately 700 ft. south-
east; condition.

WCRT-FM Birmingham, Ala.—Granted
mod. of SCA to delete sub-carrier fre-
quency 41 kc and make changes in trans.
equipment.

Hampton Tv Assn. Inc., Hampton, Ore.—
Granted cp for new vhf tv translator on
ch. 3, to translate programs of KOIN-TV
(ch. 6) Portland, Oreg.

Actions of Jan. 9

WIXX Oakland Park, Fla.—Granted mod.
of cp to change trans. location, specify
studio location, change type trans., and
make changes in ground system; remote
control permitted; conditions.

K08CI Peetz, Colo.—Granted mod. of cp
to change type trans. and make changes in
ant. system for vhf tv translator station.

WSTL Eminence, Ky.—Granted extension
of authority to remain silent for period
ending March 31.

WWRJ White River Junction, Vt.—Granted
extension of authority to remain silent for
period ending March 1.

WETT Ocean City, Md.—Granted exten-
sion of authority to remain silent for pe-
riod ending Feb. 1.

KTPM (FM) Sun City, Ariz.—Granted ex-
tension of authority to remain silent for
period beginning Jan. 2 and ending Feb. 20.

WLOV (FM) Cranston, R. I.—Granted ex-
tension of authority to remain silent for
period ending March 31, pending action on
Doc. 14365; condition.

KLYK Spokane, Wash.—Granted extension
of authority to remain silent for period
ending March 31.

KPGE Page, Ariz.—Granted extension of
authority to sign-off at 6:30 p.m. for period
ending March 31.

Action of Jan. 8

WIIC Inc., Greensburg, Pa.—Granted cp
for new vhf tv translator station, on ch. 8,
to translate programs of WIIC (TV) (ch.
11) Pittsburgh, Pa.

Action of Jan. 7

**Spencer Area Television Inc., Spencer,
Iowa**—Granted cp for new vhf tv trans-
lator station, on ch. 83, to translate pro-
grams of WOI-TV (ch. 5) Ames, Iowa.

Rulemakings

PROPOSED

■ Commission invited comments to notice
of proposed rulemaking looking toward
shifting noncommercial educational reser-
vation from ch. *28 to ch. 11 in Provo,
Utah. Shift was suggested by commission
on Sep. 25, 1962, when it approved assign-
ment of license of KFOR-TV (now KBYU-
TV) on ch. 11 to Brigham Young Univ.,
which indicated intention to operate as non-
commercial educational station. University
later petitioned for this rulemaking. Action
Jan. 16.

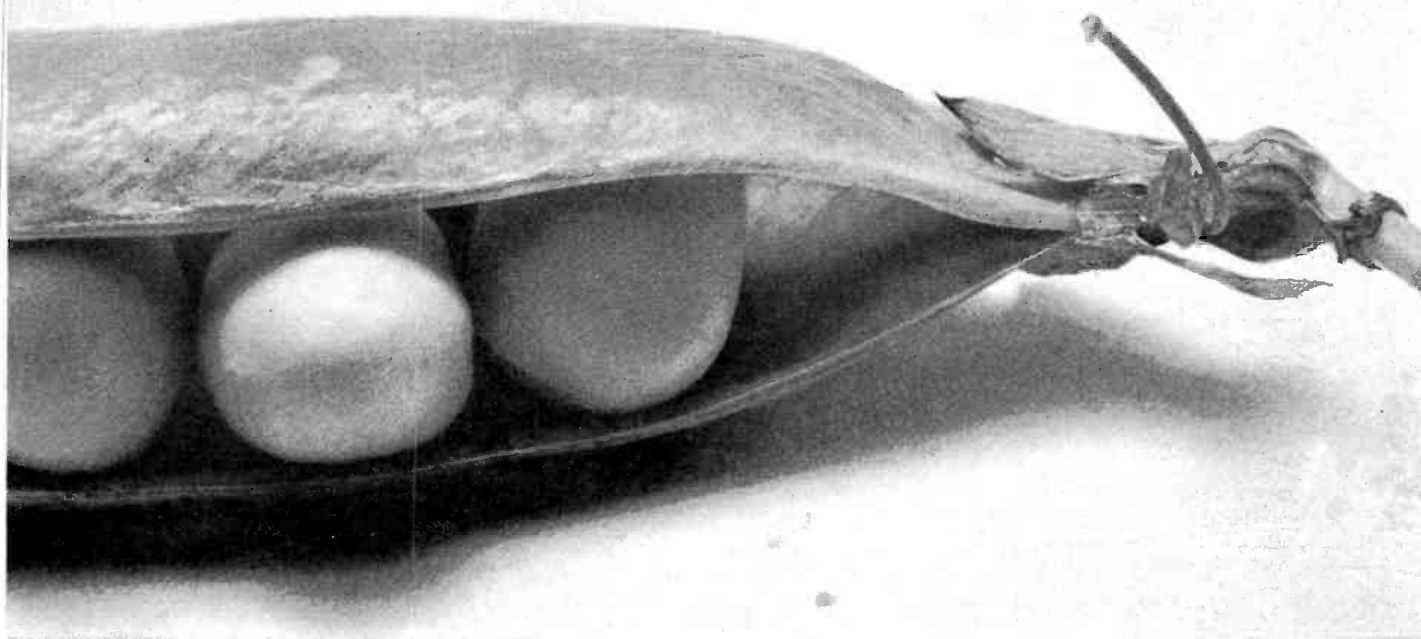
■ Commission invited comments to notice
of proposed rulemaking looking toward
shifting ch. 10 from Grand Forks, N. Dak.,
to Thief River Falls, Minn. Move was peti-
tioned for by Community Tv Corp. (KNOX-
TV, ch. 10, Grand Forks) and Pembina
Bestg. Inc. (KXGO-TV, ch. 11, Fargo), con-
trolling owner of Community, who stated
that reallocation would permit KXGO-TV
to relocate its ant. with maximum power
near Galesburg, N. Dak., without violating
adjacent mileage separation rules and would
provide more adequate service. Canadian
concurrence of shift must be obtained.
Commission deferred action on petitioners'
request for issuance of order to show cause
why its license of KNOX-TV should not be
modified to specify station location at Thief
River Falls rather than Grand Forks. Ac-
tion Jan. 16.

PETITIONS FOR RULEMAKING FILED

■ Bellingham, Wash.—Western Washing-
ton State College. Requests amendment of
rules so as to reserve ch. 18, Bellingham,
for educational broadcasting purposes on a
permanent basis.

■ Aptos, Calif.—Cabrillo College. Requests
amendment of rules so as to reserve ch. 22,
Watsonville, Calif., for educational use. Re-
ceived Jan. 9.

*... just like
any 3 peas
in a pod?*



You'll agree it's hard to tell one pea from the other two . . . but imagine one in green.

THERE IS A DIFFERENCE. Give your television commercials the PLUS OF COLOR and see the difference! Straightaway your product stands out. Customers see it as you see it—a colorful reality . . . identify it the instant they see it on dealers' shelves, in friends' homes.

Whatever you do—be sure to film your commercials in color. Your black-and-white prints will be much, much better. Shades and subtleties will stand out as never before.

For more information on this subject, write or phone: Motion Picture Film Department, **EASTMAN KODAK COMPANY, Rochester 4, N.Y.** Or—for the purchase of film: **W. J. German, Inc.**, Agents for the sale and distribution of EASTMAN Professional Film for Motion Pictures and Television, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.

FOR COLOR . . .



OUR RESPECTS to Harold Heath Thurber

Spending other people's money well is serious business

There really isn't anything at all unusual in the fact that Hal Thurber, president of Wade Adv., Chicago, was once a pioneer broadcaster and later a pioneer in the buying of both radio and television advertising. Pioneering has been a family tradition ever since ancestor John Thurber ventured from England to the New World and settled in Salem, Mass., back in 1643.

This spirit of innovation and inquisitiveness is still very much a part of Hal Thurber today. It is a subtle quality, however. Just like the tinge of wry humor that often punctuates his conversation with others, tingles them a bit with surprise at first but then lingers on to reveal the depth and warmth of his human perception and understanding.

They seem to provide just the right temper to the firm, serious devotion which Mr. Thurber demands of himself as well as of his associates to the chief business of Wade Adv.: the investing of more than \$30 million worth of other people's money in advertising that is both effective and efficient in winning customers.

Hefty in Tv-Radio ■ Of Wade's total annual billing, more than 80% or nearly \$22 million is spent by the agency in the broadcast media, mostly tv.

Wade Adv.'s principal broadcast accounts include Miles Products Div. of Miles Labs. (Alka-Seltzer, One-A-Day Brand Vitamins and other products), on which Mr. Thurber is account executive, and Toni Co. division of Gillette Co. (Deep Magic Dry Skin Conditioner, Deep Magic Facial Cleaning Lotion and Casual Hair Color). Among others on the list are International Milling Co. (Robin Hood flour and Velvet cake flour); Barbara Ann Baking Co.; Bond Stores (Southern California) and Seven-Up Bottling Co. of Los Angeles.

Wade Adv. itself is a tv sponsor. In the Thurber tradition of doing things unique, the agency presents a weekly half-hour program on WGN-TV Chicago, *Mid-America Marketing on the March*. It is a public-service forum (Wade tactfully omits commercials) from which the top business leaders of the area may speak.

Mr. Thurber usually doesn't like to skate on the thin ice of future predictions, but he does feel "there is going to be more regulation of advertising brought on by the bad boys of the business." He thinks it is unfortunate but a fact that self-policing by the "good guys" doesn't necessarily of itself correct those knowingly off base.

"There aren't many pressures you can bring to bear against the bad performers who bring the business into dis-

repute," he observes. "I'll say this, the American Assn. of Advertising Agencies is trying. They have put some teeth into their rules. But suppose you do throw an agency out? It just goes on and does as it pleases."

Early Writer ■ Born July 7, 1905, at Terre Haute, Ind., Harold Heath Thurber gained an early interest in the field of mass communication from his father, a veteran newspaperman who became city editor of the *Indianapolis Star* by the time young Hal was ready for school. Mr. Thurber recalls he had a keen interest in English and writing during his years in public grade and high school at Indianapolis.

His high school boasted a daily newspaper and he worked on it for a couple of years until the economic necessity of his after-school jobs forced him to give up his school reporting. One of these jobs was managing a small movie house and it gave him the chance to discover the power of advertising.

Once when the owner was in Europe, he ran a full page ad in his father's paper to promote a good film and drew long lines of people to his box office, shattering local precedent as well as the "gentlemen's agreement" among the local operators not to run big ads, of which he was not aware. After repeats of this successful method of promotion, he joined forces with a film seller to lease a vacant theatre and "had them on the sidewalk waiting to get in" until his boss came home. Anger soon became approval when the profit figures were reviewed.



Wade's Thurber
A pioneering tradition

Company Man ■ Mr. Thurber did not go on to college after high school. He felt working for the "tough" city editor at the *Star* would be more than a good education. After a year with the paper he became public relations man for an Insul utility, Interstate Public Service Co., and from there he moved to another Insul interest, Central Indiana Power Co., as public relations and advertising manager.

While with the latter utility he supervised the construction of its radio station, WFBM Indianapolis, which took the air in late 1924. Mr. Thurber became WFBM's first manager and quickly learned the impact of broadcasting as WFBM's activities drew "tons of mail." (WFBM now is a Time-Life station.)

In 1926 Mr. Thurber went to Chicago with McJunkin Adv., then the agency for Insul utility advertising. He didn't like the job.

Within a few months he was in Texas working for the *Houston Chronicle*. In early 1927 he joined Sweeney & James Adv., Cleveland, as copywriter on the Jordan and Peerless auto accounts. The next year he was back in Texas working for Tracy-Locke-Dawson Adv., Dallas.

Apart from gaining more basic radio advertising experience, his chief accomplishment there was to marry the president's secretary, Marie Gilliam. Mr. Thurber joined D'Arcy Adv., St. Louis, as account executive in 1934, an association he prizes because of the friendship and inspiration of founder William C. D'Arcy.

On His Own ■ Mr. Thurber left D'Arcy in 1945 as vice president and chairman of the operating committee to become managing partner of Ewell & Thurber Assoc., Toledo, Ohio. He signed Willys Motors as first sponsor of *Omnibus* on CBS-TV, one of many early tv ventures.

Mr. Thurber retired in late 1955 and went to San Francisco, but soon he was consulting for local agencies there and back in the business. Wade Adv. elected him vice president and a member of the board in 1957 and he became president in 1960 when Jeff Wade moved up to become board chairman.

The Thurbers live in the Chicago North Shore community of Winnetka where he enjoys his hobbies of photography and woodworking. The family pride and joy now centers on his grandson, named Timothy for the Thurbers' married son who is a tv technician. One hobby sadly gone: swapping satire at the Algonquin Bar in New York with his late cousin, James Thurber.

Collins and the future

NO worthwhile purpose can be served in attempting to second-guess the action of the NAB board of directors in Phoenix last week in extending the contract of its controversial president, LeRoy Collins.

All 41 of the board members present were persuaded that the desirable and expedient action in the best interest of American broadcasting was to continue the Collins administration in office and give the former Florida governor a new and extended opportunity to prove that he can stem the tide of government encroachment upon the rights of broadcasters. It was a victory for Gov. Collins and also for the chairman of the joint NAB boards, Clair R. McCollough, president of the Steinman stations, whose philosophy prevailed not only with his five-man negotiating committee but also with the full board.

Militant and formidable opposition is promised in resisting the FCC in its hell-bent drive toward control of programming and business operations. It will be needed because broadcasters have never been in deeper trouble with the regulatory authorities.

We, along with all broadcasters, must hope that Gov. Collins has seen the light and that he will act as the advocate of the nation's broadcasters against those inside government and out who would destroy broadcasting's free estate. All too frequently in the past two years the NAB has been cast in the role of prosecutor instead of defender of the rights of its membership.

Table stakes

ANOTHER congressional investigation of television will be held if the House Select Committee on Small Business has its way. Last week the committee approved a report of a special subcommittee recommending a "comprehensive" hearing on time-selling practices that the subcommittee said are squeezing small businesses out of television.

The details of the subcommittee report were covered in BROADCASTING, Dec. 10. What it charges is that option-time and discount practices work to the advantage of big national advertisers and to the disadvantage of smaller firms. What it asks is an investigation to determine whether new laws or tougher regulation are needed.

The subcommittee held hearings late in 1961, but was unable to dig into the subject as deeply as it wanted to. According to its report, however, it learned enough to justify its belief that "there is substance" to complaints of "growing monopoly of the airwaves by large national advertisers" and that further investigation is needed.

Now that the subcommittee's report has been approved by the parent committee, there is a chance that the subcommittee will get its wish. That chance ought to be diminished if the parent committee stops to consider whether the investigation is really necessary.

No investigation is needed to prove that on a great many television stations in a great many markets prime time is largely occupied by national advertising. There are many reasons for this: The rates that can be charged in prime time are beyond the means of most local advertisers. The programming that occupies prime time is more expensive than small advertisers can afford.

Would the Small Business Subcommittee suggest that stations reduce their prime time rates and the quality of their prime time programming? If so, how would the public be served in those hours when it is convenient for the most people to view television?

As to option time and network-affiliate relations, two subjects that the subcommittee says are in need of special

investigation, both have been exhaustively studied by the FCC. A new investigation can do no more than retrace the FCC records.

At this stage of television development it is an unhappy fact that the chips are too blue for thousands of advertisers to get into the game. It is unlikely, however, that the game would be improved by being changed to penny ante.

Lesson for retailers

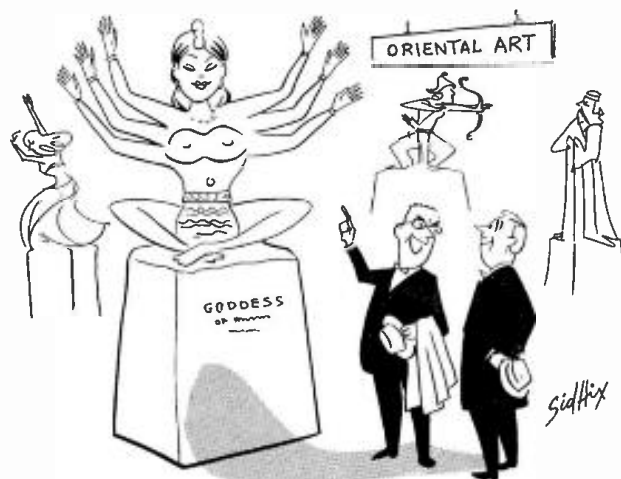
AN official gauge of retail sales during the current New York newspaper blackout is now available, and it promises little encouragement for newspaper space salesmen when they begin soliciting the stores again.

Federal Reserve Board figures, according to a study by TvB, indicate that instead of drying up, the Christmas buying season in New York turned into a shopping orgy after the newspapers closed down. Before the blackout, retail sales in New York City had been lagging behind both the national average and their own 1961 levels. A week later they had begun to pick up, and at the end of the annual shopping spree, the week of Dec. 23-29, they were 21% ahead of the same week of 1961.

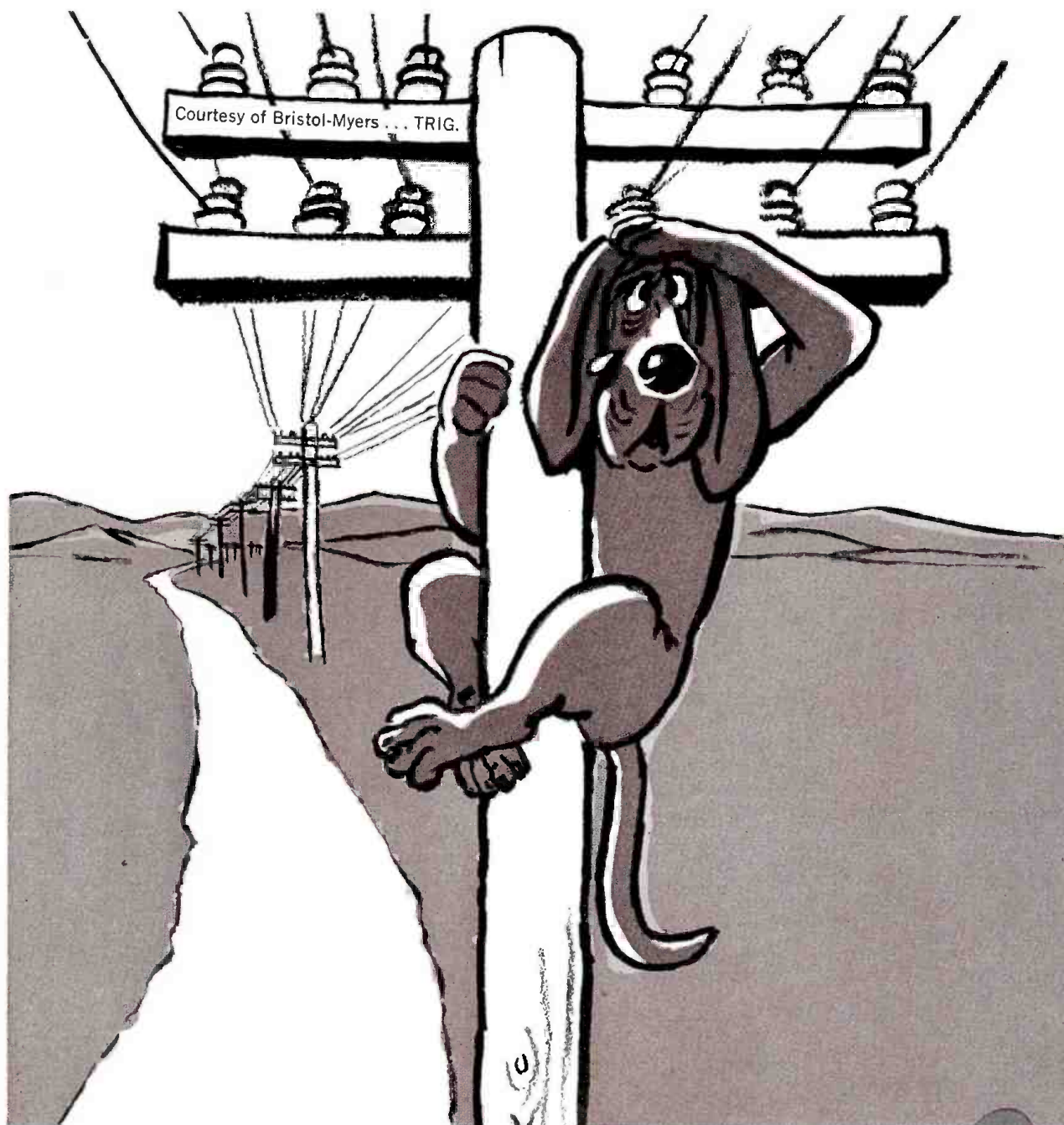
Counting the entire New York Federal Reserve District, which includes most of New York State as well as New York City, sales for the Dec. 23-29 period exceeded the comparable 1961 week by 37%. This was even better than the national average, which was up 34%. In Cleveland, scene of another newspaper shutdown, FRB figures show that retail sales, after lagging in mid-December, picked up noticeably in the last half.

The figures bespeak much credit for television and radio, which have been drafted in both New York and Cleveland to handle a much bigger share of retail advertising than is normally entrusted to them. It would be foolish, however, to take the figures at face value and conclude that sales are as good without newspapers as with. TvB, noting this, pointed out that the FRB figures show that sales across the river in Newark, where there was no strike, were relatively better than those in struck New York.

We do not suggest that a community can do without newspapers, but it seems fair to say that retailers can do with less newspaper space than they've been buying. These strikes have shown that broadcast advertising can build sales. Retailers in all markets would be smart to study this evidence and adjust their advertising budgets accordingly.



Drawn for BROADCASTING by Sid Hix
"Man, what a deodorant commercial we could build around her!"



KPRC-TV SELLS SO MANY HOUSTONIANS, A BLOODHOUND COULDN'T FIND THE ONES IT DOESN'T!

No "ifs" about KPRC-TV. KPRC-TV keeps Houstonians tuned to Channel 2 up to 27 hours a day! And not just by tricking them with hoopla and gimmicks. KPRC-TV helps persuade all Houston—all day and night. That's selling power! KPRC-TV is the neatest, fastest, easiest-to-use salesman you ever laid hands on. Try great new KPRC-TV selling!

Represented nationally by EDWARD PETRY and COMPANY





ADVERTISERS GO FOR NBC RADIO

... CONSISTENTLY THE LEADER IN SPONSORED HOURS