32nd year

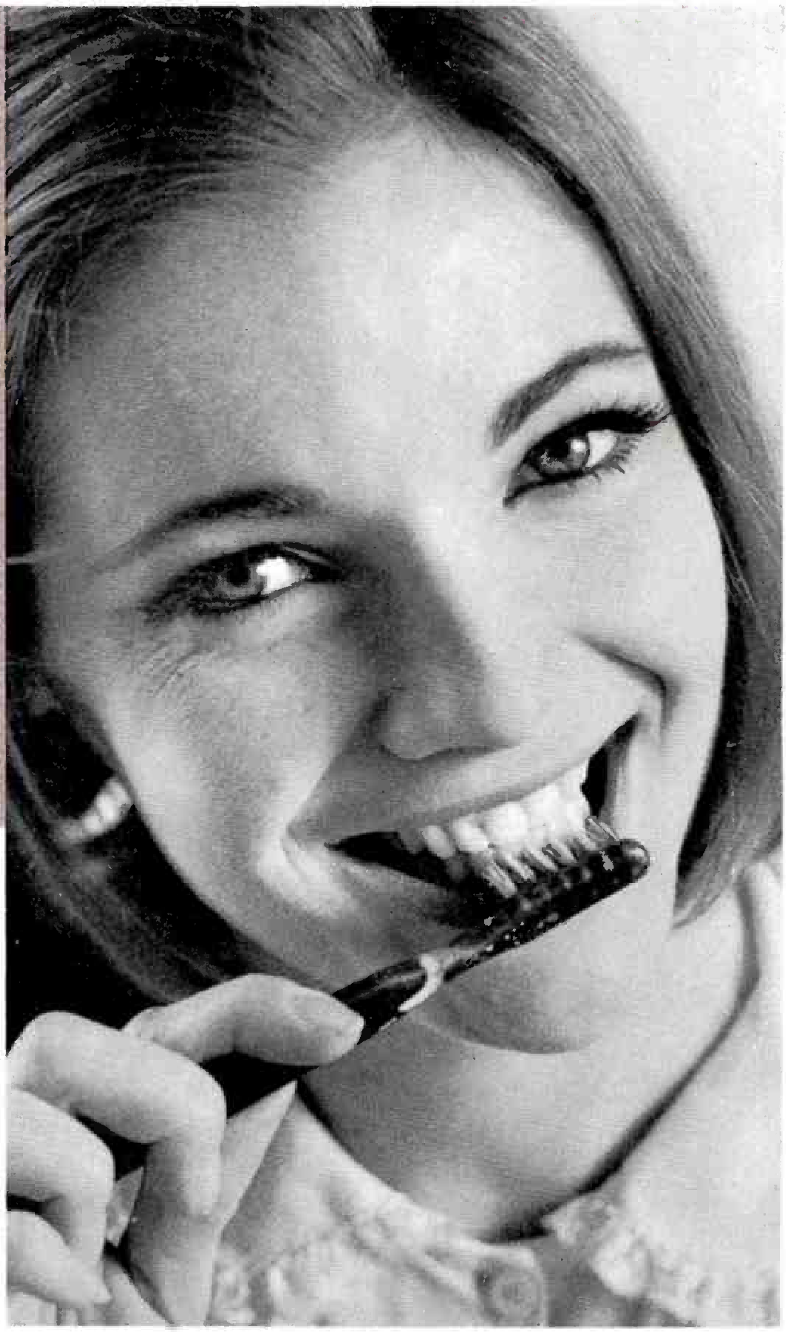
BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

35 Cents

JANUARY 28, 1963

COMPLETE INDEX PAGE 7



liceman then reportedly
s .a "kickback" from
idsman.

idsmen Deny Charge

dsmen deny that they
arge, contending that
s so much competition
county that they are
to undercharge in order
the business. The other
bring "no comment."
smen now must renew
icense each year. The
ustice of the Criminal
must issue a certificate
l reputation before the
ean be obtained. An af-
signed by two, testify-
the good character of
dsman is required for s
ate of good reputation.
icense is issued by the
epartment of insurance,
can refuse arbitrarily to

The collection also in-
volumes by American
f letters, among them
rne, Melville, Whittier,
and Mark Twain.

Aids Bolivian Highway Project

Tribune Press Service
ington, Dec. 15 — Two
Alliance for Progress
in Bolivia—a major
y and a customs center
e designed by the Stan-
gineering company of
ine, Ia., under a $200,000
t announced by the
for international de-
ent. Aid is the state de-
nt agency administering
ited States foreign aid
n.

Investigate Tale at Appears Finny

XSTOWE, England,
— Police here are in-
ing their fishiest case
thief broke into a fish
t night and took 112
of wet fish from the
ator.

et Tollway Traffic

Ryan, and its continua-
uth of 99th street as the
t expressway, also will
me traffic from the Tri-
ollway. From Kingery
way at the Indiana line
hern Cook county, some
ravel now using the toll-
reach northern Cook
and Wisconsin will find
rter and, except in rush
faster to take the toll
ute via Calumet. Dan
and Northwest express-

Dan Ryan expressway
aw some of its users
e traffic which has been
g over the crowded Con-
expressway. The new
also are expected to
ive

Welcome to the Dan Ryan Expressway

JOIN OUR AUDIENCE ON WHEELS. Listen to Flying Officer Irv Hayden's award-winning rush-hour traffic reports on WGN when driving on the new Dan Ryan Expressway. Presented in cooperation with the Safety Education Section, Traffic Division, Chicago Police Department.

Direct, exclusive air-to-ground communications between the WGN Trafficopter and Chicago Police Communications Center will help make your trip more enjoyable.

Seven reports are presented in the morning starting at 6:55 a.m. during the *Eddie Hubbard Show*. Seven reports are presented in the peak evening driving hours starting at 4:30 p.m. during the *Brickhouse-Hubbard Show* and the *Wally Phillips Show*.

Keep tuned to WGN-Radio/720 for that something extra!

Another community service of
WGN RADIO *Dial 720*

be increased and will
and from Dan Ryan r
traffic on State street, th
igan-Indiana one-way
and Stony Island avenue

In rush hours, traffi
neers expect Dan Ryan
slow downs and backu
as on Congress and the
west expressways. Bu
with delays, the new e
way will be faster an
than arterial streets.

One potential bottlene

REPORTS SYRI MOVES ARMY ISRAELI BOR

JERUSALEM, Dec.
Syria has moved hal
army to the border wit
and heavy military tra
be seen across the bor
formed sources reporte

The sources said Sy
had recruited all the c
surgeons but there was
cating whether Syria n
preparing an attack or
strengthening its defen
Israeli leaders have
Syrian government is
up border tension to di
tention from internal
problems. Heavy rain
the Syrian-Israeli fronti
the border tension.

JURORS FIN ONE GUILTY GARY TAX C

Seek More T for 2d Rulin

[Continued from first

session shortly after th
of the new year appe
be a certainty yesterda
he made arrangements
chase the voluminous
cript of the month lo
before Judge Robert A
of federal District c
Hammond.

The highlight of the
trial came Wednesday
Chacharis announced
signation as Gary ma
entered a plea of guilty
evasion conspiracy. Ch
now faces a federal pri
tence.

In addition to arrang
a transcript of the feder
Kowalczyk also confer
more than an hour ye
with the federal gove
attorneys in the trial,
Hansen and Eldon How

Two Officials Qu

Other new developm
the scandal involve
tions of two cit
had testified
witness

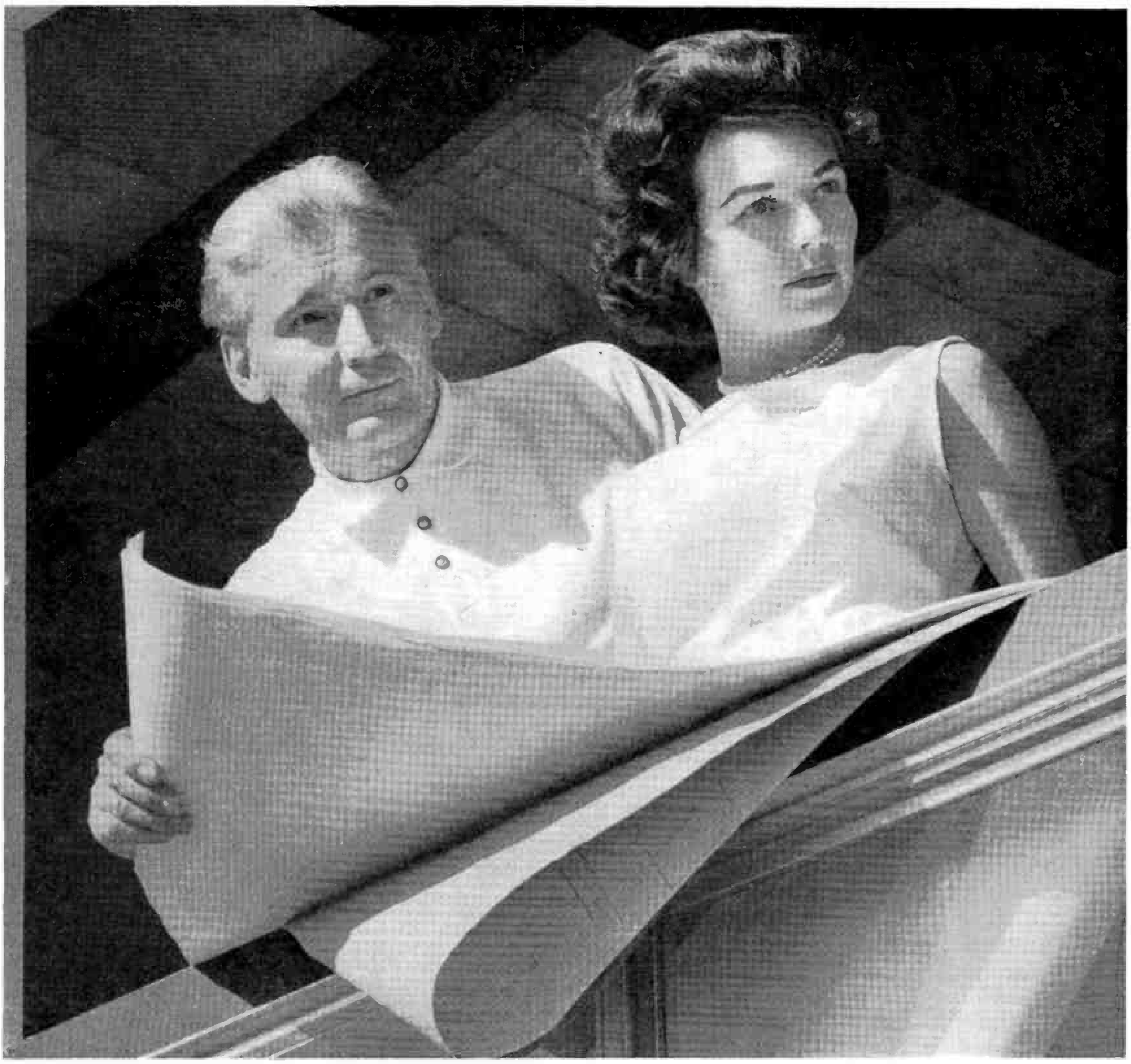
Another important plus!

An eye for what's news in Chicago!

This salute appeared in 14 Chicago community newspapers—welcoming thousands of new expressway drivers to WGN Radio's exclusive morning and early-evening rush hour Trafficopter reports. Another important WGN Radio plus—more listeners for advertisers!

WGN RADIO *on its toes and in the air in Chicago!*

Join the Broadcast Pioneers—wear your pin with pride.



SERIOUS CITIZENS

These are the serious citizens. They're building a home to fit the demands of their growing family. They're investing in the future. They do not make snap-decisions. They must weigh . . . plan . . . save. It is important that they know what to buy . . . when to buy! They are the people you **must** reach in order to sell your product or service. Reach them . . . sell them, and thousands of adults like them . . . in the Baltimore metropolitan area every day on WCBM Radio. Serious citizens prefer WCBM's adult-level radio programming — the news — the music—the personalities— the programs! No doubt about it—WCBM Radio best delivers your message to the adult listeners . . . the people with spending power in this rapidly-expanding mass market . . . the 13th largest in the United States!

WCBM

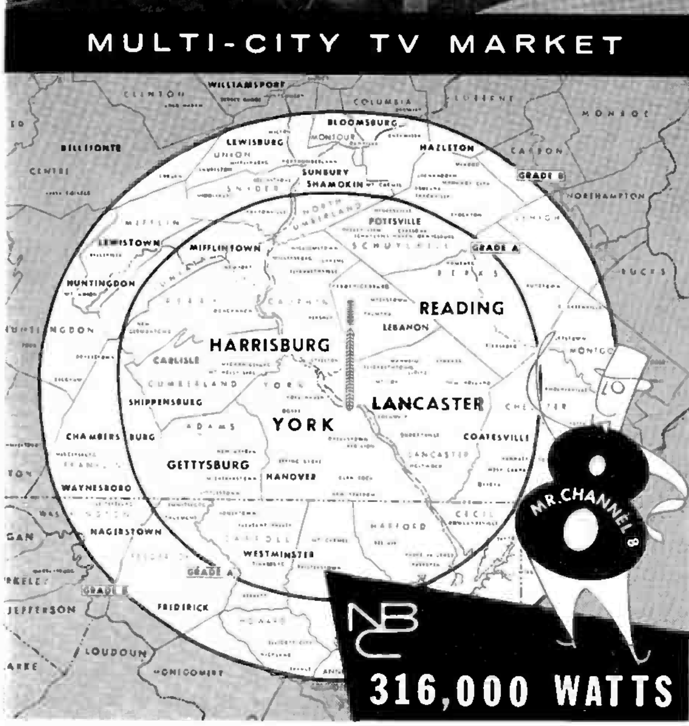
National Sales Representative

Metro Broadcast Sales

A SERVICE OF METROPOLITAN BROADCASTING

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

Humble Oil & Refining Company



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

WGAL-TV

Channel 8

Lancaster, Pa.

STEINMAN STATION · Clair McCollough, Pres.

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

CLOSED CIRCUIT®

Tv spot healthy, too

While spot radio is enjoying stepped-up activity (page 27), there's no apparent let-up in spot tv. One tabulation by Broadcast Advertisers Reports from its new 10-market clock-around tv monitoring service shows that in just one product category—drug and pain relievers—42 different brands were on air with 1,411 announcements in those markets in one four-day span. Bufferin was way out front in number of messages, followed by (in order) Contac, Alka-Seltzer, St. Joseph Aspirin, Bromo-Seltzer, Four-Way Cold Tablets, Thorexin, Anacin, Isodettes and Romilar CF Cough Syrup. Markets getting biggest shares of this business, all placed via national spot, were (also in order) New York, Chicago, Philadelphia, San Francisco and Washington.

Minow into space?

Report was making rounds in Washington last week that FCC Chairman Newton N. Minow may wind up on new Space Communications Corp., but confirmation was lacking. One of top posts—presumably presidency, according to well-founded reports—is slated for Air Force Undersecretary Joseph V. Charyk and reportedly will pay $125,000. Two other top jobs—chairmanship and vice-chairmanship—presumably would pay in same area. Another broadcast personage who had been under consideration for one of top posts is National Association of Broadcasters President LeRoy Collins (BROADCASTING, Jan. 14).

Late, later, latest

Insomniac agency people (and other New Yorkers) may soon be able to watch television all night long. CBS-owned WCBS-TV, whose granddaddy "Late Show" reaches its twelfth anniversary next month, just may celebrate occasion by announcing plans for 24-hour-a-day operation. If it works out, extra three to four hours per day, starting after existing *Late Late Show*, would be programmed with movies (*Late Late Late Show* and *Late Late Late Late Show?*).

The price of a strike

Not calculated to reassure agency and advertiser executives, either as readers or as media buyers, was report in New York last week that some newspapers there have drafted severe economy moves to go into effect when current newspaper strike is finally over. Obvious reason for economies: to help balance off wage and other cost rises resulting from strike settlement. There's long been talk that some papers may not re-open after strike, or won't last long if they do, but last week's report anticipated probably substantial curtailments in news coverage of at least some papers whose survival has never been questioned.

The popular vote

NAB radio board members running for re-election are eyeing with interest nominations for new two-year terms currently being submitted by membership (see story page 87). Nominations, it's felt, will reflect reaction of rank and file membership to reappointment of President LeRoy Collins for three years (two years beyond existing contract) at joint board meeting in Phoenix Jan. 15.

If majority of candidates are re-elected, it's deduced this would indicate vote of confidence in board's ballot (41-0) in favor of Gov. Collins' re-appointment. Fact that Gov. Collins last Monday in Los Angeles said at news conference that it was still his "deep and personal" conviction that tobacco advertising should be controlled may have bearing on elections.

Quiz for Cox

Memo to Kenneth Cox: Be ready to discuss FCC's need for new quarters at your FCC confirmation hearing Thursday (Jan. 31). Your old boss, Sen. Warren Magnuson (D-Wash.), chairman of Senate Commerce Committee, has promised special all-industry committee dedicated to securing building for FCC that he will discuss subject. Harold Mott, Washington attorney and chairman of special committee, reported at group meeting last week on earlier discussions with Sen. Magnuson (BROADCASTING, Jan. 21). Senator plans prompt action to secure FCC adequate housing, probably in building with other agencies, and Mott committee is soliciting general support to keep "dire" needs of FCC before Congress.

Cork buys Kaye

Armstrong Cork Co., through BBDO, New York, reportedly has decided to pick up first-refusal right on *Danny Kaye Show* that'll be slotted Wednesday, 10-11 p.m., in CBS-TV's schedule next season (CLOSED CIRCUIT, Jan. 21). Armstrong is keen on alternate-hour sponsorship of new series, but purchase has not yet been made firm. U. S. Steel, also BBDO client and other advertiser holding first-refusal on show, has not made decision on whether it wants tie with Kaye series.

Fitzpatrick next

Next appointment in current reshuffling of FCC staff may be promotion of Thomas Fitzpatrick, assistant chief of Hearing Division, to chief. Decision on Mr. Fitzpatrick isn't as firm as that on four other appointments, still to be announced officially (see story page 92). But Mr. Fitzpatrick is leading candidate to succeed Robert Rawson when latter moves over to chief of Renewal and Transfer post. Mr. Fitzpatrick, currently participating in Omaha local programming inquiry, joined FCC staff in 1950 after graduating *cum laude* from New York U. Law School and practicing in New York. He was assigned to Hearing Division in 1954, and named its assistant chief in January 1960.

Sports minded

Texaco has decided that sports programming on both radio and television is vehicle it wants and will buy for its advertising messages. Company has actively been seeking radio sports shows for its spot campaign in that medium (also see story, page 27), and currently is on lookout for sports programming on tv networks. Television purchase would be for next season. Benton & Bowles, New York, is company's agency.

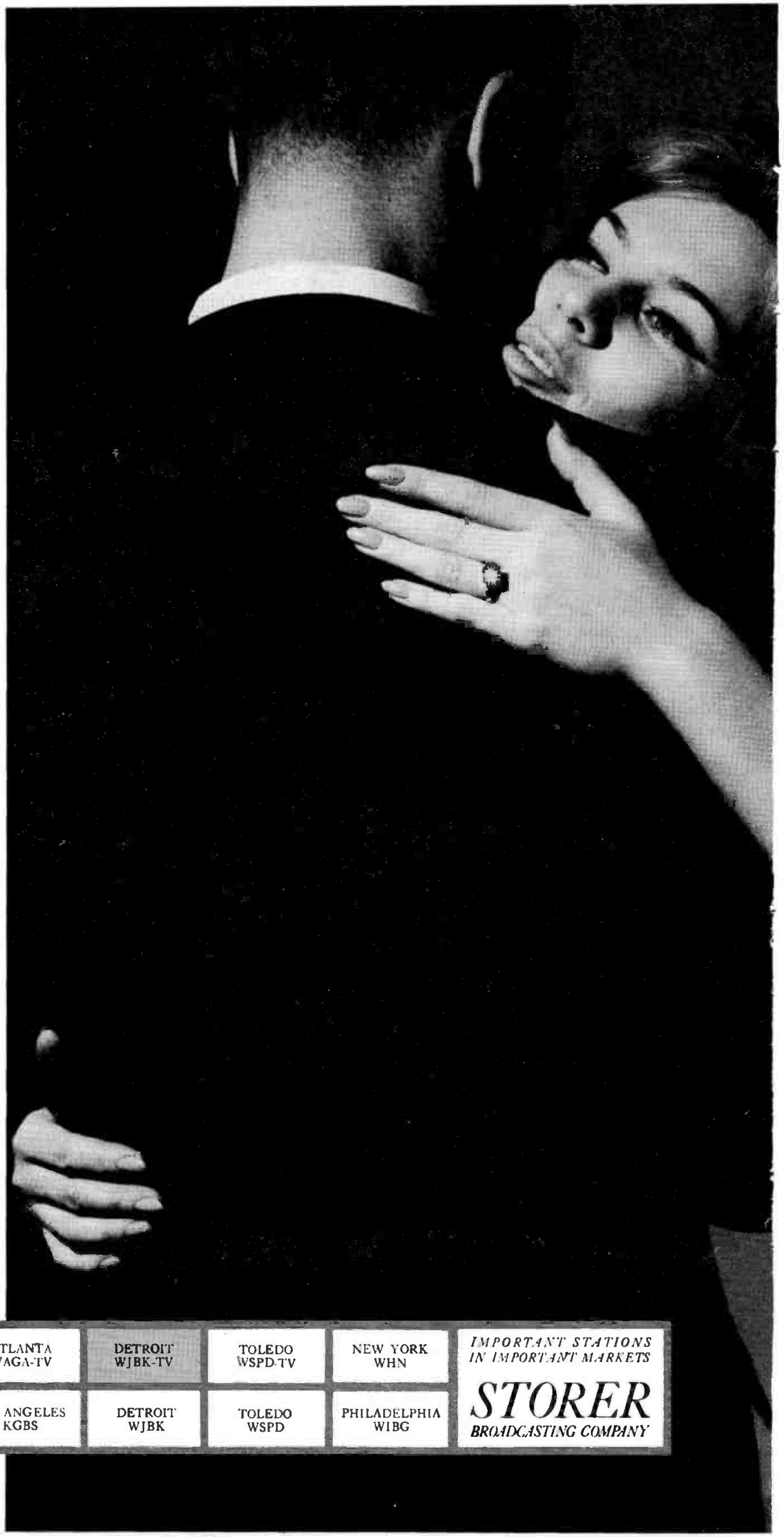
Regional group

New association of regional radio stations will take definite shape Feb. 8 at Mayflower Hotel meeting in Washington. It'll be called Assn. on Broadcast Standards and will open Washington headquarters to protect regionals' interests in clear-channel, daytimer and other proceedings that may affect them.

End in sight?

FCC's latest letter to General Electric asking for more detailed information on company's corporate structure may only be darkness before dawn in company's long-pending effort to get licenses renewed for three stations (BROADCASTING, Jan. 21). One reason commission has been unable to reach decision in case is conflict between Broadcast Bureau and General Counsel's office on how to proceed. Broadcast Bureau would approve renewals without requiring hearing. Counsel's office has been urging commission to hold hearing because of antitrust conviction of GE. However, source close to intramural battle indicated last week tide was beginning to run in favor of Broadcast Bureau.

Published every Monday, 53rd issue (Yearbook Number) published in November, by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.



WE'VE GOT A WAY WITH WOMEN

Specially the Big-Buying 18-to-39 Year Olds!

They love us in the years when they're buying most! Get in on this happy marriage of Detroit's No. 1 station and Detroit's No. 1 spenders. Call STS to get your clients' products on more 5th market shopping lists.

WOMEN VIEWERS
18 to 39 YEARS OLD

WJBK-TV	**42,800**
STATION "B"	28,600
STATION "C"	11,400
STATION "D"	10,900

9 AM—5 PM, M-F Avg.
ARB Nov.-Dec., 1962

WJBK-TV
CBS IN DETROIT 2

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

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

WEEK IN BRIEF

It's been a good January for radio. Business is the best in years, spurred by increased spending by national spot advertisers. The results of a survey of advertisers, agencies and radio reps. See lead story . . .

RADIO SALES UP IN 1963 . . . 27

The men closest to federal regulation of communications and the FCC, the lawyers who live in that environment, have taken first steps looking toward a possible overhaul of the commission, the law and the rules. See . . .

CLEAN SWEEP OF REGULATIONS . . . 44

Have the apple and orange finally married? A major research breakthrough is claimed by CBS-TV, which now has a way of comparing the uncomparable on the basis of total advertising effectiveness of media. See . . .

COMPARING APPLES, ORANGES . . . 30

Last week was a big one all around for those who criticize the way the FCC does business. Even a commissioner (Ford) joined LeRoy Collins and others in charging the commission with inequities and inefficiencies. See . . .

IT WASN'T RAIN AT FCC . . . 38

People buy and sell the year round. Therefore, says Leonard Lavin, Alberto-Culver president, they ought to advertise all year. An interesting look into the views of one of television's newer, important clients. See . . .

ADS SHOULD RUN ALL YEAR . . . 34

Two new developments on the liquor-beer-wine front. An advertising agency is surveying stations and Sen. Pastore has issued a warning that he may introduce a bill to prohibit liquor ads on the air. See . . .

KEEP THE HOUSE CLEAN . . . 56

This is the 20th Century and 20th Century news media should be given equal access with older media in covering the news, according to CBS' Frank Stanton. He said public agencies and proceedings should be open. See . . .

STANTON: 'END LIMITATIONS' . . . 83

Chairman Minow of the FCC has revived an oft-proposed plan for creation of a citizens advisory board. This group would be created to appraise broadcast programs and report to the FCC every year. See . . .

CITIZENS BOARD URGED . . . 85

SPECIAL REPORT: NASHVILLE

A cultural revolution—a very commercial one—is under way in American music, with Nashville, Tenn., as the focal point. This recording-composing-performing center has now become the world's No. 2 musical city. See . . .

BIG, NEW MUSICAL SOUND . . . 67

The Tennessee city is rising to the top as a recording center as the misnomer "country music" is now applied to a score of musical types. An on-the-scene account of a business miracle triggered by radio. See . . .

THE NASHVILLE STORY . . . 67

DEPARTMENTS

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday, 53rd issue (Yearbook Number) published in November by BROADCASTING PUBLICATIONS, INC. Second-class postage paid at Washington, D. C., and additional offices.

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.

HOW DO YOU MEASURE A BROADCASTING STATION?

The lady cannot see. Still, she knows our station and wanted to visit us. We are told that she "sees" WTIC-TV programs, as do many who are sightless. Their vivid imaginations supplement the audio with a video of their own. And, of course, WTIC Radio has been her friend and companion for many years.

But this lady had to "see" with her hands the statue of "The Broadcaster" which stands in Broadcast House.

Surveys, such as A. C. Nielsen and ARB, clearly define WTIC-TV's outstanding audience leadership in southern New England. The latest Politz survey of our area has proved that WTIC Radio is also without peer.

But somehow, a blind lady who came to visit us tells of another kind of leadership which cannot be measured in sheer numbers . . . and reminds us anew of the awesome trust which our viewers and listeners repose in our station.

WTIC TV3/AM/FM

Broadcast House, 3 Constitution Plaza, Hartford 15, Connecticut

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

Lawyers delay move on regulatory revamp

Federal Communications Bar Assn. held annual membership meeting Friday (Jan. 25) without taking action on recommendations of special committee for far-reaching changes in government regulation of broadcasting (see story on page 44).

Leonard Marks, chairman of committee, reported to membership on recommendations. Official status of controversial report will be determined later, according to incoming FCBA President Donald Beelar. Report itself has not been circulated among lawyers in bar association but Mr. Beelar said new executive committee would meet this week to chart future course.

He will recommend report (which is summarized in detail beginning on page 44) be sent to FCBA members with special committee to be named to accept lawyers' comments and recommend that association accept or reject all or portion of recommendations. He stressed report of Marks committee currently has no official status as views of FCBA but said work of planned new committee will be "a very important undertaking." If executive committee approves, report will be sent to FCBA members early in February.

FCC was rebuffed by lawyers, it is understood, in agency request for copies of Marks report. Agency officials also were denied admission to Friday's FCBA meeting. The report was not discussed by general membership at meeting beyond Mr. Marks' verbal presentation, as lawyers hadn't seen report.

Harold Mott, whose term as FCBA president expired Friday, said of report that "quite a good deal of thought went into its preparation. It deserves the serious consideration of all the bar."

Student Loans ▪ FCBA established a program of student loans to be made to advanced law school students attending universities in Washington area. Maximum loan under program will be $1,000 for scholastic year.

Students would be required to repay loan, plus 3% interest per year on unpaid balance. Requests for loans may be made to dean of law school attended by applicant.

Annual banquet of FCBA Friday evening followed membership meeting; entertainment was furnished by singer Hildegarde and drummer Gene Krupa.

Shakedown cruise

Despite fact all 135 "public" witnesses in Omaha local tv hearing beginning today (Monday) already have filed written statements with FCC, crew of agency lawyers were in Omaha last week for personal interviews with these same witnesses.

Appearances by "opinion" leaders of Omaha were solicited by FCC last month and majority of statements prepared are favorable to stations. FCC attorneys trying case include James Juntilla, assistant chief of Broadcast Bureau; Lonnie Emerson, legal assistant to presiding officer Commissioner E. William Henry; Tom Fitzpatrick, assistant chief of hearing division; and Martin Firestone, attorney in renewal branch of Bureau.

Tele-Broadcasters buys Colorado outlets

Purchase of KKTV (TV), KFMH (FM) Colorado Springs and KGHF Pueblo, Colo., by Tele-Broadcasters Corp. (H. Scott Kilgore, president) for $1 million was announced Friday, subject to FCC approval. Sellers of Colorado stations are James D. Russell and wife, Gifford Phillips and Robert D. Ellis. Mr. Russell is member of NAB Tv Board of Directors.

Tele-Broadcasters now owns KALI San Gabriel (Los Angeles), KOFY San Mateo (San Francisco), WPOP Hartford, Conn., and KUDL Kansas City, Mo. Transaction was handled by Blackburn & Co. KKTV is on ch. 11 with 85.1 kw; KGHF is on 1350 kc with 5 kw, day, and 1 kw, night; KFMH is assigned 96.5 mc with 23 kw.

Also announced Friday was sale of WMFT Terre Haute, Ind., for $125,000 by Thomas Land and associates to George A. Foulkes. Mr. Foulkes is former vice president in charge of sales for WTHI-AM-FM-TV Terre Haute. Thomas group owns WFIW Fairfield, Ill. WMFT (1300 kc, 500 w, daytime only) sale was handled by Hamilton-Landis & Assoc.

Sunshine spot radio drive

Sunshine Biscuits, New York, through Cunningham & Walsh, that city, is using spot radio on large scale for first time in recent history. Company, which did not use radio last year, is spending major part of its advertising budget during first quarter for 50-market national spot campaign.

Former KPFK head admits Red period

Mrs. Catherine Cory Gumpertz, former manager of KPFK (FM) Los Angeles (1960-62), told Senate investigators Friday (Jan. 25) she had been communist "for a very few months" during "a foolish, short period" of her life in 1944, just after she graduated from college at Berkeley, Calif.

Latest witness to face Senate Internal Security Subcommittee behind closed doors, Mrs. Gumpertz said she answered all subcommittee questions. most of which centered on station's programming, which includes appearances of communist spokesman among group of 14 regularly scheduled political commentators (earlier story BROADCASTING, Jan. 14).

KPFK and other Pacifica Foundation non-commercial, listener-supported stations are being probed for alleged "communist infiltration" by Senate unit (see page 54).

Mrs. Gumpertz was complimented for her cooperative attitude, her lawyers said. She was excused from her subpoena and not asked to return, they added.

Foundation initially asked that sessions be made public, but subcommittee says it has no requests from witnesses for return to be heard in open sessions.

None of three senators present at Friday session would comment on meeting or on Mrs. Gumpertz's statements.

KPFK (FM) won Du Pont and Peabody awards while Mrs. Gumpertz was manager, foundation reported.

Emerson reports jump in 1962 color sales

Color tv set sales by Emerson Radio & Phonograph Corp., Jersey City, N. J., "practically doubled" last year, Benjamin Abrams, president, revealed Friday (Jan. 25) in annual report.

Mr. Abrams said that although color sales are still small compared to black and white, Emerson expects color tv will "gradually become a significant addition to sales and profits."

Total tv sales by Emerson increased 20% and profits on those sales rose 30% over previous year, Mr. Abrams added.

Emerson reported consolidated net income for year ended Oct. 31 rose to $2,278,159 or $1 share from $1,851,684 or 81 cents share in like 1961 period. Sales for current fiscal year increased to $80,371,180, from $70,903,466 year ago.

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. McAllister

Ken McAllister, vp in charge of advertising for Thomas J. Lipton Inc., Hoboken, N. J., since June 1961, elected to newly created post of executive vp. Mr. McAllister, who was elected to tea and food company's board of directors in December 1961, will supervise all marketing functions including advertising and market research, and will continue to direct Lipton's advertising, sales promotion and brand management. Prior to joining Lipton, he was senior vp, director and management supervisor of Benton & Bowles, New York.


Mr. Beelar

Donald C. Beelar was elected president of Federal Communications Bar Assn. at its annual meeting, held Jan. 25 in Washington. He succeeds **Harold E. Mott.** Others elected: **Thomas W. Wilson,** first vp; **Maurice M. Jansky,** second vp; **Phil Bergen,** secretary; **Herbert Schulking,** assistant secretary; **Ernest W. Jennes,** treasurer. Elected to executive committee were **Warren Baker** and **Marcus Cohn,** for three-year terms, and **W. Theodore Pierson,** two-year term.

James B. Sheridan, special assistant to FCC Chairman Newton N. Minow and 22-year veteran with commission, was named Broadcast Bureau chief, succeeding **Kenneth Cox,** who has been nominated to commission membership. For other FCC appointments, see story page 92.


Mr. Miller


Dr. Deckinger

Dr. E. L. Deckinger, vp and media director of Grey Adv., New York, named vp in charge of media and network relations. He is succeeded by **Harold Miller,** vp and associate media director. Dr. Deckinger joined Grey Adv. in 1956 from former Biow Agency where he served as vp, director of research and acting director of media. Mr. Miller joined Grey also in 1956 from Benton & Bowles, New York, where he was vp and media manager.

For other personnel changes of the week see FATES & FORTUNES

Honors for Harry

Radio - Newsreel - Television Working Press Assn. announced Friday (Jan. 25) that former President Harry S. Truman will be given its freedom of information award at organization's annual dinner in New York April 22. Award to Mr. Truman will be for his recognition of "vital importance" of visual and radio journalism.

WLBW-TV notes costs of ch. 10 station

WLBW-TV indicated Friday part of its case for renewal of its license for ch. 10 Miami will be based on large expenditures for establishing facility. (See story page 52.)

Robert Marmet, counsel for station, said significance of evidence is that old Federal Radio Commission, FCC and courts have held that station's investment shouldn't be jeopardized "except for compelling reasons."

Charles H. Topmiller, president of WLBW-TV, said $722,462 was spent on facility. He also said L. B. Wilson Co., owner of WLBW-TV, spent $573,-304 to keep station on stand-by basis between July 14, 1961, when it received temporary license, and Nov. 20 that year, when it finally went on air.

W. Theodore Pierson, counsel for South Florida, one of three other applicants for channel, said issue will be raised to "full commission level." He said issue involves whether "we're prejudiced" by station's expenditure of funds. He also noted proposals by two of L. B. Wilson's competitors for channel to "indemnify" L. B. Wilson if either of them gets grant.

Toward end of session Friday, Mr. Pierson raised question of "validity" of voting stock and trust agreement under which shares in L. B. Wilson are voted. He noted that company is Kentucky corporation with stockholders in Ohio and doing business in Florida. He indicated laws of three states involved might be in conflict. He asked Mr. Topmiller to provide information on where agreement was signed. "Relevance," he said, "is that agreement through which" L. B. Wilson established "substantial form of local ownership and control" might be invalid.

Agency president dies in New York

Sam M. Ballard, 61, president of Geyer, Morey, Ballard, New York, died last Friday (Jan. 25) of as yet unknown cause while lunching at The Forum of the Twelve Caesars restaurant in that city. Mr. Ballard joined New York agency (then known as Geyer Adv. Inc.) in 1953 as vp and chairman of account policy committee. He was elected president in May 1956. Prior to joining Geyer, Mr. Ballard was with Gardner Adv., St. Louis, for 16 years. He left Gardner from post of executive vp, director and chairman of management committee.

Long-range planning recommended for USIA

U. S. Advisory Commission on Information report released today (Monday) urges creation of special forward planning unit in USIA to handle long range information efforts.

Group of newsmen also said agency should give "highest priority" to role in space communication systems.

Advisory group, headed by J. Leonard Reinsch, executive director of Cox stations, commended 10 U. S. commercial stations which bolstered Voice of America programming during crisis.

Other recommendations: regular review of USIA radio, print output by "outside experts in radio and print;" expansion of agency in new countries; elimination of unneeded publications; construction of one building for agency which now occupies 11 in Washington.

Gale to set up etv for Peace Corps

Robert Gale, vice president of Carleton College, Northfield, Minn., was named Peace Corps director of special projects Friday (Jan. 25) to set up Corps' etv projects overseas.

Corps is almost ready to go on Columbia project (CLOSED CIRCUIT, April 23, 1962). Request has been approved by Agency for International Development. Ford Foundation, contributor to development of U. S. etv, is sending two assistants to Columbia.

KCOP TELEVISION, INC. CHANNEL 13

915 NORTH LA BREA AVENUE HOLLYWOOD 38, CALIFORNIA OLDFIELD 6-6050

Bob Guy
Director of Programing

December 7, 1962

Mr. Robert Newgard
West Coast Sales Manager
Screen Gems, Inc.
1334 Beachwood Drive
Hollywood 28, California

Dear Bob:

In the everyday course of business, we sometimes fail to extend credit where credit is due. In this instance, the greater portion of credit is due Hanna-Barbera for their superb cartoon productions.

I want you to know that we are exceptionally pleased with the package and feel that the cartoons have been highly successful in this market, as the ratings indicate.

Viewer acclaim! High ratings! Excellent sales response! Who could ask for anything more?

With best wishes for a successful 1963.

Sincerely,

Bob

Bob Guy

DATEBOOK

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

*Indicates first or revised listing

JANUARY

Jan. 28—FCC hearing on availability of local television programming at the Old Post Office Building in Omaha, Neb. Commissioner E. William Henry presiding.

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—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 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—Hollywood Ad Club luncheon meeting, Hollywood Roosevelt Hotel. Lucille Ball, comedienne and president of Desilu Productions, will be presented the club's "Red Carpet Award" for outstanding achievement in the field of entertainment. Miss Ball and Elliott Lewis, producer of *The Lucy Show*, will speak.

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. 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. Speakers include: Peter G. Peterson, president of Bell & Howell, Chicago; Donald H. McGannon, president of Westinghouse Broadcasting Co.; Andrew Heiskell, chairman of Time Inc.; Palmer Hoye, publisher of *Denver Post;* Paul Rand Dixon, chairman of FTC; Newton N. Minow, chairman of FCC; and Ralston H. Coffin, vp of RCA.

*Feb. 6—Stockholders meeting, Warner Bros. Pictures Inc. Wilmington, Del.

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 & Sciences annual ball, Cocoanut Grove, Hotel Ambassador, Los Angeles.

The Bell System will put more than 3 Billion Dollars into New Facilities this year

...to serve you and the nation better

We are moving full steam ahead with this big construction program because the country needs more and more communication service.

We are doing it because of our faith and confidence in the future of business and the nation. Surely, the course of America is upward.

We can see it and feel it in our own business. There is an aliveness in the day's work and in the research and the planning. The welcome necessities of growth are upon us and spur us on.

We have added 26,000,000 Bell telephones in the last ten years to meet the public's needs; a tremendous job in so short a time. The total is now 66,000,000. Some day, as population grows, it will be 100,000,000 and even more.

"Surely, the course of America is upward."

More service...More employment

The 1963 program will not only bring benefits to all who use the telephone but will provide thousands of jobs both inside and outside the Bell System. We'll be buying from tens of thousands of other businesses.

Many exciting new things are here or on the way, from the just begun to the nearly done.

The Telstar satellite and the new ocean cables are just parts of a new era in world-wide communications in which the Bell System has a leadership role.

Telstar is a first for our country, and has won world-wide admiration and respect. It has gone around the earth many hundreds of times, with two-way transmission of telephone calls, TV and radio programs, movies, etc.

A few months ago it relayed business-machine-type data across the Atlantic at nearly 1,500,000 words a minute. This is an example of the almost incredible speeds that new developments are putting into many forms of telephonic communication.

New buried cable for defense

A project of special importance at this time is a new underground cable system from coast to coast. It is being built to supplement present networks and withstand any nuclear blast except a direct hit. It's already over one-third completed.

We aren't sitting back or resting on our oars. You wouldn't think much of us if we did. And we wouldn't think much of ourselves. We know what is needed and we're going right to it.

Of course there will be ups and downs in the business cycle, but we aren't going to let temporary things scare us. This business isn't put together that way.

We're backing our faith in the near months and the far years with the biggest construction outlay in our history.

The money for the job

It can hardly be said too often that a well-balanced, forward-looking program of this kind depends on our ability to maintain good earnings.

It is only by reason of such earnings that we can go out and raise the necessary capital to do the job.

By building for the future, we are making an important contribution to the country's over-all economic welfare right now.

We go forward in this new year with a renewed resolve to serve the public and the nation in every possible way.

FR Kappel

FREDERICK R. KAPPEL, CHAIRMAN OF THE BOARD
AMERICAN TELEPHONE AND TELEGRAPH COMPANY

Owned by more than two million Americans

THE MACE, emblem of authority of the South Carolina House of Representatives, borne ahead of the Speaker to open every session. Made in London, in 1756, of solid silver with gold burnishing, standing almost man-high, it is the only mace in use in the United States that antedates the Revolutionary War.

highest commendation the performance of WIS-TV"

unanimous resolution of the South Carolina General Assembly

"We evaluate with highest commendation the performance of WIS-TV, Channel 10, particularly for its alert, fair, and comprehensive news coverage of the affairs of our State government, its initiative in bringing thought-provoking discussion to enlighten our citizens on the problems of our State," says a recent resolution, unanimously adopted by the State legislature. The resolution adds that "there is urgent and compelling public need for the continuation of this praiseworthy performance by WIS-TV and its highly-trained personnel."

Need we add that our constant effort is not only to continue but to improve the performance our legislature has found praiseworthy? This has been our unending task in over 30 years of operating broadcasting facilities in South Carolina.

WIS TELEVISION

NBC / Columbia, South Carolina

Charles A. Batson, Managing Director

a station of

BCS

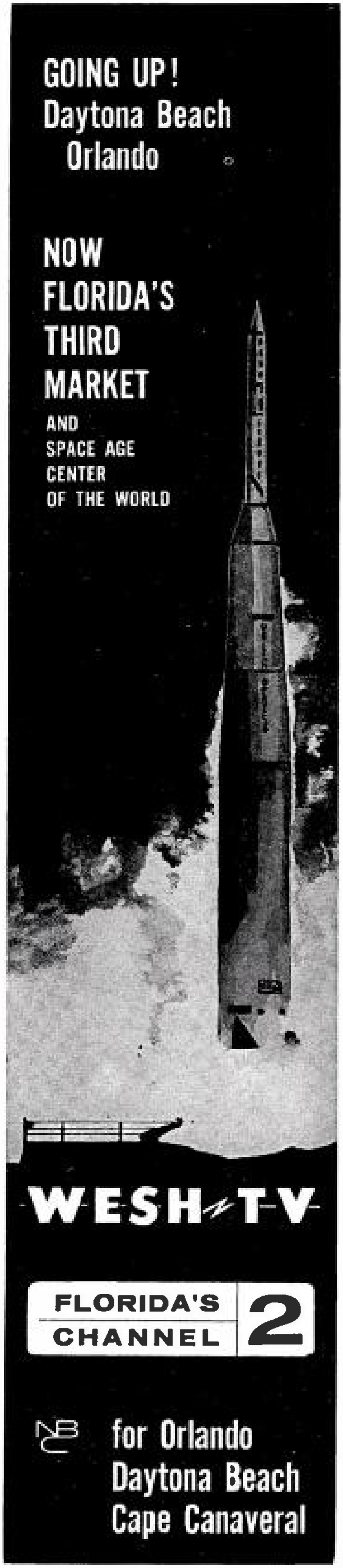
The Broadcasting Company of the South

G. Richard Shafto, Executive Vice President

WIS television: Channel 10, Columbia, S.C.
WIS radio: 560, Columbia, S.C.
WSFA-TV: Channel 12, Montgomery, Ala.

All represented by Peters, Griffin, Woodward, Inc.

WIS
TELEVISION



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

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

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

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

Feb. 25—Third annual Mike Award banquet of Broadcast Pioneers, Imperial 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—Extended deadline for comments in FCC inquiry into the objectionable loudness of commercial announcements and commercial continuity over am, fm and tv stations.

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

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

*March 21-25—Annual management conference of the National Federation of Advertising Agencies, Scottsdale, Ariz. Conference arrangements are being handled by Robert C. Garland, president of the Garland Agency of Phoenix.

BROADCASTING PUBLICATIONS INC.

PRESIDENT .... SOL TAISHOFF
VICE PRESIDENT .... MAURY LONG
VICE PRESIDENT .... EDWIN H. JAMES
SECRETARY .... H. H. TASH
TREASURER .... B. T. TAISHOFF
COMPTROLLER .... IRVING C. MILLER
ASST. SEC.-TREAS. ..... LAWRENCE B. TAISHOFF

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D. C. Telephone Metropolitan 8-1022.

EDITOR AND PUBLISHER
Sol Taishoff

Editorial

VICE PRESIDENT AND EXECUTIVE EDITOR
Edwin H. James

EDITORIAL DIRECTOR (New York)
Rufus Crater

MANAGING EDITOR
Art King

SENIOR EDITORS: J. Frank Beatty, Bruce Robertson (Hollywood), Frederick M. Fitzgerald, Earl B. Abrams, Lawrence Christopher (Chicago), Dawson Nail; EXECUTIVE COPY EDITOR: Harold Hopkins; ASSOCIATE EDITORS: George Darlington, Leonard Zeidenberg; STAFF WRITERS: Sid Booth, Gary Campbell, Jim deBettencourt, Larry Michie; EDITORIAL ASSISTANTS: Elizabeth Meyer, Chuck Shaffer, Rosemarie Studer, Nancy K. Yane; SECRETARY TO THE PUBLISHER: Gladys Hall.

Business

VICE PRESIDENT AND GENERAL MANAGER
Maury Long

VICE PRESIDENT AND SALES MANAGER
Winfield R. Levi (New York)

ASSISTANT PUBLISHER
Lawrence B. Taishoff

SOUTHERN SALES MANAGER: Ed Sellers; PRODUCTION MANAGER: George L. Dant; TRAFFIC MANAGER: Harry Stevens; CLASSIFIED ADVERTISING: Dave Lambert; ADVERTISING ASSISTANTS: Robert Sandor, Carol Ann Jenkins, Terry Steel, Joyce Zimmerman; SECRETARY TO THE GENERAL MANAGER: Doris Kelly.

COMPTROLLER: Irving C. Miller; ASSISTANT AUDITOR: Eunice Weston.

Publications and Circulation

DIRECTOR OF PUBLICATIONS
John P. Cosgrove

CIRCULATION MANAGER: Frank N. Gentile; CIRCULATION ASSISTANTS: David Cusick, Christine Harageones, Edith Liu, Burgess Hess, James E. O'Leary, German Rojas, Eugene Sheskin.

Bureaus

New York: 444 Madison Ave., Zone 22, Plaza 5-8354.

EDITORIAL DIRECTOR: Rufus Crater; BUREAU NEWS MANAGER: David W. Berlyn; ASSOCIATE EDITOR: Rocco Famighetti; STAFF WRITERS: John Gardiner, Diane Halbert, Larry Littman; ASSISTANT: Frances Bonovitch.

VICE PRESIDENT AND SALES MANAGER: Winfield R. Levi; INSTITUTIONAL SALES MANAGER: Eleanor R. Manning; ADVERTISING REPRESENTATIVES: Don Kuyk, Syd Abel; ADVERTISING ASSISTANT: Ellen Reilly.

Chicago: 360 N. Michigan Ave., Zone 1, Central 6-4115.

SENIOR EDITOR: Lawrence Christopher; MIDWEST SALES MANAGER: Warren W. Middleton; ASSISTANT: Barbara Kolar.

Hollywood: 6253 Hollywood Blvd., Zone 28, Hollywood 3-3148.

SENIOR EDITOR: Bruce Robertson; WESTERN SALES MANAGER: Bill Merritt; ASSISTANT: Virginia Stricker.

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

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

*Reg. U. S. Patent Office

KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH
KTVH

NO SPROUT ...and still growing!

Already with more viewers than any other Kansas TV, **KTVH** . . . a pioneer in the heart of mid-America prosperity, has intensified its coverage area by constructing a new 1,503-foot transmitting tower. Now it provides the ultimate in television reception for viewers in industrial Wichita, Hutchinson, and all other important central Kansas communities. Mature in experience and stability . . . **KTVH** continues to increase its capacity for profit-producing presentations to a flourishing, rapidly-expanding audience. **KTVH** . . . with the tallest transmitting structure in Kansas . . . is your most effective sales route to the heart of this rich, mid-America market.

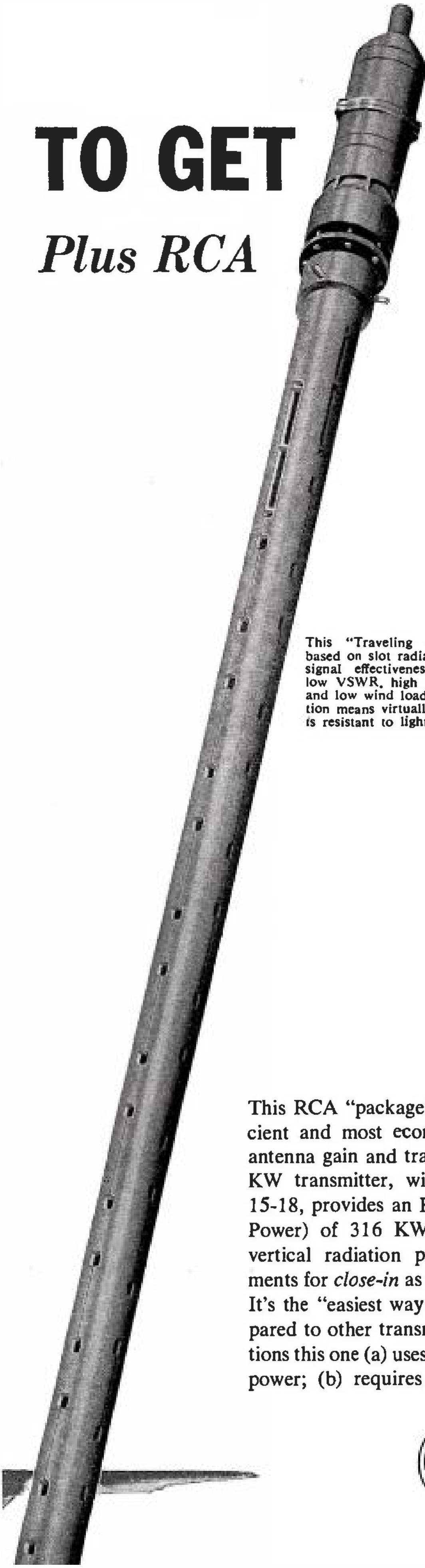
KTVH
HUTCHINSON / WICHITA

BLAIR TELEVISION
National Representatives

KTVH IS KANSAS TELEVISION 12 WITH TALL TOWER POWER!

TO GET 316 KW ERP!

Plus RCA Traveling Wave Antenna



This "Traveling Wave" antenna design based on slot radiators results in improved signal effectiveness, excellent circularity, low VSWR, high power handling capacity and low wind load. Simplicity of construction means virtually no maintenance and it is resistant to lightning damage.

This RCA "package" provides the most efficient and most economical combination of antenna gain and transmitter power. The 25 KW transmitter, with an antenna gain of 15-18, provides an ERP (Effective Radiated Power) of 316 KW. A carefully designed vertical radiation pattern satisfies requirements for *close-in* as well as *far-out* coverage. It's the "easiest way to get 316 KW." Compared to other transmitter-antenna combinations this one (a) uses only half the transmitter power; (b) requires only a fraction of the usual floor space; (c) cuts operating costs in half; (d) requires lower capital investment. RCA offers single-source supply, undivided responsibility, and matched equipment. RCA supplies all hardware—arranges for installation, if desired. And RCA is on call for service 24 hours a day.

Your RCA Broadcast Representative is ready to help you work out the best proposition to fit your requirements. Call him, or write RCA, Broadcast and Television Equipment, Dept. RD-22, Building 15-5, Camden, N. J.

RCA® **The Most Trusted Name in Television**

Equal space package

EDITOR: Congratulations on your "Equal space" editorial [EDITORIALS, Dec. 31, 1962]. This is an excellent presentation of a very fundamental fact and the whole matter is neatly tied up, indeed, in your closing paragraph. . . .—*T. J. Allard, executive vice president, Canadian Assn. of Broadcasters, Ottawa.*

The 1963 Yearbook

EDITOR: We just received our 1963 BROADCASTING YEARBOOK. Congratulations on a fine job. The expanded information will be most useful.—*Fred J. Archibald, General Motors Corp., Washington.*

EDITOR: . . . We have used the BROADCASTING YEARBOOKS in the past, and I know that this one will get a workout, too.—*R. E. Hunter, administrative assistant to Sen. Russell B. Long, Washington.*

New directions

EDITOR: I am sure you know there has been an argument going on for centuries as to whether it is easier for man to read from left to right or from right to left. The Chinese resolved the problem by devising a system where one reads vertically, from the top down.

BROADCASTING YEARBOOK solved this centuries-old problem by printing . . . from the bottom up.

Those little identification words on the margins save all of us who use the YEARBOOK as a bible a great deal of time, aggravation and irritation. Whoever thought of it deserves a new 750-kw clear channel station in New York. —*Marcus Cohn, Cohn & Marks, Washington.*

[Mr. Cohn refers to the marginal headings on each page which tie in with the six thumb-index tabs separating the major business areas of broadcasting—all of which facilitate fingertip location of desired information in this 632-page, one-book library of television and radio.]

Challenge to Collins

EDITOR: A tip of the hat to Joe Klas of KYA San Francisco, whose letter [OPEN MIKE, Jan. 14] is recommended reading for all who would advocate or impose further ridiculous controls on an already "caged" industry.

The broadcasting industry is currently in a financial plight, caused in part by poor management, inferior programming and rigid regulations. Only a competitive industry can possibly hope to survive and prosper.

I would urge NAB President Collins to undertake a survey of arrests for under-age drinking in the metropolitan New York area and compare the results with others compiled before the news-

EXCITING . . . ENTERTAINING . . . TOPICAL

BRITISH CALENDAR

A Timely TV Series

A series of up-to-date quarter-hour programs featuring a variety of events in Britain and the Commonwealth is available every two weeks on a continuous basis or for programming on a weekly basis using 13 or 26 issues.

16 mm Black & White SOF

JANUARY

MAY

First Jet Flight, 1941
Coventry Cathedral Anniversary
Football Association Cup Final
Preview Fall Fashions
The Epsom Derby

SEPTEMBER

FEBRUARY

JUNE

OCTOBER

State Opening of Parliament
International Motor Show, London
Horse of the Year Show
United Nations Day
Conservative and Labour Party Conferences

MARCH

Royal Visit to Australia
Oxford and Cambridge Boat Race
"Ideal Home" Exhibition
St. David's Day
Grand National Steeplechase

JULY

First Anniversary Telstar launching
Golf Open Championship
Royal Tournament
Royal Air Force founded 1912
Henley Royal Regatta

NOVEMBER

Veterans Day
Lord Mayor's Show
Preview Spring Fashions
Veteran Car Run, London to Brighton
Hereford Bull Show and Sale

APRIL

The Budget
"Ariel", first Anglo-American satellite launched
NATO Anniversary
Shakespeare's birthday
Badminton Horse Trials

AUGUST

DECEMBER

AVAILABLE FOR BOOKING NOW.

BRITISH INFORMATION SERVICES

45 ROCKEFELLER PLAZA, NEW YORK 20, N. Y. CI 6-5100

FREE EXCEPT FOR TRANSPORTATION CHARGES

paper strike. It should prove there is negligible difference in spite of the fact that a main source of hard liquor advertising has been cut off.—*Thomas E. Lague, WGHQ Kingston, N.Y.*

Adult education on tv

EDITOR: . . . One of your articles, "NEA says educators neglect etv in-the-home," arrested my attention.

The National Education Assn.'s plan to instruct adults through television has many advantages. . . . It would be a mistake to limit this program to only educational tv stations, for the commercial stations offer an excellent opportunity to reach a larger and more diversified audience at one time. . . . —*Ray L. Cox, engineering student, Duke University, Durham, N.C.*

Completing the list

EDITOR: In your article, "Specialists sell most programs" [LEAD STORY, Jan. 7], you list Goodson-Todman as sales representatives for *To Tell the Truth* and *Password*. We also currently have *What's My Line* and *I've Got a Secret* on CBS, and *The Price Is Right*, *Play Your Hunch*, *Say When*, *The Match Game* and the new Richard Boone-Clifford Odets one-hour anthology series on NBC. . . . —*Harris L. Katleman, executive vice president, Goodson-Todman Productions, Beverly Hills, Calif.*

Awards-naming contest

EDITOR: I noticed your article about naming the award sponsored by the Hollywood Ad Club [BROADCAST ADVERTISING, Dec. 31, 1962]. Why don't you call the award "ADDY" or "ADDIE"? It is an abbreviation for the word advertisement, which a commercial is in the strictest sense. . . .—*Rada Vargas, Logan Sales Co., San Francisco.*

Medicine show?

EDITOR: WINR recently featured some "Music to Have an Operation By"—for a few minutes, anyway.

WINR personality John Bartholomew Tucker was on the air when one of his listeners called from Binghamton's Lourdes Hospital to request a record—or rather, a nurse called for her patient. The woman listener was ready for surgery.

Mr. Tucker played the request, "But Beautiful," by Nat King Cole, for the listener's pre-operative mood. Next morning he called the hospital and found that the listener-patient was doing well, perhaps aided by the WINR music from her transistor set.—*D. F. Snyder, program director, WINR Binghamton, N. Y.*

Experience does count

EDITOR: In your report of my ANA speech [BROADCAST ADVERTISING, Dec. 31, 1962], just one thing might be misunderstood because it seems to be taken slightly out of context.

You paraphrase me as saying: "Age, experience and training were not found 'critical' factors, although undoubtedly influential." It was in the relation between *test scores* and performance ratings where we discovered poor correlation with age, experience and training of salesmen. Although age may have little to do with it, there is certainly much to be gained in sales success if the individual is well trained and thoroughly experienced.

Since creative aptitudes are inherent, a person of any age can indicate his degree of potential through the tests we use. As to experience, the tests are so designed that they call for the everyday experiences of life rather than experience in selling, advertising or any other field. Again, since the aptitudes are inherent, they obviously cannot depend upon specialized training in any field. The tests are based upon our common experiences.

The basis for establishing our norms in the fields of public relations, advertising and selling, was the known performance of successful individuals, and we do find the standards are somewhat different from field to field. . . . While we have general population norms, they are of no value for distinguishing between the more and less creative people in the live business world in a given field of successful practitioners.—*John D. Dale, Ph.D., Dale, Elliott & Co., New York.*

Wrong impression

EDITOR: May I call your attention to an article which implies a situation regarding our Claremont, N.H., station, WTSV-FM, that is not true [GOVERNMENT, Jan. 7]?

The article regards station WHHM and its request to go off the air because of financial considerations. In the last paragraph the implication is made that our station also is silent because of financial difficulties. This is not the case. WTSV-FM went off the air because of a serious and total fire, making it impossible to operate till repairs were made and equipment replaced.

Because readership of BROADCASTING is so great you can understand our desire to have the proper situation brought to your readers. . . .—*Shirley I. Roy, director of planning and development, Knight Management Corp. (Knight Quality Stations), Boston.*

[BROADCASTING regrets the unintended implication that WTSV-FM may be in financial difficulty. An FCC staff official stated that the stations listed in the Jan. 7 article had requested permission to go off the air for financial reasons.]

MONDAY MEMO from HOOPER WHITE, Leo Burnett Co., New York

Restraint: secret salesman of today's tv or radio commercial

The time was when a minute was so much sand in an hour-glass, and two minutes worth was a swell measure to boil a good egg for breakfast. Now something remarkable has happened to the minute. It's enough time to move merchandise all over the country—thanks to television—and very often you need only one minute's worth.

Never before have so many man-hours and man-dollars been spent preparing advertising that moves, talks, sings, cajoles, threatens and advises. These minutes—and their shorter brothers—run the gamut: from the quick-cut "home-movie" style of the film opening for an off-Broadway play to the awesome luxury of one 60-second continuous shot from a helicopter under, over and around a bridge across the Colorado River—and a Chevrolet the only saleable product in view.

Let's examine any trends and portents that may be emerging.

There seem to be just as many commercials to draw angry criticism, but several approaches are emerging that I believe will make 60 seconds mean more than just a minute of air.

Simplicity ▪ To counter-balance the overwhelming amounts of time and money being spent on television productions, I believe there is a wonderful underwhelming fact: good ideas are becoming simpler and more graphic. Research and creative forces within the advertising agencies are reaching a common conclusion: a direct idea, simply and graphically stated, is worth a lot of sales.

Let's examine the various applications of this trend toward directness in television advertising.

Example: Pillsbury decided to spend a minute talking about its frosting. For a full minute, the camera salivated over the beaters, the spatula icing the cake, and finally showed the package with a screen full of icing as a background. Just icing. Unforgettable.

Example: Johnson & Johnson decided to invest lots of money in air time on a minute concerned with selling baby powder. J&J showed a baby, the baby being powdered, and the can of baby powder. That's all.

Example on radio: American Airlines decided to invite people to fly to San Francisco. In what amounts to a tone poem in sound, American recreated the foreground sounds of a street musician against the background sounds of ships way down there in San Francisco Bay. A picture for your mind's eye from sightless radio.

Example on television: Procter & Gamble decided to use a different approach in selling Camay soap. So P&G showed a girl washing her face, rinsing her face and drying her face. You left her face only twice—to follow her hand and her glance down to the bar of Camay—covered with suds.

Warmth ▪ So much for directness. What else is new in 60 seconds? Well, for one thing, warmth seems to be on the way in. And the strangest things can be warm. Like aluminum. And corn flakes. And cars.

Let's talk about warm corn flakes. What could be more simple, direct and warm than to show a six-year-old boy at the breakfast table trying to read the back of a Kellogg package while his older and slightly exasperated sister urges him to eat, not read. Overdone, it could be disastrous. Underplayed as it was, it was the personification of warmth—and good selling.

There are fewer cold pitchmen holding up packages, and more warm people emptying them. There are fewer competitive claims and more factual statements.

With these underlying trends towards directness and warmth, let's examine the production techniques employed. Francisco Bay. A picture for your They range from 20 or more quick scenes within a minute to the use of a single shot for the whole 60 seconds.

Example: In discussing the "workability" of aluminum, Alcoa used a total of 39 scenes, each separate and distinct from the other. The editing was skillfully done, building to a climax of eye-catching versatility. And, as a parallel for the same product, when the quality of aluminum in another commercial was "beauty," one long traveling shot lasted a full minute. Same product. Two completely opposite filmatic techniques, but each served its purpose. The vigor of 39 scenes made "workability" dramatic. The simplicity of one probing, pausing scene made "beauty" restful.

So, as television advertising becomes more sophisticated, and the television viewer more satiated, certain forces seem to be cutting through. Originality must now have a reason, for the audience has seen all the tricks. Words are not enough, because the television air is full of noise. Silence within the commercial minute can be meaningful, even startling. This should not be too unusual a thought, when you think of the wonderful ads in magazines that have used "white space"—and that's really what silence is.

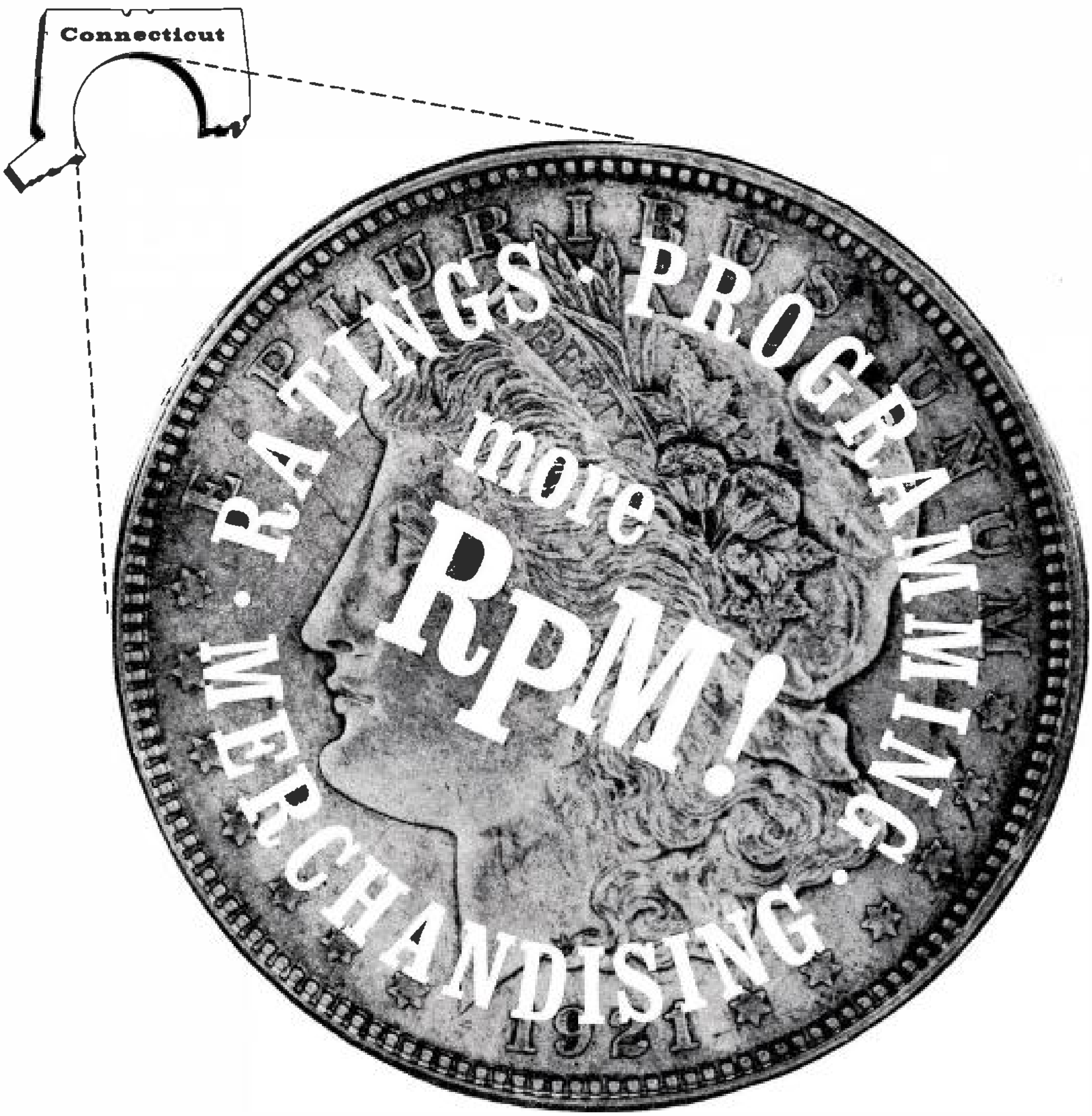
Brevity ▪ As television advertising becomes more direct, warmer and more graphic, it also is becoming obvious that sometimes you don't need a whole minute to suggest a purchase. More and more effective use is being made of 30-second or 20-second commericals.

To sum up television commercials are learning to:

1. Tell it straight—arrows don't turn corners.
2. Tell it simply—you have an audience only as long as you are interesting or informative.
3. Say LESS than more—a commercial is not a one-breath talkathon through the advertiser's whole plant.
4. Be quiet. You're in a stranger's living room.
5. Be warm. You would like your product to be wanted again.
6. Sell. That's what it's all about.

A closing thought, quoted from a Leo Burnett house ad: "Whistler once said it took two men to produce a good picture—one to paint it, and another to beat him over the head and make him quit."

Hooper White is manager of tv and radio commercial production for the Leo Burnett Co. in New York. He started as an announcer, writer and program director at radio stations in East St. Louis and Kalamazoo, and spent eight years as a producer-director at WBBM Chicago, before joining Earl Ludgin in Chicago. He produced and directed the first on-location tv commercials in Europe for Helene Curtis in 1954. He worked with J. Walter Thompson before joining Burnett 3½ years ago.



More Sales Power per minute!

The RPM, sales-action station in Connecticut. Big-buy WELI! Reach this Powerful Market . . . our 1,115,200* "interference-free population served!"

Why does WELI deliver this market? Responsibility to our million-plus audience governs all WELI programming. Results in more sales-power for your ad dollar! National: H-R Representatives, Inc.; Boston: Eckels & Co.

*Source: *Lohnes and Culver, Consulting Radio Engineers, Washington, D.C.—in accordance with the service standards shown in the FCC Rules.*

WELI The Sound of New Haven 5000 Watts / 960 KC

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
January 28, 1963, Vol. 64, No. 4

Now a push for a modern law to govern broadcasting

A major effort was begun last week to update the aging Communications Act and to replace the FCC with a new agency equipped to regulate modern radio and television.

The start was made by influential lawyers in Washington. In four monographs the members of a special committee of the Federal Communications Bar Assn. urged sweeping revisions in the concept and practice of federal regulation of broadcasting.

A wholly new kind of regulatory agency was proposed. The functions now performed by the seven-member FCC would be divided among an administrator, a communications court and a five-member policy making body. Among the objectives this proposal is designed to achieve:

▪ A swifter processing of cases that now get clogged in the tangled pipelines of the FCC.

Mr. Marks Mr. Pierson Mr. Loucks Mr. Rollo

▪ A more orderly planning for long-range uses and development of broadcasting.

▪ A tidier system of establishing criteria in the issuance of station grants.

▪ A surer way of keeping political influence from determining the outcome of contested cases.

In addition, the Communications Act would be revised to tighten the prohibitions against government interference in programming and to clarify the government's power to assess penalties for violations of regulations.

Authors of the monographs were Leonard H. Marks, W. Theodore Pierson, Philip G. Loucks and Reed T. Rollo. Their proposals were submitted to the bar association by last week and are expected to precipitate demands for prompt congressional action.

Full report on the move to modernize the law: page 44

RADIO SELLING LIKE TV IN 1963?

At least that's how some advertisers are buying, rep reports

Radio business is getting off to its briskest January pace in years.

The new stimulant being provided by this increased spending level of national radio spot advertisers has station reps optimistic.

Network radio business also appears to be gathering momentum this year on the basis of orders received and on first-quarter estimates.

A canvass last week of advertisers, agencies and reps active in radio brought estimates of spot radio business gains from a low of 3% to a high of 15% in the January-March period compared to last years first quarter. One representative reported some advertisers were spending money in radio as though it were television.

The news of a quickened pace for radio coming during a period traditionally sluggish is especially heartening for radio sales executives in view of the drop in time sales reported by FCC for 1961.

There was indication last week, moreover, that the level of national spot volume in 1962 is above that of 1961 (see box, page 28) and of further gains that may be expected this year.

Several national advertisers are singled out as giving radio its stepped-up business trust in 1963. Among those most frequently mentioned are such advertisers as Sunshine Biscuits, Texaco, Campbell Soup, R. J. Reynolds Tobacco, Pontiac Cars, Sealtest Co., Nestle, American Tobacco (Montclair Mentholated Cigarettes), a newly expanding General Motors division called Harrison Radiator, Sinclair Refining, and Ford Cars.

Also Philip Morris, Chevrolet, Union Carbide, Equitable Life Assurance Society, and Mennen.

Network Reports ▪ All four radio networks report business on the rise. ABC Radio estimated volume may be up 22% this quarter and credited such advertisers as R. J. Reynolds, P. Lorillard (Spring cigarettes), United Motors, Kraft Foods, Parkay Margarine, Philip Morris and William Wrigley as leading the business climb.

CBS Radio sees this first quarter as much as 20% ahead of the period last year if the current "trend" continues upward. In the past few weeks alone, the network took in new business representing some $2.5 million in billings. Among the top spenders on the network: Chevrolet, Oldsmobile and Ford cars; Philip Morris, Campbell Soup, Bristol-Myers, Kelloggs and Kraft Foods.

NBC Radio, from early reports, has increased its business in the first quarter this year some $250,000 ahead of last year's period (BROADCASTING, Jan. 21). The network said it picked up at least a sale a day in a 14-business-day period, with no sign of any leveling off.

Mutual is projecting a "slight increase" in business for the first quarter over the comparable period last year. This is based on present renewals and new business signed recently by Ford Motor Co. and Bristol-Myers. In recent weeks renewals of 52-week contracts have come from Liggett & Myers, Mennen, Monroe Auto Equipment Co., Philip Morris and Reynolds Tobacco.

Spot Reports ▪ Among the spot reports from station reps:

Ben H. Holmes, vice president of the radio division, Edward Petry & Co., said he was "certainly bullish" about

Business is getting better and better, radio pitchmen agree

Optimism laces the statements of three radio executives in searching out this year's business prospects in radio.

Kevin Sweeney, president of Radio Advertising Bureau, predicted in a speech before the Advertising Club of Richmond last week, that:

"1963 will not only be the radio's largest volume year in history, but its most profitable year in the past 10 years, too."

Mr. Sweeney's talk was predicated on a belief that radio has found formulas for effectively competing both with newspapers and television and in the process assuring itself of millions of dollars in new advertising volume. Reason: radio now has documentation as to why advertisers should use the medium in place of print or tv.

Principal "advertising problem" remaining for radio, says Mr. Sweeney, who retires as president of RAB at the end of February, is to cut through "caked-on layers of prejudice, half-facts, habit and opinion that surround so many decisions."

Mr. Sweeney Mr. McCoy Mr. Webb

He feels radio's strength will come from its coverage of adults, particularly in the June-September period, and from its access to a greater share of retail dollars now being spent in newspapers.

Major Climb ▪ In an announcement last week of a planned meeting of company executives in Chicago on Feb. 1 and 2, Arthur H. McCoy, president of Blair Radio, a division of John Blair & Co., said that 1963 had taken on the look of a year that could mark the beginning of a major "upsurge" in national spot radio.

Mr. McCoy, in measuring the first-quarter business. His impression was that business is ahead of last year at this time, though precise accounting figures are not yet available.

Mr. Holes said West Coast business has been especially brisk and that farm advertisers continue active. He cited as encouraging signs spot radio contracts made recently by Equitable Life Assurance Society, Nestle, Ford Motor and Bayuk Cigars, among others, but pointed to one setback—the decision of Hill Bros. Coffee to cut back on the number of spot radio markets.

Arthur McCoy, president of Blair radio, said he was optimistic about the first quarter, based on business sold and sales pending. At Blair, he said, 1962 was better than 1961, and he believes that this year will surpass 1962 levels.

Spot radio, he conceded, is a "spotty business" subject to change. At present, Mr. McCoy said, stations in the East and the West are doing well generally, in contrast to outlets in other sections. But the situation is fluid and can change, he added.

He detected some improved interest in spot radio among advertisers and credited Radio Advertising Bureau and some of the station representatives with sparking this interest. But he acknowledged that it is "a hard fight and you have to work hard to keep business up."

He singled out as "bright spots" Colgate's test of spot radio and recent spot investments by Nestle and Sunshine Biscuit.

Mitch DeGroot, vice president in charge of radio, Paul H. Raymer Co., was enthusiastic about first-quarter business. Preliminary estimates indicate, he said, that Raymer volume is at least 5% above the 1962 quarter.

Top Markets Best ▪ The top 50 market stations, in his opinion, are doing well, but he added: "Of course, most of the business is going to the major stations in the major markets and we are fortunate to be represented in some of them."

Bright spots at Raymer have been the West Coast generally and farm business, but the company has done "mighty well" with newscasts in some markets, according to Mr. DeGroot.

Ralph Guild, executive vice president, McGavren-Guild, reported the first-quarter business outlook "fine." But he said it was too early to project an increase over first-quarter of 1962. He said there are some soft spots, generally but not universally, in the South and Midwest and that the trend toward spending more and more money in the top 50 markets continues.

Mr. Guild was not sure he could pinpoint the reasons for the healthier business prospects but said that at his company the upgrading of the station list was a contributing factor. He voiced belief that many reps are selling "more creatively" than in the past and that this is a sales stimulant.

James Alspaugh, vice president of H-R Representatives, commented that business for the first quarter "looks extremely good." In recent weeks, he said, H-R has signed campaigns for such clients at TWA, Rambler, Robert Hall Clothes, Skippy Peanut Butter, Ford, Equitable Life, My-T-Fine desserts and Mystic Tape.

Lengths of the campaigns vary, Mr. Alspaugh noted, with a few 52-week efforts but the large number averaging four to eight weeks. Similarly, the number of stations ordered varies, and he conceded that large campaign lists are rare (Equitable, he remarked, is in well over 100 markets).

Mr. Alspaugh thought spot radio generally is in for a "brighter year." At H-R, he said, "business in 1962 was up 19% over 1961. We hope to double the increase this year."

Never So Good ▪ Another radio representative said he'd never seen business so good as now, and predicted 1963 will be excellent.

Another executive estimated his firm's business is running 5-10% ahead of last January, depending on the market. He pointed to an increasing tend-year ahead, felt that the breakthrough would come from station groundwork already accomplished and from future selling and development.

Lawrence Webb, managing director of Station Representatives Assn., told BROADCASTING:

"While the gain shown in national spot radio for 1962 may not be substantial, there is every reason to believe that the total dollar-volume figure for the year will be over $200 million and more likely will be in the neighborhood of $205 million, as compared to $197 million in 1961.

"The year 1963 will show even larger gains, The overall picture in radio is much brighter for a number of reasons. Foremost among these reasons is the renewed selling efforts on the part of the entire industry, coupled with far greater emphasis by the stations on good, solid programming.

"The first quarter of 1963 has gotten off to a good start by an increase in the month of January over the same period of 1962. I feel sure that the first quarter of 1963 will show a substantial increase over the same period of last year."

ency for smaller advertisers to spread their budgets to two or more stations in a market in order to attract different segments of the audience.

He listed Reynolds Tobacco, Sunoco, Thomas Leeming Co., Equitable Life, Union Carbide, Sealtest, and Texaco as currently among the more active clients.

Billings for first quarter are definitely on the rise, with activity in New York picking up considerably for February and March starts and all 14 out-of-town offices reflecting large increases from the like period a year ago, according to Richard G. Koenig, vice president, radio, Bolling, New York.

In markets below the top 50, increases are sporadic, Mr. Koenig said, but nevertheless on an overall basis, gains are healthy.

With the exception of additional revenues in New York resulting from the newspaper strike, CBS Radio spot sales business during the first quarter of 1963 is at about the same level as a year ago, Maurie Webster, vice president and general manager, said.

Mr. Webster noted that interest in spot radio by several major national advertisers which CBS expects to turn into new business in 1963 is not reflected in these figures.

Joseph J. Weed, vice president of Weed Radio Corp., said his firm's January business would probably be 4-5% ahead of January 1962, and he noted this year probably would be good because of a reactivation of previously dormant radio accounts.

Mr. Weed said most radio advertisers in the past have been buying "numbers" rather than a particular type of radio station, but he pointed out that many clients are becoming selective and in fact are "beginning to look seriously at fm."

Clifford J. Barborka, vice president in charge of radio, Adam Young Inc., said he was convinced business for the first quarter would be about 2-3% ahead of the same period last year and perhaps even better in the second quarter.

John S. Stewart, radio sales manager at Avery Knodel indicated that his firm's spot radio business was holding steady but spoke of growing competition from network sales particularly in morning and afternoon traffic time.

Another Increase ▪ Mogul, Williams & Saylor, an agency which has moved several radio-active clients, reported there would be a marked increase in its spot radio activity especially in the second and third quarters. That agency also noted a trend to shorter campaigns with a much higher frequency of exposures. It reported Rayco, for example, would increase its national spot budget 15 to 20% over last year, this surge coming mostly in the middle of the year with exposures as high as 250 times per week in some markets. Another MW&S account, Ronzoni Macaroni plans a 10% increase in its use of spot radio for the first half of the year.

Henry Fownes, senior vp and general manager of tv-radio division at McManus, John & Adams said that Pontiac was increasing its spot radio budget to about a half million dollars.

Other clients, Cadillac and Dow Chemical—expect to stay with the same levels.

Among the various radio advertiser reports:

It is estimated that American Tobacco will spend 5% more this year in spot radio in the first quarter as compared to that period last year in connection with its new Montclair cigarette.

Campbell Soup Co., through BBDO, which is winding up its winter spot radio campaign, will begin another flight in March. Details of the buy were not disclosed.

Sealtest Co. this year is beginning a radio spot campaign concentrated in states east of the Mississippi River.

Much of the budget for the new radio drive comes from Sealtest's former network tv expenditures of last season.

Although market plans were not disclosed, the dairy products firm will use top rated morning air personalities and afternoon spots, along with a few scattered evening exposures, in its markets. The campaign's emphasis will be in certain markets "of greatest potential."

A spokesman at N. W. Ayer & Son, New York, Sealtest's agency, cited spot radio's efficiency, flexibility and reach as reasons for using the medium.

The Harrison Radiator Div. of General Motors Corp., which first used spot radio three years ago in the south for its car air-conditioning units, this year will use spot radio nationally.

D. P. Brother, Harrison's agency, has scheduled a campaign from January to July on radio stations in 126 markets, to introduce the firm's new four-season car climate control system. Its spot radio exposure will jump substantially in 1963, especially in northern markets.

Russell Swick, Harrison's advertising manager, explained that spot radio schedules during prime driving times of 4:30 and 6:30 p.m. offer a good audience for car accessory products. The driver, he said, is "most susceptible to our message" at that time.

Advertiser Nestle was reported by various sources as having boosted its radio spending through McCann-Erickson. One source characterized its campaigns as looking like "tv budgets."

Texaco, through Benton & Bowles, is continuing to buy spot radio availabilities, particularly in sports programming. Texaco is expected to be in more than 100 markets.

Spot specials in advance

Advertisers can now become spot radio sponsors of special news bulletins before they go on the air.

The radio div. of the Katz Agency, New York, is offering spot radio advertisers the opportunity to sign up in advance as sponsors of news bulletins broadcast by 37 Katz-represented stations. The new plan is known as "Radio News Alert."

The advertiser may choose the stations he needs, and he becomes 'owner' of up to 18 bulletins in any 24-hour period until he uses up his 'bank'—60 one-minute announcements. If events demand more than the basic buy of 60 bulletins, the sponsor has first right to buy additional messages.

Cost to the advertiser (if he buys all 37 participating stations), based on the highest one-time minute rate, would be about $72,000.

HOW TO COMPARE APPLES, ORANGES

Tv excels magazines on all counts in total ad effectiveness, CBS-TV finds in four-year project of comparing uncomparables

A major breakthrough in advertising research—a way to compare the supposedly uncomparable "apples and oranges" typified by different media—is being reported today (Jan. 28) by the CBS-TV network.

The new technique was disclosed in a presentation that showed television with a strong advantage over magazines when both were measured by the common yardstick of "total advertising effectiveness."

Four years in conception, development and execution, the study put television and magazines to the same tests and came out with these findings.

▪ Television had an 83% greater impact than magazines in increasing the average respondent's *awareness* of an advertised brand.

▪ Television had a 109% greater impact than magazines in making the average respondent *more certain* of a brand's advertised values.

▪ Television had a 196% greater impact than magazines in increasing the average respondent's *evaluation* of an advertised brand.

▪ Television had a 197% greater impact than magazines in making the average respondent *more eager to buy* an advertised brand.

Translated into terms of cost efficiency, these findings meant that for each advertising dollar spent—

▪ Television made 25% more people *more aware* of an advertised brand than magazines did (tv, an increase of 122 persons per dollar; magazines, 97.9 persons per dollar).

▪ Television made 42% more people *more certain* of a brand's advertised values than did magazines (tv, 33.6 persons per dollar made more certain; magazines, 23.6 persons).

▪ Television made twice as many people *increase their evaluation* of an advertised brand as did magazines (tv, 40.3 persons per dollar increased their evaluation; magazines, 20 persons).

▪ Television made twice as many people *more eager to buy* an advertised brand as did magazines (tv, 78.1 persons per dollar made more eager to buy; magazines, 38.6 persons per dollar).

Three Waves ▪ The new approach was developed by CBS-TV research department under the direction of Jay Eliasberg, and the studies—in three waves in 1960 and 1961—were conducted for CBS-TV by Audits & Surveys Co. and Eugene Gilbert & Co.

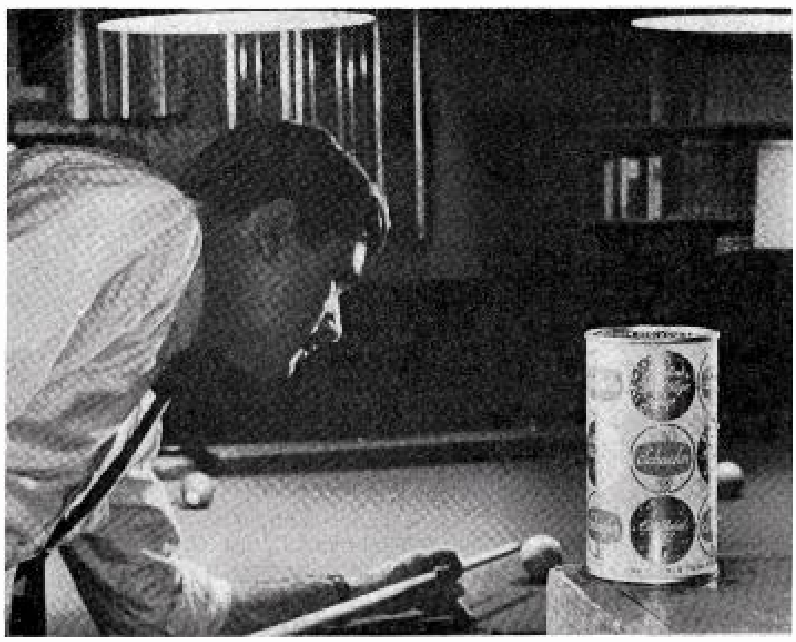
The techniques and findings have been highlighted in a 14-minute color film which CBS-TV plans to start showing to advertising agencies in New York next week and to those in about 10 other major cities in the near future.

Historically, the audiences of different media have been regarded as "apples" and "oranges"—impossible to compare—because different media define their audiences by different standards. The CBS-TV study points out, for example, that a magazine or newspaper does not equate with a television set, nor an issue-reader with an average-minute viewer.

The new approach goes beyond "audiences" and deals with "total advertising effectiveness." Here, the CBS-TV presentation asserts, it becomes possible to apply the same tests to different media and get comparable results. Thus "we can, for the first time, fairly compare magazines and television."

(Actually, CBS-TV officials say, the principle applies to other media as well as magazines. However, certain basic data for newspapers is missing, so that a newspapers-tv comparison probably would have to rely in some degree on estimates and to that extent might be challenged as less precise.")

Comparability ▪ In its study CBS-TV used brand advertising that (1) was running on television and in magazines at the same time and (2) was making



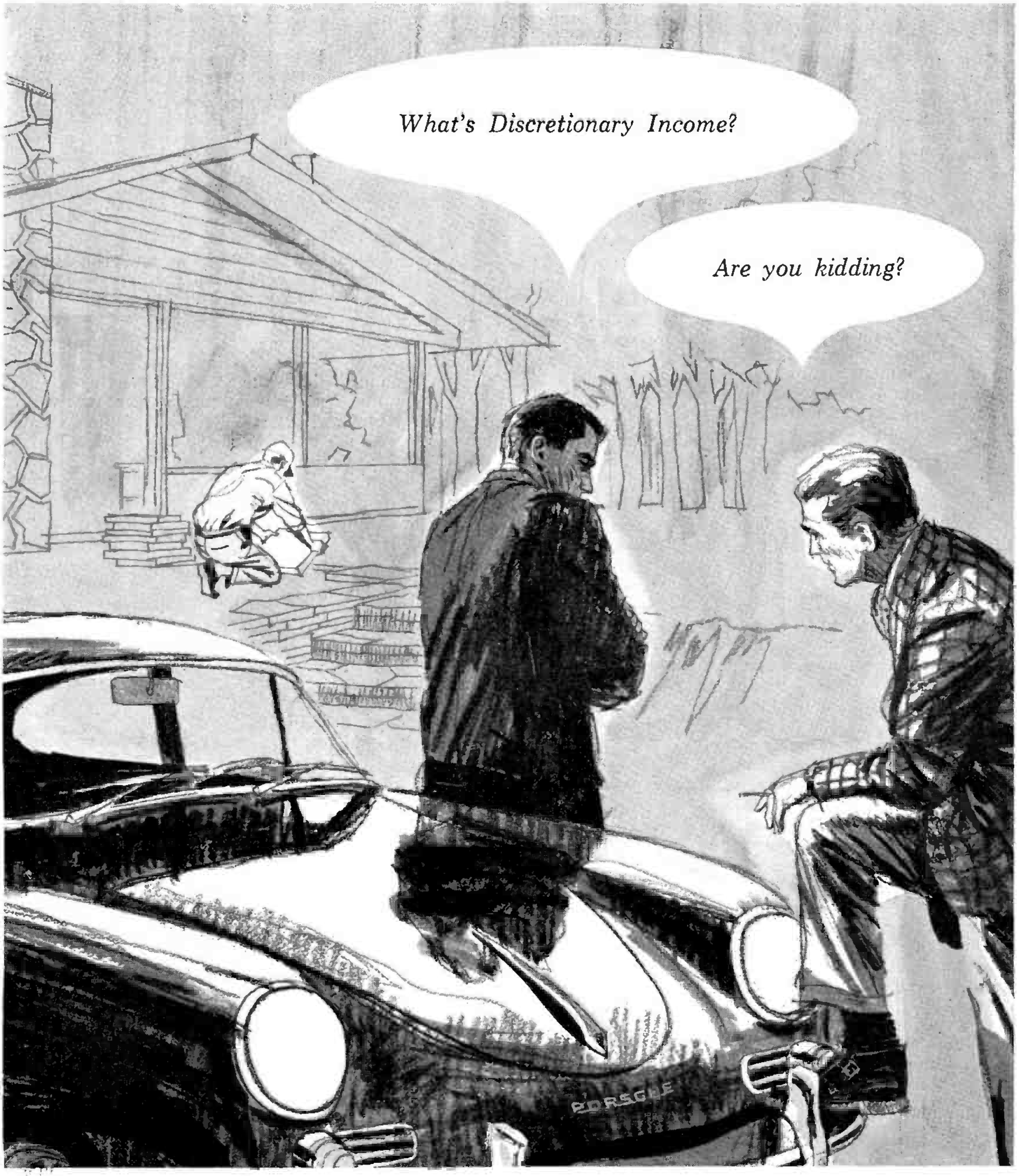
COMMERCIAL PREVIEW: Schaefer beer

Shooting of this new Schaefer beer commercial involved first commercial usage of "Gemini," MGM Telestudio's new tape-film system eliminating the need of kinescope for film prints of video-tape commercials (BROADCASTING, Jan. 14).

The commercial, third in a series by Schaefer, pictures a billiards match, in which a variety of trick shots are performed. It is scheduled to be seen sometime next month. Beer is served to players to the tune of the regular Schaefer jingle. Commercial was shot in MGM Telestudios New York studio. It will be telecast in key northeastern markets through BBDO, New York, agency for Schaefer.

Agency producer: Lou Georgaras. Art director. Alphonse Normandia. Copywriter: Bob Miller.

Telestudios director: Joe Weisman. Producer: Pete Ryan.



One man's Porsche is another man's patio. But all kidding aside, however they spend it, there's 27% more discretionary income in Ohio's Third Market than the national average, and no medium — but none — covers it as thoroughly as WHIO-TV, AM, FM. Ask George P. Hollingbery.

Additional morsel for thought:

Dayton continues to lead the state's eight major cities with the highest weekly gross earnings. (Dayton Daily News — 8/12/62).

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte North Carolina

WHIO | WHIO-TV CBS Channel 7 | Dayton Ohio

DAYTON, OHIO • WHIO • AM • FM • TV

Big kickoff for Secure

Helene Curtis Industries, Chicago, has announced that it will spend $2 million in television and print media during the next three months to introduce a new pressed powder deodorant and anti-perspirant product for women. Neither the kickoff date nor the exact media budget split are set.

Using the brand name Secure, the new product will be packaged in a dainty white hinged compact which can be carried in the purse as well as displayed on the vanity. Curtis considers its powder puff Secure to be the most significant innovation in the over $100 million deodorant field since the firm's Stoppette "pouff" deodorant of the early 1950's. Agency is McCann-Erickson, Chicago.

the same copy points in both media. The study included all product categories—and virtually all brands—that met those requirements.

In all, 22 magazine ads and 30 tv commercials for 13 products were tested. These represented all the advertising done by these products in nighttime network television (15 commercials on CBS-TV, 10 on ABC-TV and 5 on NBC-TV) and in four leading national magazines during the periods when the study was in the field. The magazines: *Life, Look, Reader's Digest* and *Saturday Evening Post.*

Approximately 6,000 interviewers, selected from 30,000 specially trained and tested for this study, conducted a total of 8,779 interviews with more than 6,000 adults—in all cases members of their own households.

So that the interviews could be conducted under comparable circumstances —immediately after exposure to the advertising, whether in magazines or on television—husbands interviewed their wives in some cases, wives interviewed their husbands in other cases, and high school and college students interviewed one of their parents in yet other cases.

Those finally chosen to do the interviewing were schooled and then given written examinations before being allowed to take part in the study. The wives, husbands and parents they interviewed did not know they were going to be questioned—until the questioning started.

Matched Samples ▪ The respondents, all adults and divided about 50-50 between the sexes, were first separated randomly into two matched samples.

One group, designated the "before" group, was interviewed on the day before the advertising appeared. This established a base against which to compare the results that would be found *after* the advertising appeared.

(In order to eliminate the influence of people who may not watch television or read magazines and thus would be unlike those tested after seeing the commercials or ads, the tabulators did not include in the final figures the answers of any "before"—group members who were not later observed to be exposed to the advertising.)

The second, or "after" group of respondents was interviewed, in each case, immediately after exposure to the ad or commercial. Exposure was determined by the interviewers observation.

In the case of magazine ads, the interviewer knew when the ad he was to check would appear. He then noted the location of the ad in the magazine—and waited. As soon as he observed that the wife—or husband or parent—had been exposed to that particular page, he conducted his interview, asking prescribed questions.

Same Questions ▪ In the case of tv, the interviewer knew what program would carry the commercial he was to investigate. When the respondent was watching (or listening to, without watching) that program, the interviewer waited for five minutes and then, as soon as the commercial had been presented (whether the respondent saw it or not), asked the same perscribed questions.

For all interviews the questions were:

"What brand comes to your mind first when you think of (product)?"

"If you yourself were to buy (product) today, which one brand would you most likely buy?"

"Now I'd like to ask you some questions about one brand of (product)—(brand). Even though you may not use (brand) yourself, you probably have some ideas about it. How would you rate it on each of the following? Would you say it is excellent, good, just fair or poor? (at this point interviewer read a list of statements consisting of attributes which were claimed for the brand in both the magazine ads and tv commercials that were being tested.)

"From whatever you know or may have heard about (brand), how would you rate it overall? Would you say it is excellent, good, just fair or poor?"

For each ad, the study determined the difference between the "before" attitude percentage and the "after" attitude percentage. Using standard sources on audience, these percentages were then translated into terms of people, or "total effect."

The "total effect" figures of all the tested magazine ads were then added to get a "total advertising effect" figure for the magazine ads under investigation.

Averages ▪ The same procedure was followed for the commercials. The fact that the study covered eight more commercials than magazine ads, CBS-TV's report asserted, "in no way affects the findings" because the comparisons are made on the basis of averages.

The "total advertising effect" figure for magazines was then divided by the total cost of the magazine advertising involved (using standard sources on costs). So was the "total advertising effect" figure for television (using known costs or estimates from standard sources). This arithmetic, the researchers noted, produced "advertising effect per dollar" figures which "could be directly compared," television versus magazines.

The attitude changes produced by the average magazine exposure and by the television exposure were reported as follows:

	Magazines Attitude Level Before %	After %	Change (Impact) %
Brand awareness	36.40	47.94	+11.54
Belief in brand's advertised attributes	34.43	37.21	+ 2.78
Brand evaluation	38.09	40.45	+ 2.36
Desire to buy brand	35.28	39.83	+ 4.55

	Television Attitude Level Before %	After %	Change (Impact) %
Brand awareness	32.25	53.36	+21.11
Belief in brand's advertised attributes	33.40	39.21	+ 5.81
Brand evaluation	32.79	39.77	+ 6.98
Desire to buy brand	27.76	41.28	+13.52

CBS-TV authorities said no "after" respondent was interviewed more than once on any given brand. Some were interviewed after exposure to a message in each medium, but not for the same brand. Nor, according to the researchers, did interviewers try in any way to induce respondents to look at the magazine or program in which test ads were to appear.

To calculate tv audiences, the study used Nielsen total-audience homes figures, multiplied by American Research Bureau data on audience composition (adults only). For magazines it used an ad-page-exposure report compiled for the *Reader's Digest* and *Saturday Evening Post* in 1959, covering all four of the magazines involved in the studies.

Cost Data ▪ Cost figures were based on *Standard Rate & Data* space rates information adjusted for estimated earned discounts. Television cost data came from the CBS-TV controller's office in the case of advertising on CBS-TV, with estimates from Nielsen and other sources in the case of advertising on the other networks.

CBS-TV authorities said that, if anything, the basic information they used over-stated the case for magazines and

under-stated television's.

The products covered in the survey were as follows (but no breakdown by product category or brand is available, officials reported): Bayer aspirin, Campbell soups, Dial soap, Ford Falcon, General Electric refrigerators, Goodyear tires, Kellogg's corn flakes, Kraft barbecue sauce, Marlboro cigarettes, Pal blades, Sanka instant coffee, 7-Up and Sunbeam electric shavers.

The film presentation summarizing the study and its results was produced and directed by Louis Dorfsman, creative director, and George Bristol, operations director, of the CBS-TV network advertising and sales promotion department. Design was by Saul Bass & Assoc. in collaboration with the CBS-TV network; film production was by Format Films Inc.

Details of the study, its mechanics and findings are contained in a 47-page booklet, "Taking the Measure of Two Media."

Business briefly...

Wilson Sporting Goods Co., River Grove, Ill., through Campbell-Mithun, Chicago, and **Goodyear Tire & Rubber Co.,** New York, through Young & Rubicam, that city, will sponsor NBC-TV's coverage of the final three holes of the *Palm Springs Golf Classic* on Sunday, Feb. 3 (5-6 p.m. EST).

Pontiac Motor Div. of **General Motors Corp.,** through MacManus, John & Adams, will sponsor the *Victor Borge Show,* first tv variety-entertainment program to originate from Philharmonic Hall of New York's new Lincoln Center. Show will be telecast on ABC-TV, Monday, Feb. 25 (9-10 p.m. EST).

Glenbrook Labs Div. of **Sterling Drug Co.,** New York, has bought daytime participations on CBS-TV and NBC-TV to introduce its new Dr. Lyon's Fluoride Tooth Powder. Campaign will run through the fall. Agency: Dancer-Fitzgerald-Sample Inc., New York.

Ten national advertisers in the past three weeks signed with ABC-TV for prime-time participations which the network said represented $4 million billing in new business. Advertisers included **Bristol-Myers** (Young & Rubicam), **Brown & Williamson** (Ted Bates), **Block Drug** (Grey Adv.), **Carter Products** (Sullivan, Stauffer, Colwell & Bayles), **Dodge** (BBDO), **General Foods** (Benton & Bowles), **Gulf American Land Corp.** (Paul Venze Assoc.), **Helene Curtis** (McCann-Erickson), **Plymouth** (N. W. Ayer), and **Toni Div. of Gillette** (North Adv.).

Georgia-Pacific Corp., Portland, Ore., has bought into ABC-TV's *Wide World of Sports,* beginning in April. It is G-P's first buy on ABC-TV. Agency: McCann-Erickson Inc., Portland.

ADS SHOULD RUN ALL YEAR

Alberto-Culver's Lavin says buying and selling done year-around and advertising should be too

Tv advertising ought to be all-year round for companies which use the medium. Neither the business of selling nor of buying takes the summer off.

This was stressed by television booster Leonard H. Lavin, president of Alberto-Culver Co., Melrose Park, Ill., in recounting the advertiser's success with the medium at a management meeting of a station representative firm in New York last week.

Mr. Lavin was featured at Television Advertising Representatives' second annual management meeting on Jan. 23. Sessions included seminars for general and sales managers of the eight TvAR-repped stations, for Westinghouse Broadcasting Co. executives and top-level media client executives, TvAR officers and sales managers.

Another highlight on the program was a panel discussion on computers. Panelists included Robert Liddle, a Compton Adv. vice president; Michael J. Donovan, vice president and associate media director at BBDO, and Joseph St. Georges, vice president and manager of media department at Young & Rubicam.

Mr. Lavin said:

"We are fully aware that advertisers cut back expenditures and take hiatuses during the summer. This philosophy is not shared by Alberto-Culver. The business of selling goes on all year round. The business of buying goes on all year round.

"And the business of advertising and influencing likewise go on all year round, including the summer. Because spot television has been instrumental in our growth, it is a day in, day out proposition as far as we're concerned."

Alberto Culver Co.'s use of television has been a major—and continuing—success story. The company conservatively expects to boost its advertising budget this year to more than $30 million from an estimated $23 million in 1962. About 98% of the budget is in network and spot tv (BROADCASTING, Dec. 17, 1962).

Mr. Lavin discussed his company's use of spot television in new product introduction, in making initial impressions in large markets, as a method of shoring up sagging sales within specific market areas, in "blitzing" (where a particular product needs an added edge against competition in a market), in exploiting markets which have the greatest potential and in market testing products.

A Cost Warning ▪ In his talk, Mr. Lavin warned of a rising cost per thousand as "one dark cloud in the spot-television horizon." He said the cost hikes he referred to were those which are made without comparable increases in tv homes "and by the fact that audiences are more evenly divided today among stations."

Mr. Lavin said that A-C's cost per thousand for spot in 1960 was $1.66 per minute commercial but is now over $2.25.

He acknowledged that Alberto-Culver was finding ways to lighten a higher cost effect. Among the weapons used, he said, is the bridged commercial that permits two low-budget brands to share the cost of a minute announcement and giving each the frequency desired. Broadcasters can benefit, according to Mr. Lavin, because bridging allows for a greater number of brands to use the medium.

Larry H. Israel, president of TvAR, predicted that this year would top the 1962 levels of record billings for the

Leonard Lavin (c), president of Alberto-Culver, discusses his company's tv success story with Donald G. McGannon (l), president, Westinghouse Broadcasting Co., and Larry Israel, president, TvAR.

Have you ever heard of our "Party Line"?

WE don't want to spoil it by trying to compress the whole story of our "Party Line" program into this brief space.

Suffice it to say here that "Party Line" is a participating program on the most popular TV station anywhere *near* the great Red River Valley. It is producing big results for some big advertisers. For example, we recently offered a Party Line Pattern Book, at $1 a throw. Result: 14,928 copies!

Ask PGW, will you? They have the whole story of this spectacular program.

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.

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

eight stations represented by the firm.

Mr. Israel cited a growing awareness among advertisers of a "composite of many individual markets" as contrasted to "a broad national market" and an increase in new product introduction and market testing in tv.

He noted that magazines and networks have attempted to follow the spot formula but without spot's success. Network scatter plans and spot carriers and magazines with regional editions "cannot hope to approach the fast-breaking flexibility and individual marketing aspects of spot tv," Mr. Israel said.

PULSE DATA ON RADIO

Average home said to listen 6.4 hours daily

In the course of a day, between 6 a.m. and midnight, 87% of all homes spend time listening to radio, Dr. Sydney Roslow, director of The Pulse Inc., said last week in a report on a national study undertaken by Pulse last year.

In a speech to the Detroit chapter of Station Representatives Assn. on Monday (Jan. 21), he said the national study of the radio audience also found:

- Listening of all persons in the average home totals 6.4 hours per day.
- Teenagers listen much less than adults. He split up the daily 6.4-hour per-home total as follows: adult women 3.3 hours; adult men 2.0 hours; teenagers 0.7 hours and children 0.4 hours.
- Auto listening contributes 10% to 20% of the total radio audience daily. All out-of-home listening contributes 15% to 30%.
- By income groups, 87% of the homes with incomes of less than $5,000 were found to have listened during a day; 80% of those in the $5,000-$7,499 bracket listened, and 88% of those with incomes $7,500 and over.
- Radio listeners are "good customers": 35% of the "heaviest listening percentile" includes homes with incomes from $7,500 and up, while 34% of this heavy-listening group are in the lowest income level. Among the "heavy listeners," 54% have no children—but 34% have five children or more.

Dr. Roslow also reported that Pulse plans to go ahead, starting in 25 markets, with its "TelePulse PDQ," a form of "cross-breeding of the face-to-face personal interview and the one-day diary." Tests in Los Angeles, he said, produced an 82% return as compared to "perhaps half of that in conventional diary systems," and also "got answers to important qualitative product questions about every local tv program."

He said another new Pulse service, "LQR-100," a qualitative study of local radio in 100 markets, already has been ordered by 160 stations.

Dr. Roslow predicted that "in the late 1960s and 70s we'll see a lot less irresponsible nit-picking at ratings, and a lot greater appreciation of their true role and limitations." The "first big revolution" of the next ten to fifteen years, he said, will be the bringing of qualitative research within financial reach of all stations.

The emphasis in audience measurement, he predicted, will be "on persons rather than homes," while the "out-of-home and out-of-the-living-room audience, just now being generally discovered, will become increasingly the object of attention."

Dr. Roslow went into detail on Pulse's measurement techniques, particularly in light of the Federal Trade Commission consent decrees signed by Pulse, A. C. Nielsen Co. and American Research Bureau (BROADCASTING, Jan. 7).

He said that although the FTC made no announcement until a few weeks ago, Pulse signed its consent order last August—and that even "long before" then, "we had already done everything necessary to comply with the detailed changes involved."

Heavy use of radio-tv planned for Plymouth

Chrysler Corp., Detroit, will use heavy tv-radio schedule in the next few weeks to tell how its Plymouth car won eight of ten firsts in the 1963 competition at Riverside, Calif., against Ford and Chevrolet. The Plymouth buy, through N. W. Ayer & Son, calls for minute participations on ABC-TV Feb. 5-March 16, 90-second commercials starting Jan. 24 for five weeks on MBS and CBS and radio spot buys on 80 stations in 30 markets.

Westinghouse to use ABC-TV daytime ads

Westinghouse Electric Corp. will use daytime network tv in 1963 for the first time in 10 years it was announced today (Jan. 28). A 42-week schedule will begin March 4 to promote the company's line of portable appliances on ABC-TV's *The Tennessee Ernie Ford Show*, *Queen For a Day*, *Who Do You Trust?* and *Midday Report*.

W. H. Knoerr, advertising manager of Westinghouse's portable appliance division said the campaign was aimed at women, who are the primary buyers of portable appliances.

Big tv campaign planned for motion picture

MEDIUM WILL GET MAJOR PART OF FILM'S AD BUDGET

Broadcast advertising and promotion, which have played a strong role in the exploitation of three movies produced by Frank Sinatra's Essex Productions, Hollywood, Calif., are slated for even greater use by the film company for its coming pictures.

The major part of the advertising budget for "Come Blow Your Horn," co-produced by Essex with Tandem Productions for release this summer, for example, will be in television in key city openings.

While broadcast allocations are not available yet, the film is termed the "biggest tv-sold movie we ever made" by a spokesman from Essex. Television advertising for the movie is also described as "precedent-breaking" by an advertising official from Paramount Pictures, which is releasing the film.

The decision to place heavier emphasis on television for promotion of "Come Blow Your Horn" and future Essex films was motivated by past successes with the medium, according to Howard W. Koch, Essex's executive producer.

Expenditures for tv promotion on "The Manchurian Candidate," produced by Essex for United Artists release last fall, totaled $250,000 for its opening, equalling the newspaper budget, Mr. Koch said. The local campaign in Los Angeles, called by Mr. Koch a typical example of the growing value of tv to film promotion, totaled $28,400, of which $13,000 went to tv and $3,500 to radio.

The tv campaign for "Come Blow Your Horn" will include 10 and 20 second and one-minute commercials using several "unique" approaches. Mr. Sinatra, who will star in the movie, will also "sell" the film in a series of commercials. Top personalities, who are not in the picture, will also be featured in tv advertising, for which special comedy sketches are being written.

With the wardrobe said to be one of the highlights of "Come Blow Your Horn," major tie-ins are being arranged with clothing manufacturers. Coppertone Corp., Miami, Fla., a maker of suntan oils, and Buick have already concluded tie-in negotiations for a series of commercials. The Coppertone spots will feature Jill St. John, co-star of the movie, and Buick will highlight the "Riviera" auto shown in the film.

A promotional film, spotlighting Tony Bill, a new actor who plays Frank Sinatra's brother in the picture, will show how a star is born. The film will be made available to tv stations from coast to coast.

Ad agency for Paramount: Lennen & Newell, New York.

Network tv planned for new Polident size

A 33% increase in sales of economy-size Polident denture cleanser after recent test marketing of the product has resulted in plans for its heavy exposure on network television.

Block Drug Co., manufacturer of Polident, now plans to advertise the large size cleanser during all "billboarding" used for Polident commercials which will include exposures of 15, 10, 5, and 3 seconds on these network shows: *Going My Way, Naked City, Sunday Night Movies, 77 Sunset Strip* and *Laramie*. The campaign is scheduled definitely for February and March and tentatively for April. Block Drug's agency is Grey Advertising.

Agency appointments...

▪ Chesebrough-Pond's Inc., New York, to J. Walter Thompson Co. in Japan, to handle advertising in that country, starting March 1.

▪ Moore Co., Newark, N. J., has appointed Venet Adv. Agency, Union, N. J., to handle advertising, marketing and public relations for its Bon Vivant soups. Initial radio campaign for 13-weeks with five one-minute spots per week will begin April 15 on two stations in New York and is expected to expand into other major markets.

▪ Waitt & Bond Inc., Newton Highlands, Mass., has appointed Chirurg & Cairns Inc., Boston, as its advertising agency for four brands of cigars. Account, which currently uses spot radio and tv, has a total advertising budget estimated at $250,000.

▪ Whitehall Labs Div. of American Home Products Corp. has appointed Donahue & Coe, New York, as agency for its Hill's cold tablets, effective Feb. 1. Former agency was Cunningham & Walsh, New York.

▪ Campbell Soup Co. is transferring its frozen soups account to BBDO, New York, from Leo Burnett Co., New York, effective July 29. Account bills estimated $700,000 of which 50% is in tv.

Isodine appoints Kenyon & Eckhardt

The appointment of Kenyon & Eckhardt, New York, as agency for five products of the Isodine Pharmacal Corp., New York, was announced last week by Edward W. Dooley, vice president and general manager of the company. Billing for the products are estimated at $1.5 million, of which approximately $1 million is in spot tv.

The products, which have been assigned from Reach, McClinton & Co., New York, effective immediately, are Isodine antiseptic, Isodine gargle, Isodine mouthwash, Isodine throat spray and Isodettes antibiotic throat lozenges. Isodine Pharmacal is a division of the International Latex Corp.

Rep appointments...

▪ KHAS-TV Hastings-Kearney, Neb.: Venard, Torbet & McConnell Inc., New York, as national representative.

▪ KSAY San Francisco: Avery-Knodel, New York, as exclusive national representative.

▪ WLEC Sandusky, Ohio: Weed Radio Corp., New York, as exclusive national representative.

▪ WSEE (TV) Erie, Pa.; Ohio Station Reps., Cleveland, and Penn Stations Reps, Pittsburgh, as representatives in those areas.

▪ KETO-AM-FM Seattle and KPAM Portland: Broadcast Time Sales, New York, as exclusive national representative.

▪ WVNO-FM Mansfield, Ohio: Frederick W. Smith, New York, as national representative.

▪ WWOK Charlotte, N. C.; Adam Young Inc., New York, as national representative.

▪ KLIN Lincoln, Neb.: Mid-West Time Sales, Kansas City, Mo., as regional sales representative.

▪ KUDL Kansas City, Mo.: McGavren-Guild Co., New York, as national representative. Mid-West Time Sales, Kansas City, is regional representative.

GOVERNMENT

It wasn't raining rain at FCC

WIDESPREAD CRITICISM DIRECTED AT TODAY'S OMAHA TV HEARING

It rained brickbats on the FCC last week.

All scored bullseyes on the commission's inquiry into local tv programs offered by the three Omaha, Neb., tv stations beginning today (Monday) and some were thrown by former FCC chairman and present commissioner Frederick W. Ford in an address to the National Religious Broadcasters (see story, page 87).

Without mentioning Omaha by name, Commissioner Ford said there is "great danger" that the FCC is stepping out of bounds in such hearings by taking over the programming functions which properly belong to the broadcasters.

Other attacks on the Omaha hearing took these forms:

▪ NAB President LeRoy Collins, speaking to the Nebraska Assn. of Broadcasters last Wednesday (Jan. 23) in Lincoln, used the strongest anti-FCC words he has uttered since becoming NAB president two years ago in blasting the Omaha hearing. He demanded the FCC cease such hearings, which he labeled "efforts to govern by harrassment, by needling, by nibbling."

▪ The next day, the Nebraska state legislature (unicameral) unanimously adopted a resolution charging the Omaha hearing is "an unwarranted intrusion by the federal government into the freedom of broadcasting and the affairs of this sovereign state." The resolution, introduced by Sen. William Moulton of Omaha, was passed 39-0.

The legislature resolution said the hearing was scheduled by the FCC "without just cause or reason." Copies were sent to President Kennedy, the attorney general, all members of the Nebraska congressional delegation and the FCC.

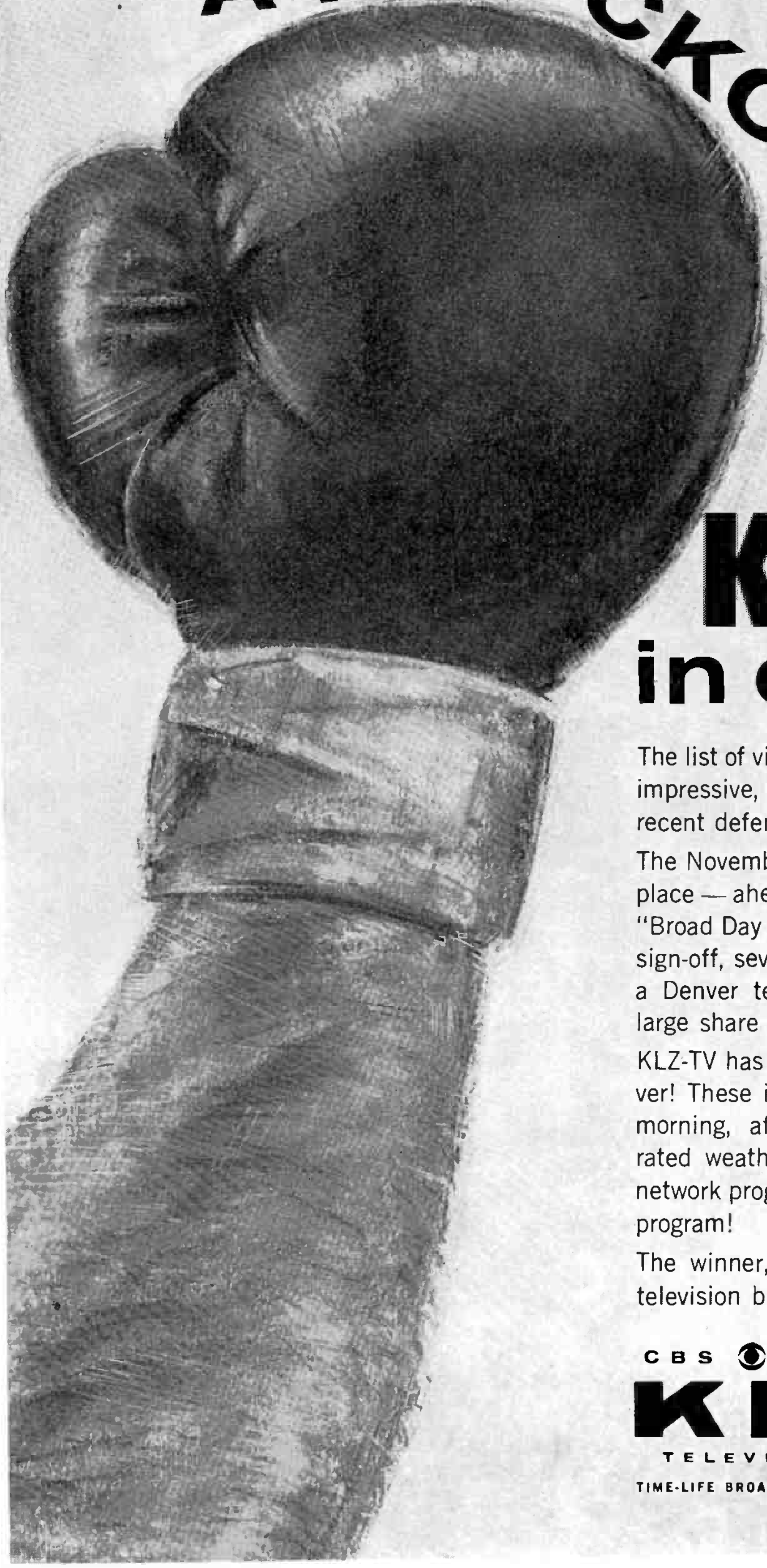
▪ Meeting in Athens Wednesday, the Georgia Assn. of Broadcasters said it is "unalterably opposed to the FCC investigation of qualitative services of local television in Omaha or in any other city unless there are compelling and spontaneous demands emanating from the general public." GAB said that such hearings constitute an "automatic indictment" against the stations involved and presupposes the stations are guilty of not performing in the public interest.

The attendant publicity, particularly in competing media, creates the impression of wrongdoing and far outweighs any positive results, the Georgia broadcasters charged.

▪ At the same GAB meeting (see story, page 86) Stephen Labunski, vice president-general manager of WMCA New York, said the FCC has prepared for the "broadcaster fry in Omaha" by soliciting testimony from "vigilante committees" of unrepresentative witnesses for hearings on local programming.

Some Difficulty ▪ Commissioner Ford said the FCC has held [in Chicago] and proposes to hold [in Omaha] hearings

BY A KNOCKOUT!



KLZ-TV in denver

The list of victories by KLZ-TV always has been impressive, but nothing compares with its most recent defense!

The November ARB showed KLZ-TV is in first place — ahead of all competition in every "Broad Day Part" time bracket from sign-on to sign-off, seven days a week. Never before has a Denver television station received such a large share of the total television viewers.

KLZ-TV has 17 of the top 20 programs in Denver! These include the highest rated news — morning, afternoon and night; the highest rated weather and sports; the highest rated network program; the highest rated syndicated program!

The winner, and still champion as the best television buy in Denver — KLZ-TV!

CBS DENVER

KLZ TELEVISION 7

TIME-LIFE BROADCAST INC.

Represented nationally by the Katz Agency, Inc.

THEY'RE HAVING A GREAT TIME

(so is all of Cleveland)

Mike Douglas and Dr. Frank Baxter, Rudolph Bing, Vivian Blaine, Joe E. Brown, Pat Carroll, Dagmar, Arlene Dahl, Linda Darnell, Denise Darcel, Yvonne DeCarlo, Johnny Desmond, Billy DeWolff, Mike DiSalle, Mrs. Cyrus Eaton, Dr. Bergen Evans, Joe Garagiola, Dody Goodman, Dick Gregory, George Jessel, Helen Hayes, Ben Hecht, James Hoffa, Julius LaRosa, Art Linkletter, Sammy Davis, Jr., José Melis, Louis Nye, Pat O'Brien, Dennis O'Keefe, Frank Parker, Drew Pearson, Carmel Quinn, Jackie Robinson, Richard Rodgers, Maxie Rosenbloom, Walter Slezak, Dr. Benjamin Spock, Jan Sterling, Jack Teagarden, Dr. Edward Teller, Forrest Tucker, Vivian Vance, Margaret Whiting, Henny Youngman.

They're only some of the nationally known participants appearing on *The Mike Douglas Show,* a Cleveland daytime television program seen live Monday through Friday for 90 minutes on KYW-TV. Some of them have done week-long co-host shots. All have had a chance to take part in discussions, to interview other guests and studio audiences, to express their own opinions.

Cleveland really has something to be excited about! *The Mike Douglas Show* is big on entertainment. It's big on public information. It's big on current, topical, and provocative content. And it's locally produced.

What KYW-TV is doing in Cleveland reflects the WBC group as a whole. Westinghouse stations are encouraged to create exciting, local television programs to supplement their network schedules. Like the unique pantomime of *Lorenzo and His Friends* in Baltimore. *The John Reed King Show* every morning in Pittsburgh. The crime documentary series, *Works of Darkness,* in San Francisco. Live telecasts of Cleveland Symphony and Cleveland Play House performances. *Boomtown,* from Rex Trailer's "ranch" in Boston.

Such programs arouse community interest. They demonstrate daily the fact that community responsibility evokes community response.

WESTINGHOUSE BROADCASTING COMPANY, INC.

FCC plans parties for departing T.A.M. Craven

Commissioner T. A. M. Craven, who is due to step down from the commission Thursday when he reaches the retirement age of 70, will be honored by his colleagues at two affairs this week.

He will be the guest of honor Tuesday (Jan. 29) at a luncheon given by the commission's engineers. On Thursday, (Jan. 31) he will be feted at a reception given by the commission for the entire staff, in the reception room at the FCC.

The commissioner, who is five months short of completing his second seven-year term (his first was 1937-1944), will be succeeded by Kenneth Cox, now head of the Broadcast Bureau. But he will stay on beyond Thursday if the Senate doesn't confirm Mr. Cox by then (see story page 61).

Although he is leaving office as a commissioner, the veteran official will continue to serve the commission as a consultant on space communications and will attend the Geneva conference on allocation of communications satellite frequencies.

Two of his assistants will also remain with the commission. Fred Heister, his engineering assistant, is moving into the new Office of Satellite Communications. Robert Koteen, his legal aide, has been assigned to the general counsel's office.

in local areas, not on specific renewal applications, but more in the nature of an inquiry to give citizens an opportunity to testify concerning their likes and dislikes concerning local tv stations. Now, if we conduct hearings of this kind without any specific object in mind we run into some difficulty," he said.

"In our program policy we charged the station with the specific responsibility of conducting a continuous survey of the needs of the community. We specifically refrained from telling him how to do it. For us now to go into an area and conduct a hearing in which we develop on our own the needs of that community would seem to require us to exercise a judgment on . . . what should or should not have been broadcast."

Commissioner Ford said that then the FCC has taken over the functions of the licensee "and is doing what he should do. . . . By this course, I fear there is great danger of us stepping out of bounds in an excursion into areas properly reserved to the broadcaster himself."

He said the FCC should not impose its evaluation of programming needs and facts on the local broadcaster. Commissioner Ford, a Republican whose term on the FCC expires in June 1964, was one of three commissioners to vote against holding the Omaha hearing (BROADCASTING, Nov. 26, 1962). He did not participate in the 5-1 decision to hold the first local tv programming hearing in Chicago last spring.

Commissioner Ford made his comments on the local tv hearings in an address last week before the National Religious Broadcasters convention in Washington. He also hit the proposal to adopt the NAB code into the FCC rules and promised official clarification of the staff's role in questioning renewal applications (see page 87).

Basic Grievance ▪ In a speech telecast live by KMTV (TV) Omaha, Gov. Collins told the Nebraska association that he has a "basic grievance I wish to express . . . against the FCC." The hearing in Omaha "is *not* in the best interests of broadcasting, is *not* in the best interests of the public, is *not* good government," he charged.

The Omaha stations do not require a government-sponsored hearing to tell them what the people of Omaha want or need, he said. "With no importuning from any known source, the FCC decided to put these stations on the mat by holding this hearing . . ." the NAB president continued. "The effect, of course, has been to suggest failure where there has been success, to impugn the motives and efficiency of the management of these stations where there has been full confidence, to create doubt where there has been faith, to divert the personnel and resources of these stations from their broadcast duties to the development of defenses against unknown charges and implied wrongs."

He charged this is irresponsible and meddling government. "It is government poaching on lands properly devoted to free enterprise, hoping to flush some unknown bird it can shoot down, but feeling that whether it finds any bird or not it can reap public favor just by openly hunting for one." Gov. Collins made these demands:

"We demand that the FCC cease its efforts to govern by harrassment—by needling, by nibbling—directed indiscriminately against all broadcasters.

"We demand that the FCC . . . stop impugning, and embarrassing and handicapping the mass of good broadcasters for what may be the sins of a very few."

He said he is greatly concerned about the indirect consequences of the Omaha-Chicago hearings—the overall effect on freedom of communications.

Labunski Views ▪ Mr. Labunski said the FCC gives distinction to the narrow and almost universally critical views about popular media by its apparent inability to distinguish between the *people* and *spokesmen*. The latter are "petulent and unyielding" and in attacking radio and tv, "march forward into battle unversed, uninformed, unsophisticated and undaunted."

He charged the "FCC encourages the proliferation of these flying squads by staging public hearings and inviting groups to gather up their complaints and come forth." This policy, he said, is contrary to frequent FCC announcements that its role is to protect the public interest against imbalance and turmoil which result from the activities of special interest groups.

"When it comes to something like the upcoming broadcaster fry in Omaha, what does the FCC do?" Mr. Labunski asked. "It sends letters to *groups* urging them to catalogue their gripes and, presumably, to bespeak the interests of the community as though the views expressed by officials of the Camp Fire Girls or Alcoholics Anonymous [two organizations the FCC contacted about the Omaha hearing] could be readily equated with the broad public interest."

Just 10 days ago, the Nebraska Assn. of Broadcasters adopted a strong resolution of its own condemning the Omaha hearing (BROADCASTING, Jan. 21).

Hearing Preparations ▪ The hearing starts at 10 a.m. this morning with the FCC's newest member, E. William Henry, presiding. Walter Daniels of the Omaha Area Council of Churches is the first of 135 public witnesses scheduled to testify.

WOW-TV will present its case ahead of the other two Omaha stations with KETV (TV) and KMTV (TV), following in that order. Four WOW-TV witnesses will begin testifying either late this week or early next week. They are Payson Hall, president of licensee Meredith Publishing Co.; Frank Fogarty, vice president-general manager; Al Larson, WOW-TV manager, and Bill McBride, program director.

KMTV said that Commissioner Henry has accepted an offer of "equal time" to reply to Gov. Collins attack and that the commissioner will devote his opening statement this morning to outline the purpose of the hearing and to answer the NAB president. This, too, will be carried live by KMTV.

WOW-TV will tape the entire hearing and will telecast up to 90-minute excerpts each day. KETV and KMTV plan to cover the proceedings in regular newscasts.

CLEAN SWEEP OF RULES, REFEREES?

Top lawyers start a drive to rewrite Communications Act, scrap FCC, create new agency to regulate tv and radio

The FCC and the Communications Act under which it lives are overdue for a thorough overhaul, according to a series of four monographs prepared under auspices of the Federal Communications Bar Assn.

It's time to make drastic changes in the commission's structure and to bring the communications law in line with industry and technological progress, the monographs recommended in perhaps the most thorough and sweeping indictment of federal regulatory processes within memory.

Recommendations were made by a nine-man committee named June 26, 1962, to investigate all aspects of the commission's performance. Heading the committee is Leonard H. Marks, long active in FCBA affairs.

Experienced Critics ▪ Other members of the committee are longtime practitioners before the FCC who know its problems and what is needed to resolve the confusion, delays, censorship, incongruities, inconsistencies and inequities said in the monographs to characterize the commission's history. They are Fred W. Albertson, Philip G. Loucks, Edward P. Morgan, W. Theodore Pierson, Harry Plotkin, William Porter, Reed T. Rollo and J. Roger Wollenberg.

The committee's report had not been acted on by the FCBA's executive committee prior to the Friday (Jan. 25) annual meeting of the association. The executive committee at a mid-January session is understood to have defeated a motion to submit the monographs to the FCBA membership prior to a proposed two-day membership meeting at which the proposals could be reviewed.

At the Friday afternoon meeting it was expected the study committee's monographs would be discussed though there was no assurance that it would be placed on the official agenda (see story in AT DEADLINE, page 9).

No matter what happened Friday there was a feeling in FCBA's membership that it had on its hands the hottest and most provocative FCC scolding in the association's history plus a set of significant recommendations meriting serious study on Capitol Hill, at the commission, around the industry and among communications attorneys.

Summed up, the monographs recommend:

▪ A regulatory structure replacing the FCC and based on horizontal segments consisting of an administrator, a communications court resembling the tax court and a five-man policy-making commission. This monograph was written by Mr. Marks.

▪ Removal of Sec. 315 (equal-time and political rules) from the law. Written by Mr. Loucks.

▪ Amendment of Sec. 326 (program control-censorship) to ban FCC evaluation or judgment as to the public interest in the composition, nature or character of programs transmitted by broadcast stations. Written by Mr. Pierson.

▪ Complete modernization of common carrier regulation, now based on interstate commerce policies of past decades. Written by Mr. Rollo.

The Marks committee's report and monographs were based on FCBA's call for a study of FCC rules and the law "to determine whether or not it might be appropriate either (1) to draft new legislation relative to the regulation of the communications industries by a federal agency; (2) to amend the present law and the rules and regulations pursuant thereto; or (3) to recommend that nothing be done with respect to this matter."

The committee reported it also felt "consideration should be given to the theory of comparative hearings or alternative methods of determining conflicting claims on applications for frequency assignments; for the enforcement of the provisions of the law, and for the concept of the administration of the law by the executive branch as compared to its administration by a commission as an extension of congressional authority."

Monographs were prepared by individual committee members, it was emphasized in an introductory statement, which added, "The committee decided that its functions could best be carried out by calling attention to the shortcomings of the Communications Act and by stimulating discussions on these vital topics.

"These reports are merely the first step in a process of careful and deliberate consideration and discussion by members of the bar and other interested parties on the subjects outlined. All interested parties, private and public, are invited to give these monographs careful attention and to submit their viewpoints."

The committee's recommendation, not acted on by the FCBA executive committee, proposed that at some future date an open meeting be held for members of the federal communications bar.

An important beginning based on serious study has been made, the Marks committee believes. Now members are awaiting reaction.

Following are resumes of the four monographs, containing the reasoning behind the separate reports and presenting detailed recommendations.

Leonard H. Marks
A new regulatory agency—administrator, review court and policy board.

The Marks recommendations recalled the report of James M. Landis to then President-elect Kennedy in December, 1960. This report called the FCC "a somewhat extraordinary spectacle," noting that while the FCC had "considerable technical excellence," it has "drifted, vacillated and stalled in almost every major area." Dean Landis said it seemed "incapable of policy planning, of disposing within a reasonable period of time the business before it, of fashioning [effective] procedures . . ."

The report recalled that most students of commission history would agree at least in part with the Landis conclusions though they are in agreement as to cause or cure.

Weak Processes ▪ After reciting efforts of the last three decades to reform administrative processes, the Marks report noted the weaknesses of these processes and the FCC's recognition of its own problems when it retained the Booz-Allen & Hamilton management survey organization. This agency recommended that the FCC use its powers to delegate additional functions to a review board as a way to save time involved in routine procedures.

While some start was made by the FCC in implementing the recommendations, including addition of an executive director, the Marks report suggested partial structural reform "will not eliminate the basic causes of the commission's inability to function effectively."

The commission's most important duty, the report continued, "is to create broad standards and policy for communications media by radio and wire. . . . Clearly defined policy is necessary, therefore, for the rational development of service to the public and for the administrative implementation of the act in particular licensing or adjudicatory proceedings."

At this point the Marks report observed bluntly, "In the am field, the commission has floundered interminably." In support it referred to the decade-long clear channel proceeding and the fact that "no final steps have as yet been taken to effectuate it."

On top of that, the report said, "Even as the commission is about to embark on the implementation of the clear channel decision, it has now established a new freeze on am grants. Like the clear channel proceeding, the new freeze is an attempt to repair conditions which have been permitted to grow because of the inability of the commission to decide upon standards and policies before the evils were created or became difficult to remedy. The Booz-Allen report makes clear that it is in areas such as this that the commission has been deficient."

Not only does the FCC lack time and organizational support to develop national communications policy and carry out long-range planning in a fully effective manner, Mr. Marks said, but "this is true not only in the am field but also in television as well."

Uhf 'Debacle' ▪ And the report recited in sharp terms the FCC's uhf actions, which the Landis report had called a "debacle." The Marks report explained:

"Poor planning by the commission resulted in the establishment of television in the vhf even though it was clear to all that these frequencies would be inadequate for a nationwide television system. By the time steps were taken to use the uhf, the problem of incompatibility had become too severe to permit either a transition from vhf to uhf or a complementary establishment of the uhf portion of the spectrum alongside the vhf.

"The commission still vacillated and took no steps to remedy the situation. The proposal for mandatory all-channel television receiver legislation was not made until recently although it was clearly essential to any chance of success of intermixture of uhf and vhf.

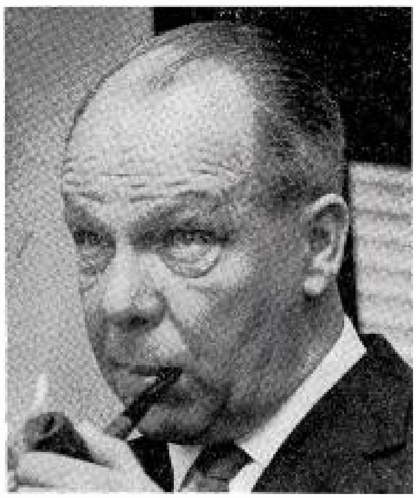
"The 'on again-off again' policy with respect to deintermixture was a continuation of the same incapacity to create and adhere to policy. There are many other examples of inability to act in a forceful and prudent manner which need not be recited here."

The Marks report cited congressional pressures "which, while always vigorous and vocal, are not always consistent. One committee would belabor the commission for its failure to deintermix uhf and vhf, while another would press the commission into agreeing to stop deintermixture. The commission has been investigated for discriminating against newspaper owners, while it now faces investigation because newspaper owners are allowed to be station licensees." Congress, it was suggested, expressed itself through many divergent individual voices instead of through enactment of laws.

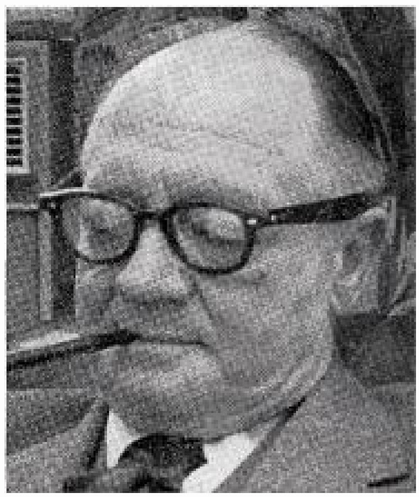
Yet the basic problem is not one of congressional interference, individuals or political philosphies, the Marks report suggested. He put the problem this way:

No Policy Staff ▪ "The prime cause of the failure of the commission to perform well in the field of policy making is that the commission does not have the time or the staff to create sound, broad policy while it administers the act (Communications Act) at the same time. The Landis report, the Hector report (Problems of the Civil Aeronautics Bureau and Independent Legislatory Commissions by Louis J. Hector, Sept. 10, 1959, Memorandum to the President) and the Booz-Allen report, among others, all make clear that the largest portion of the time of an agency such as the FCC is taken up with deciding administrative, prosecutory and executive matters.

"The detailed Booz-Allen report



W. Theodore Pierson
Censorship language must be revised to limit FCC's program controls.



Philip G. Loucks
The equal-time and political clause should be taken out of the law.

Reed T. Rollo
Common carrier regulation is out of date and must be completely revised.

makes clear that the greatest part of the agenda of the commission's business is taken up with such matters. When there are added to this work the adjudicatory functions the agency now has, it is fully understandable why the policy making and rulemaking functions of the commission have broken down and why the commission cannot adequately dispose of pending problems, let alone forecast and explore solutions to problems still on the horizon."

Of the three administrative studies, the Booz-Allen and Landis reports would keep the existing framework and delegate administrative and executive authority to subordinates of the commission; the Hector memo would abolish many agencies and transfer their functions to the executive and to courts.

But the Marks report stated, "The committee is of the view that the commission should be retained as a policy making body but that its administrative and enforcement functions should be transferred to an independent administrator and its adjudicatory functions should be transferred to a special administrative court."

To do this, it was explained, would require "carefully drafted amendments to the organic statute."

Following are the texts of the Marks report comments on its concept of a communications administrator, communications court:

The Communications Administrator

"Many of the commission's administrative and enforcement activities would be much more efficiently handled under the supervision of a single executive. As a matter of political theory and pragmatic experience, multiple-party executives are inefficient and constitute basically devices for obtaining inaction rather than action. The task force of the first Hoover commission said:

'The common experience is that groups are better fitted for judgment and decision than for the execution of large-scale operations.

'The very qualities which make these agencies valuable for regulation, especially group deliberation and discussion, make them unsuited for executive and operating activities. The work of day-to-day regulation and decision and the related supervision of staff fully occupies most of the commissions and overtaxes the capacity of some of them...

'Ordinarily, we believe, such operating functions should be placed in the regular departments where they may be carried out under the direct executive supervision and responsibility. This is more consistent with the structure of our government and with the position of the President as chief executive." Task Force Report 30 (1949).

"The committee believes that the communications administrator must have a position of independent stature.

"He should be appointed by the President with the advice and consent of the Senate but be subject to removal by the President at pleasure.

"The communications administrator would take over the myriad of individual day-to-day functions of licensing and enforcement which do not involve adjudicatory hearings on the one hand, or the adoption of general rules or policies on the other. In short, it would be the administrator's duty to carry out the provisions of the Communications Act. He would have much of the discretionary authority now exercised by the commission but he would be bound to carry out all commission policies and rules adopted under the act. Since the commission's policies and rules would be administered by an administrator independent of the commission, the commission would be encouraged to be comprehensive and articulate in its rulemaking pronouncements.

The Communications Court

"The adjudicatory functions now exercised by the commission would be conferred upon a new administrative court patterned after the tax court. The judges would be appointed by the President with the advice and consent of the Senate and would have long terms (at least 12 years) to assure their judicial independence. They would sit individually but review by the entire court might be provided in matters of unusual importance. Appeal would lie to the court of appeals as is now the case with FCC cases.

"The idea for an administrative court is not a new one. The 1955 Hoover commission and Mr. Hector, among others, have both recommended the establishment of such a court. Three main reasons exist for the establishment of such a court. The first is that it would meet some of the objections of those who feel that the combination of administrative and prosecutory functions in an agency is objectionable. It is unnecessary to repeat here the argument over this question that has gone on for over two decades. A student of the administrative process recently said:

'It bears emphasizing that there is nothing sacrosanct about the union of prosecuting and adjudicatory functions in one agency. The union was not received on Mount Sinai; it is merely an experiment in government, and a comparatively recent departure at that.' See Berger, *Removal of Judicial Functions from FTC to a Trade Court: A Reply to Mr. Kintner*, 59 *Michigan Law Review*, 199, 202 (1960).

"Where other advantages will flow from such action as well, the separation of adjudicatory and rulemaking and prosecutory functions is clearly desirable. Congress has attempted to meet this separation of functions problem but has compromised and satisfied no one because all of its attempts have been within the framework of the existing structure of the commission. Once a true separation by reason of a change in structure is adopted, the temporizing and compromise may be abandoned. The new communications court, made up of jurists, would function and act like a court, consulting with no one but its own employees involved solely in judicial functions. The problem of improper *ex parte* contacts would be as exceptional as it is with other Federal courts.

"The second reason for transferring the adjudicatory functions of the commission to a court is to improve the nature of the institutional decision by which decisions are now made by the commission. Because it lacks the time, professional background, and perhaps the inclination, the commission has never been able to decide cases as judges, but has insisted on the institutional approach which places study of the record and the opinion writing in a staff which necessarily rationalize results previously arrived at by the commissioners. . . . Dean Landis states in his report (pp. 19-20):

'Generalizations as to the organization of administrative agencies are not only difficult but dangerous to make. One generalization, however, can safely be made. Unlike the judges of the federal judiciary, members of administrative commissions do not do their own work. The fact is that they simply cannot do it. In adjudicatory matters, the drafting of opinions is delegated to opinion writing sections or assistants so that the rationalization upon which a purportedly informed decision rests is not truly their own. . . . But worse than this, it is a general belief, founded on considerable evidence, that briefs of counsel, findings of hearing examiners, relevant portions of the basic records, are rarely read by the individuals theoretically responsible for the ultimate decision. It is difficult for them to do otherwise, for as the analysis of the work load of one commissioner indicated, he had to make a decision during his work-day every five minutes, or as another commissioner recently testified, he made 18,000 decisions in five years. The fact is that delegation on a wide scale, not patently recognized by the law, characterizes the work of substantially all the regulatory agencies and certainly all the major ones. Absent such delegation, the work of these agencies would grind to a stop."

"There is no doubt that these observations properly describe the Federal Communications Commission.

"A concomitant of the institutional decision is the failure of the Federal Communications Commission to establish adequate standards or criteria for reaching decisions in quasi-judicial proceedings. This is not a new failing, but has existed throughout the life of the commission. See *Final Report of the Attorney General's Committee on Administrative Procedure 469* (1941). Unfortunately, the situation still exists and there does not appear to be any reason to assume it will end. Despite the multitude of cases in the broadcast field, Dean Landis said in his 1960 report (p. 53):

"In broadcast license cases no criteria for decision have evolved. True, criteria of various different kinds are articulated but they are patently not the grounds motivating decision. No firm decisional policy has evolved from these case-by-case dispositions. Instead the anonymous opinion writers for the commission pick from a collection of standards those that will support whatever decision the commission chooses to make."

"Other leading critics have agreed that the commission's comparative processes have become an elaborate ritual in which the criteria used obscure rather than serve the decisional process. Friendly, *The Federal Administrative Agencies: The Need for Better Definition of Standards, 75 Harvard Law Review* 1055, 1964 (1962); Jaffe, *The Scandal in Tv Licensing, Harpers Magazine*, September 1957.

The establishment of an administrative court made up exclusively of lawyers should be a step toward a solution to the problems created by the failure of the present commission to establish adequate decisional criteria. While concededly the questions presented in a comparative licensing proceeding may involve the exercise of more discretion than may sometimes be presented to courts of law, they are not so different from the problems presented in equity, in patent and trademark law, in surrogates court, in the divorce court, or in the children's court so as to make it impossible for adequately defined criteria to be established for the disposition of comparative licensing proceedings. If the Commission were deprived of the power and relieved of the burden of deciding individual cases, it could devote itself to establishing meaningful criteria on an objective basis. And it would be reasonable to expect the court to apply the criteria in a manner which would make precedents meaningful.

"It is the hope of the committee that the communications court would be given a mandate to make full use of modern pretrial procedures, including discovery, depositions, interrogatories, and motions for summary judgment or to dismiss, which have contributed greatly to the efficiency of the Federal courts.

"The unconscionably lengthy records now made in commission proceedings should become a thing of the past, both as a result of pretrial procedures and as a result of the elimination of irrelevant matters which have been included because hearing examiners never know when a seemingly irrelevant matter will be accorded decisional significance by the commission. The communications court would establish its own precedents as to relevance and materiality with any guidance laid down by the statutes or commission rules.

"Finally, the creation of an administrative court would take from the commission or whoever is exercising administrative and policy-making functions a burdensome task which takes so much time and which subjects the commission to pressures it finds difficult to resist because of the almost daily interchange of views with the industry and Congress on the part of commissioners. The Booz-Allen report (p. 51) supplies the details with respect to the extent to which adjudicatory functions take up a major portion of the commission's time. Where all the other advantages to be obtained from the creation of an administrative court exist, the additional advantage of leaving the commission's rulemaking functions unhampered by the workload of adjudicatory problems justifies completely the establishment of an administrative court.

"All adjudicatory hearings held pursuant to the Communications Act would take place in the communications court and the communications administrator would appear as an interested party in all such hearings. The administrator would have the responsibility for instituting hearings before the court on his own initiative or on request of private parties. Where the administrator refuses to institute a hearing, an interested party would have an appeal to the court of appeals just as is now the case where the commission refuses to hold a hearing."

The Commission as a Policy-Making Agency

"While the committee recognizes that there is much respectable opinion supporting total abolition of administrative agencies as bipartisan bodies and transfer of their policy-making powers to a single administrator, it is our view that this solution would not be desirable in the communications field. In light of the variety and complexity of the policy problems which are present in communications regulation, it is believed that the broad policy-making functions should remain in the hands of a bipartisan commission made up of at least five persons.

"The decisions which would have to be made by such a commission have many political aspects, if not overtones. The adoption of rules allocating frequencies, governing political broadcasts under Sec. 315 of the Communications Act, establishing criteria for preference in comparative proceedings and establishing eligibility of carriers to hold stock in the new communications satellite corporation are illustrative. In the common carrier field, ratemaking standards and policies would be laid down by the commission and the lawfulness of particular rates would be adjudicated by the communications court on the administrator's initiative.

"The Congress and the public have more confidence in the policies which are formulated if it is felt that these policies are being created only after views of those with differing philosophies are considered. Congress has shown itself in the past more willing to confer policy making powers on such a bipartisan agency than upon the executive.

"It is hoped that the role of the commission as an agency independent of both the Congress and the executive can be strengthened. The commission would, however, continue to be responsive to popular will through appointment of its members by the President with the advice and consent of the Senate on staggered terms (although such terms might well be lengthened to ten years if a five man commission is utilized), and through the power of Congress to override commission policy decisions by legislative enactments.

"Most of the vexing problem of improper *ex parte* communications would be eliminated with the transfer of adjudicatory functions to an administrative court. There will remain the problem of borderline rulemaking proceedings like that involved in the *Sangamon* case (*Sangamon Valley Television Corp.* v. *United States*, 106 U. S. App. D. C. 30, 269 F. 2d 841). Also remaining is the more general question as to the extent to which, as a matter of policy, it is desired to conduct rulemaking proceedings generally in a manner which will permit maximum exposure of opposing viewpoints through making all communications to the commission or its members part of a public record. See Note, 73 *Harvard Law Review* 1178. It is believed that no rigid statutory determination of this question should be attempted at this time. It should be left to commission determination on an *ad hoc* basis."

Summation

"This committee believes that the adjudicatory and administrative functions of the Federal Communications Commission should be reassigned to a communications court and a communications administrator, respectively, and that a bipartisan commission of at least five members should be retained for policy-making and rulemaking functions."

The Loucks report listed three divergent problems involved in Sec. 315 (political) in urging that it be abolished:

1—The public interest in an informed electorate;

2—The private interest of a political candidate in obtaining public exposure as an important aid to campaigning, and

3—The public interest in freedom for mass communicators.

Those who examine the problem often say Sec. 315 is essential to protect the first two interests from the assumed danger of an irresponsible exercise of freedom by the broadcaster, the report said. But it added that such persons should be aware of the absence of underlying historical facts to support a conclusion that such a danger exists to an extent which should override all other considerations.

(Sec. 315 is summarized this way in the Loucks report: "In substance Sec. 315 requires a broadcast licensee who permits a legally qualified candidate for any public office to use his facilities to afford equal opportunities to all other such candidates for that office and further provides that the licensee shall have no power of censorship over the material so broadcast.")

The report points to a tendency toward blind acceptance of Sec. 315 as "a valid definition of public interest upon the strength of a major premise that an informed electorate is essential to our system of government. While we would be the last to challenge the validity of this major premise, there is a propensity to ignore the historical accumulation of circumstances destroying the remainder of the sometimes assumed syllogism.

"History demonstrates that Sec. 315 has been restrictive rather than expansive: its effect is neither to expand free speech nor to increase the flow of political information to the public. Rather, as a matter of practical necessity, it has served to restrict and suppress the flow of information which might otherwise have been made available to the public."

On the Contrary ▪ The opposite effect is noted in the report, which said the section has restricted and supressed the flow of information which might otherwise have been made available to the public.

Roundtable discussions and debates are often impossible during an election year where there are a number of candidates for the same office since they would be unwieldy if too many were involved, the Loucks report explained, and stations often have been unable to present discussions of leading political issues by candidates because one hour granted one or two candidates "may proliferate into a total of 10 or 20 hours" granted to obscure candidates.

The recent Cuban crisis, it was added, confronted stations with a Sec. 315 problem in interviewing incumbent Congressional leaders about the situation. Such interviews in an election year would have opened the door for demands for equal time from opposing candidates.

And this problem was recited in the report: "While the 1960 amendments to Sec. 315 were intended to give greater scope and flexibility to broadcast stations by exempting bona fide newscasts, documentaries, on-the-spot coverage of news events, panel shows, etc., recent interpretations by the commission of these exemptions have indicated a marked tendency to construe them against the station and in favor of the right of the complaining political candidate to equal time. Thus, licensees who thought they were clearly within these exemptions, while broadcasting information concerning important political issues of the day, have found themselves suddenly in the position of having to supply substantial additional time to obscure and fringe candidates.

"The net result is that attorneys hesitate to recommend to stations that they may rely upon the exemptions. Of course, this is restricting the flow of information to the public which the stations might otherwise make available to the public."

Narrow View ▪ Here's an anomaly pointed out in the report—a licensee's main duty is to the public under the Communications Act, yet this Sec. 315 responsibility is not to the public but solely to the candidate, resembling the duties of a common carrier. A candidate thus has a personal private right to use broadcast facilities and the candidate's remarks are "the only material which may be broadcast over which the licensee is not required to assume responsibility for content."

The Loucks report finds little basis in fact or logic for such treatment of candidates. The broadcaster as a license holder, however, is considered qualified to select and reject messages of non-candidates. "The candidate may force his message upon the public whether or not, in the broadcaster's judgment, the public needs or wants to hear or view the candidate's particular message," the report said. "On the other hand, the non-candidate is entirely dependent upon the broadcaster's judgment as to the needs or desires of the public for the non-candidate's message."

Another anomaly is seen in the ban on censorship of a candidate's broadcast material. The report explained it this way: "Once a political candidate is entitled to equal time, he may then use the station's facilities and time for any purpose whatsoever, including his personal private business interests, singing folk music with a family hillbilly band or reading the funny papers. Neither calumny, ribaldry, scandal nor adjudicated criminality may be restrained by the licensee if the speaker is 'a legally qualified candidate.'"

Responsibilities ▪ A broadcaster's duty in respect to controversial public issues, it is stated, is to his audience, so he owes it to his audience to present all significant sides of the controversy. However, the broadcaster may choose those who speak with no obligation to those rejected. The public, through the FCC, can enforce its right to be able to receive all sides but it's up to the broadcaster to determine the manner of presentation, according to the report.

This argument is advanced: "We can find no logical explanation for the existence of the benefits conferred by Sec. 315 upon political candidates except that it is a unique, discriminatory and unusual privilege sought by a class of persons who had the power as legislators to obtain the privilege. In sum, we believe that the unique private privilege that Sec. 315 vests in the political candidate adversely affects the public's interest in an informed electorate, is a highly discriminatory provision and is inconsistent with the principle of free communicators striving in competition to serve the public."

Constitutional issues warrant a reexamination of Sec. 315, the report holds, denouncing the argument that no freedom of speech restraints exist because the licensee has discretion to refuse all candidates the use of his broadcasting facilities and Sec. 315 merely requires equal time to other candidates if one is granted time. After all, the report said, the commission has often indicated it would consider a policy of arbitrary refusal by licensees to allow candidates to use their facilities as being against the public interest.

Mr. Pierson's Views ▪ In submitting a change in Sec. 326 Mr. Pierson, expressing his own views as did Mr. Marks and Mr. Loucks in their reports, proposed the section be amended "in a manner that would retain its present provisions and, in addition, provide that the commission has no power, duty or function to directly or indirectly evaluate or make judgments as to the public interest in the composition, nature or character of programs transmitted by broadcast stations."

(Sec. 326 provides: "Nothing in this act shall be understood or construed to give the commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the commission which shall interfere with the right of free speech by means of radio communication.")

In a lengthy philosophical discussion of the premises and purposes of freedom of communications, the Pierson report reminded that many liberties are due to government constraits that prevent such liberties from being destroyed by private action, adding that the government must interfere in certain areas of human activity. "Freedom is not a thing to possess as an end in itself, but a way of life to be valued and pursued to ever new and changing ends," it was stated. "A government that exists by the consent of the governed, if allowed to interfere with freedom of communication, will always tend to repress the unconventional and press the conventional."

The report continued, "Governments of and by the people cannot substantially employ political freedom for material, intellectual and spiritual programs unless government is denied the power to interfere with the thoughts, beliefs and communications of its people."

Lack of Agreement ▪ Mr. Pierson said highly sophisticated experts can't agree to what extent Sec. 326 proscribes the commission's powers with respect to broadcast programs, the controversies centering around the words "censorship," "interfere" and "free speech." Avoiding a long treatise on these words, he observed, "The commission and its predecessor (Federal Radio Commission), in varying degrees have acted in a manner that does constrain broadcast communications and in a manner that is incompatible with the basic concepts and purposes of freedom to communicate; hence, modifications of the statute are desirable in order to free this medium from these constraints."

First taking up applications for new stations where a comparative hearing is likely, the report said, "We doubt that any lawyer experienced in practice before the commission can gainsay the truth of the following statement: The commission gives virtually no credit for entertainment programs; it gives great credit for educational and discussion programs. Nor do we suppose he would deny that he tells his clients as much and that his clients normally respond by proposing more of educational and discussion and less entertainment programs than would otherwise be the case. A substantial volume of programs that are broadcast have such government origins.

"With respect to such programs, the licensee's judgment was exercised, but not to determine what his audience wanted or needed but to determine what the commission wanted or demanded."

Only minor differences in program proposals of comparative applications are found, it was stated. "First, in the great majority of cases, all will propose the same network affiliation. But even if they propose different ones, the commission will not grant personal credit or discredit for the network's programming. The applicants will subscribe to the same or similar news services and have available the same sources of recorded program product. They will have the cooperation of the same local organizations, and each will be analyzing the needs of the same community.

"But the most conforming influence of all is that each will have striven to avoid an adverse finding by proposing as many of the commission-favored programs as his opponents. To do otherwise would be a deliberate adventure in defeat. Thus, the very process itself tends inevitably to equalize program proposals, and the commission, left with no differences, is bereft of a decisional device.

"This inevitable result is supported by more than its logic. Our research demonstrates that in only an insignificant number of comparative television cases has a comparison of program credits been a principal premise of the decision—and never the sole premise."

After scanning arguments opposing these views, the Pierson report cites encouragement by the FCC of discussion and educational programs but adds that "man's whole experience with the problem of communication indicates that the so-called 'entertainment' or esthetic forms have been equally effective means. . . . Things that entertain can and do teach, and often to teach, one must entertain."

The FCC uses a programming lever, also, in renewal and transfer applications, the report said, continuing, "If applications for renewal are filed and the applicant does not show a significant volume of programming in certain selected fields, staff letters usually result, questioning the absence of such categories in a manner that clearly indicates commission disapproval. While the degree of pressure varies from case to case and from time to time, it is frequently made quite clear that the problems can be resolved by the applicant's modifying his proposals to include significant programming in the favored areas. Conversely, the implication is clear that costly delays and even costly litigation will result unless the favored programs are added."

Lost Time ▪ Valuable time is lost in transfer cases where favored categories of programs are subject to FCC queries, with the same threats about failure to conform, it was stated.

"None of these pressures or influences brought by the commission upon the broadcaster to modify his program proposals are necessary as an incident to the commission's performance of its other duties under the act, unless program control itself is a commission duty," the report held. "To say that the commission has the duty to control the programs of broadcast licensees is to deny any meaning whatsoever to Sec. 326 or the First Amendment. Moreover, it substitutes constraint for freedom in broadcast communication.

"One puzzling justification for commission consideration of program proposals has been that it has some duty under the act to weigh and consider 'over-all programming.' This is said not to be bad because the commission does not deal with specific programs but general and overall considerations.

"The puzzling thing is that if the commission's activity in this regard does not result in a change in programming, it is the most futile and burdensome exercise imaginable. If it does result in a change in programming, it can only be manifest through the individual programs that stations will broadcast. Thus, the term 'overall programming' is a cliche that makes no practical or logical contribution to a determination of the problems discussed here."

The Pierson study calls the FCC's "balanced programming" concept an alibi for program interference "justified because the commission has the duty to achieve balance in each station's programming or should have [such] discretion. . . ." The report continues:

"Balance would seem on the surface

to refer to some proper mixture of program types—entertainment, religion, educational, agriculture, public affairs, discussion, live, etc. In actual practice we are witness to the fact that it has been used to coerce licensees into carrying types of programs the commission favors at the expense of programs that it disfavors or favors less. The fact is that the balanced program concept where it has been applied has generally been used to coerce stations into carrying relatively unpopular programs at the expense of relatively popular programs. . . .

"It is our belief that a wide variety of program types meeting a wide variety of interests and needs was intended by the Communications Act in a manner completely reconcilable with basic concepts of freedom of communication through the device of requiring that licensees compete with each other in an attempt to accommodate the needs and wants of the areas they serve. The more extensive this competition becomes the more balanced the response of the industry as a whole. The commission's interference with this natural process can only abort the plan for broadcast communications adopted by Congress and conceived in accordance with basic concepts of freedom of communication.

"We believe that the commission has gone as far as it can go, consistent with any acceptable concept of freedom of communication, when it limits its function to promoting full, free and fair competition, and to selecting licensees who are demonstrably qualified by character and otherwise to search out and be sensitive to the needs and interests of the people served.

"We believe that it is possible and quite proper for the commission to require an applicant to show, as a matter of qualification, that he is equipped in all respects to search out audience wants and community needs and to develop responses to what he finds and chooses. But whether his choice of the needs and wants to be served is proper or his mode of response the most effective cannot be usurped by the commission without making a ridiculous sham out of the concept of license freedom and responsibility.

"That he cannot be trusted to make these judgments without constant supervision and correction by the commission is to posit his irresponsibilty, not responsibility. Our system would not thus be based upon responsible licensees but upon irresponsible licensees whose weaknesses are offset by a bureaucracy that is presumed to be responsible and superhumanly prescient. If this is to be our system, then, we believe it cannot serve the purposes of freedom.

"We believe that the commission can quite properly require that an applicant demonstrate capacity to reach an informed judgment, but the commission should reserve to itself the right to decide that his informed judgment was right or wrong. That his judgment was informed is enough. If it was wrong, the corrective process of many judgments being made by many licensees in competition with each other will make insignificant and short-lived the error of one. On the other hand, commission error in judgment is uniformly felt, and there is no natural corrective process."

Public Domain ▪ The Pierson report next took up the thesis that the government must interfere with broadcast communications because radio frequencies are in the public domain and therefore should be less free than other mass communicators. It said, "The truth of the premise is subject to the caveat that broadcast frequencies are created by costly privately owned equipment and would not, but for this private action or substituted government action, otherwise exist. But the argument as to whether public or private property is the real or principal source of this communication medium is both unnecessary and inconclusive. Regardless of who 'owns the airwaves,' it is a completely new, unique and novel concept in our system that freedom to communicate can only be allowed to those who shun the public domain.

"The public ownership of parks, lecture halls, auditoriums, legislative halls, schools and streets has traditionally been thought to require fewer restraints upon individual liberty, rather than more. Indeed, the very purpose of many expenditures of public funds is to facilitate and enhance freedom of intercourse, not to debilitate it. We know of no valid reason for now forsaking this principle. Moreover, the distinction between broadcasters and other mass communicators is only one of degree, since it is palpable that in our complex modern society, no mass communicator can operate without using the public domain in some manner or form."

The technological scarcity argument, the report said, is obscure if it is intended to distinguish the broadcast communicators from others and in any case there is substantial promise that technological scarcity "may be virtually eliminated in the near future."

As to the claim the FCC should extract detailed program promises from applicants and then see they are performed, all for the public benefit, the report said, "The anomalous nature of this proposition is evidenced from the fact that the commission on many occasions has emphasized that public interests and needs are dynamic and not static, that a broadcaster must constantly and vigorously keep abreast of these changing circumstances and that he must program in response to such changes. It is utter nonsence to say that he can maintain this posture and yet predict his programming for a period of three years with the specificity required for an enforceable promise. We believe that the promise-vs-performance cliche has been a pure shibboleth for program meddling and a rather ridiculous one.

"We conclude, therefore, that no valid excuse exists for the commission to itself evaluate the public interest in the composition of program proposals

FORD FROWNS ON CODE AS FCC POLICY

Sees virtue in self-regulation efforts of broadcasters

FCC Commissioner Frederick W. Ford made a strong argument last week against government adoption of NAB codes on commercial continuity and Omaha-Chicago hearings on local tv programming (see page 38).

Speaking to the National Religious Broadcasters in Washington Commissioner Ford also promised more FCC attention to its staff in the "sensitive area" of letters to licensees on programming. (For full report on NRB, see page 87).

"When industry develops a satisfactory code for self-regulation, I think it would be wrong for the commission to take that work product and include it in its own rules and regulations which have the force and effect of law," he said. Such a course would undermine the desire for self-regulation and it would be more effective for a broadcaster to be sanctioned by his associates than to "be condemmed or receive a nasty letter" from the FCC, Commissioner Ford said.

Present NAB radio code does not provide for many radio stations which must violate commercial restrictions during given days or seasons to survive, he pointed out. For example, he said, to enforce the code against daytime stations in the northern U. S. during winter months or summer resort-area outlets could cause their elimination.

Instead of adoption of the NAB codes

or performance. Lacking such excuse, such commission activity can only have the discrete purpose of controlling the proposals and performances. This very activity not only implies that the broadcaster is frequently irresponsible and untrustworthy, but that political agencies are always responsible and trustworthy. Neither proposition is true. Each party is subject to human imperfections. Each has distractive interests that on occasion abort proper action.

"If we accept these points as true, it may still be asked, 'Since each has weaknesses of like kind, why let the broadcaster control and not the commission?' The answer lies, we believe, in the overriding considerations: That centralized control in the commission is inconsistent with the premises and purposes of freedom to communicate and does not advance, but retards this nation's goal of a free, open, progressive and diversified society of individuals who, with a high standard of life, are clothed in the dignity and blessed with the happiness that freedom of thought, belief and communications nurtures."

An addendum to to the Pierson report discusses objections and doubts voiced within the committee on the FCC's review of an applicant's determination of audience wants and community needs. Objection was made to "the commission having this power" and doubts "that it could be meaningfully exercised unless coupled with review of programming." Mr. Pierson said the commission should have the power to review an applicant's determination of audience wants and community needs so long as its activity does not involve program review or substitution of commission for licensee program judgment results.

The Pierson subcommittee, which included Mr. Loucks and William J. Dempsey, was critical because the fairness doctrine respecting controversial public issues wasn't treated in the report (see Sec. 315 report). Mr. Pierson said he believed the licensee duty expressed by the doctrine is valid and vital, and must be accepted by the broadcaster in his tasks as a modern selector of mass communications, giving an explanation of his position.

As to criminal program conduct, the Pierson report said the law puts primary responsibility for enforcement of the criminal code on the Justice Dept. and courts but said the commission ought to deny applicants of demonstrably bad character. The final section of the addendum dealt with a series of several cases decided in past decades and then discussed the effect of a new Sec. 326 on regulation of commercial practices.

"The proposed addition referred deliberately to 'programs' and was not intended to prevent evaluations of commercial practices to the extent that such evaluations concerned themselves with program interruptions, length and frequency of commercial announcements, false and misleading advertising, bait and switch advertising, etc," the report concluded.

Common Carrier Procedure ▪ The FCC's common carrier procedure is decades old and needs overhauling, according to a recommendation of Reed T. Rollo, chairman of a subcommittee. The recommendation represents his personal views. Others members are Mr. Albertson and Mr. Porter.

Actually the statutory provisions in the communications act are adapted from the Interstate Commerce Act, dating back to the mid-1920s or earlier, and no significant revision or reappraisal has taken place, Mr. Rollo said. He recalled that for a time the FCC had three divisions, one devoted to common carriers, but this activity "has deteriorated to the point where it is largely a subordinate staff responsibility with relatively little attention or interest at the policy level of the commission." He said broadcasting predominates in political interest, appointments, organization, operations and appropriations.

The Rollo report said the radio spectrum should be under one authority with no other function but if this isn't possible, new legislation should separate broadcasting (by wire or radio) from all other communications (by wire or radio, domestic or international, common carrier or private).

The present statute was described as "a patchwork which lacks coherence or direction. Radio licensing is totally under federal regulation. Common carrier services, whether by radio or other means, are in some instances exempt from federal regulation, in other instances partially under federal regulation, and some services, although local in character, are totally FCC regulated."

Major AT&T activities are not under federal regulation, it was stated, as the statute exempts telephone exchanges, regardless of their interstate character and intrastate services. Small miscellaneous common carriers, however, are totally under federal regulation as to licenses, tariffs, certificates, etc.

Regulation should foster competition in all types of service, it was stated, excepting only telephone exchange service which should be redefined. Listing some of the carrier regulatory problems, the report called for "a complete reexamination of the division of state and federal regulatory authority." Furthermore modern modes of communications in the microwave field and the act should be realigned with provisions of the satellite act and modern needs of the public.

Procedures in common carrier cases, aside from radio licensing, need to be revised, the report said, noting that the FCC's bureau is judge and jury as well as party-litigant. A total reorientation of the common carrier portion of the act (Title II) was advocated.

As to forfeitures, it was recommended that the terms "willful" and "repeated" be more accurately defined, to clear up the forfeiture situation, with a cease and desist procedure proposed.

---

by the FCC, he said, the solution to the problem of overcommercialization could be reached through two currently outstanding rulemakings—new program reporting forms and requiring stations to keep on file for local inspection applications made to the FCC. The program form should require a breakdown of the number of commercial minutes vs. program continuity, Commissioner Ford said.

"If this figure, together with the other program representations . . . was available to the public at the station, advertisers would know exactly what they were getting. They would know the percentage of commercial continuity on the station. Thus, the market place would control and probably be the most effective way to regulate the advertising rather than some arbitrary figure imposed by us."

Commissioner Ford was one of four FCC members who voted against proposed rulemaking to adopt codes as agency rules (CLOSED CIRCUIT, Nov. 26, 1962).

New Delegations ▪ At the present time, Commissioner Ford said the FCC is rewriting the delegation of renewal authority to the staff. He noted there has been "considerable unrest among broadcasters" because of staff inquiries and involvement of the commission in details of specific programs (BROADCASTING, Dec. 3, 1962). He said the FCC would approve prototype letters for the staff to use in the first programming renewal inquiry and that any further questions would require approvel by the full commission.

He said the FCC will devise minimum required program showing and would publish the staff's delegated authority to renew licenses. "The broadcasting industry then will have full knowledge of the delegations and the authority of the staff," he said.

The 1960 program policy statement developed a formula which, if followed, he said, "will keep us out of any suggestion of censorship or attempts to direct the types of programs that are broadcast."

Economics & Radio ▪ The economic aspects of radio's alleged overpopulation probably are not as serious as many had thought, Commissioner Ford told the religious broadcasters. He said, contrary to his earlier belief, the recent FCC-NAB conference (BROADCASTING, Jan. 14) had convinced him that the problem probably could be handled through engineering standards and a closer look at finances.

He predicted all-channel tv sets will help the growth of uhf but that it may not be the complete solution and that the FCC will have to take additional steps. He said the FCC is planning to add 600-700 new uhf allocations to the table of assignments (BROADCASTING, Jan. 21). Commissioner Ford theorized that it may be desirable, to assure equal competition among the three networks, to drop-in a third vhf channel to all major markets which do not now have three.

Once the market is saturated with all-channel receivers, it will be possible for new uhf stations to be built in areas which do not now have local service and there will be an incentive for "risk capital" to build, he said. Manufacturers must begin making all sets capable of receiving uhf by April 1964.

U.S. news policy to be clarified by conference

Clarification of federal government news policies will result from NAB-suggested discussions between top Administration and news media representatives, NAB President LeRoy Collins predicted last week.

Speaking to the Oklahoma Broadcasters Assn. in Oklahoma City last Tuesday (Jan. 22), Gov. Collins expressed confidence that "greater unity" among news media backing freedom of communications will emerge from the planned talks which are being spearheaded by NAB's Freedom of Information Committee. The conference will "lead to a clarification of government news policies and a correction of any abuses or restrictions which may impair the people's right to know," he said.

President Collins said that Howard Bell, NAB vice president for planning and development, has met with White House News Secretary Pierre Salinger to work out details for a full discussion with news media of government information policies. He said the NAB is hopeful that all segments of the press will participate in the discussions for "restrictions and discriminations imposed on any arm of the press constitute a threat to, and limitation upon, all media."

The NAB committee asked for the conference with Mr. Salinger following the Cuban crisis last fall during which the Administration was accused of "managing" the news.

Miami ch. 10 hearing opens in Washington

A comparative hearing to determine which of four applicants should be licensed to operate on ch. 10 Miami opened in Washington last week.

WLBW-TV, which is now operating on the channel and seeking renewal, began presenting its testimony first. The other applicants: Civic Tv Inc., South Florida Tv Corp., and Miami Tv Inc.

Throughout the first four days of the hearing, WLBW-TV sought to show, through exhibits and testimony, that its officials were residents of the Miami area who have made extensive efforts to determine programming needs and to program the station accordingly.

The witnesses were Charles H. Topmiller, president; Thomas Welstead, vice president and general manager; Lin Mason, program and station director; and J. Abney Cox, a Coral Cables businessman who serves on the station's program advisory committee.

WLBW-TV was given a temporary license by the commission in July 1960, after the three other original applicants for the channel were disqualified for improper contacts with then FCC Commissioner Richard Mack. WLBW-TV went on the air with a four-month li-

Court orders hearing on West Palm Beach moves

The U. S. Court of Appeals last week set aside the FCC approval for WEAT-TV and WPTV(TV) both West Palm Beach, Fla., to move their transmitter sites about 12 miles southwest of that city in the direction of Miami.

WTVJ (TV) Miami appealed the FCC's grant to the West Palm Beach stations without a hearing on protests by Miami stations. The court ruled last week that the FCC erred in not listening to the protests and ordered the commission to hold a hearing.

WEAT-TV and WPTV presently are operating from the new site and the court did not take up question of whether they should be required to return to old locations farther away from Miami.

DID McLENDON CORP. MISLEAD FCC?

Hearing set on program complaints about WYNR Chicago

An abrupt change in the programming of WYNR Chicago is going to have to be explained at a hearing in that city the FCC ordered last week.

The commission said that it ordered the "investigatory proceeding" to determine if the McLendon Corp., the station licensee, was candid with the commission or if it failed to disclose its program intentions when it acquired WYNR (then WGES) last August.

Rep. Roman C. Pucinski (D.-Ill.) had asked the commission to order WYNR to show cause why its license should not be revoked, because the station dropped its foreign language broadcasts (German, Italian, Polish and others) five days after McLendon began operating it. He said that WYNR increased its 80% Negro programming to 100%.

The commission noted that McLendon had proposed, in its application for an assignment of license of former WGES, to maintain some 32 hours weekly of foreign language programs. But on or about Aug. 28, 1962, WYNR eliminated this programming. "A serious question is raised as to the licensee's candor in representing in its application . . . that it intended to continue the same programming as . . . WGES."

The commission also wants to determine if McLendon misrepresented facts to it when it asked about WYNR's program changes last August and if the licensee delayed informing the commission of the proposed changes until after the sale from WGES had been approved, and time for protests against it had passed—"thus misleading the commission and those in the service area who might have protested . . . against . . . a licensee who planned to deprive them of an existing programming service."

Senate continues probe of Pacifica

The appearance in Washington last week of a former California radio station manager is evidence that a Senate investigation of a radio chain for "communist infiltration" is not over.

Mrs. Catherine Cory Gumpertz, now a director and vice president of the Pacifica Foundation (licensee of four non-commercial fm stations) and manager of KPFK-FM Los Angeles for two years, from 1960-1962, was in the capital to answer a subpoena issued by the Senate Internal Security Subcommittee, which has questioned seven witnesses behind closed doors earlier this month (BROADCASTING, AT DEADLINE, Jan. 14).

Trevor Thomas, president of Pacifica, said in Berkeley, Calif., Wednesday (Jan. 23) that the FCC still is holding up renewals of the foundation's licenses for KPFA (FM) and KPFB (FM), all Berkeley, WBAI-FM New York and KPFK. The FCC staff has said it's been holding up the Pacifica licenses—some for several years—because of complaints on programming.

Mr. Thomas said he asked a high FCC official whether the Senate investigation also is involved in the holdup and was told the investigation had "some bearing."

Another FCC official said last week that the subcommittee has not requested that the licenses be held up, although there have been contacts between the agency and the investigators.

Directors Approve ▪ Pacifica's board of directors met in Berkeley Jan. 19 and "discussed the problem at length," Mr. Thomas said. There was no disapproval of the manner in which the management has handled its relations with the Senate investigation nor any indication the stations' programming policies should be altered, Mr. Thomas said. Pacifica stations, all listener-supported, have featured controversial discussion programs since the foundation was established in 1949.

Subscriptions to the stations have picked up since the investigation was publicized earlier this month, Mr. Thomas said. More than 500 new subscribers have enrolled this month.

WDKD seeks stay for appeal of license case

WDKD Kingstree, S. C., has asked the FCC to stay its order that the station cease operation on Feb. 8 while its continuing fight to have its license renewed is pending in the court of appeals.

The commission was told that severe injury would be wrought on the station and the public interest if it has to leave the air. WDKD told the commission that while cases such as its own are pending before the courts, a stay is usually granted pending a final decision.

Advertiser quiz: Will Celler's reach exceed his grasp?

If the top 100 advertisers give complete answers to all the questions about their advertising policies and behavior a House subcommittee has asked in a questionnaire, they will help present the clearest picture yet on what traditionally has been a fuzzy subject, even for media and advertising people.

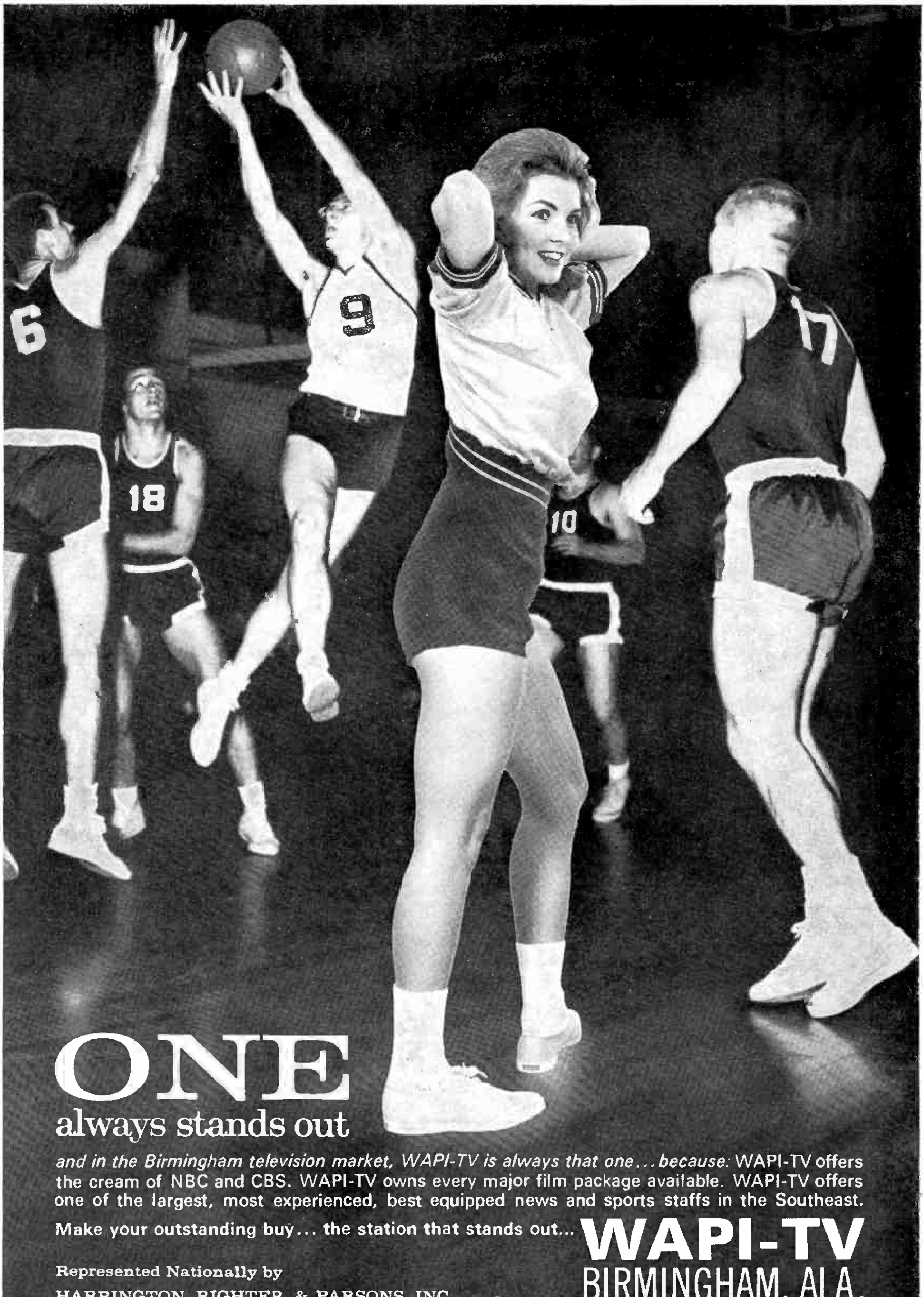
The big advertisers have been asked to submit the information to help the House Antitrust & Monopoly Subcommittee prepare for hearings—probably late next month—on the concentration of ownership in news media (AT DEADLINE, Jan. 8, 1962).

Companies now trying to answer some of the subcommittee's question may have a sizable job. Some may not know all the answers, so vast are their advertising programs. The subcommittee indicated last week it expects no quick reply to its letters sent Dec. 31 and signed by Rep. Emmanuel Celler (D-N. Y.), chairman of the subcommittee, and of the parent Judiciary Committee.

Question No. 4 hints at the scale of the query: What did the company spend each year between 1956-62 on advertising in each of these media: newspapers, general magazines, business publications, farm magazines, spot television, network television, spot radio, network radio, outdoor advertising, direct mail and other media?

Question No. 6 asks: What has been the impact of television on the company's advertising in newspapers (generally) and in 'second" newspapers (the second-choice publications in any given market)? To what extent would more widespread color television affect the company's advertising in newspapers generally? in "second" newspapers?

Other points on which the subcommittee has asked the firms to cooperate (without benefit of anonymity or confidentiality): participation of main and regional offices in allocating advertising budgets among media, and in the determination of an advertising agency and selection of media for particular markets. Firms were asked about experience with "double billing," group rates and regional advertising. Whether policies toward "second" newspapers had changed during the 1956-62 period also was asked.


ONE
always stands out
and in the Birmingham television market, WAPI-TV is always that one... because: WAPI-TV offers the cream of NBC and CBS. WAPI-TV owns every major film package available. WAPI-TV offers one of the largest, most experienced, best equipped news and sports staffs in the Southeast.
Make your outstanding buy... the station that stands out...
WAPI-TV
BIRMINGHAM, ALA.
Represented Nationally by
HARRINGTON, RIGHTER, & PARSONS, INC.

PASTORE: 'KEEP THE HOUSE CLEAN'

Radio-tv liquor ad query brings threat of legislation

Circulation of a questionnaire asking radio and television stations if they would use liquor advertising has raised anew on Capitol Hill the threat of a federal ban. There are hints that such legislation also could be aimed at beer and wine advertising—large sources of broadcasting revenue.

The questionnaire has been circulated by an unnamed advertising agency. It asks whether stations would carry liquor advertising and, if so, what kind: hard liquor, liqueur, or beer and wine.

The threat comes from Sen. John O. Pastore (D-R. I.), chairman of the Communications Subcommittee.

"I would hope broadcasters on their own initiative would see the great error [in such a practice] and would exercise restraint," he said. "I for one am prepared to introduce legislation" to prevent liquor advertising on broadcast media, said the senator. There is some sentiment among some senators against beer and wine advertising on radio and television as well, Sen. Pastore added, although he said he wouldn't want to go that far in any legislation he might offer.

(Another lawmaker, Rep. Eugene Siler [R-Ky.], already has introduced legislation on the subject. Rep. Siler, however, would ban all transportation and advertising of liquor [BROADCASTING, Jan. 21], but his bill is a perennial, offered in each Congress by representatives and senators acquiescing to pressure from dry constituents. If Sen. Pastore were to propose a ban on liquor advertising on radio and television—as he has suggested he may—such a bill might earn serious consideration.)

Do-It-Yourself ▪ Sen. Pastore was quick to point out he believes broadcasters are interested in "cleaning their own house," and he hopes they can do it. Earlier experience, he recalled, showed they could take care of the problem adequately (BROADCASTING, Aug, 21, 1961, et seq).

Liquor advertising was a serious issue on Capitol Hill in the summer of 1961 when Sens. Pastore and Warren G. Magnuson (D-Wash.), chairman of the powerful Commerce Committee, wrote the NAB that plans of some distillers to advertise on radio and television had been brought to their attention by "stories in trade publications." The senators warned that an ad ban had been forestalled in the past by promises of broadcasting spokesman that such advertising would not be accepted. The Distilled Spirits Institute supported the plea.

Sen. Magnuson went to the Senate floor Aug. 25, 1961 and said, "I hope there will not be any breakthrough or letting down of the voluntary code under which the broadcasters have lived for 25 years."

Sen. Pastore indicates he hopes recent reports of the questionnaire is not a sign of the breakthrough.

FCC sound machine

FCC engineers have built a machine they hope will help them in analyzing some of the problems involved in the commission's efforts to determine whether commercials really are loud and, if so, what could be done to tone them down.

The machine, built of components, consists of an am-fm-tv sound receiver, a vu meter, type-approved modulation monitor, cathode ray oscilloscope, and sound-level meter.

"The machine won't give us any answers," Ralph Renton, associate chief engineer, is quick to admit. "But it will provide some means of judging various methods now used for adjusting 'gain' at radio and tv stations."

What is really needed, he said, is a loudness meter. "But there just isn't anything like that available on the market."

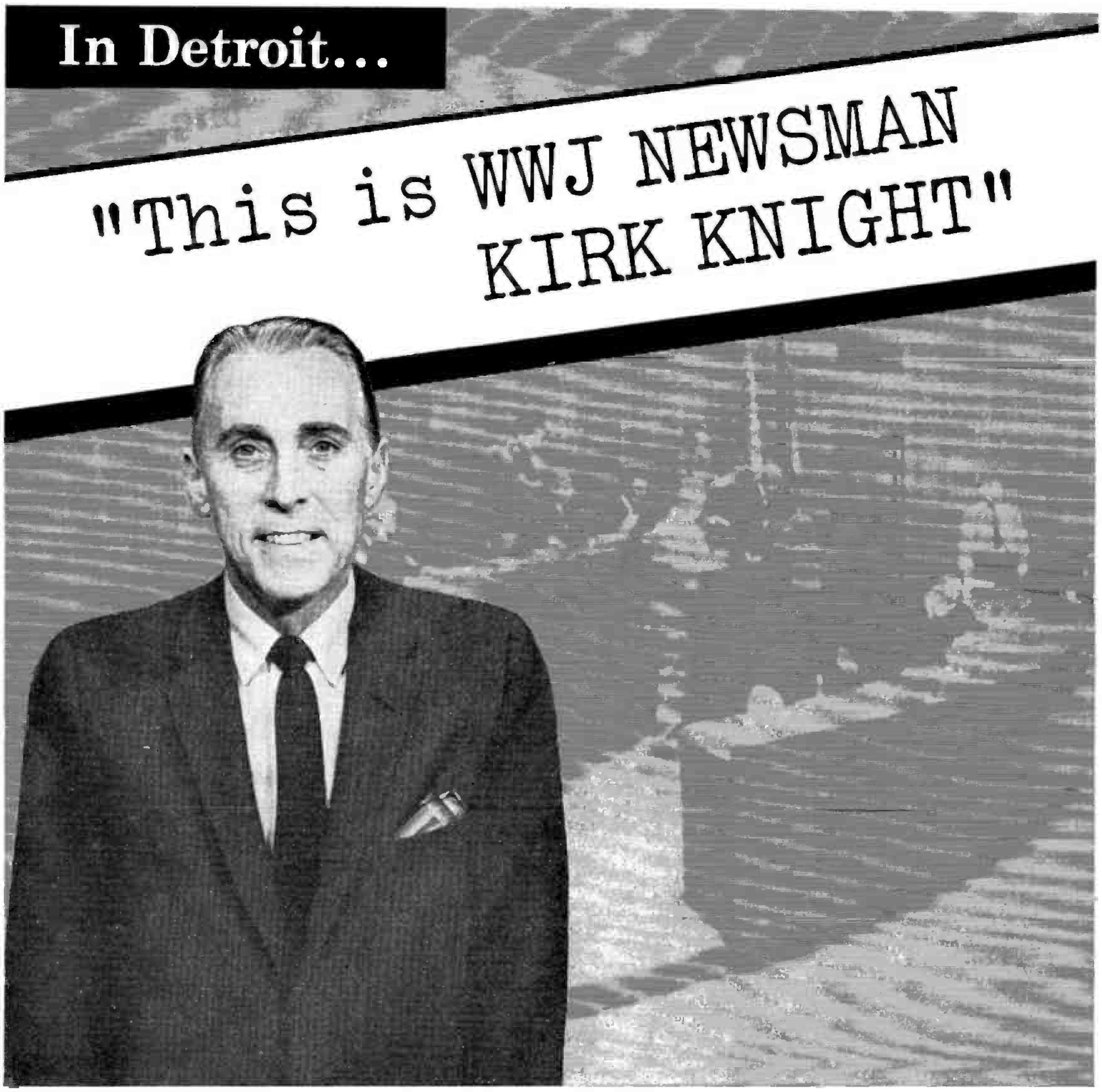
Sen. Case proposes loudness preventative

Sen. Clifford P. Case (R-N. J.), leading congressional critic of loud commercials on radio and television, has suggested the FCC consider a requirement that stations preview commercials from outside sources to prevent airing of announcements that are too loud.

Sen. Case also called on the NAB to "give additional attention to this problem with a view toward setting an industry standard banning such things as noisy sound effects, machine-gun delivery and other devices. . ."

His suggestions were contained in a statement to the FCC filed today (Monday), deadline for written complaints to the FCC for its announced inquiry into loud commercials (BROADCASTING, Dec. 24, 1962).

The senator complimented the agency for looking into the subject and said he hoped "the inquiry will result in a promulgation of a rule ending this annoying nuisance."



City-County Building Reporter for WWJ News, Kirk Knight covers the many administrative offices governing Metropolitan Detroit—heart of WWJ's primary coverage area. Especially noted for crisp, accurate reports of activities in the Mayor's Office and at daily Detroit Common Council meetings, Knight is another important member of the great WWJ News operation—the only local service that includes:

- *13-Man Broadcast News Staff—Michigan's Largest*
- *Newsgathering Resources of The Detroit News*
- *NBC Correspondents in 75 Countries*

WWJ THE **NEWS** STATIONS **WWJ-TV**

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

AMST director writes Lee another letter

RESTATES VIEWS ON NEW YORK UHF TELEVISION TEST

The Assn. of Maximum Service Telecasters refused last week to let FCC Commissioner Robert E. Lee have the last word in their disagreement about what was proved by the FCC's uhf test in New York.

Lester Lindow, executive director of AMST, reasserted his view that the uhf test demonstrated that, although uhf can provide substantial television service in a canyon-like city such as New York, vhf superiority ranged between 10% and 50%.

Mr. Lindow first offered this conclusion in a newsletter to AMST members in November (BROADCASTING, Nov. 26). A month later Commissioner Lee, in a letter to Mr. Lindow, said there was no basis for concluding that vhf was superior (BROADCASTING, Jan. 7).

Mr. Lindow made his comments last week in a letter to Commissioner Lee, who has long championed the cause of uhf.

The AMST executive said that the FCC report on the uhf test showed that householders had rated ch. 31 below Grade 3 (passable) in 9% of the locations, whereas they had rated ch. 2 below that mark in 4.7% of the locations and ch. 7 in 4.9% of the locations. "In other words," he said, "only about half as many locations failed to get a 'passable' or better vhf picture as failed to get a 'passable' or better uhf picture."

Householders' Ratings ▪ Commissioner Lee had said that the report "attached little significance to householders' reports vis-a-vis those of the trained technicians." But Mr. Lindow said this downgrading is unwarranted in view of the "demonstrated reliability" of such ratings in TASO surveys.

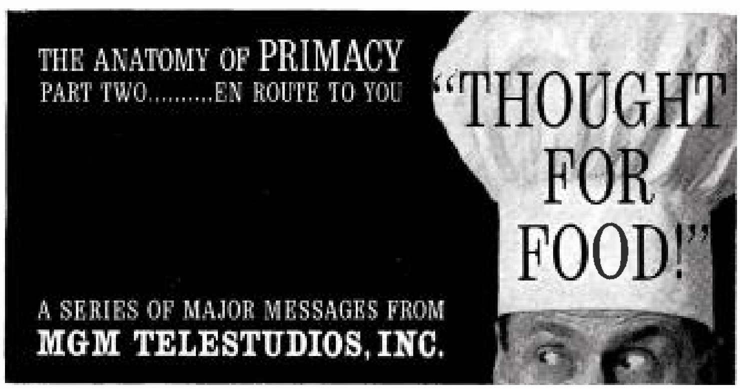
Mr. Lindow also stood by his original assertion that technicians had found vhf to be substantially superior to uhf. Mr. Lee said the report showed installation crews found a 10% inferiority in uhf for grade 3 or better pictures with indoor antennas, little or no difference with outdoor antennas, and 5% superiority for uhf grade 2 or better pictures using outdoor antennas." The commissioner said this doesn't prove "substantial" vhf superiority.

Mr. Lindow, however, said a 10% difference is "substantial," particularly whereas [in New York City], a 10% difference in locations represents a population of some 1,300,000." He said the fact that vhf superiority was reduced when outdoor antennas was used "underscores the greater ease with which the public is able to receive vhf reception." This is particularly important, in apartments where installation of roof top antennas might not be possible, Mr. Lindow said.

He also sought to neutralize the statistical point that technicians gave uhf a 5% superiority on Grade 2 or better pictures when outdoor antennas were used. He said reports on "overall picture gradings" for all 313 outdoor installations indicate a Grade 2 or better picture on ch. 31 at fewer locations than for either ch. 2 or ch. 7."

Mr. Lindow's letter continued the controversy over the procedures used in the test. Commissioner Lee expressed surprise at the criticism, first advanced in Mr. Lindow's newsletter, in view of AMST's participation in the preliminary planning.

Mr. Lindow said the organization had been anxious to assist in the preparations but that the coordination between the commission and industry representatives "fell far short of what the Congress intended" when it approved the appropriation for the test. The AMST executive said meetings were infrequent and that industry representatives were given little time to study and comment on written material dealing with the project.



KISN's $2,000 fine sticks, FCC decides

Misleading identification by KISN Vancouver, Wash., has cost the station a $2,000 fine. The FCC last week upheld the amount of its original citation. (BROADCASTING, Sept. 10, 1962)

KISN was found guilty of misleading "the listening public into believing that KISN is licensed solely to Portland," the commission said. An example given by the commission when it made the original citation was:

"Current climatological readings from KISN, Vancouver Radar Weather Control, the word is overcast. This hour's forecast for Portland, Sandy and Beaverton, rainy periods." The complaint was that "there was no pause between the words 'Vancouver' and 'Radar' so that the report was being supplied by Vancouver Radar Weather Control."

The commission said it warned KISN in June 1961 against improper identification but that further offenses occurred in December 1961 and January 1962.

KISN said the $2,000 forfeiture was "highly unjust" and that the identifications did not mislead the public, harm any other station or "corrupt the morals of the community."

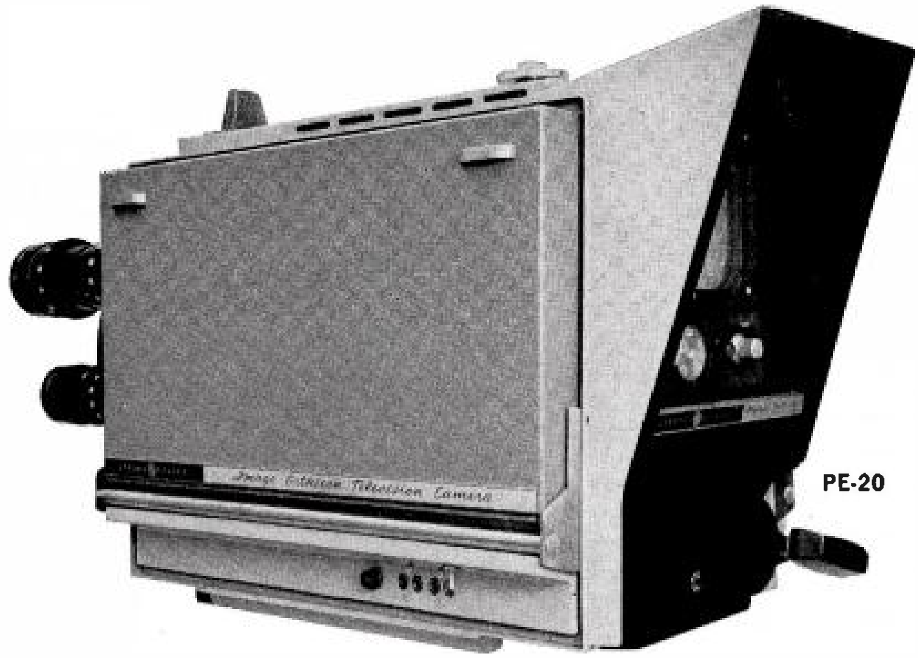
FCC told to deny WWIZ renewal

The FCC was advised last week to administer stern punishment to broadcaster Sanford Schafitz for a series of alleged offenses. The most serious charge was that he transferred control of WWIZ Lorain, Ohio, to the Lorain Journal Co. without prior consent of the commission.

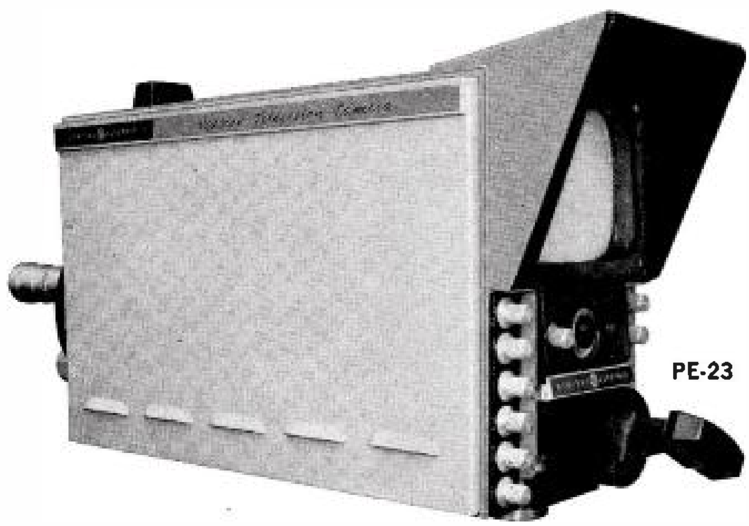
The Broadcast Bureau, in proposed findings, said that evidence developed at hearings last summer and fall indicates that such a transfer did take place and concluded that neither Mr. Schafitz, Harry Horvitz, president of the Journal nor the Journal itself has the character qualifications to be a broadcast licensee. The charges were denied by the Journal and WWIZ.

The Bureau recommended that WWIZ Inc., headed by Mr. Schafitz, be denied a license renewal for the Lorain station and that its application for transfer of control of the station to the Journal be dismissed.

The Bureau also recommended denial of the renewal application for WFAR Farrell, Pa., which is owned by Mr.



This reliable camera is best for 20% of your live shows



This new one handles all the rest at one-tenth the cost/hour

The top camera is General Electric's 3"/4½" image orthicon TV camera, Type PE-20. Over a year of field experience has proved its unmatched reliability for "action" shows requiring I-O performance (probably about 20% of your shows).

The **new** one below is the first truly professional transistorized studio vidicon camera—General Electric's Type PE-23. It offers outstanding performance for such studio productions as news, panel, and quiz shows (which constitute up to 80% of today's live studio programming). The PE-23's initial cost is 50% less and its operating cost is 90% less than its I-O counterpart. For more data, contact your General Electric Broadcast Equipment Representative, or write Technical Products Operation, 212 W. Division St., Syracuse 8, N.Y.

Progress Is Our Most Important Product

GENERAL ELECTRIC

New bills introduced in Congress

The following legislation introduced in Congress was processed between Jan. 17-24 and was not therefore mentioned in BROADCASTING's summary of legislation in the Jan. 21 issue. Proposals which duplicate earlier bills and resolutions are so noted (* indicates legislation introduced in the same or similar form in earlier congresses).

Language communication study: H.R. 977, Rep. Alphonzo Bell (R-Calif.): to create a division of language science within the National Science Foundation to coordinate, promote and facilitate an intensive national program of language communication and cultural exchange.

Public information*: H.R. 1063, Rep. Ed Edmondson (D-Okla.): to amend the Administrative Procedure Act and open to the public records and papers filed with agencies.

Overtime: H.R. 1680, Rep. James G. O'Hara (D-Mich.): to amend the Fair Labor Standards Act of 1938 and improve its overtime standards. Communications would be included in a definition of industries of "major economic importance," and employes would be entitled by law to double-time pay for work beyond the "maximum work week."

Obscenity commission: H.R. 1894, Rep. E. Y. Berry (R-S.Dak.): to create a commission on noxious and obscene matters and materials (BROADCASTING, Jan. 21).

National institute of arts and humanities: Rep. Edward P. Boland (D-Mass.): to establish a national institute of the arts and humanities (BROADCASTING, Jan. 21).

Equal pay*: H.R. 1936, Rep. David T. Martin (R-Neb.): to give equal pay for equal work and eliminate discrimination by sex (BROADCASTING, Jan. 21).

Excise tax on communications: H.R. 2054, Rep. Ralph J. Scott (D-N.C.); H.R. 2358, Rep. Jamie L. Whitten (D-Miss.): to repeal the excise tax on communications (BROADCASTING, Jan. 21).

Ban pay-tv*: H.R. 2096, Rep. George Huddleston (D-Ala.): to prohibit the charging of a fee to view telecasts in the home.

End daylight saving time*: H.R. 2335, Rep. Kenneth J. Gray (D-Ill.): to amend the Standard Time Act of March 19, 1918 to provide that standard time be the measure of time for all purposes (the effect would be to eliminate daylight saving time).

Spy watchdog: H.J. Res. 145, Rep. William Fitts Ryan (D-N.Y.): to establish a joint committee on foreign information and intelligence. This House-Senate unit would examine the activities of the United States Information Agency, Central Intelligence Agency and information services within the Executive.

International etv: H. Con. Res. 46, Rep. Kenneth A. Roberts (D-Ala.): to express the sense of Congress on promoting international educational radio and television broadcasting as a means of achieving better understanding among and promoting education of the peoples of the world.

National arts foundation: S. 165, Sen. Jacob Javits (R-N.Y.), for himself and Sens. Joseph S. Clark (D-Pa.), Hubert H. Humphrey (D-Minn.) and Claiborne Pell (D-R.I.): to establish a United States National Arts Foundation with up to $5 million for operations and grants in its first year and not more than $10 million in succeeding years.

Cultural Center site: S. 315, Sen.

Schafitz, and a license covering a construction permit for WXTV (TV) Youngstown, Ohio, owned jointly by Mr. Schafitz and Guy W. Gully. The television station is now dark.

Mr. Schafitz's difficulties with the commission stem from discussions he had with Mr. Horvitz in September 1958, which led to the formation of WWIZ Inc., assignment of the WWIZ license to it, and the sale to the Journal of a 45% interest in the corporation for $55,000.

Mr. Schafitz needed the funds for construction of WXTV. The Broadcast Bureau said Mr. Schafitz was so preoccupied with financial problems in completing the television station that he was willing to sell a share in WWIZ "upon such conditions as Horvitz would dictate, including the transfer of effective corporate control to the Journal."

Agreed to Journal's Terms ▪ The Bureau contended that even before the corporation was formed, on Nov. 12, 1958, Mr. Schafitz agreed to terms that would give control of the station to the Journal and that after the corporation was organized, the Journal exercised this control.

The bureau held that Mr. Horvitz controlled the votes of two of the three directors—his own and that of Harry Wickens, who had been an attorney for the Journal. Mr. Schafitz was the third director. The Bureau also said that Mr. Horvitz controlled the keeping of records and financial affairs through his employes, who were secretary and treasurer of WWIZ.

According to the bureau, the Journal's alleged control of WWIZ was concealed from the commission and the "nature of the understanding were not revealed, except through the hearing process under cross examination."

The Journal and WWIZ however, said there was no agreement to sell and transfer full control until May 2, 1961.

In a joint pleading, the Journal and WWIZ said that Mr. Schafitz not only controlled the corporation through his majority stock ownership but retained actual control of the operation of the station. The Journal and WWIZ said Mr. Schafitz was solely responsible for hiring and firing employes, for determining the banks WWIZ Inc. would use, and for the advertising, business and programming policies of the station's operation.

Regarding Mr. Wickens' role in the corporation, the two parties maintained there is no evidence to support the inference that he acted as "an agent of the Lorain Journal."

Newsmen deny pro-Cuban leanings

A refugee Cuban journalist's charges that five U. S. newsmen slanted news to favor Cuba in broadcasts and newspaper stories were denied and sharply criticized in statements to a Senate subcommittee released today (Monday).

Sen. Kenneth B. Keating (R-N.Y.), who presided at 1962 hearings of the Senate Internal Security Subcommittee (BROADCASTING, July 23, 1962), said last week he regretted the charges by Carlos Todd had been made "in public without an opportunity for evaluation and out of the presence of the accused parties." The senator also said, "At no time was it proved to my satisfaction that the reporters named by Todd were either the instruments or the dupes of the communist conspiracy."

Mr. Todd, now head of the Cuban Information Service named:

Charles Kuralt, CBS News Latin America correspondent; John Hlavacek, NBC News correspondent now stationed in Miami; Hendrick J. Berns, formerly a commentator and feature reporter on WGBS-AM-FM Miami; Willem L. Oltmans, commentator; and Sam Halper of Time Inc.

The Replies ▪ An analysis of an

Everett Dirksen (R-Ill.): to enlarge the site on which the National Cultural Center may be built.

Broadcast music copyright: S. 405, Sen. Allen J. Ellender (D-La.): to amend the copyright laws concerning rights of copyright holders of musical compositions to require that recordings be labeled with the name of the copyright holder. Unless this is done, or unless "the person responsible for . . . playing" a recording "had reason to believe such playing would be an infringement of such rights," the act would not be considered applicable to infringement claims.

Amateur Radio Week: S. J. Res. 20, Sen. Kenneth Keating (R-N.Y.): to designate the third week in June each year as National Amateur Radio Week.

Agency bars: S. 318, Sens. Roman L. Hruska (R-Neb.) and Kenneth B. Keating (R-N.Y.): to allow lawyers qualified to practice before the highest court of their state to practice before any administrative agency. Applications for admission to practice are required in nine agencies; 31, including the FCC, have no formal admission requirements.

Eyewitness broadcast featuring Mr. Kuralt (mentioned in Mr. Todd's testimony) was submitted by Richard S. Salant, president of CBS News.

Mr. Hlavacek was defended by Julian Goodman, NBC News vice president for public affairs, who said the network had "full confidence in his objectivity and impartiality" and intends to return him to Cuba for another tour there. Mr. Hlavacek himself submitted an item-by-item reply to the charges.

Mr. Berns appeared before the subcommittee and said he was also a refugee (from Hitler) and had been "dumbfounded and horrified" at Mr. Todd's statements. He and the Cuban had appeared on a panel on WGBS June 23. The two men had an apparent disagreement, Mr. Berns noted. "At no time could I have possibly touted the Castro line, nor that of communism," he said. Mr. Berns said he is "absolutely heartbroken" that the time has come in the U. S. when honest difference of opinion can lead to "most serious accusations."

Sen. Keating also said that "no inference of any kind should arise because individuals are named in testimony before the subcommittee. "I am convinced that these men presented only their own opinions and the facts as they saw them," Sen. Keating said.

The FCC last week...

- Designated for hearing the applications of Central Wisconsin Tv Inc. for more time to construct WCWT (TV), ch. 9, Wausau, and to sell the station to Midcontinent Broadcasting Co. Wisconsin Citizen's Committee for Educational Tv and WSAU-TV were made parties to the proceeding. The citizen's etv committee had petitioned the FCC for denial of Central's applications, charging that it was trafficking in licenses (BROADCASTING, June 4, 1962). Central countered that WSAU-TV had financed the citizen's committee to block competition in Wausau. Chairman Newton N. Minow, who favored further inquiry, dissented.

- Granted request by NAB and extended to March 18 this Monday's (Jan. 28) deadline for comments concerning the commission's inquiry into loudness of commercial announcements and their continuity over am, fm and tv stations (BROADCASTING, Dec. 24, 1962).

- Granted request by Reliable Broadcasting Co. that issues in its comparative hearing with Blue Ridge Mountain Broadcasting Inc. for new am stations in Calhoun and Ellijay, both Georgia, respectively, be enlarged to determine if the Blue Ridge application was filed solely to prevent a grant to Reliable. Reliable charged that WCGA Calhoun had instigated filing of the Blue Ridge application to keep competition out of Calhoun and submitted affidavits to this fact by a former WCGA employe.

- Gave notice that the Nov. 28, 1962, initial decision granting the application of North Alabama Broadcasters Inc. for a new tv station on ch. 19 in Huntsville, Ala., is effective. North Alabama was originally a competing applicant with Smith Broadcasting Inc. which amended its application for a new tv in Huntsville to read ch. 25 (BROADCASTING, Nov. 19, 1962). North Alabama is owned by Aaron Aronov and Tine W. Davis, each 33⅓%, and Charles F. Grisham and John C. Godbold, each 16⅔%.

- Was requested by the National Educational Tv & Radio Center to institute a rulemaking proceeding to assign and reserve for non-commercial use uhf ch. 68 to Livonia, Mich. NETRC said that Livonia is one of the fastest growing cities in the state and plans to establish an etv station in conjunction with its public schools.

SENATE FILIBUSTER STALLS HILL

Scheduled hearings now uncertain till Senate clears decks

Congress was stalled last week, still unable to take up its tasks in earnest and get into legislation affecting broadcasters: Sec. 315, ownership of news media, space communications, broadcast measurement service, community antenna television and other subjects.

House Republicans announced committee assignments Thursday (Jan. 24) and cleared the way for committees to organize themselves for the first time since Congress convened 19 days ago.

The House Commerce Committee was scheduled to meet Tuesday (Jan. 29) to organize itself and name subcommittee members and chairmen.

The Senate, however, still was hung up by a filibuster over a proposed rules change. When it might get down to business was uncertain last week as the Senate prepared for longer sessions, beginning today (Monday) at 10 a.m.

The Senate Commerce Committee scheduled two hearings on communications matters, but both face postponement if the filibuster on rules is to continue.

One hearing was set for this Thursday on FCC Broadcast Bureau Chief Kenneth A. Cox, nominated by President Kennedy for the unexpired term of Commissioner T. A. M. Craven, who retires that day at the age of 70. Mr. Cox also was nominated for a full seven-year term beginning July 1, and both nominations will be heard together (BROADCASTING, Jan. 21).

A hearing of the Communications Subcommittee was set for Tuesday (Jan. 29) to question scientists how successful the Nation's two communications satellites have been.

Here is the lineup of the House Commerce Committee, which is composed of 33 representatives under the chairmanship of Rep. Oren Harris (D-Ark.), now on his fourth term in that post.

DEMOCRATS (20): Oren Harris, El Dorado, Ark.; John Bell Williams, Raymond, Miss.; Kenneth A. Roberts, Anniston, Ala.; Harley O. Staggers, Keyser, W. Va.; Walter Rogers, Pampa, Tex.; Samuel N. Friedel, Baltimore, Md.; Torbert H. Macdonald, Malden, Mass.; George M. Rhodes, Reading, Pa.; John Jarman, Oklahoma City, Okla.; Leo W. O'Brien, Albany, N. Y.; John E. Moss, Sacramento, Calif.; John D. Dingell, Detroit, Mich.; Paul G. Rogers, West Palm Beach, Fla.; Robert W. Hemphill, Chester, S. C.; Dan Rostenkowski, Chicago, Ill.; James C. Healey, New York, N. Y.; Horace R. Kornegay, Greensboro, N. C.; W. R. Hull Jr., Weston, Mo.; *Gillis W. Long, Winfield, La.; *Lionel Van Deerlin, San Diego, Calif.

REPUBLICANS (13): John B. Bennett, Ontonagon, Mich.; William L. Springer, Champaign, Ill.; Paul F. Schenck, Dayton, Ohio; J. Arthur Younger, San Mateo, Calif.; Milton W. Glenn, Margate City, N. J.; Samuel L. Devine, Columbus, Ohio; Ancher Nelsen, Hutchinson, Minn.; Hastings Keith, West Bridgewater, Mass.; Willard S. Curtin, Morrisville, Pa.; Abner W. Sibal, Norwalk, Conn.; Glenn Cunningham, Omaha, Neb.; *Donald G. Brotzman, Boulder, Colo.; *James T. Broyhill, Lenoir, N. C.

*Denotes first term

D'ANTONI, BAER FORM TVPA

Former MBS officials start new firm, plan to enter tv production, represent talent

The formation of Television Productions of America Inc., New York, a tv production and talent representation company, was announced last week by Philip D'Antoni and Norman Baer, partners, who have resigned from MBS as vice president-general sales manager and as director of news and public affairs respectively.

TVPA has signed with Greshler Productions, Hollywood, to co-produce three musical-variety specials starring Vince Edwards of the *Ben Casey* series, and on its own TVPA is planning another variety special, *Salute to Harry Richman.*

TVPA also will serve as the east coast sales representative of Diamond Artists, a talent representation firm headed by Abner Greshler, whose clients include Mr. Edwards, Don Knotts, Tony Randall, Tina Louise, Don Wilson, John Ireland and Denise Darcel. The specials will be either 60 or 90 minutes in length, and the Richman program will

Mr. Baer Mr. D'Antoni

spotlight well-known personalities, including Sammy Davis Jr., Bob Hope, Jack Benny, and Sophie Tucker, according to Mr. D'Antoni.

Mr. D'Antoni has been with Mutual four years in various sales executive posts. Mr. Baer has been with the network news operation for five years and earlier was a partner in Gross-Baer Productions, radio-tv programming company.

TVPA is located at 77 W. 55th St., New York 19. The telephone number is LT 1-1130.

Cleveland merger forms Cinecraft-Continental

Cinecraft Productions Inc. and Continental Motion Pictures Inc., Cleveland film companies, have been merged as Cinecraft-Continental Productions Inc. Facilities of the new company, which produces documentary films, include three sound stages, a staff of 16 persons and a creative writing department.

Officers of the new company are: Ray Culley, president; Paul Culley, vice president and general manager, and Julius Potocsny, vice president and executive producer.

Studios are at 2515 Franklin Blvd., Cleveland 15. Telephone: 781-2300.

Second-year sales made for Official's 'Biography'

Renewals on the second year of *Biography,* which currently is in production, have been made by Official Films in 15 markets, it was announced last week by Seymour Reed, Official president.

Topping the list of renewals was a regional buy by Pacific Gas & Electric Co., San Francisco, through BBDO, that city in California on KRON-TV San Francisco; KERO-TV Bakersfield; KHSL-TV Chico; KIEM-TV Eureka; KFRE-TV Fresno; KSBW-TV Salinas and KSBY-TV San Luis Obispo. Other renewals, Mr. Reed said, have come from Chemical Bank-New York Trust Co., through Benton & Bowles, New York, on WNBC-TV there and from KNBC-TV Los Angeles, KLZ-TV Denver; KCRA-TV Sacramento; KOGO-TV San Diego; KOAA-TV Pueblo, Colo. and WWLP (TV) Springfield, Mass.

Among the subjects for the second year of the series are George Bernard Shaw, Dag Hammarskjold, Herbert Hoover, Princess Margaret, Babe Didrikson and Madame Chiang Kai-Shek. The first year of *Biography* has been sold in 178 markets.

Daly and CBS-TV at odds on 'What's My Line?'

John Daly, former ABC news and public affairs executive and host of *What's My Line?* on CBS-TV, appeared to be at a standoff last week with CBS-TV on his future role in the program next season.

As of last week, there was a faint glimmering of reconciliation—and a new contract—for Mr. Daly, who told BROADCASTING late last week that a "third party" had now entered the picture as an "intermediary."

Mr. Daly had turned down CBS-TV's offer of a "flat, non-negotiable" contract. CBS-TV's position was that it had offered him a new long-term contract but that he had decided not to accept it. The current contract expires at the end of September.

Mr. Daly has been on the popular weekly show (Sunday, 10:30-11 p.m.) for the past 14 years. It's reported his show earnings come to some $2,500 weekly.

ABC buys tv rights to winter Olympics

ABC-TV has secured worldwide tv rights to the 1964 Winter Olympic Games at Innsbruck, Austria, Jan. 29-Feb. 9, 1964.

Although no exact figures were divulged, it was revealed that ABC-TV paid around $500,000 for the rights, worldwide except for Eurovision and Intervision, which will carry the coverage to European nations. Negotiations were handled for the Olympic Committee by Kenyon & Eckhardt Inc.

Video tapes of the games will be flown daily to New York for telecasting over ABC-TV.

SAN FRANCISCO's cable cars are a permanent part of the city's landscape. Moving at 12 miles per hour, the cable cars climb lines on three of the city's routes, carrying passengers from the Bay to downtown San Francisco.

OVER THE TOP...

goes California to become the Nation's most populous state. The growth of KTVU has matched that of California. Now recognized as the Nation's LEADING Independent TV Station, KTVU serves over a million and a half TV homes in California's number 2 market... the only independent TV station in Central and Northern California.

Buy the LEADING Independent in the Number 1 State.

The Nation's LEADING
Independent TV Station

KTVU
CHANNEL 2

SAN FRANCISCO • OAKLAND

Represented nationally by H-R Television, Inc.

Photo Moulin Studios

Study finds radio programming "more conservative"

A report on radio programming changes in 1961-62, which indicates a trend toward "more conservative" programs, has been made by Sherman P. Lawton, coordinator of broadcasting instruction at the U. of Oklahoma, Norman, Okla.

Mr. Lawton, who made a similar survey for 1960-61, based his findings on questionnaries sent to 600 stations in selected geographical areas, 51% of which were returned.

"By far the greatest changes," the report says, "have been in the direction of more conservative programming, and a marked increase in editorials, news and weather." Mr. Lawton found that 21.6% of the replying stations changed their program policies during the period studied.

The major increases:

- News services were implemented at 38.7% of the stations.
- Special features programming was upped by 21.8% of the respondents.
- Editorializing increased 18.3%.
- Weather reporting gained by 12.4%.
- Public service programming, including talks, interviews, etc., was up 26.8%.

Mr. Lawton noted that 81.5% of all reductions reported were in music, with rock 'n' roll losing the most ground. In fact, the report said, 27.2% of the stations classified themselves as "top tune" in 1960, compared to 9.3% in 1962, while the "good music" classification has increased from 4.6% to 24.7%.

Sports Network to cover another golf match

100 STATIONS TO CARRY SECOND GOLF MATCH IN MONTH

Sports Network Inc., New York, reported last week it is arranging a lineup of at least 100 tv stations throughout the country to telecast the Ballplayers Golf Tournament from Miami Springs, Fla., on Feb. 16-17.

The tournament, which presents the outstanding professional baseball players, is the second golf event for which SNI will be handling arrangements in less than a month. On Jan. 19-20, with advance notice of two weeks, Sports Network Inc. assembled a group of 120 stations for the national Pro-Amateur Golf Championship from Monterey, Calif., according to Richard Bailey, president of SNI.

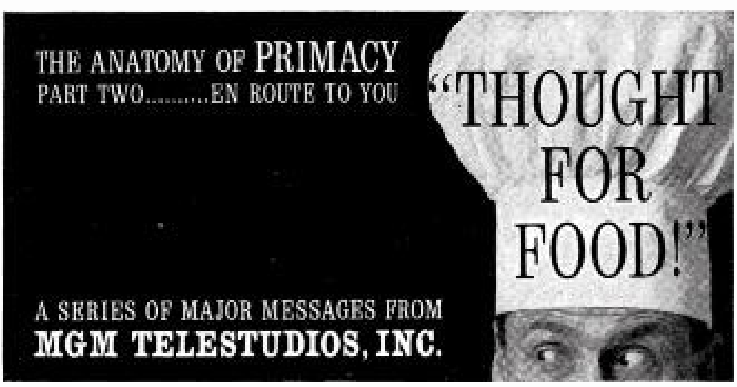
The ballplayers' competition, as in the case of the pro-amateur chanpionship, will be telecast live. It will be scheduled from 4-4:30 p.m. on Feb. 19 and 5-6 p.m. on Feb. 20. Mr. Bailey said he is concluding negotiations with several sponsors, and their names will be disclosed shortly. SNI handles production, sales and arranging of facilities and stations for the event.

One contingency for which SNI will be prepared, Mr. Bailey said, is a late ending of the tourney on Feb. 20. He noted that the pro-amateur tourney (the host of which was Bing Crosby) ran 38 minutes longer than had been anticipated on Jan. 20. Working with officials of KTTV (TV) Los Angeles, which originated the telecast, SNI executives notified the telephone company and 120 stations, while golf play was still in progress, that the outcome would not be decided by 6:30 p.m., the original time. Mr. Bailey was "delighted" they were able to reach all stations and only eight of the 120 withdrew because of previous program and advertising commitments.

AFTRA local to fight bills

The Los Angeles local of American Federation of Television & Radio Artists (AFL-CIO) has begun an all-out fight against legislation it believes is designed "to curb the rights of labor."

The local union's board, representing a membership of over 7,000, unanimously recommended to the national union that "all steps be taken to implement an action program against bills in Congress that will in effect destroy the freedom of union activity and curb the operation of union organization." The board acted after David Zisking, legal counsel, warned that labor activities in Congress are part of a historic pattern, and that detailed blueprints were planned in 1961 for control of unions.



Way opened for May start of Denver pay television

Macfadden Teleglobe Denver Corp. has signed a contract with Mountain States Telephone & Telegraph Co. to provide circuits for transmission of sound for subscription tv, paving the way for the start of pay tv in Denver in May of this year, Gerald A. Bartell, president of Macfadden Teleglobe and of Macfadden-Bartell Corp., reported last week.

Mr. Bartell said the contract with the telephone company was signed last Monday (Jan. 21). Last October the FCC authorized a three year test of the project. The Denver system will utilize KTVR (TV) Denver (ch. 2). The tv picture will be broadcast without scrambling, while the sound will be carried over the direct wires of the telephone company to speakers in the homes of subscribers.

It is expected that there will be a $10 installation charge for the speaker and direct telephone line and a minimum $3.25 monthly charge for programs, priced from 50 cents to $3.

ITC sells shows to etv

Independent Television Corp., New York, has sold two more documentaries made in the United Kingdom to the National Educational Television & Radio Center (NET).

The sale of *Out of Burning*, a half-hour show about the rebuilding of the

Coventry Cathedral and *Oxford*, a one-hour study of the university city, represents the third group sale made by ITC to the educational network.

The programs were produced by Associated Television Ltd., British producer of documentary and public affairs programming. The sale was made through ITC's recently-created division of public affairs and educational program sales.

Film sales...

Boston Symphony Concert Specials (Seven Arts Assoc.): Sold to KRON-TV San Francisco and CFPL-TV London, Ont. Now in one Canadian and 32 U. S. markets.

Dick Powell's Zane Grey Theater (Four Star): Sold to WFBC-TV Greenville, S. C.; KMJ-TV Fresno, Calif.; WNEM-TV Saginaw-Bay City, Mich.; WEAR-TV Pensacola and KNOE-TV Monroe, La. Now in 16 markets.

The Law and Mr. Jones (Four Star): Sold to WPSD-TV Paducah, Ky. and WICS (TV) Springfield, Ill. Now in 14 markets.

The Detectives (Four Star): Sold to WEAR-TV Pensacola, Fla.; WSBA-TV York, Pa.; KIRO-TV Seattle and WNAC-TV Boston. Now in 26 markets.

Checkmate (MCA Tv): Sold to WNEM-TV Bay City-Saginaw, Mich.; WINK-TV Ft. Myers, Fla.; WSB-TV Atlanta; KXLY-TV Spokane and KGGM-TV Albuquerque. Now in 68 markets.

Thriller (MCA Tv): Sold to WINK-TV Ft. Myers, Fla.; WSAU-TV Wausau, Wis., and KGGM-TV Albuquerque, N. M. Now in 81 markets.

Broadway Goes Latin (ITC): Sold to KCOP (TV) Los Angeles; KPHO-TV Phoenix; WBRC-TV Birmingham; WLOS-TV Asheville, N. C.; KREX-TV Grand Junction, Colo. and WOOK-TV Washington, D. C. Now in 48 markets.

Supercar (ITC): Sold to WLVA-TV Lynchburg, Va., and WTOK-TV Meridian, Miss. Now in 142 U. S. and 49 foreign markets.

Sugarfoot (Warner Bros. Tv): Sold to KMSP-TV Minneapolis-St. Paul; WJZ-TV Baltimore; WSPD-TV Toledo; KTUL-TV Tulsa; WSIL-TV Harrisburg, Ill. and KJEO (TV) Fresno. Now in 30 markets.

Edward Small Features (ITC): Sold to WNEW-TV New York and WOOK-TV Washington, D. C. Now in 69 markets.

106 features including titles from "Cavalcade of the 60's," groups I and II and others (Allied Artists Tv): Sold to CKLW-TV Windsor, Ont.-Detroit.

SAG puts damper on runaway production

PACT WITH FOREIGN GROUPS ERASES LOWER COSTS

American producers of tv programs will no longer be able to save on performers' fees by runaway productions in Canada, Ireland or Great Britain. An agreement reached last week by the Screen Actors Guild with British Equity, Irish Actors Equity and the Assn. of Canadian Tv & Radio Artists calls for the foreign unions to police production of tv, motion pictures and recorded programs within their jurisdictions by imposing SAG scales and conditions on American producers operating in their countries. In announcing the agreement, SAG expressed the expectation that it will soon be extended to cover films made for theatrical exhibition as well as on tv.

The runaway tv film pact was the first concrete result of a meeting of representatives of performers unions in Australia, Canada, Ireland, the United Kingdom, and the U. S. held Jan. 18-20 in Toronto. The meeting was called by the American Federation of Tv & Radio Artists and British Equity with Canada's ACTRA as host and SAG, IAE and Australian Actors & Announcers Equity Assn. also represented. The sessions were also attended by observers from L'union des Artistes de Montreal and Federation des Auteurs et des Artistes du Canada.

In addition to eliminating savings from runaway production of tv programs on film or tape, the agreement reached at Toronto also urges the establishment of additional compensation for performers of tv programs distributed abroad by film or tape or of live shows transmitted instantaneously by Telstar or other communications satellites.

Explaining how the agreement on runaway production will work, Chester Midgen, assistant national executive secretary of SAG said: "If, for example, a runaway American producer goes to the United Kingdom to make a tv series that should be made in the U. S. and is obviously intended for the American market, the guild will lay the facts before British Equity which will after investigation incorporate all guild pay rates, conditions and residuals in the contract which the producer must sign with British Equity before obtaining the services of actors. The Toronto conference was confined to tv matters and therefore we could not include theatrical films immediately but we hope to do so at an early date."

Program notes...

WB pilot ▪ New hour-long tv series with a prison background, *The Key*, is being planned by Warner Bros. for 1963-64. William T. Orr, head of tv production, has signed James Komack to write the script for the pilot. Sam Gallu will be producer; Les Martinson the director.

Jazz package ▪ SESAC Inc., New York, has released a basic jazz package entitled *The Jazz Set*, consisting of about 115 selections on 10 long playing albums. Each cut is standard length; there are no extended numbers or long takes. Price is $19.95.

New office ▪ Sports Network Inc., New York, has opened new offices at 530 Fifth Ave., zone 36, effective immediately. The firm's present telephone number, Murray Hill 2-0117, will be changed to Monument 1-1000 on March 18.

GAC and 'Mrs. America' ▪ General Artists Corp., New York, has been appointed to represent the 24th annual "Mrs. America" contest for television rights. A network telecast of the grand finals (April 22-29 in Miami Beach) is being planed. ABC-TV and CBS-TV have carried the finals in the past.

WGA negotiations begin with radio-tv networks

The Writers Guild of America begins negotiations today (Jan. 28) with the television and radio networks in New York on a new contract to replace the three year pact that expires on March 31.

The contract will cover live television programs, free-lance radio programs, network documentary programs and staff employment. A WGA official estimated that approximately 300 staff members will be affected by the outcome of contract talks. In any given year, from 400 to 500 members, who free-lance, operate within the provisions of the contract, according to the WGA executive.

The union declined to reveal any of the contract demands, except to state that it would seek a wage increase.

Entertainment programs on film are not involved in the negotiations. A separate contract for these programs is made by WGA with the networks, the Alliance of Television Film Producers and major motion picture studios. This pact does not expire until 1966.

CBS-TV program changes

Three program changes in CBS-TV's nighttime schedule to be effected in March were formally announced last week.

Fair Exchange, which started the season as a weekly hour program (Friday, 9:30-10:30 p.m.) and then was dropped in favor of a half-hour version, returns on March 28 to the Thursday, 7:30-8 p.m. slot. To make room for it, *Mister Ed* now in that period moves to Sunday, 6:30-7 p.m. on March 24. Another change: *Password*, now in the Sunday period moves to Monday, 10-10:30 p.m., on March 25 when *The New Loretta Young Show* is dropped.

FINANCIAL REPORTS

IRS issues expense account guide

DETAILS DO'S AND DON'TS FOR NEW REGULATIONS

Internal Revenue Service released a "comprehensive pamphlet" last week designed to assist businesses and individual taxpayers in deducting business travel, entertainment and gift expenses for their 1962 income tax returns. The pamphlet also explains new rules which became effective Jan. 1, 1963.

Illustrative examples and questions and answers on the stricter expense account rules are included. The booklet covers such items as what constitutes legitimate business travel away from home, when meals and lodging are deductible, laundry expenses, tips, automobile expenses, club dues, entertainment and reimbursement and allowance arrangements.

Commissioner of Internal Revenue Mortimer Caplin said the new tax law ends the abuses of "expense account living" and reflects the will of the people. Addressing a joint meeting of the Tax and Law Committees of the Electronic Industries Assn. in Washington last week, Mr. Caplin emphasized the law is not aimed at legitimate business and entertainment expenses but seeks only to curb abuses.

"Congress is not telling you what or how to spend to advance your business —only what you can deduct," he said.

Under the new requirements, individuals and businesses will be required to substantiate entertainment claims with "adequate records" such as the amount of expense, time and place incurred, business purpose and business relation to the person entertained.

Receipts must be submitted for all entertainment expenses of more than $25 and business gifts to one individual over a year are limited to that amount.

Further "substantive rules" spelling out in more detail other IRS requirements will be issued next month, Mr. Caplin said. Copies of the pamphlet, titled "Travel, Entertainment and Gift Expenses," Document 5049, may be obtained free from any Internal Revenue office. Bulk quantities also are available at no cost to business organizations for distribution to employes.

RCA officials predict more profitable 1963

RCA sees a "new era of profitability" in which 1962 first-quarter levels of record sales and earnings will be surpassed in 1963, and serve as a new and higher base for the company.

The bullish report for RCA was delivered last week by its top management team to the New York Society of Security Analysts.

Among the executives were Brig. Gen. David Sarnoff, board chairman; Elmer W. Engstrom, president, and Robert W. Sarnoff, NBC board chairman.

Once again stress was on color tv receivers and picture tubes as providing the greatest profit contribution of any RCA products last year. It also was predicted that RCA will cross into the profit column in electronic data processing within two years. Its losses in this and other new-product areas are falling off rapidly, it was added.

Also noted: NBC has increased sales in each of the past 15 years and expects to continue upward this year. RCA scientists are perfecting several Laser systems and, it was noted, color tv production has been started in Canada by RCA. It's English subsidiary will begin first sales of color receivers this year for experimental purposes.

TAC membership 52, executives report

Television Affiliates Corp. reports that membership in TAC has grown from 12 stations in January 1962 to 52 stations in January 1963. Dividends to producing stations amounted to $31,-000 last year.

TAC, which was organized in 1961 and began functioning in 1962, serves as a clearing house for the exchange of public affairs-cultural tv programs among its members. A subscriber pays an annual fee, depending on the size of his market. A producer station, which need not be a member of TAC, earns credits for programs accepted into the TAC library on the basis of the number of plays the programs receive and the number of markets where they are carried.

Once the Saturday night gathering place of roving geetar pluckers, foot stompers and blowers of corn likker jugs, Nashville has suddenly been discovered by some of the most sophisticated tastes in the U. S. music industry. The Nashville Sound is sweeping the charts in national music popularity—propelled by best-selling records cut by performers like Ray Charles (above). The city is now the No. 2 source of American popular music.

A big new sound blows out of Nashville

IT'S COUNTRY DOLLED UP, CORN REFINED AND HOTTEST THING IN MUSIC

The industrial city of Nashville in Central Tennessee's rolling hills provides the setting for a cultural revolution that has rocked the nation's music industry.

Within a decade a cozy little recording center whose musical attainments once scarcely drew a sneer from Tin Pan Alley has now burgeoned into a $40 million economy, with Nashville second only to New York as a source of popular music.

This combined commercial and cultural phenomenon has risen out of the adenoidal moans and strident strings of a past era of country and western music—though the word music is applied with some misgiving by those of sophisticated tastes.

But the fact remains that one out of every two records now sold in the U. S. and a heavy proportion of the records played on U. S. radio come from a Nashville studio.

For want of a truly representative term, the diversified product of Nashville's 15 recording studios and its army of composers and musicians is loosely defined as country or country-and-western music. Actually these are trade terms applied to this flourishing industry in a fruitless effort to find a descriptive name for a product that covers the gamut from hoedown through gospel and romantic to far-out jazz.

Big Names Join ▪ Some of the biggest names in pop music are turning to country-style songs; many are starting to record in Nashville because the studios produce a relaxed type of musical support that performers like and the public buys over the counter.

This type of background is popularly known as the Nashville Sound. The term has become a symbol of prestige in an industry that once belittled Nashville as the corn crib of the music industry.

The transformation of Nashville into a music center of national importance can be traced to these factors:

▪ For years the city has had a basic reservoir of musical talent. The *Grand Ole Opry*, a Saturday night feature on WSM Nashville since 1925, has launched literally hundreds of careers in the country music field (see separate story page 70).

▪ The native Nashville talent was given outlets and polish by Broadcast Music Inc. which needed to develop new sources of music to compete with the older American Society of Composers Authors and Publishers. When BMI came into being, ASCAP owned just about all the established composers of popular tunes, and those composers were in New York and Hollywood.

▪ The growing need for music in radio programming, as the music and news format spread throughout am broadcasting, gave impetus to the development of BMI and its music sources.

In any scanning of the present state of Nashville's musical progress it's necessary to face up to the blunt facts of American musical tastes.

By city folk standards, much country music is corn. There's no disputing this label, if basic emotions and simplicity of musical form can be considered corn. Yet blue grass, a primitive version of country folk music, has suddenly become the rage of campuses and coffee houses all over the nation, and the *Opry's* roaring reception in Carnegie Hall a year ago threatened to shatter the chandelier-and-rococo decor of that august auditorium. In Nashville the Saturday night *Opry* performs with a cast of 125 singers, yodelers, guitar plunkers, fiddlers and jug blowers before an audience of 3,500 paying devotees (see page 70).

It Sells ▪ Country music in its raw

forms may be an anathema to music's social leaders and their followers, but the hard-money men who deal in musical merchandise operate on the theory that more people are corny than sophisticated. The basic human emotions—love, joy and grief—guide the musical programming of most radio stations. Any broadcast manager who takes the time to investigate will soon discover that Nashville music ranks one-two-three as a source of station programming. Unfortunately, those who haven't kept abreast of musical progress are likely to slough off this trend with the comment that if it's Nashville music, it's country and western drivel.

They are only partly right, for Nashville has broadened its product to include progressive jazz, tuneful ballads, the latest in pop and more than a score of other types. In fact, Nashville is fast becoming the musical style-setter, a role long held first by New York and later influenced by Hollywood's movie scores.

At the Christmas weekend two country-western albums ranked right at the top of best-selling records—Vol. I and II of "Ray Charles Sings Country & Western Music." Their significance rests in the conversion of another major pop artist to the Nashville type of music.

Top vocalist Nat King Cole reflects the Nashville influence in his popular "Ramblin' Rose" release, based on a plain little tune that has what a Washington bureaucrat might call a high coefficient of melodic persistence. Bureaucrat or laborer—people who hear "Ramblin' Rose" can't keep from singing or whistling it. At a recent National Press Club dinner in Washington, D. C., Mr. Cole had an audience of correspondents and government officials howling through a dozen choruses of this typical country tune.

Hard Facts ▪ The basic economics of Nashville, 1963 version, aren't easy to document for statistical analysis. But the spirit of Nashville is felt in the southern section of the city, where its Record Row is congregated. Plant investment in Record Row isn't heavy by New York standards because the studios are noted for their technical efficiency rather than architectural beauty. The two largest—RCA-Victor and Bradley—are often booked around the clock, seven days a week. Artist bureaus and music publishers can operate in an ordinary office suite; composers and musicians need only a stubby pencil and envelope or a wall plug for an electronic guitar.

A good share of the records taped in Nashville usually go out to a distant processing plant. Since the invention of tape it's been possible to run a substantial music business from a desk or clothes closet, depending on the number of people involved, though this doesn't fit into Nashville's growing insistence on technical quality.

In any case, it doesn't take much capital to decide on a label name and produce a record. A Nashville cabbie, catching the spirit of the recent 11th Annual Country Music Festival, popped this question to his fare, "You in the music business?" Without waiting for a reply, he went on, "I'm starting my own label, Bucket Shop Records. I'm getting a terrific combo together and we're ready to go."

New Music World ▪ Nashville is in the music business up to its ears. It now has the facilities, earnest and skilled musicians who like to play, interested technicians, a vast supply of active composers and the urge to turn out good records.

This onetime gateway to the West is now "open sesame" to a new world of music because broadcasters were forced a score of years ago to start a new music source. This happened when they organized Broadcast Music Inc. in an effort to cope with an ASCAP rate increase they considered intolerable.

BMI was formed, and at last the frustrated composers who had tried vainly to crash ASCAP's gates now had a market. They still have this market because BMI easily leads the current lists of top tunes.

The records are coming out by the hundreds, artists are booked all over the world, publishing houses turn out sheet music, better background musicians or side men are busy. But ask the executives of recording houses about their business and you'll get an embarrassing silence. If Gimbels' wants to know, Macy's isn't supplying the information.

A series of inquiries brought this recap of estimates about the national grosses in the recording industry: RCA Victor may do $70 million from all its records, Columbia $68 million, Capitol $53 million, Decca may be between Columbia and Capitol. The rest are said to be under $50 million. ABC-Paramount, Mercury, Dot, United Artists and the others are mum when their private business is probed.

Signs of Progress ▪ Yet there are some educated estimates about the basic facts of Nashville's music industry. Many can't be fed into a computer, but here are some of the figures picked up around Record Row:

Like so many other popular singers and musicians Gogi Grant finds the Nashville atmosphere to her liking. Recording here, in the RCA-Victor studios, she is accompanied by Bobby Moore, bass, and Buddy Harmon, drums. Nearest the star at the piano is Dick Pierce, a&r for Valiant.

▪ Half of U. S. recordings originate in Nashville.

▪ Three out of four Decca pops are from Nashville; RCA-Victor and Columbia pops may run around 50%.

▪ Over 60% of all single records have country influence.

▪ Over 75% of successful singles are country oriented.

▪ In the average week the U. S. recording industry turns out 465 records, 60% of them country oriented. Nashville is absolutely dominant in singles; New York and Hollywood lead in albums.

▪ The year's most successful recording company, according to trade talk, is the one whose country-and-western department is the most active; pops are the big money makers.

▪ Probably half the records spun by radio stations that feature current hits (the "top 40" format, for example) have country music roots.

▪ BMI has 208 publishers in Tennessee (mostly Nashville); SESAC has three; ASCAP has some, but no figure is available.

Growth symbols abound in this new music economy. ASCAP opened an office in Nashville a few weeks ago. Jules Collins, ASCAP sales manager, said the society is about to update its 1957 bulletin listing country-and-western songs. "Our publishers have always had a lot of music in this field," he said, mentioning three favorites as examples—"Don't Fence Me In," "Last Roundup" and "Wagon Wheels." He recalled that Gene Autry (Western Music Publishing Co., an ASCAP publisher) had been a powerful force in building the popularity of country-and-western music.

Mr. Collins said many old, established ASCAP songs have been recorded in the Nashville style. He credited WSM Nashville and its *Opry* with a lot of the growing popularity of music having the country and western flavor.

BMI Strong Point ▪ BMI has long dominated the Nashville music industry. It maintains an office there, second only to its New York headquarters, with Frances Williams Preston in charge. Mrs. Preston knows practically every personality, writer and executive in the field and serves as a combination goodwill ambassador, counsellor and reference source.

BMI's annual awards are cherished by country musicians. It presents them during the annual festival week that draws thousands of music industry delegates to Nashville each fall. It's buzzed around Nashville, incidentally, that BMI has bought a site for a new building to house its spreading operations.

Although BMI's leading role in the Nashville music supply is conceded, it likes to emphasize that its library is broad-based and points to a strong classical repertoire. But as far as Nashville is concerned, there's one type of success story for BMI and it goes like this—at the yearend 58 of the perennial singles hits recommended by *Billboard's Music Week* as standards for year-round programming by radio stations are licensed for performance by BMI. This is BMI's answer to the ASCAP claim that the society is far superior in the field of standards, or numbers that persist as popular favorites for around five years or more.

Another spreading influence in the country field is SESAC. Its library has a rich store of folk, western, country and gospel music. SESAC recordings use such Nashville favorites as the Anita Kerr Singers and Jordanaires, Webb Pierce, Chet Atkins and other prominent artists. Like BMI, it lends encouragement to composers who haven't been able to break into Tin Pan Alley, which is ASCAP's stronghold.

Another recent growth symptom has appeared: ABC-Paramount, often called the largest entertainment organization in the world, had its eyes opened in mid-1962 when Ray Charles, blind pop singer, quickly hit the million mark with his first "Modern Sounds in Country & Western Music" album. Volume II naturally followed shortly, in the musical tradition that when something is a smash hit, everybody gets on the bandwagon in a hurry. When "I Can't Stop Lovin' You" was pulled out of the Ray Charles album for a single, it too hit the million mark and kept going.

Johnny Ray's ballads have helped make the Nashville Sound popular. Most of his recent albums have been recorded there. Here Owen Bradley sets the mood at the piano as Johnny and Dottie Dillard prepare to record a new song. Session is at the Bradley studio in the Tennessee city.

These Ray Charles recordings reflect the growing interest in the country type of music. The songs weren't recorded in Nashville, but they were strictly country-type selections. In this first venture into a new field, the artist used his customary background—a big orchestra for numbers recorded in New York and a strings-and-chorus group for Hollywood recordings.

Then the Flood ▪ The ABC-Paramount venture with Ray Charles touched off a flood of country and western recordings by labels that hadn't done much in the field, contributing to the 1962 convergence of the recording industry toward Nashville. And Tommy Roe's first ABC-Paramount recording in Nashville brought him numerous personal appearance offers and a chance to do a pilot film for ABC-TV.

Such are the typical symptoms of Nashville's growth. The extent of this expansion is put this way by Charles

Lamb, publisher of the trade journal, *Music Reporter*:

- Nashville is the home of 1,100 musicians, 350 songwriters, 110 publishing houses and 15 recording studios, plus artist bureaus and booking agencies.
- Of the 1,100 musicians, 750 are members of American Federation of Musicians. The rest are non-union performers who saw at cigarbox fiddles, puff mouth harps and kazoos and perform numerous other rites on impromptu instruments unfamiliar to most concert halls.

The parade of big pop names into country music constantly amazes those who have waged the long fight to attain national recognition for the city's product.

Among feminine stars who have sampled or embraced country orientation are Connie Francis, Patti Page, Joni James, Kay Starr, JoAnn Campbell, Connie Stevens and Della Reese. Besides Ray Charles and Nat King Cole there are Bobby Vinton and Johnny Tillotson, to mention two male vocalists. And of course Nashville boosters were delighted last autumn when Stan Kenton and Walter Brennan recorded Bill Anderson's "Mama Sang a Song."

Then there's Burl Ives, whose record sales have multiplied since he embraced the Nashville Sound. He opened a whole new career by utilizing Nashville's able technicians and side men. Fats Domino, another established performer, has recently been playing songs written by Hank Williams, revered country composer of the last decade.

Matter of Taste ▪ Records become hits overnight, with no scientific explanation. The vagaries of the public's tastes constantly baffle those in the business. No one was more surprised last autumn than composer Bill Anderson when his "Mama Sang a Song" became a top-seller for Decca. It was a personal thing, Bill explained. "I had always wanted to write a song about the way my own mother sang to me as a kid when I had problems. She would sit me on her knee and sing 'Rock of Ages' and soon the hurt would go away." Radio exposure of "Mama" was effective, just as it pushed the cur-

Opry fans jam ugly, old Ryman Auditorium each Saturday

A musical miracle appears in downtown Nashville every Saturday night as 3,500 or more howling people pay $1.50 or $1 to worship in pews at an old tabernacle. These semi-hysterical folks jam Ryman Auditorium to take in WSM's *Grand Ole Opry*.

Ryman is big and it's ugly—traits that are cherished by WSM as well as the performers and those who squeeze in to see the show. Another squeeze is the responsibility of Ottis Devine of WSM, motorman of the show, who has to fit 125 performers plus assorted guitars and bull fiddles into the limited backstage facilities.

Two WSM executives—Robert E. Cooper, radio manager, and Mr. Devine, WSM program manager and manager of *Opry*, say the stringy, nasal music of the 30's is giving way gradually to romantic, rhythmic styles though Roy Acuff's breakdown fiddle will rattle the timbers at old Ryman on a Saturday night. Roy was the first big country singer.

Hay Originator ▪ The history of *Opry* dates from 1925 when George D. Hay, an announcer on WLS Chicago, moved to the new WSM and started what was then known as the *WSM Barn Dance*. The name was changed two years later. The *Opry's* still riding high, and artists cheerfully give up a $1,000 booking to get the $31 scale *Opry* pays. Most country musicians are *Opry* alumni.

Mr. Cooper likes to discuss the *Opry's* success stories. It's a highly effective sales vehicle, he said, mentioning Martha White Mills (flour), a small local enterprise that started on *Opry* a decade-and-a-half ago and quickly spread out over 17 states. At one time it opened 200 dealers in roughly a month. The sponsor sends artist groups around and includes local talent in its shows.

But *Opry's* place in the history will always be that of the show that launched hundreds of careers.

One outstanding alumnus is Elvis Presley, an old *Opry* bull fiddler who has passed the 25-million record mark for RCA-Victor. Mr. Presley is usually considered a rock-'n'-roll performer, but he has drawn heavily from the country repertoire.

And *Opry* history will always pay a tribute to one man—Edwin W. Craig, board chairman of National Life & Accident Insurance Co., which owns WSM. Last November during festival week the then governor-elect of Tennessee, Frank Clement, presented Mr. Craig with a scroll signed by *Opry* personnel and called him "an old mandolin picker." Gov.-elect Clement said Mr. Craig once said to him, "I would rather be complimented by the people responsible for country and western music than by any group in America."

Saturday night is "Grand Ole Opry" night in Nashville. Then 3,500 of the faithful pay $1-$1.50 to jam into the pews in Ryman Auditorium to hear the WSM program that originated in 1925. It was such "Opry" singers as Roy Acuff and more recently Elvis Presley who are responsible for the growth of Nashville as the nation's leading country and western music center.


WSM
NASHVILLE, TENNESSEE

rent "The First Family" album, mimicking President Kennedy, into multimillion figures. Mr. Anderson is one of the five top country-and-western writers and holds a number of BMI citations.

All discussions of the growth of Nashville's music eventually get around to the profound influence of radio—playing records all day long, especially best-sellers and catchy numbers. A country record was a freak 15 years ago if it sold 300,000; now million records are almost commonplace and much of the explanation rests in the steady exposure of records provided by thousands of stations.

How It Began ▪ Radio's recognition of the Nashville product goes back to the post World War II days when RCA-Victor and Decca sensed the potential of this type of music. Decca was one of the first labels to do something about it, using Owen Bradley as its artist and repertoire (a&r) man. Red Foley and Ernest Tubb, still active, were among early successes. Like many performers they didn't want to record in New York or Hollywood, preferring to be among friends in Nashville. Hank Snow, RCA-Victor, was another artist who preferred Tennessee.

Columbia has bought the original Bradley studio, ugly but highly functional and an engineer's dream. Like RCA-Victor's more elegant plant, it's familiar territory for technicians and performers who know every bounce and decibel off its baffles.

While Nashville was acquiring modest recognition, another phenomenon was developing in music—sheet sales started to slip with the arrival of television. Often the piano was in the living room along with the tv set, which naturally captured family attention. Television's musical quota is not heavy so the public turned to radio and phonograph records for music, and radio played what it felt the public wanted to hear.

Augmenting these influences was the development of the German-born tape recorder into a simple and economical American gadget. Thus the Nashville musical revolution began to assume serious proportions.

Constant Changes ▪ Television still grows, music remains popular but in varying forms and Nashville is alert to cash in on the trends. Times are still changing, however. The four-year-old Country Music Assn., new center of industry activity, is a serious trade association whose staff is headed by Mrs. Josephine Walker, executive secretary. CMA elected Gene Autry as its president last November. Wesley Rose, publisher, recorder and artist bureau head, is board chairman of CMA, which has 737 individual and 27 organizational members.

Country and western stars are expected to dress and live the part. Here's Decca Records' Webb Pierce with brocade suit and tooled-leather lined car. Door handles are six shooters. Silver dollars adorn the steering wheel, instrument panel and windshield.

CMA is interested in the impact of radio and tv on country music. A new CMA survey shows over 1,300 radio stations programming 2 to 24 hours of country music daily. Ninety-seven stations program country music on a full-time basis. In television, CMA found, 70 stations use live country talent and 32 country music; 28 use both film and live. This makes a total of 130 tv stations active in the country field.

Ken Nelson, RCA-Victor and retiring CMA president, said CMA should make "the invasion of television its No. 1 project and objective for 1963."

When he took over the CMA presidency last November, Gene Autry recalled the slow acceptance of country and western music three decades ago. "Now country music is accepted all over the world," he explained, "and is performed by leading artists and bands who use, copy and borrow from country music." He added that requests have come recently from Japan, where the music has been heard on American Armed Forces Radio.

CMA is a serious successor to the old Country Music Disc Jockey's Assn., a semi-formal organization that once met in Nashville every autumn under somewhat convivial auspices, earnestly soliciting all the free discs in sight.

Widely Traveled ▪ Nashville's roving troupes have had inestimable millions of dollars worth of free promotion in the form of dj announcements that go about like this, "And don't forget folks, you can hear Harry's Bobcats in person

ROUTE 66, NAKED CITY
THE UNTOUCHABLES and SAM BENEDICT
Music by
NELSON RIDDLE

NELSON RIDDLE, who received the Billboard Award as "arranger with the most hit records in 1955" and "best orchestrator-arranger in motion pictures" Award from Down Beat in 1958 along with countless other musical honors, should now receive an award as "composer-arranger-conductor of the most top-rated TV network shows."* His current TV successes match his brilliant work in the recording field as arranger-conductor for Judy Garland, Frank Sinatra, Nat Cole, Peggy Lee among many others.

and there are 101 other regular network programs which use BMI music.

*

BROADCAST MUSIC, INC.
589 FIFTH AVENUE,
NEW YORK 17, N.Y.

CHICAGO · LOS ANGELES · NASHVILLE · TORONTO · MONTREAL

Saturday night at the Odd Fellows Hall."

At one time a country troupe ranged out maybe 150 miles maximum. Now they're everywhere, including Canada and Europe, as a result of the fame that has come from radio and recordings. The WSM *Opry* paced this geographical spread in the two decades it was on NBC Radio network plus limited tv exposure. *National Barn Dance* at WLS Chicago performed a similar role along with other favorite radio programs.

The *Opry* and *Barn Dance* coverage is no longer national, but country music spreads from coast to coast. The CMA radio study, while incomplete, is valuable for its demonstrations of broadcasting's use of country music.

Stations featuring this music sometimes have trouble trying to convince Madison or Michigan Avenue their audiences are profitable buys, according to Jerry Glaser, vice president-general manager of WENO Madison-Nashville. "They still look at me on nine out of 10 calls with those martini eyes and ask sneeringly, 'You mean people listen to that stuff?' But we try to sell them a way of using country music rather than to attempt to convert them to the charm of the music itself. After all, we've got to get them exposed." Mr. Glaser made his comments at a panel discussion during the music festival last autumn.

"On the other hand," Earl Hotze, account executive of Gardner Adv. Co., St. Louis, said, "nobody really tried to sell us on country music this year. Reps and station personnel sell the stations but not the music. Agencies are just beginning to recognize the country music market but it's not yet well defined in the advertising world."

Los Angeles Listens ▪ Metropolitan Los Angeles has a 24-hour country music station, KFOX-AM-FM at Long Beach. "Don't make the mistake of downgrading country music," vice president Dick Schofield warned. "It's the music of Americans." He said 86% of the Los Angeles population has a country background, adding that the am-fm operation is sold out solidly midnight to 6 a.m.

"Country music needs careful programming," he said, catering to the tastes of an audience that is mostly middle-class augmented by the more recent college and coffee shop set. He added a reminder, "Nashville's musicians aren't country squeakers; they're ad lib virtuosos."

Metropolitan Washington has two country music stations. WAVA-AM-FM Arlington, Va., play "Americana" music. WDON Silver Spring, Md., started the new year by going country from sign-on to 2 p.m. CKLW Detroit has joined the country list. There's at least one country station around most major markets.

WCMS Norfolk, Va., cites its rating progress to show the popularity of carefully programmed, diversified country music. It scorns the nasal vocalists.

A national representative firm, Country Music Sales, handles Country Music Network. It is headed by Charles Bernard and represents 50 stations in 26 states that feature basic country music. The rep firm has headquarters in New York.

The explanation for this nationwide musical transition can best be stated by those most responsible. Jim Denny, who at 52 operates his own artist bureau and Cedarwood Publishing Co. in Nashville, went through chore boy tasks and *Opry* operations at WSM to become head of the station's artist bureau—and then he decided to go in business for himself.

At any given moment he'll have one or more artists or troupes in distant countries in addition to American bookings. His list includes two-score top country artists who get $500 to $5,000 a show. Cedarwood has 25 employes and writers in Nashville, plus offices in Berlin and London. In addition Mr. Denny owns three Georgia radio stations—WJAT Swainsboro, WBRO Waynesboro and WSNT Sandersville. Among his artists are Webb Pierce, Jimmy Dean, Minnie Pearl and Justin Tubb. "We're giving people what they want," he said simply. His calculations lie behind the $40-million estimate of Nashville's music economy.

European Origins ▪ The popularity of country music in Europe takes this art form right back where it started. Many of the old folk songs were brought over by immigrants from the British Isles and the Continent. They headed out into the hinterlands, many stopping in Tennessee after pushing through Cumberland Gap. This is often cited as one of the reasons folk music has been especially well liked in Tennessee.

A foreign musician, Bill Fuller of the Royal Showband of Waterford, Ireland, says Americans "have no idea how popular country music is in Europe." Interviewed during an American tour, he said, "We play your Nashville numbers in Ireland and they like it because it's our kind of music." And a December dispatch from the Rome bureau of the *Chicago Daily News* said, "The folk singing revival in the United States has spilled over to Italy. American folk songs are repeated everywhere." The Kingston Trio and Harry Bellafonte lead in record sales, the *News* said, but the youngsters like to play folk music themselves and it has spurred the learning of English lyrics.

"Country music was rebuffed in New

York," Wesley Rose recalled. "Even in the postwar years they looked down their noses at us as Tin Pan Alley turned over its business to a younger generation that commutes from the suburbs and takes a three-hour lunch. On the other hand many of our Nashville composers start their writing day at 6 a.m. They write of memories, the only permanent thing you get out of life."

One of the leading figures in Nashville music, Mr. Rose said the city will continue to grow as a music center so long as it provides good songs. His composer father, Fred Rose of Tin Pan Alley background ("Red Hot Mama," "Deed I Do"), started Nashville's publishing industry with Roy Acuff, featured *Opry* star, as anchor man.

Looking back a decade and more, Mr. Rose said Nashville's music industry was small and backward for years. Then a young composing genius started turning out songs that started to draw nationwide attention. His name was Hank Williams, whose works are still on the top-tune lists 10 years after his death.

"Hank gave us the strength to crack the popular music field," Wesley Rose said. Now the business started by the elder Rose has grown and the Acuff-Rose publishing firm is often classed as one of the largest in the music world.

Incidentally the still-important sheet-music business has undergone a technical overhaul. Music Type Service, in Nashville, has an intricate but cost-cutting method of providing camera-ready masters for music printers. It started in 1959 with Acuff-Rose Publications (BMI) and its Milene Music affiliate (ASCAP) as first customer.

The younger Rose appraises a song by having it performed while he works at his desk. "I judge a song by hearing it," he said. "If it pulls me away from the sheaf of papers, then I know it has something. To me Broadway show music is all alike." He said the classical influence is spreading in Nashville but added, "Our music will always be simple because modern people are heading toward ways of simplifying the living process."

Role of Broadcasting ▪ "Radio is the basic cause of Nashville's musical growth," Mr. Rose says. "It reaches the masses and plays the music they want. We owe radio tremendous thanks." A portrait of Hank Williams hangs in the Acuff-Rose office. The Williams royalties are said to exceed those of Jerome Kern and Cole Porter.

Owen Bradley, who with his brother owned the Bradley studio (sold to Columbia recently) noted that pop records build names and the pops get the most radio exposure. He's Decca's a&r man in Nashville but remains active as a

A leading figure in the growth of Nashville music is Owen Bradley (r), Decca artist and repertoire executive as well as performer and director. Here he is with Harry Silverstein, his aide. Mr. Bradley is a composite a&r man, executive and director. He helped Nashville's music grow.

performer and directs his own 16-piece band over weekends.

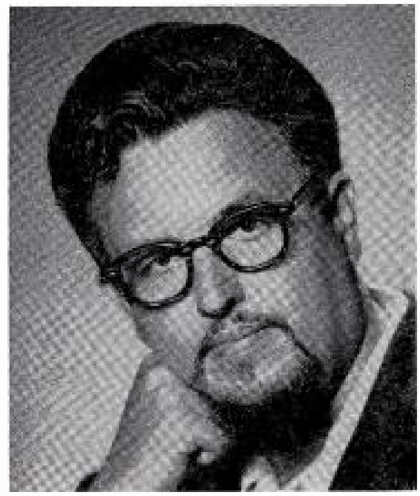
Shelby Singleton, vice president of the Mercury label, makes another point. "Nashville is uninhibited," he said, "providing a chance to experiment. Our music isn't just a job; it's a way of life to these sincere musicians."

Others emphasize the lower production costs due to simple arrangements that are often jotted down on scratch pads and to the ample talent supply. The spontaneous arrangements are conceived in minutes whereas a New York arranger may require a week of writing, lots of money and a costly orchestra.

Single Center ▪ Goddard Lieberson, president of Columbia Records Div., CBS Inc., estimated nearly 80% of single record hits come from Nashville. He said the success of the local product traces back to early American folklore, the post-Civil War minstrels and the ability of the songs to document the growth of a pioneering nation. "Nashville is finally finding its level in the musical world," he said.

Harlan Howard and Boudleau Bryant, successful composers, agree that radio is paramount in the spreading popularity of country music. Like many other composers they cite the opportunity provided by BMI, augmented by radio performances, to give new composers a chance to be auditioned and performed. The bearded Bryant is a former symphonic violinist in Atlanta. Now he collaborates with Mrs. Bryant and sings some of his own numbers.

Joe Allison, a&r for the Liberty label, said, "Radio is the greatest single force, the omnipotent factor, in the Nashville miracle. This city is the new Madison Avenue of the popular-country music



Nashville's composing - performing couple, Felice and Boudleau Bryant, combine professional musical activities with helpful hints in performance of Bryant compositions, many of which are among national favorites.

business. Radio cultivated national tastes that had been there all the time. Composer Howard, who has won more BMI awards than anyone in history, operates without the benefit of musical education. His "Pick Me Up on Your Way Down" and scores of others are pure Nashville. Mr. Howard tells the story about the New York executive who asked a Nashville musician if he could read music. "Not enough to spoil my playing," the musician replied.

Not Hillbilly ▪ Stephen H. Sholes, manager of RCA-Victor's West Coast record division, who has watched Nashville for two decades, recalled frequent predictions that country music was on the wane, but its popularity grew and kept on growing. "These spontaneous Nashville recordings are free of tension," he said. "The music, musicians and technical standards are improving every year."

The deft digits of an inspired Nashville guitarist, RCA-Victor's Chet Atkins, are heard on a dozen solo albums. They are heard, in addition, behind more vocalists than a computer could compute. An *Opry*-reared star, he's now an RCA-Victor executive in Nashville but puts in a big day in the studio producing and playing. He describes the Nashville Sound as a promotional tag. "Actually it's a state of mind reflected in the spontaneous enthusiasm of the product," he explained.

Mr. Atkins pointed out that Nashville recorders are broadening their instrumentation. Violins from the local symphony, trumpets, saxophones and an occasional harp are heard, and the professional voices of the Anita Kerr Singers and Jordanaires are likely to dispel any recollections of the adenoidal moaners and four-chord guitarists who still symbolize country music to those not fully informed on the subject.

Among delighted beneficiaries of all this Nashville progress and the popularity of country music are the musical instrument companies. At the Nashville festival last November Michael Cole, eastern sales manager of Fender sales, Santa Ana, Calif., said sales of guitars and other musical instruments are "way up" and attributed this fortuitous trend to radio performance of country music. A plain or acoustic guitar runs from $40 to $500, depending on the quality of workmanship; electronic versions are $300 to $400.

And so Nashville sits in the spotlight of musical growth. Its music may be simple, weepy, joyous, reverent. Whatever its type, people feel it's meant for them—even for New Yorkers. After contemplating Flatt & Scruggs recordings, a *New York Times* reviewer wrote, "The Jamboree and Banjo discs capture the driving excitement . . . and

Two top executives in Nashville's expanding music industry are Jim Denny (l), head of Jim Denny Artist Bureau and associated enterprises, and Wesley Rose, head of Acuff-Rose Publications and other music projects.

are showcases for Mr. Scruggs' widely imitated use of the five-string banjo and Mr. Flatt's buoyant singing." He added that Flatt & Scruggs and their Foggy Mountain Boys have established themselves firmly in New York. Flatt & Scruggs are heard weekly on the popular CBS-TV series, *Beverly Hillbillies*.

Corny, simple, heartstring-tearing or whatever it is, music talks in Nashville —$40 million worth.

Music festival week draws the faithful

One week out of every 52 the patient citizens of Nashville turn over their downtown to the uninhibited antics of several thousand visitors who come in November to worship at the shrine of country music.

The might of the electronic guitar is goaded into assorted sonic booms with the aid of the nearest 110-volt floor plug as gaudily costumed instrument luggers huddle in hotel lobbies and corridors, exalting in the cacaphony and hoping an astute talent scout might be overwhelmed by the sheer muscle of their artistry.

Most civic rules are off during Music Festival Week, which is sponsored and programmed by WSM Nashville and shared by the four-year-old Country Music Assn. The panels, meetings and feedouts are supported by major recording firms for the benefit of several hundred radio disc jockeys, a thousand or more guitar and bull fiddle players and assorted fan clubs whose teenage, or even middleage, members often have artists' names crocheted on their sweaters or, in some exhuberant cases, on the seats of their pants.

All these migrants to country music's mecca join artists, record company executives and other members in the crushing crowds that overwhelm hotel lobbies and exhibitors' hospitality suites.

Business Too ▪ Despite this chaos, important business is done by the Country Music Assn., which manages to read its minutes, hear reports and stage an orderly convention beyond reach of those who come just for the fun.

Many in the music industry aren't quite sure whether it's all worthwhile. Nashville hostelries make a killing; WSM is still amazed at the magic of its *Grand Ole Opry;* the local gendarmes, who years ago had their paddy wagons booked hours ahead, now have few major incidents except for the double-parked, block-long Cadillacs of visiting dj's who make the trek to meet others of their ilk and to chat with name artists they have helped direct to fame.

The 1962 version, the 11th festival

week, reflected the steady transition from abandoned revelry to the somewhat restrained enthusiasm that has been taking place in the last decade. Sartorially there's not much difference. A name performer would sooner be caught without his guitar than unadorned in the bizarre, crocheted, high-chrome rigs his fans seem to expect.

Aside from a hotel crisis during festival week, businessmen making Nashville calls are likely to see little evidence of the city's $40-million music economy unless they happen to be in the same phase of the music business and run out to the 15 studios and scattered offices in the section loosely known as Record Row.

A Clan Apart ▪ The local folk pay little attention to the music industry except during festival week. A dial twister motoring around Nashville on the eve of last November's festival was surprised to find WSM playing incidental music from Mendelssohn's *Midsummer Night's Dream* instead of good old mountain music or a range dirge.

A tour of night clubs during festival week revealed this musical curio—there isn't a country combo within five miles working regularly at a club. Cocktail lounges play standards instead of country stuff. WENO Madison, a few miles out, is the only fulltime country music station.

The metropolitan city of Nashville, with a total population of 415,000, is an industrial center fanning out from the Cumberland River. Main income sources are industry (chemicals, glass, apparel and shoes), government (it's the state capital) and music, plus the various commercial complexes of the modern community.

The $40 million in music money comes from all over the world—from record and music sales, artist bookings and assorted royalties. A lot of it stays right in Nashville where many country composers and artists live, along with the executives and musicians who man the offices and 15 studios in Record Row.

Nashville is mostly indifferent to the presence of name artists who live there or fly in for a recording job. Performers move around with no thought of the screaming autograph-hunters who tail them elsewhere.

That's Nashville—Music City U.S.A., the shrine of country music, the site of Vanderbilt U., the second-ranking recording center in the world, the home of Distillery No. 1 (Jack Daniel) and the focal point for an almost unheralded musical revolution.

Mr. Acuff   Mr. Smith   Mr. Gibson   Mr. Williams   Mr. Atkins   Miss Thompson

Business and artistic talents are merged in Nashville's music industry, carrying the city to high rank in this phase of American business and culture. L to r: Roy Acuff, one of the early developers of Nashville popularity in the broadcast and recording fields, and music publisher as well as talent agent; Carl Smith, vocalist; Don Gibson, composer-singer; the late Hank Williams, whose songs are classics in the country field and are featured in the Ray Charles albums; Chet Atkins, RCA Victor executive, performer, a&r man; Sue Thompson, vocalist.

Eastern, western music meet in Nashville

UNION OF TWO POSES A SEMANTIC MYSTERY

Wanted: a definition of "Country Music."

And another: "the Nashville Sound."

They're basic and they're real in this fast-growing musical center but efforts to analyze the semantics of Nashville often end up in confusion.

At the current stage of musical history the term country music is a complete misnomer. Often it's linked with western music—shortened to c&w. Country or c&w—neither term is accurate or adequate.

Many Types ▪ Actually the general terms cover many musical types, including a substantial share of the popular (pop) record production. There's a saying around Nashville that goes like this: A country record becomes a pop when it sells 100,000 copies.

Just to make it confusing, there's a fast-growing type of music coming under the classification of country-oriented. A record is known as country-oriented when it is recorded in Nashville, or when it is based on a song with country influence, or when it reflects the informal accompaniment typical of Nashville.

One of these years the semantic mysteries of country music will be solved and more precise terminology will arise out of normal evolutionary processes. Meantime there are a score of terms that come under the general category of country music.

Here are some of the terms tossed about in the musical business: folk, authentic folk, hard folk, country folk, pop folk, blue grass, hoedown, mountain, square-dance, western, range, prairie, western swing, commercial country, lonesome country, rock-and-roll (r&r), rhythm & blues (r&b), blues, jazz, country twist, gospel, spiritual, Americana, river and railroad.

Real Things Happen ▪ A risky venture into the philosophy behind the Nashville phenomenon inevitably starts with this observation: When accepted artists perform country music, the records frequently become hits.

But why? First, real things happen in country songs. They may be pleasant and happy, or sad and weepy. But they're human and the tunes can be hummed. The words are simple poetry though the meter may falter; the melodic line is simple; there is minimal chording.

"Tin Pan Alley says 'rendezvous'; we say 'place'," observes Wesley Rose, who heads Acuff-Rose, leading Nashville publisher. "Most of our composers came from small towns. All country songs are standards; they don't get old,

COUNTRY MUSIC SELLS and SESAC IS THE BUY-WORD

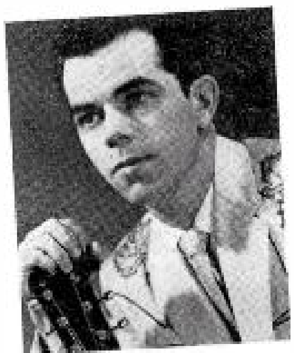
Flatt & Scruggs

SESAC's C & W "DRUMMERS"*

THE FIRST CHOICE OF COUNTRY MUSIC BROADCASTERS

Ear-catching, audience-building sales and production aids, station promos, time cues, news, sports and weather intros, themes, sales starters — all with the authentic Nashville sound. Featuring — Flatt & Scruggs, The Willis Brothers, Roy Drusky, Darrell McCall, Bill Anderson, The Statesmen and The Blackwood Brothers, these C & W "DRUMMERS"* will give your station both a personal touch and personality power.

The Statesmen



Roy Drusky

The Blackwood Brothers

SESAC® RECORDINGS

LP Albums highlighting your favorite Country & Western artists.

Faron Young, The Anita Kerr Singers, Chet Atkins, Webb Pierce, Johnny Horton, The Jordanaires, and many others.

Darrell McCall

Bill Anderson

THE SESAC REPERTORY

An ever-growing treasury of music from the heartland of America — Music rich in the cherished traditions and heritage of our country — Country & Western, American folk and gospel.

For availability of the C & W "DRUMMERS"* in your market

WRITE .... WIRE .... PHONE ....

*trademark

SESAC INC. 10 Columbus Circle New York 19, N.Y.

Decca executives and two stars confer at a Nashville studio (l to r): Owen Bradley, a&r executive; Webb Pierce and Brenda Lee, performers; Martin P. Salkin, vice president; Leonard Schneider, executive vice president.

and they keep coming back. Country music performers are really actors who tell a story so the public will believe it," he adds.

Country music is hard to define but it's easy to discuss; around music centers it's hard not to get involved in a swapping of views about the subject. There are a few thoughts that generally run something like this:

- Country music has the soul-searching touch of a mother's tear and the hippy rhythm of a bull-fiddler with 50 fingers.
- It's calculated corn—music about the things that make people tick.
- The old fiddlers whose screeches must haunt Stradivarius in his grave are waging a losing battle against violinists who've had music lessons.
- Grandma's corncob pipe is giving way to a cigarette holder.
- Most country music has an itchy-foot beat that appears in endless and often uncharted variety.

Add them up and the result is a plain indication that a new and typically American musical art form is in an evolutionary stage.

Definition Wanted ▪ "Nashville is still seeking a formula, a label or a definition for its product," said Owen Bradley, Decca artist-and-repertory man who has grown up with the city's music industry. "Right now it could be said to be 'down the middle with the masses.' People's tastes change and our music is becoming broader. Actually we're a cross-section of many types of music. Whatever we do, whatever the name of our product, it will always be spontaneous, natural and deep out of the heart."

"Don't use the term hillbilly around Nashville," suggested Stephen H. Sholes, West Coast operations manager for RCA-Victor Div. He recalled that originally one country record might sell well at Dallas, another at Charlotte and a third at Atlanta. "This sectionalized acceptance has disappeared," he said.

The term "Nashville Sound" is applied to recordings that come out of the Tennessee city's studios.

Around the recording industry Nashville Sound symbolizes free-and-easy background music that puts vocalists at ease. Pop, rhythm, hayseed—no matter the style—it's relaxing and catchy.

Not Always Simple ▪ They like to say around Nashville that recording sessions are unplanned and unarranged. Actually they aren't always that simple. An arrangement may be merely the spontaneous offerings of the side musicians who support a soloist or it may be a well-planned musical score. Generally it's the former.

Everybody talks constantly about the Nashville Sound but the sum of these observations is a symptom rather than a specific type of music. There's plenty of agreement that Nashville recordings have a feeling of informality. But any discussion of the technical aspects of this sound winds up in a maze of engineering terms, musical jargon and the latest sales data for hit records.

In essence, artists like to record in Nashville because the studio people are skilled and know every echo that bounces off each baffle. They know the control-room boys are at home in their chairs and will make every instrument come out effectively—not too loud and not too soft. They like the friendly cooperation of the side men, who join in a round-robin arranging session that may consume only a few minutes but emerges as a smooth production.

Musicians Cooperate ▪ Nashville's side men are good. Many who profess they can't read a note of music are merely living up to a tradition that is fed in the belief it helps sell records. Their cordial cooperation with artists always delights those who have endured the clammy gaze of Hollywood and New York musicians.

And the artist and repertory representatives, who guide a recording through from selection of song and artist to the studio performance, know their music and their performers and —they hope—their public. Their role is absolutely critical. The presence of Owen Bradley, Joe Allison, Chet Atkins or any other a&r men practically guarantees a professional product.

A New Yorker has described the Nashville Sound as merely "fewer musicians." Often they're fewer but by no means inferior. Among the recent converts to Nashville's family-style recording procedure is Johnny Ray (see photo, page 69).

The Nashville Sound fits into the out-of-the-heart motif of the city's recordings. Some pros claim they can identify some of the side men or the choral combo in a blindfold test.

What is happening is a meeting of styles. New York and Hollywood, finally catching up with current musical history, now borrow heavily from Nashville libraries and musical styles. And Nashville is adding diversified instrumental backgrounds, often using symphony players in supporting casts.

STANTON: 'END LIMITATIONS'

CBS president calls for an end to barriers to coverage of Congress, courts, politics

In an address before a special joint session of the North Dakota Legislature, CBS President Frank Stanton called last Wednesday for an end to limitations on radio-tv coverage of Congress, legislatures, courts and political campaigns.

He urged the lawmakers, who were observing their third biennial "Broadcasting Day," to give their support "by both action and advocacy."

"If it is difficult to tell Congress that in meeting 20th century responsibilities we ought to avail ourselves of 20th century tools," Dr. Stanton said. "It may be convincing to show them" by admitting microphones and cameras to cover state legislative sessions, as some states have done.

He also called upon the legislators and their guests, who included Gov. William L. Guy and other North Dakota officials, to help lift the barriers of the American Bar Assn.'s Canon 35 against courtroom access, which he called a "canon of a dead age"; and to speak out for repeal of the equal-time law governing political broadcasting (Sec. 315), which he said "needs to be thrown out."

Horse-and-Buggy Treatment ▪ Dr. Stanton said that "no one could conceive of a workable government functioning today without the typewriter or the telephone or the airplane." Yet, he said, the advantages of "the fastest and most immediate tools of communication that we have" are being curtailed by failure to give radio and tv the same rights as the rest of the press.

He called for support of measures introduced by Rep. Martha Griffiths (D-Mich.) and Rep. George Meader (R-Mich.) to permit radio, tv and photographic coverage of the House of Representatives' public hearings (BROADCASTING, Jan. 14). The measures (H. Res. 53,54,77,78) would give House committees discretion—as Senate committees now have—to permit such coverage.

"I myself do not think that such discretion is alone a satisfactory answer," Dr. Stanton said. "But the Griffiths and Meader resolutions are at least a start in breaking down an absolute and rigid barrier."

Dignity Issue ▪ He said the bar association is worrying about "the wrong things" in clinging to Canon 35 on grounds that it protects "the essential dignity" of court proceedings.

"In my own view," he said, "'the essential dignity' of the proceedings of any court of any free people consists in their being open and freely accessible to the people. Dignity does not mean merely austerity or remoteness or seclusion . . . decorum is utterly meaningless once the courtroom door is closed to public surveillance. A first definition of dignity is 'intrinsic worth,' and from ancient times, dating from the abandonment of the star chamber, the intrinsic worth of our courts is centered on their openness. . . .

"Technical advances no longer make applicable old arguments about the obtrusiveness of broadcasting equipment. Charges that broadcasters would sensationalize trials are unsupported by facts. It is a strange irony indeed to find, in defense of justice, a theory that broadcasters be concluded guilty of something that they have not done on the ground that they might do it."

Dr. Stanton said that "any society that stands still will go under," and that "in some respects we are either standing pat or crawling with tortuous slowness when we ought to be moving with speed, with courage and with confidence."

Standing Still ▪ In failing to un-do the restrictions of the equal-time law, he said, "we are not even crawling—we are standing stock still."

CBS Inc.'s Stanton
Lower the barricade

He expressed hope that in setting aside a "Broadcasting Day" the North Dakota legislature was presenting "an example that other legislatures will follow in recognizing the invaluable—perhaps the pivotally important—part that radio and television can play in a modern democracy."

He suggested that North Dakota might go even further:

"Is it not possible that you might accelerate and simplify the complex process of representative government if there were greater use of electronic reporting? . . . This state, with its widespread broadcasting activity, could serve as the pacesetter of a 20th century self-governing society determined to make the fullest use of 20th century tools to interest and inform its voters."

Dr. Stanton's address was carried, live or delayed, on television and radio stations throughout the state.

'Nonsense' on ratings

Dr. Frank Stanton last week said a published article's implication that an "overemphasis" on gaining good ratings makes "neglected stepchildren of news and public affairs" was "plain nonsense."

Dr. Stanton, president of CBS Inc., made his comments in a newsletter to network employes.

His remarks were in obvious reference to a recent *Newsweek* magazine article that professed to discuss what was at stake at CBS-TV from the viewpoint of the network having achieved high ratings in its programs this season.

To the contrary, CBS-TV's record, according to Dr. Stanton, reveals "news and informational broadcasting" increased 34.5% in 1962 over 1961.

KMEX-TV sues KALI, for over $1 million

A suit for over $1 million damages has been filed in Los Angeles Superior Court by KMEX-TV, Spanish-language uhf (ch. 34) tv station, against KALI San Gabriel, Calif., Spanish-language radio station.

Citing unfair competition consisting of trade libel and disparagement, the complaint states that James Coyle, manager of KALI, and others at the station have circulated a pamphlet among advertisers and advertising agencies containing allegedly erroneous information about the number of tv sets capable of

No radio for postmen

Regional postal authorities prompted KCRC Enid, Okla., to air an editorial on what it considers unwarranted government intervention.

KCRC's complaint is that postmen are now forbidden to carry portable radios in their appointed rounds. The station's editorial said, ". . . with the Civil Defense warning systems and the severe weather season coming on, we feel it is doing a disservice to our postmen not to let them carry and listen to a transistor radio. . . ."

receiving uhf tv programs. The pamphlet sets the total at 25,000, according to the KMEX-TV complaint, whereas the actual number of sets capable of getting KMEX-TV programs is well over 75,000.

The suit seeks $500,000 for damage to KMEX-TV's reputation, $500,000 for punitive damages and over $100,000 for loss of prospective advertising. Defendants are Telebroadcasters Inc., operator of KALI, Mr. Coyle, Associated Research Co. and a number of John Does.

SALES TOTAL $9.4 MILLION

WDBO-AM-FM-TV sold for $6 million to Outlet Co.; The Gannett Co. buys WREX-TV for $3.4 million

Two station transfers totaling around $9.4 million in considerations were announced last week. The Outlet Co., the department store licensee of WJAR-AM-TV Providence, R. I., is buying WDBO-AM-FM-TV Orlando, Fla., for around $6 million. The Gannett Co. Inc., which owns several broadcast and newspaper properties, is paying $3,420,000 for WREX-TV Rockford, Ill.

The Orlando preliminary agreement was announced by Joseph S. (Dody) Sinclair, president of The Outlet Co., buyer, and trustees of the estate of the late William S. Cherry Jr., representing Cherry Broadcasting Co., the Orlando licensee whose outstanding stock will be sold. The sale does not include the Cherry-Plaza Hotel in Orlando, now owned by Cherry Broadcasting.

The Rockford transaction was announced by Paul Miller, president of Gannett, and Swan Hillman, president of Greater Rockford Television Inc., licensee of WREX-TV. The price includes station land and buildings.

Both transactions are subject to FCC approval. Arnold F. Schoen Jr. will continue as general manager of WBDO-AM-FM-TV. Mr. Hillman and Joe M. Baisch, vice president-general manager of WREX-TV, will continue as directors of the new purchasing company formed by Gannett, WREX-TV Inc., of which Mr. Miller will be president.

WDBO-TV is on ch. 6, operates with 100 kw visual and 50 kw aural and is a primary affiliate of CBS-TV; WDBO (580 kc, 5 kw, night directional) is a CBS Radio affiliate; WDBO-FM (92.3 mc, 25 kw) duplicates WDBO programs.

WREX-TV has Rockford's only vhf assignment (ch. 13); the station operates with 229 kw visual and 115 kw aural and is a primary affiliate of ABC-TV and secondary affiliate of CBS-TV.

Rockford Broadcasters Inc., licensee of WROK (1440 kc, 1 kw day, 500 w night) and WROK-FM (97.5 mc, 16 kw) and 22.8% owner of WREX-TV, is not included in the sale.

Gannett Newspapers stations are WHEC-AM-TV Rochester, N. Y.; WINR-AM-TV Binghamton, N. Y.; WENY Elmira, N. Y.; and WDAN Danville, Ill. Its once-proposed plans to purchase WAVY-TV Norfolk, Va., were canceled some time ago.

The Rockford transaction was handled by Philip L. Kelser & Assoc., New York financial counsel.

Changing hands

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

▪ WDBO-AM-FM-TV Orlando, Fla.: Sold by the Cherry Broadcasting Co. to The Outlet Co. for about $6 million (see story above).

▪ WREX-TV (ch. 13) Rockford, Ill.: Sold by Greater Rockford Tv Inc. to The Gannett Co. Inc. for $3,420,000 (see story above). Sale was handled by Philip L. Kelser & Assoc., New York.

▪ WMAS-AM-FM Springfield, Mass.: Sold by Gerald Harrison, estates of Carl S. Wheeler & Amelia Wheeler, and others to Southern New England Broadcasting Co., principally owned by Julian Gross, for $340,000. Mr. Gross is former owner of WKNB-AM-TV New Britain, Conn., and is currently applicant for a new am in West Hartford, that state. Sellers also own WLLH

Lowell-Lawrence, Mass. WMAS is on 1450 kc, 1 kw-day, 250 w-night; WMAS-FM operates on 94.7 mc, 1.35 kw. Broker: Blackburn & Co.

APPROVED ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 96).

■ KBIC-TV Los Angeles: Sold by John Poole to Martha White Mills Inc. and H. C. Young Jr. for $180,000. Mr. Young Jr. along with Walter Duke owns WENO Madison, Tenn.; Martha White Mills plans to buy Mr. Duke's half interest in WENO. The Young Jr. and White Mills combined ownership of KBIC-TV will then be transferred to Central Broadcasting Corp., licensee of the Madison station, making that company the parent (95%) of KBIC-TV licensee Central Broadcasting of California. KBIC-TV, now dark, is assigned ch. 22, with 540 kw.

■ KOAT-TV Albuquerque, N. M., and KVOA-TV Tucson, Ariz.: Sold by Clinton D. McKinnon (40%), Bernard Weinberg, Arthur A. Desser and Harold B. Garfield (each 20%) to WGAL Inc., primarily owned by Steinman family, for $3,250,000. WGAL owns WGAL-AM-FM-TV Lancaster, Pa., and Steinman family has interest in WDEL-AM-FM Wilmington, Del., and WEST-AM-FM Easton, WORK York, WKDO Harrisburg and WLEV-TV Bethlehem, all Pennsylvania. KOAT-TV (ch. 7) is affiliated with ABC-TV, KVOA-TV (ch. 4) with NBC-TV.

Three major ball clubs note radio-tv plans

Radio-tv plans for the 1963 baseball season were announced last week by the Milwaukee Braves, Pittsburgh Pirates and Kansas City Athletics.

In the case of the Braves, it was a further relaxation of the club's ban against tv. Former owner Lou Perini had maintained a strict tv blackout for nine years, fearing an adverse effect on the gate. Mr. Perini did permit 15 road telecasts in 1962 when the Braves' attendance dropped.

William C. Bartholmay, board chairman of the new syndicate which purchased the Braves this winter, said 25 games will be telecast by WTMJ-TV Milwaukee and relayed to a statewide network. As an experiment, five of the games will be home contests.

Radio rights to the Braves' baseball have been acquired by WEMP Milwaukee which will broadcast all games as well as establish a state radio network.

The Pirates' entire 162-game schedule plus eight pre-season exhibitions will be broadcast by KDKA Pittsburgh for Atlantic Refining Co., the Pittsburgh Brewing Co. and Mellon Bank, according to KDKA General Manager L. R. Rawlins. The same sponsors will present a minimum of 33 away games on KDKA-TV, General Manager Jerome R. Reeves said.

The Athletics will have 40 road games on WDAF-TV Kansas City and the R. J. Reynolds Tobacco Co., through William Esty Co., already has signed for quarter sponsorship. The 162-game regular season and 27-game exhibition schedule will be carried by WDAF Kansas City. That station last week announced that Guy's Food Inc., Kansas City, has bought one-sixth of the radio coverage through Winius Brandon Adv., that city.

MINOW REVIVES 12-YEAR-OLD PROPOSAL

Wants citizens advisory group to criticize radio-tv

A 12-year-old proposal was resurrected last week when FCC Chairman Newton N. Minow suggested that a citizens advisory board be created to appraise and report on the state of broadcasting every year, and William Benton, publisher of the *Encyclopaedia Britannica* echoed Mr. Minow's view.

Mr. Benton, while a U. S. Senator from Connecticut in 1951, had urged that this step be taken, and last week he shared Commissioner Minow's belief that a citizen's commission is still appropriate in 1963. Messrs. Minow and Benton embodied these remarks in speeches made before the tenth anniversary convocation, Center for the Study of Democratic Institutions, in New York on Jan. 22.

Mr. Minow, who opened a panel session devoted to "The Responsibilities of the Mass Media," raised the subject of a citizen's commission when he pointed out that tv needs "outside criticism and independent review of our policies." He mentioned that in October 1951 Sen. William Benton proposed the establishment of a citizen's board for radio and tv, and added:

"The board then proposed by Sen. Benton would have issued an annual advisory to the Congress, to the FCC and the public, reviewing the year's progress, or lack of progress in the public service rendered by radio and television, and made suggestions as to how such public service could be developed.

"The board was never created. I think it should have been. It is not too late."

Long Try ▪ Mr. Benton said that he had been urging the setting up of a public or private commission to review broadcasting for more than a decade. He claimed that the only highly organized pressure exerted on tv, the FCC and the Congress have been exercised by commercial interests. This, he said, has resulted in television being "abandoned almost exclusively to escapist entertainment.

"The existence of an advisory commission or board would give a powerful voice to those who view radio-tv as an instrument for 'the public interest, convenience and necessity,' the great phrase of the early congressional act," Mr. Benton asserted.

He noted that the commission or board would have no other power than "the respect its finding could command." Mr. Benton said he believes in the creation of a privately constituted board, affiliated with a university.

In other portions of his speech, Chairman Minow declared that in the decade ahead, the television industry faces these problems:

▪ It must find a way to present political broadcasts on the air so that tv will not be limited only to wealthy candidates or those dependent on special interests.

▪ It must expand the scope of programming to meet more satisfactorily the needs of the local community and specialized viewing groups.

▪ It must find an adequate economic base of support for a national educational tv network.

▪ It must encourage the setting up of more local tv stations and hopefully this will be helped by the advent of all-channel tv receivers, which should stimulate the establishment of uhf outlets.

Another speaker at the convocation was Sylvester L. (Pat) Weaver, board chairman of McCann-Erickson (International), who claimed that an expansion in the number of tv channels will lead to an improvement in the cultural quality of tv programs. He said that tv can and will be a tool to be used as an educational force throughout the world and its potential in this area still has to be tapped.

FCC ON GRIDDLE AT ATHENS

Marks, Labunski swing on FCC at Georgia institute; broadcaster group condemns Omaha tv hearing

A record attendance at the 18th annual Georgia Radio & Tv Institute in Athens last week heard broadcasters and attorneys attack the current regulatory policies of the FCC and Commissioner E. William Henry discuss the future of fm.

The sponsoring Georgia Assn. of Broadcasters got into the act by adopting a resolution condemning the FCC's Omaha hearing (beginning today) on local tv programming (see page 38). Commissioner Henry will preside in Omaha.

Broadcasters 250 strong from three states attended the institute along with 300 college students from the co-sponsoring U. of Georgia Henry W. Grady School of Journalism. Georgia Gov. Carl E. Sanders closed the sessions with an address carried live on special network of 155 radio stations.

Washington attorney Leonard Marks sounded the keynote when he called for an end to the harrassment of broadcasters by the FCC. He said the average station owner spends more time worrying about a renewal of his license than he does operating his station. Mr. Marks recommended a drastic revision in the makeup of the FCC: an administrator to make all decisions and grants and thus free the commissioners for policy matters (see page 44).

Dangerous In-Laws ▪ Stephen B. Labunski, vice president and general manager of WMCA New York, struck back at what he called "broadcasting's dangerous gang of in-laws"—groups and individuals who habitually nag at radio and tv.

Speaking from the same platform where Commissioner Henry addressed the institute, Mr. Labunski specifically included the FCC in this "dangerous gang."

"What broadcasters find unsettling," he said, "is that appointees to our favorite regulatory agency tend to have strong prenatal views about radio and television and begin voicing opinions or casting maledictions about before they even get the seat warm. In this respect, FCC commissioners are just like everybody else.

After noting instances of what he called in-law pressures applied by sponsors and others, Mr. Labunski continued:

"Members of the FCC staff engaged in a letter-writing campaign designed to intimidate television stations facing license renewals into altering their program proposals (BROADCASTING, Dec. 3, 1962). An alteration of such proposals in the designated areas usually brought a renewal by return mail—which says something about the efficiency of our sometimes beleagured Post Office Dept.

"But it says something else, something very disturbing indeed, about how a pernicious bureaucratic mind feeds on timidity and grows like a noxious weed if not restrained. It's meager comfort to be told subsequently that the commissioners themselves didn't know that members of their staff were playing Russian Roulette with license renewals, but I am sure the commissioners would have to agree that, somewhat like licensees, they, too, are ultimately responsible for what goes out over *their* airwaves."

(For Mr. Labunski's comments at the Georgia Institute on the FCC hearing in Omaha on local tv programming, see page 38).

Saturday's Child ▪ Commisioner Henry saw fm radio as Saturday's child grown up. The future of fm lies in (1) the single radio service in small markets and (2) program specialization in multi-station markets, he said.

The currently existing freeze on new fm stations is necessary, Commissioner Henry stated, because the FCC found that fm service was developing the same "undesirable tendencies" which accompanied the growth of am radio. It now appears that an fm table of allocations, as proposed in FCC rulemaking, is necessary for the continued orderly growth of fm and to assure the availability of frequencies for small markets, he said.

If nighttime fm service is to be equitably distributed, the locations of stations cannot be left to be determined solely by the desires of individual applicants, the commissioner said. "I would hope to see the day soon when the prospective broadcaster in the small community will automatically apply for an fm, rather for an am authorization," he said.

Bunker Offer ▪ Edmund C. Bunker, president-elect of Radio Advertising Bureau, stated that the bureau is engaged in the areas of research and in refinement of radio sales techniques "to make the job of media selling that much easier and more effective."

Mr. Bunker offered journalism students RAB's facilities as an unofficial —and unpaid—"employment service" to attract more college-trained young people into radio, a field he described as having "great promise and a great need for the right young people." He invited students to submit resumes to RAB for circulation among the bureau's 1,200 member stations.

Sander Vanocur, NBC News White House correspondent, told the Georgia institute that tv soon will take the lead in the coverage of news. He called for the expansion of regular, daily newscasts to 30-60 minutes by both networks and local stations. "The 15-minute tv news program is a hand-me-down from the 15-minute radio report."

Answers Newspaper ▪ Mr. Vanocur also answered an editorial by the *St. Louis Globe-Democrat* which criticized a Dec. 17, 1962, interview with President Kennedy by the NBC newsman and his counterparts for the other two networks. The *Globe-Democrat* charged the tv newsmen did not ask pointed questions of the President because their employers "operate under a public license." He pointed out that the networks are not licensed by the FCC and said he would match NBC's fearless reporting against that of any newspaper's.

A special radio presentation by CBS Radio Spot Sales was featured at the institute. Maurie Webster, vice president and general manager, told a sales workshop that this is a time for radio sales people to take advantage of a new advertiser-agency in radio.

NAB members get nominating forms

Nominating forms for 13 upcoming vacancies on the NAB Radio Board have been sent to member stations; actual ballots will be mailed Feb. 13. Terms of the nine directors of odd-numbered districts, one fm and three at-large directors, expire with the close of the NAB convention April 3.

Four of the 13 radio directors are not eligible for re-election, having served the limit of two consecutive two-year terms. These are John S. Booth (District 3), WCHA Chambersburg, Pa.; Hugh O. Potter (District 7), WOMI Owensboro, Ky.; Odin S. Ramsland (District 11), KDAL Duluth, Minn., and A. Boyd Kelley (District 13), KRRV Sherman, Tex.

The nominating forms are due back in NAB headquarters next Monday (Feb. 4). After nominees have been contacted, the ballots will be sent to member stations and must be returned to the NAB by Feb. 28; the results will be certified the next day.

Other radio directors whose terms expire include: Carleton D. Brown (District 1), WTVL Waterville, Me.; James L. Howe (District 5), WIRA Fort Pierce, Fla.; George T. Frechette (District 9), WFHR Wisconsin Rapids, Wis.; B. Floyd Farr (District 15), KEEN San Jose, Calif.; Ray Johnson (District 17), KMED Medford, Ore.; John S. Hayes (at-large), Post-Newsweek Stations; Willard Schroeder (board chairman and at-large director), WOOD Grand Rapids, Mich.; Ben Sanders (at-large), KICD Spencer, Iowa, and Ben Strouse (fm director), WWDC Washington.

The terms of four NAB Tv Board members also expire at the convention and successors will be both nominated and elected at that time. They include James D. Russell, KKTV (TV) Colorado Springs; Otto P. Brandt, KING-TV Seattle; Robert F. Wright, WTOK-TV Meridian, Miss., and Clair R. McCollough, Steinman Stations, chairman of the NAB combined boards. Mr. McCollough also has served two consecutive two-year terms and is not eligible for re-election.

Ratings attacked by religious broadcasters

CALLED 'GOLDEN CALF' THAT RADIO-TV MEN WORSHIP

Top government, industry and religious leaders highlighted the 20th Anniversary Convention of the National Religious Broadcasters in Washington last week. The convention was slanted heavily toward the forthcoming space age in communications and the promise it holds for religious broadcasters.

Two leaders of the NRB, President Eugene R. Bertermann and Dr. Peter Eldersveld, attacked the "tyranny" of rating services before the 160 delegates from all over the world.

The NRB approved a federation with the World Conference on Missionary Communications into a new group known as the International Christian Broadcasters. The two original organizations will continue to maintain their own identity. The international federation was formed to provide a common agency "to set appropriate standards and to provide liaison with governments, regulatory groups and the broadcasting industry."

One of the major addresses to NRB was made by FCC Commissioner Frederick W. Ford, who hit the FCC's policy of local tv program hearings and efforts to adopt NAB commercial codes into the commission's rules (see page 38 and 50).

Sen. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee, told the NRB delegates that the amount of time devoted to religious programming does not adequately reflect the importance of religion in American life. "Our task is to increase the quantity of religious broadcasts and telecasts without diminution of the present high quality of many fine religious programs," he said.

As chairman of the Commerce Committee, Sen. Magnuson asked NRB for "guidance" on how best to achieve this objective. He pointed out, however, that it is beyond the power of Congress or the FCC to determine program content.

Commercial Tv Sought ▪ NAB Executive Vice President Vincent Wasilewski, in a question and answer session, was told the NRB does not like the restriction in the tv code discouraging the sale of religious time. Mr. Wasilewski said he knew of no move underway to amend the provision and invited NRB to make a formal request for a change.

Dr. Bertermann, of Lutheran Tv Productions, cited several surveys and public statements which he said point out the "tyranny which the use of ratings exercises over the radio and tv broadcasting industry." He said religious broadcasters grow concerned when minute variations in rating points are projected on a national scale, "all out of reason and common sense and when programs of unquestioned excellence will live or die as a result of minute differences in ratings . . ."

Dr. Eldersveld charged that audience surveys have become a "golden calf" before which commercial stations worship. He said such worship of ratings is not peculiar to broadcasting but is "a sign of the times."

Dr. Clarence W. Jones, president of the World Conference on Missionary

Smoke and smog compete in Hollywood

Tobacco "smoke" continues to follow NAB President LeRoy Collins wherever he goes since his Portland, Ore., speech last fall asking broadcasters to take the lead in eliminating cigarette advertising designed to have a special impact on minors (BROADCASTING, Nov. 26, 1962).

In Hollywood last Monday (Jan. 21) to attend a breakfast hosted by the Hollywood Museum Assoc. (see below), Gov. Collins was asked the inevitable question by a newsman as to whether his views remained the same. The NAB president replied:

"I didn't know that this subject would be part of this news conference, but certainly the answer is no, I have not changed my mind. I have a rather deep conviction on this subject. I suggested that the [NAB] codes be amended in order to encourage more restraints against broadcast advertising which has a special impact on minors. Our code board has that under advisement (BROADCASTING, Jan. 21).

"[The board] felt that it was not in a position to recommend specific action by our general board . . . but it did recommend that it continue the studies in this area and especially that it wait and obtain from the Public Health Service of the U. S. the results of an investigation and study which it now has underway and which it expects to be concluded in about five months. After the results of that study becomes known, then it may well make more specific recommendations. Our board will meet next June and I am personally hopeful that there will be a more specific recommendation available from our boards at that time."

Communications, said that NRB must "force itself to new types of programs, built by daring creative writing and production."

A special NRB study showed that its members spent $13.7 milion for air time on commercial stations in 1961. Of the total, religious radio programs in the U. S. account for $8.7 million and tv $1.88 million. NRB was organized in 1944 to improve and advance religious broadcasting. Included in its membership are 75 U. S. radio stations.

NAB endorses museum

A planned $14 million Hollywood Museum to perpetuate the history and foster the interests of motion pictures, television, radio and the arts was officially endorsed last week by the NAB.

Announcement of NAB support and a pledge by the association of full cooperation in the project was made jointly by NAB President LeRoy Collins and Sol Lesser, president of Hollywood Museum Assoc.

Nominations sought by Broadcast Pioneers

The Broadcast Pioneers opened nominations last week for awards to be made at that organization's banquet meeting April 2 in Chicago.

Paul W. Morency, chairman of the group's Hall of Fame and awards committee, outlining nominating procedures, noted that anyone in broadcasting or an allied field could submit nominations. The purpose of the Hall of Fame awards is to acknowledge "achievement and service in building and advancing the art of broadcasting." To qualify for election a candidate must have been deceased two years prior to election at the annual pioneers meeting.

All nominations must be accompanied by a brief biography of the candidate and should be sent to Mr. Morency, president, Travelers Broadcasting Service, 3 Constitution Plaza, Hartford, Conn.

EQUIPMENT & ENGINEERING

MANUFACTURERS PLAN FOR COLOR

National Video, Philco, others to start soon

National Video Corp., Chicago, said last week it has a production line up and is ready to make color tv picture tubes as soon as its suppliers bring in necessary components. The company plans to make the 23-inch rectangular design of Motorola Inc., which it expects to sell to Motorola, as well as the industry's standard 21-inch round color tube pioneered by RCA.

National Video's pilot run is set for about March 1. How many of which style tube it will make will depend on orders, the company said. Motorola, long a hold-out in the color set manufacturing field, plans to be in the market with its new color line this coming fall and will disclose its line probably in June.

Another Chicago tube maker, Rauland Corp., a subsidiary of Zenith Radio Corp., also is putting final touches on its own design of a new color tv picture tube and is expected to start a pilot run about April. Design details of the Rauland tube have not been disclosed but it is expected that it will be sold to both Zenith and to the trade.

In other color developments around the country, Sylvania Electric Products Inc. now expects its new color picture tube will be ready for the market in the final quarter of the year.

Philco Corp., Philadelphia, which has been marketing color television receivers manufactured by RCA since last year, will start production of the sets in its own facilities this spring.

The Ford Motor Co. subsidiary, expects to increase its sales of color sets by 300 to 400% above 1962.

GE announces new transistorized tv camera

A transistorized vidicon studio camera described as capable of handling four out of five of today's studio productions at operating cost reductions up to 90% is being announced today (Jan. 28) by General Electric in Syracuse.

GE called the camera, Type PE-23, the first such "truly professional" transistorized vidicon studio camera and said it was designed specifically for news, panel and quiz shows, which, the company noted, constitute up to 80% of today's studio shows.

H. E. Smith, manager of marketing for GE's technical products operation in Syracuse, thought the new camera also would be used extensively for educational tv studio productions.

Type PE-23's initial cost is around 50% less than a comparable image orthicon unit, said Mr. Smith. The difference is in the vidicon tube's price —25% less than a comparable image orthicon unit—and the vidicon's greater life expectancy of three to five times more than an image orthicon, Mr. Smith said. Another economy is in the reduced power requirements—only 155 watts, less monitoring needs.

The semiconductor circuits are several times more reliable than comparable tube circuits, according to user reports on other transistorized equipment, Mr. Smith said. Operating temperature is lower for the transistorized circuits and a blower is needed only for the vidicon area, assuring more stable operation of the pickup tube, it's claimed.

GE says the camera head includes the transistorized power supply and video power channel, saving up to 14 cubic feet of rack space. Its performance, the maker claims, meets or exceeds Electronic Industries Assn. standards.

Technical topics...

New mike ▪ Shure Brothers Inc., Evanston, Ill., has announced a new dual impedance microphone, specifically designed for lavalier use. Also useful as a hand mike, the model 560 unit weighs 5 ounces and is listed at $42.50, including lavalier cord and clip assembly.

Pencil tube ▪ Electronic Tube Div. of Sylvania Electric Products, Emporium, Pa., is manufacturing a new fixed tuned uhf ascillator module pencil tube, designated 5794. The tube uses a six volt, 160 ma heater and features low frequency drift.

INTERNATIONAL

TV RATINGS BATTLE IN BRITAIN

BBC-TV's audience claims challenged by commercial tv

A BBC claim that its television audience in the last quarter of 1962 was bigger than the commercial network's has been challenged by Television Audience Measurement Ltd., the tv rating firm which is partly owned by the A. C. Nielson Co.

The latest BBC audience research department report states that for the first time since the end of 1955, BBC-TV's viewing audience over a full quarter was greater than that of commercial television. In the October-December 1962 period those able to choose between the two networks gave 52% of their viewing time to BBC-TV and 48% to commercial television, BBC claimed. In October-December 1961 the ratio was BBC-TV 45% and commercial network 55%. Two years ago BBC-TV's share was 39% and commerical tv had 61%.

TAM said that according to its calculations for the same three months at last year's end the commercial network had 57% of the viewers' time and BBC-TV only 43%.

A spokesman for the Independent Television Companies Assn. said "The BBC's claim to have won a majority in the last quarter of the year is not conceeded . . . though it is true that there has been a swing towards BBC."

A BBC spokesman commented, "We stand by our audience research department."

Other Info ▪ The BBC report also shows that the proportion of the population which can now receive television is approaching 90%. During the past year the number of people with tv sets which can tune in to both BBC and commercial programs increased by 2.3 million. There was a decrease of 800,000 in the number who could receive only BBC-TV, leaving only 1.8 million so equipped. The net increase of 1.5 million brought the total number of people with television sets at home to 42.6 million.

There was an increase from 33.9 million to 34.8 million in the number of people who viewed television at all on the average day. But the number of people who confined their day's viewing to BBC-TV rose from 9.8 million to 11.5 million, while the number who watched only the commercial network fell from 10 million to 8.5 million, according to the BBC study. The number who viewed both networks on the same day rose from 14.1 million to 14.8 million.

Despite the decline in the number of sets which can only pick up BBC-TV, the audiences for BBC-TV programs were much higher in October-December 1962 (average 7.7 million) than in the same months of 1961 (average 6.7 million). The average commercial network audience was smaller, with 6.7 million in October-December 1962 as against 7.1 million the year before, the BBC study claims.

The amount of time spent in viewing was between 15 and 16 hours per week

British tv restrictions on tobacco ads

The restrictive wall of "don'ts" erected against cigarette advertisers on tv in Great Britain is bound to increase the cost of producing tv commercials for telecast in that country and "without, in view of the restrictive rules, increasing their advertising effectiveness."

This warning was contained in a talk on U. S. advertising and marketing overseas (particularly in common market countries) delivered by Alfred W. de Jonge last week before the American Marketing Assn. in New York. Mr. de Jonge is vice president, international operations, at Benton & Bowles, New York.

Mr. de Jonge referred to "notes of guidance" issued by the Independent Television Companies Assn. Ltd. for tv advertisements for cigarettes and "hand rolling" tobacco.

The association contains broad principle in this statement: "Advertising should not encourage people, and young people in particular, to believe that they will have any advantage romantically, physically, socially or in their jobs if they smoke."

Danger Areas ▪ There are then contained a number of applications suggested as "areas of dangers" to be avoided in the production of cigarette commercials. Copy that has "hero appeal" and appeal to "manliness;" appeal to social success, or suggestion that smoking is part of the modern, smart, sophisticated or fashionable way of life, and that one should smoke to be "in the swim."

Romantic appeal is to be avoided as is the creation of a romantic atmosphere in which it is implied that cigarettes are an essential ingredient, and also any impression of "exaggerated satisfaction" (deep inhaling or expressions of intense enjoyment associated with smoking).

There are still other avoidance areas suggested in Great Britain. They include "implicit encouragement" of habitual or excessive smoking, or impressions of dependence on cigarettes, the use of advertisements of young people unmistakably under the age of 21, and the suggestion that cigarettes overcome "nerves" or strain, or direct offers of cigarettes as an aid to relaxation or concentration.

Asked Mr. de Jonge: "how would you like to write tv commercials—or develop a marketing plan—under such limitations?"

He said: "Restrictions of this kind, unfortunately are not exceptional. It could well be that on the two-way street of international trade, such restrictive rulings will find their way into U. S. tv codes.

"LeRoy Collins had a few words to say about this not too long ago."

per person irrespective of whether the viewer could see both networks or only one. Radio listening continued to increase in October-December 1962.

Ford Foundation sends specialists to India

The Ford Foundation has sent a group of four communications specialists to India to advise that country on developing its communications.

The consulting team, which will spend a month in New Delhi working with the communication research and study center of the Indian Ministry of Information, includes Robert B. Hudson, programming vice president of the National Educational Television & Radio Center; Wilbur Schramm, director of the Institute for Communication Research at Stanford U.; C. R. Carpenter of Penn State U.; and Lloyd Sommerlad, Australian newsman.

They will examine India's whole communications system, recommend future lines of development and give advice on the development of an institute for communications training.

British commercial tv starts etv programs

The first adult education programs on Britain's commercial tv network began Jan. 20 after government authorization of broadcast time for adult etv in its second White Paper.

For one hour, 10-11 a.m. on Sundays, three 20-minute programs are running for an initial three months. Two teach written and spoken English and the third gives instruction in French.

Bernard Sendall, deputy director-general of the Independent Television Authority, has emphasized that the programs are essentially experimental. The experience gained will be used to develop plans for adult etv which the ITA and some of the tv companies hope to present in the 1963-64 academic year. To guide the network in this new programming the authority is appointing an advisory committee of people in the fields of liberal adult education and further and technical education.

GE of South Africa buys equipment firms

Selectomatic Radio Corp. of S. A. (Pty) Ltd., and B. H. Electric Co. (Pty) Ltd., Johannesburg, South Africa, have been purchased by South African General Electric Co. (Pty) Ltd., a subsidiary of the General Electric Co. of America.

Selectomatic Radio Corp. is a manufacturer of domestic radio equipment. B. H. Electric Co. makes semiconductor equipment, electrical controls and allied products.

H. Silbermann has been appointed managing director of the newly purchased companies, as well as consultant to South African General Electric Co.

South African General Electric, which reorganized, its board of directors with purchase of the two companies, reportedly will broaden the present activities of the organization in the industrial electronics, radio and home entertainment fields.

BROADCAST ADVERTISING


Mr. Wallin

David E. Wallin elected vp for marketing services of Hill, Rogers, Mason & Scott, Chicago advertising agency. He has been director of marketing services for firm since June 1962. Before joining HRM-&S, Mr. Wallin was new products manager and director of marketing research services for Simoniz Co., Chicago, account research manager in Chicago office of J. Walter Thompson Co., and member of finance planning group of U. S. Gypsum Co.

Robert Belden, James Cameron and **Robert Leonhard,** members of contact department of Young & Rubicam, New York, elected vps. Mr. Belden joined Y&R in 1950 and was appointed account executive in 1956. Mr. Cameron joined agency in 1951, while Mr. Leonhard came to Y&R last year from Detroit office of Leo Burnett Co. where he served as vp and manager.


Mr. Billsten

Henry Billsten, art supervisor at Earle Ludgin & Co., Chicago, elected vp. Mr. Billsten has been with agency for 26 years and supervised its art department for past two years.

Worthing H. Stone, former vp and general manager of Detroit office of Meldrum & Fewsmith where he worked on Ford Motor Co.'s tractor account for past 15 years, joins Foote, Cone & Belding, Chicago, as vp and supervisor of agency's newly acquired International Harvester Corp. farm equipment division account.

Jerome L. Simmons, general manager of Enyart & Rose, and **George Burtt,** active in client service, elected vps of Los Angeles-based advertising agency.

Myra E. Janco, vp of Roche, Rickerd, Henri, Hurst, Chicago, since last summer, promoted to executive vp. She formerly headed her own agency, Wabash Adv., in Terre Haute, Ind., and Cincinnati.

Robert A. Hilton, vp in charge of marketing for Lilienfeld & Co., Chicago, named to newly created post of executive vice president.

Norman R. Anderson, senior vp of John W. Shaw Adv., Chicago, named director of client services and chairman of plans board. **George E. Filipetti,** vp, named director of creative services. **Dr. Jaye S. Niefeld,** vp, appointed director of marketing and media. All three, along with **C. J. Allen,** executive vp, also have been elected to agency's board of directors.

D.C. Broadcasters Club elects officers


Mr. Sitrick

Joseph M. Sitrick, associate of Blackburn & Co., Washington, D. C. station broker, was elected president of Broadcasters Club of Washington, D. C., Thursday (Jan. 24), succeeding Joseph Goodfellow, NBC vp and general manager of WRC-AM-FM-TV, that city.

Other officers elected: board chairman, **Alfred Beckman,** ABC vp in Washington; vice president, **Robert Kennedy** of Kear & Kennedy, consulting engineers; secretary, **Maury Long,** vp and general manager, BROADCASTING; treasurer, **Lawrence Richardson,** WTOP-AM-FM-TV Washington; assistant treasurer, **Howard Frazier,** management consultant.

New board members added to current six: resident—Messrs. Kennedy, Frazier and Long; **John Meagher,** NAB radio vp; **Howard Monderer,** NBC Washington counsel; **Fred Albertson,** partner, Dow, Lohnes & Albertson. Non-resident—**William B. Lodge,** CBS-TV vp, New York; **Robert Hurleigh,** president, MBS, New York.


Mr. Snell

Frank Snell, vp and account supervisor at Compton Adv., New York, joins Lennen & Newell, that city, as senior vp and management supervisor on Warner-Lambert account.

Margaret R. Samuel, advertising supervisor of Colgate-Palmolive (Jamaica) Ltd., named advertising manager. Miss Samuel's supervision will extend over Jamaica and include Bahamas, Bermuda and British Honduras. She joined Colgate as advertising clerk in 1944 and was named advertising supervisor in 1956.

David N. Laux, former vp of Foote, Cone & Belding and senior vp of Lennen & Newell, joins Los Angeles office of Frank B. Sawdon Inc., New York-based advertising agency, as senior vp.

Daniel H. Dolgins, Thomas G. Fielder, and **A. Whitaker Franzheim,** account supervisors with Cunningham & Walsh, New York, elected vps. Mr. Dolgins, who joined C&W in 1960 as account executive, is supervisor of American Home Products (Boyle-Midway Div.) account. Mr. Fielder, with agency since 1957, is supervisor on St. Regis and Chrysler Airtemp accounts as well as account executive on building products division of Johns-Manville. Mr. Franzheim is account supervisor on American Export Lines and account executive for industrial divisions of Johns-Manville.- He joined Cunningham & Walsh in 1952.

Roger L. Schwab, supervisor of International Shoe Co. and GEM International accounts at Krupnick & Assoc., St. Louis, elected vp.

George C. Whipple Jr., former pr manager of *Ladies Home Journal* and *American Home Magazine,* joins Benton & Bowles, New York, as pr director

Sheridan, others get reassignments at FCC

Mr. Sheridan

Miss Kessler

Mr. Rawson

Mr. Barr

James B. Sheridan, special assistant to FCC Chairman Newton N. Minow and a 22-year veteran with the commission, was named Broadcast Bureau chief succeeding **Kenneth Cox,** who has been nominated to be a member of the commission.

The appointment is one of four decided on but not yet announced by the commission.

Two appointments that were announced last week are: **Richard F. Sloan,** former assistant executive officer, to chief of FCC's Budget & Fiscal Div., and **Pauline M. Foster,** assistant personnel officer, to assistant chief of the Manpower Utilization & Survey Div.

The other unannounced appointments are:

Sylvia Kessler, acting chief of Renewal & Transfer, to be chief of Opinions & Review.

Robert Rawson, chief of the Hearing Division, to chief of Renewal & Transfer Division.

James Barr, assistant chief of the Broadcast Bureau, to chief of Safety & Special Services Bureau.

Mr. Sheridan, who was brought into the chairman's office in 1960 by then Chairman Frederick W. Ford, is an economist who joined the commission in 1941 as a research consultant in the old office of chief accountant. Six years later he became chief of the Broadcast Bureau's Business Economics Branch and in 1950 was named assistant chief of the Bureau's Economic's Div. He was acting chief of that division from 1956 to 1959.

Mr. Sheridan, a native of Newark, N. J., graduated from Rutgers U. in 1936 and completed a course in communications research at Columbia U. in 1941.

Miss Kessler was named acting chief of Renewal & Transfer last summer when Joseph Nelson, who had headed that division, was appointed to the Review Board. Miss Kessler, who graduated from Southeastern Law School in Washington, D. C., in 1936, joined the commission as an attorney in 1942. She left the post of chief of Office of Opinions & Review in 1953 to enter private communications law practice, but returned to the FCC in 1961.

Mr. Rawson, an attorney, has been in government service since 1935, including four years during World War II when he was an officer in Naval Intelligence and in a PT Boat squadron in the South Pacific. Mr. Rawson earned his law degree from Columbus (now Catholic) U. and worked for the Agriculture and Justice Depts before joining the commission in 1946. He was named assistant chief of the Hearing Division in 1953, acting chief in 1954 and chief in 1958.

Mr. Barr started with the commission in 1938 as an engineer with the New York field office. He was assigned to the Broadcast Bureau in 1952 and was named its assistant chief in 1956. Mr. Barr, who studied electrical engineering at Georgia Institute of Technology and Southern Methodist University, spent five years with the Southwestern Bell Telephone Co. and a like period as an engineer with the Southwest Broadcasting Co. (KTAT Fort Worth; KTSA San Antonio, KOMA Oklahoma City, WACO Waco, and KNOW Austin).

and vp of General Public Relations division, effective Feb. 4. Mr. Whipple served as account supervisor for BBDO, New York, for six years prior to joining Curtis Publishing.

Fred Zeller, formerly senior copy writer at Benton & Bowles, New York, joins Harmon-Kardon, Plainview, N.Y., as advertising-promotion manager.

Nancy F. Stephenson, vp and member of operations committee of J. Walter Thompson, New York, elected to board of directors. Mrs. Stephenson joined agency in 1935 as secretary, later became copywriter, and in 1947 was promoted to copy group head. She was elected vp in 1955.

Robert L. Phillips, vp and account executive at Phillips-Ramsey Inc., San Diego, Calif., advertising agency, named director of firm's newly created special account division. **Vivien B. Kern** has been appointed Mr. Phillips' assistant.

William M. Walker, former account executive with Young & Rubicam, New York, joins De Garmo Inc., that city, as account supervisor.

Robert H. Homan, assistant account executive at Morse International, New York, named account executive. Mr. Homan joined Morse in 1959 as copywriter. He will be responsible for Vicks VapoRub and VapoSteam group.

Jay Veevers, former partner of Boston pr firm of Cloud & Co., joins advertising and marketing group of Richard Montgomery Mason Inc., that city.

Karl L. Vehe Jr., formerly with Turner Adv., Chicago, to Waldie & Briggs, that city, as account executive.

Marvin Saltzman, editor and publisher of west coast advertising journal, *Media, Agencies, Clients*, chosen "advertising citizen of 1962" by Western States Advertising Agency Assn.


Mr. Stanley

Mack Stanley, art director at Geyer, Morey, Ballard, New York, elected vp. Mr. Stanley was art director at Young & Rubicam, New York, before joining GMB in 1961.

Hy Rosen, former art director and producer-writer with Reach McClinton & Co., New York, joins Lawrence C. Gumbinner Adv., that city, as creative supervisor. Prior to joining Reach McClinton, Mr. Rosen was senior tv art director at Norman, Craig & Kummel, New York.

Joseph Sollish, Eloise Francis and **Eli Kramer**, copywriters with Young & Rubicam, New York, appointed copy supervisors. Mr. Sollish joined Y&R in 1962 from Chirurg & Cairns, Boston, where he was copy chief. Mrs. Francis came to agency in 1956 from Bryan Houston Co., where she served as account executive. Mr. Kramer formerly was with Benton & Bowles.

Mike Schneider and **John Wirtz** join Sudler & Hennessey, New York, as group copy chiefs. Mr. Schneider formerly served in copy department of William McAdams, New York, while Mr. Wirtz was copywriter with Robert E. Wilson, that city. Other additions to Sudler & Hennessey's copywriting staff are **Steve Abruscato** from Young & Rubicam; **Harry Sweeney** from E. R. Squibb, and **Edith Rosoff** from Dean L. Burdick.


Mr. Burgess

George E. Burgess Jr., formerly with advertising and sales promotion department of Rust Craft Greeting Cards, appointed radio-tv director of Horton, Church & Goff, Providence, R.I., advertising agency.

George Gale, former creative director for Rutledge Advertising Co., St. Louis, joins creative department of Winius-Brandon Co., that city.

Robert V. Mellott, formerly with division merchandising group of General Motors Corp., joins N. W. Ayer & Son, Chicago, in commercial production department. **Patricia L. Groner**, former project director of advertising and consumer research at Norman, Craig & Kummel, New York, joins Ayer's New York radio-tv department. **Ward L. Reed**, former account representative with McCann-Marschalk, New York, joins Ayer's account service department in New York.

NFAA's officers for 1963

Preston D. Huston, president of Associated Advertising Agency of Wichita, elected president of National Federation of Advertising Agencies for 1963. Other officers elected: **Fred B. Elkus Jr.**, president of Gerth, Brown, Clark & Elkus, Sacramento, Calif., executive vp; **Harold M. Schneider**, president of Schneider Cardon Ltd., Montreal, Canada, vp; **A. Mark Battaglia**, president of Capital Advertising, Lansing, Mich., treasurer; and **John Pearl** of Los Angeles, managing director. Mr. Huston replaces **B. R. Lawler**, president of Atlantic National Advertising Agency, Norfolk, Va.

THE MEDIA


Mr. O'Connor

Arthur O'Connor, tv account executive in New York office of Avery - Knodel Inc., national radio-tv sales representatives, appointed director of organization's Detroit office, succeeding **Stuart I. Mackie**, who joins Blair-Tv, that city, as account executive. **David N. Simmons**, once president of his own national firm, Simmons Assoc., replaces Mr. O'Connor in New York office. Prior to joining Avery-Knodel in 1961, Mr. O'Connor was vp of Devney/O'Connor, station representatives. Mr. Simmons, in addition to operating his own firm from 1955-59, has seen service as sales executive with John Blair and Joseph Weed Cos.

Thomas M. Ferguson, formerly with Standard Rate & Data Service, Chicago, named general manager of WCUY-FM Cleveland.

Dr. Michael M. Bennett, president of St. Petersburg (Fla.) Junior College, elected president of WEDU (TV) Tampa, Fla. (education ch. 3). He succeeds **Col. Brintnall H. Merchant**, vp of Exchange National Bank, who served two years as WEDU's head and will retain seat on board of directors. **William E. Coletti** appointed production manager of Tampa etv outlet.

Bud Beal, advertising and sales promotion manager of Heil-Quaker Corp., Nashville, Tenn., named manager of WLVN, that city, new outlet scheduled to begin operations March 1.


Mr. Hamilton

Arthur Hamilton, former manager of production and business affairs for WNBC-TV and station manager of WNBC-AM-FM New York, joins WJAR Providence, R. I., as station manager, succeeding **James E. Gleason**, who becomes program director of WJAR-TV. **Frederick R. Griffiths**, WJAR-TV program manager, appointed public affairs manager for WJAR-AM-TV. Mr. Griffiths has been with WJAR-TV since 1952, having served as traffic manager, operations manager, and since 1959 as program manager. Mr. Gleason joined WJAR radio in 1957 and was named station manager in July 1960.

Stanley LeVine, former assistant sales manager of WBBM-AM-FM Chicago, appointed sales manager of KSAN San Francisco.

John Brooks and **B. Frank Killen** named station director and promotion manager, respectively, of KALB-AM-FM Alexandria, La. Appointments are effective Feb. 1. Mr. Brooks is former member of stations' news staff and Mr.

Killen has served as KALB continuity director for past two years.

Earl W. Hickerson, operations director of KOCO-TV Enid, Okla., assumes additional duties of assistant station manager.

Howard Shulman, formerly with Washington Senators baseball team, joins Spot Time Sales, New York, as account executive.

Charles Carroll joins WITH-AM-FM Baltimore as account executive.

Gordon Copeland and **Dick Taylor** join sales staff of WBTV (TV) Charlotte, N. C.

William Jones, former news director of WMEX Boston, named program director of WTSN Dover, N. H. **Joe Marshall** joins Dover radio outlet as air personality.

James D. B. Foster named program director of KRLA Pasadena, Calif., succeeding James Washburne, who is devoting full time to production. **Ten Quillin,** formerly with KFWB Los Angeles, joins KRLA as air personality.

Robert Emery, former freelance writer-announcer and promotion-pr consultant in Dayton, Ohio, named assistant program manager of WIND Chicago.

ARF elects Brown

Lyndon O. Brown, senior vp of Dancer-Fitzgerald-Sample, New York, elected board chairman of Advertising Research Foundation. **Richard J. Babcock,** president and chief executive officer of *Farm Journal,* elected vice chairman, and **Arthur C. Bryan,** president of Union Carbide Consumer Products Co., was elected treasurer. **Vernon C. Myers,** publisher of *Look* magazine, and **Roy Weber,** advertising director of Swift & Co., were elected to ARF's board of directors.

Marshall (Casey) Davidson, assistant assignment manager for CBS News, named manager of film production. Prior to joining CBS, he was executive news editor of Hearst Metrotone News, New York. **Robert A. Little,** producer with Newsfilm department, succeeds Mr. Davidson as assistant assignment manager.

Stanley Lichtenstein, film and music director of KTVU (TV) San Francisco-Oakland, appointed director of tv programming development for uhf tv stations of Kaiser Broadcasting Div., Kaiser Industries Corp. Kaiser has been granted construction permits by FCC for facilities in San Francisco; Corona, Calif.; Los Angeles, and Detroit.

Mr. Barry

Nick Barry, for past two years regional manager in Ohio for Radio Advertising Bureau, New York, joins Ohio Station Representatives, Cleveland, as account executive.

Patricia Peterson, secretary with Metromedia Inc., New York, appointed administrative assistant to president. Prior to joining Metromedia in 1958, Miss Peterson served as assistant to president of Ronald A. Wilford Assoc.

Art Mattson, former news editor of WSTC-AM-FM Stamford, Conn., named news director of WMMW Meriden, Conn.

Frank Thompson, news director of WHTN-TV Huntington, W. Va., joins news staff of WSAZ-AM-TV, that city.

Clyde Montgomery and **John Turner** join news department of WFGA-TV Jacksonville, Fla.

Julian Ross rejoins WINS New York as music director, succeeding **Don Ovens,** who resigned. From 1951 to 1959 Mr. Ross worked at WINS as news editor, production supervisor and music librarian. Most recently he was music director of WHN New York.

Bruce Wallace, manager of promotion and public service, WTMJ-AM-FM-TV Milwaukee, was elected president of Wisconsin Broadcasters Assn. Thursday (Jan. 24) succeeding **Don Wirth,** vp-general manager, WNAM Neenah. Other new officers: vp for tv, **Howard Dahl,** WKBT (TV) LaCrosse; vp for radio, **George Frechette,** WFHR Wisconsin Rapids; re-elected treasurer, **Richard Dudley,** WSAU Wausau. Elected directors: **Glen Holznecht,** WJPG Green Bay; **Leo Howard,** WEAU Eau Claír; **Roger LeGrand,** WITI-TV Milwaukee, and **Bernie Strachota,** WRIT Milwaukee.

Mr. Chan

Gus Chan, air personality with WAAT Peoria, Ill., joins WCIU (TV) Chicago as program director. WCIU is new uhf ch. 26. Station due to go on air in May with ethnic programming. Mr. Chan will air tv version of Spanish-language show he once presented on WMAQ Chicago.

Curtis D. Peck, who became chief engineer of KNBR San Francisco in 1926 when station was known as KPO, retires Jan. 31 as manager of technical operations of NBC-owned KNBR-AM-FM. Mr. Peck is succeeded by **Donald R. Hall,** who has been NBC engineer in San Francisco since 1938.

Herb Bailey and **Lee Ruef** join WLOS-TV Asheville, N. C., as sports commentator - commercial announcer and and news reporter, respectively.

Gil Lee, assistant to president of Mullins Broadcasting Co. (KBTV [TV] and KBTR Denver), retires Feb. 15 after 14-year association with company.

Pat Locatell, continuity director of KWJJ Portland, Ore., named director of station's newly created publicity and sales promotion department.

Lee Peer, formerly with KOLO Reno, Nev., joins KGW Portland, Ore., as air personality.

Lester Dinoff, former director of publicity and exploitation for WABC-TV New York, joins Freedomland Inc., New York, as assistant to director of publicity-public relations.

Don Mills named pr director of KQED (TV) San Francisco (educational ch. 9), succeeding **Marianne Goldman,** who resigned.

EQUIPMENT & ENGINEERING


Mr. Adler

Dr. Robert Adler appointed vp-director of research for Zenith Radio Corp., Chicago, succeeding **Dr. Alexander Ellett,** who has been named to new position of vp-special scientific projects. Dr. Ellett held post since 1949. Dr. Adler, elected vp in 1959, has been associate director of research since November 1952. He joined company as member of research division in 1941. **Erwin M. Roschke** named assistant director and administrative manager for research, and **Dr. Bertrand Miller** will be assistant research director. Mr. Adler's technical contributions include Zenith's Space Command remote control tv tuning system plus tv circuit innovations.

Roy J. Benecchi, former vp of Lear Inc., Santa Monica, Calif., joins Capehart Corp. (stereophonic phonographs, am/fm radio phonographs), Richmond Hill, N. Y., as president, succeeding **J. D. Winer,** who was elected board chairman. Mr. Benecchi had been with Lear for 20 years.

Dr. Charles B. Wakeman, former vp in charge of research and development for Magnetics Inc., Butler, Pa., named director of electronics research for electronic products division of Corning Glass Works, Raleigh, N. C.

Roy E. Drew, former controller and assistant treasurer of Plax Corp., Hartford, Conn., rejoins Sylvania Electric Products, New York, as controller. Prior to joining Plax, Mr. Drew served as controller of Sylvania's electronic systems division in Waltham, Mass. **J. Robert Peltz,** product sales manager-new products for receiving tube operations, named manager-photo-conductor operation for electronic tube division.

David T. Richardson, general credit manager of The Magnavox Co., Ft. Wayne, Ind., appointed corporate credit manager. **Dean M. Davis,** assistant credit manager, named credit manager for consumer products division. **John W. Rippe,** financial administrator for government and industrial division, appointed credit manager for organs and consumer products division.

Milan Leggett appointed broadcast sales engineering representative of General Electronic Labs, Cambridge, Mass. His territory includes Texas, Louisiana and Mississippi.

ALLIED FIELDS

Dexter Neadle, former research director of Opinion Research Corp., joins Audits & Surveys Co., New York, as director of operations for national total-market audit.

Frank R. Jamison appointed instructor in radio and tv at Colorado State College, Greeley. As CSC faculty member, Mr. Jamison will teach tv production and supervise school's closed-circuit tv facilities. He is former sales service manager of KCMO-TV Kansas City, Mo.

PROGRAMMING


Mr. Graff

E. Jonny Graff, former vp-syndication sales of Independent Television Corp., New York, joins Embassy Pictures, that city, as vp of newly created tv department. Mr. Graff has also served as vp of National Telefilm Associates and station manager of WNTA (TV) New York.

John Houseman, noted producer of stage and motion pictures, has been retained by CBS-TV to produce hour-long series of dramas based on episodes from American history, planned for next season's lineup.

Charles A. Moses elected president of Publicists Assn. (IATSE Local 818), succeeding **Don Boutyette.** Other new officers of Hollywood union are: **John del Valle,** first vp; **Felix Owens,** second vp; **Teet Carle,** trustee.


Mr. Godfrey

H. Keith Godfrey, sales executive with MCA Tv, New York, elected vp. Mr. Godfrey joined MCA Tv in 1955 in Houston office. He was transferred to Philadelphia and later to New York in 1957.

David W. Burke, manager of institutional programs operation for General Electric Co., New York, appointed manager of pr programs operation. Mr. Burke will be responsible for GE's tv show *General Electric True.*

INTERNATIONAL

George W. Harper to general sales manager of CHFI-AM-FM Toronto.

T. Mayer, sales manager, promoted to manager of Marconi Broadcasting Div. of Marconi's Wireless Telegraph Co. Ltd., Chelmsford, Essex, England. **F. J. Sidebotham** succeeds Mr. Mayer as division sales manager, with **A. A. McKerrell** as assistant sales manager. **D. Law** appointed to newly created position of chief of product planning.

Michael Parkin, formerly with Channel Television Ltd., joins Television Audience Measurement Ltd., London, as director. Mr. Parkin will have special responsibility of assisting David Wheeler, TAM's assistant managing director.

Dr. B. K. Bryam, general manager of CHFI-AM-FM Toronto, elected executive vp of Bureau of Broadcast Measurement, that city. Dr. Bryam has been in audience research work for Canadian Broadcasting Corp., Ottawa, for CFTO-

TV Toronto, and consultant in research for CTV Television Network, Toronto.


Mr. Crittenden

Harold Crittenden elected vp and director of Transcanada Communications Ltd. (CKCK-AM-TV Regina, Sask., CKRC Winnipeg, and CKOC Hamilton, Ont.). For past three years Mr. Crittenden has served as Transcanada's general manager and before that was manager of CKCK-AM-TV.

DEATHS

Joseph Angello, 41, news director of WOHO Toledo, Ohio, died Jan. 20 at his home in that city.

Joseph R. McCurdy, 48, manager of news and press services for RCA, New York, died Jan. 23 after long illness. Mr. McCurdy joined RCA in 1959 as manager of product news and field relations, after 13 years with Carl Byoir & Assoc., New York, where he was vp.


Mr. Harbach

Otto A. Harbach, 89, past president (1950-53) of American Society of Composers, Authors & Publishers and well-known composer and playwright, died last Thursday (Jan. 24) in New York. He was charter member of ASCAP and director since 1920. He wrote such songs as "Smoke Gets In Your Eyes," "Indian Love Call," "Rose Marie," and "Gianinna Mia," and such Broadway musicals and operrettas as "No, No Nanette," "Sunny," "Roberta" and "Desert Song."

Gwen Wagner, copy chief of Hal Stebbins Inc., Los Angeles advertising and pr firm, died Jan. 14 in Good Samaritan Hospital, that city, after long illness. In Los Angeles since 1946, Miss Wagner specialized in writing motion picture advertising copy for 10 years at Foote, Cone & Belding before joining Stebbins in 1956.


Mr. Fray

Jacques Fray, 59, radio personality and pianist with WQXR-AM-FM New York, died Jan. 20 of heart attack at his home in that city. Mr. Fray conducted *Listening to Music with Jacques Fray*, classical records program over WQXR, since October 1947. Between 1930 and 1938, Mr. Fray and Mario Braggiotti worked as duo-piano team for radio and supper clubs. Since 1945 he has broadcast English and French language programs for Voice of America. Mr. Fray's most recent tasks included weekly French language musical program and narration into French of USIA's film of Mrs. John F. Kennedy's trip to India and Pakistan.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Jan. 17 through Jan. 23 and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w-watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. •—educational. Ann.—Announced.

New tv stations

ACTION BY FCC

Huntsville, Ala.—North Alabama Bcstrs. Inc. Granted cp for new tv to operate on uhf ch. 19 (500-506 mc); ERP 519 kw vis., 270 kw aur. Ant. height above average terrain 1,057 ft., above ground 254 ft. P. O. address c/o John C. Godbold, Suite 330 Professional Center, Montgomery, Ala. Estimated construction cost $498,009; first year operating cost $250,000; revenue $260,000. Trans. and studio locations both Huntsville. Geographic coordinates 34° 44′ 16″ N. Lat., 86° 31′ 57″ W. Long. Type trans. RCA TTU-25B, type ant. RCA TFU-27J. Legal counsel Fly, Shuebruk, Blume & Gaguine, consulting engineer Gautney & Jones, both Washington, D. C. Principals: Charles F. Grisham & John C. Godbold (each 49.98%) and Albert W. Copeland (.04%). Messrs. Grisham & Godbold are both lawyers and part owners of real estate firms; Mr. Copeland is gen. mgr. of WAPI-AM-FM-TV Birmingham, Ala. Initial decision looking toward grant became effective Jan. 17.

APPLICATION

San Bernardino, Calif.—The Maple Chapel. Uhf ch. 30 (566-572 mc); ERP 318.5 kw vis., 159.25 kw aur. Ant. height above average terrain 2,531.9 ft., above ground 308 ft. P. O. address c/o Rev. R. A. Schoch, Box 41108, Los Angeles 41, Calif. Estimated construction cost $349,130; first year operating cost $96,000; revenue $96,000. Studio and trans. locations both Los Angeles. Geographic coordinates 34° 10′ 43″ N. Lat., 117° 42′ 23″ W. Long. Type trans. GE TT56A, type ant. GE TY25C. Legal counsel S. R. Levine, consulting engineer James F. Lawrence Jr., both Los Angeles. Principals: members of board of church group (no stock issued). Ann. Jan. 22.

New am stations

ACTIONS BY FCC

Ketchikan, Alaska—South Eastern Alaska Bcstrs. Inc. Granted cp for new am on 620 kc, 500 w-N, 1 kw-LS; condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. P. O. address c/o KBYR, Box 1960, Anchorage, Alaska. Estimated construction cost $22,193; first year operating cost $42,000; revenue $52,000. South Eastern, licensee of KJNO Juneau, Alaska, is controlled by Radio Anchorage Inc., licensee of KBYR-AM-FM Anchorage, Alaska. Radio Anchorage is owned by J. Chester & Josephine M. Gordon (each 47.6%) and others. Action Jan. 23.

Indianapolis, Ind.—Radio One Five Hundred Inc. Granted cp for new am on 1500 kc, 5 kw-D, DA. P. O. address c/o Douglas D. Kahle, Box 491, Pacific Grove, Calif. Estimated construction cost $40,869, first year operating cost $96,000, revenue $110,000. Principals include **Douglas D. Kahle, Edwin Tornberg** and **Edward Wetter,** 33⅓% each. Applicants are associated with Edwin Tornberg Inc., radio-tv brokers. Action Jan. 23.

APPLICATIONS

Coolidge, Ariz.—Coolidge Bcstg. Co. 1150 kc, 1 kw, DA-N, unl. Requests facilities previously assigned to KCKY. Ant. height 206 ft. P. O. address Box 246, Coolidge. Estimated construction cost $11,000; first year operating cost $35,000; revenue $42,000. Principals: Kathleen E. (60%) & Craig E. (30%) Davids and Paul Dean Ford (10%). Mr. Davids, attorney, is part owner of WCER Charlotte and WYSI Ypsilanti, both Michigan; Mr. Ford, consulting engineer, owns WPFR (FM) Terre Haute, Ind. Ann. Jan. 22.

John Day, Ore.—John Day Valley Bcstrs. 1400 kc, 250 w. P. O. address c/o T. A. Smith, Box 278, Pendleton, Ore. Estimated construction cost $15,000; first year operating cost $30,000; revenue $35,000. Principals: T. A. Smith and C. H. Fisher (each 50%). Mr. Fisher is part owner of KVAL-TV

Eugene, KCBY-TV Coos Bay and KPIC-TV Roseburg, all Oregon; Mr. Smith is part owner of KUMA Pendleton. Ore. Ann. Jan. 23.

Existing am stations

ACTIONS BY FCC

KAKE Wichita, Kans.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action Jan. 23.

KOPR Butte, Mont.—Granted increased daytime power on 550 kc, DA-N, from 1 kw to 5 kw, continued nighttime operation with 1 kw; remote control permitted; conditioned to pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419; and without prejudice to whatever action commission may deem necessary as result of final determination with respect to its pending application for renewal of license. Action Jan. 23.

WFFF Columbia, Miss.—Granted change of facilities from 1600 kc, 500 w, D, to 1360 kc, 1 kw, D; remote control permitted; conditioned to pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action Jan. 23.

KNBX Kirkland, Wash.—Granted increased power on 1050 kc, D, from 1 kw to 5 kw, and change station, trans. site and studio location to Seattle; conditions. Comr. Ford absent. Action Jan. 23.

■ By decision, commission granted application of Strafford Bcstg. Corp. to increase hours of operation of WWNH Rochester, N. H., from daytime only to unl., with DA-N, continued operation on 930 kc, 5 kw. Comr. Craven dissented; Comr. Henry concurred and issued statement in which Chmn. Minow joined. April 4, 1962, initial decision looked toward this action. Action Jan. 16.

■ By decision, commission granted application of Asheboro Bcstg. Co. to change facilities of WGWR Asheboro, N. C., on 1260 kc from 1 kw, D, to 5 kw-LS, 500 w-N, with DA-2. Comr. Craven concurred in grant for daytime operation; Comr. Henry concurred and issued statement in which Chmn. Minow joined. June 6, 1962, initial decision looked toward this action. Action Jan. 16.

APPLICATION

WROA Gulfport, Miss.—Cp to change frequency from 1390 kc, D, to 1400 kc, 250 w-D, 1 kw-D and install new trans. Ann. Jan. 22.

Existing fm station

ACTION BY FCC

KSJO-FM San Jose, Calif.—Waived Sec. 1.356(f) of rules and granted application to increase power to 1.50 kw, decrease ant. height to minus 105 ft., and move trans. about 5.8 miles east of present location. Comr. Ford absent. Action Jan. 23.

Ownership changes

ACTIONS BY FCC

KVOA-TV Tucson, Ariz., and KOAT-TV Albuquerque, N. Mex.—Granted assignment of licenses from Clinton D. McKinnon (40%) and Bernard Weinberg, Arthur A. Desser & Harold B. Garfield (each 20%), d/b as Alvarado Tv Inc., to Steinman family (68%) and others, tr/as WGAL Tv Inc. Consideration $3,250,000. Assignee is licensee of WGAL-AM-FM-TV Lancaster, Pa.; other Steinman interests are WDEL-AM-FM Wilmington, Del., and WEST-AM-FM Easton, WORK, York, WKDO Harrisburg and WLEV-TV Bethlehem, all Pennsylvania. Action Jan. 23.

KERN-AM-FM Bakersfield, Calif.—Granted assignment of license from Eleanor McClatchy and McClatchy family (100% of voting stock), d/b as McClatchy Newspapers, to Roger Stoner, J. Ward Wilkinson and Ray V. Hamilton, tr/as Radio KERN Inc. (no stock issued pending ruling of Calif. Commissioner of Corporations). Consideration $145,000 and agreement not to compete for five years. Mr. Stoner until recently was sales mgr. of KYA San Francisco; Mr. Wilkinson owns ad agency; Mr. Hamilton is 50% owner of brokerage firm. Action Jan. 18.

KBIC-TV Los Angeles, Calif.—Granted assignment of cp from John H. Poole (83.03%), Olivia A. Poole (2.22%) and seven minor children of John H. and Olivia A. Poole (14.75%), d/b as John Poole Bcstg. Inc., to H. Calvin Young Jr. & Martha White Mills Inc. (each 47.5%) and Jerome Glaser (5%), tr/as Central Bcstg. Corp. of California. Consideration $180,000. Martha White Mills, large corporation with no majority stockholder, and Messrs. Young & Glaser share ownership of WGUS North Augusta, S. C.; Messrs. Young (70%) & Glaser (25%) are majority owners of WYAM Bessemer, Ala.; Mr. Young is 50% owner of WENO Madison, Tenn., and Martha White Mills plans to buy Walter Duke's remaining 50%, making Central Bcstg. Corp. (WENO licensee) parent company of KBIC-TV licensee. Comr. Ford dissented. Action Jan. 23.

WYNE Baton Rouge, La.—Granted assignment of cp from James A. Noe (100%) to Denver T. Brannen (100%), tr/as KCIL Inc. Consideration $18,991. Mr. Brannen owns KCIL Houma, La., and WPAP Fernandino Beach and is majority owner of WDLP Panama City, both Florida. Comr. Bartley dissented. Action Jan. 23.

WDOB Canton, Miss.—Granted transfer of licensee corporation, Madison County Bcstg. Inc., from R. E. Hook (70%) and Lucille Hook (30%) to Roy J. Loflin Jr. and Wilbur R. Williams (each 50%). Consideration $82,800. Mr. Loflin owns advertising agency. Action Jan. 17.

KMMO Marshall, Mo.—Granted transfer of control of licensee corporation, KMMO Inc., from present stockholders to MFA Security Service Co., company of which all present stockholders are officers and directors. Consideration $1,000. Action Jan. 18.

KOAT-TV Albuquerque, N. Mex.—See KVOA-TV Tucson, Ariz., grant above.

KVWG Pearsall, Tex.—By order, waived Sec. 1.365 of rules and granted assignment of cp from Earl McKinley and James O. Pilant (each 50%), d/b as McKinley-Pilant Bcstg. Co., to Mr. McKinley (50%) and brothers Clyde T. & Robert L. (each 25%), tr/as Winter Garden Bcstg. Co. Consideration $650. Action Jan. 16.

APPLICATIONS

KSUN Bisbee, Ariz.—Seeks assignment of license from Carleton W. Morris (100%), deceased, to Esther Morris (100%), executrix of estate. Also see application below. Ann. Jan. 23.

KHFH Sierra Vista, Ariz.—Seeks assignment of license and cp from Carleton W. Morris (100%), deceased, to Esther Morris (100%), executrix of estate. Also see application above. Ann. Jan. 23.

KTUX Pueblo, Colo.—Seeks assignment of license from H. Myers Bumgardner (100%), trustee in bankruptcy, to Donald W. Reynolds Jr. (100%). Consideration $30,000. Mr. Reynolds is time salesman for KOAT-TV Albuquerque, N. Mex. Ann. Jan. 23.

WRGR Starke, Fla.—Seeks assignment of license from Murray C. & Olympia M. Tillman (each 50%), d/b as Radio Starke Inc., to George A. Gothberg Jr. (51%) and Ozelle G. Gothberg (49%), tr/as George Gothberg Radio Inc. Consideration $45,000. Ann. Jan. 23.

WAVQ (FM) Atlanta, Ga.—Seeks assignment of license from Great Commission Gospel Assn. Inc. (non-profit religious organization, no stock issued) to Bob Jones U. Inc. (100%). For other information see WAVO application below. Ann. Jan. 23.

WAVO Decatur, Ga.—Seeks assignment of license from Great Commission Gospel Assn. Inc. (100%) to Bob Jones U. Inc. (100%). Consideration for both stations (see WAVQ [FM] application above) $180,900. Principals of Bob Jones U. are board of trustees. Ann. Jan. 23.

WTHN Thomaston, Ga.—Seeks assignment of cp from Alfred A. Britt (100%) to Jimmy F. Loftin (100%), tr/as Upson County Bcstg. Co. Consideration $4,000. Mr. Loftin is part owner of insurance agency. Ann. Jan. 23.

WSEI (FM) Effingham, Ill.—Seeks assignment of license from Illinois Bcstg. Co., large company with no majority stockholder, to Joseph E. McNaughton (59%), F. F. McNaughton (20%) and others, tr/as Effingham Bcstg. Co. Consideration $5,000. Effingham is licensee of WCRA Effingham; Mr. J. E. McNaughton is part owner of WRMN Elgin, WKEI Kowanee, *Pekin Times*, Pekin, and *Effingham Daily News*, Effingham, all Illinois; Mr. F. F. McNaughton is part owner of two newspapers above. Ann. Jan. 23.

WNSH-AM-FM Highland Park, Ill.—Seeks transfer of negative control of licensee corporation, North Suburban Radio Inc., from Charles Liebman (50%) to Eli E. Fink (50% before transfer, 66 2/3% after), Nancy F. Epstein (20%) and Herbert Schoenbrod (13 1/3%). Consideration, $16,480, is reimbursement of Mr. Liebman's investment. Mrs. Epstein and Mr. Fink have interest in WIL-AM-FM St. Louis, Mo., and KBOX-AM-FM Dallas, Tex.; Mr. Schoenbrod has interest in WIL-AM-FM. For more information see application below. Ann. Jan. 16.

WNSH-AM-FM Highland Park, Ill.—Seeks assignment of cps from North Suburban Radio Inc. (for proposed new ownership, see above), to North Suburban (75%), H. & E. Balaban Corp. (20%) and Nan Radio Corp. & Bon Family Corp. (each 2 1/2%), tr/as Radio Station WNSH. Consideration is part of $16,480 in application above. H. & E. Balaban is owned by Balaban family (100%, individually and in trust), and has interest in WIL-AM-FM & KBOX-AM-FM (see above), WICS (TV) Springfield, WCHU (TV) Champaign, WICD (TV) Danville & WTVO (TV) Rockford, all Illinois; and WHNB-TV New Britain, Conn. Both Nan Radio and Bon Family have interest in WIL-AM-FM. Ann. Jan. 16.

KLEE Ottumwa, Iowa—Seeks assignment of license from J. W. & Dorothy O'Connor (each 40%) and T. A. O'Connor & Ward Conover (each 10%). d/b as WPFA Radio Inc., to Ray Freedman and Thomas L. Davis (each 50%), tr/as Kleeco Radio. Consideration $54,500. Mr. Davis is part owner of WBOW Terre Haute and WHUT Anderson, both Indiana, and Mr. Freedman is part owner of WBOW. Ann. Jan. 17.

WKTJ Farmington-West Farmington, Me.—Seeks transfer of control of licensee corporation, Franklin Bcstg. Corp., from County Inc. (50%) and Bernard G. Marcus (14% plus) to Elden H. Shute Jr. & Gerald T. Higgins (each 17% plus before transfer, 47% plus after) and Robert B. Dow Jr. (1% plus before, 4% plus after); County is equally owned by Maurice B. Cloutier, John F. Poulin and Germaine & Regis A. Lepage. Consideration $20,472. Messrs. Shute and Higgins are part owners of WKTQ South Paris, Me. Ann. Jan. 23.

WCBA Corning, N. Y.—Seeks transfer of control of licensee corporation, WCBA

Radio Inc., from **Paul L. Carpenter** (50.2%), **Paul E. Carpenter** and **Robert W. Shaddock** (each 24.9%) to P. E. Carpenter (50.3%) and Mr. Shaddock (49.7%). Consideration $7,332. Ann. Jan. 17.

WHLP Centerville, Tenn.—Seeks acquisition of positive control of licensee corporation, **Trans-Air Bcstg. Corp.**, from **Harold C. Flood** (50%) by **O. O. Smith** (50% before transfer, 100% after). Consideration is note owed Mr. Smith. Ann. Jan. 17.

KWEA Merkel, Tex.—Seeks transfer of control of permittee corporation, **Taylor County Bcstg. Co.**, from **David W. Ratliff** (100%) to **Keith Hodo** (100%). Consideration $1,921. Ann. Jan. 18.

Hearing cases

INITIAL DECISIONS

▪ Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of Torrington Bcstg. Inc. to change facilities of WTOR Torrington, Conn., from 1490 kc, 250 w, unl., to 610 kc, 500 w-N, 1 kw-LS, DA-2. Action Jan. 23.

▪ Hearing Examiner Jay A. Kyle issued initial decision looking toward granting application of Austin Bcstg. Inc. for new tv on ch. 24 in Austin, Tex. Action Jan. 22.

▪ Hearing Examiner Elizabeth C. Smith issued initial decision looking toward granting application of Potomac Bcstg. Inc. for new daytime am on 1390 kc, 1 kw, in Keyser, W. Va.; condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action Jan. 22.

DESIGNATED FOR HEARING

▪ By memorandum opinion & order, commission designated for hearing applications of Central Wisconsin Tv Inc. for additional time to construct WCWT (TV) (ch. 9) Wausau, Wis., and for assignment of cp to Midcontinent Bcstg. Co. for $34,439. On its own motion, commission made Wisconsin Citizens' Committee for Educational Tv Inc., which filed opposing petitions, and Wisconsin Valley Tv Corp. (WSAU-TV, ch. 7, Wausau), parties to proceeding. Hearing issues will determine (1) whether Central Wisconsin has been diligent in proceeding with construction of station, whether trafficking is involved and whether it has been candid in its representations to commission; (2) when and under what circumstances Citizens' Committee learned of proposed sale of WCWT, sought to acquire its construction permit, from whom it obtained necessary funds, and amount obtained and terms and conditions thereof; and (3) full facts surrounding Wisconsin Valley agreement to donate funds to Citizens' Committee, whether latter had agreement or understanding with Wisconsin Valley to file instant petitions, and whether Wisconsin Valley has engaged in course of action which constitutes abuse of commission's processes. Chmn. Minow dissented, favored further inquiry. Action Jan. 23.

OTHER ACTIONS

▪ By order, granted motion by KWK Radio Inc. and extended time to Jan. 21 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. 18.

▪ By notice of inquiry, commission instituted investigatory proceeding to determine whether The McLendon Corp. was candid in representations made, or failed to disclose certain intentions, in connection with its acquisition and operation of WYNR Chicago and whether it complied with commission's programming policy to ascertain and provide programming to satisfy local tastes, needs and desires. Action Jan. 23.

Routine roundup

ACTIONS BY REVIEW BOARD

▪ By memorandum opinion & order in proceeding on applications of Mineola Bcstg. Co. and Center Bcstg. Inc. for new am stations in Mineola, and Pittsburg, respectively, both Texas, directed Center to comply with provisions of Sec. 1.316 (b) (2) of rules concerning publication of intended withdrawal of its application, so that other persons may be afforded further opportunity to apply for facilities specified in Center application. Applicants have joined in agreement whereby Center's application would be dismissed and Mineola would reimburse Center not more than $2,000 as partial reimbursement of expenses incurred in connection with latter's application. Action Jan. 21.

▪ By memorandum opinion & order, granted petition by Harry Newby for waiver of Sec. 1.362 (b) (1) of rules and permitted late publication of local notice of hearing on his application for new am in Cambridge, Minn. Action Jan. 21.

▪ By memorandum opinion & order, dismissed request by Examiner to enlarge issues in proceeding on applications of Laramie Community Tv Co. and Albany Electronics Inc. for new vhf tv translator stations in Laramie and Tie Siding, both Wyoming. Procedure proposed by Examiner does not fall within scheme established by procedural rules, and Review Board has not been delegated authority to deviate therefrom. Board Chmn. Berkemeyer issued concurring statement. Action Jan. 21.

▪ By memorandum opinion & order in consolidated proceeding on applications of North Atlanta Bcstg. Co. and J. Lee Friedman for new am stations in North Atlanta, Ga., in Docs. 14835-6, denied petition by North Atlanta to enlarge issues. Action Jan. 18.

▪ By memorandum opinion & order in proceeding on applications of Reliable Bcstg. Co. and Blue Ridge Mountain Bcstg. Inc. for new am stations in Calhoun and Ellijay, respectively, both Georgia, in Docs. 14673-4, granted in part late filed motion by Reliable and enlarged issues to determine whether Blue Ridge application was filed in good faith or was filed solely or in part for purpose of preventing or delaying granting of Reliable application; made Gordon County Bcstg. Co. (WGGA), Calhoun, Ga., party to proceeding. Action Jan. 18.

▪ By memorandum opinion & order in consolidated proceeding on applications of Jupiter Assoc. Inc., Somerset County Bcstg. Co. and Radio Elizabeth Inc. for new am stations in Matawan, Somerville, and Elizabeth, respectively, all New Jersey, in Docs. 14755-7, (1) granted in part late filed petition by Interstate Bcstg. Inc. (WQXR), New York, N. Y., to extent of granting it leave to intervene as party to proceeding; (2) granted petition by Radio Elizabeth for late acceptance of its opposition to WQXR's petition; (3) on own motion, enlarged issues to determine whether Radio Elizabeth's proposal contravenes overlap provisions of Sec. 3.37 of rules, and if so, whether circumstances exist which would warrant waiver; and (4) directed Radio Elizabeth to take field intensity measurements from its proposed site in pertinent arc towards WQXR, and from WQXR site toward site proposed by Radio Elizabeth, to establish presence or absence of such overlap. Action Jan. 18.

▪ Scheduled oral argument for Feb. 19 in proceeding on application of Wilkes Bcstg. Co. for new am in Mocksville, N. C. Action Jan. 18.

▪ By memorandum opinion & order in consolidated proceeding on am applications of Charles County Bcstg. Inc. and Dorlen Bcstrs. Inc. for new stations in La Plata and Waldorf, respectively, both Maryland, in Docs. 14748-8, denied Charles County's appeal from Examiner's Oct. 4, 1962, ruling which denied its petition for leave to amend its application, subsequent to designation for hearing, to specify DA in lieu of its original non-directional proposal. Action Jan. 17.

▪ In proceeding on application of Higson-Frank Radio Enterprises for new am in Houston, Tex., in Doc. 14357, granted petition by Broadcast Bureau and extended to Jan. 17 time to file its response to opposition to Broadcast Bureau's motion to enlarge issues, reopen record and remand proceeding to Examiner. Action Jan. 17.

▪ By memorandum opinion & order in consolidated proceeding on am application of Tipton County Bcstrs. (WKBL), Covington, Shelby County Bcstrs. Inc. (WHEY), Millington, and Huntingdon Bcstg. Co., Huntingdon, all Tennessee, in Docs. 14818 *et al.*, denied late filed petition by Broadcast Bureau to enlarge issues; and on own motion, enlarged hearing issues to determine areas and populations which would receive primary service from Huntingdon's proposal, and availability of other primary service to such areas and populations. Action Jan. 16.

▪ Granted petition by KFNF Bcstg. Corp. (KFNF), Shenandoah, Iowa, and extended

PROFESSIONAL CARDS

JANSKY & BAILEY
Offices and Laboratories
1339 Wisconsin Ave., N.W.
Washington 7, D.C. FEderal 3-4800
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg.
Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
Pilgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
STerling 3-0111
Washington 4, D. C.
Member AFCCE

COMMERCIAL RADIO EQUIPMENT CO.
Everett L. Dillard, Gen. Mgr.
Edward F. Lorentz, Chief Engr.
INTERNATIONAL BLDG.
DI 7-1319
WASHINGTON 4, D. C.
Member AFCCE

A. D. Ring & Associates
41 Years' Experience in Radio Engineering
1710 H St., N.W. 298-6850
WASHINGTON 6, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Lohnes & Culver
Munsey Building District 7-8215
Washington 4, D. C.
Member AFCCE

RUSSELL P. MAY
711 14th St., N.W. Sheraton Bldg.
Washington 5, D. C.
REpublic 7-3984
Member AFCCE

L. H. Carr & Associates
Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N.W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
MElrose 1-8360
Member AFCCE

GUY C. HUTCHESON
P.O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

SILLIMAN, MOFFET & KOWALSKI
1405 G St., N.W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
901 20th St., N. W.
Washington, D. C.
Federal 3-1116
Member AFCCE

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associate
George M. Sklom
19 E. Quincy St. Hickory 7-2401
Riverside, Ill. (A Chicago suburb)
Member AFCCE

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco 28, California
Diamond 2-5208
Member AFCCE

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY 14, MISSOURI

JULES COHEN & ASSOCIATES
9th Floor, Securities Bldg.
729 15th St., N.W., 393-4616
Washington 5, D. C.
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland 41, Ohio
Phone: 216-526-4386
Member AFCCE

J. G. ROUNTREE
CONSULTING ENGINEER
P.O. Box 9044
Austin 56, Texas
GLendale 2-3073

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
232 S. Jasmine St.
Phone: (Area Code 303) 333-5562
DENVER 22, COLORADO
Member AFCCE

JOHN H. MULLANEY and ASSOCIATES
A Division of Multronics, Inc.
2000 P St., N.W.
Washington 6, D. C.
Columbia 5-4666
Member AFCCE

A. E. Towne Assocs., Inc.
TELEVISION and RADIO
ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR 5-3100

PETE JOHNSON
Consulting am-fm-tv Engineers
Applications—Field Engineering
Suite 601 Kanawha Hotel Bldg.
Charleston, W.Va. Dickens 2-6281

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas
NEptune 4-4242 NEptune 4-9558

WILLIAM B. CARR
Consulting Engineer
AM—FM—TV
Microwave
P. O. Box 13287
Fort Worth 18, Texas
BUtler 1-1551

RAYMOND E. ROHRER & Associates
Consulting Radio Engineers
436 Wyatt Bldg.
Washington 5, D. C.
Phone: 347-9061
Member AFCCE

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING CONSULTANT
Box 220
Coldwater, Michigan
Phone: BRoadway 8-6733

PAUL DEAN FORD
Broadcast Engineering Consultant
4341 South 8th Street
Terre Haute, Indiana
Wabash 2643

BARKLEY & DEXTER LABS., INC.
Donald P. Wise James M. Moran
Consulting, Research & Development for Broadcasting Industry & Government
50 Frankfort St. Diamond 3-3716
Fitchburg, Massachusetts

SPOT YOUR FIRM'S NAME HERE
To Be Seen by 100,000* Readers —among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
*ARB Continuing Readership Study

Service Directory

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS
AM-FM-TV
103 S. Market St.,
Lee's Summit, Mo.
Phone Kansas City, Laclede 4-3777

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.,
Cambridge 38, Mass.
Phone TRowbridge 6-2810

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington 6, D. C.
for availabilities
Phone: ME 8-1022

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Jan. 23

	ON AIR		CPS	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	for new stations
AM	3,746	64	115	485
FM	1,050	31	137	187
TV	514	65	77	105

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Jan. 23

	VHF	UHF	TOTAL TV
Commercial	486	93	579
Non-Commercial	47	21	68[1]

COMMERCIAL STATION BOXSCORE

Compiled by BROADCASTING, Jan. 23

	AM	FM	TV
Licensed (all on air)	3,746	1,050	513
Cps on air (new stations)	64	31	66
Cps not on air (new stations)	114	137	76
Total authorized stations	3,924	1,218	662
Applications for new stations (not in hearing)	288	173	50
Applications for new stations (in hearing)	195	13	53
Total applications for new stations	483	186	103
Applications for major changes (not in hearing)	331	107	44
Applications for major changes (in hearing)	55	3	8
Total applications for major changes	386	110	52
Licenses deleted	5	2	0
Cps deleted	0	1	1

[1]Includes 3 stations operating on unreserved channels.

to Jan. 28 time to file replies to exceptions to initial decision in proceeding on its am application. Action Jan. 16.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

■ Scheduled prehearing conference and hearing in following proceeding: Feb 19 and March 6: Brush Bcstg. Co. for new am in Wauchula, Fla. Action Jan. 18.

■ Granted petition by Tedesco Inc. to extent of continuing further hearing to date to be specified by presiding Hearing Examiner in proceeding on its application and that of Edina Corp. for new am stations in Bloomington and Edina, both Minnesota, respectively. Action Jan. 17.

By Hearing Examiner Basil P. Cooper

■ Granted motion by Bootheel Bcstg. Co. and extended from Jan. 18 to Jan. 25 time to file reply findings in proceeding on its application for new am in Kennett, Mo. Action Jan. 21.

■ Granted petition by applicants and continued Jan. 21 prehearing conference to March 25 in proceeding on applications of Fran-Mack Bcstg. Inc. and Radio Smiles Inc. for new am stations in Fayetteville and Spring Lake, both North Carolina, respectively. Action Jan. 18.

■ Granted request of The Niles Bcstg. Co. and extended from Jan. 15 to Jan. 21 date to file proposed findings in proceeding on its application for new am in Niles, Ohio, *et al.*, in Docs. 14632-4. Action Jan. 17.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by Broadcast Bureau and rescheduled hearing for March 6, in Camden, Ark., in proceeding on applications of Smackover Radio Inc., Smackover, and Magnolia Bcstg. Co. (KVMA), Magnolia, respectively, both Arkansas. Action Jan. 21.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Broadcast Bureau and extended from Jan. 21 to Feb. 19 time to file proposed findings of fact and conclusions in proceeding on applications of Kent-Ravenna Bcstg. Co., Joseph P. Wardlaw Jr. and Portage County Bcstg. Corp. for new am stations in Kent, Canton and Kent-Ravenna, all Ohio, respectively. Action Jan. 21.

■ In consolidated am proceeding on applications of Greenwich Bcstg. Corp., Greenwich, Conn., *et al.*, (1) granted petition by Milford Bcstg. Co., Milford, Conn., and ordered proposed findings and conclusions and replies to be filed by Feb. 12 and March 1, respectively, (2) accepted sworn statement attached to petition as testimony of Blair A. Walliser, d/b as Milford Bcstg. Co., Milford, Conn., and, as such, incorporated it into record same as if it were given orally in hearing, and (3) closed record. Dismissed as moot Milford's motion to fix hearing dates and extend time for filing proposed findings and replies. Action Jan. 14.

By Hearing Examiner Millard F. French

■ Upon request by Broadcast Bureau and with consent of party, extended from Jan. 21 to Feb. 4 time to file reply findings in proceeding on application of Wright and Maltz Inc. (WBRB), Mt. Clemens, Mich. Action Jan. 18.

■ Upon request by Grossco Inc. continued Jan. 15 prehearing conference to Jan. 17 in proceeding on its application and that of Valley Bcstg. Co. for new fm stations in West Hartford and Ansonia, both Connecticut. Action Jan. 15.

■ On own motion, continued without date further prehearing conference and hearing scheduled for Feb. 4 in Cumberland, Md., in proceeding on applications of Wellersburg Tv Inc. and People's Community Tv Assn. Inc. for new vhf translator stations in Wellersburg, Pa., and LaVale, Md. Action Jan. 15.

By Hearing Examiner Walther W. Guenther

■ In proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn., denied requests of respondents Connecticut Tv Inc. and Springfield Tv Bcstg. Corp. for issuance of *subpoenas duces tecum* to presidents of Travelers Bcstg. Service Corp. (WTIC-TV), RKO General Phonevision Co. (WHCT), both Hartford, Connecticut, and Hampden-Hampshire Corp. (WHYN-TV), Springfield, Mass., concerning financial and business affairs of those licensees; (Action Jan. 14) and by separate memorandum opinion & order formalized ruling made at Jan. 10 further hearing and denied respondents' joint motion for ruling (a) that applicant has failed to sustain its burden of proof under issues (2, 5, and 6), that its application must therefore be denied and that no further proceedings are necessary, and (b) that until disposition of motion respondents shall have no obligation to undertake preparation or presentation of their rebuttal case; and dismissed as moot applicant's motion to dismiss joint motion. Action Jan. 15.

■ Pursuant to agreement reached at Jan. 11 further prehearing conference in proceeding on am application of Hudson Valley Bcstg. Corp. (WEOK), Poughkeepsie, N. Y., established certain procedural dates, superseding, to extent applicable, dates set forth in Hearing Examiner's Dec. 10 order, and continued Jan. 14 hearing to Jan. 23. Action Jan. 11.

By Hearing Examiner H. Gifford Irion

■ By memorandum opinion & order in consolidated proceeding on application of L. B. Wilson Inc. for renewal of license of WLBW-TV on ch. 10 in Miami, Fla., and applications of Civic Tv Inc., South Florida Tv Corp. and Miami Tv Corp. for new stations on that channel, received in evidence exhibits by L. B. Wilson concerning past programming performance of WLBW-TV. Action Jan. 17.

By Hearing Examiner David I. Kraushaar

■ In proceeding on application of Paul Dean Ford for new am in Casey, Ill., continued Feb. 6 hearing to Feb. 25, ordered that applicant will circulate two copies of his exhibits to other parties and one to Hearing Examiner by Feb. 4, and incorporated by reference herein transcript of Jan. 18 prehearing conference and approved understandings, agreements, and procedural ground rules established at prehearing conference. Action Jan. 18.

■ After further prehearing conference on Jan. 21 in proceeding on applications of

Griffith Bcstg. Corp. and Parkway Bcstg. Co. for new am stations in Lynchburg and Buena Vista, both Virginia, respectively, in Docs. 14799, 14800, scheduled certain procedural dates, rescheduled hearing for April 8, and incorporated by reference herein transcript of further prehearing conference with same force and effect as if set out verbatim. Action Jan. 21.

By Hearing Examiner Jay A. Kyle

■ Granted motion by Progress Bcstg. Corp. (WHOM), New York, N. Y., and ordered that exchange of exhibits shall be accomplished by June 28 in lieu of Jan. 28, and continued Feb. 18 hearing to Sept. 18 in proceeding on its am application. Action Jan. 17.

By Hearing Examiner Forest L. McClenning

■ Formalized by order agreements reached at Jan. 11 prehearing conference in proceeding on application of Rockdale Broadcasters for new am in Rockdale, Tex., and scheduled certain procedural dates and continued Feb. 11 hearing to March 20. Action Jan. 11.

By Hearing Examiner Chester F. Naumowicz Jr.

■ By memorandum opinion & order in proceeding on applications of Edina Corp. and Tedesco Inc. for new am stations in Edina and Bloomington, respectively, both Minnesota, in Docs. 14739-40, denied motion by Tedesco to defer issues other than that directed to availability of Edina Corp. ant. site, pending resolution of that issue. By separate order, upon request by Tedesco, (1) scheduled Feb. 7 for resumption of hearing at which time Edina shall produce John C. Hunter and Kenneth Palmer for cross-examination, Feb. 8, 11, and 12, when Tedesco shall produce Nicholas Tedesco, Don Braman and Peter V. Gureckis, and on latter date Edina shall produce Vir N. James for cross-examination; and (2) scheduled hearing conference for Jan. 25 to discuss issues added by Review Board's Jan. 7 order. Action Jan. 21.

■ By memorandum opinion & order in proceeding on application of William D. Mangold, d/b as Pinellas Radio Co. for new am in Pinellas Park, Fla., (1) denied petition by applicant for leave to amend his application to change location of towers by approximately 0.12 miles and make certain changes in ground radials, and (2) ordered that at resumption of hearing on Feb. 4 all parties shall be prepared to discuss method and timing of adduction of evidence as to issue added by Review Board's order released Dec. 19, 1962. Action Jan. 21.

By Hearing Examiner Elizabeth C. Smith

■ Granted joint motion by applicants and extended from Jan. 18 to Feb. 8 time to file reply findings in proceeding on applications of Seven Locks Bcstg. Co. and Tenth District Bcstg. Co. for new am stations in Potomac-Cabin John, Md., and McLean, Va., respectively. Action Jan. 18.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Jan. 22

WMTW-TV Poland Spring, Me.—Granted license covering installation of aux. trans. at main trans. location.

KFOX Long Beach, Calif.—Granted mod. of license to change name to KFOX Inc.

***KCVM (FM) Stockton, Calif.**—Granted mod. of license to change name to Univ. of Pacific.

WDAE Tampa, Fla.—Granted cp to install old main trans. as aux. trans. at main trans. site.

KOOL-FM Phoenix, Ariz.—Granted cp to increase ERP to 100 kw and install new trans.

WAAB Worcester, Mass.—Granted cp to change ant.-trans. site, make changes in ground system and install new trans.

KGMB Honolulu, Hawaii—Granted cp to move aux. trans. to new trans. site.

***KUNR (FM) Reno, Nev.**—Granted mod. of cp to change type ant.; remote control permitted.

KVAS Astoria, Ore.—Granted mod. of cp to install new trans. for daytime use only, use old trans. as nighttime trans. and move studio and trans. locations (all at same site).

KOAP-FM Portland, Ore.—Granted extension of authority to operate Mon. through Fri. only for period ending March 31.

■ Granted cps to install new trans. for following stations: WJAG Norfolk, Nebr.; KKLO San Diego, Calif., and change ant.-trans. site and make changes in ground system.

■ Granted mod. of cps to change type trans. for following stations: WOIC Columbia, S. C.; KGOS Torrington, Wyo.

■ Following stations were granted extensions of completion dates as shown: WIVI-FM Christiansted, St. Croix, V. I., to June 26; WICU-FM Erie, Pa., to May 20; KADM (FM) Golden Valley, Minn., to June 1; WDRN (FM) Darien, Conn., to July 15; WLTA-FM Atlanta, Ga., to Aug. 8.

Actions of Jan. 21

KAGT Anacortes, Wash.—Granted extension of authority to remain silent for period ending March 15.

KTUX Pueblo, Colo.—Granted extension of authority to remain silent for period ending March 31.

W06AB Jamestown, N. Y.—Granted mod. of cp to change type trans. for vhf tv translator station.

KLUE-FM Longview, Tex.—Granted mod. of cp to change type trans. and type ant.

Action of Dec. 20

KENE Toppenish, Wash.—Granted extension of authority to operate sign-off 6 p.m. Mon.-Sat. except for certain days each month for a period ending March 31, 1963. This action reported incorrectly in Dec. 31 issue.

Actions of Jan. 18

Cowles Magazines & Bcstg. Inc., Marshalltown, Iowa—Granted cp for new vhf tv translator station, on ch. 4, to translate programs of KRNT-TV (ch. 8) Des Moines, Iowa.

Tahoe Translator Co., Bijou, Calif.—Granted cps for new uhf tv translator stations, on chs. 76 and 73, to translate programs of KCRA-TV (ch. 3) Sacramento and KOVR (TV) (ch. 13) Stockton, both California.

KICU-TV Visalia, Calif.—Granted license for tv station and specify ERP as 162 kw vis. and 87.1 kw aur.

WOAI San Antonio, Tex.—Granted mod. of license for remote control operation (aux. trans.).

***WPHS (FM) Warren, Mich.**—Granted mod. of cp to change main studio and trans. location.

KJBS Pine Bluff, Ark.—Granted extension of completion date to April 5.

Actions of Jan. 16

KELK Elko, Nev.—Granted license covering installation of old main trans. as aux. trans.

WOWW Naugatuck, Conn.—Granted mod. of license to operate trans. by remote control; conditions.

KIOO (FM) Oklahoma City, Okla.—Granted mod. of license to change studio location and remote control point to Sheraton-Oklahoma Hotel.

WTAG Worcester, Mass.—Granted mod. of license to operate main trans. by remote control from 20 Franklin St.; conditions.

KCMC Texarkana, Tex.—Granted mod. of license to operate trans. by remote control from KTAL-TV trans. site; conditions.

KMOP Tucson, Ariz.—Granted mod. of license to move studio and remote control point to 1117 W. Grant Rd.

K04AI, K06AE, K07AP Prescott, Ariz.—Granted cps to change type trans. of vhf tv translator stations.

KUNO Corpus Christi, Tex.—Granted cp to change studio and ant.-trans. location to 4718 Leopard St. (aux.); condition.

KNOB (FM) Long Beach, Calif.—Granted cp to modify trans.

WKRC-FM Cincinnati, Ohio—Granted cp to increase ERP to 10 kw and change type ant.; ant. height 880 ft.

WTAY-FM Robinson, Ill.—Granted mod. of cp to change type trans. and type ant.

WKVT Brattleboro, Vt.—Granted mod. of cp to change type trans.

KBBW (FM) San Diego, Calif.—Granted mod. of cp to change main studio and remote control point locations to 963 State St.

WINQ Tampa, Fla.—Granted mod. of cp to make changes in DA pattern (DA-D), and redescribe ground system.

KWNS Pratt, Kans.—Granted mod. of cp to make changes in daytime DA pattern.

KLUC-FM Las Vegas, Nev.—Granted mod. of cp to increase ERP to 5.8 kw; and change type trans. and type ant.

■ Granted following stations SCA on subcarrier frequency of 67 kc: KLRO (FM) San Diego, Calif., and WMRN-FM Marion, Ohio.

Fine

■ By memorandum opinion & order, commission ordered Star Bcstg. Inc. to forfeit $2,000 to government for willful and repeated improper identification of KISN Vancouver, Wash., to mislead listening public into believing that KISN is licensed solely to Portland. Action Jan. 23.

Rulemakings

PETITIONS FOR RULEMAKING FILED

John M. Sink, Santa Barbara, Calif.—Requests amendment of rules so as to reserve ch. 20 in Santa Barbara for noncommercial educational tv use. Received Jan. 10.

Midwest Program on Airborne Tv Instruction Inc.—Requests institution of rulemaking proceedings looking toward (1) regularization of use of uhf tv channels for airborne educational tv use in six-state Midwest area of Ill., Ind., Ky., Mich., Ohio and Wis.; (2) adoption of appropriate engineering rules and criteria governing such airborne educational tv use, and (3) allocation of six specific uhf tv channels for airborne educational tv use in said Midwest area. Received Jan. 15.

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.

General manager needed for Texas medium market station. Good profit with excellent potential. Right man can buy in. Box 196A, BROADCASTING.

Manager unusual opportunity to manage station in one of ten leading markets. Must have previous experience as manager or sales manager of negro programmed station. Box 221A, BROADCASTING.

Sales

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.

Ohio Lake Erie; experienced sales manager or salesman capable of handling sales and sales department. Established station. Box 313A, 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.

Salesman wanted for Cedar Falls-Waterloo, Iowa station. Salary, commission. Send details, present billings to Box 259A, BROADCASTING.

Somewhere there are two good salesmen that would like to work on a 50 percent profit commission, after station expenses. Station expenses are $4,000 per month. With $10,000 sales the profit is $6,000—50-50 gives $3,000 or $1,500 per month per salesmen. Proven, you can buy the station in five years. Box 298A, BROADCASTING.

California, KCHJ, 5000 watts. Experienced salesman, $520 guarantee, 25% commission. Delano, California.

Newport county's only radio station, WADK, has prime availability for aggressive, experienced radio time salesman. Expense allowance, draw, fifteen per cent commission. WADK is a rapidly growing station. Reply to Charles Buddy Bentz, Station Manager, WADK, Newport, Rhode Island, Phone 846-1540.

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.

Madison, Wis., offers outstanding opportunity. We pay biggest guarantee, biggest commissions, have number one ratings. Immediate opening for seasoned salesman. Phil Fisher, WISM.

Wanted: An experienced salesman-announcer. We offer a good position for a good man. Contact Pinkney Cole, WTRO, Dyersburg, Tennessee.

Help Wanted—(Cont'd)

Sales

Southern Group 5 top-rated metro stations—has immediate opening 2 experienced executive salesmen. 35-45—married—outstanding record—self starters—hard-sell men of action. High guarantee—commission—moving expenses—fringe benefits—training program—excellent opportunity for management. Be courageous—start '63 with a progressive organization of fine young men. Send resume—references—photograph—McLendon Broadcasting Company, Executive Offices 960-980 Milner Building, Jackson, Mississippi.

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.

New York—experienced salesman with creative aptitude. Immediate position. All replys confidential. Above average compensation. Station Manager, WVOX, New Rochelle.

Announcers

Announcer, with 1st ticket, male or female, for New Hampshire smooth-sound daytimer, $100 weekly. Box 326R, BROADCASTING.

Announcer-newsman. New Jersey. Must have local news experience. Box 54A, BROADCASTING.

Ohio daytimer going directional needs announcer with first class ticket. Capable engineering and experienced air work necessary. Box 100A, BROADCASTING.

Announcer with experience and drive needed by Texas medium market. Must handle production. Box 197A, 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.

Announcers wanted. Negro newsman for major market. Emphasis on local news. Send tape and resume to Box 257A, BROADCASTING.

Enthusiastic morning man, announcer/engineer, no maintenance. Mid Atlantic station. Box 279A, BROADCASTING.

Personality dj, modified format, Virginia. Experienced only. Send tape, photo, and resume first letter. All tapes returned. Box 320A, BROADCASTING.

Experienced news director to gather, write and air local news. Illinois. $5,200. Tape, resume, and photo. Box 322A, BROADCASTING.

Attention small to medium markets in Arkansas, Oklahoma and Texas: KALO in Little Rock, the capital of Arkansas, is looking for a good, solid, all-around DJ announcer news man. If you want to move up to the highly competitive opportunity, then send a tape and letter telling us why you think you can fill the bill. All inquiries will be kept confidential and no one will be contacted without your permission.

Help Wanted—(Cont'd)

Announcers

Wanted: A young, first ticket, country and western personality. Prefer family man. We are a 10,000 watt, full-time, reliable country and western operation and want a man who knows country music. Send tape and resume to Mike Oatman, P. O. Box 4258, El Paso, Texas.

Wanted; creative top 40 man who can sell. Honolulu's newest, most aggressive station will pay top salary to right man. Write: John Weiser, KUMU, Honolulu.

Los Angeles and southern California am-tv markets. Send $5.00 for an honest, direct appraisal of cost of living, salaries, climate, job opportunities. Personal contact. Red McIlvaine Productions, Box 987, Hollywood, California.

Arizona daytimer needs combo man, news, good music, enthusiastic, first class ticket, no maintenance. KPIN Radio, Casa Grande, Arizona.

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!

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.

Immediate opening experienced newsman to gather, write and deliver news for small market daytimer. WVSC, Somerset, Pennsylvania.

Immediate opening for experienced adult announcer. Require board ability and good music knowledge; no news. Exceptional opportunities, fringe benefits, etc., for properly qualified person. Address recent air check, snapshot and resume to Manager, WOC-AM-FM-TV, Daveport, Iowa.

No. 1 station in Georgia second market looking for negro dj's. Must read extremely well, and be able to do news. If you are the right man, you can begin work immediately. References carefully checked. Send resume and tapes air mail special to Manager, WOKS Radio, Columbus, Georgia.

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 caliber only. Send photo, tape, resume and references. Box 122A, BROADCASTING.

Chief engineer-announcer, 5 kw. daytimer in deep south. Good position, permanent. Send tape and tell all. Our staff advised. Replies confidential. Box 283A, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Chief engineer wanted by leading station in booming central California coast market. Must have 1st class, and be able assume responsibilities of chief engineer. Board shift required. Sales available with good list of established accounts currently on the air, if man can handle sales, too. Contact Les Leslie, KNEZ, Box 960, Lompoc, California.

New York—young 1st class engineer to work under supervision in all areas of broadcast. Immediate position. Station Manager, WVOX, New Rochelle.

Negro Engineer capable of transmitter and remote maintenance. Must have first class ticket. Must be able to carry a few hours daily on the air of R & B. Air special tape and resume to WOKS Radio. P. O. Box 1998, Columbus, Georgia.

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 newsman 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 own more. If you are this man, write to us immediately! Box 154A, BROADCASTING.

North Georgia daytimer seeking top quality newsman announcer. Must have college background and previous experience. Good pay and excellent working conditions. Send resume, tape, photo, and salary requirements first letter. Box 264A, BROADCASTING.

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.

Little Rock's newest radio station—KALO—is looking for a top notch production program director who understands formula radio along with good up-tempo, fast-pace music. If you think you are the man to fill the bill, then contact the manager immediately. Unless you are the solid citizen, honest, dependable type, don't waste my time and yours. No screamers, please.

Wanted Gal Friday. Perhaps you are working in a small station now in the Southwestern area and are ready to make a move to Metropolitan market. If you are capable to doing traffic logs, reception, and continuity, then we have an opening at KALO in Little Rock for you. We offer you a minimum of forty-five hours a week, $1.50 an hour to start, and other fringe benefits on the way. Your application will be kept in confidence and no one will be contacted without your permission. Job is available now.

Help Wanted—(Cont'd)

Production—Programming, Others

Opening for experienced news director. Send tape, resume, photo and salary requirements. WSMI, Litchfield, Illinois.

Immediate opening experienced newsman to gather, write and deliver news for small market daytimer. WVSC, Somerset, Pennsylvania.

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.

Combination Girl Friday—copy girl . . . and traffic. To $300.00 per month if ability warrants. Radio Station KRSN-KRSN-FM, Los Alamos, New Mexico.

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.

Owners-managers attention: Mature experienced radio man offers loyalty, integrity, hardwork in return for position with responsibility and future. Back ground includes announcing, sports, program directing, sales management and station management. Enjoys civic and church work. Excellent reputation in present position. Desires western or Rocky Mountain area. Box 319A, BROADCASTING.

General manager, promotion expert, extended experience, sales increased, salary percentage. Box 323A, BROADCASTING.

Situations Wanted—(Cont'd)

Management

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.

Seventeen years programming and production experience seeks permanent position as general manager. Prefer station seeking quality and profits. Box 271A, BROADCASTING.

Announcers

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.

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.

Announcer, dj with seven years experience currently program director in medium market desires to work in major market. Married, college grad. Box 195A, BROADCASTING.

Top 40 PD/combo man. Graduate of top broadcasting school with 1½ years experience. Excellent references. No maintenance. Box 229A, BROADCASTING.

Are you plagued with teenage dragons? Live in the northeast kingdom of rock? This saint dj-pd, will hop his first phone ticket, wield his lightning fast board and prove what #1 dragon market training can do. Box 261A, BROADCASTING.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)____________

☐ TF (until forbid)

RATES

☐ **Situations Wanted**—20¢ per word—$2.00 minimum (Payments in advance)

☐ **Help Wanted**—25¢ per word—$2.00 minimum

☐ **Display ads** $20.00 per inch—STATIONS FOR SALE and WANTED to BUY advertising require display space. Situations Wanted—(Payment in advance)

☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ **All other classifications** 30¢ per word—$4.00 minimum

Attach ad copy to classified form

(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

SITUATIONS WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

FOR SALE

☐ equipment

WANTED TO BUY

☐ stations
☐ equipment

ADDITIONAL CATEGORIES

☐ Instructions
☐ Business Opportunity
☐ Miscellaneous

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME ____________

COMPANY ____________

ADDRESS ____________

Remittance enclosed $ ☐ Bill

Situations Wanted—(Cont'd)

Announcers

Experienced personality, now employed in one of the top 4 markets, I enjoy one of the nations' highest ratings but need security. Would consider pd-air spot out of the top 4. Box 256A, BROADCASTING.

First class license with corporate management, and sales experience in radio broadcasting. Successful in all. Five figures guaranteed salary required. 15 years experience. Box 263A, BROADCASTING.

Experienced first phone announcer, good music, smooth board. Box 266A, BROADCASTING.

DJ. top 40. Tight production, swinging. Cheerful. Thoughtful, reliable, experienced. Box 268A, BROADCASTING.

Personality/dj. Popular adult programming. Versatile. Gimmicks. Reliable. Now employed. Box 269A, BROADCASTING.

College student majoring in radio desires summer work. Complete information, Box 274A. BROADCASTING.

Radio tv announcer, 9 years experience seeking larger market. Box 275A, BROADCASTING.

Experienced "all around" radio man, under doctor's care, must change climates, wishes to relocate in southern California or Florida. Prefers medium to large market. Young, family man, hard working, good announcer, experienced in all phases of radio programming production, and promotion, also strong time salesman. Been at present job four years. Tape and resume on request. Box 278A, BROADCASTING.

Experienced Negro d.j. announcer, news, play by play narrator, production man. Seeking growing market. Interested in program directing. Box 280A. BROADCASTING.

Versatile d.j., excellent news-commercials. Experienced announcer, college grad, currently employed. Box 282A, BROADCASTING.

Femme-Aggressive angel with versatile track record and devil's determination seeking her cloud in broadcasting field. Am I your Advocate? Box 285A, BROADCASTING.

Personality dj, young, experienced, desires major market. Prefer top forty. Bright sound, fast board, mature news delivery. Some college. Box 290A, BROADCASTING.

1st phone personality. Top ratings in top 50 markets. Experienced professional. $140 minimum. Box 296A, BROADCASTING.

Interested, ambitious d-j, announcer. Unless the job requires hard work, I'm not your man. 22, married. Service and commercial experience. Know music. Box 297A, BROADCASTING.

Top rated deejay, four years experience major market, excellent references. Box 299A, BROADCASTING.

Country dj with 10 years staff experience wants straight country job nothing else considered. Available on 2 weeks notice. Box 300A, BROADCASTING.

Wanted: Live format. California preferred. First phone, experience, good talker. Box 301A. BROADCASTING.

Attention: Top 15 markets. Accepted as morning radio personality, 2 million pop. market, 50 kw, network station. warm, intimate approach. I talk to people. Extensive tv work, 30 family, grad. degree. 4 successful years present company, no top 40 stations. Replies confidential. Box 304A, BROADCASTING.

Presently employed radio sales announcer desires relocation. Experienced. Small or medium market. References. Box 305A, BROADCASTING.

Announcer, first phone; experience; no maintenance. Phone area code 314-521-1478 Sundays or write Box 306A, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Staff announcer wishes to locate upper midwest. Experienced. Smooth baritone voice. Emphasis on commercials and news. Married. Box 308A, BROADCASTING.

$85 takes me anywhere. I'm good. YU 2-9640. San Francisco or Box 310A, BROADCASTING.

Why is a bluebird blue? So you can tell him from an elephant! Humorous or is it sickening early morning personality DJ hears voices, rides gain on them and these extra voice then go out to "Radio Land" and some listeners get sick, others say the show is sick or the DJ is SICK. Many agree that the program is unusual—"it's unusual that it should be on the air." As this original or is it "aboriginal" showman once said "Remember friends if you must be blue, be a bright blue." He is interested in a chain or modern operation which stresses personality. He has format experience. He is a "kook." He is crazy. Top 100 markets please. Oh yes, he has a first phone, but who cares about "them grapes?" Air check available. Box 321A, BROADCASTING.

Working top 40 announcer. Wants midwest south or west. Air check available. If your station wants shows that move and produce write Box 324A, BROADCASTING.

Sparkling First Phone morning man. Presently chief engineer, chief announcer. Ten years experience all phases. Please state minimum starting salary. Box 326A, BROADCASTING.

News, dj announcer. Experienced, hard worker, will travel to any area. Have tape and resume. Box 317A, BROADCASTING.

Announcer seeking employment can operate own board. Can be reached Box 332A, BROADCASTING.

Announcer with first phone desires start. Can handle news commercials, d.j. work. Married. Box 333A, BROADCASTING.

Announcer, first class license, mature. Strong technical background. Broadcasting school graduate. Prefer Colorado or Florida. Tape, photo, upon request. Box 334A, BROADCASTING.

Staff announcer. Whether it's news, d.j. or both I'm available. 1½ years experience, tight board, believable personality. Tape and resume upon request. Box 335A, BROADCASTING.

Negro announcer, first class, training, no experience. Need first job, willing worker. Box 336A, BROADCASTING.

Negro announcer. New sound, new ideas that will sell. Versatile, mature, broadcasting school and college graduate. Will travel. Frank Mebane, Box 5444, Chicago 80, 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.

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.

Experienced deep pleasant voice with positive mature delivery. Married, 28, veteran and can work any time slot. Music, news, sports. Call Chicago 581-1368.

Available immediately. Experienced announcer. Married. References. Can do play by play. Ted Wilk. KUTA Radio Station, Monticello, Utah. Phone 678-4321, Blanding, Utah.

Technical

Have 1st phone, Grantham graduate, shy on experience. Eleven years radio-TV receiver service experience. Box 216A, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Enjoy studio work, fast board, editing. Maintenance, special audio. Experienced. No announcing, please. First phone. Box 258A, BROADCASTING.

Experienced chief engineer and/or disc jockey, first class license. No tapes sent. Recommendations. Available now. Phone Wilmington, Delaware, OLympia 6-6611, Room 415, mornings 9-12.

Chief combo, experienced fm, directionals, remote pick-ups. Call 739-7066, Hagerstown Maryland, 6 to 7 p.m. Available.

Now employed chief desires permanent position. Experienced in directional and higher power. Will relocate. No announcing experience. Box 262, BROADCASTING.

Chief engineer; experience covers power to 50 kw—directional antenna systems—station construction—station operation. Now in Washington-Baltimore area—will relocate. Box 337A, BROADCASTING.

Production—Programming, Others

Program director seeks immediate relocation. Highly skilled all phases. 13 years radio television. Currently doing both. College. Family. Blue chip references. Airtrick included. Let's talk. Box 112A, 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.

Newsman-Authoritative, effective, literate delivery and writing. No split shifts, market ½ million up, $600 mo. min. Box 82A, BROADCASTING.

Five years radio, seeking sports and related work. Will consider all offers. Box 273A, BROADCASTING.

I do nice work! Production director dj, conscientious, creative, ambitious, anxious to move into stable market. Three years with present station. College graduate. Box 281A, BROADCASTING.

Newscaster currently employed in top forty market, seeks shift to prestige operation with accent on journalism qualifications, not sound. Box 292A, BROADCASTING.

Program director available soon for top 40 station. Have: Bright lively sound, experience, believable personality and desire to make your station #1 in it's market. Box 294A, BROADCASTING.

Arizona, New Mexico-southern California. Ten years experience all phases of adult radio and tv. Prefer challenging position with progressive station. Can provide best area references. Available immediately. Box 307A, BROADCASTING.

I offer 11 years announcing experience in all phases. Can you offer permanency, opportunity, good salary? Box 325A, BROADCASTING.

Programming and promotion capabilities, acquired thru 13 years association with top ranking stations, enables me to develop and promote a station seeking to be a long range influential force, without sacrificing profit. Presently employed at Cleveland outlet of nation's top group operation. Employer will serve as reference. Michael Ruppe, Jr., phone 781-4500 (area code 216).

TELEVISION

Help Wanted—Sales

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.

Help Wanted—(Cont'd)

Announcers

Station in South Carolina has opening for staff announcer. Prefer young man with tv background, but will accept radio man looking for tv. State experience and qualifications in first letter. If you are what we want we will talk personally. All replies confidential. Box 289A, BROADCASTING.

Technical

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

Male or female with tv experience to manage traffic department in south Florida NBC-TV affiliate. Send resume to Box 55A, 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.

"At least four years in the chair," 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.

ETV producer-creative experienced educational tv producer by one of the largest vhf etv stations in large metropolitan area. Opportunity to create and develope wide variety of own and assigned educational network and local programs. Directing not necessary. p to $10,000. Send details. To Box 255A, BROADCASTING.

Director for large and aggressive station in major market. Midwestern location. Must be imaginative, creative, responsible; know how to get the most out of people and equipment. Excellent pay and workink conditions. Box 302A, 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.

Copywriter with directing, producing potential. Excellent opportunity for advancement. Send complete resume to WCIA-TV, Champaign, Illinois.

TELEVISION

Situations Wanted—Management

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. Box 201A. BROADCASTING.

Sales

TV radio sales, promotion. Available immediately. Rates-market information desired. Box 109A. BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

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.

Mature, personable tv staffer, university graduate. 39, now major southeast market. Must relocate immediately. Box 505R, BROADCASTING.

Technical

TV cameraman, experienced all phases of tv studio operation. Graduate of RCA, Institute, New York. Box 270A, BROADCASTING.

Engineering tv supervisor desires advancement. Experience with design, installation, operations, and maintenance. 1st phone, certified instructor for 10 years in radio, tv, and communications school. Box 277A, BROADCASTING.

Field engineer—closed circuit television. Experienced in television broadcasting maintenance including Ampex videotape. Box 311A, BROADCASTING.

Productiou—Programming, Others

News director who can put you on top without panic and worry. Helped to do the impossible in the 12th market. Ready for full command in smaller market. Top references. Box 291A, 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.

Program operations director for medium size tv station. Now with major network rated radio tv affiliate. Ability to supervise, direct staff and station business. Aggressive imaginative, right attitude and experienced in production, programming, tv studio operations, public service and community activities. Box 260A. BROADCASTING.

TV news, producer, director, photographer working in western capital city desires relocation with challenge and opportunity. Five years experience plus B.S. degree in Film and Television Production. Priced high for top creative quality. 25, unmarried, references. Box 265A, BROADCASTING.

Top director and announcer completely experienced in all phases of television, desires to relocate. Highest recommendations. Box 272A. BROADCASTING.

Ambitious tv newsman with five years experience in news gathering, filming, air work. College journalism English degree. Family man, top drawer references. Write Box 276A, BROADCASTING.

Newsman, two years radio, five years television. Currently news director for small market NBC outlet. Have the know how for hard, impact news, the feel for human interest, a good sense of public relations. This market has got a top notch job for a curiosity that ignores clocks, a 35mm camera and a typewriter. Box 318A, BROADCASTING.

Public Relations: Wade Barnes will represent you in New York—Public Relations including writing and placing of press releases. Network, client, agency relations, sales meetings, film and program negotiations, special projects. Reasonable fees. Wade Barnes Associates, 20 Beekman Place, New York 22, New York, Phone: Plaza 3-3786.

Tv salesman billing ¼ million local sales—medium large market seeks sales management or larger market. Box 58A, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

11 years all phases, radio, tv, commercial announcer, newscaster, sportscaster, mc, dj. Dependable, energetic family man. Top ratings, references. Box 331A, BROADCASTING.

WANTED TO BUY

We need fully equipped tv mobile unit on long term rental basis or possible purchase. Box 286A, BROADCASTING.

Recent model 5,000 watt transmitter in good condition. Will prefer Gates or RCA. Give price and conditions to Martin Martines, Rios, Nucleo Radio Mil Insurgentes Sur. 1870 Mexico City.

Used, good 5 or 10 kw am transmitter, console, turntables, Ampex recorders, monitors, test equipment. Leon Brown, Friendswood, Texas.

RCA UHF TV Antenna. State channel, type number, condition and cash price FOB truck. Box 175A, 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, 1⅝" 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.

For Sale: Four GE type 7D21 tubes. Two good to weak but usable. All used. $500. for the bunch. Also audiomation. Automation system. Complete make offer. Call 805-965-0800 or write Box 267A, BROADCASTING.

1 kw composite transmitter. 10 years in service. $1000.00. 5 kw generator, $400.00. Box 287A, BROADCASTING.

Magnecord PT6-A. Available immediately. KBRR. Leadville. Colorado.

Neumann U47a mike, power unit, shock absorber, 25 ft. cable. Perfect condition. $200. Steve Blaine Productions, 59 Oviedo Court, Pacifica, California.

Automation. Used Schafer 2100 System (current model). Take over payments with approved credit. Box 295A, BROADCASTING.

Used Presto 800's or Ampex 350's. Full track in good condition. Box 329A, BROADCASTING.

MISCELLANEOUS

Want to locate. Present address and employment of Edward J. (Russ) Reardon. Radio programm director, spot announcer formerly of Grand Rapids, Carolinas & Virginia. Please phone such to BR 2-2034 Greensboro, North Carolina collect, ask for H. K. Williams. Will be confidential and appreciated.

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

"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.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave. Hollywood 27, California.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Altanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

FCC license in 6 weeks. Waldo Brazil instructor. Lowest tuition, with guaranteed results. It's Space City's best offer. Houston Institute of Electronics and Broadcasting. 1 Main Street. CA 7-0529.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for class starting April 24. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

"Are you Cold?" Do you need first phone? Sunny Florida . . . Gulf Beaches . . . and 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

UNUSUAL OPPORTUNITY

for a good salesman at a Washington, D. C. station. Good draw, commission, and expenses. Take over active accounts. Must have medium or small market sales experience. Send resume.

Box 327A, BROADCASTING

Help Wanted—(Cont'd)

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

Announcers

FAST & FUNNY MORNING MAN!

Need one NOW! Bright-tight, able to swing fast Top 40 format. Station now #1. Top salary. No drifters, no beginners. Air mail tape & resume incl. salary needed to:

DAVE STEERE, KXLY RADIO, SPOKANE 4, WASHINGTON.

Production—Programming, Others

FEMALE CONTINUITY WRITER

Must add to department . . . qualified female continuity writer for local and regional accounts . . . by March 1st. 35 hour, 5 day week . . . Good salary, insurance, pension plan, vacation and many other benefits. Send resume, photo, samples and salary requirements to Jim Luck or Cal Bollwinkel.

WOWO

WESTINGHOUSE—Fort Wayne, Ind.

RADIO

Situations Wanted—Announcers

PRODUCTION—WISE

RATING—SMART

. . . Moving UP! Ratings doubled during past three years at 50 KW NBC radio in top fifty market. Experienced in radio and television.

PRODUCTION—TIGHT

STYLE—BRIGHT!

Will move only if opportunities and salary are right. 30 years old, military obligation complete, family man. Prefer A.M. SLOT.

Box 284A, BROADCASTING

Situations Wanted—(Cont'd)

Announcers

GENERAL MANAGER, RADIO

desires to make change from present position. Proven record with major broadcast group as General Manager in top-10 markets, achieving and maintaining #1 positions for stations in sales and ratings on non-formula basis. An aggressive and enthusiastic troubleshooter with thorough experience in sales and programming, in promotion, publicity and labor relations, and with an understanding of the new FCC, the meeting of community needs, and the building of station image—all backed by a vigorous belief in the power and effectiveness of good radio. Finest industry references. East or midwest preferred. Replies kept confidential.

Write Box 328A, Broadcasting

Production—Programming, Others

MODERN RADIO PROGRAMMER SEEKS LONG-TIME RELATIONSHIP WITH LONG-TIME OWNERSHIP STATION

If you're in the radio business and dedicated to it for not only monetary reasons . . . if you realize that audience needs must be answered intelligently and vibrantly in this modern society. If you believe in ratings . . . if you're not prejudiced about music . . . if you believe in Leadership and wholesome competition . . . I would like to hear from you.

BOX 330A, BROADCASTING.

TELEVISION

Help Wanted—Management

CATV

EXECUTIVE

Experienced Broadcasting Group expanding in CATV field—Southeast.

Seeking young executive with minimum 5 years experience CATV, familiar franchises, contracts, purchasing, general engineering, administration.

Broadcasting bacrground preferred but not imperative.

Execellent salary, working conditions stock.

Send details of experience, photo, etc., to Box 209A, BROADCASTING.

Production—Programming, Others

Wanted: Top Woman Personality

for major east coast TV & Radio station. Must be able to represent the station both on and off the air by conducting daily TV and Radio shows, attending women club meetings and luncheons, handling interviews and covering news and features of interest to women. Send resume and picture to

Box 162A, Broadcasting

TELEVISION

Situations Wanted—Sales

OUTSTANDING SALESMAN
with major rep for six years plus agency background anxious to relocate. Looking for growth situation.
Box 312A, 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

GOSPEL RADIO NETWORK
1520 Main St.
Puyallup, Washington
• • • •
PAID RELIGION
• • • •

EMPLOYMENT SERVICE

MOVE UP!
ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U. S. MARKETS
MIDWEST SATURATION
Write for application NOW
BROADCAST EMPLOYMENT SERVICE
4825 10th Ave. So.
Minneapolis 17, Minn.

Looking For a **JOB?**
Sherlee Barish
BROADCAST PERSONNEL
16 East 52nd Street, New York, N.Y.

MISCELLANEOUS

AD LIBS!

A new monthly publication of Clean Lines for DJ'S Comics & Speakers. Sample sheet on request.

Write:

2510 Queens Chapel Road,
Apt. 304, Hyattsville, Maryland
or Phone: 301-864-9151

WANTED TO BUY

Equipment

WANTED:
300 to 500-foot tower capable of supporting 3-bay Channel 6 TV antenna and associated equipment.
Box 288A, BROADCASTING.

WANTED TO BUY

Stations

WANT TO BUY
Small Market 250 or 1000 watt Oklahoma, North or North Central Texas.
Box 309A, BROADCASTING

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

FLORIDA—1 KW
15 years same owners.
One of Florida's Largest Cities
$250,000—Cash or terms.
TOP REPUTATION
Box 303A, BROADCASTING

ROCKY MOUNTAIN 5 KW

Dominant fulltime station in a stable market. 1962 gross excess of $160,000. Priced at less than gross with low down payment and very favorable terms to a qualified broadcaster. Cash flow will provide owner-manager with good salary and easily pay off station.

Box 316A, BROADCASTING

FOR SALE
Florida 100 watts daytimer, on excellent frequency. East coast; major market. No Brokers!
Box 314A, BROADCASTING

For Sale

Stations

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

STATIONS FOR SALE

MIDWEST. Exclusive. Full time. Gross exceeds $90,000. Priced at $150,000. 29% down.

NORTHWEST. Exclusive full time. Gross $85,000. Percentage and management available. Requires $17,000 cash. Buyer must qualify.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

To buy or sell Radio and/or TV properties contact.
PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS

Ky.	single	daytimer	$68M	terms
Fla.	single	daytimer	28M	10M
La.	small	fulltime	79M	29%
N.C.	small	daytimer	75M	29%
Fla.	medium	power	275M	110M
Ga.	metro	fulltime	175M	cash

and others:
CHAPMAN COMPANY
2045 Peachtree Rd. N.E., Atlanta 9, Ga.

Florida—Central

Fulltime — Power — History of good earnings—Priced for quick sale — Liberal terms.

Florida—Major Market

Fulltime—Priced realistically in relation to gross and cash flow—29% down and good terms to qualify buyer.

Florida—South

Fulltime-absentee owned in one of Florida's fastest growing areas —asking $185,000 including land and building—with 29% down, long terms.

Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone LOgan 6-7843
Bob Flynn Myles Johns

What compact can do everything a console recorder can? **AMPEX PR-10**

The Ampex PR-10 gives you all the features, all the performance of a console recorder. Even remote control. And it's all wrapped up in a suitcase-sized package. That means you can take a complete recording studio out into the field, into the school, the church, industry—anywhere you need it. The PR-10 features positive push-button controls; record-safe switch; and separate erase, record and playback heads. And there's room for an optional 4-track stereo or additional playback head. There's also a new electro-dynamic clutch system to give you fast, gentle starts and lower braking tension. If you want to monitor on-the-spot, the PR-10 has A-B switches, VU meters, phone jacks, output circuits. Moreover, electrical alignment controls are accessible through the front panel. You get all this plus a new Ampex "Four Star" one year warranty. For data write the only company with recorders, tape & memory devices for every application: Ampex Corp., 934 Charter St., Redwood City, Calif. Worldwide sales, service.

AMPEX

OUR RESPECTS to Marion Stephenson

She's NBC's first woman vice president

Marion Stephenson is the first woman vice president in the history of NBC and its parent RCA. She was elevated to that position last October, and received a personal letter of congratulations from Elmer W. Engstrom, RCA president, recording the corporate milestone.

As administrative head of NBC Radio, Miss Stephenson is in what she calls the "jump seat" of the division. From her financial and corporate position, she is able to "see what is going on" in the areas of sales and programming.

From her vantage point, Miss Stephenson sees radio as "media's biggest buy, and it's very underpriced."

She thinks network radio's most pressing problem in 1963 is accurate ratings analyses. Of an estimated 183 million operating radio sets, at least two-thirds are non-plug-ins, and, she notes, a way must be found to measure usage of auto and portable sets.

"We have talked with Nielsen and Sindlinger about devising more accurate ways to count radios. We're hammering on the subject to get some way of measuring audience we aren't getting credit for," she says.

Work-Study Program ▪ NBC's first female vice president was born in Green Bay, Wis., and studied business at Antioch College, Yellow Springs, Ohio. Before she graduated, Miss Stephenson had taken six years of academic courses, in addition to participating in a work-study program.

She was required to take full-semester courses in 10 weeks, working the alternate 10-week period.

"My first job [through the Antioch program]," recalls Miss Stephenson, "was as a renewal searcher for the McCall Corp. in Dayton, Ohio. I was paid $15 a week." She added that her room and board expenses in Dayton had to come out of the $15. She held secretarial jobs in Chicago and New York later in her school career.

In her fourth year at Antioch, Miss Stephenson was community government business manager on campus. After graduation in June, 1943, she went to New York and joined the accounting department of Standard Oil (New Jersey).

Miss Stephenson started working for NBC the following year quite by accident:

Having decided to go into the research writing field, she applied for a job with Time Inc., whose offices at that time were located in Rockefeller Center across the street from NBC.

An NBC Friend ▪ After her interview, Miss Stephenson decided to drop in and say "hello" to a friend who worked at NBC. "The girl," she notes, "just happened to work in the personnel department." At her friend's insistence, Miss Stephenson filed an application with NBC—noting she would like to combine advertising and accounting in her work.

"I never dreamed there would be such an opening, but the company had just gotten approval for a new job in the advertising department for someone who would watch expenses."

So, in November 1944, Miss Stephenson joined NBC as a budget clerk in the advertising and promotion department.

During her early years with NBC, Miss Stephenson attended New York U.'s Graduate School of Business at night, majoring in banking and finance. She was awarded the first Marcus Nadler Key for "excellence in finance." She received her Masters degree in Business Administration in 1948, the same year she was named business manager of NBC's advertising and promotion department.

Three years later, in 1951, she was made general ledger accountant in NBC Radio's controller department, a position she held for six months before being named budget supervisor of the department. In 1952, when the radio and tv financial departments were rejoined after a separation of several years, Miss Stephenson became budget supervisor of the joint controller's area.

The following year she was made chief budget assistant, and after holding that position for one month, became assistant to the divisional controller. Three months passed before she got her next promotion, this time as radio network budget manager. (This was in 1953, when the radio and tv networks were permanently split into separate financial units.)

NBC's Miss Stephenson
Finance: the focal point

Long Title ▪ Miss Stephenson was given her longest title in February 1956: senior operations analyst in the staff administrative budget and financial evaluation area. In 1959 she was named director of business affairs of NBC Radio.

Going on trips pays off for Miss Stephenson. She recalls the job of business affairs director waited one month for her, while she was on a trip around the world and couldn't be reached to be told of the promotion. She was told promptly on her return.

Going away brought Miss Stephenson her subsequent promotion in October 1962, when she was made vice president-administration. She was told of her election the day after returning from a trip to Yugoslavia and Greece.

As vice president of administration for NBC Radio, Miss Stephenson is responsible for business affairs, sales service and traffic and some areas of the engineering department.

Miss Stephenson reports she has a "somewhat unorthodox approach to the business field. Most business people," she thinks, "are involved in costs and profits mainly. They don't know that the financial side is the focal point of a *whole* company."

She said the NBC financial staff believes in working with the sales and programming people at the network to help them solve their problems by explaining how the financial end of the business ties in with their efforts.

Miss Stephenson is extremely confident about network radio's future. One week ago she proudly announced, "Every business day since the beginning of the year we have made at least one sale. In 1960, we moved from a seven-year loss to a profit, and we're doing better and better every year."

On the subject of audience data, Miss Stephenson feels agencies and advertisers are becoming "more and more aware that they're getting two-thirds more audience than they're paying for."

Once the ratings problem is "licked" the networks "will go farther, faster."

Miss Stephenson, a member of the International Radio-Tv Society and the Money Marketeers of New York U., lives in Bronxville, N. Y.

EDITORIALS

The ball is put in play

THE first step in the long march toward modernization of the federal law that governs broadcasting was taken last week. We hope the first step will establish the momentum for the rest of the journey.

For it was a long first step indeed. As reported in detail elsewhere in this issue, the Federal Communications Bar Assn. has received a series of proposals for changes—some of them drastic—in the existing law. The proposals were made by some of the most respected members of the communications bar, and they merit the most thoughtful inspection by everyone connected with broadcasting.

With some of them we can agree at once. Certainly the anti-censorship section of the Communications Act ought to be strengthened to prohibit all kinds of meddling in broadcast content. Certainly Sec. 315, the political broadcasting law, ought to be repealed.

On the other and more complicated proposals we must reserve judgment pending a more thorough exploration of their possible consequences, although we must say the arguments advanced in their behalf are indeed attractive. The reorganization of the regulatory agency is the most sweeping of the proposals. It ought to be examined with special care.

But the need for thorough consideration does not provide an excuse for procrastination. These monographs ought to be turned into action as soon as action can be taken according to careful plan. At this point the documents must be given wide circulation, and dialogue about them must be encouraged so that the bar and, hopefully, the broadcasters who support the bar may work up definite proposals to present to Congress.

It is altogether possible to work up these proposals in time for congressional consideration this year. We would hope the work would be given tangible support by the NAB. Two weeks ago the NAB directors approved a $2 million budget for the next fiscal year. A budget of that size—the largest in the association's history—is big enough to accommodate disbursements for the most important cause on broadcasting's agenda.

Overdue upbeat

WE hope that calling attention to it will not cause it to go away, but we cannot resist the opportunity to observe that an unusually strong burst of national spot radio activity has been evident lately. The first of the year being a season when spot salesmen ordinarily find it necessary to run fast in order to stand still, this January's sales spurt becomes even more satisfying by comparison.

The extent of the speed-up is reported in some detail elsewhere in this issue. Although it certainly is not applicable to all markets and involves only a few of all the advertisers who ought to be involved, the increased tempo nevertheless seems general enough and sufficiently solidly based to reflect a genuine re-kindling of interest in radio as a national advertising medium.

The reasons undoubtedly are numerous, varying in detail from one advertiser to another. One general explanation being offered last week was that the bed-rock salesmanship that radio has done over the last several years, stressing the variety and reach and economy of the medium and trying to dispel the myths about its being unglamorous and too hard to buy and administer, are at last beginning to pay off.

We like that explanation, but explanations at this point are not too important. Even if an advertiser gets into radio on a bet, he can do well if he buys enough and takes pains to use it properly.

So let's not ask too many questions. Let's just keep on selling—and occasionally knock wood. If that sounds superstitious, remember that radio has been the victim of a lot of superstitions over the years. It's entitled now to become the beneficiary of one.

Let it lie

FCC Chairman Newton Minow may have been merely buddying up to a former client last week when he revived William Benton's old pitch for a citizens' advisory board on broadcasting. Mr. Minow was sharing a platform with Mr. Benton, who, as owner of the *Encyclopaedia Britannica,* retained Mr. Minow as a lawyer before the latter joined the FCC and reportedly has offered Mr. Minow an executive job if he leaves government service.

But on the chance that Mr. Minow has serious thoughts of breathing life into Mr. Benton's old plan, a revival of opposition to it is also appropriate.

In 1951 when Mr. Benton was a U. S. senator he failed (but not for want of trying) to get the Congress to authorize the President to appoint an 11-member advisory committee that would "advise" the FCC on broadcast matters ranging from the assignment of television channels to the establishment of program standards. As sensible people realized at the time, the kind of committee that Mr. Benton advocated would inevitably become a high-level board of presidentially-appointed censors whose every suggestion would be accorded an immediate "yes, sir" by the presidentially-appointed members of the FCC. That condition is still implied in last week's proposal.

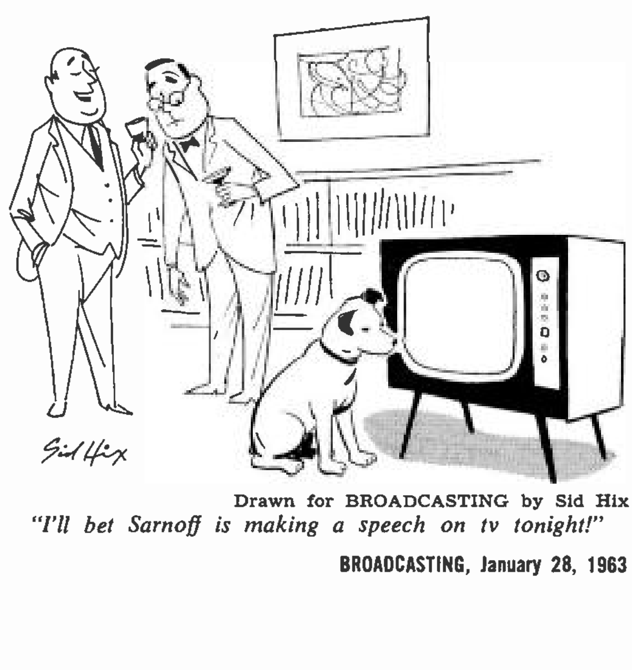
Mr. Minow would be wise to put the pitch back where it has lain—and then hang up his shovel.

It's about time

THE NAB board of directors conceded a fortnight ago that entertainment has played a part in the development of broadcasting. It voted to give the association's Distinguished Service Award for 1963 to Bob Hope.

No one can quarrel with the selection. The only question to be raised about it is why it came so late. Distinguished Service Awards had been given annually for 10 years without a nod in the direction of the performers who have caused people to buy and use all those radio and tv sets.

Mr. Hope has been cheering radio and television audiences for 25 years. It is gratifying that the NAB has at last confirmed the judgment that the American people have been exercising for a quarter of a century.



Drawn for BROADCASTING by Sid Hix

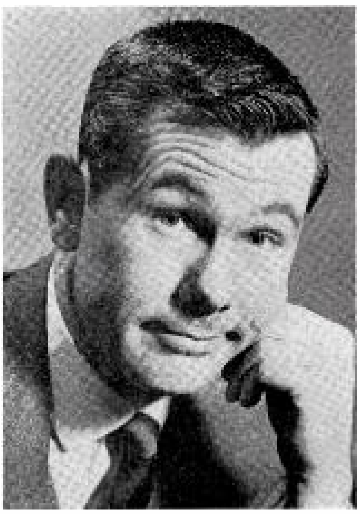
"I'll bet Sarnoff is making a speech on tv tonight!"

From 10:00 p.m. to Sign-off, Monday through Friday...

JOHN MacDOUGALL
"NEWS-IN-SIGHT"
10:00 pm • Monday-Friday

JOHNNY MORRIS
"WEATHER ROOM"
10:15 pm • Monday-Friday

AL TIGHE
"SPORTS ROUND-UP"
10:20 pm • Monday-Friday



JOHNNY CARSON
"TONIGHT" SHOW
10:30 pm to Midnight

...these are the top-rated shows* in the Minneapolis -St. Paul market.

*ARB Television Market Report, November-December, 1962

KSTP television CHANNEL 5

MINNEAPOLIS • ST. PAUL

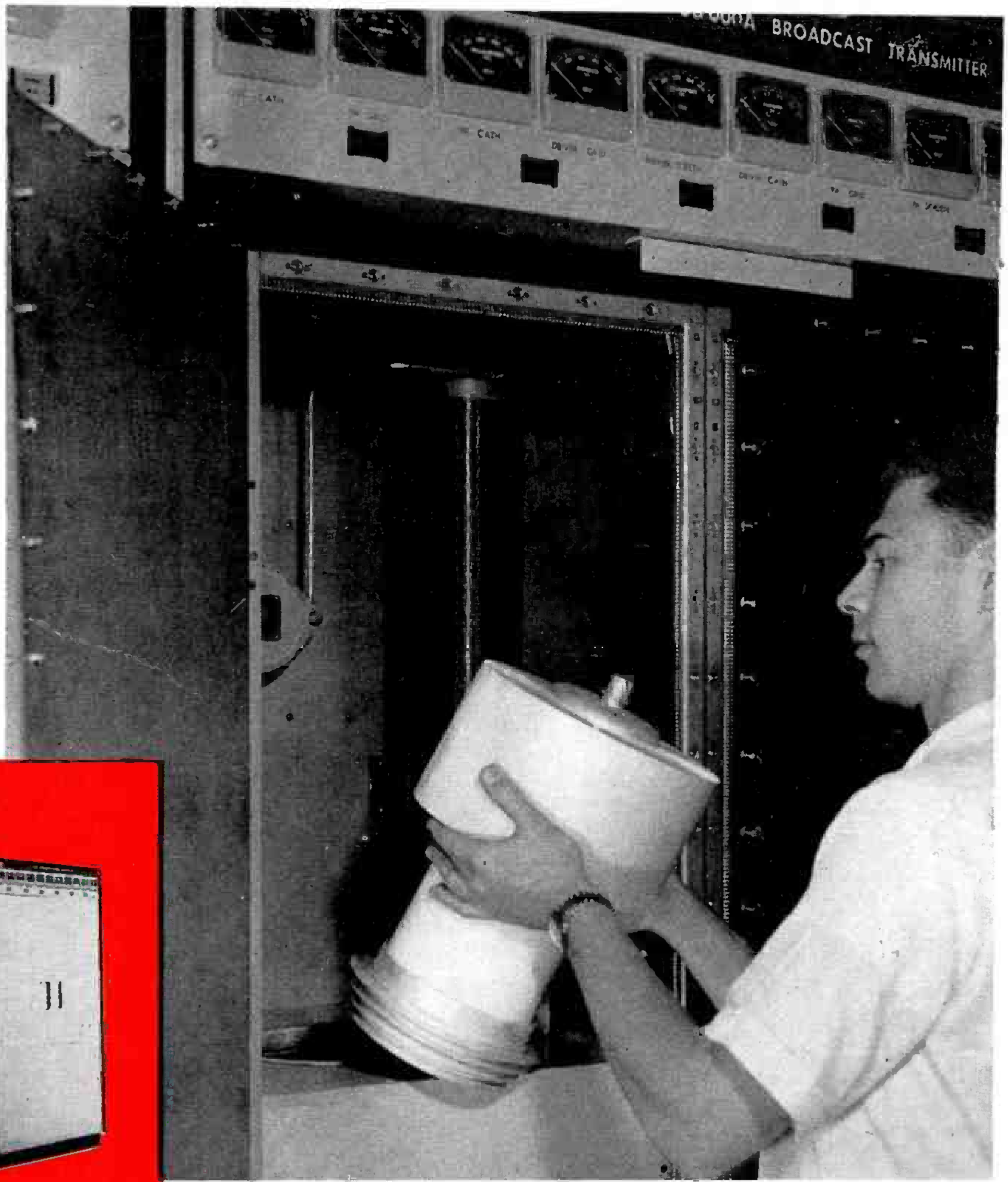
100,000 WATTS • NBC

A GOLD SEAL STATION

Represented by

Edward Petry & Co., Inc.

The Original Station Representative


BROADCAST TRANSMITTER