



BROADCASTING

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APR 63

AND RADIO

NEWSPAPER

MARCH 4, 1963

TvB's Cash calls for ratings 'refinement'
on eve of House hearing 27

Guinness Stout beats American challengers
as best tv commercial 32

Baseball '63: Who, what, where and how
much is being spent 66

Heated discussion on NAB's Collins marks
state presidents' conference 42

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Just one of the more than 300 great **COLUMBIA POST-48's**

DISTRIBUTED EXCLUSIVELY BY

SCREEN



GEMS, INC.

THE LLOYD BRIDGES SHOW

Music by

RUDY SCHRAGER



RUDY SCHRAGER, staff composer of Four Star Television, has created music for such television shows as Robert Taylor's "The Detectives," "The Rifleman" and many episodes of the Dick Powell Show. Prior to the Lloyd Bridges Show, for which he writes the background scores as well as the theme, Mr. Schrager had contributed the music for many hits in past seasons, including the "Lux Theatre" under Cecil B. DeMille.

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

BROADCAST MUSIC, INC.

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

CHICAGO • LOS ANGELES • NASHVILLE • TORONTO • MONTREAL





see what's on KTVI

St. Louis takes entertainment as a basic of good living. With a long tradition as one of the nation's entertainment innovators, the St. Louisan has an in-bred sophistication in his television selection. Meeting this taste-level is a challenge. Part of our response is:



The Steve Allen Show
10:15 p. m. Mon.-Fri.
and

Total Information News
6:00 p. m. Mon.-Fri.

Allen is entertainment for the sheer fun of it. Total Information News is for active viewing; news-films show the local stories. This selective programming blended with ABC's line-up, reaches the selective St. Louisan—eager to enjoy, ready to buy.

See what's on KTVI; the growing station buy in St. Louis!

KTVI
abc **BLAIR-TV**
ST. LOUIS **2**

Adult
viewers
for one
minute
spots...

Air University Library
Maxwell Air Force Base, Ala.
PROPERTY U. S. AIR FORCE

From 4 to 6 pm in the Dallas-Fort Worth market, KRLD-TV, with 70,876* ADULTS per average quarter-hour in its viewing audience, leads its three competing outlets by substantial margins — 18,665 more adults than Station B, 25,508 more than Station C, and 52,363 more than Station D.

4:00-4:30	DECEMBER BRIDE
4:30-5:00	OUR MISS BROOKS
5:00-5:30	LOVE THAT BOB
5:30-6:00	LONE RANGER

Adult audiences are buying audiences. See your ADVERTISING TIME SALES representative for a Channel 4 schedule tailored specifically to your requirements.

*NSI
Dec. 30 - Jan. 27
1963



represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President



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

BROADCASTING, March 4, 1963

The first family

Bound to make headlines if FCC approves vhf drop-ins in eight markets will be application of group headed by Harry W. Bennett Jr., New York agency and pr executive and father-in-law of Sen. Edward M. (Ted) Kennedy (D-Mass.) for ch. 10 in Jacksonville. Tip-off came in society page report in Jacksonville that Bennett family will move from Bronxville, N. Y., to Jacksonville "for business reasons." He's slated to become majority stockholder in group to apply for ch. 10, proposed to be dropped in, with other stockholders principally local citizens, including one Negro leader. Mr. Bennett is minority stockholder in Veterans Broadcasting Co. (WROC-AM-TV Rochester, KTVE [TV] El Dorado, Ark.).

FCC did not consider eight-market drop-in proposals last week. Despite strong opposition from AMST, as well as uhf interests, there's still feeling that sufficient majority can be mustered to approve third station in these two-station markets but with provision for ultimate switch to uhf—possibly in seven or eight years. Besides Jacksonville, markets include Baton Rouge, Birmingham, Charlotte, Dayton, Johnstown-Altoona, Knoxville and Oklahoma City.

Move against beer, tobacco

Rep. Morris K. Udall (D-Ariz.) intends to meet this week with NAB and other broadcast officials to discuss possibility of ban on beer, wine and tobacco commercials before 8 p.m. Rep. Udall polled constituents and found "strong interest" in ban. Tabulation of about 5,500 replies shows 55% favor, 35% oppose, 10% have no opinion. Question was one of 20 in January questionnaire on broad range of legislative subjects. Rep. Udall says he is unsure whether he would introduce ban bill, but says he thinks "straws in the wind show a lot of people are not particularly happy" with some advertising of this kind.

Blue chip testing

In its first year RAB's Radio Test Plan has had nine major advertiser participants (currently running or completed) spending total of about \$1.3 million to test radio's sales punch. This is word RAB members are getting in report from headquarters, which places RTP test business and does proof-of-performance research for which it collects 10% of RTP billings. This advertiser group, representing more than the \$30 million per year in potential new radio business which is RTP's objective, consists of Eastman Kodak, Swift & Co., Brillo

CLOSED CIRCUIT®

Mfg., Colgate-Palmolive, Continental Baking, Campbell Soup, Corn Products, P. Ballantine & Sons, and Burnham & Morrill. They've been testing radio for brands that hadn't used it. Dozen other majors reportedly are close to signing for try-outs representing estimated \$1 million in test billings in next six months.

Writer's itch

Newton N. Minow is toying with proposals that he write book about his experiences as FCC chairman ("My Life and Times in the Wasteland"?). One of several publishers that have expressed interest is Random House which is headed by Bennett Cerf, regular panelist on *What's My Line?* and chairman of judging committee that gave Mr. Minow Peabody Award last year. Mr. Minow has said he won't write book until he leaves FCC.

Color's extra kick

Fuller & Smith & Ross Inc., New York, is conducting long-range study of impact and effectiveness of commercials placed in color programs. Three surveys, with total sample of about 2,800 homes, have been conducted so far. One more, later this year, will complete study. Results based on samples already taken seem to indicate commercials in color programs deliver much more attentive audience, whether spot itself is both in color or in black-and-white.

NBC eyes Wolper series

Strong contender for Monday, 9:30-10, one of few slots open in NBC-TV's 1963-64 nighttime schedule, is new pilot produced for United Artists Tv by David Wolper. It's based on two Wolper-produced specials on Hollywood movie stars telecast by NBC-TV recently. Series, as being considered by NBC-TV, would spotlight filmdom "greats" in categories, such as gangsters (Edward G. Robinson, George Raft, Humphrey Bogart), "vamps" (Clara Bow, Marilyn Monroe, Theda Bara) etc. NBC-TV's current thinking is Wolper series would be logical sequence to feature films now slotted 7:30-9:30 (see story, page 63).

Out of the deep freeze

FCC staff has recommended license renewal for some 30 far west television stations whose applications have been deferred because of questions about local live programming in prime time (BROADCASTING, Dec. 3, 1961). Recommendation came up at commission meeting Friday, but no action

was taken. Missing from staff's recommendation were some 70 other western stations whose renewals have been held up for same programming question. Inference is that staff feels these stations' performance requires further study. If commission goes along, these stations might receive additional letters of inquiry.

Stations recommended for renewal presumably made showing comparable to that of WKY-TV Oklahoma City and WFAA-TV Dallas. Both had been in trouble with staff because of alleged lack of local live programs in their schedule. However, their record convinced commission that policy of preempting prime-time shows for local programming could meet community needs.

Correspondence that curdles

FCC is about to learn that members of Congress resent getting FCC form letters signed "Ben F. Waple, acting secretary." Congressmen have received such replies from FCC to their inquiries about Rev. Carl McIntire (BROADCASTING, Feb. 18). Several said they expect courtesy of reply by chairman and are indignant because form letters failed to discuss questions they had asked. Broadcast "sermons" of Rev. McIntire are being checked by FCC under "fairness doctrine."

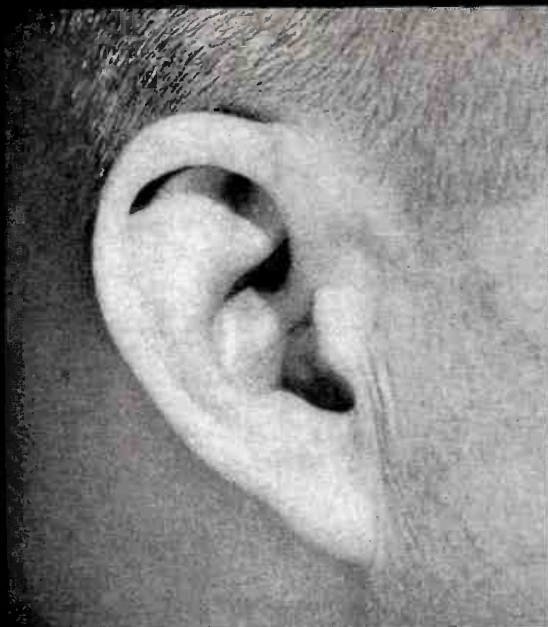
Shooting for 50's

With signing of WCKY Cincinnati as basic affiliate, ABC Radio has increased its 50,000 w lineup to 13 stations and Robert Pauley, ABC Radio president, predicts affiliation of two additional 50 kilowattors in "near future." Network totals 426 affiliates.

Kraft's new night

There's strong possibility that in 1963-64 season Kraft Foods will move its NBC-TV prime weekly hour from Wednesdays at 9 p.m., where Perry Como has performed this season, to Thursdays at 10 p.m. No matter what period Kraft lands in, company will change its program format. Mr. Como will do dozen shows at most. In other weeks Kraft will present dramatic anthology series.

If Kraft does move to Thursday at 10-11 p.m., it'll mean revision of plans for Jack Paar show. Network had thought of moving Mr. Paar to that spot from Friday 10-11 p.m. period he now occupies and moving Joey Bishop (now in Saturday half-hour at 8:30-9 p.m.) into vacated Paar hour Fridays.



**The reason people listen to us
is because we listen to people.**



ABC Owned Radio Stations communicate with millions of people in six of America's major markets.

Who knows best what radio listeners want to hear? Listeners themselves. That's why the six ABC Owned Radio Stations listen so attentively to their audiences. As a result of this unique station-listener communication, each station is constantly aware of the problems and needs of the community in which it performs a vital communication's service. Whether it's a newspaper strike in New York, a commuter problem in San Francisco, the need for driver training in Pittsburgh high schools, a furor over increased

Blue Cross rates in Detroit, the effects Chicago's medical research facilities have on patient care, or a means of informing Los Angeles residents of a new industry project, the ABC Owned Radio Stations respond quickly and effectively in order to reach the very heart of each of their communities...the people. Why? Because ABC Owned Radio Stations just don't broadcast...they communicate!

ABC OWNED RADIO STATIONS

WABC NEW YORK WLS CHICAGO KGO SAN FRANCISCO KQV PITTSBURGH WXYZ DETROIT KABC LOS ANGELES

WEEK IN BRIEF

On eve of congressional ratings hearings TvB's Cash calls for revisions in information and for refinements of tools and methodology. Agency groups working on same study, completion due soon. See . . .

BOMBED ON HEARING EVE . . . 27

Tv's gross time billings for network and spot in 1962 topped \$1.52 billion. Network was up 12.2%; spot was up 17%, according to TvB estimates presenting year's network figures and fourth quarter spot business. See . . .

TV NET, SPOT BILLINGS UP . . . 36

Leadership of NAB is questioned during spirited discussion at state presidents' meeting. Objectors claim the association is not vigorous enough. Collins defended by the staff and broadcasters. See . . .

CONTROVERSY OVER COLLINS . . . 42

Campbell-Mithun holds open house to show its new offices in Minneapolis. Layout features "traffic loop" design. Founder tells news conference "idea" is basis for all advertising. See . . .

UNVEILS NEW OFFICES . . . 40

Make sure the tv critic "knows the score," Danish tells western broadcasters. If editors—and public—understand how television works, they'll be more understanding of pluses and minuses. See . . .

CRITICAL UNDERSTANDING . . . 52

Minow passes chance to set record straight on his future at FCC; ducks direct answer to Pastore question on truth of speculation he is resigning. Chairman sees bright future for etv, uhf. See . . .

MINOW SIDESTEPS ANSWER . . . 56

Cosmopolitanism of tv shown in award for best commercial—an English advertisement, produced by a French production firm. And best radio commercial was made in Boston. Presentations by Hollywood Ad Club. See . . .

CREAM OF COMMERCIALS . . . 32

NBC-TV decides to stick with Monday night movies. Network buys feature film packages from MGM and 20th Century-Fox. Ratings and sales strength help network make up mind. See . . .

NBC STICKS WITH MOVIES . . . 63

Baseball radio-tv rights add up to \$13.1 million, which is \$325,000 over last season's take. But plateau is seen as having been reached. Billings inch up \$1 million to \$84 million for 1963 season. See . . .

BASEBALL PICTURE LEVELS . . . 66

RCA sales and profits reach highest level since founding of company in 1919. NBC accounts for 22% of \$1.75 billion in gross sales. Net up 45%; sales, 13% in yearend report. Color tv significant. See . . .

RCA NET UP 45% IN 1962 . . . 71

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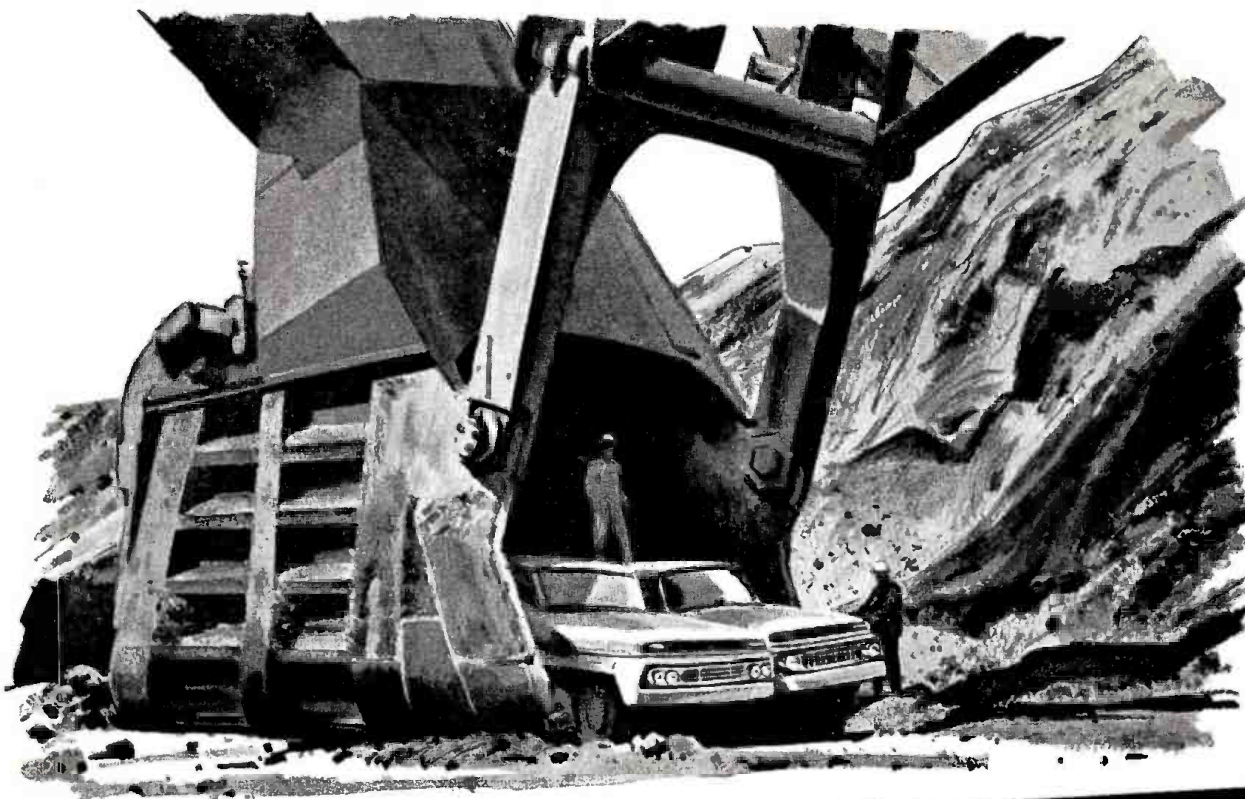
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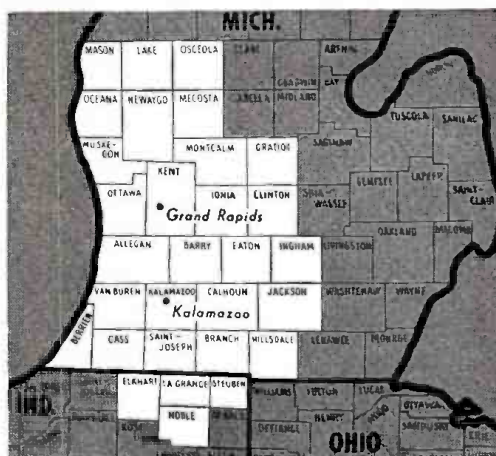
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YOU MAY NEVER SEE THE BIGGEST SHOVEL* —

**WKZO-TV MARKET
COVERAGE AREA • NCS '61**



BUT... WKZO-TV Scoops Up The Most Homes in Greater Western Michigan!

If you're digging for customers, you can unearth more of them with WKZO-TV than any other Michigan station outside Detroit. It's this way every day, every night, and every week!

It's all dredged up in NCS '61: WKZO-TV has weekly circulation in 456,320 homes in 30 counties in Western Michigan and Northern Indiana. And there's gold in these here diggin's: SRDS credits the area with annual consumer spendable income of well over four *billion* dollars.

Get the complete scoop from Avery-Knodel. *And if you want all the rest of outstate Michigan worth having, add WWTW/WWUP-TV, Cadillac-Sault Ste. Marie, to your WKZO-TV schedule.*

**A strip-mining shovel at Paradise, Ky., has a dipper with 115 cubic yards' capacity.*



The Feltzer Stations

RADIO

WKZO KALAMAZOO-BATTLE CREEK
WJEF GRAND RAPIDS
WJEF-FM GRAND RAPIDS-KALAMAZOO
WWTV-FM CADILLAC

TELEVISION

WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTV/CADILLAC-TRAVERSE CITY
/WWUP-TV SAULT STE. MARIE
KOLN-TV/LINCOLN, NEBRASKA
/KGIN-TV GRAND ISLAND, NEB.

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

NAB BOARD ELECTION 13 win 2-year terms, including 6 incumbents

Six NAB Radio Board incumbents have been re-elected for two-year terms beginning April 3. They were board members who were eligible and who sought re-election.

In seven instances, new members were chosen because incumbents either were ineligible or chose not to run.

Election results, involving odd-numbered and at-large districts only, were announced by NAB Friday (losing candidates in parenthesis):

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

District 3—Cecil Woodland, WEJL Scranton, Pa., replacing John S. Booth, WCHA Chambersburg, Pa., ineligible (Roy E. Morgan, WILK Wilkes-Barre, Pa., and Mrs. Jason T. Pate, WASA Havre de Grace, Md.).

District 5—Kenneth R. Giddens, WKRG Mobile, Ala., replacing James L. Howe, WIRA Fort Pierce, Fla., not candidate (Hugh M. Smith, WCOV Montgomery, Ala.).

District 7—Gene Trace, WBBW Youngstown, Ohio, replacing Hugh O. Potter, WOMI Owensboro, Ky., ineligible (Paul F. Braden, WPFB Middletown, Ohio).

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

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

District 13—John J. Coyle, KVIL Dallas, Tex., replacing A. Boyd Kelley, KRRV Sherman, Tex., ineligible (Bill Dahlsten, KAWA Waco, Wendell Mayes, KBWD Brownwood and David H. Morris, KNUZ Houston, all Texas).

District 15—Hugh Turner, KTIM San Rafael, Calif., replacing B. Floyd Farr, KEEN San Jose, Calif., not candidate (Ellsworth Peck, KWIP Merced, and Ned Richardson, KPAY Chico, both California).

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

Class A Markets—Jack Lee, WPRO Providence, R. I., replacing John S.

Hayes, WTOP Washington, D. C., not candidate (Daniel W. Kops, WTRY Troy, N. Y.).

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

Class C Markets—Ben B. Sanders, KICD Spencer, Iowa, incumbent, (George J. Volger, KWPC Muscatine, Iowa).

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

\$48 million in billings signed by NBC for fall

NBC-TV today (March 4) will announce business for next fall season representing more than \$48.3 million in billing. Network said highlights include SRO for *The Virginian* and *Dr. Kildare* plus substantial orders for *Richard Boone Show*, *Jack Paar Show*, and buys in motion picture periods on both Saturday and Monday nights.

Sponsors include: Carnation, Procter & Gamble, Alberto-Culver, Miles Labs, Liggett & Myers, Bristol-Myers and Noxema in *Virginian*; all six current advertisers renewing *Dr. Kildare*; Reynolds Metals alternate-week in new *Richard Boone Show*; Miles Labs, Hertz Co., Speidel, Noxema and P. Lorillard in *Paar*; Brown & Williams, Warner Lambert and Scott Paper in *Eleventh Hour*; S&H Green Stamps for Andy Williams specials (BROADCASTING, Feb. 25) and R. J. Reynolds and Thomas Leeming Co. in movies.

Rep. O'Konski gets cp for ch. 12 in Hurley

FCC Friday (March 1) granted Rep. Alvin E. O'Konski (R-Wis.) construction permit for new tv station on ch. 12 in Hurley, Wis. Station will have proposed power of 1.7 kw.

Although Rep. O'Konski doesn't have any broadcast station at present, he formerly owned WOSA Wausau and WLIN (FM) Merrill, both Wisconsin. He also held construction permit for WOSA-TV, which was later deleted.

Rep. O'Konski represents 10th Congressional District of Wisconsin.

Penalty 'too drastic,' revoked WLOV-FM pleads

WLOV-FM Cranston, R. I., asked FCC Friday to reconsider order revoking its license (BROADCASTING, Feb. 4).

Station said punishment—for alleged

misrepresentations, technical violations and financial irresponsibility—was too drastic. Station also said commission had ignored FCC decisions in similar cases in which stations had been dealt with more leniently.

Short-term license given to KTVU(TV)

KTVU (TV) Oakland, Calif., which has been operating on construction permit since 1958, was given one-year license by FCC Friday. Commission said decision to grant short-term renewal stemmed from agency's dissatisfaction with KTVU's promise-vs.-performance record.

FCC released copy of letter to ch. 2 station which noted that commission, on Feb. 26, 1960, had questioned station about its performance compared to promises it made in comparative hearing. Letter also recalled that KTVU later amended its application to indicate it had "upgraded" its programming.

Quoting its decision in KORD Pasco, Wash., case (BROADCASTING, July 17, 1961), FCC said "licensee cannot disregard his proposals in the hope that he will simply be permitted to 'upgrade' when called to account." FCC added, however, that since KTVU's license application was filed three years before KORD decision, Oakland station should be treated in same manner KORD was—that is, be given short-term grant.

One of top officials of KTVU is William D. Pabst, chairman of NAB Tv

Sweeney goes out selling

Kevin Sweeney, who in nine years as RAB president earned reputation as 24-hour-a-day salesman, did nothing to tarnish that image in his exit from job.

Officially leaving as of close of business last Friday, he scheduled final appointment to make major radio presentation late Friday afternoon—to Leonard Lavin, president of big-tv-spender Alberto-Culver. Lateness of hour made it inevitable his last pitch would run well past normal business hours.

Mr. Sweeney, who gave notice almost year ago that he planned to leave RAB presidency on Feb. 28, plans to spend next few weeks at his home in California before announcing new plans.

WEEK'S HEADLINERS



Mr. Welch



Dr. Charyk

Leo D. Welch, chairman of Standard Oil Co. (New Jersey), and **Dr. Joseph V. Charyk**, undersecretary of Air Force, appointed chairman-chief executive officer and president, respectively, of Communications Satellite Corp. (story, page 62).

Dan Seymour, senior vp, director and member of executive committee of J. Walter Thompson Co., New York, elected to newly created post of chairman of executive committee. He'll work directly with Norman H. Strouse, who continues as president and chief executive officer. Mr. Seymour, former top radio announcer and tv commercial pioneer who started in radio in 1935, joined JWT in 1955 as vp-director of radio-tv after service with Young & Rubicam for six years as plans board member and vp in charge of radio-tv.

Mike Wallace, formerly with Westinghouse Broadcasting Co., joins staff of CBS News, New York, effective March 25, as special correspondent. He will work on various radio-tv as-

signments for CBS News exclusively, except narration of *Biography* tv series. Previously, Mr. Wallace was with WNTA-TV (now WNDT) and WNEW-TV, both New York, and WMAQ Chicago. In addition, he had done news and public affairs programs for ABC-TV and CBS Radio and CBS-TV.

Donald A. Wells, vp in charge of marketing, media and research operations for BBDO, New York, elected to agency's executive committee. **Edmund Burke**, vp and management supervisor at BBDO, New York, and **W. M. Starkey**, vp and manager of agency's Los Angeles office, elected to BBDO's board of directors.

Hubert M. Tibbetts, senior vp and executive in charge of Corn Products Co.'s Best Foods Division account at Lennen & Newell, New York, joins Borden Foods Co., that city, as vp in charge of marketing. In his new post, Mr. Tibbetts will be responsible for supervising Borden Foods' marketing managers and its market research, sales promotion and advertising activities. Previously, he had been group product manager for Lever Bros. and a vp and general manager of Salada Foods.



Mr. Tibbetts

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

Code Review Board. He is executive vp-general manager of station.

Commission vote on action was 5-1. Chairman Newton N. Minow abstained, and Commissioner Rosel H. Hyde voted for regular license and opposed letter.

Minow added as witness on equal time, ratings

Last-minute changes in lineup of witnesses to appear at broadcast rating and equal time suspension hearings of House Commerce Committee subcommittees were announced Friday. FCC Chairman Newton N. Minow and NAB President LeRoy Collins are scheduled for appearances in early days of both hearings.

Mr. Minow was added to Monday list of witnesses before Communications Subcommittee's equal time hearing (see page 62). NBC Chairman Robert Sarnoff and CBS President Dr. Frank Stanton will testify ahead of Chairman Minow. Hearings will be re-

cessed at end of Monday session until Wednesday (March 6) when Mr. Collins is scheduled to appear.

Rating probe still begins Tuesday with Mr. Collins, but Chairman Minow has been added as witness for afternoon of same day (see page 27).

Burnett keeps close tab on Kellogg radio drive

Although its too early to tell actual impact, initial feed-back Friday at Leo Burnett Co., Chicago, to first week's national exposure of "Homer & Jethro" corny commercial radio campaign for Kellogg flakes is no laughing matter.

Station level reception is "enthusiastic," comparable to tests last fall in Philadelphia, Cincinnati, Boston, Baltimore and Washington. Kellogg saturation drive is said to be significant for radio as "tv-size money" is being spent, with wide merchandising and results closely measured. Eight-week drive includes CBS, NBC and local spot.

AFA to NAB delegates: come to Chicago early

Early birds in Chicago for NAB's March 31-April 3 convention will have chance to meet midwest agency-advertiser prospects at spring conference of Sixth District of Advertising Federation of America which is meeting at Sheraton-Chicago Hotel there March 29-30. Welcome mat to broadcasters was extended Friday by host, Chicago Federated Advertising Club.

AFA Sixth District includes Illinois, Indiana and Michigan. Speakers list includes AFA Board Chairman George Head, National Cash Register Co.; and AFA's new president, Mark F. Cooper. Celebrity reception is scheduled March 29, 6-8 p.m., at Mid-America Club.

RCA common, preferred dividends increase

Increase in regular quarterly dividend from 25 to 35¢ per share on common stock was announced by RCA Friday (March 1). It will be payable to stockholders of record March 18, 1963, on April 29.

Increase said to result from acceleration in earnings in first quarter of this year following record profit year in 1962 (see page 71). First preferred stockholders were voted dividend of 87½ cents per share on stock of record June 21, payable July 1.

UPI asks stay in raise of long line rates

UPI requested last Friday that FCC stay its May 1 effective date for new 20% raise in rates for users of private, leased telegraphic services of AT&T and Western Union until commission makes decision on requests for reconsideration (BROADCASTING, Feb. 25).

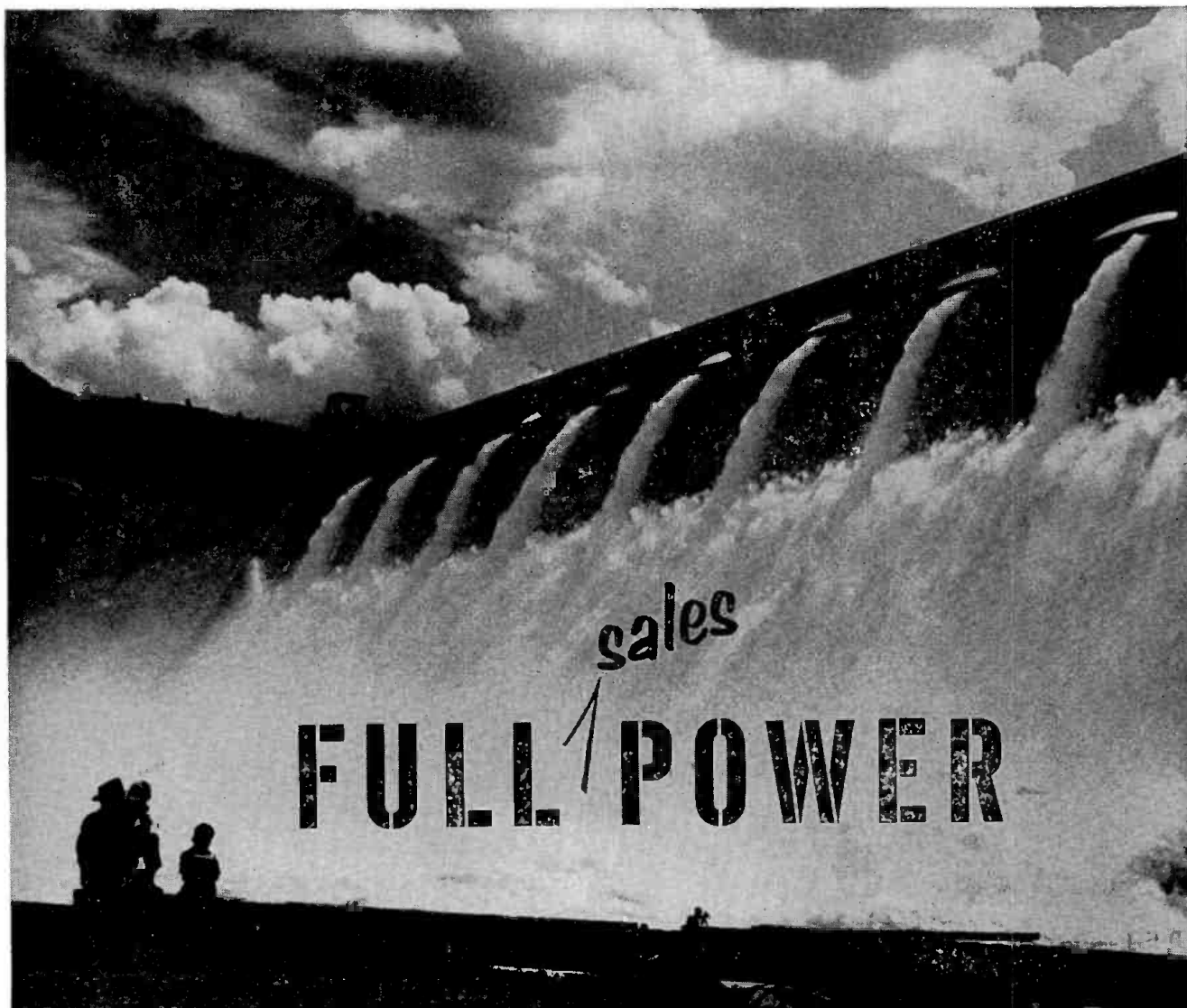
UPI said that rate raise is not only hard blow to newspapers, but "radio and tv stations . . . will also be deprived of services which are important to their news coverage."

News directors praise Harris bid for access

William G. Garry, president of Radio Television News Directors Assn., and news director, WBBM-TV Chicago, wired Rep. Oren Harris (D-Ark.) Friday (March 1) to "applaud your introduction of H. Res. 263 to open the House of Representatives committee hearings to radio-tv news coverage."

Adoption would be "great step forward," Mr. Garry said, enabling broadcast news to "give the American people a greater understanding of House Committee hearings and the important role they play in legislation."

House Rules Committee will hear Rep. Harris on proposed rules change Tuesday (March 5) at 10:30 a.m.



sales FULL POWER

United Press International Photo

MULTI-CITY TV MARKET



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



The Embassy of Portugal

His Excellency Dr. Pedro Theotónio
Pereira, Ambassador of Portugal to
the United States, and Mr. and Mrs.
Carlos Marques de Sousa, daughter and
son-in-law of the Ambassador, in the
entrance of the Embassy ...
another in the WTOP-TV series
on the Washington diplomatic scene.

WTOP-TV
WASHINGTON, D.C.



Represented by TVAR

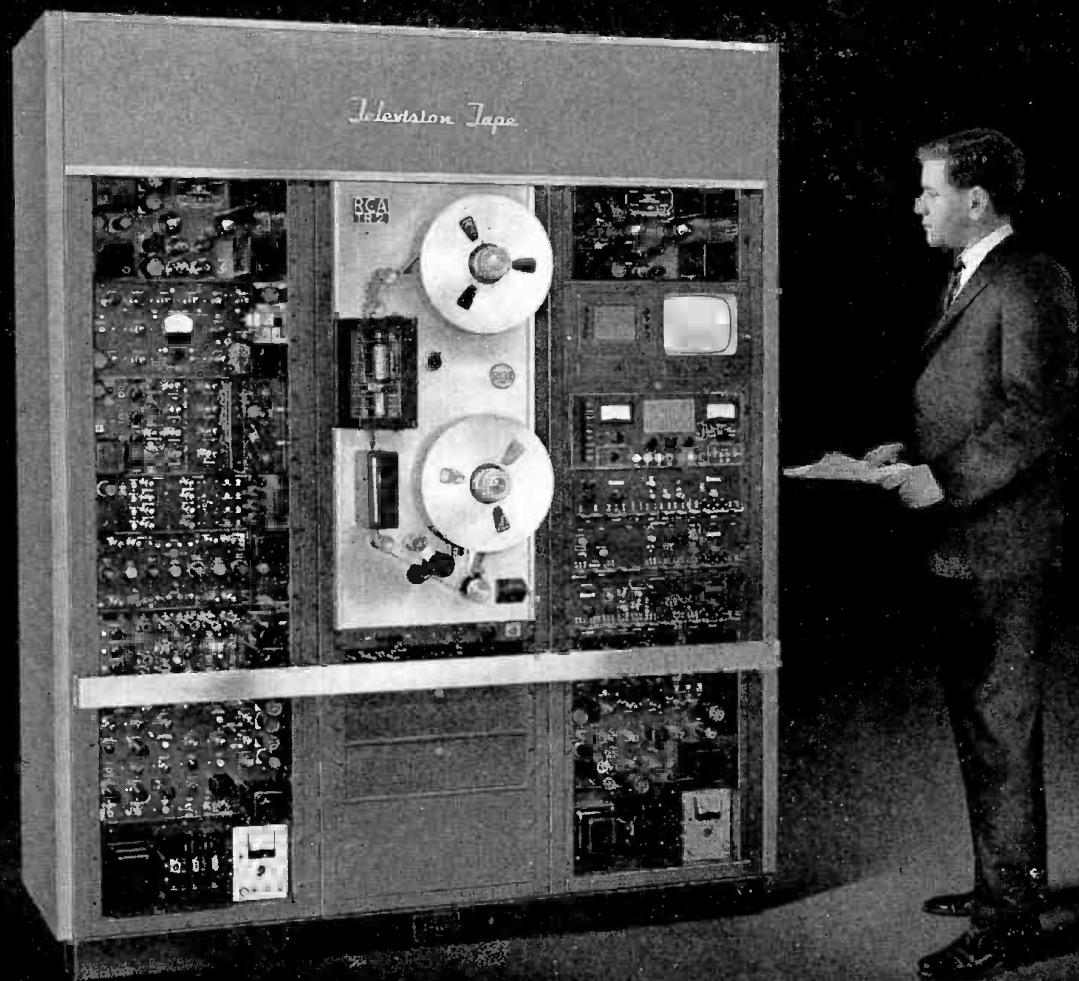
**POST-NEWSWEEK
STATIONS** A DIVISION OF
THE WASHINGTON POST COMPANY

Photograph by Fred Maroon



RCA
TR 2

ANOTHER IN RCA'S FAMOUS FAMILY OF TV TAPE RECORDERS!



Universal TV Tape Recorder

The Basic Compact with Provisions for Adding PixLock, Cue, ATC and Color

The Universal model enables you to obtain in one compact unit very high standards of performance, reliability and interchangeability... at lowest cost. You buy this basic unit and add exactly what you want in the way of accessories to achieve your desired type of operation.

The availability of a complete line of accessories provides programming flexibility and operating convenience, making the TR-2 an excellent choice for many applications. Circuits of proved performance are utilized throughout. Transistors are employed where they do the most good in achieving materially improved performance and significant savings in space.

STUDIO AND MOBILE MODELS. The studio model is available in a single (3-rack)

cabinet 70" wide, 84" high, and 24" deep. It requires less than 10 square feet of space. For mobile applications the TR-2 is housed in two separate cabinets each measuring 66" high, 24" deep, and 50" wide. Both models are designed for adding color.

ACCESSORIES. The wide range of accessories which can be integrated in the basic TR-2 include: Air Bearing Headwheel, PixLock, Picture Monitor, Waveform Monitor, Audio Cue Channel, Automatic Timing Corrector (ATC), Two-speed operation, and Color.

See your Broadcast Representative for complete details. Or write to RCA Broadcast and Television Equipment, Building 15-5, Camden, New Jersey.

Outstanding Features

- Lowest Priced Compatible Quadruplex Recorder
- Optional Two-Speed Operation
- Electronic Quadrature Control
- Designed for Adding Color
- Complete Line of Accessories



The Most Trusted Name in Television

DATEBOOK

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

*Indicates first or revised listing

MARCH

*March 4—House Communications and Power Subcommittee opens hearings on partial suspension of Sec. 315 in 1964 general elections.

March 4—Hollywood Ad Club, Hollywood Roosevelt Hotel. Gail Smith, director of advertising and market research, General Motors, will speak on "Advertising in the Total Market Scheme."

*March 5—New York State Broadcasters Assn. annual dinner, Sheraton Ten Eyck Hotel, Albany. Dr. Frank Stanton, CBS Inc. president, is featured speaker.

*March 5—Start of Special House Subcommittee on Investigations hearings into radio and television rating services.

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

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

March 7—California Broadcasters Assn., Mark Hopkins Hotel, San Francisco. FCC Commissioner Robert E. Lee to speak on "The Washington Scene-or-How to Keep Your License"; NAB General Counsel Doug Anello to discuss editorializing and CBA Legislative Counsel Judge James Garibaldi will report on the California legislature.

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

March 9-10—Oklahoma Broadcasters Assn. seminar on FCC rules and regulations, Oklahoma Center for Continuing Education, U. of Oklahoma, Norman. Speakers will include FCC Commissioner-designate Kenneth Cox and NAB Executive Vice President Vincent Wasilewski.

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

March 11—Deadline for filing proposed findings in Grand Rapids, Mich., ch. 13 proceedings.

*March 11—Florida Assn. of Broadcasters' fifth annual Broadcasting Day, U. of Florida, Gainesville. "Let Me Speak to The Manager" panel program at 2:30 p.m. at McCarthy Auditorium. Out-of-state participants are: Thomas H. Wall, partner in Dow, Lohnes & Albertson, Washington; Robert L. Heald, partner in Spearman & Roberson, Washington; Dr. Sydney Roslow, president of The Pulse Inc., New York; Melvin A. Goldberg, NAB vice president in charge of research, New York; William K. McDaniel, executive vice president of NBC Radio, New York; Robert C. Hitchins, director of sales planning for NBC, New York; Mike Shapiro, vice president and general manager of WFAA-AM-FM-TV Dallas, Tex.; Harold L. Krelstein, president of Plough Broadcasting Stations, Memphis, Tenn.; and Sol Taishoff, editor and publisher of BROADCASTING, Washington.

*March 12—Organizational meeting of newly formed government-industry "Committee for the Full Development of Uhf Broadcasting." Meeting will be held in Depart-

WCBS RADIO

cordially invites the trade to hear the new

BILL RANDLE SHOW

Monday thru Friday, 11:10 am-12 noon

An outstanding sales showcase with

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On Location • Comedy Closeup

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THE BILL RANDLE SHOW

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Marlin Swing

Technical Director:
Frank Dolle

RSVP WCBS

Playa 1-2345

880 AM

101.1 FM

CBS in NEW YORK



an informed electorate is WHLI's business

L.I. Station Is Victor In Fight to Crumble Equal Access Bars

Another important victory has been scored in the equal access fight, being waged with increased force by the broadcasting industry, with the editorial backing of RADIO-TV DAILY.

In Nassau County, Long Island, the seven-man Board of Supervisors yesterday reversed its policy of barring all radio, broadcast and recording equipment from public hearings. In December, Bill Nelson of WHLI, Hempstead, was banned from recording the proceedings of the public hearing on the proposed '63 Nassau County budget.

At that time, station president and general manager Paul Godofsky attacked the board for what he termed "a blatant disservice to the public and a denial of the people's right to know."

In reviewing their earlier decision yesterday, the board stated unanimously that broadcasts of its proceedings would be allowed in terms of giving the public full and complete information on activities of the county government through all media.

Reprinted from: Radio-TV Daily,
Jan. 29, 1963



PAUL GODOFSKY, Pres. Gen. Mgr.
JOSEPH A. LENN, Exec. Vice-Pres. Sales
REPRESENTED by Gil-Perna

mental Auditorium, Constitution Ave. between 12th and 14th Sts. N.W., Wash., D. C.

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

*March 13—House Antitrust and Monopoly Subcommittee opens hearings on concentration of ownership in news media. FCC Chairman Newton N. Minow is lead-off witness.

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

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

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

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

March 17-19—National Assn. of Educational Broadcasters, Region III meeting, Kellogg Center, U. of Chicago.

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 20-22—National Educational Television and Radio Center, spring meeting of program managers and station managers of affiliated non-commercial educational television stations. Park Sheraton Hotel, New York.

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—Southern California Broadcasters Assn. luncheon, 12 noon, Michael's restaurant, Hollywood. Dan Scully, account executive at Leo Burnett Co., Chicago, will discuss Kellogg's radio advertising.

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

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.

March 22-23—Spring convention of Arkansas Broadcasters Assn., Sam Peck Hotel, Little Rock. Speakers will be Blair Vedder, vice president and media director of Needham, Louis & Brorby and Roy Moore, special agent, FBI's Little Rock office.

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

*March 23—Twenty-fourth annual convention of Intercollegiate Broadcasting System, New York University. This convention follows the IRTS conference, March 21-22.

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

March 26—Final date for the filing of applications for ch. 5 in Boston. Applications will compete comparatively with present occupant WHDH-TV.

March 26—Board of Broadcast Governors hearing, Ottawa.

*March 27—Eleventh annual Management Conference of U. of Chicago, McCormick

Place, Chicago. The one-day conference is sponsored by the Graduate School of Business and the university's Executive Program Club. Charles G. Mortimer, chairman of General Foods Corp., White Plains, N. Y., will speak at the evening conference banquet on "Developing a Climate Conducive to a Growing Economy."

*March 29—Advertising Women of New York Foundation, World's Fair Ball, Grand Ballroom, Waldorf-Astoria Hotel, New York City. Cocktail service, 6:30 p.m.; dinner, 8:00 p.m.; dancing to Lester Lanin's orchestra from 8:00 p.m. to 2:00 a.m.

*March 29-30—National Assn. of Educational Broadcasters Region 11 conference, Tampa, Fla. WEDU (TV) Tampa-St. Petersburg (educational ch. 3) is host station for conference and its general manager, LeRoy Lastinger, is conference chairman. Among the speakers are William Harley, NABE president, and Richard Hull, of Ohio State U., NABE board chairman.

*March 31—Assn. of Maximum Service Telecasters annual membership meeting, Conrad Hilton Hotel, Chicago.

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

APRIL

*April 1—Deadline for comments on FCC proposed rulemaking to reserve ch. 39 in Allentown for etv use, assign ch. 36 to Altoona, ch. 3 to Clearfield, ch. 65 to Harrisburg, and ch. 68 to Scranton, all Pennsylvania, for etv use.

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

*April 1—Deadline for comments on FCC proposed rulemaking to add ch. 18 to Gaithersburg, Md.

*April 2—Premium Advertising Conference, conducted by Premium Advertising Assn. of America, McCormick Place, Chicago. The theme of the conference, which is held in conjunction with the National Premium Buyers' Exposition (see above) is "Operation Greater Economic Growth Through More Productive Advertising and Sales Promotion." Featured speakers are Dr. Arno Johnson, vice president and senior economist at J. Walter Thompson Co.; Stanley Goodman, president of Sales Promotion Executives Assn.; Richard F. Tomlinson, president of Food Field Reporter and Food Topics; Daniel L. Goldy, U. S. Dept. of Commerce; and William Dunham, president of Premium Advertising Assn. of America.

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

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

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

April 11—Seminar on radio broadcasting and community leadership under joint auspices of Southern California Broadcasters Assn. and U. of Southern California Dept. of Telecommunications. USC campus.

April 11—Deadline for reply comments to proposed findings in Grand Rapids, Mich., ch. 13 proceedings.

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

April 17—Deadline for reply comments on FCC's proposed fm allocations table.

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

*April 18-20—Twentieth annual Alpha Epsilon Rho convention, Hotel President, Kansas City, Mo. Delegation of students of broadcasting from 32 universities.



“MY CLIENT’S GOT A RIGHT TO JUSTICE EVEN THO’ I’D RATHER PUNCH HIM IN THE NOSE”

ABRAHAM LINCOLN JONES, ATTORNEY-AT-LAW



THE LAW AND MR. JONES

STARRING JAMES WHITMORE

AS ABRAHAM LINCOLN JONES, ATTORNEY-AT-LAW

CO-STARRING JANET DE GORE AND CONLAN CARTER

Here is superior television drama, the generously humorous, sometimes explosive stories of an impulsive, forceful lawyer dedicated to the principal that the law is the foundation of our freedom. His concern is more for justice than for a lucrative corporate law practice.

Joining the regular cast of Janet DeGore and Conlan Carter are distin-

guished guest stars like Otto Kruger, Dick Powell, Lyle Bettger, Jean Hagen, Hugh Marlowe, Robert Middleton, Arthur Franz and others.

This series was so popular that when it was taken off the ABC network more than 400,000 letters of protest caused its return to complete its network run . . . an unprecedented event in the annals of TV history.

NOW AVAILABLE ON AN INDIVIDUAL MARKET BASIS 45 HALF-HOUR EPISODES OF THE LAW AND MR. JONES



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Chicago • March 31-April 4



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DELTA
the air line with the *BIG JETS*
GENERAL OFFICES: ATLANTA, GEORGIA

OPEN MIKE

No time for modesty

EDITOR: Hats off to Marshall Hawks who criticized the way New York radio and tv stations worshipped the struck newspapers (OPEN MIKE, Feb. 18). The situation is no better in Cleveland where few reports were aired about the fact that the Cleveland auto dealers had the biggest January in history, despite the newspaper strike. Few reports were heard about the Cleveland Boat Show (a newspaper promotion) drawing the biggest crowds in its history in the middle of the newspaper strike.

Let broadcasters forget the papers, take the newspaper columnists off the air and promote radio—*Joel Rose, program director, WCUE Akron, Ohio.*

(Story on how radio-tv rescued the Cleveland Boat Show was carried in that same Feb. 18 issue)

A case for radio drama

EDITOR: Maybe I'm living in the past, but I'm still looking forward to the day when I might turn on the radio and find a bit of drama. Drama is not out of place on radio if programmed in the right time period. . .

I talked with local merchants. Of 15 interviewed, 14 indicated a desire to advertise with prestige radio that offered drama.

Although each now spends most of his money in tv, they said they would turn more to radio if offered what they wanted. One would like to buy a 15-minute drama in the late evening for second-shift workers. Another indicated a desire to buy radio drama after midnight "when tv is off."

These business men were not from the old school. One didn't even remember *The Shadow* on radio. Even so he spends a large part of his ad dollars in radio.

What about ratings? . . . Soap operas in early afternoon would definitely draw the housewife who doesn't have time to watch tv. The children's program on Sunday morning is not to be forgotten. Sunday evening is a good place for radio drama.

Program it right and I say it will pay.
—*John Stolz, Peoria, Ill.*

'Wallace' still thriving

EDITOR: Your otherwise fine OUR RESPECTS on Robert William Dillon in the Feb. 25 issue was marred by reference to the "passing" of *Wallace's Farmer* during the depression. This fine farm publication was founded in 1885 and has been going strong ever since. George R. Cook, for many years with WLS Chicago, is now president of *Wallace's Farmer*.—*Harold E. Flint, president, Harold E. Flint & Assoc., Fargo, N.D.*

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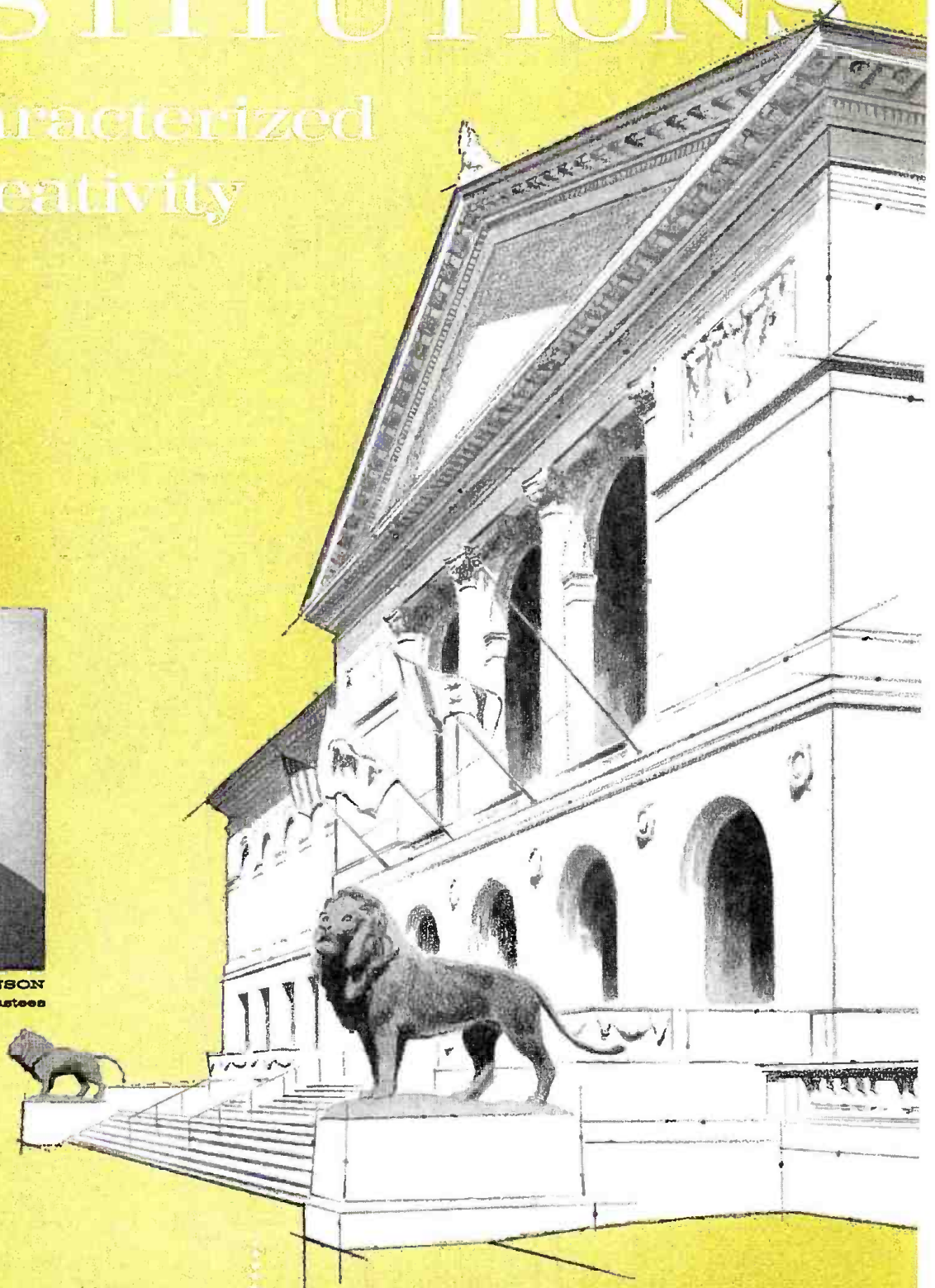
BROADCASTING, March 4, 1963

GREAT INSTITUTIONS

...characterized
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KWTV-OKLAHOMA CITY Represented nationally by Edward Petry & Company, Inc.



The Tunnel



The River Nile



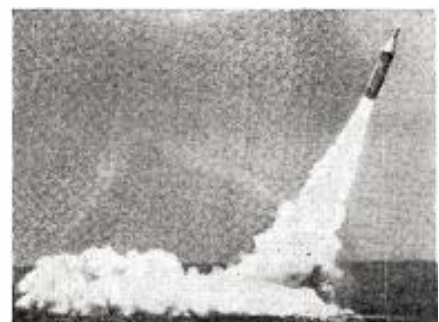
The Chosen Child



Emergency Ward



Shakespeare: Soul of an Age



Polaris Submarine

*“We must view
with profound
respect the infinite
capacity of the
human mind
to resist the
introduction of
useful knowledge.”*

THOMAS RAYNESFORD LOUNSBURY
(*American scholar and educator, 1838-1915*)



Clear and Present Danger



Fire Rescue



Well, maybe.

But a lot depends on how that useful knowledge is introduced. For instance, during the last quarter of 1962, NBC News specials presented in evening time covered such diverse actualities as the Cuban crisis, the Berlin Wall, and the world of William Shakespeare. These programs attracted an average audience of 7,800,000 *families*—an audience virtually as large* as the average audience for all regularly scheduled nighttime programs.

It is clear that people today do not “resist the introduction of useful knowledge”—at least when it comes to them by way of special programs produced by NBC News.

It has been the custom to boast that factual programs attract small but select audiences. These audiences are still select, but for NBC they are no longer small. Potential sponsors may take note that more such special programs are taking shape at the network. For unlike Mr. Lounsbury, we at NBC “...view with profound respect the infinite capacity of the human mind.” Period.

**Less than one rating point apart.*

MONDAY MEMO

from GERALD N. PICKMAN, vice president, Kudner Agency, New York

The computer is a tool—not a system

The computer is the hottest tool in the advertising business.

But like so many other things, everybody thinks it can do everything under the sun.

The truth is that in advertising, the computer is losing its perspective as a tool and is being talked about as a system—and it is not a system! It is a tool to be incorporated in systems.

And in conjunction with this, it's often asked in advertising whether or not computers can select the media combination for a most effective use of available advertising dollars, or is this process still a matter of judgment and experience.

This is an active area in simulation (simulation is a process in which an actual market situation is set up that simulates or gives a representation of the types of people to whom the advertiser seeks to sell).

A specific formula can be followed, as for example, x number of people of x characteristics, read *Life*. You know their income, where they live, the kind of clothing they buy and their general habits, and other details available in terms of media statistics.

Also let's assume that on the *Dick Clark Show* there's x number of people of a certain sex, in certain age brackets, who have certain disposable income, and who have certain interests, hobbies, etc. If one knows all these characteristics, one should be able to pump into a computer one's objectives for advertising, pump into that same computer all the demographic characteristics for *Life* and the *Dick Clark Show*.

And then one should come out with an answer as to whether it should be one-page black-and-white in *Life* vs. three spots on *Dick Clark*, etc.

Or it might be to use the show for the first three months, then cut it off; use *Life* for the next four months, cut that off, or use the show exclusively, or even not use either.

But: you can't do it!

No Comparisons ■ There are no comparable media statistics to give you an answer in black and white. Comparable media statistics can be analyzed today—and various data of this type has existed for almost 20 years—usually by a media analyst who throws in that undeniable factor known as judgment.

But computers *can* be programmed with judgment. Two advertising agencies are programming in a judgment factor, meaning they are nearly putting a media analyst into the machine.

His judgment, along with characteristics of a combination of media selec-

tions, is being put into the computer and the output is supposed to give the magic answer.

It isn't quite that simple, and even the agencies attempting the process stress the inherent limitations and the limited adaptability.

The furthest one can go with a computer is to eliminate "overlap and duplication" characteristics in the different media.

Obvious things, such as a high dollar expenditure for a low per-thousand relationship, can be eliminated, but beyond that the judgment factor becomes too highly subjective and the computer an inefficient tool for this relationship.

Where does Kudner fit in with the computer? Though some other advertising agencies have made substantial investments in computers in recent months, Kudner is not expected to.

At the present, we use the IBM Service Corp. and Simulmatics Corp. on a service fee basis.

We could not rent, nor could other of my agency colleagues, the number of models and facilities IBM Service, for example, already has made available to us. We can use any bank of computers, set of programmers at any time on the fee basis arrangement.

We have been using computers at the Kudner Agency for three-and-a-half years in making media analysis, modified market simulation, and special market tests.

We have used computers extensively in media analysis and market analysis for some clients, for others we have never used them.

The particular clients for whom we used computers had intricate problems, and also the basic research data required to make the computer an effective tool.

There are certain functions which

computers can perform, and others they cannot. But how about the future—what can we expect from computers?

Needed Information ■ If we can get the following data we then through simulation could develop a marketing program by which we should be able to accurately determine media mix.

The information: Demographic media characteristics that are objective and upon which the whole industry can agree. The agreement must be among radio, television, billboard, magazine, newspaper advertising people.

And these statistics must be uniform and must describe the audience characteristics and all other necessary information that's involved.

It should then be possible to program a computer with full media data, marketing and advertising objects and budget.

As a result, one can develop the best possible combination.

I personally think this development is about 10 years away.

When it does come, it isn't going to be accepted rapidly. This is obvious. Somebody is going to get hurt in any one of these combinations.

Objectivity is going to be questioned. Marketing data, media data and advertising objectives—the objectives of the whole mix—will be questioned.

But question as they may, this is the path of the future. Rough or smooth, this is the road, the direction toward which we are now moving.

The computer is a tool that is going to become more important in advertising as each day passes.

It is a tool that we're going to get a lot more mileage out of, but this is a tool and not a system. Its major limitation is the subjectivity in advertising. But we are getting more objective about our subjectivity!

Gerald N. Pickman, vice president and director of creative research services for Kudner Adv., New York, has been active in the marketing field for over 10 years. After graduation from Washington U., St. Louis, he was an independent marketing consultant for several years before joining Wilding Pictures Corp., Detroit, in 1956. He joined Kudner five years ago. Mr. Pickman's Monday Memo is based on a speech he delivered earlier this winter to an advertising meeting in Salem, Mass.





FAVORITE THROUGHOUT MARYLAND THE BALTIMORE SYMPHONY ORCHESTRA

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

BROADCASTING, March 4, 1963

WESTERN ELECTRIC AND ITS BELL SYSTEM TEAMMATES

To help the Bell telephone companies serve their vast number of subscribers, Western Electric has major manufacturing locations in 13 cities, distribution centers in 34 cities, 17 installation areas and 4 systems equipment engineering headquarters. People? A total of over 140,000 men and women.

But it takes more than physical and human resources to do our job. It takes the Bell System's special kind of teamwork.

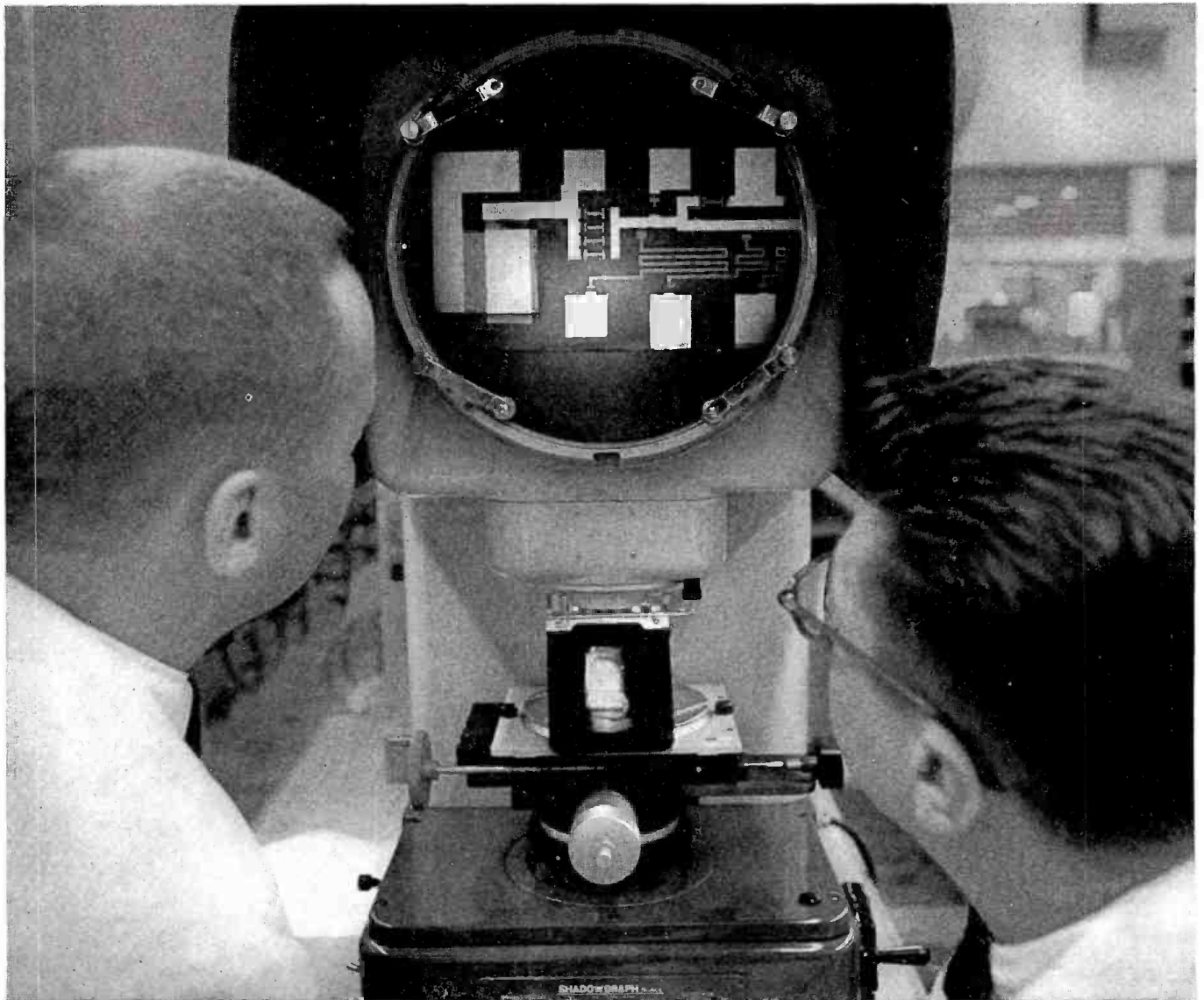
Western Electric works closely with the American Telephone & Telegraph Company and the Bell telephone

companies so that we can keep in constant touch with the changing needs of their customers.

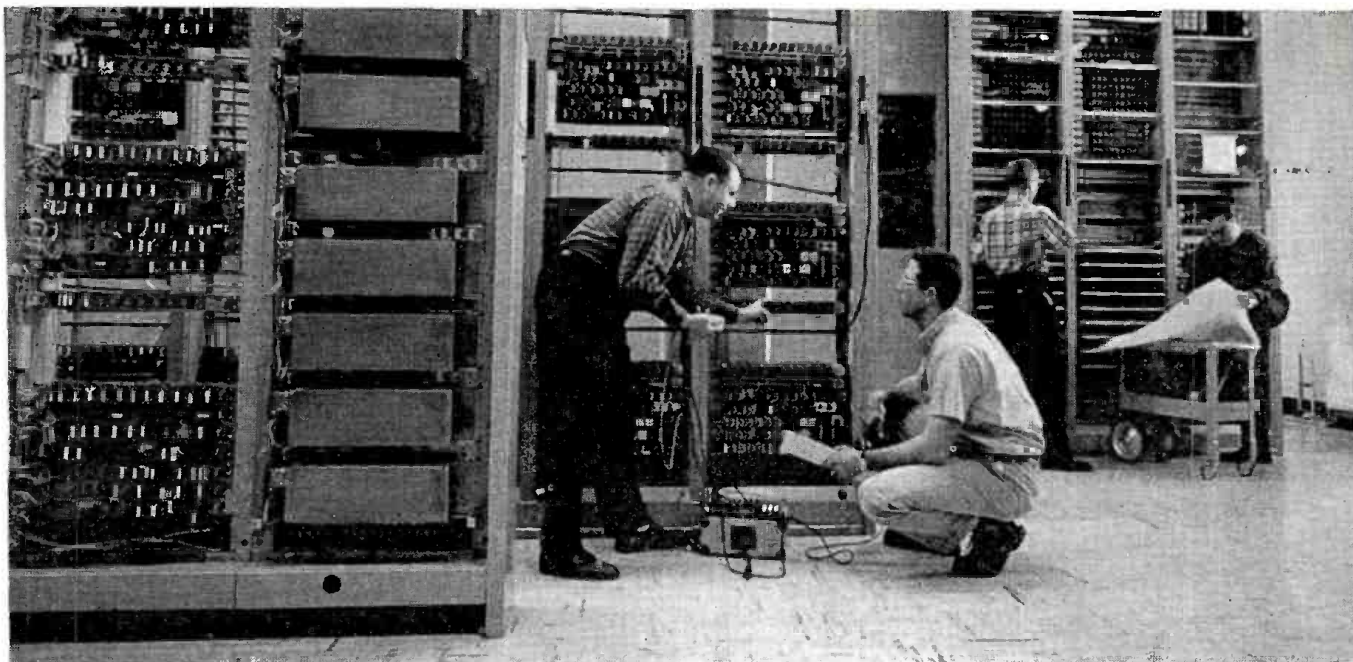
We also work with the engineers of Bell Telephone Laboratories—who design and develop many of the products we make—to assure the high quality and manufacturability of these products.

Together, these Bell System teammates are constantly working toward their common goal of providing America with the best possible communications at the lowest possible cost.

We work best because we work together.



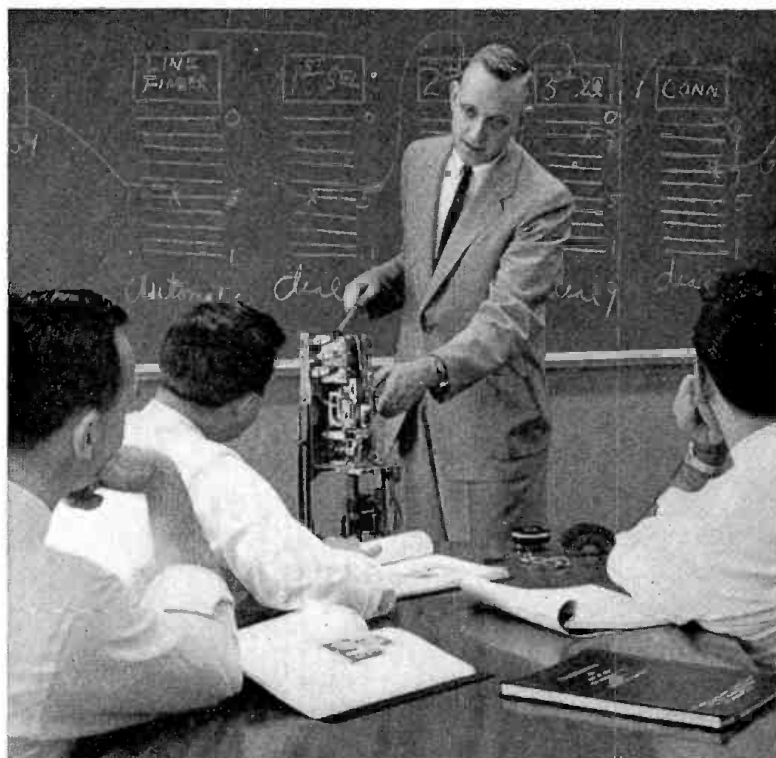
At Western Electric's Allentown Works, W.E. engineer Dave Ports (left) and William Moberg of Bell Laboratories examine a greatly magnified thin film circuit. This product is the result of Western Electric-Bell Laboratories teamwork... will help bring further miniaturization and more economical manufacture of telephone components.



"Operation Cutover" at Southern Bell Telephone Company is the culmination of months of cooperative work involving Southern Bell and Western Electric installers and engineers. These recently expanded facilities in Atlanta, Ga., will help serve the growing communications needs of the Southeast.



Bell Telephone Laboratories and Western Electric engineers worked together in perfecting this new cordless switchboard console which gives modern push-button convenience in a compact shape. A new console is examined by W.E. Planning Engineer Harold Haynes (right) and B.T.L. Design Engineer Robert Wirsching at Western Electric's Indianapolis Works.



Research and Development on new products and techniques for the Bell System must progress at a rapid pace to keep up with America's communications needs. To help achieve this goal, W. E. operates three Graduate Engineering Training Centers. Here, in a class at the New York Coliseum, instructor Frank Doyle discusses new developments in telephone circuitry.

Western Electric MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM



movers and shapers of the **DYNAMIC TWIN CITIES**



LARSEN



RAWLINGS



KING

wtcn **RADIO**
TV
TIME-LIFE BROADCAST, INC.

Roy W. Larsen, president of the half-billion-dollar Twin City Federal Savings and Loan Association . . . Edwin William Rawlings, former 4-star Air Force general and now head of General Mills . . . Allen S. King, president of the Northern States Power Company . . . These dynamic leaders, and dozens like them, have moved and shaped the vital Twin Cities of Minneapolis/St. Paul into a vibrant marketplace on-the-go. They make it move; they make it prosper. Instantly communicating with the moving and prospering Minneapolis/St. Paul audience are the Time-Life Broadcast stations, **WTCN Radio and WTCN Television.**

TIME-LIFE BROADCAST, INC.—KLZ Radio-TV, Denver; WOOD Radio-TV, Grand Rapids; WFBM Radio-TV, Indianapolis; WTCN Radio-TV, Minneapolis; KOGO Radio-TV, San Diego

RESEARCH BOMBED ON HEARING EVE

- TvB head Cash sees refinement in tools, methodology overdue
- ARF chimes in with wholehearted endorsement of re-examination
- Harris committee waits in wings for hearings starting Tuesday

The troubled business of broadcast audience research, already under fire from the outside, got a new jolt last week—from the inside.

On the eve of a new congressional investigation of radio and tv ratings services, President Norman E. Cash of the Television Bureau of Advertising issued a statement saying "refinement" of tv research tools and methodology is "overdue."

So far as could be determined, a congressional version of this same belief is one of the forces behind the ratings services hearings to be started tomorrow (Tuesday) by the Special Subcommittee on Investigations of the House Commerce Committee (BROADCASTING, Feb. 18, 25; also see below).

Mr. Cash's statement, distributed for release yesterday (Sunday), was greeted by a wide range of reaction, from enthusiastic endorsement to mild agreement, indifference and, at the farthest extreme, a sort of deferential contempt.

The reaction also brought to light an

inter-agency split in efforts already under way to get general agency agreement on the kinds of audience data needed for media buying decisions.

The research committee of the American Assn. of Advertising Agencies has been working on this problem for almost a year, not for television alone but for major media generally. In addition, it was learned, a group of major agencies who for the present wish to remain anonymous has initiated a similar or related consensus-gathering project.

'Mystery Group' ■ Spokesmen for each of these groups—the AAAA committee and the so-called "mystery group," which reportedly includes J. Walter Thompson Co. and McCann-Erickson authorities, indicated their respective jobs were nearing completion. A "mystery group" member expressed confidence that eventually his group's findings would be merged or meshed with those of the AAAA group.

The need for an agency consensus on audience-data requirement was a

major part of Mr. Cash's plea. He tied his statement to the growing use of computers among agencies, the resultant demand by agencies for more and more demographic data on tv audiences, and what he called an urgent need for "a meeting of the minds" on which of this information is really needed and which is not.

He left no doubt, however, that he considered the problem bigger than that. He cited the Federal Trade Commission consent orders signed by A. C. Nielsen Co., The Pulse Inc. and American Research Bureau among other factors making "a meeting of the minds" urgently necessary. The need for immediate refinements in research techniques was No. 1 on his list of questions needing study.

Cash Proposal ■ His specific proposal: "An industry group made up of agencies, advertisers and the television medium, through an organization such as the Advertising Research Foundation, must work with the rating serv-

NAB, network executives lead parade of ratings witnesses

The House Commerce Committee Special Subcommittee on Investigations begins hearings tomorrow (Tuesday) to learn whether broadcast rating services do what they say they do and whether their findings are reliable.

NAB President LeRoy Collins, who has criticized broadcasters for their reliance on ratings without requiring checks on the services' competence, will be the first witness. He will be followed this week by representatives of all major radio and television networks.

The following persons had been named as witnesses at week's end: Thomas W. Moore, vice president, ABC-TV; Robert Pauley, president, ABC Radio; James T. Aubrey, president, CBS-TV; Arthur Hull Hayes, president, CBS Radio; Mort Werner, vice president of NBC-TV programs (replacing NBC-TV Executive Vice

President Walter D. Scott, reported unavailable because of illness); William K. McDaniel, executive vice president, NBC Radio; Robert F. Hurleigh, president, MBS and Paul Rand Dixon, chairman, Federal Trade Commission.

Representatives of rating firms and other witnesses will be called in the weeks to follow. Their names will be released on a day-by-day basis to avoid "outside pressure," said Rep. Oren Harris (D-Ark.), chairman of both the parent commerce committee and the investigating subcommittee.

Long Preparation ■ Broadcast rating services have been under intensive subcommittee investigation for the past 18 months (AT DEADLINE, Feb. 25).

Three major rating firms signed consent decrees with the Federal Trade Commission in January

(BROADCASTING, Jan. 7) and agreed their estimates were not infallible.

Two subcommittee staffers, Rex Sparger and Bob Richardson, have interviewed several hundred persons who use and conduct ratings. Between September 1961 and December 1962 they wrote more than 4,000 pages of confidential memoranda for the subcommittee and are known to have visited broadcasters, rating services, advertising agencies and advertisers in many cities including Chicago and New York (both many times), Philadelphia, Louisville, Tucson, Los Angeles, Milwaukee, Kansas City, Miami, Tampa, Oklahoma City and St. Louis.

Some broadcasters, it was learned last week, have been reluctant to talk to staff investigators. However, recent news stories in trade publications have brought forth several with information for the subcommittee.

RESEARCH BOMBED ON HEARING EVE continued

ices to determine:

"1. What basic refinements in sampling and survey techniques *must* be made now to have more sensitive (research) tools.

"2. What specifically is needed in the way of audience characteristics and what sample sizes will be required to meet the needs.

"3. What it will all cost."

Mr. Cash added: "If these or similar steps are not taken before any additional audience-characteristic data are supplied by the rating services, who can possibly recognize the computers' demand for this type of information?"

ARF Agrees ■ The Advertising Research Foundation was quick to agree with the TvB chief. A statement by ARF chairman Lyndon O. Brown, of Dancer-Fitzgerald-Sample, and ARF President Al W. Lehman said the foundation "agrees with Mr. Cash that 'refinement of tv research tools and methodology is overdue' and welcomes his suggestion wholeheartedly."

The ARF leaders said a number of their committees had stressed the need for basic research and reported "a real need for a re-examination on an industry-wide basis of the determination and reporting of demographic characteristics." They added:

"ARF would be glad to have an opportunity to participate since it recognizes its responsibility in this area. As the organization which has had the most experience in mobilizing impartial research experts, it is prepared to play an important role in any impartial research the industry desires."

Most of the agency, network, and other radio-tv research authorities queried also indicated willingness to participate in a joint project of the sort prescribed by Mr. Cash. But some were more enthusiastic than others, while a few expressed doubts about the productivity of such an undertaking and one went so far as to suggest that TvB seemed to be "grandstanding for headlines."

The principal hesitancy among agencies centered around a belief that the two projects currently underway, both inside and outside the AAAA, shortly will solve one of the major problems cited by Mr. Cash. They felt that his plan is not untimely but expressed a wish that he had held off a little while, until one or both of these projects is completed.

AAAA Study ■ The AAAA study is being conducted by the association's research committee, headed by Donald Kanter of Tatham-Laird, Chicago, and a media research subcommittee under Bill Weilbacher of Dancer-Fitzgerald-Sample, New York.

One major agency executive took the

position that the need is not for "new" information but for an understanding of "how to use what we already have."

He said several agencies were participating in the so-called "mystery group" project and have made "copious progress." TvB, he charged, has been turning "a tin ear" to what this group is doing.

Some broadcast station representatives contended, however, that agencies have shown little response to their pleas



TvB's Cash

... refinement of tv research tools and methodology is overdue ...

for clarification of what sort of information the agencies want from stations.

Radio's Role ■ Several observers felt that Mr. Cash's plan, cast in terms of television only, should be equally applicable to radio. It has been suggested that the increasing use of computers among agencies will be especially helpful to radio.

Edmund C. Bunker, who officially took over the presidency of the Radio Advertising Bureau last Friday, had this to say:

"Radio's problem is different. We of course need an organized approach to the demographic material furnished for the computer age. But first we need better research. There's no point in worrying about the color of the airplane before we design one that flies better."

"RAB is working to stimulate better radio research that will be capable of measuring radio's full size and at the same time will provide qualitative data necessary for the computer age. We regard this as the major need in radio today, although by no means the only answer to achieving accelerated sales progress."

Lawrence Webb, managing director of Station Representatives Assn., was one of those who thought TvB's proposal should be as applicable to radio

as to tv. Of Mr. Cash's statement he said: "This is all just great, but what we need is action. If TvB can spearhead a conference such as this, we will be happy to participate."

It was reliably reported that SRA has been quietly but methodically seeking some sort of agreement on computer-era research needs. Mr. Webb declined to confirm these reports, however.

There also have been other approaches to some of the goals singled out by Mr. Cash. It is known, for instance, that NAB research vice president Melvin Goldberg has conferred with research authorities of the networks and with leading rating services on the question of improving the services' methodology. A report on these activities may be given in this week's congressional hearing.

Among network experts, reactions to the Cash statement uniformly favored participation in any such cooperative study, but there was considerable concern about "what the agencies are going to do with all this audience data when they get it." There was also some concern about "what they're doing with what they already have."

These reservations related to fears that agencies will overlook—or are overlooking—essential subjective knowledge "in their haste to fill these big machines with figures"; that they may "throw in everything they can get" without stopping to analyze what it means; or that they may otherwise sacrifice quality for quantity in computerizing mountainous piles of data.

There was a feeling, too, that the broadcast media already furnish more data about themselves than other media.

Some broadcast authorities questioned the extent to which some of the rating services break down their demographic information without increasing sample sizes. They felt that a sample that may be adequate to show total audiences and some audience-composition characteristics is not necessarily adequate—and may be inadequate—to show finer shadings of demographic information.

"I'm afraid," one expert said, "that the services have tended to over-step their resources in order to supply all the information the agencies are asking for."

A spokesman for A. C. Nielsen Co., one of the leading rating services, offered this reaction to the TvB plan:

"We haven't seen the actual TvB proposal, but it sounds like an interesting and constructive idea. Any plan which can help us to provide the industry with better local research, or make the industry more certain and articulate about its own research needs, deserves a try."

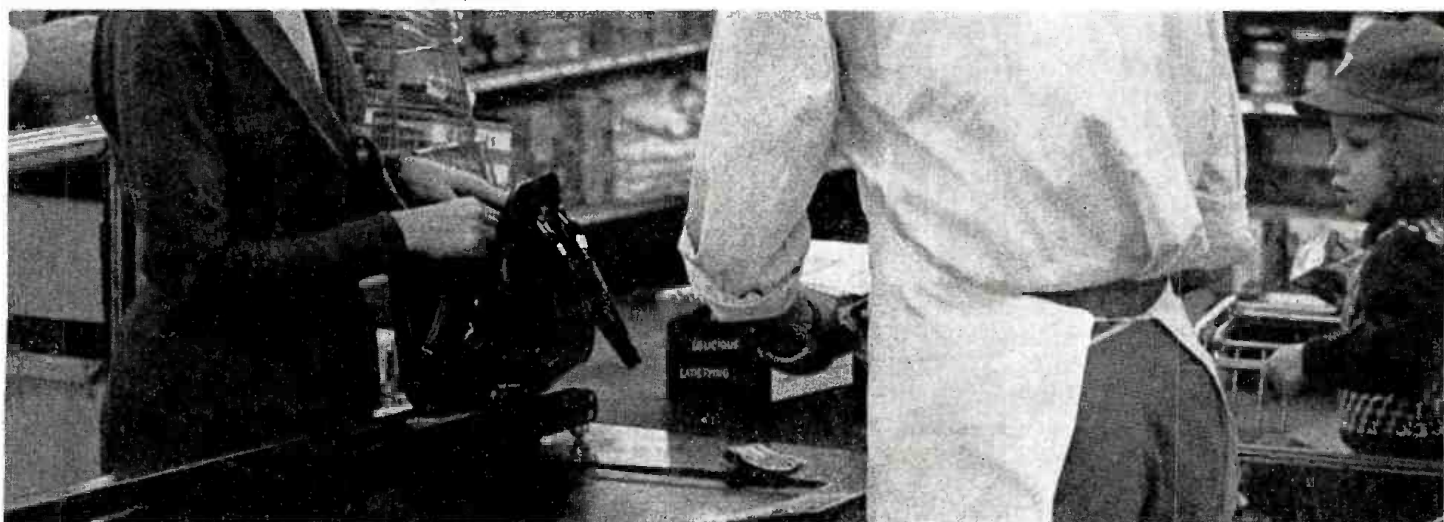
Mr. Cash offered the services of TvB's television research standards & practices committee to help implement



Close



Closer



Closest to the Dallas, Ft. Worth Market

It's no accident that the shortest distance between the sell and the sale is the station your prospects believe in. Take over 40 years' broadcasting experience, add management and personnel with a keen sense of civic responsibility and you have one more reason why WFAA-TV is closest to the Dallas, Ft. Worth market.

WFAA-TV

Harper wants effect on buying measured

The subject of advertising research was approached from another direction last week by Marion Harper, board chairman-president of Interpublic Inc., who urged support by all media for a study in the field of advertising accountability.

Accountability, as used by Mr. Harper, refers to the determination of an advertising campaign's impact, not only in terms of numbers and types of people reached but also of its effect on the buying habits of those reached.

Over the past few years, Mr. Harper said, "the collective effort in this area is quite meager indeed." He noted that agencies have been reluctant to make commitments for such analytical measurements.

He discounted the school of thought which passes off the "accountability" thesis as a passing

"fad." He suggested that more advertisers are aware of the need for more subtle measurement techniques but many still remain content with the measurement figures that the media and agencies offer them. Accountability, which is currently viewed as a "research cost," must achieve the status of an "advertising cost," Mr. Harper asserted.

Advertising, in general, will be less subject to skepticism, he said, when accountability research proves itself and the pinpointing of the effectiveness of an ad budget becomes an accepted reality.

Refinement of such methods will lead to new theories of advertising compensation, he predicted. One result which Mr. Harper envisions is that the rewards of advertising agencies will be commensurate with the success of their campaigns.

his plan. The committee is under the chairmanship of Martin L. Nierman of Edward Petry & Co.

Last summer the committee, then under the chairmanship of Don L. Kearney of Corinthian Broadcasting, got into an open squabble with ARB over ARB's plans to add audience age data to its local tv market reports (BROADCASTING, June 18, July 2, 1962). ARB said its move was intended to meet "a growing demand" from advertisers and agencies, but the TvB group claimed it had found no widespread demand among agencies, at least not for this specific information prepared in this specific form.

The TvB committee then said it had found agreement among agencies on the need for more demographic data—but no agreement on what kinds of data are most needed.

In the statement last week TvB was again talking about local audience research, not national.

Agency and advertiser reliance on electronic-data processing equipment in reaching local marketing and advertising decisions, Mr. Cash said, has "greatly heightened demand for new research data." He continued:

"The computers are hungry for information, and agency requests for tv research data—of all sorts on a market-by-market basis—has mushroomed in recent months. The agencies are already being given a great deal of information, not available for other local media, on television's audiences, time spent, its reach among men, among women, among teen-agers, among children, etc.

"But they now want and ask for, individually rather than collectively,

more demographic data such as income, family size, educational levels, number of children in the household, age breakdowns of individuals, even product consumption among television's audiences.

"Television has always led other media in meeting the needs of advertisers. It is a medium without peer among media in the scope and dimensions of its self-examination, its in-depth research. And television is well-researched for good reason. The more advertisers know about television, we have shown, the more they will use it."

In proposing an industry-wide study to sharpen the data-gathering process he said: "despite the scope and dimensions of television research . . . there comes a time when the research tools the agencies—and the industry—are using are just not fine enough."

Media men get reminder of radio story need

Edmund C. Bunker, who officially became president of Radio Advertising Bureau March 1, reminded media people last week of the "great comparative story" to be told about the "effectiveness of radio against other media." In support of his argument he pointed to the more than 200 million radio sets now in the U. S.

In a speech before the Jacksonville Advertising Club, Mr. Bunker iterated many of his plans for RAB which he had outlined earlier in a special interview (BROADCASTING Feb. 18).

Essential elements of RAB policy emphasized by Mr. Bunker are: continued attention to "computer-consci-

ous" research; publication of spot radio budget figures; increased efforts to sell agencies and advertisers on radio, and renewed attempts to develop ways of expediting the radio timebuying process.

Business briefly . . .

Purex Corp., through Edward H. Weiss & Co., Chicago, has added two more NBC-TV nighttime specials to its spring schedule: *The Business of Gambling*, Sun., April 28, 10-11 p.m., with Chet Huntley as narrator, and *The Quiet Revolution*, Fri., May 24, 10-11 p.m. Other NBC-TV Purex programs this season include *The World of . . .* series and daytime repeats of the Purex women's programs.

Sunbeam Corp., Chicago, has bought a special two-month campaign on ABC-TV's *American Bandstand*, from March 4 through May 1. The campaign is for Lady Sunbeam hair dryers. Agency: Perrin & Assoc., Chicago.

Metropolitan Life Insurance Co. March 6 will sponsor CBS-TV's *Where We Stand: Ten Years After Stalin* (Wed., 7:30-8:30 p.m. EST). Agency: Young & Rubicam, New York.

John Morrell & Co., Chicago, producers of Broadcast canned meats, has begun a spot tv campaign mainly in the Midwest but covering other markets as well. The buy was described as a "long-range" drive by Geyer, Morey, Ballard Inc., New York, Morrell's agency.

Rep appointments . . .

■ **WVMT Burlington, Vt.**: Venard, Torbet & McConnell Inc., New York, as national representative. Nona Kirby Co., Boston, will represent station in that city.

■ **KSXX Salt Lake City and WBHP Huntsville, Ala.**: Hal Walton & Co. as national representative.

■ **KBEA Kansas City, Mo.**: Gill-Perna Inc., New York, as exclusive national representative.

Lockheed buys radio time

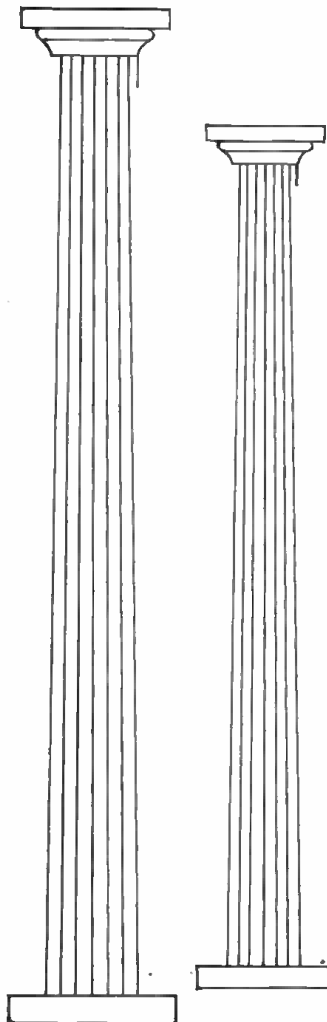
Lockheed Aircraft Corp., Burbank, Calif., beginning today (March 4) will sponsor a morning broadcast of science and engineering news on WGMS Washington, D. C., and KFI Los Angeles. The program will be called *Lockheed Digest*, and be heard on WGMS from 7:35 to 7:40 a.m. and on KFI from 6:55 to 7 a.m.

Lockheed Digest will feature Orval Anderson, science and engineering news analyst, and will be aimed at "work-bound engineers in government and industry." The company also said that the program will have interviews with "top military, industry and government leaders."

WSB

ATLANTA

1963 MIKE AWARD RECIPIENT



The South's
pioneer station
extends deep and
sincere appreciation
to the Broadcast
Pioneers and the
entire industry for this
distinguished award
in recognition of
WSB's forty-one years
of broadcasting service.

THE CREAM OF THE COMMERCIALS

Guinness Stout entry from England the best in tv, Boston ice cream commercial tops in radio, say IBA judges

The best tv commercial produced anywhere in the world during 1962 came from an English advertising agency and a French production firm, according to the judges of the third International Broadcasting Awards competition of the Hollywood Advertising Club. And the world's best radio commercial was produced in Boston.

An animated spot for Guinness Stout with S. H. Benson Ltd. of London, the advertising agency, and Les Cineastes Associes, the production company, was given the IBA sweepstakes award as the world's best tv commercial Tuesday (Feb. 26) at the IBA banquet. And a radio spot for Hood Banana Split ice cream, with Kenyon & Eckhardt, Bos-

ton, the agency, and Ace Recording of that city the production house, was adjudged the best radio commercial of the year.

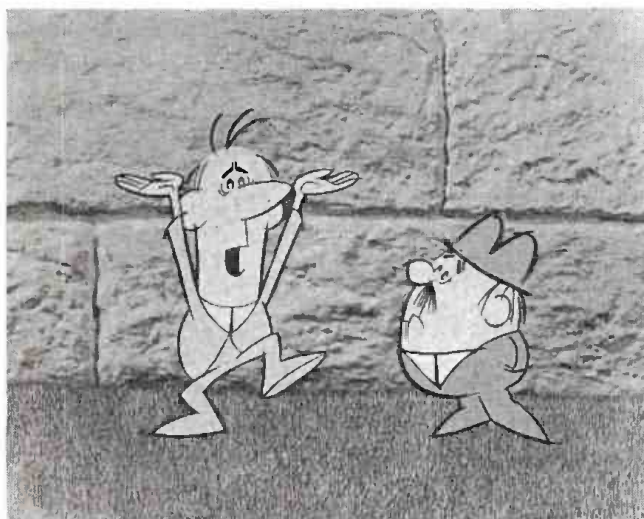
In the individual tv category awards, Spain surprisingly took three, all produced by Estudios Moro, Madrid. The "Galeria" commercial for Caldo Potax, whose agency is Publicidad Ruescas, Madrid, won the IBA trophy as the best animated spot of less than 60 seconds. The same agency's spot for Cigarrillos Camel was voted the best combination live action and animation commercial, and a commercial for Sherry Tio Pepe de Gonzales Byass, whose agency is Publicidad Rasco, won top honors in the stop motion class.

Other foreign entries to win IBA trophies were the Guinness spot (best animation of 60 seconds or over) and a commercial for Macleans toothpaste, which got a special technical award for the best black-and-white photography. The agency was S. H. Benson Ltd., London; the production company, Guild Television Service Ltd., London.

Award-winning tv commercials created and produced in the U.S. were:

Live action over 60 seconds for Chemstrand Co.'s Cumuloft carpet. Agency, Doyle Dane Bernbach, New York; production company, VPI, New York.

Live action 60 seconds: Laura Scudder, a subsidiary of Pet Milk Co., for



Guinness Stout



Laura Scudder



Chemstrand's Cumuloft Carpet



Gravy Train

Laura Scudder potato chips. Agency, Doyle Dane Bernbach, New York; production company, Elliot Unger Elliot, New York.

Live action under 60 seconds: Mishawaka Rubber Co. for Red Ball footwear. Agency, Campbell-Mithun, Chicago; production company, Sarra Inc., Chicago.

Video tape: Olin Matheison Chemical Corp. Agency, Doyle Dane Bernbach, New York; production company, Eastern Films, New York.

ID's: *The New York Times*. Agency, BBDO, New York; production company, Ferro, Mogubgub & Schwartz, New York. Local: Great Western Savings & Loan Assn., Los Angeles. Agency, Doyle Dane Bernbach, Los Angeles; production company, Filmfair, Hollywood.

Integrated: General Foods for Instant Maxwell House coffee. Agency, Benton & Bowles, New York; production company, T&L Productions, Holly-

wood. Humorous: General Foods for Gaines Gravy Train. Agency, Benton & Bowles, New York; production company, Filmways, New York.

Public service (an Advertising Council Award): New York City Traffic Dept. Agency, McCann-Erickson, New York; production company, Hankinson Studios, New York. Series: Ford Motor Co. for Falcon Motor Cars, "The Peanuts Gang." Agency, J. Walter Thompson, New York; production company, Playhouse Pictures, Hollywood.

Radio Awards ■ All eight radio award-winners were American. In addition to the ice cream sweepstakes winner, which also was honored as the best humorous commercial of 60 seconds or over, the top radio spots were:

Open: Morris Plan Co. of California. Agency, Fletcher, Richards, Calkins & Holden; production company, John Wolfe Co., San Francisco. Musical 60 seconds and over: Pepsi-Cola Co. Agency, BBDO, New York; production com-

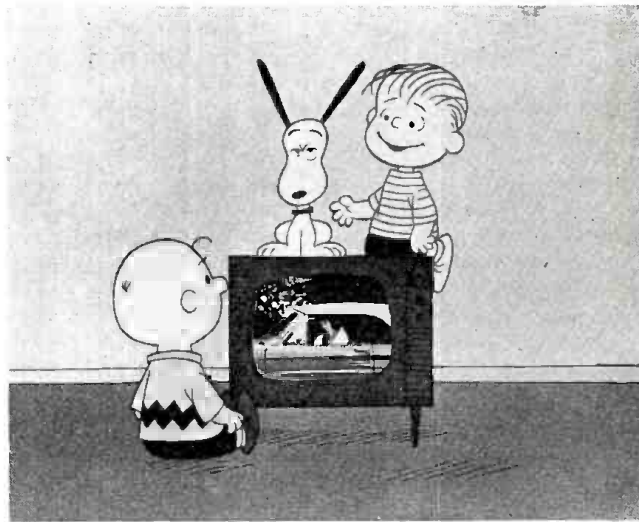
pany, A & R Recording, New York. Musical under 60 seconds: Carling's Black Label Beer. Agency, Lang, Fisher & Stashower Inc., Cleveland; production company, Phil Davis Musical Enterprises Inc., New York.

Humorous 60 seconds and over: H. P. Hood & Sons for Hood Banana Split ice cream. Agency, Kenyon & Eckhardt Inc., Boston; production company, Ace Recording, Boston. Humorous under 60 seconds: Culligan Inc. for Culligan water softeners. Agency, Alex T. Franz Inc., Chicago; production company, Dallas Williams Productions, Hollywood.

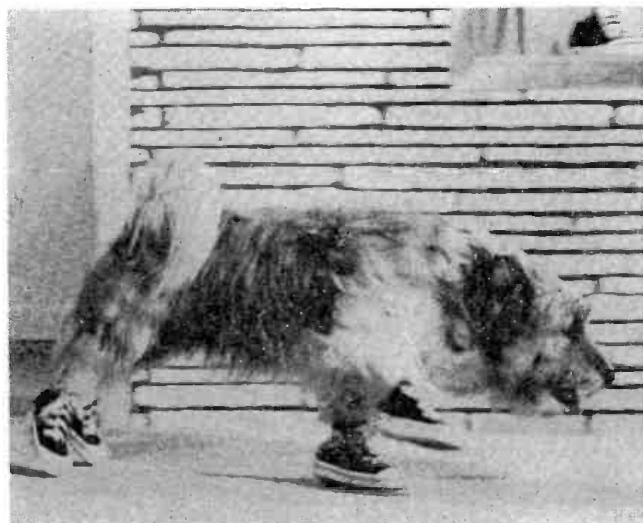
Local: Bandini Fertilizer Co. for Bandini plush Lawn Food. Agency and production company, Davis, Johnson, Mogul & Colombatto Inc. Public service (an Advertising Council award): "L.A. Police recruiting spot—KFWB" Crowell-Collier Broadcasting Corp. producer, Jim Hawthorne, KFWB Los Angeles. Series: W. P. Fuller & Co. for



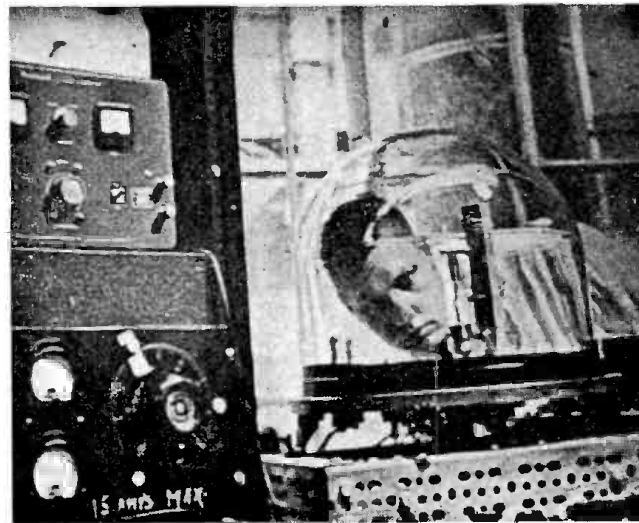
Great Western Savings



Ford Motor's 'Peanuts'



Red Ball Tennis Shoes



Olin Mathieson Research

Fuller paint. Agency, Fletcher, Richards, Calkins & Holden; production firm, Universal Recorders, Chicago.

Technical awards to American commercials were: Best editing—tv: Chemstrand Co. for Chemstrand Cumuloft carpet. Agency, Doyle Dane Bernbach, New York; production company, VPI, New York. Best direction—tv: Martini-Rossi for Martini-Rossi Vermouth. Agency, Reach, McClintone & Co., New York; production company, Columbia-Screen Gems Inc., Hollywood. Best use of color—tv Chevrolet Motor Div. Agency, Campbell-Ewald Co., Detroit; production company, On Film Inc., New Jersey.

"The world of broadcasting and advertising can carry a powerful message to the people, spurring on the limitless potentials immediately ahead," Henry J. Kaiser, chairman-founder of Kaiser Industries, told IBA awards banquet. "The prospects are as limitless as the minds and hearts of men, yet as real as the bold imagination, the faith, the love and the will to work that men can unleash."

In a speech of acceptance for the first IBA free enterprise award, Mr. Kaiser cited forecasts of governmental and private researchers of the tremendous increases in population, income and production in the remainder of the 20th century, providing a challenge to advertising and the communications media to help the world "find the needs for tomorrow—to make life fuller, richer, more meaningful, more satisfying to the inner individual."

The award, a specially sculptured bronze "flame of freedom," was presented to Mr. Kaiser by Thomas W. Sarnoff, IBA general chairman, on behalf of IBA and the Hollywood Ad Club. In his own introductory remarks to the more than 1,000 members of the Hollywood advertising-broadcasting community attending the dinner,

Medics go daytime

Colgate-Palmolive Co. and NBC-TV will bring tv's medical theme to the soap operas, starting April 1, when *The Doctors*, a new anthology series produced by Easterly Productions begins in the 2:30-3 p.m. EST slot, Monday-Friday. C-P owns the show and will be a major advertiser in it.

The Doctors will be taped and telecast from New York. Its theme centers on several hospital staff members, such as a surgeon, an intern, a child psychiatrist and a chaplain. Ted Bates is the agency for Colgate.

Mr. Sarnoff pointed out that "in the largest sense, the influence of advertising on broadcasting is expansive and not restrictive, because it makes possible the resources for all we do, sponsored or unsponsored."

Mr. Sarnoff, West Coast vice president of NBC, stated: "Whatever may be the specific goal of the advertiser and whatever vehicle he may choose to reach it, he must make certain that his message is directed there with optimum effectiveness consistent with good taste. The International Broadcasting Awards competition was devised to give proper recognition to this principle."

Art Linkletter served as master of ceremonies for the presentation dinner at which a dozen or more Hollywood celebrities, including Danny Kaye, Laraine Day and Robert Young did the presenting. Don Feddersen and Fred Brogger co-produced the program, with entertainment by Pat Buttram, Gisele McKenzie, John Conte, Randy Sparks and the New Christy Minstrels, with Paul Weston and his orchestra.

Agency appointments...

■ National Oil Fuel Institute has appointed Fuller & Smith & Ross, New York, to handle national and regional advertising. Account, which has never had an agency before, will bill \$500,000 annually. Media strategy has not yet been decided.

■ Anderson, Clayton & Co. Foods Div., Dallas, has appointed Benton & Bowles Inc. as advertising agency for Seven Seas salad dressings, currently marketed in Chicago and Cleveland.

TvB 'Selectroniscope' to aid spot tv buyers

Agencies and advertisers may have their spot tv buying problems considerably lessened this spring with the publication of Television Bureau of Advertising's "Selectroniscope 1001," an audit of the audiences and costs of spot tv.

Selectroniscope is designed to give the marketer information on timing of seasonal campaigns, heavy saturation campaigns, bolstering weak markets, launching new products, pre-testing national campaigns, concentrating on special audiences, counteracting competitors' efforts and building local dealer cooperation.

TvB is accepting orders for the Selectroniscope, successor to the "Television Sampler" published five years ago by the organization. The Selectroniscope, with the "Rapid Computer," costs \$10 and can be ordered through TvB, 1 Rockefeller Plaza, New York 20, N. Y.



FUNNY, MAN!

The Steve Allen Show is now seen in the following markets

Baltimore WJZ-TV
Boston WBZ-TV
Chicago WBKB
Cleveland KYW-TV
Columbus (Ohio) WTVN-TV
Dallas KRLD-TV
Des Moines KRNT-TV
Detroit WJBK-TV
Evansville WTVW
Grand Rapids WZZM-TV
Honolulu KGMB-TV
Indianapolis WLW-I
Kansas City KMBC-TV
Los Angeles KTLA
Minneapolis/St. Paul WCCO-TV
New Haven WNHC-TV
New York WPIX
Palm Beach WPTV
Phoenix KOOL-TV
Pittsburgh KDKA-TV
Portland, (Me.) WGAN-TV
Portland, (Ore.) KATU-TV
St. Louis KTVI
San Antonio KENS-TV
San Diego KFMB-TV
San Francisco KPIX
Seattle KIRO-TV
Springfield (Mass.) WHYN-TV
Syracuse WNYS-TV
Tucson KOLD-TV
Washington WTOP-TV
Youngstown WKST-TV

WBC PROGRAM SALES, INC.

122 E. 42nd Street, New York 17, N. Y.
Murray Hill 7-0808



FUNNY, MAN!

And television's funniest program is really packing them in! ARB data shows The Steve Allen Show in first place, or tied for first, in markets like: Los Angeles (*5 rating, 33% share in 7-station market*) Pittsburgh, Kansas City (*10 rating, 39% share in 3-station market*), Boston (*7 rating, 41% share in 3-station*

market), Baltimore, Washington (*5 rating, 33% share in 4-station market*) and Cleveland!

In fifteen markets surveyed by ARB in October and again in November, the average market showed a 30% increase in rating and a 21% increase in share of audience for The Steve Allen Show in a month's time!

Let us show you a sample of the series which Cecil Smith of the Los Angeles Times called: "wild, uninhibited fun"; fill you in on its outstanding rating performance; and present several other succinct reasons why The Steve Allen Show should be on *your* station. Interested? Get in touch with Al Sussman.

Source: ARB Reports, October and November, 1962. Average ¼-hr. rating in Steve Allen time period.

WBC PROGRAM SALES, INC.

A SUBSIDIARY OF


WESTINGHOUSE BROADCASTING CO.
 122 E. 42nd Street, New York 17, N.Y. • MUrray Hill 7-0808

1962 tv billings topped \$1.5 billion

TVB REPORTS SPOT WAS UP 17% AND NETWORK INCREASED 12.2%

Gross time billings in television network and spot totaled more than \$1.52 billion in 1962, according to Television Bureau of Advertising.

Network totals, compiled by individual networks for the year, were released last week. TvB also announced fourth quarter spot totals and breakdown. An earlier report (BROADCASTING, Feb. 18)

by TvB had placed spot billing for 1962 at \$712,212,000, an increase of 17% over the \$617,398,000 in time billings in 1961. The network increase was 12.2%.

Spot tv gross time billings in the fourth quarter of 1962: \$197,759,000. This represents an 11.2% increase over the previous like period on basis of dol-

lar volume, and a 9.5% gain according to an analysis of the 313 stations reporting in both the fourth quarter 1962 and 1961.

Of the networks, CBS-TV recorded the greatest annual gain (16%), NBC-TV was next with 11.5% and ABC-TV had 7.7% more. The billing figures for both network and spot:

Network

NETWORK TV GROSS TIME BILLINGS

	December			January-December		
	1961	1962	% Change	1961	1962	% Change
ABC	\$16,572,900	\$18,296,385	+10.4	\$190,615,140	\$205,224,342	+7.7
CBS	26,195,871	28,525,466	+8.9	268,676,875	311,709,771	+16.0
NBC	23,030,151	24,555,202	+6.6	252,836,133	281,874,025	+11.5
TOTAL	\$65,798,922	\$71,377,053	+8.5	\$712,128,148	\$798,808,138	+12.2

MONTH BY MONTH 1962

	ABC	CBS	NBC	Total
January	\$16,673,662	\$25,528,518	\$23,578,579	\$65,780,759
February	15,757,364	23,528,815	21,956,372	61,242,551
March	17,762,981	25,731,519	24,100,566	67,595,066
April	17,237,755	24,193,144	21,899,207	63,330,106
May	17,227,296	25,380,092	23,494,373	66,101,761
June	16,031,277	25,081,505	22,609,590	63,722,372
July	15,708,722	25,793,374	22,788,918	64,291,014
August	16,075,143	24,969,181	23,160,760	64,205,084
September	16,601,454	25,851,332	21,416,265	63,869,051
October	19,219,752	28,774,414	26,098,632	74,092,798
November*	18,632,551	28,352,411	26,215,561	73,200,523
December	18,296,385	28,525,466	24,555,202	71,377,053

Source: TvB/LNA-BAR

*November 1962 figures revised as of Feb. 18, 1963

Spot

FOURTH QUARTER BILLINGS BY DAY PARTS

	1961		1962	
Time of Day	Amount	Per Cent	Amount	Per Cent
Day	\$ 47,765,000	26.9	\$ 49,545,000	25.0
Early evening	38,127,000	21.4	45,029,000	22.8
Prime night	54,188,000	30.5	59,912,000	30.3
Late night	37,747,000	21.2	43,273,000	21.9
Total	\$177,827,000	100.0	\$197,759,000	100.0
Type of Activity	Amount	Per Cent	Amount	Per Cent
Announcements	\$143,698,000	80.8	\$161,296,000	81.6
ID's	15,482,000	8.7	17,166,000	8.7
Programs	18,647,000	10.5	19,297,000	9.7
Total	\$177,827,000	100.0	\$197,759,000	100.0

TOP 100 SPOT TV ADVERTISERS FOURTH QUARTER 1962 (Source: TvB-Rorabaugh)

1. Procter & Gamble	\$14,065,400	11. Miles Labs	\$2,401,700
2. General Foods	6,499,500	12. Standard Brands	2,247,800
3. Colgate Palmolive	5,473,800	13. International Latex	2,240,500
4. Bristol-Myers	5,260,100	14. Campbell Soup	2,046,600
5. Lever Brothers	4,645,500	15. P. Lorillard	2,037,100
6. William Wrigley Jr.	3,528,800	16. Deluxe Reading	2,023,700
7. Alberto-Culver	3,082,500	17. Continental Baking	1,904,000
8. Coca-Cola (bottlers)	2,968,800	18. Richardson-Merrell	1,860,200
9. American Home Products	2,900,800	19. Kellogg	1,815,000
10. General Mills	2,530,900	20. Corn Products	1,696,300
		21. Philip Morris	1,662,600
		22. Pepsi Cola (bottlers)	1,603,600
		23. Menley & James Labs	1,524,700
		24. Ralston-Purina	1,488,600

25. J. A. Folger	\$1,445,800
26. Chesebrough-Pond's	1,418,100
27. Food Manufacturers	1,411,600
28. Warner-Lambert	1,378,200
29. Anheuser-Busch	1,335,300
30. Ford Dealers	1,293,500
31. Armour	1,282,000
32. Avon Products	1,247,900
33. United Vintners	1,241,500
34. Jos. Schlitz Brewing	1,236,800
35. Pabst Brewing	1,137,100
36. Mattel	1,128,800
37. General Motors Dealers	1,083,300
38. American Chicle	1,078,100
39. Liggett & Myers	1,077,900
40. American Tobacco	1,036,600
41. E. & J. Gallo	992,300
42. Canadian Breweries	949,400
43. Helena Rubinstein	934,200
44. Hills Bros. Coffee	858,400
45. Pillsbury	828,100
46. Frito-Lay	801,000
47. Quaker Oats	770,700
48. General Electric	760,500
49. Merck & Co.	755,600
50. Carter Products	735,000
51. Gillette	727,800
52. Remco Industries	727,400
53. American Motors Dealers	726,100
54. Pet Milk	724,300
55. Sperry Rand	721,600
56. Helene Curtis	717,700
57. Phillips-Van Heusen	714,800
58. Peter Paul	700,400
59. Lanvin Parfums	689,100
60. U. S. Borax & Chemical	683,400
61. R. J. Reynolds	659,000
62. Eastman Kodak	652,000
63. Falstaff Brewing	648,300
64. North American Phillips	633,000
65. Chrysler	632,700
66. Chrysler Dealers	601,100
67. National Biscuit	597,000
68. Humble Oil & Refining	595,400
69. National Dairy Products	587,900
70. Louis Marx	581,600
71. Kimberly-Clark	579,900
72. Plough	578,000
73. Shulton	574,700
74. Phillips Petroleum	570,900
75. Green Giant	569,500
76. Chanel	561,800
77. American Oil	552,600
78. Welch Grape Juice	532,300
79. Ward Baking	530,300
80. Hanes Hosiery	524,900
81. Simoniz	523,100
82. Maybelline	512,600
83. Brillo Manufacturing	508,100
84. American Bakeries	502,400
85. Greyhound	482,000
86. Kayser-Roth Hosiery	472,000
87. Pacific Tel. & Tel.	466,800
88. Fels	463,600

Continued on page 38

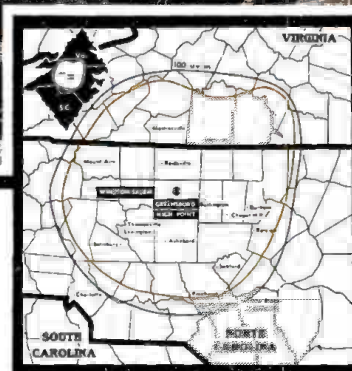


in

WINSTON-SALEM



"Carroll...it really works!" WFMY-TV's Women's Director and her friend discover there's plenty of life... and water... left in the old pump yet, one of the many picturesque tourist attractions in the Moravian settlement of Old Salem, located near the center of modern Winston-Salem. From this early-day village, founded almost two centuries ago, came the beginning for today's vibrant Winston-Salem, North Carolina's third largest city and the world's largest producer of tobacco products, with a record 10 year payroll increase of 147%. WFMY-TV is now in its 14th year of bringing CBS and aggressive local programming to the Winston-Salem, Greensboro and High Point area, the largest metropolitan TV market in the Carolinas and the heart of our 51 county coverage area. WFMY-TV... it really works, too.



wfmy-tv

GREENSBORO, N. C.

"Now In Our 14th Year Of Service"



Represented nationally by Harrington, Righter & Parsons, Inc.



SERVING THE LARGEST METROPOLITAN TV MARKET IN THE CAROLINAS

89. Sinclair Refining	\$457,100
90. Kenner Products	455,200
91. R. T. French	454,700
92. Ideal Toy	452,000
93. Stroh Brewery	451,300
94. E. I. duPont de Nemours	439,500
95. Charles Guldén	434,500
96. M. J. B. Co.	427,100
97. Volkswagen Dealers	423,500
98. Gerber Products	414,700
99. Interstate Bakeries	413,000
100. Eastman Chemical Products	406,400

Gift Stars starts radio-tv test

Gift Stars Inc., Minneapolis, will start a test-market advertising campaign on radio and tv stations in 10 western states on April 1, to introduce its new gift coupon program.

Schedules on 62 radio and 21 tv stations will run for 10 weeks, 2 for a one-year, all-media test. Howard Wilson, advertising director of Gift Stars, said the new gift stamp program would invest about \$500,000 in all media for the first two months of the one-year test. Gift Stars expects to spend a total of \$20 million in introductory advertising over a period of time (BROADCASTING, Oct. 22, 1962).

Gift Stars operates this way: housewives will buy products of manufacturers participating in the program. The shopper will save the coupons, which will be packed with the product, until she trades them in for free gifts.

Curtis L. Carlson, president of Gift Stars, noted the coupons do not compete with trading stamps. The coupons are designed to foster product allegiance rather than store loyalty, as in the case of trading stamps.

Gift Stars' introductory schedule, according to Mr. Wilson, is placed in a "controlled" test area: 2.1% of the total U. S. It covers all of Colorado and Utah, and parts of eight other states.

The schedule calls for a radio campaign of 30-60 spots per week per station, consisting of ID's and minutes. The tv drive in major markets will consist of 20-25 spots per week total. Minor tv markets will have 12-15 spots total spots per week. In tv, minutes, 20s and ID's will be used.

Only one manufacturer in each product category will be accepted for participation in the new Gift Stars broadcast program.

Already signed are Frito-Lay, C & H Sugar, P. Lorillard, Hi-C, Economics Lab, Alcoa Wrap, Hi-Lex, Standard Packaging Corp., Snowboy vegetables, Chesebrough-Ponds, Simoniz Co., Mennen Co., Oscar Mayer meats, Kimberly-Clark, Minute Maid and Hills Bros. coffee.

ESTIMATED EXPENDITURES OF SPOT TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION (Source: TvB-Rorabaugh) FOURTH QUARTER

	1962	1961
Agriculture	\$ 264,000	\$ 244,000
Ale, beer & wine	14,768,000	12,866,000
Amusements, entertainment	433,000	430,000
Automotive	6,592,000	4,484,000
Building material, equipment, fixtures, paints	469,000	542,000
Clothing, furnishings, accessories	4,821,000	2,680,000
Confections & soft drinks	13,977,000	11,007,000
Consumer services	6,467,000	5,162,000
Cosmetics & toiletries	20,781,000	17,383,000
Dental products	3,528,000	4,071,000
Drug products	18,393,000	15,799,000
Food & grocery products	51,942,000	49,972,000
Garden supplies & equipment	49,000	76,000
Gasoline & lubricants	5,046,000	5,741,000
Hotels, resorts, restaurants	225,000	68,000
Household cleaners, cleansers, polishes, waxes	4,982,000	4,109,000
Household equipment, appliances	1,909,000	1,667,000
Household furnishings	562,000	611,000
Household laundry products	13,979,000	13,253,000
Household paper products	2,850,000	2,495,000
Household, general	1,390,000	1,308,000
Notions	113,000	16,000
Pet products	2,976,000	2,601,000
Publications	475,000	508,000
Sporting goods, bicycles, toys	7,731,000	8,255,000
Stationery, office equipment	61,000	83,000
Television, radio, phonograph, musical instruments	366,000	308,000
Tobacco products & supplies	7,309,000	7,586,000
Transportation & travel	1,977,000	1,180,000
Watches, jewelry, cameras	1,579,000	1,399,000
Miscellaneous	1,745,000	1,923,000
TOTAL	\$197,759,000	\$177,827,000

Package designers should keep television in mind

Closer cooperation between tv commercial producers, advertising agencies and designers of product packages was urged by a panel of speakers during a meeting of the eastern chapter of the Package Designers Council in New York last week.

This suggestion was raised by John Lanigan, executive vice president, Videotape Productions of New York, and was echoed by other speakers. Mr. Lanigan claimed that many advertisers, though pleased with their package "looks terrible" on tv. He urged package designers to consult with the commercial producers, to test the package on a tv monitor during exploratory and trial stages so that a maximum effect can be achieved.

Other panelists expressed a similar view and claimed they did their best to make packages entertaining on tv. The panel also included William Duffy, senior art director, McCann-Erickson; Carroll Martin, art director, J. Walter Thompson; Lee Savage, art director, Elektra Productions, and John Murtha, Sandgran & Murtha.

Storm Adv. acquires Padco

Storm Adv. Inc. of Rochester, N. Y., and St. Louis has acquired the Padco Adv. Agency also in St. Louis. The Storm company said that Padco Presi-

dent Paul D. Kranzberg and Louis H. Enkelmann, vice president, will both become vice presidents of the Storm agency.

Storm said that other Padco personnel will also join Storm offices in St. Louis under the direction of Gerald P. Deppe, executive vice president. Office space in St. Louis has been expanded to handle new personnel, the agency said.

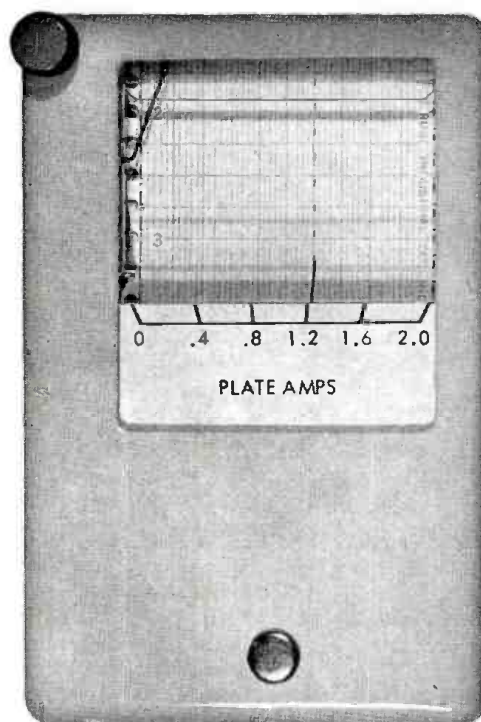
Also in advertising . . .

Rep firm moves ■ Spot Time Sales, New York, has moved to larger quarters at 444 Madison Ave., zone 22. The telephone number, Plaza 3-3337, remains the same. Spot Time Sales also announced that Bert Chance will represent the firm in San Francisco, at 41 Sutter St. Telephone is Yukon 1-1199.

Rep firm moves ■ The Devney Organization Inc., and its subsidiary D-O Sales Service, have moved to 347 Madison Ave., New York 17. New telephone is Murray Hill 3-5830.

MPO staffers move ■ All management, sales, accounting and editing personnel of MPO Videotronics Inc., New York, have moved to its new 'communications center' at 222 E. 44 St. MPO is operating studios and production facilities in Long Island City, N. Y., until completion, scheduled for April, of the production center in MPO's new building in Manhattan.

AUTOLOG™



TAKE ADVANTAGE OF NEW FCC RULING ON REQUIRED READINGS WITH A LOW-COST MODULAR SYSTEM

AUTOLOG features the lowest cost modular system with four to nine channels available for local or remote use. Why spend extra money on an elaborate system when AUTOLOG maintains legally and technically correct logs?

Ready for delivery.

YOU HAVE SEEN AUTOLOG IN ACTION

- ☐ First demonstrated at 1962 NAB Show, Chicago, Ill., April, 1962
- ☐ Florida Association of Broadcasters, Tampa, Fla., June, 1962
- ☐ Georgia & So. Carolina Joint Meeting, Jekyll Is., Ga., Aug., 1962
- ☐ IRE Annual Broadcast Symposium, Washington, D.C., Sept., 1962
- ☐ Seven NAB Regional Conferences Oct.-Nov., 1962



**GENERAL ELECTRONIC
LABORATORIES, INC.**

195 MASSACHUSETTS AVE., CAMBRIDGE 39, MASS.

Please send me AUTOLOG information for my station.

Transmitter Make and Model _____

Present Remote Control Make and Model _____

Number of Towers _____ Frequency Monitor Make _____

Name _____ Title _____

Station _____ Address _____

City _____ State _____

Campbell-Mithun unveils new offices

NEW MINNEAPOLIS LAYOUT FEATURES 'TRAFFIC-LOOP' SPACE DESIGN

Campbell-Mithun Inc. held open house in Minneapolis last week to show off its new custom-designed agency headquarters in the city's equally-new Northstar Center, a \$25-million office-hotel-shopping complex that is part of a vast downtown redevelopment program. Campbell-Mithun is part owner-investor in Northstar Center.

The agency has two-plus floors in the center with the office layout featuring an unusual traffic-loop design. With Campbell-Mithun spending nearly one-half of its more than \$50 million annual billings in the broadcast media (11% radio, 36% television, of which more than half is local spot), a key highlight of the new headquarters is the agency's tv-radio production facilities, audition theatre and closed-circuit tv system.

Broadcast clients include Hamm's beer, Chun King, Northwest Orient Airlines, Pillsbury, Malt-o-Meal, Bubble-Up and American Dairy Assn. among others.

Dubbed Campbell-Mithun's "first" news conference since the agency's founding 30 years ago, the open house event Monday represented the only time that insiders could recall that Raymond O. Mithun, co-founder and board chairman, has disclosed publicly the basic operating philosophy of the agency. Mr. Mithun emphasized that the most powerful force in the world of

advertising and marketing is an idea. For this reason, he explained, computers or machine technology could never replace creative talents or substitute for human judgment.

Albert R. Whitman, Campbell-Mithun president, pointed out that while computers will assist in cutting down work detail, the "answers" that come out of the machines can never be any better than the quality of the data that is fed into them. The human judgment factor is constantly involved in evaluating this data, he noted.

An executive committee of the agency has been studying the application of computers to media selection and buying for more than a year. The computer center in the new headquarters presently is devoted chiefly to streamlining internal paperwork and administrative functions, but starting in April it will be used for experimental media application. New York consultant Ira Rubel is assisting the agency in development of computer uses, Mr. Mithun said.

Campbell-Mithun "has found great reward in working with tough-minded but fair clients," Mr. Mithun said. The demanding client keeps both his people and those of the agency "on their toes," he added. Their chief goal: helping clients grow. The result has been a six-fold growth in billing volume for the agency during the past decade, with

70% of this coming from clients already served.

"No one is going to make intelligent progress in our agency unless he has great innate desire," Mr. Mithun said. The agency has long used an industrial psychologist to test employees' qualifications, he said, but the one quality that can't be measured "is the depth of fire in a man—the desire to win for a client." While Campbell-Mithun demands this zeal of its people, it must be disciplined and in line with the "golden rule," he explained.

Campbell-Mithun also believes in "pioneer ideas" which are joined together in a total marketing program to produce "cog wheel power," Mr. Mithun said. As an example he cited how the basic theme of Hamm's beer is expressed and reinforced throughout all major media as well as labels, trucks, point-of-purchase, menus, napkins, etc.

"We start with the creative idea decision first," he explained, "and then we find the media." However, Northwest Orient Airlines highly successful venture into saturation radio in 1958 with its "gong" commercial was an application of the pioneer idea to media, he indicated. Before that the airlines believed newspapers were the only way they could advertise effectively, he recalled, but the "gong" and radio combined to give Northwest high consumer



New Minneapolis office of Campbell-Mithun is in block-square \$25 million Northstar Center. Parking space occupies building's lower floors, topped by restaurants, hotel, bank, swimming pool, office space and other facilities.



Among key features of Campbell-Mithun's new custom-planned headquarters are the agency's closed-circuit system, television theatre and radio studio facilities. Art Lund, tv-radio director, is seated at master

control for a commercial audition observed by (l-r) Scott Park, tv creative director; Dick Stevens, tv-radio production manager; Bob Rlemenschneider, assistant media director, and Ken Oelschlager, C-M creative director.

BUY

That very highly survey-rated*,
CBS affiliated,
Personality activated,
Civic-minded motivated,
Sales results premeditated,
Cowles station in Des Moines

NOW!

*See Oct.-Nov. Nielsen
and Nov.-Dec. ARB
for the highest ratings
we've ever received.



KRNT-TV

"One of the great news stations in the nation"

AN OPERATION OF COWLES MAGAZINES AND BROADCASTING, INC.

Represented By The Katz Agency

identification in a new way.

Pioneer ideas as applied to marketing and advertising problems also can involve development of new products, unique product qualities, product improvement or new product use, Mr. Mithun said, as well as pricing, packaging, distribution, sales promotion plans, public relations and advertising. When products like bread and beer mature and competitive product differences lessen it is often the advertising innovations that spell the significant difference in consumer image, he noted.

Campbell-Mithun occupies both the 10th and 11th floors of the 16-story Northstar Center. Mr. Mithun's corner office off the 10th floor main reception lobby is the only one with outside windows. All other offices for the 350-some Minneapolis employees are inside units constructed of movable floor-to-ceiling metal accoustical walls.

These modules can be quickly altered to meet client requirements which always are changing, often on short

notice. One wall of each office is ripple glass, facing the outside walkways circling the floors. Magnets hold shelves, pictures or working papers to the walls.

The traffic-flow concept of office layout and design was chosen after careful study of typical modern agency offices all over the country. Broadcast centers also were studied for ideas to incorporate in the tv theatre, studio, control and closed-circuit tv facilities.

Since the agency "product" is ideas, the office layout pattern involves "loops" flowing out from and back to a central hub. In the 11th floor creative department, for example, specific projects move from the single traffic-and-production center through the appropriate creative team and back again to traffic-production which is responsible for seeing that the work is done on time.

Another highlight of the "loop" involves placement of the research department next to the creative department since all ideas must begin with

facts. This arrangement allows the idea flow to run from research through creative, into task-force conference, back to research for pre-testing and back again for post testing, the agency explained.

Campbell-Mithun's tv theatre seats 50 and includes both monochrome and color monitors. The closed circuit tv system feeds the theatre and six other locations within the agency. The master control center was custom built by Illinois Electronic Systems Inc., Chicago, midwest representative for General Precision Labs.

In one sub-level of Northstar Center the agency houses its library, data processing center, duplicating and mail services, telephone-teletypewriter center, creative kitchen and employee lunchroom.

Campbell-Mithun also has offices in Chicago, Hollywood and Baltimore and employs approximately 500 people to service the agency's diversified list of 42 different clients.

THE MEDIA

NAB's record questioned at conference

STATE PRESIDENTS ROAM WIDE AREAS DURING 2-DAY NAB MEETING

What kind of leadership is the NAB providing for radio and tv stations? Is the NAB effectively working to improve broadcasting's public image; fighting an FCC reaching for more and more pow-

er; coordinating activities of state associations? Is the NAB too weak? Does it actively and effectively stand up for the broadcasting industry?

These were questions raised from the

floor and discussed spiritedly by delegates to the NAB's 8th Annual Conference of State Assn. Presidents in Washington's Shoreham Hotel last Tuesday and Wednesday (Feb. 26-27).

The controversial discussion centering around NAB President LeRoy Collins was put to the floor during a Wednesday morning roundtable discussion open to any subject. Over a dozen state presidents—some not members of NAB—spoke up, with pro and anti-Collins views about equally divided among those who entered the discussion.

Many, while defending Gov. Collins, asked the NAB for closer liaison with state groups and for action in specific areas.

Gov. Collins was not present and made no comment on the debate. He and the NAB were defended by panel moderator Vincent Wasilewski, NAB executive vice president; Howard Bell, NAB vice president for planning and development and conference coordinator, as well as several broadcasters.

C. Van Haaften, of KTUC Tucson, and president of the Arizona Broadcasters Assn., broached the subject with an attack on the NAB's alleged lack of leadership without mentioning Gov. Collins by name. He charged the NAB leadership is weak and must be made stronger. It does not help individual stations and state associations and the NAB's public relations activities are unsatisfactory, Mr. Van Haaften, whose station is not a member of the NAB,

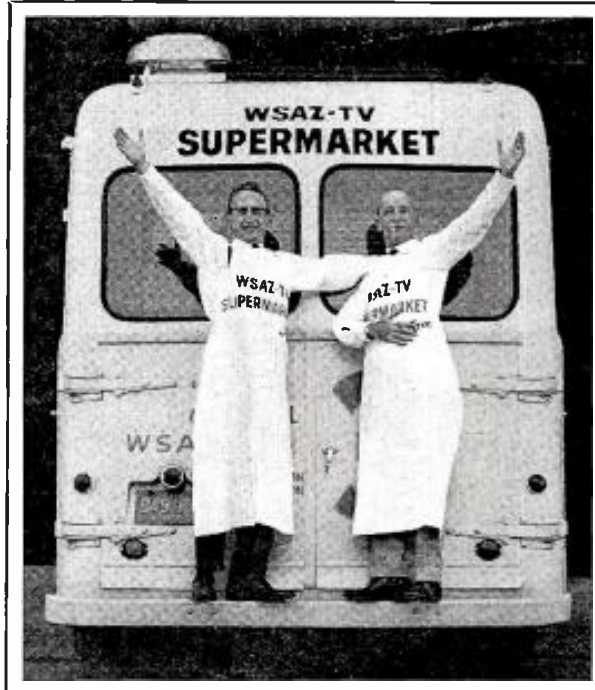


Alvis H. Temple (l), WKCT Bowling Green and secretary-treasurer of the Kentucky Broadcasters Assn., explains a radio problem at the NAB confer-

ence to Rep. Walter Rogers (c) (D-Tex.), chairman of the House Communications Subcommittee, and FCC Commissioner Rosel H. Hyde.

★ ★ ★ ★ ★ SUPERMARKET EXTRA!

“We deliver!”



**“Yes, we deliver,” say Tom Garten¹ and John Sinclair².
“We deliver Charleston, Huntington and 72 counties!”**

Supermarket Station WSAZ-TV delivers *all* of Supermarket (conveniently listed in data books as the Charleston-Huntington Market). *Including* its four-state four-billion-dollar payroll; its 2,302,000* consumers; its 495,700** TV homes; and its \$2,011,372,000* in retail sales!

What's more, WSAZ-TV is the *only* station that delivers Supermarket!

WSAZ-TV has the tallest tower and the lowest channel number. A perfect combination for reaching over giant mountain tops to TV antennas tucked

1. Vice President, General Manager, WSAZ-TV. 2. Manager, Charleston Operation, WSAZ-TV.

deep in valley towns... to reach *all* of Supermarket *all* at one time.

And Supermarket TV fans are so *loyal* to WSAZ-TV. You see, with twin studios in Charleston and Huntington and correspondents in cities all over Supermarket, WSAZ-TV really *serves* the area.

Now that you know how we deliver—and how *much*—how long can you afford to put off a chat with your Katz Agency man?

WSAZ-TV, Channel 3, an NBC Primary Affiliate, Division: The Goodwill Stations, Inc.

*SRDS (July, 1962) **ARB Coverage Study (Fall, 1960)

★ ★ ★ ★ ★
THE SUPERMARKET STATION
WSAZ-TV
CHARLESTON-HUNTINGTON, W. VA.
3



A congressman, a commissioner and a broadcaster discuss what's ahead for radio at the state president's conference: (l to r) Odis Echols Jr., general manager of KCLV Clovis and pres-

ident of New Mexico broadcasters; Rep. J. Arthur Younger (R-Calif.), ranking minority member of the House Communications Subcommittee, and FCC member Frederick W. Ford.



Rep. William Avery (r) (R-Kan.), member of House Rules Committee which will sit for hearings on resolutions to remove the House ban on radio-tv coverage, gives the word on the sub-

ject to FCC Commissioner Robert E. Lee (l) and Joseph Baudino, Washington vice president for Westinghouse Broadcasting Co., at last week's NAB conference of state presidents.

charged. He said later that he did not know a reporter was present when he made his remarks.

NAB Reply ■ Mr. Wasilewski immediately answered the Arizona broadcaster and expressed regret that Gov. Collins was not present to personally reply. The No. 2 man at the NAB strongly defended the approach and activities of the association—which he said is faced with a changing government ever trying to exert more control over radio-tv. He maintained the NAB is fighting as vigorously as possible. “We have done our best to fight these government inroads,” he said.

Later in the discussion and in answer to another critic of the NAB, Mr. Wasilewski said: “I’ll be damned if I’ll say that our staff isn’t as good as the personnel at any trade association.” The quality of the NAB’s personnel is “the highest and all are dedicated to their jobs,” he said.

Morton Henkin, KSOO Sioux Falls and president of South Dakota broadcasters, and Florida President Joseph H. Field Jr., WIRK West Palm Beach, both entered strong defenses of the NAB and its president. “We should decide what we can do for NAB and not what NAB can do for us,” Mr. Field said.

Mr. Henkin took the same position in criticizing state associations for not helping the national association more. “Before we complain about the leadership of the NAB, we should examine our own positions,” he said. Answering earlier statements from state presidents that they had picked up nothing worthwhile from the conference to take home, Mr. Henkin said “I’m taking a whole lot of information back . . .” to South Dakota.

Not Wanted ■ Colorado President Bob Martin, KMOR Littleton (non-NAB member), said that he was instructed by his association not to invite anybody from the NAB to speak at the Colorado convention in June because “they are not interested in anything the NAB has to say.” He charged that Gov. Collins is ineffective because he is not a broadcaster, never has been and never will be.

“He is going in one direction and we are going in another,” Mr. Martin said. “I go home with the feeling that Gov. Collins is one of the nicest guys in Washington but if I sat down and talked to him, he wouldn’t know me very well and I wouldn’t know him when we finished talking.”

Mr. Wasilewski invited Mr. Martin to meet with the NAB president, expressing confidence that afterward the Coloradoan would change his opinion.

The New Jersey president, Fred M. Wood of WMVB Millville, agreed with Mr. Van Haaften’s criticism.

Sam J. Slate, New York state presi-

**FOR
BLACK-and-
WHITE TV**



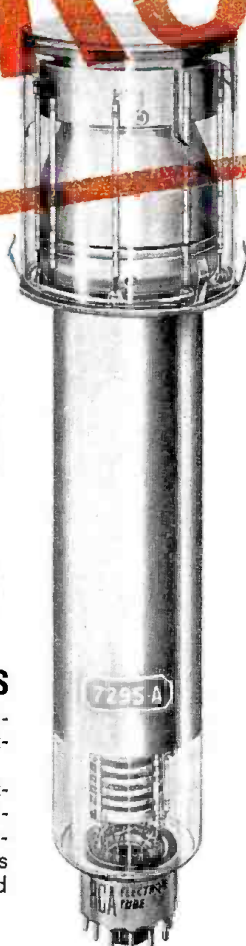
IMPROVED

RCA FIELD-MESH IMAGE ORTHICONS

IMPROVED MANUFACTURING TECHNIQUES

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The Most Trusted Name in Television

Sen. Hartke wants Sec. 315 'straitjacket' removed

The grown-up, affluent and responsible broadcast industry has "had long enough to learn its obligations in the straitjacket of regulation and ought now be turned as loose as possible," Sen. Vance Hartke (D-Ind.) told the NAB's State President's Conference in Washington last week (see page 42).

Sen. Hartke made his remarks in promising to push for repeal of Sec. 315 of the Communications Act which requires broadcasters to provide equal time for all political candidates. However, he tempered his plea for freedom with a proposal for "continuous study" of broadcasting operations without Sec. 315; closer government scrutiny of license renewal applications, and endorsement of the often-expressed position that the licensee holds a "valuable commodity" which belongs to the people and which he only borrows.

There is no reason why broadcasting laws should "shackle coverage of any campaign or any news for that matter," the member of the Senate Commerce Committee and its Communications Subcommittee said. "The final decisions on news value and coverage should be left to the experts in the newsrooms."

Noting that Sec. 315 was suspended in 1960 for the presidential campaign, Sen. Hartke said it's obvious that a law which "needs to be lifted

in whole or part from time to time is not a good law. I think if the suspension can be afforded in the contest for the highest office in the land, it can be for all contests for all offices."

Sen. Hartke announced that he planned to reintroduce a bill he



Senator Hartke

sponsored in the last Congress calling for the repeal of Sec. 315. Hearings begin today (Monday) before the House Communications Subcommittee on a bill to suspend equal time requirements during the 1964 campaign (see page 62).

Too Many Specialists ■ The senator said that too many radio sta-

tions are turning toward specialization in one type of programming to the exclusion of all other program varieties. "I certainly don't think it is necessary for a station to cater exclusively to devotees of rock-and-roll, long-hair music or anything else," Sen. Hartke said. "I prefer my news and public affairs to be varied with entertainment of various kinds."

No hard and fast rules should be passed on specialization, he said, in conceding it may be desirable in certain markets.

Sen. Hartke put in a kind word in the fight of daytime stations to get minimum hours of 6 a.m. to 6 p.m. If a high-powered station is going to claim "some kind of squatter's rights over a vast territory, it ought to be prepared to serve that vast territory and not just with entertainment or even news of national interest," he said. "I think the public service obligation grows with the area being served. After all, the commercial possibilities and the rates grow with the size of the area."

In his opening remarks, Sen. Hartke had high praise for the leadership provided broadcasting by NAB President LeRoy Collins. "The NAB is fortunate to have Gov. Collins as president," he said. "Everyone on Capitol Hill respects him and he has brought a lot of prestige to the industry."

dent from WCBS New York, said that while he did not subscribe to the anti-Collins sentiment, many upstate New York broadcasters have a low opinion of Gov. Collins' leadership of the broadcasting industry. This anti-NAB sentiment is the association's own fault, Mr. Slate said.

Mississippi State Sen. W. M. Jones, also vice president of that state's broad-

casters from WCHJ Brookhaven, said that he had "apprehensions" about Gov. Collins until the NAB president made his speech before the Nebraska broadcasters attacking the Omaha tv hearing (BROADCASTING, Jan. 28). "In the Omaha situation, I think he found his way out of the woods," Mr. Jones said.

'Confusement' ■ Another defense of the NAB and its president was given

by Cleatus O. Brazzell, South Carolina president from WELP Easley. He said the national association has an able leader and that the industry is in a "state of confusement" because of heavy pressures from government. The state groups are not using the leadership offered by NAB, Mr. Brazzell said, and the states should take the lead in fighting government controls.

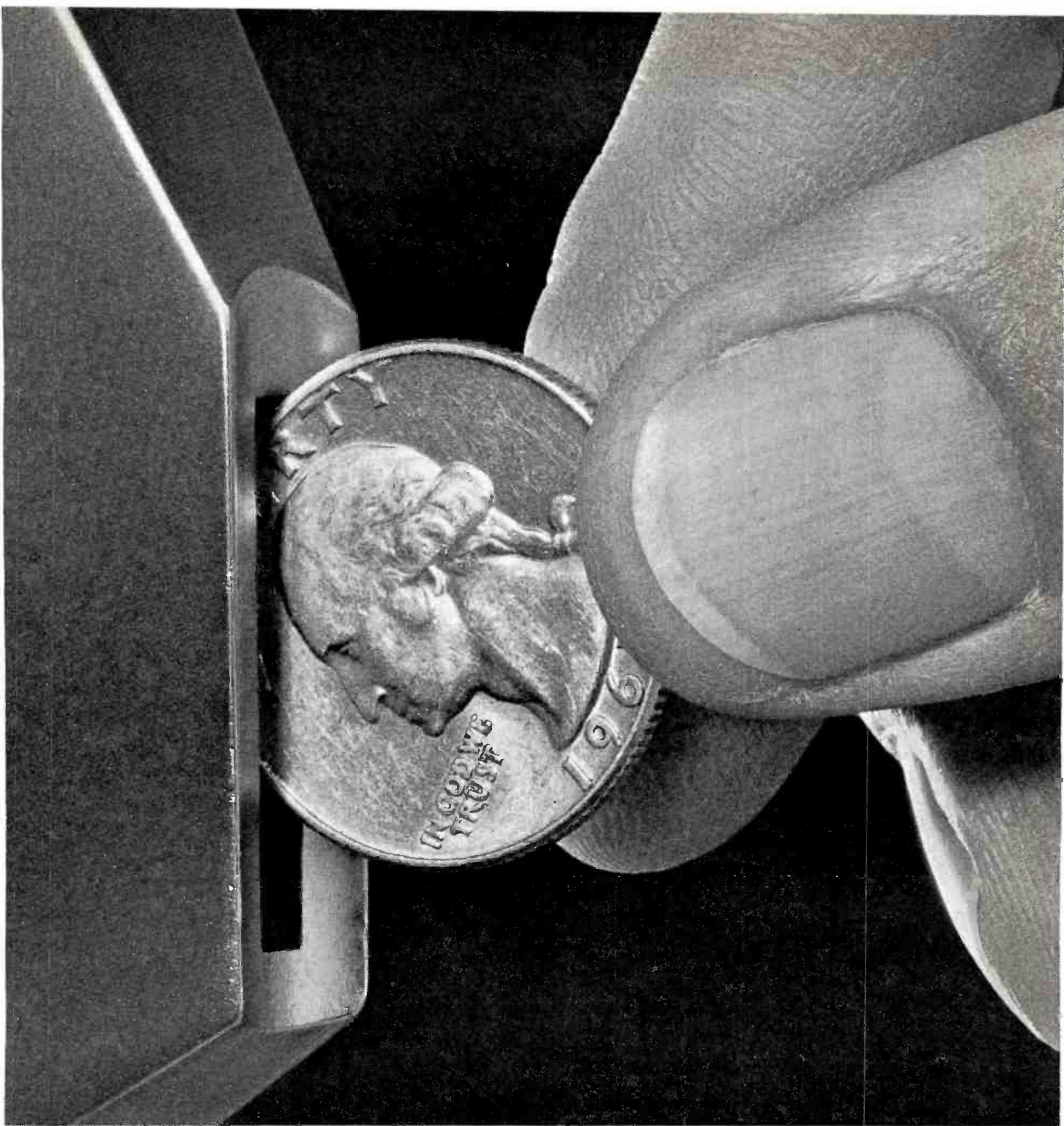
Hamilton Shea, WSVA Harrisonburg and president of Virginia broadcasters, had a different complaint. He said that the conference of state presidents had been unproductive as far as giving the state associations a common project to work for. "I don't have much to really take home and put the boys to work on," he said. He suggested the NAB, in future conferences, select three or four major projects and let the delegates select one or two for all states to push collectively during the year.

This brought several comments on what had been the major project discussed at last week's sessions. Mr. Bell said it was the mandate to work for freedom of information on the state level. Robert H. Williams, Pennsyl-

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vania president from WHLM Bloomsburg, said he fully agreed with Mr. Shea and thought the major crusade should be to get a broadcaster on the FCC—"come hell or high water" (see box, page 50).

Several state presidents, including Bob Thomas, WJAG Norfolk, Neb., and Don Sullivan, KVTU (TV) Sioux City, Iowa, wanted the NAB to keep state associations better informed of the activities of other state groups and to coordinate them for more effective combined efforts. Mr. Thomas pointed out that broadcasters in Kansas did not know what their colleagues in Nebraska were doing nor did Nebraska know what Kansas was up to.

Both Messrs. Wasilewski and Bell pledged that the NAB would do better in this area. Mr. Bell pointed out that a regular NAB publication, *Stateside*, was dropped because of a lack of demand and that not a single broadcaster complained. "We are willing to do the job if you want us to do it," Mr. Bell said.

Aggressive War ■ Gov. Collins opened the conference of 75 broadcasters from 49 states and Puerto Rico with a pledge that NAB will conduct an "active and aggressive war" against government interference with the freedom of broadcasting.

The best way to fight government

encroachments is for the industry to be constantly striving to improve its own product "in every way we can," he said. In every step toward self-improvement "we are indeed fortifying our freedom of broadcasting," the NAB president stressed.

He called for the continued strengthening of state associations as the "bulwark" of NAB's effectiveness. "The stronger our state associations are, the stronger the NAB can be," he said.

Conference Chairman Joseph W. Goodfellow, vice president-general manager of WRC-AM-FM-TV Washington and president of the Maryland-D. C. Broadcasters Assn., urged a closer relationship between state broadcaster groups and the NAB.

Four key NAB staff executives reported to the delegates on "The Washington Outlook" with Mr. Wasilewski moderator. Paul B. Comstock, vice president for government affairs, said that the NAB has "pressed unrelentingly" for radio-tv access to committee meetings of the House. He urged individual state associations to ask their congressional delegations to introduce resolutions calling for removal of the ban.

Mr. Comstock also discussed several other industry matters pending before Congress, such as Sec. 315 of the Communications Act, community antenna

regulation, freedom of information hearings, the ratings investigation and hearings beginning next week before the House Antitrust Subcommittee on concentration of ownership in news media.

General Counsel Douglas Anello discussed the FCC and its "disturbing" encroachments into the freedom of broadcasting. He said the FCC made 2,366 inspections of radio stations in 1962, the highest number on record. During a question-and-answer session which followed, several complaints were made against FCC inspectors' actions at individual stations.

These were directed primarily against one alleged demand by an FCC field man for a station's checkbook, and inspections on Sundays. (The FCC said later the checkbook incident involved a request for check stubs to determine if the station employed full-time a first class engineer.)

Mr. Bell said that freedom of the press usually means freedom from government restrictions. He said the NAB has taken the lead in the fight for equal access because the public relies more on broadcasting for news and information than any other medium. He reported on the upcoming news media confer-

Changing hands . . .

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

■ WCCM, WGHJ (FM) Lawrence, Mass.: Sold by Mrs. Eileen M. Jaspert to Curt Gowdy for \$325,000. Mr. Gowdy is a nationally known sportscaster, having broadcast the Boston Red Sox baseball games since 1951, and the NCAA *Game of the Week* and AFL football over ABC-TV last season. He lives in Wellesley Hills, Mass. WCCM, founded in 1947 by the late George H. Jaspert, operates daytime only on 800 kc with 1 kw. WGHJ operates on 93.7 mc with 1.35 kw. Broker was Hamilton-Landis & Assoc.

■ WBBR-AM-FM East St. Louis, Ill.: Sold by Larry Picus to Paul Adams for \$317,000. Mr. Adams is chief engineer of WCOP-TV Cincinnati. Mr. Picus owns WOBS Jacksonville, Fla. WBBR is a fulltime station on 1490 kc with 500 w daytime and 250 w nighttime. Broker was Hamilton-Landis & Assoc.

■ KENO Las Vegas, Nev.: Sold by Maxwell Hurst and associates to VRA Enterprises for \$275,000. VRA Enterprises is headed by M. D. Buchen, who is president of KNEZ Lompoc and KAVR Apple Valley, and is general manager of KRKD Los Angeles, all California. KENO operates fulltime on

we give the facts a thorough airing

Media transactions present a risk as well as an opportunity to both buyer and seller. But the risks are considerably narrowed when all of the facts are available through our penetrating knowledge of the ever-changing market.

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ence with White House officials on freedom of information (see page 60).

Mr. Bell detailed the NAB's six-year fight against the American Bar Assn.'s Canon 35 barring cameras and microphones from the courtroom. He charged the ABA has not given broadcasting a "fair trial" and urged the state groups to take up the fight. He outlined a program to be waged by broadcasters on the local level to remove radio-tv from "second-class citizenship" in news gathering.

Successful Programs ■ During the Tuesday afternoon session, five presidents of state associations presented reports on successful projects in their states. Thomas C. Bostic, KIMA Yakima and president of the Washington State Assn. of Broadcasters, detailed successful efforts to win some of the state's legal advertising for radio-tv. He said \$70,000 in 1962 had been channeled to radio-tv for advertising proposed amendments to the state constitution—money that formerly went into newspapers.

Jack Starnes, WBAG Burlington and president of the North Carolina association, said his association "gained stature and prestige" through the establishment of a permanent office in Ra-

leigh, the state capital. He explained many benefits through closer liaison with the state government and said that members' dues were raised from \$15 to \$100 to finance the NCAB activities.

NAB Radio Board Chairman Willard Schroeder (WOOD Grand Rapids), who also is president of the Michigan association, explained a college training program to be started in his state next month. College students from three state universities will spend 10 weeks at participating stations, he said, to work in all phases of radio-tv operations. The students will be paid \$50 weekly and will receive college credits while detailed to the stations. Emphasis will be placed on management spending considerable time with the students, Mr. Schroeder said, and they "will not be used as mimeograph operators or janitors." He said the student program was started because of a feeling the top college students were not turning to broadcasting for careers and those that did were not properly trained.

Don C. Dailey of KGBX Springfield and president of the Missouri Broadcasters Assn., said that broadcasters in his state had tapped \$100,000 in advertising from non-profit groups by establishment of a central billing system. Through this system, for the past 10 years Missouri stations have received

revenues normally devoted to print media, he said. MBA will not place advertising for regular commercial accounts and retains the regular 15% commission for its services to stations, he said.

He said the association employs a full-time lawyer and legislative expert in addition to an executive secretary and started charging members dues only last year, operating for nine years on commissions from the non-profit advertising.

Jack C. Michael, president of the Tennessee Assn. of Broadcasters from WREC Memphis, explained three successful state-wide promotions of TAB. These included scholarships, high school speech and drama leagues and a 1962 campaign on behalf of state parks. The latter drive resulted in an increase for 1962 of 900,000 in attendance at state parks, he said.

Who Makes Rules? ■ Charles Stone, manager for the NAB Radio Code, urged the state association heads to join and support self-regulatory efforts with this warning: "help make the rules or be ruled" by government.

"The industry must become convinced that lashing itself to the wheel of its own ship to avoid being washed away by the force of outside elements" makes good sense, Mr. Stone said. The tenets of the code were conceived for the betterment of radio, he said, and

1460 kc with 1 kw. Broker was Wilt Gunzendorfer & Assoc.

■ KAVE-AM-TV Carlsbad, N. M.: Sold by Ed Talbott and associates to John Dome for \$250,000. Mr. Dome owns WINF Hartford, Conn. Mr. Talbott and group retain ownership of KROD-TV El Paso, Tex. KAVE is a fulltimer on 1240 kc with 250 w. KAVE-TV operates on ch. 6 with 11.7 kw. Broker was Hamilton-Landis.

■ WKLC St. Albans, W. Va.: Sold by Raymond I. Kandel to D. L. Rike & Co. for \$191,000. Rike company is an investment house in Toledo, Ohio, and owns WOHP Bellefontaine, Ohio. John J. Cote is president of the buying group. WKLC is a daytimer on 1300 kc with 1 kw. Broker was R. C. Crisler & Co.

■ KILE Galveston, Tex.: Sold by David Nathan and associates to Radio Galveston Inc. for \$165,000. Radio Galveston is headed by Frank Junell of Lubbock, Tex. KILE is a fulltime 250 watter on 1400 kc. Broker was Hamilton-Landis & Assoc.

■ WARN-AM-FM Fort Pierce, Fla.: Sold by Ranulf Compton and group to Charles Amory for \$117,000. Mr. Amory is with Wesley Assoc., New York advertising agency. Mr. Compton's group retains WKDN Camden, N. J. WARN operates fulltime on 1330 kc with 1 kw day and 500 w night. WARN-FM is on 98.7 mc with 1.3 kw. Broker was Hamilton-Landis.

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EAST COAST—Network affiliated VHF-TV station operating in the black. Good physical facilities. Total price of \$650,000.00 on terms to be negotiated.

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

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'Qualified broadcaster' wanted on FCC

Appointment of a "qualified broadcaster" to the next available vacancy on the FCC was urged last week in a petition to President Kennedy adopted unanimously by the delegates to the NAB-sponsored Conference of State Broadcasters' Association Presidents.

The resolution was entered into the *Congressional Record* by Sen. Jennings Randolph (D-W. Va.) and sent to members of Congress in addition to the President. It states:

"The undersigned representatives of State Broadcasters' Associations gathered at the Eighth Annual Conference of State Association Presi-

dents do respectfully call to the attention of the President of the United States that none of his appointees to the Federal Communications Commission has been a person with special training and experience in the broadcast profession.

"The need to maintain a sense of balance, and, for broad expertise in the regulation of this vitally important medium of communication, makes it advisable and desirable that serious consideration be given to the appointment of a qualified broadcaster to the next vacancy that occurs on the Federal Communications Commission."

they were motivated by a desire to be of greater service to all interests of broadcasting.

"We must remain in a position to make our own standards and change them when circumstances change—as opposed to having them made for us, which rules may or may not change regardless of circumstances," Mr. Stone said.

Glenn B. Sanberg, executive vice president of the American Society of Assn. Executives, told the state presidents that voluntary associations of trade and professional men could hold the key to meeting the challenges facing the world. He said trade and professional groups must stir from their lethargy. "It's about time that we stood up on our hind legs and started talking about the things we're doing to lift the

level of living in America," he said. "I think we've been sleeping too long."

The conference concluded Wednesday afternoon with a meeting of state association executive secretaries presided over by Jack Williams of the Georgia Assn. of Broadcasters.

Over half the states indicated that they now have fulltime executive secretaries and many of the remainder announced plans to obtain secretaries in the future.

Highlight of the conference was a Tuesday evening reception and buffet supper hosted by Gov. Collins and the NAB. Among the guests were 25 U. S. senators, 60 congressmen and six members of the FCC. Sen. Vance Hartke (D-Ind.) urged repeal of Sec. 315 of the Communications Act in a luncheon address (see page 46).

COLOR ON BLACK-AND-WHITE SETS

Stations use special systems giving tint illusion

Television viewers in six major markets are seeing color on their black and white sets. It's not a gag, it's true.

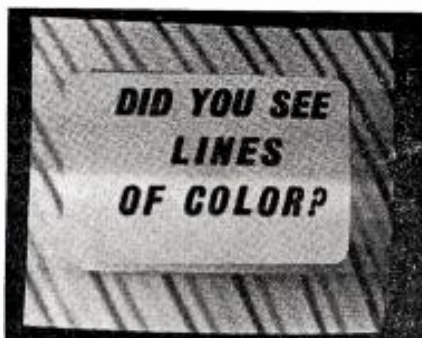
A method of impressing an illusion of color on monochrome receivers is being used on all five of the stations owned by Storer Broadcasting Co. (Atlanta, Cleveland, Detroit, Toledo and Milwaukee) and by Taft's WKRC-TV Cincinnati.

The system, which makes use of a special complex preparation of video tape, shows up as pulsating diagonal lines covering about one-third of the tv screen. In the center third of the screen a regular black and white commercial is used. The outer third of the screen remains in a "black" condition.

Both Storer and Taft, with other stations and advertising agencies evincing serious interest, are using an Austrian

invention licensed in the United States to General Television Network, Ferndale, Mich.

General Television Network is a subsidiary of Meilink Steel Safe Co., Toledo, Ohio. Meilink, one of the largest steel safe makers in the coun-



Color on black and white tv

try, also manufacturers large screen tv projectors. General Television Network was established five years ago to handle commercial and program production and closed circuit production. It is one of the largest tv production service organizations in the Midwest, according to sales manager John Mayer.

Not Color Tv ■ General Television, Storer and Taft emphasize that the "color effect" process is not a substitute for regular color tv. This is stressed in all on-the-air and newspaper announcements.

Theoretically it is possible to use the system in a slide series, for commercials or for cartoons, Mr. Mayer says.

Noting that the process is being used now as an attention getter only, Bill Michaels, Storer vice president, added: "I personally don't think it will develop much beyond the slide or limited animation use for quite some time, if ever." But, he added, the color effect may stimulate viewers to think about regular, full-scale color tv.

Viewers are urged to use normal lighting in their viewing rooms, and to increase contrast and reduce brightness. This makes the color effect more vivid, it is said.

Users must submit their art work to General Television Network, Mr. Mayer said. It is then transferred to tv tape using the unidentified patented process.

GEL offers 'Autolog' to stations

A new system for the automatic recording of transmitter data has been introduced by General Electronic Labs Inc., Cambridge, Mass. The "Autolog" system appears to meet the new ruling by the FCC allowing automatic logging of transmitter readings, according to GEL (BROADCASTING, Feb. 25).

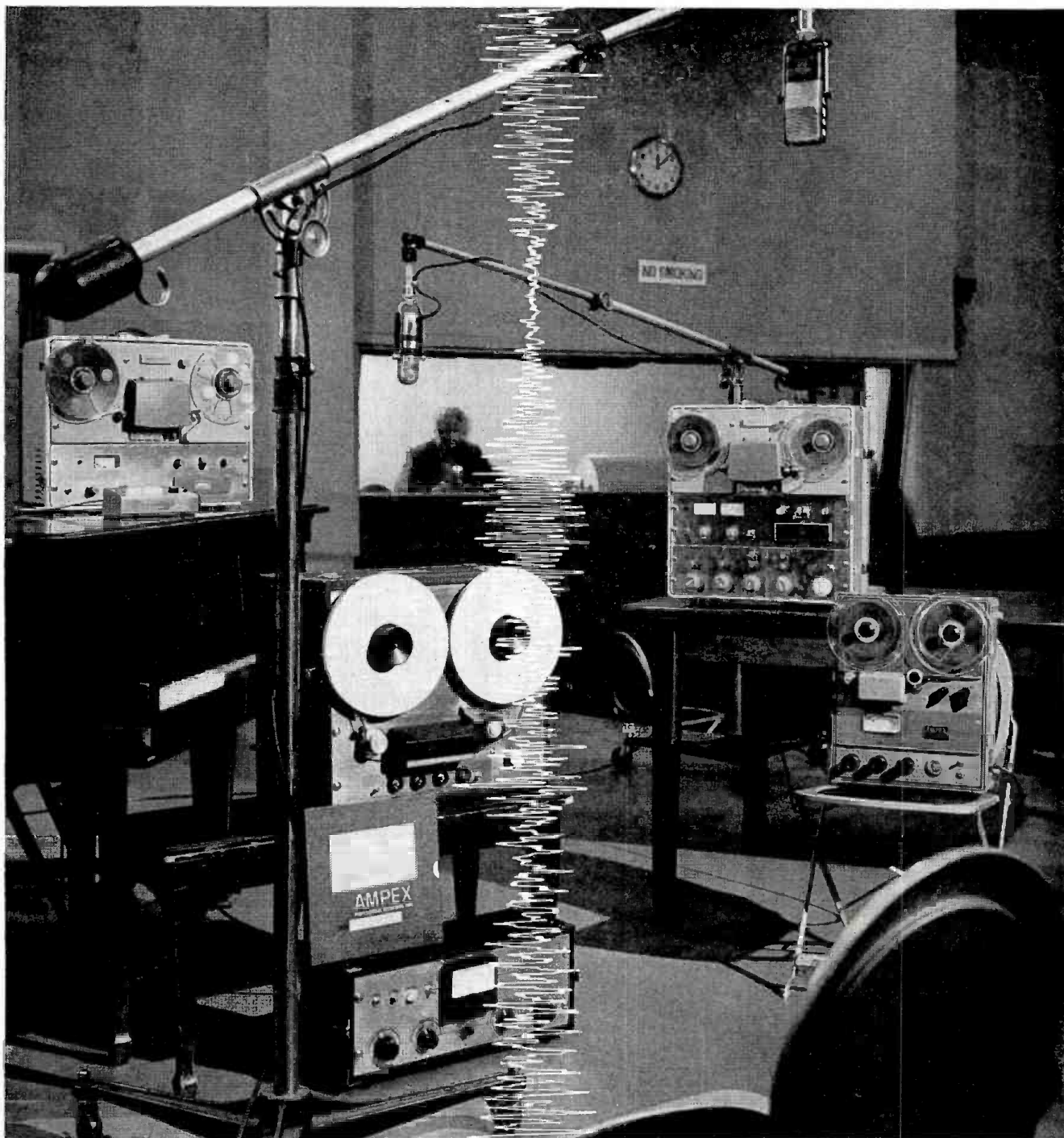
Four to nine strip-chart recording channels are available for remote or local use. Recording of parameters for plate voltage, plate current, antenna current and carrier frequency are provided for on 31-day strip chart rolls.

A working Autolog system was first demonstrated by GEL at the 1962 NAB convention.

Accident delays KAIT-TV

There has been a "slight delay" in getting KAIT-TV Jonesboro, Ark. on the air.

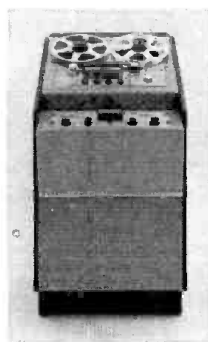
The \$25,000 antenna for the new ch. 8 television station fell to the ground as workmen were positioning it atop the station's 300-foot tower. No one was injured and station manager, Rubin Masters, said the delay would be slight. KAIT-TV is expected to begin telecasting within 60 days.



Who has a recorder to fill every broadcast need?

AMPEX

Ampex offers the widest selection of professional broadcast recorders today. Each providing superior performance. Each providing maximum reliability. There's the Ampex 351, standard of the broadcast industry. The Ampex 352, reproducer for monophonic or stereophonic sound. The Ampex 354, recorder/reproducer designed for stereophonic sound. The Ampex 601, professional quality portable recorder/reproducer. The Ampex PR-10, suitcase-size recorder/reproducer with capabilities of a studio console. And the Ampex 3200 duplicator, master/slave combination for high qual-



ity tape duplicating at low cost. Most Ampex recorders have stereophonic versions. The 350 and PR-10 Series offer 4-track playback. All are dependable, flexible, easy to operate. And all carry the Ampex "Four Star" one-year warranty. Ampex also makes 600 series professional tape noted for long life and constant performance. For more details write the only company providing recorders, tapes and memory devices for every application: Ampex Corporation, 934 Charter St., Redwood City, California. Sales and service engineers throughout the world.

AMPEX



WQAD-TV to join ABC-TV

With a stroke of the pen, Robert L. Coe (l.), ABC vice president in charge of tv station relations, signs contract making WQAD-TV Moline, Ill. (ch. 8), a new station, a primary affiliate of the network. Grouped around Mr. Coe are (seated) Frank P. Schreiber, president of Moline Television Corp., owner and operator

of the station, and (standing l. to r.) Carmine Patti, of ABC-TV station relations, and Samuel Gilman, secretary-treasurer of Moline Television Corp. WQAD-TV is scheduled to go on the air on Aug. 1, at which time the Rock Island-Davenport-Moline area becomes a three-station television market.

Do the critics understand television?

TIO'S DANISH CALLS FOR MORE KNOWLEDGE OF MEDIUM

The nature of criticism directed against television, the shape of television itself and perhaps the future of the American people may be determined by the extent to which the critics and public understand how television works.

This view was advanced by Roy Danish, director of the Television Information Office, in a speech urging participants in the Western Radio & Television Conference, held Feb. 21-23 at Los Angeles, "to join forces with the broadcaster to improve people's understanding of the medium—of all mass media, for that matter."

"I would like, in fact, to enlist you as staff members of TIO," Mr. Danish said. "Your assignment is to ferret out the hard-core critic who would rather be vehement than informed, and to convince him that his first obligation is to know the score, and his second is to attempt, at least, to make a positive contribution if he expects to be taken seriously."

Talk of "improving television," he

said, must take into account television's nature as a mass medium, its need for mass audiences in order to survive and in order to reach them with programs of the type demanded by people "who are concerned with raising the sights of our society."

"The state of television in the future," Mr. Danish said, "may well be determined by the extent to which its viewers understand the medium and demonstrate that understanding through discriminating use and thoughtful, helpful criticism."

"The other half of the equation concerns the viewer, not the medium, and is perhaps even more significant. It says that much of what we learn and think about and feel comes to us by means other than the printed word and that the uses we learn to make of television, the shape we help it assume, may well determine what in the long run will become of us—as individuals and as a people."

No Drop ■ There would be no let-

down in public service programming on the commercial tv stations of Los Angeles, should an educational tv station enter the area, a panel of station managers and program directors told the conference.

The broadcasters reported on the variety of public affairs programming they are already presenting and asked the educators in the audience to let them know what they'd be interested in seeing that is not now on the air. Somewhat bitterly, they cited the research finding that the intellectuals who criticize tv the most are usually those who watch it least and urged parents, teachers, ministers and newspaper critics, anyone who can influence the viewing of others, to support the good programs as well as condemning those they do not like.

Panel members included the managers of the three Los Angeles network-owned tv stations: Bob Wood, KNXT (TV); Tom McCrav, KNBC (TV); Elton Rule, KABC-TV; Mal Klein, manager of KHJ-TV, with no network affiliation; Jack Brembeck, public affairs director, KABC-TV; Howard Sturm, public affairs manager, KNBC; Leon Drew, program director, KNXT, and a lone representative of radio, Harfield Weedon, program director, KNX.

Iowa state network formed

WOI Ames, Iowa, owned by Iowa State U., has formed a new 18-station statewide radio network—the Iowa State University Radio Concert Network. The programs aired by the network, which will broadcast on a twice-a-month basis until July 1, will consist of concerts by Iowa State organizations taped on campus.

The first concert, featuring the symphonic band, has been distributed for broadcast at the convenience of member stations. Stations in the new network are: KFGQ Boone, KBUR Burlington, KFJB Marshalltown, KSIB Creston, KDPS (FM) Des Moines, KWMT Ft. Dodge, KCHE Cherokee, KWBG Boone, KROS Clinton, KMCD Fairfield, KGLO Mason City, KCIM Carroll, KCUI Pella, KRIB Mason City, KWAR (FM) Waverly, KCFD Ft. Dodge, KWVL Waterloo, and KDSN Denison.

New CBS Radio spot office

CBS Radio Spot Sales is opening a new office in Philadelphia today (March 4) to be headed by Gene Myers, sales manager. It is located at City and Monument Avenues, Philadelphia 31. Telephone number is Tennyson 9-7000. Mr. Myers has been with CBS Radio Spot Sales for 10 years in Chicago, St. Louis and New York. In his new post, he will cover the Philadelphia-Baltimore-Washington areas.

IT'S JUST AROUND THE CORNER, NOW...



To paraphrase the old "Don't-look-now,—*BUT*" admonition, urgency compels us to say: *DO* look—*BECAUSE* this year's NAB Convention is almost at hand! March 31-April 3.

As always, it will attract an attendance from all segments of the broadcast advertising business . . . and an attention from TV and radio executives in every corner of the nation.

As always, too, BROADCASTING Magazine will serve this widespread interest with *three* of the most heavily-read issues it publishes each year: (1) *pre*-Convention on March 25; (2) *during* the Convention, April 1; and (3) *post*-Convention, April 8, rounding up everything that made news.

To accomplish this with the authoritative completeness that only BROADCASTING *can*, a full-scale news room is being set up in Chicago—staffed with a dozen of BROADCASTING's most experienced editors, equipped with direct lines to the BROADCASTING headquarters in

Washington. These facilities (more extensive than those of all other TV-radio journals purporting to cover the Convention) assure BROADCASTING readers of thorough reports on every meeting, every committee session, every social affair. They'll probe out the trends and tenor of the Convention, its unexpected developments, undercurrents, and color. Skillfully edited, the result is the most authentic, comprehensive panorama of NAB's 1963 conclave anywhere—and indispensable as a guide to what's happening.

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If you haven't reserved your space yet, this is the hour to get cracking! It's only days to deadlines—so wire or phone the nearest BROADCASTING office today. 27,000 circulation.



Kennedy congratulates WSB on 'Golden Mike'

WSB Atlanta received the Mike Award, a gold-plated ribbon microphone, and radio-tv got a tribute from the President of the U. S. last week.

The award was presented at a banquet in New York at which FCC members and prominent broadcast executives helped make up a total attendance of more than 1,000.

Station executives honored included James M. Cox Jr., board chairman of James M. Cox Stations, and J. Leonard Reinsch, executive director; Frank Gaither, WSB general manager, and Marcus Bartlett, WSB-TV general manager. Cox stations also include WHIO-AM-FM-TV Dayton; WSOC-AM-FM-TV Charlotte, and WCKR-WIOD-FM Miami.

The Broadcasters' Foundation presented the award under auspices of the Broadcast Pioneers of which Ward L. Quaal, WGN-TV Chicago, is president. Arthur Simon is president of the foundation.

In a wire of congratulations, President Kennedy said that WSB merited the award "on numerous counts," noting that he was "personally acquainted

with its distinguished record" for leadership of projects "for the public good"



James M. Cox Jr. (l) and J. Leonard Reinsch with WSB's 'Golden Mike.' The award is given annually to honor pioneer stations contributing most to the tradition of the industry.

in the South and nationally. He singled out for praise WSB's role in providing radio facilities for Voice of America broadcasts during the Cuban crisis.

Said Mr. Kennedy: "This event transcends tribute to one station. It betokens the vast contribution to the public good made by the broadcast arts—television along with radio—in keeping the American public the best informed in the world."

The Atlanta outlet became the first station in the South to receive the award which honors pioneer stations contributing most to the tradition of the broadcasting industry. Previous winners: WLW Cincinnati in 1961, and WGN Chicago in 1962.

FCC Commissioners present were Robert E. Lee, E. William Henry, Frederick W. Ford, Kenneth Cox, Robert T. Bartley, and Rosel Hyde. The foundation benefits those in the industry in need of financial help because of illness or other emergency.

The award acknowledges "dedicated adherence to quality, integrity and responsibility in programming and management."

WCKY is joining ABC Radio network

WCKY Cincinnati, which has operated without a network affiliation for 15 years, has joined ABC Radio.

The 50 kw station, whose last network association was with CBS Radio, has been an independent station since 1948. The station is owned and operated by L. B. Wilson Inc., of which C. H. Topmiller is president.

The affiliation of WCKY with ABC Radio is being announced jointly today (March 4) by Robert R. Pauley, ABC Radio president, and Mrs. Jeanette Heinze, vice president and general manager of the station. Mrs. Heinze said that WCKY will carry ABC Radio programs exclusively in the Cincinnati market "not later than Jan. 1" and would begin to broadcast some network program offerings within the next few weeks.

Mr. Pauley said WCKY will replace WLW as the network's affiliate in Cincinnati. WLW had carried both ABC and NBC programs. Mr. Pauley noted the affiliation marks the first time in almost seven years that ABC Radio will have an exclusive outlet in the Cincinnati area.

WCKY is the second 50 kw to join ABC Radio in two weeks and the seventh within the past year. Two weeks ago ABC Radio announced the signing of 50 kw WHAS Louisville as a net-



After an absence of 15 years from network affiliation, WCKY joins ABC Radio. Signing the affiliation agreement is Mrs. Jeanette Heinze, vice president and general manager of the

50-kw station. Earl Mullin (l), ABC vice president in charge of station relations for the radio network, and Paul Miller, WCKY station manager, participate in the signing ceremony.

work affiliate (BROADCASTING, Feb. 18). WCKY operates on 1530 kc. L. B.

Wilson Inc. also is licensee of WLBW-TV Miami (ch. 10).

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THE CHAMPIONSHIP GAME ON MARCH 23 WILL BE TELEVISED NATIONALLY.

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Minow sidesteps the big question—again

FCC Chairman Newton N. Minow passed up a ripe opportunity last week to short circuit what he calls "wishful thinking" that he will resign his post later this year.

Instead, his carefully chosen words seemed to add to speculation that published reports (BROADCASTING, Feb. 11) of his impending departure are accurate.

Sen. John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, welcomed Mr. Minow to a hearing Wednesday which was intended to bring the subcommittee

up to date on FCC activities (also see story below).

Noting that Chairman Minow had just returned from conferences in Switzerland, Sen. Pastore told the chairman, then seated as a subcommittee witness, it might be appropriate to get the facts "straight from the horse's mouth."

"I assure you," Mr. Minow replied, "that when I've made any decision about my future you will learn it from me and not have to get it from the trade press."

"Said like a true statesman," Sen. Pastore said, and added with a sweep of his hand "—but not responsive!"

"The fact of the matter is," Chairman Minow said deliberately, "that I've made no decision."

Sen. Pastore and other subcommittee members praised the FCC chairman and his work and said they hoped he would continue to serve the commission.

A Similar Tune ■ Last week's colloquy was not the first time Mr. Minow had failed to be completely responsive in telling the Senate about his commission plans.

During his nomination hearing before the Commerce Committee Feb. 8, 1961, Mr. Minow was told by Sen. Warren G. Magnuson, committee chairman, that since the passage of a resolution in 1960 the Senate has asked each person nominated to a regulatory commission by the President to indicate whether he intends to serve a full term.

"Is that your intention?" Mr. Minow was asked.

"It is, Mr. Chairman. I think I would be happy to serve as long as President Kennedy wants me."

Chairman Magnuson said, "We understand that there are some rare, special circumstances, maybe of health or something like that; but not to go down to the agency and serve a while, get the experience and then go out in the industry. That has been abused in the past."

"That is not my intention," Mr. Minow answered.



Chairman Minow



Senator Pastore

FCC HEAD SEES UPBEAT FOR UHF, ETV

Also tells Senate group about his Geneva trip

The FCC told a Senate hearing last week that the agency is optimistic about increased growth of educational television and uhf which has been spurred by enactment of assisting legislation in both fields last year.

Chairman Newton N. Minow, accompanied by five fellow commissioners and a team of bureau chiefs, concluded testimony Wednesday (Feb. 27) before the Senate Communications Subcommittee on etv, all-channel tv sets and telephone rates. The hearings were continued from the week before when Commissioner Rosel H. Hyde appeared for Chairman Minow who attended scientific conferences in Geneva (BROADCASTING, Feb. 25).

Chairman Minow did not deny re-

ports he would be leaving the commission for a job with *Encyclopaedia Britannica* later this year (see story above and BROADCASTING, Feb. 18, 11). He and the commission were praised by the subcommittee for the manner in which the agency has administered the Communications Act.

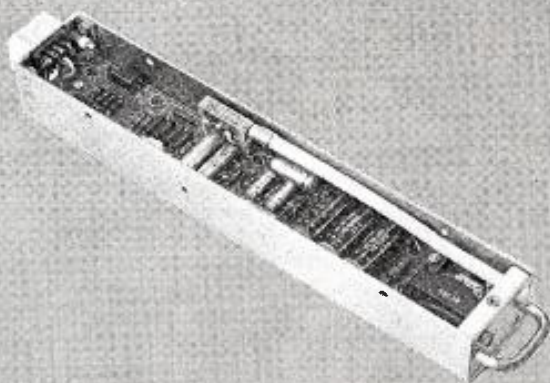
Since November, when technical standards for all-channel tv sets and an April 30, 1964 compliance deadline were set (BROADCASTING, Nov. 26, 1962), there have been signs the set manufacturers are "moving ahead in advance of that deadline," Chairman Minow reported.

No Etv Money ■ Congress failed to provide the money for federal grants to states authorized by Public Law 87-

477, but regulations subsequently have been worked out for the processing of fund applications in anticipation of the money is forthcoming, the chairman said. A special office for liaison between the agency, educators and the Dept. of Health, Education & Welfare (which will dispense the etv funds) has been set up by the FCC.

Pointing to new interest in uhf since the all-channel law, Mr. Minow said the number of authorized uhf stations increased from 134 in December 1961 to 153 a year later. The number of operating stations went up from 85 to 91 in the same period and the number of pending uhf applications increased from 17 to 29, with a definite upturn in the last couple of months, he said.

On etv, he said, the number of authorized etv stations has jumped from 80 to 95 in two years, and the number of those in operation increased from



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House keepers tighten committee budgets

House committees, including those which handle legislation affecting broadcasting, will operate under new reform regulations in the 88th Congress.

Complaints of loose spending and overseas junkets brought demands for check-reins on all committees.

All will operate with one-year budgets instead of the usual two-year appropriations.

The House Administration Committee will keep a tight check on committee expenditures and will rule on investigation proposals to prevent overlap and duplication.

The budget of five committees normally handling legislation associated with broadcasting:

- Government Operations (freedom of information, etc.): \$600,000 approved (\$750,000 requested).

- Commerce (Communications Subcommittee, etc.): \$245,950.

- Judiciary (antitrust, advertising): \$200,000.

- Science and Astronautics (space communications): \$150,000 approved (\$300,000 requested).

- Small Business: \$275,000 approved (\$614,000 requested for two years).

62 to 76 with a total of 324 channels reserved for etv.

Chairman Minow also reported on his trip to Geneva with FCC Chief Engineer Edward W. Allen where they met with delegates to the International Telegraphic Union for discussions of U. S. technical recommendations for allocations for space communications systems. The chairman said he was presently optimistic that U. S. recommendations on permanent allocations may be adopted at an October conference. He did not say whether the Soviet Union was in agreement with U. S. proposals.

Leased Wire Rates ■ Asked about the FCC's approval of increased rates for users of private, leased telegraphic services of AT&T and Western Union, Chairman Minow said the FCC would be sympathetic to petitions from broadcasters and newspaper owners that the rate hikes be held up.

"It may be that the press should have a special rate, a preferential rate," he said. "This is an open decision. It is not yet finally determined."

Deadline for filings is April 1, Mr. Minow noted.

"However, our initial decision found no cost justification for a specially low press rate," he said.

Poller perjury indictment dropped by government

A perjury indictment against Lou Poller, former Milwaukee television broadcaster, has been dismissed on motion of the Dept. of Justice.

A federal judge in Washington granted the motion after the government moved for dismissal on the ground that Mr. Poller had, "purged himself of the perjury voluntarily." This means, it was explained, that Mr. Poller had voluntarily appeared again before a federal grand jury and testified about a meeting between officials

of a Florida bank (of which Mr. Poller was an officer) and Teamsters Union executives. The indictment was based on Mr. Poller's claim that he could not recall the meeting (BROADCASTING, Aug. 6, 1962). The grand jury is investigating loans made by the Teamsters pension fund.

Mr. Poller still holds a permit for ch. 24 WCAN-TV Milwaukee. He has also filed a \$4.3 million treble damage suit against CBS Inc. This involves the 1954 purchase by CBS of ch. 19 WOKY-TV in Milwaukee and the equipment and studios of Mr. Poller's WCAN-TV.

COX NOMINATION

Committee ready to confirm but Thurmond has questions

The Senate Commerce Committee is ready to confirm Kenneth A. Cox, FCC Broadcast Bureau chief, as a commissioner, Chairman Warren G. Magnuson (D-Wash.) said last week.

But a request by Sen. Strom Thurmond (D-S.C.) for an executive session is holding up approval.

The committee will meet tomorrow (Tuesday) to organize itself and it is likely Mr. Thurmond may tell members what he wants to ask Mr. Cox. Asked about his questions by a reporter Thursday (Feb. 28), Sen. Thurmond said he had not yet spoken about them to Chairman Magnuson, who has been out of town.

Sen. Thurmond would not say whether he opposed Mr. Cox's nomination, nor would he say what questions he had for Mr. Cox.

Other committee members present at the nomination hearing Jan. 31 spoke favorably of the nominee, but a vote has been held up for Sen. Thurmond's inquiry (BROADCASTING, Feb. 4).

Other committee business Thursday may include reassignment of some mem-

bers to subcommittees, especially the communications unit, headed by Sen. John O. Pastore (D-R.I.). Two new Democratic and a new Republican member of the full committee must be assigned to subcommittee posts. A Republican vacancy exists on the communications group (left by Sen. Kenneth B. Keating [R-N.Y.]), and a new ratio of Democrats to Republicans (was 11:6, now 12:5) is certain to have an effect on subcommittee size.

The committee also may consider whether to continue its special Freedom of Communications Subcommittee which reported last year on 1960's suspension of equal time provisions for the presidential campaign.

The full committee is scheduled to hear nominations of incorporators of the Communications Satellite Corp. March 11, at which time further questions may be raised about federal spending on experimental communications satellites which benefits the to-be-privately-held firm (BROADCASTING, Feb. 25).

Two new incorporators were nominated by President Kennedy last week (see page 62).

New York requests 17 etv channels

The Board of Regents of New York requested last week that the FCC institute a rulemaking that would reallocate and reserve 17 uhf channels for noncommercial educational use for a statewide etv network.

New York state presently has six channels granted for noncommercial educational tv—in Binghamton, Buffalo, Ithaca, New York, Rochester, and Syracuse. The Board of Regents said these channels are not being used because of a lack of funds for construction.

According to the Board of Regents, the requested channels are designed to serve about 100 colleges and universities, secondary schools and rural areas with educational television. Work on the development of the statewide network would begin in Hudson and Mohawk River valley communities. The second phase of the plan would be aimed at areas where the population is relatively heavy and educational needs are pressing. The final stage of the plan would cover the remaining populous areas.

Use of Channels ■ The Board of Regents said the state's proposal calls for 500 kw for the future stations with as much as 1,000 kw in heavily populated areas. The following is the sequence in which the channels would be activated according to the three-part plan.

- Part one: Chs. 13 and 15 in New

York; ch. 53 in Hempstead; ch. 21 in Poughkeepsie; ch. 17 in Albany; ch. 25 in Utica; ch. 43 in Syracuse; ch. 21 in Rochester; and chs. 17 and 23 in Buffalo.

■ Part two: ch. 52 in Amsterdam-Gloversville; ch. 46 in Binghamton; ch. 30 in Corning-Elmira; ch. 58 in Jamestown; ch. 75 in Patchogue-Riverhead; ch. 28 in Plattsburg; and ch. 20 in Watertown.

■ Part three: ch. 23 in Albany-Schenectady-Troy; ch. 79 in Batavia; ch. 56 in Boonville-Lowville; ch. 46 in Dunkirk; ch. 39 in Glens Falls; ch. 50 in Hornell; ch. 14 in Ithaca; ch. 18 in Saranac Lake-Lake Placid; ch. 66 in Malone; ch. 14 in Massena; ch. 24 in Ogdensburg; ch. 54 in Olean; and ch. 42 in Oneonta.

In addition there are 18 other communities which will ultimately have etc.

The Board of Regents said that production facilities already existing in New York, Albany-Schenectady-Troy and Buffalo could provide sufficient programming for the beginning of the network. The board also said that more production studios are planned for cities in parts one and two of the plan.

The channels must be reserved now, according to the Board of Regents, for future use. Present funds do not allow their immediate use but the channels will be needed.

HARRIS PROPOSES TO LIFT HOUSE BAN

Resolution would allow radio-tv in committee hearings

Rep. Oren Harris (D-Ark.) has thrown his support behind broadcaster efforts to air House committee sessions.

A resolution to change the rules was introduced by Rep. Harris on Monday (Feb. 25). It has been endorsed as a proper approach by Speaker John W. McCormack (D-Mass.) and other members of the House leadership team.

Rules Committee Chairman Howard W. Smith (D-Va.), a key man in any change of House procedures, has scheduled a hearing on Rep. Harris' proposal for tomorrow (Tuesday) at 10:30 a.m.

House rules have been interpreted under Democratic Speakers McCormack and Rayburn as prohibiting broadcasts, and both men refused to alter that interpretation without a mandate from the House membership.

Earlier access proposals by other members of Congress have been unsuccessful. Reps. George Meader (R-Mich.) and Mrs. Martha W. Griffiths (D-Mich.) have bills pending in this session (BROADCASTING, Jan. 14).

Here is what Rep. Harris' H. Res. 263 would provide:

1. That any committee may by its own majority vote "permit the broadcasting and telecasting of public hear-

ings conducted by it or any of its subcommittees, or the recording thereof for later broadcasting and telecasting."

2. "No witness may be required, against his will, to give evidence or testimony" during live broadcasts or during recordings for later use.

3. These broadcasts may not be used for commercial purposes, but this would not prevent "the broadcasting or telecasting of any such hearing in connection with a bona fide newscast, bona fide news documentary, or on-the-spot coverage of any such hearing as a bona fide news event."

4. Committee chairmen would be responsible for supervision of all broadcasts and recordings.

Cleared At The Top ■ Rep. Harris, who had not offered access legislation in the past, said Thursday (Feb. 28) he had explored the subject with broadcasters, the Speaker, the House parliamentarian and other members of Congress "and came up with this approach in order that there be no delusion and uncertainty" about access limitations and protection for witnesses.

Rep. Harris, who is chairman of the Commerce Committee, which handles



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NEW YORK WHN	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV

STORER
BROADCASTING COMPANY

Broadcasters accept news meeting invitation

Top broadcasting newsmen have agreed to attend an administration-sponsored weekend conference next month to talk over beefs by newsmen, particularly the allegation that the Kennedy administration is "managing" the news.

The invitations, issued two weeks ago by Pierre Salinger, presidential news secretary (BROADCASTING, Feb. 25), have been accepted by radio-tv organizations and by some of the other media organizations invited to send representatives.

In the broadcasting field, the following executives will represent their organizations:

NAB, Frank Fogarty, WOW-AM-TV Omaha, Neb., chairman of the NAB's Freedom of Information Committee; Howard H. Bell, NAB vice president.

Radio-Television News Directors Assn., Bill Small, CBS News, Washington, and Bill Garry, WBBM-TV Chicago.

Radio-Television Correspondents Assn., William B. Monroe Jr., NBC, and Robert Fleming, ABC.

Other representatives already announced:

Sigma Delta Chi, Ted Koop, CBS vice president (Washington).

American Newspaper Publishers Assn., Mark Ferree, Scripps-Howard Newspapers, and Stanford Smith.

Magazine Publishers Assn., Gibson McCabe, *Newsweek* Magazine.

Other organizations invited to nominate a delegate to the meeting, but which have not yet chosen their representative are: White House Correspondents Assn., State Dept. Correspondents Assn., American Society of Newspaper Editors, National Editorial Assn.

Warrenton Weekend • The meeting is to be held April 5-6 at Airline House, a private retreat near Warrenton, Va. The proposal for such a meeting was suggested to Mr. Sal-

inger last October by the NAB's Freedom of Information Committee.

Mr. Salinger will be joined by administration public relations executives, including Robert J. Manning, State Dept.; Arthur Sylvester, Defense Dept.; Dixon Donnelley, Treasury; Edwin O. Guthman, Justice Dept. and George Reedy from the office of the Vice President.

Meanwhile, Mr. Salinger defended withholding news when national security is involved. Appearing Wednesday night on CBS-TV's *Self Portrait*, Mr. Salinger said:

"I've always held to the theory that the news should go out as it happens. And in most cases that's exactly what we do." But, he added, when the national security is involved, "you don't."

He called news management charges against the White House "greatly overworked."

all broadcast legislation in the House, said he would not want his resolution to be "just for the purpose of providing programs for individual broadcasters." Access would be made available to broadcasters in the interests of helping disseminate information to the public and to "add to the purposes" of committee work.

If the House adopts Rep. Harris's resolution, it will be the first time such broadcasts will have been allowed under a Democratic Congress. Former Speaker Joseph W. Martin Jr. (R-Mass.) permitted broadcasts in the 83rd Congress (1953-54).

The Senate has adopted no permissive rules on broadcast coverage of its public committee hearings, but each committee has its own regulations, and usually leaves the responsibility in the hands of the chairman and ranking minority member.

P&G officials to testify before Senate committee

Procter & Gamble, television's best client, will be represented at a Senate hearing on "truth-in-packaging" legislation next week. Eight days of hearings begin Wednesday (March 6) on Sen. Philip A. Hart's (D-Mich.) bill, which will be heard by the Senate Antitrust and Monopoly Subcommittee. Sen. Hart will preside. Albert Halverstadt, vice president for advertising, and J. Gibson Pleasants, vice president for research and development of Procter & Gamble Co., will testify March 13.

A QUESTION ABOUT DEPRECIATION

Westinghouse takes affiliation contract to Supreme Court

A 9½-year-old tax case involving the question of whether network affiliation contracts can be depreciated is before the U. S. Supreme Court.

The case is the Westinghouse Broadcasting Co. attack on the contention of the Internal Revenue Service that it cannot amortize \$5 million allocated to network affiliation in 1953 when WBC bought ch. 3 WPTZ (TV) Philadelphia from the Philco Corp. for a total of \$8.5 million.

WBC has lost its claim in the U. S. Tax Court and in the U. S. Court of Appeals. It has asked the Supreme Court to review the case.

The WBC petition for *certiorari* is opposed by the Dept. of Justice in behalf of the Internal Revenue Service.

If Westinghouse fails to prevail it will have to pay almost \$1 million in taxes for the disputed years. This amounts to \$363,371.93 for 1953, and \$622,410.13 for 1954.

The major point of contention between Westinghouse and IRS is whether network affiliation contracts have a "determinable" length. WBC claims that such contracts cannot be made for longer than two-year terms, under FCC regulations. It stresses that there is no reasonable certainty that such contracts will be renewed, and points out that between 1953 and 1960 a total of 266 affiliation agreements were not renewed. It stresses that business prudence re-

quires that a broadcaster must not count on more than two renewals.

No End • IRS insists that affiliation contracts almost always are renewed and therefore there is no way of telling when they come to an end. A tax court ruling was upheld by an appeals court last October (BROADCASTING, Oct. 22, 1962).

While WBC owned WPTZ, the affiliation with NBC was renewed once, to expire Jan. 1, 1956. At that time, however, WBC and NBC exchanged stations; the network's Cleveland outlets for WBC's Philadelphia properties plus \$3 million to WBC.

In its federal income tax returns for 1953 and 1954, WBC assumed a 55-month useful life for the affiliation—seven months of the contract originally signed with Philco in 1952 plus an assumed two renewals of 24 months each. After the WBC-NBC transaction, WBC scaled this down to a 31-month useful life which was the actual life of the contracts enjoyed by WBC.

There are six other tax cases involving network depreciation which are being held in abeyance in the U. S. Tax Court and/or the U. S. Court of Claims awaiting a final decision in the Westinghouse matter. Those involved include Time-Life, Corinthian, Meredith, Triangle, Cowles and Northern Pacific TV Corp.

NO ANSWER YET ON VHF DROP-INS

Minow hopes for compromise solution to break deadlock

The tension held last week for actual and would-be broadcasters who have been waiting 19 months for the FCC to decide whether to drop vhf channels at substandard spacing in eight two-station markets.

The commission had been scheduled to consider the matter at its meeting last week. But it had to cancel that meeting to keep a date on Capitol Hill (see story page 56), and the proposal was not expected to be taken up at an abbreviated session Friday (March 1).

The proposal, first offered as a proposed rulemaking in July 1961 (BROADCASTING, July 31, 1961), has split the commission. Indications are that the vote will be 4-3, whichever way it goes.

FCC Chairman Newton N. Minow hopes a compromise can be reached that would be acceptable to a more substantial majority. But so far no such compromise is in sight.

Chairman Minow has suggested, as a possible solution, that the drop-ins be approved, with the proviso that those who are granted the channels be required to surrender them in return for uhf facilities after a certain number of years (BROADCASTING, Feb. 18).

Under another possible compromise being discussed within the commission, the proposal would be adopted, but with the express understanding that no future drop-ins would be approved.

Neither proposal, however, appears to have attracted much support.

Those favoring the drop-in proposal see it as providing an urgently needed third vhf network (ABC) service to the eight markets. Those opposing it fear it would set back the development of uhf television—at a time when Congress, through enactment of the all-channel-receiver act, and the FCC itself are attempting to foster uhf television's growth.

ABC Urges Drop-ins ■ Last week, ABC and potential applicants for the vhf drop-ins filed 10 petitions in a last-ditch effort to nudge the commission into approval of the proposal. All urged the FCC to disregard pleadings of the Assn. for Competitive Television, a uhf group which asked for additional time to comment on the drop-in proposal, and Taft Broadcasting Co., which said it would apply for a uhf channel in Dayton, Ohio, if a third vhf is not added there, as proposed (BROADCASTING, Feb. 18). Taft last week filed for ch. 44 in that city.

The pro-drop-in petitions struck at the argument that the all-channel-set legislation—by increasing the sale of sets capable of receiving uhf signals—

will enable uhf stations to survive and provide the needed service.

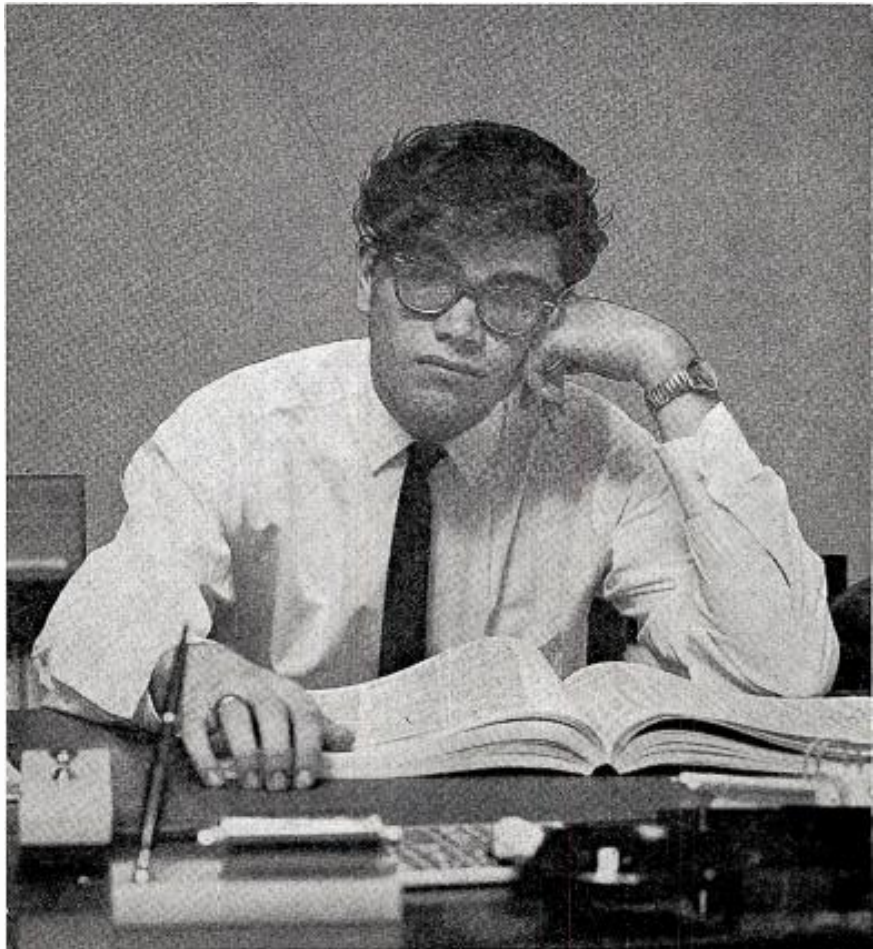
ABC, which hopes to gain vhf affiliates if the drop-in proposal is adopted, said the act can't provide the answer to the "urgent need" for service in the eight markets or improve the opportunities for more effective network competition on a national basis.

The network also said those who think it would switch its programs from the vhf stations, where it shares time

with the other networks, to a new uhf facility are mistaken. ABC said it is already suffering from a lack of vhf outlets and added, "It would be unfair to expect ABC and its advertisers to add to this burden."

Eight Markets ■ The eight markets marked for drop-ins are Baton Rouge, La.; Birmingham, Ala.; Charlotte, N. C.; Dayton, Ohio; Jacksonville, Fla.; Knoxville, Tenn.; Johnstown, Pa.; and Oklahoma City (a shift of ch. 5 from Enid).

The potential applicants who filed petitions last week are Alabama Telecasting Corp., Birmingham Tv Corp.



Harry Mopp, of the dry hair ads, didn't make the Tricorn Club

Harry wasn't in the lifeless scalp commercials. He just buys TV spots for them. He just didn't know that North Carolina's No. 1 metropolitan market is the prosperous three-city Golden Triangle . . . Winston-Salem, Greensboro, High Point . . . No. 1 in population, households and retail sales. Knowing those facts is all it takes to crack this exclusive club, Harry. Then schedule WSJS Television, of course—which is the No. 1 way to saturate the Golden Triangle Market (and the surrounding rich area thrown in). You get a club hat with feathers, Harry, if you also remember North Carolina is the 12th state in population . . . and that no self-respecting spot schedule can ignore the No. 1 market in the No. 12 state! You'll be a real smoothie with clients and account execs, Harry, when you join the Tricorn Club—provided our official hat can fit onto your tousled wig.

WSJS TELEVISION  
WINSTON-SALEM / GREENSBORO / HIGH POINT

and Magic City Tv Corp., all interested in filing for the proposed Birmingham drop-in; Peninsular Life Broadcasting Co. and John H. Perry Jr. (principal owner of WESH-TV Daytona Beach, Fla.), interested in the Jacksonville facility; Penn Traffic Co., which wants to apply for the Johnstown drop-in; Walter Hussman, (principal owner of KAMD Camden, Ark., and KCMC, KTAL-FM-TV, all Texarkana, Tex.), who is interested in the Baton Rouge drop-in; and Megacity Tv Inc., which wants to apply for the vhf proposed for Dayton.

House group to hear Stanton, Sarnoff

Two leading opponents of equal broadcast time for political candidates will be leadoff witnesses today (Monday) at hearings on legislation to suspend equal time provisions for the presidential and vice presidential elections in 1964 (BROADCASTING, Feb. 25).

Dr. Frank Stanton, president of CBS Inc., and Robert Sarnoff, chairman of the board of NBC, will be the first witnesses to testify before the House Communications Subcommittee, headed by Chairman Walter E. Rogers (D-Tex.).

The bill, introduced by Rep. Oren Harris (D-Ark.), would set up the same ground rules for political broadcasts as the Congress established in 1960.

FCC Chairman Newton N. Minow is scheduled to testify Tuesday. NAB President LeRoy Collins will follow on Wednesday.

Messrs. Stanton and Sarnoff have urged Congress to eliminate the equal time section of the Communications Act, and have pointed to broadcasters' performance in 1960 as evidence they would operate responsibly if the section were removed.

Boston archdiocese applies for ch. 38

A corporation owned by the Catholic Archdiocese of Boston and directed by an attorney and six priests, one of whom is Richard Cardinal Cushing, last week applied at the FCC for a new commercial television station in Boston. Principals of the applicant, Boston Catholic Television Center Inc., have been producing their own shows for eight years, and their goal now is to have their own station on ch. 38 in Boston.

The seven directors of the venture are Cardinal Cushing, Rt. Rev. Walter L. Flaherty, Rt. Rev. Joseph P. Donegan, Rt. Rev. Timothy F. O'Leary, Rt. Rev. John S. Sexton, Rt. Rev. Oscar O'Gorman, and Henry M. Leen, the attorney for the archdiocese.

Most of the proposed programming will be of a religious nature.

SCIENTIST MADE HEAD OF COMSAT

Group establishes \$5 million line of credit with banks

A 42-year-old scientist has been elected principal operating head of the Communications Satellite Corp., the space age communications company.

Dr. Joseph V. Charyk, undersecretary of the Air Force and an expert in high speed aerodynamics and jet propulsion, was elected president of Comsat last Thursday (CLOSED CIRCUIT, Jan. 28).

The board of incorporators also chose Leo D. Welch, chairman of Standard Oil Co. (New Jersey), to be chairman and chief executive officer of the corporation.

Dr. Charyk's salary will be \$80,000 yearly, and Mr. Welch's \$125,000, it was understood.

President Kennedy nominated the two to be incorporators of the space communications firm the same day. They will join the 12 present incorporators as the first board of the company until stockholders elect their own directors in about a year.

The Comsat board also announced last week that it had established a \$5 million line of credit with 10 banks to meet financial requirements prior to the initial public issue of stock by the company. First borrowing is expected to be \$500,000.

Canadian born, but now an American citizen, Dr. Charyk acquired an engineering degree from the U. of Alberta in 1942, a master of science degree in 1943 and a Ph.D. *magna cum laude* in 1946 from the California Institute of Technology. He was a professor of aeronautics at Princeton U. from 1946 to 1955.

In 1955 he became director of the aerophysics and chemistry laboratory of Lockheed Aircraft's missile systems division, and later general manager of the Ford Motor Co.'s space technology division.

President Eisenhower appointed Dr. Charyk to be assistant secretary of the Air Force in charge of research and development in 1959, and undersecretary in 1960. He was retained in this position by President Kennedy.

Banker-Oilman ■ A native of Rochester, N. Y., Mr. Welch was graduated from the U. of Rochester in 1919 and joined the First National City Bank of New York, becoming supervisor of branches in Chile, Argentina and Uruguay and later vice president in charge of the bank's Caribbean area operations.

He joined Standard Oil as treasurer in 1944, became a vice president in 1956, executive vice president and member of the executive committee in 1958 and chairman of the board in 1960. He is a trustee of the Committee on Eco-

nomic Development at the U. of Rochester and a director and treasurer of the Commonwealth Fund.

Dr. Charyk has already resigned his government post. Mr. Welch will be retired from Standard Oil March 31; he is also resigning as a director of International Telephone & Telegraph Co.

Loan Agreement ■ The loan agreement between Comsat and the banks provides repayment on Feb. 28, 1964 or after the corporation receives the proceeds of the public sale of stock.

The loans will bear 4½% interest from the date of each loan. Banks participating in the agreement: Continental Illinois National Bank & Trust Co. and First National Bank, Chicago; Bank of America National Trust & Savings Assn. and Wells Fargo Bank, both San Francisco, Bankers Trust Co., Chase Manhattan Bank, Chemical Bank-New York Trust Co., First National City Bank, Manufacturers-Hanover Trust Co. and Morgan Guaranty Trust Co., all New York.

TELSTAR NOT TELLING

Satellite again silent; radiation believed villain

Telstar, AT&T's space relay satellite, once again has fallen silent. For the past week, Bell Telephone Labs' scientists said, the communications satellite has failed to respond to commands. They expressed belief that transistors were being affected by higher intensities of radiation as the satellite moves into the heavier concentrations of the Van Allen Belt.

The same problem occurred last October when the satellite was inoperative for 40 days. Communications were restored on Jan. 3. This may mean, the AT&T scientists said, that such failures may be expected every three months since the satellite's orbit takes it into heavy radiation concentrations every 90 days.

4 more o&o's get renewals

The FCC last week granted renewal of the licenses of four network-owned stations—NBC's WRC-AM-FM-TV Washington and CBS-TV's KMOX-TV—bringing to 27 the owned station licenses renewed within the last fortnight (BROADCASTING, Feb. 25).

All the renewals had been held up since 1960. Last week's actions brought the total renewals to 17 for CBS, 7 for NBC and 3 for ABC. Renewal for 23 other network-owned stations is still being held up.

NBC-TV STICKS WITH MOVIES

Signs for new MGM, 20th Century-Fox packages for use on present Saturday, Monday slots

NBC-TV will program motion pictures on both Saturday and Monday nights next season.

The move comes close to filling the full nighttime schedule on NBC-TV for 1963-64.

The network made its decision by closing deals with Metro-Goldwyn-Mayer and 20th Century-Fox for 30 movies from each. An announcement from NBC-TV's Walter D. Scott, executive vice president, described the arrangement as "long-term, multi-million dollar." Other sources, however, indicated that the MGM and 20th Century-Fox deals involve a commitment of some \$12-13 million. The MGM pact has the customary provision of options for another 30 pictures to be run in the following season.

As yet, the network has not indicated in which night each of the packages will be inserted. The Monday hours are 7:30-9:30 p.m. and on Saturday, 9-11 p.m.

Initially, the network had maintained that its current Monday run of motion picture telecasts, which started on Feb. 4, would be discontinued after September and the start of the new season in the fall of 1963.

But early ratings and sales strength of the Monday movie block soon changed the mind of network executives, despite some apparent early misgivings of programming additional motion pictures on the NBC-TV schedule (CLOSED CIRCUIT, Feb. 25).

Most in Color ■ Most of the new feature films were released to theatres from 1955 to 1960 and the majority of them are in color.

Mr. Scott said the films represent "the finest group ever assembled for showing on television." 20th Century-Fox had supplied NBC-TV with motion pictures for the Saturday night run this season and in the year before. This is MGM's first release-to-network of any of its features.

The MGM selection is impressive. Titles released follow (though both MGM and NBC-TV stressed that these are representative, indicating that a selection will be made that will include only some):

Movie Titles ■ "Adams Rib" (Spencer Tracy, Katherine Hepburn, Tom Ewell, Judy Holliday); "Annie Get Your Gun" (Betty Hutton); "The Brothers Karamazov" (Yul Brynner, Maria Schell);

"Bad Day at Black Rock" (Spencer Tracy, Robert Ryan, Walter Brennan); "Battleground" (Van Johnson, John Hodiak, George Murphy) and "Tunnel of Love" (Doris Day).

The 20th Century-Fox films will be selected from among such pictures as:

"Daddy Longlegs" (Fred Astaire, Terry Moore, Leslie Caron); "The Rains of Ranchipur" (Lana Turner, Richard Burton); "Seven-Year Itch" (Marilyn Monroe, Tom Ewell); "The Diary of Anne Frank" (Joseph Schildkraut, Millie Perkins); "Wild River" (Montgomery Clift, Lee Remick); "Rally Round the Flag, Boys" (Paul Newman, Joanne Woodward, Joan Collins); "The Tall Man" (Clark Gable, Robert Ryan); "We're Not Married" (Marilyn Monroe).

Audience Figures ■ Mr. Scott cited what he called "dramatic evidence" of the "prestige" film appeal on the Monday showings, claiming an "unprecedented shift" in audience on Feb. 4, the first night the motion pictures were scheduled.

He noted that when "The Enemy Below" was presented on Feb. 4, six million more homes (compared to Jan. 28) tuned in to NBC-TV during the two-hour period starting at 7:30 p.m., an audience share increase of 130%.

This material was based on first national Nielsen ratings, and comes from a study of the figures by NBC's researchers. Their study had indicated that "The Enemy Below" was on 140 stations compared to 189 outlets that were carrying the *Lucy* show (8:30-9 p.m.) on CBS-TV.

The figures: on Jan. 28, NBC's *Man's World* and *Saints & Sinners* (7:30-9:30) rated 9.3 in average audience, but on Feb. 4 NBC-TV had increased to 21.3; CBS-TV at 29.6 went to 25.9, and ABC-TV at 21.3 went to 16.5. Shares of audience: NBC-TV went up from 13.7 to 30.9; CBS-TV down from 43.5 to 37.5, and ABC-TV, from 31.3 to 23.9.

'Watchdog' group to keep eye on AP broadcast wire

Formation of a "watchdog committee" to survey the "coverage and presentation" of the Associated Press broadcast wire was announced in New York last week by Dwight Martin, president of the news service's radio



What do you have to lose?

Her Majesty Marie Antoinette. A lady who had everything to lose—and did. In the early days of kinescope, producers also had quite a bit to lose, due to poor quality process and transfer work of their productions. Today, the trick is not to lose everything, but to keep loss of original quality to a minimum. At Acme Film Laboratories, it is possible to obtain "live" film quality due to Acme's revolutionary techniques and technological advances. For complete information and prices, write: Acme Film Laboratories, 1161 No. Highland Ave., Hollywood 38, Calif.



and television association.

Mr. Martin, vice president, WDSU-TV New Orleans, appointed Dave Kelly, tv news director KDKA-TV Pittsburgh, as chairman of the committee. Other newsmen named to the group are Clayton Edwards, WTAR-AM-FM-TV Norfolk; Lee White, KROS Clinton, Iowa; Carroll McGaughey, WSOC-TV Charlotte; Al Hansen, WFDF Flint, Mich.; Dave Davis, WKRS Waukegan, Ill.; George Brown, WOR-AM-TV New York and Carl Siskind, WIBW-AM-TV Topeka, Kan.

Mr. Martin also announced the formation of a subcommittee to support the watchdog group. Under the direction of Robert Gamble, news director WFBM-AM-TV Indianapolis, the subcommittee will conduct research to determine the effectiveness of AP's broadcast wire in meeting the needs of broadcasters.

VICTORY AND DEFEAT

Newsmen win hearing in one case; slapped in another

Television newsmen won a partial victory and suffered a partial defeat last week in their long-drawn battle for equal access to public hearings for them and their electronic gear with

newspaper reporters and their pads and pencils. Both concerned California state agency hearings. Both occurred in Los Angeles.

The partial victory was an agreement by the California Public Utilities Commission to listen to argument on changing its present policy of not admitting cameras and microphones into its hearings. George C. Grover, commission president, said that argument on the question of opening the commission's administrative hearings to tv and radio would be held in San Francisco shortly, with the date to be announced. With this promise, the tv newsmen on Wednesday kept their equipment outside the room in which the PUC was hearing a Pacific Telephone & Telegraph rate case. Their presence at an earlier hearing had caused it to be recessed (BROADCASTING, Feb. 4).

The partial defeat came Monday, when Judge Macklin Fleming of the Los Angeles Superior Court granted California Corporations Commissioner John G. Sobieski a preliminary injunction barring cameras and microphones from the commission's hearing on a controversial harbor oil case. As with the PUC, several tv news crews set up their cameras in the hearing room and refused to leave when ordered to do so, with a postponement of the hearing resulting (BROADCASTING, Feb. 4).

Judge Fleming, in his decision to grant a temporary injunction, made it plain that he was ruling on the particular case only and not issuing a blanket injunction to bar tv cameras from all hearings of California administrative agencies.

Counsel for the Los Angeles broadcasters included Robert P. Myers, representing KABC-TV; Harry Warner, for KTLA (TV); Bruce Baumeister, for KTTV (TV), and Robert Neeb for the individual newsmen (through the Radio-Television News Directors Assn.). NAB had filed a brief as a friend of the court (BROADCASTING, Feb. 25).

Film sales . . .

606 cartoons from *Out of the Inkwell*, *Warner Bros. Cartoons* and *Popeye* (all dubbed in French) (Seven Arts Assoc.): Sold to CJPM-TV Chicoutimi, Quebec.

506 cartoons from *Popeye* and *Warner Bros. Cartoons* (all dubbed in French) (Seven Arts Assoc.): Sold to CFCM-TV Quebec City.

Seven Arts' Volumes 1, 2 and 3 (Seven Arts Assoc.): Sold to CKSO-TV Sudbury, Ont.

48 *Warner Bros.* features (Seven Arts Assoc.): Sold to CHLT-TV Sher-

brooke, Que.

48 *Bowery Boys* features (Seven Arts Assoc.): Sold to CHCH-TV Hamilton, Ont.

Seven Arts' Volumes 4 and 5 (Seven Arts Assoc.): Sold to KRGV-TV Weslaco, Tex.; KHVH-TV Honolulu; WRAL-TV Raleigh, N. C. and KNTV (TV) San Jose, Calif. Now sold in 60 markets.

41 *Seven Arts Volume 3 Features* (Seven Arts Assoc.): Sold to KNTV (TV) San Jose, Calif.

14 *Seven Arts' Special Features* (Seven Arts Assoc.): Sold to WRAL-TV Raleigh, N. C.

Science Fiction Features (Allied Artists Tv): Sold to WMBD-TV Peoria, Ill.; WIS-TV Columbia, S. C.; KOAT-TV Albuquerque; KNBC (TV) Los Angeles; WAFB-TV Baton Rouge and WDAU-TV Scranton, Pa. Now in 86 markets.

The Lone Ranger (Telesynd): Sold to KPRC-TV Houston; KORK-TV Las Vegas; WSLV-TV Roanoke, Va.; WGAN-TV Portland, Me., KOOL-TV Phoenix and KOLD-TV Tucson. Now in 87 markets.

Oxford (ITC): Sold to National Educational Television & Radio Center.

More Freedoms awards

Editorials by Jim Klash, WDAS Philadelphia, and John G. Dunn, WCRB Dunn, N. C., earned George Washington Honor Medals, according to the Freedoms Foundation, Valley Forge, Pa. Top award for an economic education program was made to CBS-TV's *Money Talk*. The three awards were not included in the list of winners published last issue (BROADCASTING, Feb. 28).



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Is pay tv's place in the theatres?

General Electric Co. and National General Corp., Beverly Hills, Calif., announced jointly last Monday (Feb. 26) the development of a GE color television system for projection of tv entertainment on theatre-size screens as well as establishment of a tv network for use of the equipment in theatres (BROADCASTING, Feb. 25).

Eugene V. Klein, president of NGC, told a news conference in New York, that the motion picture chain has received exclusive distribution rights to the GE projector for commercial theatrical entertainment. He said that NGC placed a multi-million dollar order with GE for equipment and service contracts for initial use of the projector in its own key theatres.

A programming schedule currently being developed by NGC will begin in a minimum of 100 NGC theatres in early 1964, he said. NGC will also distribute the projectors to other exhibitors in the U.S., he added.

The new projector, called the Talaria (meaning winged feet of Mercury), makes possible for the first time, Mr. Klein pointed out, the origination of a tv network providing live Broadway shows, and major sports, entertainment and cultural events at popular prices. The National Teletheatre, as NGC calls the new operation, will provide simultaneous, daily, closed circuit televising to theatres, coast to coast, he said.

The project, with the equipment, will cost about \$10 million, Mr. Klein said.

Preparation Begun ■ NGC will develop its own programs for the network as well as presenting events provided by Broadway. The theatre chain is preparing a program schedule and is negotiating with top talent in the entertainment world, he indicated.

Mr. Klein broke down the entertainment being developed for the new network as follows:

1. Theatrical stage shows to be shown on a daily basis.
2. Educational programs to be presented to a more limited audience in alternate time periods each day.
3. Sporting events which will be televised in alternate time periods on a less than daily basis.
4. Industrial and commercial shows which will be shown to meet specific audience requirements.
5. Closed circuit conventions.
6. Public service events.
7. Children's shows.

How It Works ■ The Talaria projector has a high-power light source and an optical projection system similar to conventional motion picture projectors, according to Robert L. Casselberry, gen-



Viewing a Talaria demonstration at Electronics Park, Syracuse, N. Y. (l to r): Eugene V. Klein, National General president, Richard L. Shetler, general

manager of GE's command systems division, and Robert L. Casselberry, general manager of GE's technical products operation.

eral manager of GE's technical products operation. Key to the new system however is a thin layer of viscous control fluid which is continuously scanned by an electron beam in the same way as the phosphor is scanned on the face of a picture tube in a tv set.

Instead of producing a picture directly on the control layer, the scanning process controls the light from the lamp which passes through the control layer so that a live picture is produced on a

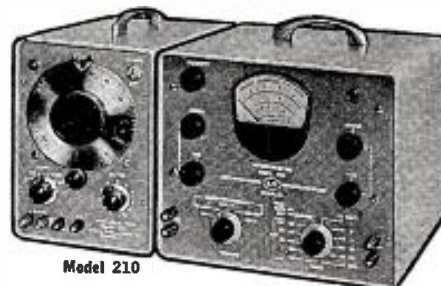
large screen in full color and brightness. The use of a 5-kw xenon lamp at the source of light for the projected picture and an electric picture signal to control or modulate the light overcomes limitations normally encountered regarding screen brightness and picture size.

Mr. Casselberry said full scale demonstration of equipment and performance will be presented in 90 to 120 days on the West Coast and possibly simultaneously in New York.

New!



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BASEBALL REVENUE LEVELS OFF

Radio-television rights and advertising revenues reach plateau after several years of big increases; majors to split \$13.1 million

The spectacular growth patterns of the past two years were not matched, but broadcasters and baseball got together again in 1963 to reach a new financial plateau, according to BROADCASTING's annual survey of ball clubs, stations and advertisers.

Exclusive of network weekend telecasts, the World Series and All-Star Game, the 20 major league teams are splitting a \$13.1 million pie, up \$325,000 from the adjusted rights estimate for 1962—\$12,775,000.

The World Series and All-Star Game will bring an additional \$3.5 million this year, a drop of \$500,000 from 1962. The decrease follows the players' decision to return to one All-Star Game. The two specials, both to be shown in color over NBC-TV, under a long-term contract, will be sponsored by Gillette through Maxon and Chrysler through Young & Rubicam.

Sponsor billings, which reached an estimated \$83 million in 1962, reflected the smaller increase in rights and inched upward to \$84 million.

Notable in the smaller increases was the leveling off of the major leagues at 20 teams, following two years of expansion, the number of stations in individual club networks, and the number of games scheduled for tv.

R. J. Reynolds through William Esty Co., New York, and American Tobacco through Lawrence Gumbinner and BBDO, both New York, again took individual sponsor honors. Reynolds bought into sponsorship of eight teams and American Tobacco into six. Brown & Williamson Tobacco through Ted Bates & Co., New York, was the only other cigarette sponsor in the picture, buying into three teams.

Again the brewing companies took their share, with purchases of 17 teams' games. This year 14 breweries are in the lineup with P. Ballantine & Son through Esty and Theo. Hamm Brewing Co. through Campbell-Mithun picking up three teams each.

More than 550 radio stations and 50 television stations are already committed to the various team networks. Many of these will also carry packaged pre-game and post-game programs, or will originate their own local sponsorship.

Sports Network Inc. this year will handle 500 baseball games on television

and more than 3,500 games on radio.

In its seventh year, SNI arranges regional networks for baseball broadcasts on radio and tv, and furnishes remote pickups and allied services.

While SNI has several mobile color tv units available this season, a spokesman for the organization could not comment on the amount of games to be televised in color.

In Proportion ■ One thing that does appear imminent based on this year's survey is that there will be no more yearly skyrocketing of rights costs followed by fantastic billing increases.

Though the unsold portions are small compared to the overall picture, they do pinpoint the advertisers' caution and in some cases reluctance to simply keep paying more. The agency men indicate that brakes are being applied and that fear of not being sold out will keep the teams and stations in line when prices are brought up again next year.

Next year all clubs in the majors may find the networks easier to deal

with than they have been in the past. There is a concerted move on the part of several American League club owners to force CBS-TV and NBC-TV into dealing with the league rather than individual teams. The present system provides the home teams with all the proceeds from the network telecasts and the visiting teams don't like the arrangement. Cries of "foul" are also coming from teams whose home parks aren't visited by the network cameras and lose out on the estimated \$25,000 per telecast. (See story page 70.)

This year CBS-TV and NBC-TV will pay about \$2,225,000 to telecast a total of 95 major league games from the home fields of ten teams. (They had 98 games scheduled last year).

Coast to Coast ■ The new season will mark the first time home games from the West Coast will be televised more than once by a network during the regular season. NBC-TV has signed the Los Angeles Dodgers and San Francisco Giants.

NBC-TV, which has 48 Saturday and Sunday games scheduled in its *Major League Baseball* series, has contracts with the Chicago White Sox and Cleveland Indians in the American League and Milwaukee Braves, Cincinnati Reds and Pittsburgh Pirates as well as the two West Coast teams in the National League.

A total of 47 games has been contracted for by CBS-TV's *Baseball Game of the Week* with the New York Yankees, Baltimore Orioles in the American League and St. Louis Cardinals, Chicago Cubs and Philadelphia Phillies in the National League.

The games will begin on both networks the weekend of April 13-14.

NBC-TV has a schedule of 24 Saturday games and a like number of Sunday ballgames. CBS-TV will present its games on 25 Saturdays and 22 Sundays.

Sponsors signed by NBC are Humble Oil through McCann-Erickson with 3/16; P. Lorillard through Grey Advertising with 1/8; and Hartford Insurance Group via McCann-Marschalk with 1/16.

Falstaff Brewing Corp. through Dancer-Fitzgerald-Sample has signed for one-half sponsorship of the games on CBS-TV. Other sponsors are Simoniz (D-F-S); Philip Morris (Leo Burnett); General Mills (Knox-

'Gold mine' shunned

Carrying baseball games is considered by many stations as being just short of owning a gold mine. But WSTV-TV Steubenville, Ohio, this year is forsaking the gold mine in the "interests of its viewers." For the past five years WSTV-TV, owned by Rust Craft Broadcasting Co., has carried the Pittsburgh Pirates in lieu of its CBS and ABC programs. This year, however, the station is bowing to the demands of viewers who prefer summertime re-runs to ball games. The station noted, in dropping the Pirates' schedule, that KDKA-TV Pittsburgh, key station in the Pirates' network, comes into the Steubenville-Wheeling area. In addition WTRF-TV Wheeling, has replaced WSTV-TV, so baseball is still available.

As for WSTV; it plans to continue radio broadcasts of Cleveland Indians games as they have in the past.

What baseball gets from broadcasting

Rights figures are BROADCASTING estimates. Asterisk following the 1962 figure denotes a revised estimate of that club's rights. The figures do not include rights paid by CBS and NBC for nationally televised games. Originating stations for tv and radio are listed with number of stations in parentheses.

American League

Team	1963 Rights	1962 Rights	Television	Radio	Sponsors & Agencies
BALTIMORE	\$ 600,000	\$ 600,000	WBAL-TV (3)	WBAL (23)	National Brew. (W. B. Doner) 1/6 radio-tv, R. J. Reynolds (William Esty) 1/6 tv, 1/6 tv open; 1/6 radio sold to local & regional sponsors.
BOSTON	600,000	600,000	WHDH-TV (6)	WHDH (45)	American Tobacco (BBDO), Atlantic Refining (N. W. Ayer & Son), Narragansett Brewing (Doherty, Clifford, Steers & Shenfield), all 1/6, radio-tv.
CHICAGO	850,000	850,000	WGN-TV	WCFL (82)	Hamm Brew. (Campbell-Mithun), Reynolds (Esty), both 1/6 tv; Phillips Petroleum (J. Walter Thompson) 1/6 tv; 1/6 tv open. Genl. Finance (Post, Morr & Gardner), Budweiser (D'Arcy Adv.) both 1/6 radio; Corona Cigars (Edward H. Weiss), Rambler Dealers Assn. (R. Jack Scott) both 1/6 radio.
CLEVELAND	700,000	700,000	WJW-TV	WERE (36)	Carling Brewing (Lang Fisher & Stashower) 1/6 radio-tv, Standard Oil of Ohio (McCann-Marschall) 1/6 tv, Sugardale Provision Co. (LF&S) 1/6 tv, Society National Bank (Griswold-Eshleman) 1/6 radio, Richman Bros. (LF&S) 1/6 radio; 1/6 radio open.
DETROIT	625,000	625,000	WJBK-TV (8)	WKMH (48)	Stroh Brewery (Zimmer, Keller & Calvert) 1/6, Marathon Oil Co. (Campbell Ewald) 1/6, American Tobacco (L. C. Gumbinner) 1/6, all radio-tv.
KANSAS CITY	400,000	300,000*	WDAF-TV	WDAF (10)	Reynolds (Esty) 1/6 tv; other tv pending. General Finance (PM&G) 1/6 radio, Guy's Potato Chips (Potts-Woodbury) 1/6 radio, 7/12 radio open.
LOS ANGELES	775,000	775,000	KHJ-TV	KMPC (16)	Std. Oil of Cal. (BBDO), Brown & Williamson (Ted Bates & Co.) both 1/6 radio-tv; Chevrolet Dealers of Southern Cal. (Elsaman, Johns & Laws) 1/6 tv, Folger Coffee (Fletcher Richards, Calkins & Holden) 1/6 radio.
MINNESOTA	600,000	600,000	WTCN-TV (14)	WCCO (31)	Theo. Hamm Brewing (C-M) 1/6 radio-tv, R. J. Reynolds (Esty) 1/6 tv, Maxwell House (Ogilvy, Benson & Mather), American Bakeries (Young & Rubicam) both 1/9 tv; Twin City Federal (Pidgeon Savage Lewis) 1/9 tv and 1/6 radio; Western Oil & Fuel (John Forney) 1/6 radio; 1/6 radio open.
NEW YORK	1,200,000	1,200,000	WPIX (TV)	WCBS (40)	Reynolds (Esty), P. Ballantine & Sons (Esty) both 1/6 radio-tv; Humble Oil Co. (McCann-Erickson) 1/6 radio-tv, 1/6 radio-tv open.
WASHINGTON	300,000	300,000*	WTOP-TV	WTOP	Ballantine (Esty) 1/6 tv-4/9 radio, R. J. Reynolds (Esty) 1/6 tv, General Mills (Knox Reeves Adv.) 1/9 tv; 2/9 tv open. General Cigar (Y&R) 1/9 radio; 4/9 radio to local and regional sponsors.
A. L. TOTAL	\$6,650,000	\$6,550,000			

National League

CHICAGO	\$ 500,000	\$ 500,000	WGN-TV	WGN	Hamm Brew. (C-M), Reynolds (Esty) both 1/6 tv; Phillips Petroleum (JWT) 1/6 tv; 1/6 tv open. Oak Park Federal (Sager-Conner Assoc.), G. Heileman Beer (M-E), Serta Mattress (Doner) all 1/6 radio. 1/2 radio still open.
CINCINNATI	550,000	525,000	WLWT (TV) (6)	WKRC (50)	Hudepohl Brewing Co. (Stockton-West-Burkhart), Brown & Williamson Tobacco (Bates), Standard Oil of Ohio (M-M) all 1/6 tv. Burger Brewing Co. (Midland Adv.) 100% radio.
HOUSTON	600,000	500,000	KTVT (TV) (6)	KPRC (18)	American Tobacco (Gumbinner-BBDO), Pearl Brewing (Tracy-Locke) both 1/6 radio-tv; 1/6 radio-tv open.
LOS ANGELES	1,000,000	1,000,000	KTTV (TV)	KFI (10)	American Tobacco (Gumbinner), Union Oil of Cal. (Smock, Debnam & Waddell Inc.) both 1/6 radio-tv.
MILWAUKEE	475,000	375,000	WTMJ-TV (3)	WEMP (31)	Blatz Beer (Kenyon & Eckhardt) 1/6 tv; 1/6 tv open. All radio to local sponsors.
NEW YORK	1,000,000	1,000,000	WOR-TV (4)	WABC (15)	Rheingold Beer (JWT) 7/10 radio-tv, Brown & Williamson (Bates) 3/10 radio-tv.
PHILADELPHIA	650,000	650,000	WFIL-TV (4)	WFIL (23)	Atlantic (Ayer), Ballantine (Esty) both 1/6 radio-tv; Tasty Baking Co. (Aitken-Kynett), R. J. Reynolds (Esty) both 1/6 radio-tv.
PITTSBURGH	350,000	350,000*	KDKA-TV (5)	KDKA (21)	Atlantic (Ayer), Pittsburgh Brewing (Ketchum MacLeod & Grove), Mellon Bank (Fuller & Smith & Ross) each 1/6 radio-tv.
SAN FRANCISCO	900,000	900,000	KTVU (TV)	KSFO (16)	American Tobacco (Gumbinner), Standard Oil of California (BBDO), Folger's Coffee (FRC&H), all 1/6 radio-tv.
ST. LOUIS	425,000	425,000	KSD-TV	KMOX (60)	Busch Bavarian Beer (Gardner Adv.), American Tobacco (Gumbinner-BBDO), both 1/6 radio and 1/6 tv; Shell Oil (OB&M) 1/6 tv.
N. L. TOTAL	6,450,000	6,225,000*			
MAJOR LEAGUE TOTALS	\$13,100,000	\$12,775,000*			

Reeves); Aqua Velva (Parkson Adv.); Colgate-Palmolive (Ted Bates); Bristol-Myers (Doherty, Clifford, Steers & Shenfield); Texaco (Benton & Bowles); Vaseline Hair Tonic (Norman, Craig & Kummel); and Carter Products (Sullivan, Stauffer, Colwell & Bayles).

Dizzy Dean and Pee Wee Reese will again be the sportscasters of the games on CBS-TV while Joe Garagiola and Bob Wolff will comment for NBC-TV.

AMERICAN LEAGUE

Baltimore Orioles ■ WBAL-AM-TV Baltimore will again be the originating stations for the Orioles. WBAL-TV will carry 50 regular season games and two exhibition contests. Only six of the televised games will be home contests. A three-station tv network will cover Maryland and Pennsylvania. On radio side, WBAL will feed the 162-game season schedule and some exhibition games to a 23-station network in Maryland, Delaware, Pennsylvania and Virginia. Chuck Thompson and Joe Croghan will do the play-by-play.

Boston Red Sox ■ WHDH-AM-TV Boston will originate Red Sox games again this year. A six-station tv network in Massachusetts, Maine, Rhode Island and Connecticut will carry 33 home and 21 road games. The full league schedule plus some exhibition contests will be fed to a New England radio network of about 45 stations. Curt Gowdy, Art Gleeson and Ned Martin will do the play-by-play.

Chicago White Sox ■ The largest radio lineup of any American League club again belongs to the White Sox. WCFL Chicago will originate the 162-game schedule and pre-season contests to an 82-station network throughout the Midwest and Southwest. WGN-TV Chicago is tentatively set to again colorcast all home games of the Sox. The road game picture is still clouded, but 18 games, the same as last year, have been

penciled in. Bob Elson, assisted by Milo Hamilton, will be back on radio-tv play-by-play.

Cleveland Indians ■ The Indians' 50-game tv schedule this year is down six from 1962. WJW-TV Cleveland will carry 24 home and 26 away contests, all on weekends. Pre-game shows will be handled by Bob Neal. WERE Cleveland will feed weekend exhibitions and the regular schedule to 36 stations in Ohio, Pennsylvania, New York and West Virginia. Ken Coleman and Mr. Neal will be the radio-tv team.

Detroit Tigers ■ A 41-game tv schedule, the same as last year, will be seen over eight stations in Michigan, Ohio and Indiana with WJBK-TV Detroit originating. Ten games will be home contests. A 48-station radio network will carry the Tigers' pre-season and regular league schedule. WKMH Dearborn will again originate with WWJ Detroit taking day games and WJR Detroit taking the night contests. Ernie Harwell and George Kell will cover the team on radio and tv.

Kansas City Athletics ■ The Athletics' tv exposure will be up 33% this year with WDAF-TV Kansas City carrying 40 games against 30 in the 1962 season. After the home opener, the remaining 39 will all be road games. WDAF-AM will originate the 162-game league schedule plus 24 pre-season contests for a 10-station network in Missouri, Kansas, Nebraska and Oklahoma. Monte Moore and George Bryson will do the play-by-play.

Los Angeles Angels ■ The Angels' 1963 broadcasting operations are as identical to 1962 as any club's in the majors. KMPC Los Angeles is originating the games for a 16-station network in California, Nevada and Arizona. In addition to the 162-game schedule, 16-pre-season games will be aired. A five-minute interview commentary, *Bill Rigney Reports*, will precede the *Angel Warm-*

From spikes to mikes

Not too many years back when Father Time thumbed the ball player out of the game, the veteran trudged back to the farm. Nowadays, more and more of the fading stars simply climb the steps to the broadcasting booth. The latest to join the radio-tv clan are Richie Ashburn and Jerry Coleman. Mr. Ashburn, who played with the Philadelphia Phillies for over 10 years and played for the New York Mets last year, has become a member of the



Phillies broadcasting team. Mr. Coleman, the ex-Yankee who had a CBS network radio show, now joins the Yankee broadcasting team, where his old field teammate Phil Rizzuto is ensconced.

Other ex-ball players on major league broadcasting teams include: Ralph Kiner-Mets, Buddy Blattner-Angels, Frank McCormick, Waite Hoyt-Reds, George Kell-Detroit, Lou Boudreau-Cubs, Dizzy Dean and Pee Wee Reese (left and right, respectively, in photo)-CBS-TV and Joe Garagiola-NBC-TV.

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up before each game. Also set are the post game *Angel Report* and *Angel Clubhouse*, a between double-headers interview. KHJ-TV Los Angeles will televise 26 games, all on the road, including six exhibitions. Buddy Blattner and Don Wells call the play-by-play.

Minnesota Twins ■ WTCN-TV Minneapolis is the key station for the Twins and will carry 50 games this season, 46 of them road contests. A 14-station tv network covers Minnesota, North Dakota, South Dakota, Iowa and Wisconsin. WCCO Minneapolis will originate nine exhibition games and the regular season schedule to a 31-station network in Minnesota, North Dakota,

South Dakota, Iowa, Nebraska, Wisconsin and Montana. Ray Scott, Halsey Hall and Herb Carneal will broadcast on both radio and tv.

New York Yankees ■ For the 12th straight year, WPIX (TV) New York will televise Yankee games, with 126 regular season games on the schedule: 81 at home and 45 on the road. Negotiations are in progress for a New York State and New England regional tv network. WCBS New York will carry radio broadcasts and originate the entire 162-game schedule for the "Home of Champions" 40-station network in New York, Pennsylvania, Connecticut and Massachusetts. Broadcasters Mel Allen, Red Barber and Phil Rizzuto are being joined by another former Yankee, Jerry Coleman.

Washington Senators ■ The Senators this year is the only team in the American League without a radio network at present. WTOP-AM-TV Washington will be the sole outlets for the club. WTOP-TV has scheduled 30 games, the same as last year, with 19 on the road and 11 at home. WTOP-AM will cover four exhibition games in addition to the regular season. Dan Daniels and John MacLean are again handling the radio-tv air work.

NATIONAL LEAGUE

Chicago Cubs ■ WGN-AM-TV Chicago will cover the Cubs again in 1963 without special networks, according to present plans. The Cubs' home schedule of 81 day games will be seen in color over WGN-TV. The number of road games to be seen in black-and-white is still uncertain. Jack Brickhouse and Vince Lloyd will do the play-by-play. On radio, the full 162-game schedule plus exhibition contests will be broadcast by Jack Quinlan and Lou Boudreau.

Cincinnati Reds ■ The Reds will again be among the most colorful teams in the majors with 23 home games to be telecast in color from WLWT (TV) Cincinnati. Thirty road games are also scheduled for the six-station network in Ohio, Indiana, Kentucky and West Virginia. WKRC Cincinnati is originating station for a 50-station radio network in five-states. The radio broadcasts will be handled by Waite Hoyt and Gene Kelly with Ed Kennedy and Frank McCormick handling tv.

Houston Colt .45s ■ The Colts this year departed from the usual major league pattern of rights buying and selling, by creating the Houston Sports Assn., which is the parent of the new Colt .45 Network. HSA has done all the selling and is packaging the Colts' broadcast operations. KPRC Houston, will be the

key station for the Colts' 18-station Texas and Louisiana network. A total of 191 games, including all 29 exhibition contests, will be heard. KTVT (TV) Ft. Worth-Dallas, will originate Colt games for the six-station tv network in Texas and Louisiana, with KTRK-TV Houston, the key station. Only 14 road games are scheduled to be telecast. Gene Elston and Lowell Passe will work radio and tv play-by-play with Guy Savage on tv only.

Los Angeles Dodgers ■ KFI Los Angeles, will originate Dodger games over a 21-station three-state network, with 10 stations also carrying the exhibition games. KTTV (TV) will televise the nine Dodger-Giant games from San Francisco. Vin Scully and Jerry Doggett will again do radio-tv.

Milwaukee Braves ■ 1963 marks more than just new ownership for the Braves. For the first time in the club's history, home games will be televised, with five Saturday contests and 21 road games scheduled. The 26-game total to be seen over WTMJ-TV Milwaukee, and a three-station network is 11 games more than were televised last year. WEMP Milwaukee gets sole radio rights in the city for the first time and will feed 31 stations in Wisconsin and Minnesota the 162-game schedule plus 16

exhibitions. Mike Walden and Blaine Walsh will handle tv with Earl Gillespie and Tom Collins on radio.

New York Mets ■ Although down five games from last year, the Mets will still televise more games this year than any other major league club. A total of 128 regular season contests will be shown: 76 at home, 52 away, plus three exhibition games. WOR-TV New York, will originate the games for a four-station New York State network. On radio, WABC New York, will air the entire Mets' schedule from the first pre-season contest in Florida through the 162-game regular schedule, a total of 189 games. Lindsey Nelson, Bob Murphy and Ralph Kiner will again handle the play-by-play.

Philadelphia Phillies ■ The Phillies will telecast 60 games this season, up from last year's 56, over a four-station Pennsylvania network. WFIL-TV Philadelphia will originate the games including 44 weekend contests. A 23-station radio network in Pennsylvania, New Jersey and Delaware will be fed pre-season and regular league games by WFIL-AM. Byrum Saam, veteran Phillies broadcaster will be joined this year by Bill Campbell and ex-Phillies star Richie Ashburn.

Pittsburgh Pirates ■ KDKA-AM-TV

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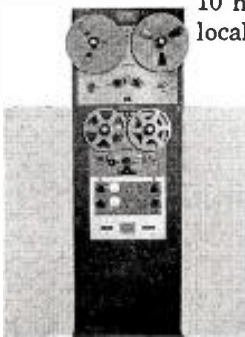
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Pittsburgh are carrying the Pirates again this year. KDKA-TV will feed a five-station network in Pennsylvania, Ohio and West Virginia a minimum of 33 road games. (No home games are scheduled for tv). KDKA-AM will feed a three-state radio network, which numbered 21 last Friday. Eight pre-season weekend games will lead off the radio schedule. Bob Prince and Jim Woods, veteran Pirate broadcasters, are joined this year by Claude Haring, who formerly broadcast Philadelphia games.

San Francisco Giants ■ The defending National League champions have exactly the same broadcasting operation for 1963 that they had in '62. KSFO San Francisco, will originate the team's

full schedule plus a number of exhibition games for the Golden West Network. The telecasts over KTVU (TV) San Francisco, include two pre-season contests with Cleveland and the nine Giant games against the Dodgers in Los Angeles. Russ Hodges and Lon Simmons will do the play-by-play.

St. Louis Cardinals ■ KMOX and KSD-TV St. Louis, are carrying Cardinal games again this season. KMOX has over 60 stations in its network now and says the total may reach 100 by the season's opener. The network extends over a 12-state area. KSD-TV is carrying 21 road games. Harry Caray and Jack Buck are handling the air coverage for radio-tv.

Baseball in color helps sell tint sets

DEALER SAYS IT'S HIS BIGGEST SELLING SEASON

The fourth consecutive year of color-casting of baseball by WGN-TV Chicago this season will delight more than just sponsors and fans. The color broadcasts of the daytime home games of the Chicago Cubs and White Sox will put real push into the sale of color tv sets too.

Sol Polk, president of Polk Bros., major Chicago chain, said Thursday that when the color games start in the spring they help kick off his biggest selling season of the year for color tv sets—bigger than the Christmas season. Polk Bros. claims to be the world's largest retailer of color sets.

Mr. Polk said he expects that color set sales in his stores this year will jump 50% over 1962. He felt that color baseball programs not only give existing color set owners new enjoyment from their sets and stimulate non-set owners to buy color, but they also help whet the appetite of the home viewer to go

back to the ballpark and see the games live. The glory of color works wonders for everyone in the cycle, he explained.

WGN-TV airs all Cubs and Sox day home games in color but night games of the Sox are in black and white. The Cubs do not play at night in Chicago since Wrigley Field is not equipped with lights.

It was not known late last week just what proportion of commercials will be aired in color this season, but it was assumed that the WGN-TV sponsors will once again take advantage of the color dimension as much as possible although some commercials are still expected to be monochrome. WGN-TV has no extra charges for color.

WGN-TV will again feed some games to tv stations in other cities when their teams play the two Chicago teams and these feeds will be in color during the daytime.

Should teams share network tv rights?

The telecasts scheduled this year by CBS-TV's *Game of the Week* prompted Calvin Griffith, president of the Minnesota Twins, to repeat his proposal that visiting clubs should receive a share of the tv proceeds.

Mr. Griffith said he plans to bring the subject up for action at the annual meetings of the ball clubs in the summer or next winter. He pointed out that support from at least three other American League clubs would prevent approval for teams to negotiate separate contracts with networks. Approval demands support from seven clubs.

He said that at least 40 to 50% of the tv proceeds should be received by visiting clubs, and the amount of the individual shares should depend on the club's standing in the league.

Selection of home ball clubs represented on CBS-TV's weekend games has to "follow public interest," said William C. McPhail, vice president CBS Tv Sports.

Mr. McPhail, referring to charges of favoritism in selecting ball clubs for CBS weekend telecasts, pointed out that New York Yankee games have consistently given the network a higher Nielsen rating.

The CBS-TV contract with the Yankees calls for all weekend games at home except the last three in September. CBS also has contracts for home games of the Philadelphia Phillies, St. Louis Cardinals, Baltimore Orioles and Chicago Cubs.

Mr. McPhail indicated that present contractual agreements were not for life. He pointed out that when other teams become a top attraction, they will be considered by CBS-TV.

INTERNATIONAL

Bevins asks bigger fees from contractors

The British government, in a proposal presented to the House of Commons last Monday (Feb. 25) by Postmaster General Reginald Bevins, will increase by more than 100% its share of the profit Britain's commercial tv system is piling up.

Mr. Bevins told Commons he wants 18 million pounds (\$50.4 million) a year from the network—slightly more than double the present take—by raising the fee the British television program contractors pay for using government transmitters.

Britain has two television networks—the British Broadcasting Corp. which

is financed by annual license fees paid by owners of tv sets, and the commercial system (Independent Television Authority) run by 15 companies located throughout Great Britain.

The commercial tv companies have been earning approximately \$420 million a year from advertisements, with yearly profits of about \$70 million.

Radio NW pays \$1 million for CHEK-TV Victoria

Sale of CHEK-TV Victoria, B. C., by David M. Armstrong and group to Radio NW Ltd. for about \$1 million was announced last week.

Radio NW is headed by Frank Griffiths. It owns CKNW Westminster, B. C., and CJOB Winnipeg, Man.

CHEK-TV operates on ch. 6 with 100 kw and is affiliated with CBC.

Two satellite transmitters on Vancouver Island, now owned by community groups, will become part of CHEK-TV next November.

The purchase must be approved by the Board of Broadcast Governors. A ruling is expected on March 26.

Experimental television started in Singapore

Experimental television program transmissions have begun in Singapore. This is the first stage of a project by the broadcasting division of the Singapore government's Ministry of Culture to provide a comprehensive tv network

for the Southeast Asia island.

Initial facilities consist of one studio, an announcer's booth and control rooms. Transmitters are sited at Bukit Batok situated in the middle of the area. The surrounding terrain is flat, except for another hill to the west of Bukit Batok, and has a high density population. The studio is at Caldicott Hill alongside Radio Singapore studios. The complete station will carry programs in four languages: Malay, Mandarin Chinese, Tamil and English.

Abroad in brief...

'Biography' in Spanish ■ During the first six weeks that the Spanish-dubbed

version of the half-hour *Biography* series was in release, it was sold in nine countries—Venezuela on the Venevision Network; Colombia on TV Nacional; Ecuador on HCP-TV; Panama on TV-2; Guatemala on TV-BOL-TV; Costa Rica on TI-TVCR; El Salvador on YSEB-TV; Honduras on HRTG-TV and Nicaragua on YNSA-TV. Fremantle International, which handles overseas distribution, reports it has sold *Biography* in 20 foreign markets. The series is syndicated in the United States by Official Films.

MGM-TV's Iron Curtain sale ■ MGM-TV has licensed to the Hungarian television network (Magyar Radio Ez Tele-

vizio), *The Islanders* and its 135-subject cartoon library. The transaction, first for MGM-TV behind the Iron Curtain, was consummated by John Spires, supervisor of United Kingdom-European sales, and Hungarofilms, Hungarian purchasing company in tv film and theatrical field. *Islanders* is a one-hour series.

Canadian survey ■ Spring survey of the Bureau of Broadcast Measurement, industry co-operative organization, will be held across Canada March 18-24. The BBM Toronto headquarters is sending out 109,000 logs for respondents to fill out that week showing listening and viewing by half-hour periods.

FINANCIAL REPORTS

RCA net shows gain of 45% in '62

SALES AND PROFITS HIGHEST SINCE COMPANY FOUNDED IN 1919

RCA reported last week that its sales and profits in 1962 reached the highest levels since the company's founding in 1919.

RCA's annual report also disclosed that its \$1.75 billion in sales in 1962 included \$379,197,000 from the tv and radio operations of subsidiary NBC.

The \$1.75 billion in sales represented a hefty 13% increase over RCA's 1961 record high of \$1.54 billion. Net profit (after federal income taxes) rose to a record \$51.5 million, a 45% increase over last year's \$35.5 million.

The NBC operation accounted for 22% of RCA total sales, the report indicated.

From operating income, RCA earn-

ings per share of common stock were \$2.84, compared with \$1.95 in 1961 (and on the average, the report noted, there was a larger number of shares outstanding in 1962).

Future Rosy ■ A month ago, RCA management had predicted that first-quarter sales and earnings this year would surpass even the record start of 1962. That picture was presented before the New York Society of Security Analysts (BROADCASTING, Jan. 28).

In the talk to analysts, RCA management had noted that NBC has increased sales in each of the past 15 years and expects to continue upward in 1963.

The annual report highlighted color tv and the affect of RCA's sale of com-

mon shares in Whirlpool Corp.

Color tv: Color set sales doubled over the previous year, profits increased fivefold, color tube production doubled, and color saved profit-squeezed dealers.

The report, issued by RCA Chairman David Sarnoff and President Elmer W. Engstrom, noted that as an industry, color tv produced revenues in excess

For the year ended Dec. 31

	1962 \$	1961 \$
Products and services sold	1,751,646,000	1,545,912,000
Costs of products and services sold and other operating costs	1,643,711,000	1,481,001,000
Profit before federal taxes on income	107,935,000	64,911,000
Federal taxes on income	56,400,000	29,400,000
Net profit for the year	51,535,000	35,511,000
Gain on sale of Whirlpool Corporation stock less federal tax of \$2,320,000	6,960,000	—
Total net profit and capital gain	58,495,000	35,511,000
Preferred dividend	3,153,000	3,153,000
Balance for common stock	55,342,000	32,358,000
Earnings per share of common stock as computed on average number of shares before capital gain	2.84	1.95
Gain on sale of Whirlpool Corporation stock	.41	—
Total net profit and capital gain	3.25	1.95

For the quarter ended Dec. 31

	1962	1961
Products and services sold	486,173,000	455,849,000
Cost of products and services sold and other operating costs	448,116,000	435,226,000
Profit before federal taxes on income	38,057,000	20,623,000
Federal taxes on income	20,800,000	8,900,000
Net profit for the quarter	17,257,000	11,723,000
Gain on sale of Whirlpool Corporation stock, less federal tax of \$2,320,000	6,960,000	—
Total net profit and capital gain	24,217,000	11,723,000
Preferred dividend	788,000	788,000
Balance for common stock	23,429,000	10,935,000
Earnings per share of common stock as computed on average number of shares before capital gain	.96	.66
Gain on sale of Whirlpool Corporation stock	.41	—
Total net profit and capital gain	1.37	.66
Average number of shares for the year	17,023,000	16,628,000

BROADCASTING, March 4, 1963



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of \$200 million last year, and its rate of growth "suggests that it will surpass \$400 million this year." Color sets and tubes were the largest profit contributors of any products sold by RCA in 1962, they said.

Whirlpool: In 1962, a capital gain of \$6.96 million was realized from the sale of 991,816 shares of Whirlpool common, a nonrecurring income that added 41 cents per share of common stock to the operating earnings.

Other vital tax statistics: Profit before federal income taxes hit \$107.9 million; manufacturing and service (commercial) account for 41% of the total sales, and in government, 35%; 2% came from radiotelegraph operations.

In the development, production, and sales of broadcast and communications equipment, RCA's business gains in the year were led by sales to an "expanding market for color and uhf tv station apparatus," the report stated.

The division (Broadcast and Communications Products) had a threefold increase in the sale of color film cameras, introduced new types of equipment for stations and accelerated its development of additional and improved color apparatus which will be introduced this year and in the future.

Oak foresees increasing profits; '62 net up 63%

The coming increase in uhf tv tuner volume holds an opportunity for Oak Manufacturing Co., E. A. Carter, president of the Crystal Lake components manufacturer, reported last week in announcing sales and net increases for 1962.

Not only must all tv receivers be equipped for uhf by April 1964, Mr. Carter pointed out, but the company is planning on introducing a new model uhf tuner soon.

Oak Manufacturing reported a net income after taxes of \$907,031 (\$1.32

a share) for the year. This is 63% over 1961's \$557,662 (85 cents a share).

Net sales totaled \$30,591,623 for 1962, 33% above 1961's \$23,017,077.

Oak also owns McCoy Electronics Co. and Delta-f Inc., manufacturers of quartz crystals and crystal control systems, and Hart Mfg. Co., producer of appliance controls and relays.

Rollins' earnings up 24% for 9 months

A 24% increase in earnings and an advance of 27% in revenues for the nine months ended Jan. 31 was reported last week by Rollins Broadcasting Inc.

Total revenues for the three-quarter period were \$5,915,663, compared to the same 1962 period's \$4,661,990. Net earnings after taxes amounted to \$436,419 (46 cents a share) in this period, compared to \$356,186 (37 cents a share) for the same time in 1962.

Cash flow for the nine months equalled \$1,437,228, up almost \$300,000 over the \$1,140,133 for the same period in 1962.

The company's earnings for the first nine months of the current fiscal year, O. Wayne Rollins, president and treasurer of the company, reported, already equals the earnings for the entire last fiscal year.

At a meeting of the Rollins board Feb. 25, a regular quarterly dividend of 10 cents a common share and of 5 cents a Class B common share was declared. Payment will be made April 25 to stockholders of record March 25.

Rollins stations are WAMS Wilmington, Del.; WNJR Newark, N.J.; KDAY Santa Monica, Calif.; WBEE Harvey, Ill.; WRAP Norfolk, Va.; WGEE Indianapolis, Ind.; WCHS-AM-TV Charleston, W. Va.; WEAR-TV Pensacola, Fla., and WPTZ-TV Plattsburgh, N.Y. Rollins also owns an outdoor advertising company based in San Antonio, Tex., and 10,000 acres of land in Okeechobee County, Fla.

Metromedia '62 net reaches \$1.40 a share

INCREASE OF 109% REPORTED OVER '61 FIGURES

A record net income for Metromedia Inc. in 1962 after taxes and all charges, amounting to \$2,489,639 (\$1.40 a share), was announced last week by the company. This figure compares with the 1961 net income of \$1,164,267 (67 cents a share).

Metromedia owns Metropolitan Broadcasting, owner and operator of WNEW-AM-TV New York; KMBC-AM-TV Kansas City; WTTG (TV) Washington; KOVR (TV) Sacramento-Stockton; WTVH (TV) Peoria, Ill.; WTVP (TV) Decatur, Ill.; WIP Philadelphia and WHK Cleveland.

The 109% increase in net income, Metromedia reported, was achieved on gross revenue of \$53,069,751, compared with \$48,653,186 in 1961.

The company showed a cash flow of \$6,026,550 (\$3.53 a share) for 1962 against \$5,186,590 (\$2.98 a share) for 1961.

Metromedia noted that these results do not include credits of \$2,005,442, net of taxes, or \$1.17 per share, relating to the sale of several billboard companies owned by the company's Foster & Kleiser Div. and of WRUL New York, international short-wave radio.

MGM's lion to roar louder in future

A brighter financial picture for Metro-Goldwyn-Mayer Inc., accompanied by a step-up in its television operations, was forecast by Robert H. O'Brien, president of MGM, at the company's annual meeting of stockholders in New York last Thursday (Feb. 28).

Mr. O'Brien reported that for 1963-64 the company will be represented on the television networks by six series, totalling 5½ hours of weekly time, approximately double the present amount of programming. Television, he added, is helping the company by supplying "a significant volume" of predictable production for the studios, thereby lowering the unit cost of MGM productions (features plus television).

He told stockholders that MGM intends to re-group and re-release to tv 700 pre-'49 films, noting that many of the station licenses are expiring. Another source of income, he pointed out, is its supply of post-'48 features which will be released to tv in limited numbers. MGM last week contracted with NBC-TV for use of 30 post-'48 films in 1963-64 (see story, page 63).

He acknowledged that a favorable financial position may not be achieved until later in this fiscal year but said he looked forward to increasing profits in fiscal 1963-64.

Jason Rabinovitz, general manager and director of business affairs, MGM-TV, was elected treasurer of MGM Inc. by the board of directors following the annual meeting.

Record year in '62 reported by Zenith

Zenith Radio Corp., Chicago, announced Thursday that preliminary figures show 1962 was another record-breaking year in both earnings and sales. The set maker has continued to make a new record for five of the past six years.

Net consolidated earnings for 1962 amounted to more than \$19.6 million (\$2.16 a share) after provision for income taxes of \$21.3 million. This is a 9% increase over 1961's previous record earnings of \$18 million (1.99 a share). 1962 sales of \$312.2-plus million were 14% above 1961 sales of nearly \$274.2 million, the previous record.

Zenith's earnings have more than doubled since 1957, with earnings for 1962 up 140% on a sales increase of 95%, the company said. Color tv "played an important part in Zenith's increased unit and dollar sales volume," the firm reported. 1962 was Zenith's

first full color year.

Zenith said production and shipment of its black and white tv sets were at an all-time high in 1962, topping a million units for the fourth straight year. Radio set sales also continued to set records. 1963 sales look equally promising, Zenith said, since January factory shipments of both color and monochrome tv sets marked record highs for any month in the company's history.

Zenith reported that color tv tube production has been started on a pilot basis by its subsidiary, Rauland Corp., in a new addition to Rauland's main plant in Chicago. Zenith said Rauland expects to be in "full production" of color tv tubes by mid-1963.

Tv-Electronics Fund net assets up 13.7%

Total net assets of Television-Electronics Fund Inc., Chicago investment company, increased by 13.7% in the first quarter of the fiscal year, ended Jan. 31, to \$376.3 million, the fund reported last week. At the same period last year, assets stood at \$331 million.

Net asset value of each share of the fund rose from \$6.59 to \$7.31 in the quarter; a gain of 14.9% after adjustment for the capital gains distribution made in November 1962.

Among changes in holdings, the fund reported, were reductions in common stock ownership in the following broadcast and tv-radio manufacturing companies, among others: American Broadcast-Paramount Theatres Inc., CBS Inc., General Tire & Rubber Co. (RKO General Inc.), Storer Broadcasting Co., and Zenith Radio Corp.

Financial notes . . .

Dime dividend ■ The board of directors of Emerson Radio & Phonograph Corp., Jersey City, N. J., has voted a 10 cent a share cash dividend, payable March 20, 1963, to stockholders of record on March 6, 1963.

MPO report ■ MPO Videotronics Inc., New York, at its annual stockholders' meeting Feb. 25, reported first quarter sales for the period ended Jan. 31, 1963, were approximately 24% ahead of the same quarter a year ago. The tv commercial production company told stockholders that preliminary estimates indicate the sales increase has resulted in more than doubling the before-tax profits for the similar fiscal period a year ago.

Quarterly dividend ■ United Artists Corp., New York, has declared a regular quarterly dividend of 40 cents per common share to stockholders of record March 15, payable March 29.

Storer shows 43% increase in '62 net EARNINGS HIT \$2.61 A SHARE, FIRM'S HIGHEST

Storer Broadcasting Co. has reported an increase of 43% in net earnings on sales increases of 19% for 1962.

Net earnings after taxes for 1962 were \$6,353,326 (\$2.61 a share). This compares to net income of \$4,453,681 (\$1.80 a share) in 1961.

The 1962 profits include a non-recurring capital gain of \$911,459 net after taxes from the sale of WWVA-AM-FM Wheeling, W. Va., to Ira Herbert, Bernice Judis and Emil Mogul for \$1.3 million.

The 1962 earning per share are the highest in the history of the Storer company, it was reported. The previous high was in 1957 when \$2.58 a share was earned. The 1957 earning included also a non-recurring capital gain of \$1,966,122 from the sale of WBRC-AM-TV Birmingham, Ala., to the Taft Stations for \$6,350,000.

Net sales before taxes in 1962 reached \$13,186,654, compared to \$9,848,333 in 1961. Gross sales in 1962 were \$37,086,198; in 1961 they were \$31,160,791.

Storer stations: WGBS-AM-FM Miami, WHN New York, KGBS-AM-FM Los Angeles, WIBG-AM-FM Philadelphia, WJW-AM-FM-TV Cleveland,

WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WITI-TV Milwaukee, WAGA-TV Atlanta. Storer also owns the *Miami Beach Daily Sun* and majority interests in Standard Tube Co., Detroit, and Nemir Industries (plastics), Bethesda, Md.

3M net shows gain for eleventh year

Increases in both sales and earnings were reported for the 11th consecutive year by Minnesota Mining & Mfg. Co. in announcing 1962 financial figures last week. 3M owns Mutual Broadcasting System.

Consolidated sales in 1962 reached \$687,085,773, up 12% from the previous year's \$613,896,221.

Net income last year was \$83,690,090 (\$1.61 a share). This compares to 1961 net income of \$75,171,837 (\$1.45 a share). Dividends in 1962 came to 80 cents a share, compared to 1961 dividends totalling 65 cents a share.

Tape and allied products accounted for 16% of sales volume, 3M reported.

Total current assets at the end of 1962 were \$315,244,335. At the end of 1961 this was \$269,920,850.



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The discriminating traveler will find at the newly cosmopolitan Beverly Wilshire Hotel all the concepts of gracious hospitality for which Hernando Courtright is famous: impeccable, personalized service, splendid surroundings, and above all, cuisine par excellence. Classic elegance is the heart of the Beverly Wilshire—amplified by subtle luxury and unparalleled attention to your comfort and privacy. Make your next visit to Los Angeles verily a return to elegance at the Beverly Wilshire—in the heart of fashionable Beverly Hills, where every conceivable convenience is at hand or in strolling distance.

HERNANDO COURTRIGHT'S
Beverly Wilshire Hotel
BEVERLY HILLS, CALIFORNIA

Put your walkin' shoes on, Lucy

RADIO-TV PEOPLE JOIN LATEST NATIONAL FAD—HIKES

The New Frontier's physical fitness fad for long-distance hikes has resulted in a plethora of walking expeditions by radio-tv personalities.

Perhaps the most spectacular of those reported to date was the 28-mile hike of KDKA Pittsburgh d.j. Clark Race. He was accompanied, at the beginning, by about 5,000 people. About 2,000 of them finished the Sunday (Feb. 17) stroll from Pittsburgh's Gateway Center to the campus of Washington & Jefferson College in Washington, Pa.

In Boston, WBZ's "other Bob Kennedy" (host of the station's *Program PM*) tried to outwalk Attorney General Robert Kennedy, who hiked 50 miles in 17 hours 15 minutes. WBZ's Mr. Kennedy was to be accompanied by a news wagon, an ambulance, and a "Heart Fund Trailer" to collect funds. At presstime, no word of Mr. Kennedy's fate had been received from WBZ.

Also in Boston, WCOP-AM-FM's Bud Kelly challenged Dave Sennett of WPRO Providence, R. I., to a hiking contest. Both were to walk for five hours with the one walking the furthest the winner. Listeners of both stations were invited to guess how far each would walk in the five-hour period. First prize is a pedometer and a pair of walking shoes.

Joe Templeton, WJZ-TV Baltimore assistant news director hiked the 36 miles from Baltimore to Washington at an average speed of 4½ miles per hour.

Wayne Brown, WBAP-TV Ft. Worth, Tex., reporter-camerman, walked the 50 miles from Ft. Worth to Glen Rose, Tex., in 13 hours 15 minutes.

WFUN Miami also planned a 50 mile hike by its seven d.j.s.

The disc jockeys were joined by Mayor Robert King, marines, soldiers,

two mailmen and a troop of Boy Scouts for their trek.

Tv executives from WTEV (TV) Providence, R. I., managed to walk between 25 miles and 35½ miles.

KFMB-TV San Diego had Bob Mills walk the 50-mile distance in the con-



Part of 5,000 who followed KDKA's Clark Race on 28-mile jaunt leave Pittsburgh headed for Washington, Pa.

finer of its television studio. Mr. Mills quit after 13 hours and 34 miles on a revolving floor turntable before live tv cameras.

Of 1,200 who started out with WAMS Wilmington d.j. Dean Tyler, 90 finished the 50-mile distance. Trophies were

awarded to about 200 who walked at least 30 miles.

Other stations announcing hikes include: KMPC Los Angeles; KOGO San Diego; WDCY Minneapolis; WJOY Burlington, Vt.; KBOX Dallas.

To answer the walking craze, KCBS San Francisco personality Dave McElhatton conducted a 20-hour "restathon" from a makeshift bed in the back of the station's news station wagon.

Perhaps the next physical fitness fad will be triggered by the publication last week of a 1909 letter from President Theodore Roosevelt, in which he approved three-day 100 mile horseback rides as part of the physical fitness training for the armed forces. (Anyone for a 100-mile Merry-Go-Round ride?)

How heavy is 'Pebbles'

Screen Gems Inc. reports that at the conclusion of the March 8 episode of *The Flintstones* program on ABC-TV, the name of the winner of its "Pebbles" contest will be announced. Who is "Pebbles?" She is the baby that was born on the *Flintstones* episode Feb. 22. The viewer who guesses the weight of "Pebbles" most accurately will win a pair of first-class, round-the-world tickets on British Overseas Airways with stops in 31 cities; \$2,000 in cash to cover expenses, and a "Pebbles" doll.

Drumbeats . . .

In or out? ■ Officials of WFBR Baltimore have been awarded gold keys—to the Maryland State Penitentiary. The keys honor the station's participation in the penitentiary's education program.

Scrap metal ■ KING Seattle collected over a ton of old license plates for the benefit of the Children's Orthopedic Hospital. The plates will be sold as scrap metal with proceeds going to the hospital.

Weather on the channel ■ WICC Bridgeport, Conn., will send its weather boat, "Channel 60" out in Long Island Sound for from-the-water marine reports this year, each weekend during the boating season. The boat will cruise between New York City and Montauk Point giving hourly reports on conditions in the sound.

Housewife-copywriter ■ A Brooklyn, N. Y., housewife, winner of a Straus Broadcasting Group commercial writing contest, won a \$50 bond and the chance to hear her commercial on WMCA New York. The Straus station conducted the contest for client Vick's cough drops.

THE ANATOMY OF PRIMACY
PART III.....NEXT WEEK

6x22...

A SERIES OF MAJOR MESSAGES FROM
MGM TELESTUDIOS, INC.

BROADCAST ADVERTISING

David Inouye, former vp of Marplan Div. of McCann-Erickson, New York, joins Dancer-Fitzgerald-Sample, that city, as vp and director of research.



Mr. Inouye

Lee Laufer, vp and radio-tv director of Robinson & Haynes, Los Angeles advertising agency, resigns to join Donahue & Coe, that city, as account supervisor and director of new business activities.

Sam Tarricone, assistant media director at Doherty, Clifford, Steers & Shenfield, New York, elected vp.

Dan Rubin, former vp in charge of radio-tv at Mohr & Eicoff, New York, joins the Metlis & Lebow Corp., advertising agency, that city, to handle all radio-tv production.



Mr. Calfee

Kennard B. Calfee, former president of Stallion Productions, Baltimore tv production firm, joins Cargill, Wilson & Acree, Richmond and Charlotte advertising agency, as radio-tv director. Mr. Calfee previously served as producer-director at WJZ-TV Baltimore for eight years.

Robert Van Houten, formerly associated with John Carol Productions, Van-Arnes Productions and Visualscope Inc., industrial film producers, named audio-visual sales manager at Muller, Jordan & Herrick, New York advertising agency.

Harold G. Dickey appointed copy chief at Fletcher, Wessel & Enright, St. Joseph, Mo., advertising agency.

THE MEDIA

Murray Arnold, program director of WPEN-AM-FM Philadelphia, promoted to general manager, succeeding **William B. Caskey**, executive vp and general manager, who has been appointed to position of general consultant to Wm. Penn Broadcasting Co. (licensee of stations) and Musitone, a background music service. Mr. Caskey, heeding his doctor's advice, plans to locate permanently in



Mr. Arnold

Florida. He will keep in close contact with station and its executives and represent company at various conventions and other affairs. Mr. Arnold has been station manager and responsible for WPEN's programming since joining station in 1954.

Stanley LeVine, sales manager of KSAN San Francisco, promoted to general manager, succeeding **J. Walter Carroll**, who was recently appointed station's national sales manager. **Charles A. Scruggs** named KSAN program director.

Pierre D. Eaton, general manager of WINX Rockville, Md., elected vp of United Broadcasting Co. (WOOK-AM-TV and WFAN [FM] Washington, D. C., WSID - AM - FM, WTLF [TV] Baltimore and WINX Rockville, Md.; WJMO and WCUY-FM Cleveland; WANT Richmond, Va.; WMUR-TV Manchester, N. H.; WFAB South Miami, Fla.; and WBNX New York).



Mr. Eaton

Shorty King, air personality at WJEJ-AM-FM Hagerstown, Md., resigns to become station manager of WWDS, new daytime outlet in Everett, Pa., with target date of March 15.

Gene Sutorius, formerly of Del Wood Assoc., New York, joins Vic Pivano Assoc., radio-tv representative firm, that city, as vp for business development.

Robert S. Greenhoe, manager of WYSI Ypsilanti, Mich., and former president and general manager of WBCH Hastings, Mich., appointed sales manager of KALF Mesa, Ariz.



Mr. Greenhoe

Lad F. Hlavaty, chief engineer of KCRG-AM-TV Cedar Rapids, Iowa, appointed chief engineer of new ch. 8 WQAD-TV Moline, Ill., which has target date of Aug. 1. Announcement was made by Frank Schreiber, vp-general manager of WQAD-TV which will become ABC-TV outlet in Quad-City market.

James M. King, formerly with Television Advertising Representatives in Chicago and New York, appointed sales manager of KDKA-TV Pittsburgh, replacing **Henry V. Greene Jr.**, who recently was named national tv sales manager for Westinghouse Broad-

casting Co. Prior to joining TvAR, Mr. King was associated with Peters, Griffin, Woodward and George P. Hollingbery Co., New York.

Bill McBride, program director of WOW-TV Omaha, Neb., for past 10 years, named station manager, replacing **C. A. (Al) Larson**, who resigned last week. Mr. McBride joined WOW in October 1947 as radio announcer.



Mr. McBride

Richard C. Shepard, station manager of WGR-AM-FM Buffalo, N. Y., resigns to become local-regional sales manager of WKBW-TV, that city.

Dick Novak appointed sales manager of KGVO Missoula, Mont. Other KGVO appointments: **Dave McNair**, program director; **Marge Elting**, office manager; **Howard McDonald**, traffic director; **Dolores Nelson**, women's director; and **Ken Hansen**, chief engineer.

James Kilian, former account executive with WJZ-TV Baltimore, and **Charles Stewart**, director of sales for

"You can count
the great restaurants in America
on the fingers of one hand."



Restaurant Voisin is one of them.
Open every day for luncheon, cocktails and dinner.
30 East 65th St. For reservations: Michel, LE 5-3800

Romper Room Inc., joins WTTG (TV) Washington as account executives.

Dick Newman, formerly with WVOX New Rochelle, N. Y., joins WLEE Richmond, Va., as account executive.

Mike Jarvis appointed sales service director of WLWC (TV) Columbus, Ohio, succeeding **Jim Lackey**, who has been promoted to account executive.

A. P. (Mac) McKin and **Art Vogel** join sales staff of WKAT-AM-FM Miami Beach, Fla. **John Clark**, **Jack Porter**, **Bob Bonner** and **Bud Lee** join station's news staff; **Bob Smith** named WKAT sports announcer, and **Bill Deane** to outlets' announcing staff.

Edwin Cohen, associate director of national instructional television library of National Educational Television & Radio Center, New York, appointed director of that unit.

John Abernathy, account executive at KOGO-TV San Diego, Calif., named merchandising manager. **Burke Ormsby**, KOGO-TV program director, elected president of board of San Diego Employers Assn., numbering more than 200 of city's business firms.



Mr. Hughes

Charles H. Hughes, former sports announcer and weatherman for WMAL-TV (ABC) Washington, joins Washington bureau of ABC News as staff and commercial announcer. Mr. Hughes will also produce and direct Washington originations for network news unit. Prior to joining WMAL-TV, he produced and hosted American Airlines' *Music 'Til Dawn* show on WTOP-AM-FM Washington. Currently, Mr. Hughes is newscaster with Voice of America and announces nationally syndicated U. S. Air Force show *Serenade in Blue*.

Brent Hill, announcer at WSB-AM-FM Atlanta, named operations manager, replacing **Ted Hightower**, who resigned effective March 15 to join public information office of U. S. Department of Agriculture.

Ted R. Knightlinger, operations manager of KTNT-AM-FM Tacoma, Wash., for past five years, resigns to accept post of manager of Tourist Promotion Div., Dept. of Commerce & Economic Development, Olympia, Wash.

Ted Austin appointed program director of WSOC-TV Charlotte, N. C. **Robert McCourt**, production manager, assumes added duties in close cooperation with Mr. Austin.

Howard B. Mouatt, chief engineer of WHEC-AM-TV Rochester, N. Y., resigns to accept position with Space

KDKA manager dies



Mr. Rawlins

Lester R. Rawlins, 54, general manager of KDKA-AM-FM Pittsburgh, died Feb. 23 at St. Francis Hospital, that city. Mr. Rawlins joined Westinghouse organization in March 1942 as supervisor of employment at Louisville (Ky.) Ordnance Div., and in November 1943 was advanced to supervisor of industrial relations, handling all of division's labor negotiations and contracts. In April 1946 he was transferred to Philadelphia as manager of industrial relations with primary assignment of coordination of industrial relations policies and procedures for what was then known as Westinghouse Radio Stations Inc. Mr. Rawlins was named manager of KYW Philadelphia (call letters later were moved to Cleveland) in 1950 and assumed general management of KDKA in 1952.

Technology Labs to work with satellite tracking station at Nutley, N. J. Mr. Mouatt had been with WHEC Inc. since 1930.

David Schwartz, formerly with CBS as merchandise promotion director, appointed merchandising manager of KCOP (TV) Los Angeles.

John McKay named assistant traffic manager of KNXT (TV) Los Angeles. Before joining station in December, he had been in guest relations department of CBS-TV, that city.



Mr. Holmes

ing staff of WTSA Brattleboro, Vt.

Walter Peters, with ABC News in New York as producer since 1950, named news producer for network news unit in Europe and North Africa, with headquarters in Paris.

Robert A. Brennan and **Arthur E. Patterson** named associate producers at CBS Newsfilm, New York. Mr. Brennan formerly was news editor for CBS-

owned KMOX-TV St. Louis. Mr. Patterson has been assistant producer at Newsfilm since 1959. **Stanley Zeitlin**, member of Newsfilm department, promoted to assistant producer.

INTERNATIONAL

Brian T. Brolly, of Telefis Eireann, Dublin, Ireland, appointed head of Revue Productions, Toronto, Canada, effective in June, and also will join Music Corp. of America to develop further their international activities. Mr. Brolly formerly represented MCA in United Kingdom and Europe before joining Telefis Eireann two years ago.

Ray Hazzan, national manager of radio news for Canadian Broadcasting Corp., Toronto, promoted to tv news manager. **Charles Gunning** named radio news manager at CBC, Toronto.

Seymour Joly de Lotbiniere, controller of BBC-TV program services, appointed controller of BBC Western Region, effective Aug. 1. Mr. de Lotbiniere replaces **Frank Gillard**, who succeeds **Sir Lindsay Wellington** as BBC director of sound broadcasting.

EQUIPMENT & ENGINEERING

Louis R. Wanner, chief engineer of Sylvania Electric Products' parts division in Warren, Pa., appointed chief engineer of company's receiving tube operation in Emporium, Pa. **Rudolph E. Carlson Jr.** named product planning manager for Sylvania Home & Commercial Electronics Corp., Batavia, N. Y. Mr. Carlson, who will be responsible for product planning of Sylvania's entire line of tv, stereophonic high-fidelity phonographs, and radios, was formerly with Motorola Inc. for seven years as assistant director of tv engineering and more recently as assistant product planning manager. Mr. Wanner joined Sylvania in 1948 and was named to his present post in 1959.

Charles E. Ellis, formerly with Ford Motor Co., Dearborn, Mich., appointed assistant controller of Philco Corp., Philadelphia, succeeding **T. A. Turner**, who was recently named controller for Philco's Western Development Laboratories, Palo Alto, Calif.

PROGRAMMING

Peter J. Mooney, president of Audio Production Inc., elected president of Film Producers Assn. of New York for 1963. Other new FPA officers are: **Robert Bergmann**, Filmex Inc., vp; **Louis Mucciolo**, Gerald Productions, secretary, and **Sanford Greenberg**, MPO Productions Inc., treasurer.

John Clark, formerly with ABC, ap-

pointed sales director of Mel Blanc Assoc., Hollywood production firm.



Mr. Sillerman

Michael M. Sillerman, formerly partner and executive vp in charge of sales of Programs for Television Inc., New York, joins sales staff of Four Star Distribution Corp., that city. Earlier, in 1953, Mr. Sillerman helped organize Television Programs of America Inc., New York, and served as its executive vp in charge of sales.

DEATHS

Eugene Peter O'Fallon, 72, Colorado radio-tv pioneer, died Feb. 16 at St. Joseph's Hospital in Denver of kidney ailment after three-week illness. Mr. O'Fallon started KFEL (now KIMN) Denver in 1922 and started KFEL-TV (now KTVR [TV]) in 1952, Denver's first television station and first post "tv-allocations-freeze" station in U. S.



Mr. O'Fallon

Crosley President Dunville dies at 57

Robert Edwin Dunville, 57, president of Crosley Broadcasting Corp., Cincinnati, died last Thursday (Feb. 28) at Bethesda Hospital, that city, where he had been patient for two weeks previously. He underwent serious operation last year. Mr. Dunville entered broadcast sales work in 1930s following graduation from U. of Missouri School of Journalism and stint as advertising manager for St. Louis automobile company. It was in St. Louis that Mr. Dunville became acquainted with James D. Shouse, then man-



Mr. Dunville

ager of CBS-owned KMOX there, and with whom he joined as member of sales staff. When Mr. Shouse left St. Louis to take over management of Crosley's WLW Cincinnati, Mr. Dunville joined him in move. He became sales manager of station and with expansion of Crosley into television (in Cincinnati, Dayton, Columbus and Indianapolis), Mr. Dunville became sales director for whole group. In 1949, when Mr. Shouse was named chairman of Crosley group, Mr. Dunville was named president and general manager of Crosley Broadcasting Corp. Crosley Stations are WLW and WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus, all Ohio, and WLWI (TV) Indianapolis, Ind.

Freeze was in effect through early 1950's. He also was pioneer fm radio broadcaster, having started Muzak Electronic Network in that area and was one of founders of Broadcast Music Inc. He was sales manager of KVOB (now KHOW) Denver when that station shared air time with KFEL.

Mr. O'Fallon was for many years a director of NAB, and was recipient of scores of radio and tv industry awards and held many industry-wide offices. In recent years, he had sold all of his radio-tv holdings and was associated with O'Fallon & Sons, an office, business and heavy equipment leasing firm.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Feb. 21 through Feb. 27 and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity. Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

APPLICATIONS

Boston, Mass.—Boston Catholic Tv Center Inc. Uhf ch. 38 (614-620 mc); ERP 1000 w vis., 501.2 kw aur. Ant. height above average terrain 440 ft., above ground 287 ft. P. O. address c/o Rt. Rev. Walter L. Flaherty, 25 Granby St., Boston. Estimated construction cost \$402,000; first year operating cost \$150,000; revenue \$150,000. Trans. location Woburn, Mass.; studio location Boston. Geographic coordinates 42° 27' 23" N. Lat., 71° 10' 50" W. Long. Type trans. RCA TTU-25B, type ant. RCA TFU-46K. Legal counsel McKenna & Wilkinson, Washington, D. C.; engineering consultant George R. Townsend, Springfield, Mass. Principals: Richard Cardinal Cushing, Rt. Revs. Walter L. Flaherty, Joseph P. Donelan, Timothy F. O'Leary, John S. Sexton & Oscar O'Gorman and Henry M. Leen. All but Mr. Leen, attorney, are Catholic priests. Principals are directors; company is owned by Archdiocese. Ann. Feb. 25.

***Glen Ridge, N. J.**—New Jersey Educational Tv Corp. Uhf ch. 77 (848-854 mc); ERP 474 kw vis., 237 kw aur. Ant. height above average terrain 620 ft., above ground 239 ft. P. O. address c/o Gerald V. Savage, 60 S. Fullerton Ave., Montclair, N. J. Estimated construction cost \$511,724; first year operating cost \$250,000. Studio location Glen Ridge, trans. location West Orange. Geographic coordinates 40° 47' 17" N. Lat., 74° 15' 16" W. Long. Type trans. RCA TTU-25B, type ant. RCA TFU-27J. Legal counsel Spearman & Roberson, Washington, D. C.; consulting engineer Paul Godley Co., Upper Montclair, N. J. Orville J. Sather is president of non-profit group. Ann. Feb. 26.

Dayton, Ohio—Taft Bestg. Co. Uhf ch. 44 (650-656 mc); ERP 810 kw vis., 405 kw aur. Ant. height above average terrain 1,000 ft., above ground 1,064 ft. P. O. address c/o W. H. Hansher, 1906 Highland Ave., Cincinnati 19, Ohio. Estimated construction cost

\$923,856; first year operating cost \$487,500; revenue \$75,000. Studio and trans. locations both Dayton. Geographic coordinates 39° 43' 10" N. Lat., 84° 14' 37" W. Long. Type ant. RCA TTU-25B, type ant. RCA TFU-46H. Legal counsel Koteen & Burt, Washington, D. C. Principals: Hulbert Taft Jr. (7.5%) and others. Applicant is licensee or permittee of WKRC-AM-FM-TV Cincinnati, WTVN-AM-FM-TV Columbus, both Ohio, WBRC-AM-FM-TV Birmingham, Ala., and WKYT-TV Lexington, Ky. Ann. Feb. 27.

Existing am stations

ACTIONS BY FCC

■ Commission gives notice that Jan. 3 initial decision which looked toward granting application of Poplar Bluff Bestg. Co. to increase daytime power of KWOC Poplar Bluff, Mo., on 930 kc from 1 kw to 5 kw, continued nighttime operation with 500 w. DA-N; condition and pre-sunrise operation with daytime facilities precluded became

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

effective Feb. 25 pursuant to Sec. 1.153 of rules. Ann. Feb. 26.

■ Commission gives notice that Nov. 6 1962, initial decision which looked toward granting application of Fifth Market Bestg. Inc. to increase power of WGSW Huntington, N. Y., on 740 kc, D. from 1 kw to 5 kw, with DA; condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419, became effective Dec. 26, 1962, pursuant to Sec. 1.153 of rules. Action Feb. 21.

APPLICATIONS

WFTL Ft. Lauderdale, Fla.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Feb. 21.

KLIN Lincoln, Neb.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Feb. 21.

KEFM Oklahoma City, Okla.—Cp to increase ERP to 3 kw; increase ant. height above average terrain to 154.5 ft.; change ant.-trans. and studio location; change station location to Midwest City, Okla. Request for waiver of Sec. 1.356 (f) and 3.205 (a)(b) (2) of rules. Ann. Feb. 25.

KMUR Murray, Utah.—Cp to increase D power from 250 w to 1 kw and install new trans. Ann. Feb. 25.

New fm station

APPLICATION

Montgomery, Ala.—WAJM Inc. 103.3 mc, ch. 27.7, 29.1 kw. Ant. height above average terrain 210 ft. P. O. address Sebie Smith, 107 S. Lawrence St., Montgomery. Estimated construction cost \$42,800; first year operating cost \$25,000; revenue \$30,000. Principals: Sebie Smith, James R. Young and Fred Wright (each 33 1/3%). Mr. Smith is minority owner of WSFA-AM-FM Montgomery and is vp of WAJM (FM) Montgomery, equipment of which applicant plans to purchase. Ann. Feb. 27.

Ownership changes

ACTIONS BY FCC

KSUN Bisbee, Ariz.—Granted assignment of license from Carleton W. Morris (100%), deceased, to Esther Morris (100%), executrix of estate. Also see application below. Action Feb. 25.

KHFH Sierra Vista, Ariz.—Granted assignment of license and cp from Carleton W. Morris (100%), deceased, to Esther Morris (100%), executrix of estate. Also see application above. Action Feb. 25.

WQXQ Ormond Beach, Fla.—Granted transfer of control of licensee corporation, Volusia County Bestg. Corp., from Lyman W. and Julia F. Menard (100%) to Radkob Corp., principals of which are Ellis E. Berndt (10%) and K. O. B. Corp. (87%), owned by Oscar Kammerman (60%) and Alfred V. Meyers (40%). Consideration \$70,000. Action Feb. 26.

WQXT-AM-FM Palm Beach, Fla.—Granted assignment of licenses from Emma S. Pell (100%), d/b as Flame Radio & Tv Corp., to Bernard J. Harris (100%), tr/as Fairfax Bestg. Inc. Consideration \$150,000. Mr. Harris owns mortgage firm. Action Feb. 21.

WSPB Sarasota, Fla.—Granted relinquishment of positive control of Community Bestg. Corp., parent corporation of licensee, WSPB Bestg. Inc. For other information see WALL Middletown, N. Y., grant below. Action Feb. 25.

WRGR Starke, Fla.—Granted assignment of license from Murray C. & Olympia M. Tillman (each 50%), d/b as Radio Starke Inc., to George A. Gothberg Jr. (51%) and Ozzelle G. Gothberg (49%), tr/as George Gothberg Radio Inc. Consideration \$45,000. Action Feb. 26.

WSEI (FM) Effingham, Ill.—Granted assignment of license from Illinois Bestg. Co., large company with no majority stockholder, to Joseph E. McNaughton (59%), F. F. McNaughton (20%) and others, tr/as Effingham Bestg. Co. Consideration \$5,000. Effingham is licensee of WCRA Effingham; Mr. J. E. McNaughton is part owner of WRMN Elgin, WKEL Kewanee, Pekin Times, Pekin, and Effingham Daily News, Effingham, all Illinois; Mr. F. F. McNaughton is part owner of two newspapers above. Action Feb. 26.

KFH-AM-FM Wichita, Kan.—Granted transfer of negative control of licensee corporation, Radio Station KFH Inc., through dissolution of Wichita Eagle Inc. (50%) and distributing KFH stock to each

stockholder in same proportion as stock in Wichita Eagle. No financial consideration involved. Action Feb. 21.

WALL Middletown, N. Y.—Granted relinquishment of positive control of licensee corporation, Community Bestg. Corp., from John M. Davis (60.2%), Eva B. Davis (2.1%), Roger W. Clipp (32.5%) and Marjorie A. Clipp (5.2%) to Mr. Davis (48.3%), Mrs. Davis (1.7%), Mr. Clipp (26.1%) and Mrs. Clipp (23.9%). Consideration \$4,700. Also see WSPB Sarasota, Fla., a grant above. Action Feb. 25.

WNBZ Saranac Lake, N. Y.—Granted assignment of license from Jacques and Jeanne Mattos (each 50%), d/b as Upstate Bestg. Corp., to James Rogers III (100%), tr/as W.N.B.Z. Inc. Consideration \$110,000. Mr. Rogers is WNBZ employee. Action Feb. 21.

WEAC Gaffney, S. C.—Granted assignment of cp from E. Raymond Parker (100%) to Mr. Parker (50%), Don H. Lovelace (48%), Bright G. Parker & Shirley C. Lovelace (each 1%) d/b as Gaffney Bestg. Inc. Consideration \$12,500. Action Feb. 20.

KELP-TV El Paso, Tex.—Granted assignment of license and cp from Norman E. Alexander and Joseph Harris (each 50%), d/b as KELP Tv Corp., to same persons in same percentages, tr/as KELP Tv Co. No financial consideration involved, as ownership merely changes from corporation to partnership. Action Feb. 25.

APPLICATIONS

WJAM Marion, Ala.—Seeks transfer of control of licensee corporation, Radio Marion Inc., from Rowdy McGee (25%) to J. Dige Bishop (33% before transfer, 58% after); other ownership remains stable. Consideration \$5,500. Ann. Feb. 27.

KBLU-AM-TV Yuma, Ariz.—Seeks assignment of license of am from Robert W. Crites (100%), tr/as Desert Bestg. Co., and tv from Mr. Crites and Robert H. Langill (each 50%), d/b as Desert Telecasting Co., to Mr. Crites, Patricia A. Crites, John Noga and Helen Noga (each 25%), tr/as Desert Telecasting Inc. Consideration \$25,000. Mr. & Mrs. Noga own entertainment agencies. Ann. Feb. 26.

KJAX Santa Rosa, Calif.—Seeks assignment of license from John Withers (100%), d/b as KJAX Inc., to Producers Inc. (100%), large corporation owned 50% by Polaris Corp., 50% by Ferris E. Traylor and family. Consideration \$2,500. Producers is majority owner of KCND-TV Pembina, KNOX-TV Grand Forks, KXGO-TV Fargo, all North Dakota, WTVW (TV) Evansville, Ind., and WKYW Louisville, Ky. Ann. Feb. 26.

KSNO Aspen, Colo.—Seeks assignment of license from Myron J. Kammezyer, Edward L. Vestal and Theodore B. Gazarian (each 33 1/3%), d/b as Aspen Bestg. Co., to Mr. Gazarian (50%) and William R. & Olivia C. Dunaway (each 25%), tr/as Aspen Bestg. Inc. Consideration \$7,500. Mr. Dunaway is publisher of three local weekly newspapers; Mrs. Dunaway is housewife. Ann. Feb. 21.

WPOP Hartford, Conn.—Seeks assignment of license from H. Scott Killgore (50.7%) and others, d/b as Tele-Bestrs. of Connecticut Inc., to Joseph C. Amatore (17% plus), Walter B. Dunn (13% plus) and others, tr/as WIRE Bestg. Co. Consideration \$465,000. Applicant owns WIRE Indianapolis, Ind. Ann. Feb. 27.

WFMD-AM-FM Frederick, Md.—Seeks transfer of control of licensee corporation, Monocacy Bestg. Co., from Maryland National Bank. Morton M. Siegel and Laurence Leonard, deceased, (all trustees), to bank, Mr. Siegel and Evelyn C. Leonard (all trustees). No financial consideration involved. Ann. Feb. 21.

WHRV Ann Arbor, Mich.—Seeks assignment of license from Clay, Arthur S. (each 47.5%) and William O. Littick (5%) d/b as Zanesville Publishing Co., to Frank H. Babcock Jr. (50%), J. William & Dorothy O'Connor (each 23%), and Edward Ballantine & Thomas A. O'Connor (each 2%), tr/as Radio Ann Arbor Inc. Consideration \$295,000. Ann. Feb. 25.

KFTW Fredericktown, Mo.—Seeks assignment of license from Robert F. Neathery (100%) to Robert F. Neathery Jr. (100%). No financial consideration involved. Mr. Neathery Jr. owns 5% of KUKU Willow Springs and KALM Thayer, both Missouri, and KAMS Mammoth Springs, Ark. Ann. Feb. 27.

KETV (TV) Omaha, Neb.—Seeks transfer of control of licensee corporation, Herald Liquidating Co., to Peter Kiewit Sons Inc.,

tr/as Northwest Agencies Inc. Transfer is routine, as Kiewit Co. has bought Omaha World Herald, owner of KETV (TV). Ann. Feb. 21.

KEYR Terrytown, Neb.—Seeks acquisition of positive control of licensee corporation, Western Nebraska Bestg. Inc., from Jack Gilbert (50%) by Robert T. Marland (100% after transfer, 50% before). Consideration \$2,000. Ann. Feb. 21.

WITN-FM Grifton, N. C.—Seeks assignment of license from North Carolina Tv Inc. to Tar Heel Bestg. System Inc. Roberson family controls both corporations. No financial consideration involved. Ann. Feb. 27.

KBUS Mexia, Tex.—Seeks assignment of license from Thomas R. Elkins (14.67%), Joan Elkins (44%), Herbert A. Winters (40%) and James J. Dillon (remainder), d/b as Mexia Bestg. Inc., to Lucile U. Herrin (100%), d/b as Limestone Bestg. Co. Consideration \$52,500. Miss Herrin is school teacher. Ann. Feb. 27.

WKLC St. Albans, W. Va.—Seeks assignment of license from Raymond I. (98.6%) & Clarice S. Kandel (.7%) and Morton J. Victorson (.7%), d/b as Kandel Corp., to D. L. Rike & Co. (100%), tr/as St. Albans-Nitro Bestg. Co.; Rike & Co. is owned by David L. & Catharine C. Rike (each 25%) and John J. Cote, Virginia C. Cote, Lawrence M. Noble Jr., Helen R. Noble, Peter A. Bowers & Susanne R. Bowers (each 8.33%). Consideration \$191,000. Ann. Feb. 27.

Hearing cases

INITIAL DECISION

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward (1) granting application of Radiocasters for new daytime am on 910 kc, 5 kw, DA, in Marietta, Ohio, condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419, and (2) denying application of Tri-City Bestg. Co. for new daytime am on 910 kc, 1 kw, in Belpre, Ohio. Action Feb. 26.

OTHER ACTIONS

■ By memorandum opinion & order, commission granted motion by Beacon Bestg. System Inc. to extent of extending time from Feb. 11 to March 28 to file exceptions to Jan. 11 supplemental initial decision which would deny its application for new am in Grafton-Cedarburg, Wis., and which would grant similar application of Suburban Bestg. Inc. for new station in Jackson, Wis. Action Feb. 21.

■ By memorandum opinion & order, commission (1) denied motion by State of Kansas Committee on Education of Legislative Council to reject petition by Tulsa Bestg. Co. (KTUL-TV, ch. 8), Tulsa, Okla., for reconsideration of Nov. 8, 1962, report & order in Doc. 13860 which assigned educational ch. *8 to Hutchinson, Kans., and (2) afforded time to March 22 for filing of oppositions to KTUL-TV petition which suggests channel shifts or use of ch. 8 in Hutchinson at short spacing to remove objections to grant of its application to change trans. site. Action Feb. 20.

■ By memorandum opinion & order, commission denied petition by Upper Valley Tv Bestrs. Inc. for reconsideration of that portion of Sep. 28, 1962, report & order which deleted commercial ch. 28 from Hanover, N. H., and assigned it for noncommercial educational use in Windsor, Vt. Commission adheres to view that allocation of ch. *26 to Windsor is important part of establishment of statewide educational network in Vermont. Action Feb. 20.

■ By separate action, commission invited comments to alternative proposals to add commercial uhf channel to Hanover area by (1) making commercial present etv ch. *20 in city, (2) assigning ch. 39 to Lebanon (about 7 miles from Hanover) by deleting it from Glen Falls, N. Y., and deleting ch. 24 from Littleton, or (3) assigning ch. 74 to Hanover. Assignment of any of channels proposed would require concurrence of Canadian authorities. Action Feb. 20.

Video Utility Corp., Roseburg, Ore.—Granted cp for new vhf tv translator station on ch. 7 to rebroadcast programs of KEZI-TV (ch. 9) Eugene. By letter, denied informal objection by Teleservice Co., licensee of uhf translator station K83AH in Roseburg. Comrs. Lee and Ford dissented and voted for hearing. Action Feb. 20.

■ By memorandum opinion & order, commission (1) granted application of Lynchburg Bestg. Corp. for new vhf tv translator on ch. 5 in Roanoke, Va., to rebroadcast

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Feb. 27

	Lic.	ON AIR	Cps.	CPS	TOTAL APPLICATIONS
				Not on air	for new stations
AM	3,757		60	121	467
FM	1,063		22	131	288
TV	516		64	80	113

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Feb. 27

	VHF	UHF	TOTAL
			TV
Commercial	486	94	580
Non-commercial	47	21	68 ¹

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Jan. 31

	AM	FM	TV
Licensed (all on air)	3,748	1,055	515
Cps on air (new stations)	71	30	65
Cps not on air (new stations)	113	130	77
Total authorized stations	3,932	1,215	664
Applications for new stations (not in hearing)	277	173	54
Applications for new stations (in hearing)	196	13	51
Total applications for new stations	473	286	105
Applications for major changes (not in hearing)	315	109	43
Applications for major changes (in hearing)	54	3	8
Total applications for major changes	369	112	51
Licenses deleted	0	2	0
Cps deleted	1	1	1

¹Includes 3 stations operating on unreserved channels.

programs of WLVA-TV (ch. 13) Lynchburg, and (2) denied opposing petitions of Shenandoah Life Stations Inc. (WSLS-TV), and Times-World Corp. (WDBJ-TV), both Roanoke. Action Feb. 20.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion & order in consolidated proceeding on applications of D & E Bstg. Co. and Great State Bstgs. Inc. for new am stations in San Antonio, Tex., in Docs. 14567-8, (1) denied late filed petition by Great State to reopen record and enlarge issues, and (2) dismissed supplement to opposition filed by D & E. Action Feb. 26.

■ By memorandum opinion & order in proceeding on application of Rockdale Bstgs. for new am in Rockdale, Tex., in

Doc. 14880, granted its petition and waived Sec. 1.362 (b) of rules to permit late publication of hearing notice. Action Feb. 26.

■ By memorandum opinion & order in proceeding on application of Higson-Frank Radio Enterprises for new am in Houston, Tex., in Doc. 14357, granted motion by Broadcast Bureau and (1) reopened record and enlarged hearing issues to determine whether representations made by Higson-Frank in proceeding pertaining to contacts with Jack Harris, general manager of KPRC-AM-TV Houston and others were false, and, if so, whether Higson-Frank possesses requisite character qualifications to be licensee, and (2) remanded proceeding to examiner for further hearing and preparation of supplemental initial decision. Action Feb. 26.

■ Granted petition by Broadcast Bureau and extended to March 1 time to file exceptions to initial decision in proceeding on

am application of Birch Bay Bstg. Inc. (KARI), Blaine, Wash. Action Feb. 25.

■ Granted petitions by Jesus Vargas Candelaria and International Bstg. Corp., applicants for new am stations in Bayamon and Carolina, respectively, both Puerto Rico, and extended to Feb. 27 time to respond to comments of Broadcast Bureau concerning their joint petition for approval of agreement. Action Feb. 25.

■ Granted petition by Broadcast Bureau and extended to Feb. 25 time to file appeal from hearing examiner's memorandum opinion & order of Feb. 12 in proceeding on fm applications of Blue Island Community Bstg. Inc., Blue Island, Ill., et al. Action Feb. 25.

■ By separate memorandum opinions & orders, Review Board added "trafficking" issue with respect to Tedesco Inc. and its principals, Nicholas and Victor J. Tedesco, in Edina, Minn., am broadcast proceeding in Docs. 14739 & 14740 and named Swanco Bstg. Inc. of Iowa and People's Bstg. Co. parties to proceeding for purposes of trial of new issue and of recently-added character qualifications issues; ordered that final action on applications by Nicholas and Victor J. Tedesco, d/b as Gabriel Bstg. Co., Christholm, Minn., and sole stockholders of KFNF Bstg. Corp. (KFNF), Shenandoah, Iowa, in Docs. 14528 & 14651, respectively, be withheld pending dispositive action on Tedesco Inc. application in Edina proceeding in Doc. 14740; and denied petition by KFNF Bstg. Corp. insofar as it sought deletion of "trafficking" issue without hearing. These actions rendered moot petitions filed by Edina Corp. in proceedings in Docs. 14528 & 14651, and constituted grant of petition for mod. of issues filed by Swanco Bstg. Inc. of Iowa and petition for enlargement of issues filed by Edina Corp. Inclusion of condition in Doc. 14528 was stated to be without pre-determination of pending request for approval of agreement looking toward dismissal of application of Gabriel Bstg. Co. Actions Feb. 21.

■ Scheduled oral argument for March 21 in proceeding on am application of Hawkeye Bstg. Inc. (KOEL), Oelwein, Iowa. Action Feb. 21.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

■ Scheduled prehearing conferences and hearings in following am proceedings on dates shown: March 15 and April 25: Rhinelander TV Cable Corp., Rhinelander, Wis.; March 19 and April 19: John Self, Winfield, Ala.; March 20 and April 24: Abacoa Radio Corp. (WWWW), Rio Piedras (San Juan), and Mid-Ocean Bstg. Corp., San Juan, both Puerto Rico; March 20 and April 15: Calhio Bstgs., Seven Hills, Salem Bstg. Co., Salem, and Tele-Sonics Inc., Parma, all Ohio; March 22 and April 22: Southwestern Bstg. Co. of Mississippi, Port Gibson, Miss. Action Feb. 26.

■ Granted petition by Porter County Bstg. Corp. to extent of dismissing, but with prejudice, its application for new am in Valparaiso, Ind., and retained in hearing status remaining applications involved in proceeding. Action Feb. 25.

■ On own motion, in light of correspondence received from Connecticut Coast Bstg. Co. regarding procedures in proceeding on its application and that of Garo W. Ray for new am stations in Bridgeport and Seymour, both Connecticut, respectively, in Docs. 14829-30, scheduled further prehearing conference for Feb. 25 and rescheduled Feb. 25 hearing for Feb. 26. Action Feb. 20.

■ Granted petition by Parkway Bstg. Co. for dismissal of its application for new am in Buena Vista, Va., but dismissed application with prejudice, and retained in hearing status application of Griffith Bstg. Corp. for new am in Lynchburg, Va. Action Feb. 20.

■ Held in abeyance ruling with regard to notice by Clinch Mountain Bstg. Co. to effect that they are no longer interested in pursuing their application for new am in Lebanon, Va., pending receipt of statement, in affidavit form, as to whether anything of value has been promised to or received by them in connection with abandonment of their application, said affidavit to be submitted by March 1. Action Feb. 20.

By Hearing Examiner Basil P. Cooper

■ Granted motion by applicant and extended from Feb. 21 to March 15 date for exchange of preliminary engineering exhibits, from March 1 to March 29 for exchange of final engineering exhibits, and from March 8 to April 8 date for start of evidentiary hearing in proceeding on am

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application of 1360 Broadcasting Inc. (WEBB), Baltimore, Md. Action Feb. 26.

By Hearing Examiner James D. Cunningham

■ On own motion, continued Feb. 25 further hearing to March 4 in proceeding on NBC-RKO broadcast transfers and related applications in Docs. 13085 et al. Action Feb. 20.

By Hearing Examiner Charles J. Frederick

■ On own motion, rescheduled March 11 hearing for March 25 in proceeding on applications of Semo Bcstg. Corp. and Brownsville Bcstg. Co. for new am stations in Sikeston, Mo., and Brownsville, Tenn., respectively. Action Feb. 20.

■ Pursuant to agreements reached at Feb. 20 prehearing conference in proceeding on application 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., rescheduled March 4 hearing for March 11. Action Feb. 20.

■ On own motion, but with consent of applicants, in consolidated am proceeding on applications of People's Bcstg. Co. (WPBC), Minneapolis, and Gabriel Bcstg. Co., Chisholm, both Minnesota, rescheduled March 19 further hearing for April 16. Action Feb. 21.

By Hearing Examiner Millard F. French

■ Pursuant to agreement reached at Feb. 20 prehearing conference in proceeding on application of Brush Bcstg. Co. for new am in Wauchula, Fla., continued March 6 hearing to April 22. Action Feb. 21.

By Hearing Examiner Walther W. Guenther

■ By memorandum opinion & order in proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn., denied request by respondents Connecticut Tv Inc. (WVNB-TV), New Britain, Conn., and Springfield Tv Bcstg. Corp. (WWLP), Springfield, Mass., for issuance of subpoena to Roger W. Clipp, vice president of Triangle and operating head of its Radio and Tv Div. Action Feb. 26.

■ By separate notice, upon request of applicant Triangle Publications Inc. scheduled further hearing conference for 9 a.m., Feb. 27. Action Feb. 26.

■ On own motion, scheduled further hearing conference for 1:15 p.m., Feb. 21, in proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn. Action Feb. 19.

By Hearing Examiner Annie Neal Huntting

■ Granted request by Transcript Press Inc. to extent of continuing hearing to March 11, subject to limitations and agreements stated on record of Feb. 19 hearing, and scheduled second hearing session for March 21 for purposes stated on record of Feb. 19 hearing, in proceeding on its application and that of Newton Bcstg. Co. for new am stations in Dedham and Newton, both Massachusetts, respectively. Action Feb. 19.

By Hearing Examiner David I. Kraushaar

■ In proceeding on applications of Tri-City Bcstg. Co. and Radiocasters for new am stations in Belpre and Marietta, respectively, both Ohio, in Docs. 14770-1, granted *nunc pro tunc* Broadcast Bureau's Feb. 11 petition and accepted all proposed findings of fact and conclusions of law filed herein on or before Feb. 18. Action Feb. 19.

By Hearing Examiner Forest L. McClenning

■ Formalized by order ruling made by hearing examiner at Feb. 20 hearing conference that memorandum opinion & order of Review Board released herein on Feb. 12 did not constitute direction to examiner that "partial initial decision" ordered be based on record as now constituted and accordingly Fairfield Bcstg. Co., applicant for new am in Easton, Conn., could adduce further evidence under issues 11-14, and ordered resumption of hearing for April 5, limited to issues 11-15, in consolidated am proceeding on applications of Eastern Bcstg. System Inc., Brookfield, Conn., et al. Action Feb. 20.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Granted request by Dorlen Bcstrs. Inc. and extended from March 6 to April 12 date for exchange of exhibits, March 13 to April 19 for notification of witnesses, and continued March 25 hearing to April 29 in proceeding on its application and that of Charles County Bcstg. Inc. for new am stations in Waldorf and La Plata, both Maryland, respectively. Action Feb. 25.

■ Granted request by KREB Inc. (KREB), Shreveport, La., and extended from Feb. 25 to March 18 date for exchange of rebuttal exhibits, from March 4 to March 25 for notification of witnesses, and continued March 12 hearing to April 17 in proceeding on am application of Southwestern Bcstg. Co. of Mississippi (WAPP), McComb, Miss. Action Feb. 21.

■ Pursuant to agreements reached at Feb. 13 hearing in proceeding on applications of Edina Corp. and Tedesco Inc. for new am stations in Edina and Bloomington, both Minnesota, respectively, in Docs. 14739-40, scheduled resumption of hearing for March 18 with sessions, if necessary, on each succeeding day through March 22. If matters for hearing are not completed by March 22, hearing will be continued pending further order of hearing examiner, but will not be resumed during week of March 25; scheduled other procedural dates. Action Feb. 19.

By Hearing Examiner Herbert Sharfman

■ In consolidated am proceeding on applications of Coastal Bcstrs. Inc., Herndon, Va., et al., in Docs. 14873-77, denied motion by applicant Virginia-Potomac Bcstg. Corp., Herndon, for additional time to exchange its direct written case, to which other Herndon applicants expressed opposition, without prejudice to filing of another appropriate pleading. Action Feb. 25.

■ Upon request of applicant and without objection by other parties, rescheduled March 8 prehearing conference for March 1, at 9 a.m., in proceeding on application of Beamon Advertising Inc. for new am in Daingerfield, Tex. Action Feb. 25.

■ Granted petition by Rockland Bcstg. Co. and extended from March 4 to March 18 time to file initial proposed findings and from March 14 to March 28 for replies in proceeding on its application and Rockland Radio Corp. and Rockland Bcstrs. Inc. for new am stations in Blauvelt and Spring Valley, all New York. Action Feb. 25.

By Hearing Examiner Elizabeth C. Smith

■ Pursuant to joint motion by Broadcast Bureau and Melody Music Inc. made certain specified corrections to transcript of hearing in proceeding on Melody's application for renewal of license of WGMA Hollywood, Fla. (action Feb. 20); scheduled conference for 3 p.m., Feb. 27, at which time court reporter will read his notes of evidence in question, with respect to motion of Feb. 6 by Melody Music to correct transcript, and related pleadings. Action Feb. 25.

■ Granted petition by Broadcast Bureau and continued March 21 further hearing to March 26 in proceeding on applications of Valparaiso Bcstg. Co., et al., for new am stations in Valparaiso, Ind. Action Feb. 25.

■ Pursuant to agreement of counsel at Feb. 21 prehearing conference in proceeding on am applications of Accomack-Norhampton Bcstg. Inc. (WESR), Tasley, and Chesapeake Bcstg. Corp. (WASA), Havre de Grace, both Maryland, rescheduled March 12 hearing for April 22. Action Feb. 21.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Feb. 26

■ Granted renewal of licenses for following NBC stations: WRC-AM-FM-TV Washington, D. C., and extension of completion date for WNBC New York, N. Y., to June 23; without prejudice to such action as commission may deem warranted as result of its final determinations: (1) with respect to conclusions and recommendations set forth in report of Network Study Staff; (2) with respect to related studies and inquiries now being considered or conducted by commission; and (3) with respect to pending anti-trust matters relating to NBC and RCA.

*WAUP (FM) Akron, Ohio—Granted license and redscribe trans. and studio location.

WCDS Glasgow, Ky.—Granted license.

WPKE Pikeville, Ky.—Granted license covering use of old main trans. as aux. trans.

KBTM Jonesboro, Ark.—Granted license covering use of old main trans. as aux. trans. at main trans. site, with remote control operation.

WCHB Inkster, Mich.—Granted license for alternate main trans.

WYLD New Orleans, La.—Granted cp to install new aux. daytime trans. at main trans. site.

WKRC Cincinnati, Ohio—Granted cp to install alternate main nighttime-aux. daytime trans. at main trans. site.

WSEI (FM) Effingham, Ill.—Granted cp to decrease ERP to 9.3 kw, increase ant. height to 230 ft., change trans. and main studio

location and remote control point to Effingham, and install new ant.; remote control permitted; condition.

WEST-FM Easton, Pa.—Granted cp to replace expired permit to change frequency, decrease ERP and install new ant.

WORA-TV Mayaguez, P. R.—Granted cp to replace expired permit to make changes (main trans. and ant.).

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: KBTM Jonesboro, Ark.; KDZA Pueblo, Colo.; KBRB Springdale, Ark.

KING-TV Seattle, Wash.—Granted extension of completion date to April 25 (aux. trans.).

Actions of Feb. 25

WFRV (TV) Green Bay, Wis.—Granted mod. of license to change name to WFRV Inc.

WABI Bangor, Me.—Granted cp to install new aux. trans. at main trans. location.

KCLH Blue Earth, Minn.—Granted mod. of cp to change ant.-trans. location and specify studio as same; make changes in ant. system (increase height), and make changes in ground system; conditions.

WTHN Thomaston, Ga.—Granted request and cancelled license for am; call letters deleted.

Actions of Feb. 21

WPLM Plymouth, Mass.—Granted cp to make changes in night DA pattern.

K12AN Scobey, Mont.—Granted cp to replace expired permit, specify type trans. and make changes in ant. system of vhf tv translator station.

K78AR Lihue, Kauai, Hawaii—Granted cp to replace expired permit for uhf tv translator station.

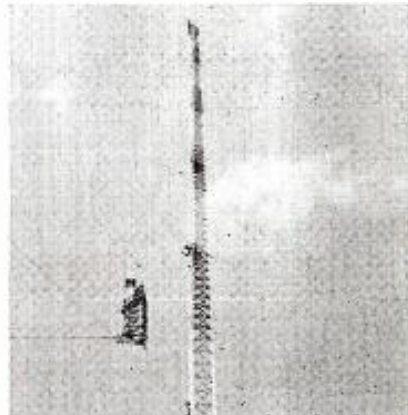
*KRRC (FM) Portland, Ore.—Granted cp to install new ant. and make changes in ant. system.

WCSH-TV Portland, Me.—Granted cp to install frequency control equipment in pres-

Continued on page 87

FOR TOWERS of all kinds CALL ROHN

For a complete line of towers ideally suited for radio, television and microwave use of all kinds, rely on ROHN.



Shown above is the final installation of a 16 bay antenna atop a 485' ROHN TV broadcast tower. The installation is the WMBD-TV translator station at LaSalle, Illinois, Channel 71.

ROHN Manufacturing Co.

P.O. Box 2000
Peoria, Illinois

"Pioneer Manufacturer of
Towers of All Kinds"
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- 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 of responsibility for their custody or return.

RADIO

Help Wanted—Management

Wanted-immediately. Experienced sales minded manager for western N.Y.S. Top salary and benefits. Send photo and full particulars. Box 92B, *BROADCASTING*.

Local sales manager for upper midwest full time medium market in group operation. Excellent account list, substantial draw and good opportunity for professional growth. Box 205B, *BROADCASTING*.

Manager for well established small station, western Washington. Prefer man with experience in small station market. Write full details. Box 301B, *BROADCASTING*.

Regional sales manager plus selling some local accounts. Excellent salary plus commission. Well established reputable mid-western station. Growth opportunity for right individual. Position available now. Box 318B, *BROADCASTING*.

Do you have managerial ability? Are you the sales manager but can not go up? Write today giving full details for this job as General Manager of Texas radio station in small market. Box C-6, *BROADCASTING*.

Deep south station needs aggressive sales minded manager who is profit conscious. First phone is a plus consideration. Box C-35, *BROADCASTING*.

Experienced sales manager for fulltime station in progressive city of over 15,000. Salary plus commission and expense allowance. Earnings governed only by ability. Excellent opportunity. Must be reliable, aggressive, and willing to accept responsibility. Send full information to KSCB, Box K, Liberal, Kansas.

Opening for selling sales manager in fm-steroid radio. We will be more than liberal with the right person, however, you must be a commission type salesman with an understanding of soft sell. Order takers should not apply, as you will not last long. Air time and salary for same is available if your voice warrants. Contact: M. W. Ozier, 2424 W. Skyline Drive, Champaign, Illinois.

Sales

Small independent group in Minnesota is expanding sales department. Needed, experienced radio time salesman for single station market. The right man will receive substantial active account list plus generous salary. Personal interview required. Box 171B, *BROADCASTING*.

Wanted immediately; a sales-producer manager for small New Jersey am station. A single station growing market. Must be stable, responsible, and willing to work hard and grow with us. Box 307B, *BROADCASTING*.

New England: The right man can make big city pay in this small market, and enjoy pleasant living near year round recreational sites. We're willing to pay top salary plus excellent incentive commissions for a steady, experienced salesman. Staff knows of this ad. All replies will be answered. Box C-13, *BROADCASTING*.

Broadcast Employment Service, openings for all sales and management personnel. Move ahead—write now. 4825 10th Ave. So. Minneapolis, 17, Minnesota.

Help Wanted—(Cont'd)

Announcers

Announcer, with 1st ticket, male or female, for New Hampshire smooth-sound daytimer, \$115 weekly. Box 319B, *BROADCASTING*.

Morning man? Personality? Handle humor? If you have all three qualifications and can work a pleasant pop format, this major midwest market station is looking for you. Send us aircheck, photo and background. Box 173B, *BROADCASTING*.

Announcer with varied experience and first phone ticket Texas network station. Box 224B, *BROADCASTING*.

Announcer: mature voice, major midwest market. Adult music station, good working conditions. Send tape, resume, photo, salary expectations, first letter. Box 246B, *BROADCASTING*.

Experienced, live wire announcer. Interested in learning some sales. Must be able to do play by play basketball and football on eastern Pennsylvania daytimer. Box 274B, *BROADCASTING*.

Pennsylvania 1000 watt station seeking a mature hardworking announcer with experience for a good music station. Must be able to take instruction and have imagination. 5 day work week. Send tape, resume and salary requirements to Box 273B, *BROADCASTING*.

\$575 per month; first phones only; plenty of extras. Room to go up; good music; medium market, Central Illinois. Box 257B, *BROADCASTING*.

Texas kilowatt seeking experienced, mature announcer. Salary \$90.00. Tape, resume, to Box 317B, *BROADCASTING*.

Ready for major eastern market with a group owner? Needs stable, articulate, warm, personality, not rock type. 30-40 years old with family. Send resume, tape, photo, and salary requirements to Box 325B, *BROADCASTING*.

Florida major-market fm seeks announcer with 1st phone. We want delivery reeking with quality, at home with middle of the road music, longhair, and especially ads. Maintenance not required. We want a quality pro; no floaters. Prefer someone already a Florida resident. Send full resume with tape and salary expectation. Box C-2, *BROADCASTING*.

Immediate opening for man that likes radio, can handle a board shift and would like to work into local news and sports in southern market. Box C-7, *BROADCASTING*.

Aggressive 500 watt west Texas radio station always interested in able and ambitious announcers and newscasters, first class ticket required for newsmen. Interested? Write Box C-9, *BROADCASTING*.

Wanted: Bright talented vacation replacement for central New York, CBS affiliate. Able to fill all posts from news to music. Pleasant work, pleasant company. Approximately May 15th thru September 10th. Send tape, photo, resume immediately. Box C-18, *BROADCASTING*.

Help Wanted—(Cont'd)

Announcers

Combo or combelle: We're wacky, we believe in people. No personalities; just nice guys or gals who'll get along with us and our audience. Natural, unscientific, radio. \$100 for a 40 hour week and the plus is up to you; the opportunity is available. 50 miles from N.Y.C. Box C-45, *BROADCASTING*.

Announcer, experienced for wide awake suburban Philadelphia station. Operate own board. Non-frantic, non-format. Permanent position. Box C-53, *BROADCASTING*.

Tight dj with 1st phone. Night man wanted. Some r&r. If you like mountains and out of doors we may have the 1st phone you want. Box C-61, *BROADCASTING*.

First class announcer with first class license. Send all information first letter. WDEC, Americus, Georgia.

KSFR—The famous San Francisco "3-B sweatshirt" concert music station needs two personalities for a bold new departure in programming. Classical music background a must, production know-how and programming experience essential. KSFR, 10 Claude Lane, San Francisco, California. YU 6-2825.

First phone only, no maintenance, good music format. Three years experience minimum; top salary for right man. Contact Jim Jae, Jr. MANAGER, AC-1-3451, KHMO, Hannibal, Mo.

Arkansas regional seeking top announcer, PD. Photo full background to William Fogg, Manager, KXJK, Forrest City, Arkansas.

Announcer for music-news operation. Better than average salary, permanent position. Ray Doss, WAIN, Columbia, Kentucky.

Announcer, first phone, pay's fair, job's steady, working conditions excellent, chance for advancement. We'll train you. WARO, Canonsburg, Pa.

Immediate opening for experienced mature, announcer with top men, top station in market. Write phone WASA, Harve de Grace, Maryland. 301-939-0800.

Top flight morning personality for new Indianapolis clear channel WIGO airing in April. Send tape (airtake), resume, and salary requirements to Luke Walton, 425 Board of Trade Building, Indianapolis 4, Indiana.

Announcer-salesman. \$60 per week plus 15% commission. Send tape to WSMD, Waldorf, Maryland.

Urgent: Versatile announcer-evenings ability sets pay. Contact Terry Dorsey, WDBQ, Dubuque, Iowa.

Experienced 1st phone announcer-newsman no maintenance. Michigan daytimer Mutual. Good opportunity with growing organization. Salary depends on experience and ability. Send tape, resume and photograph, WJUD, St. Johns, Michigan.

Broadcast Employment Service has choice latest AM or TV openings. Confidential professional placement. 4825 10th Ave. So. Minneapolis, 17, Minnesota.

Help Wanted—(Cont'd)

Technical

Engineer-announcer strong on maintenance, wanted immediately. Chance for advancement in Florida multiple station chain. Salary open. Tape references requested. Don't wait . . . this could be your break. Box 35B, BROADCASTING.

Engineer to help construct Florida 5 kw. Must be reliable and of good character. Box C-5, BROADCASTING.

Engineer-announcer wanted for small Alaska station. Experience helpful, but not absolutely necessary. Box C-37, BROADCASTING.

5 kw daytime has immediate opening for qualified chief engineer. Position includes modest announcing shift. Top salary in region, with advances and fringe benefits. Send photo, tape and resume to Al Clark, KWYR, Winner, South Dakota.

Have immediate opening for chief engineer for 1 kw am non-directional daytime, and 3 kw fm. Write or phone WASA, Havre de Grace, Maryland. 301-939-0800.

Broadcast Employment Service, professional placement. Let us move you up. Confidential. Write! 4825 10th Ave. So. Minneapolis, 17, Minnesota.

Production—Programming, Others

Experienced radio newsmen for midwest market. Opportunity to step up. Send resume, tape check, photo and salary to Box 276B, BROADCASTING.

Program director or qualified announcer who wants to step up for New York city area. Classical music experience preferred, but not essential. Pay commensurate with qualifications. Box 287B, BROADCASTING.

Producer-writer to work with established top personality in major eastern market. Must be extremely capable in humorous and human interest writing plus top production work. Good education and several voices helpful. Send resume, photo, references, and salary requirements to Box 324B, BROADCASTING.

Opportunity for ambitious news man to gather, write, and air news in authoritative manner. Prestige single market central Ohio station. Excellent facilities. Send resume and tape. Box C-41, BROADCASTING.

California Opportunity. Top flight program director-operations manager with experience in all phases of operation needed now for growing vhf network. Department is small so must be able to double in brass, as well as delegate, follow up, train personnel, control and supervise program department with strong emphasis on creative production for local sales as well as expansion of news operation. Regardless of your position in radio or television if you have considered changing from your present position to a better opportunity we would like to hear from you. Because of expansion in radio and television, we will have future openings in traffic, sales, continuity and art. If you are versatile and have experience in any phase of broadcasting we would like to hear from you. Good salary, excellent working conditions and fringe benefits. Give complete information in first letter with samples of work where applicable. Box C-54, BROADCASTING.

Immediate opening for serious minded news editor. Minimum two years broadcast experience required. Good pay, vacations, insurance and retirement plans. WHBY, Appleton, Wisconsin famous for Lawrence College. Mutual affiliate, fulltime in business for 40 years. Send picture, tape, and particulars to Radio Station WHBY, 600 South Lawe St., Appleton, Wisconsin.

Experienced copy writer for new Indianapolis station WIGO, airing in April. Only forceful, convincing copy considered. Send resume and samples to Luke Walton, 425 Board of Trade Building, Indianapolis 4, Indiana.

Help Wanted—(Cont'd)

Production—Programming, Others

All around, experienced helper required at WBMI-FM, Meriden, Conn.

Opening within three weeks for program director on fm sister station: TP announcer with classical music experience, willing to intergrate and able to communicate with community through public service. Good pay in return for honest interest and hard work. Send tape, resume, to Wm. L. Lipman, WLIP, Kenosha, Wisconsin.

RADIO

Situations Wanted—Management

Discriminating sales executive. Prefers better broadcasting affiliation. Well-organized, ethical. Unusual sales depth experience plus promotion, research background. Excellent record. Interested in quality association. Box C-39, BROADCASTING.

Presently general manager, small "metro market" radio. Extensive background sales, promotion, and programming. Last nine years general manager and/or sales manager in highly competitive markets. Have ownership background. First phone, college, 35, family. Fine financial and business references. 12 years radio, all formats. Present earnings, \$12,000. Box C-42, BROADCASTING.

Attention New York state . . . small market, manager, sales manager, strong on sales and promotion. Available immediately. Best references. Contact Box 107B, BROADCASTING.

Sales

Twelve years experience in one of America's most competitive markets seeks position from national sales to general manager. College graduate in field of Radio-Television. Can offer superior record of performance and character references. Box C-36, BROADCASTING.

Sale-announcer. Currently billing \$9-10,000 monthly. Wants move from metro market to small-medium market. 11 years experience all phases. No screamers, please. Box C-56, BROADCASTING.

Announcers

Sportscaster seeks return to baseball, announcing. Has big time football-basketball experience. "Name" references furnished. Box 190B, BROADCASTING.

Negro showman personality. \$85. Will travel. Deacon K. YU 2-9640. San Francisco. Box 295B, BROADCASTING.

College student desires summer work. Experienced in r & r, c & w, pop. Presently in easy sun. pop. Prefer midwest or southeast. Complete information. Box 298B, BROADCASTING.

Country disc jockey, desires fulltime air work. Experienced. Employed. Box 303B, BROADCASTING.

Warm, relaxed, good music announcer. Experience desires matching operation now. Box 310B, BROADCASTING.

Sparkling tasteful morning humor, believable personality, something a little different. 7 years doing mature, clever music show. Ultra-successful, fast moving sales vehicle. Box 312B, BROADCASTING.

South Carolina, North Carolina, Georgia. Adult, morning showman . . . first phone. 13 years experience all phases. 11 at present 5 kw. Young, married, veteran. Looking for permanent position leading to management. \$150 minimum. Box C-26, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Personality dj-news-caster, aggressive, honest hard worker, married. References. 5 years experience all formats. Box C-10, BROADCASTING.

Deejay, major market, highest rating, five years experience, \$125.00. Box C-11, BROADCASTING.

Put ten years experience to work for you. Want permanent job with good station. Prefer Florida or Pennsylvania. Box C-16, BROADCASTING.

Production minded, tight board, presently 10 kw, desire northwest, some college. Box C-17, BROADCASTING.

Good idea, negro deejay, first phone, tight board, great production. Box C-22, BROADCASTING.

Seeking good position in N.E. Announcer, dj, morning man. 5 years experience. Box C-24, BROADCASTING.

Announcer seeks position in east. Married. Box C-25, BROADCASTING.

Mature personality dj. 18 years experience, can sell, however my forte is informal announcing. Plenty of references, ability, experience includes manager and part owner of K-KID, Plendleton, Oregon. Minimum salary \$650 per month. Air check and resume on request. Be prepared to give me your resume too. Box C-31, BROADCASTING.

Top notch top 40 man ready to join your operation. Ratings, references, tape will show ability. Please show me your opportunity. Box C-32, BROADCASTING.

Mother please I'd rather do it myself. Don't buy me a radio station. Some nice smart will see this ad and hire me as a disc jockey. After all I'm honest, reliable, young creative with real desire and ability to be an asset. Broadcast school graduate, who learns fast. Needs a chance. Money secondary now. Your gain is my break. Box C-34, BROADCASTING.

Baseball announcer, seven years minor league experience. Play by play all sports news, sales. Box C-43, BROADCASTING.

First phone-one of the southwest's best known and highest rated sports and radio announcers wishes to re-locate. Award winning news; vast background in all radio including management; program directing; sales; engineering; production; copy. No beginner, drifter, drinker or radio bum. Family man and solid citizen. Best of references, both business and personal, the kind you can check. Complete brochure and tape to legitimate inquiry from full timer. No form letters, please. Box C-44, BROADCASTING.

Have cigarette lighter and wife-neither works! Top forty deejay, 7 years experience. Last 3½ with one of the leading (if not the leading) chain. Recommendation from present employer. My ballpoint poised. Box C-46, BROADCASTING.

Perennial all-night man formerly with Miami's number one station. Top 40 or jazz. Tape, photo, resume, references available. Mitch Price, 7904 Maryknoll, Bethesda, Maryland. EM 5-2394.

I have talent, experience, dependability, versatility and top references to offer. What have you? Box C-50, BROADCASTING.

Announcer, 1st phone available immediately. Musical and theatrical background. Prefer west coast. Box C-55, BROADCASTING.

Announcer-1st phone 36, single relocating in Florida within next two weeks. Desires staff announcing position. Joe O'Donnell, 125 Conway Avenue, Philadelphia, Pennsylvania. Phone Mohawk 4-8244.

Available now, anywhere northern Ohio for production spot voicing station breaks, etc. Improve your basic sound. (code 218) Phone 521-3790.

Situations Wanted—(Cont'd)

Announcers

Swinging top 40 dj. Presently working in two mid-western am stations. Prefer change to swinging station. If you need a dj with a good sense of production, too, then I'm your man. Write Box C-62, BROADCASTING.

Radio tv sports announcer. 10 years play by play football, baseball, basketball, hockey. Credits include Wake Forest college football past two seasons. A dedicated pro. Outstanding references. Available now. Jim Dolan, 1035 Devonshire, Winston-Salem, North Carolina. 784-0779.

Double impact; "Mutt & Jeff" combo of two announcers, experienced all phases radio. Available immediately, for new station or established operation needing shot in arm. We work well together prefer good music station in medium market solve your staff problem today, call: 274-9457 or 527-9560, Memphis, Tennessee.

Nine years radio, one year tv. Strong on news, and commercials. Good knowledge of music. First phone. Available two weeks. Middle Atlantic, New England preferred. Jack Simmons, 431 South College, Carlisle, Pennsylvania.

Technical

Not a six week wonder. Engineer-announcer, 1st phone, maintenance, copywriting, single experienced, no rock. Presently employed. Box B-118, BROADCASTING.

First phone, available immediately. 12 years electronic experience. Box C-38, BROADCASTING.

Young, single, chief-engineer announcer wants advancement to medium market in east. College, five years experience. Box C-48, BROADCASTING.

Chief engineer-experienced am/fm construction; maintenance. Directionals-proofs. All powers. Box C-8, BROADCASTING.

Presently employed combo man with first ticket, want position with more engineering, less announcing, especially audio, editing, board. 5 years experience, degree, married, will move, \$100 weekly, please. Box C-14, BROADCASTING.

Engineer wants to relocate in east. First phone, experience am & fm. Box C-29, BROADCASTING.

Chief engineer, desires secure challenging position, radio or television. Seventeen years experience, construction, maintenance, directionals. Presently employed. Best references. Box C-30, BROADCASTING.

Production—Programming, Others

Highly oriented sports and newsmen. 10 years in business. Now employed as p.d. Seeking relocation with good news-sports operation. \$7500 per year will secure highly productive employee for you. Box 261B, BROADCASTING.

Farm director, radio and/or tv. For resume write John Merrifield, 10495 Nadine, Huntington Woods, Michigan.

Texas managers: Female dj, copy, traffic combination available. Recent broadcast school grad. Best references. Box C-4, BROADCASTING.

Radio and television. Eleven years all phases. Top adult personality jock, program director. High calibre bowling and baseball play by play. Sports director. Seek permanent position top ten market. Highest recommendation from present and previous employers. Prefer personal interview. Box C-20, BROADCASTING.

Sports director, desire \$150 per week and plenty of work. Box C-19, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Knack for writing . . . news . . . or copy that sells. Experience, degree, married. Box C-15, BROADCASTING.

Mature, energetic nine-year radio veteran seeks program director opportunity in central or western Ohio. Available mid-March. Call are code: 614-885-4610. Or write Box C-59, BROADCASTING.

Top flight music director with wide knowledge of classical and best pop music and first class air personality, presently employed, desires position as music director with a classical music station or one with KABL format. 10 years experience in all phases of radio. Finest references. Box B-211, BROADCASTING.

TELEVISION

Help Wanted—Technical

Engineer, best technical qualifications, reliable character, for VHF Texas resort city. Box 198B, BROADCASTING.

Qualified engineer trainee with first phone for Texas VHF. Box 201B, BROADCASTING.

Radio telephone first with TV experience. Video audio switching, transmitter operation. Maintenance experience helpful. Box 170B, BROADCASTING.

Chief engineer for educational videotape production center expanding into probable station operation. Supervisory experience and background in all phases of maintenance necessary. Box 235B, BROADCASTING.

Strong vhf CBS affiliate in mid-south has immediate opening for television technician experienced in studio maintenance and operation. Must be ambitious, dependable, and have a 1st phone license. Replies treated in confidence. Send qualifications, references, salary requirements and recent photograph to Box C-52, BROADCASTING.

Immediate opening for man capable of operating and maintaining RCA transmitter plant and STL's. Contact Guy Lewis, Chief Engineer, KXII-TV, Box 579, Sherman, Texas.

Wanted working chief engineer for maximum power vhf now building new studios and changing to separate transmitter studio operation after nine years combo. Construction maintenance experience prime requirements coupled with administrative ability. Adequate references necessary. Good pay. Forget rigors of winter in year round warm climate, where air conditioning makes working conditions pleasant in hottest summer. Leavenworth Wheeler, General Manager, KIVA, Yuma, Arizona. Phone 714-572-0211.

Chief engineer for full power, vhf and 5 kw am, ABC network affiliates. Full responsibility for 16 man staff. Excellent working conditions and starting salary. Present chief available to help you get started. Give full details in first letter to Redd Gardner, General Manager, KCRG Stations, Cedar Rapids, Iowa.

Production—Programming, Others

Dominant CBS VHF station in midwest needs news reporter-photographer able to shoot and process 16 mm film as well as dig for news. Send resume photo, films to Box 259B, BROADCASTING.

Immediate, tv production manager major Mid Atlantic tv radio operation. Five years experience minimum. Send resume to Box C-1, BROADCASTING.

Male or female with tv experience to manage traffic department in south Florida NBC-TV affiliate. Send resume to Box 55A, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Number one station in ¾ million home mid-west market has opening for top newsmen to do both radio and tv. There's plenty of news and plenty of work. If you're used to a 40 hour week we are not for you. If you love news send resume photo and film or tape to Box 260B, BROADCASTING.

Continuity writer with speed and creativity for VHF in southwestern resort city. Box 195B, BROADCASTING.

Need creative producer-director to handle important evening television news and recording schedule. Must have good ideas and be able to handle crew with skill. Excellent potential in 12 year VHF dominant CBS station in 750,000 home midwest market. Send resume, photo, and samples of your work to Box 258B, BROADCASTING.

Sports director for WSBT-AM, FM, TV, respected leader in the area. Experienced play by play, interviews, regular sports shows. Prefer Indiana sports background though experience in neighboring states will be considered. Salary plus talent and many extra benefits. Send tape and photo to Personnel Director, South Bend Tribune, South Bend 26, Indiana.

TELEVISION

Situations Wanted—Management

Experienced assistant manager. Family ownership prevents future promotions. Salary requirements \$22,000 per year. Box 292B, BROADCASTING.

Sales

Tv salesman billing ¼ million local sales—medium large market seeks sales management or larger market. Box 58A, BROADCASTING.

Announcers

Mature, personable tv staffer, university graduate. 39, now major southeast market. Must relocate immediately. Box 505R, BROADCASTING.

Quality, versatility, experience. Employed tv announcer, nine years broadcasting. Married, relocate. Box C-40, BROADCASTING.

Technical

First phone, available immediately, 12 years electronic experience. Box C-38, BROADCASTING.

Weatherman looking for new position. Graduate meteorologist, experienced in radio, tv, forecasting. If you are looking for a first rate weather show, authoritative and friendly write, Box C-33, BROADCASTING.

Production—Programming, Others

Major market newsmen. Some television, heavy radio. Harvard graduate, 32, family. Interested radio/television combination top markets only. Box B-286, BROADCASTING.

Top producer-director, major market, now interested in program manager-assistant program manager, smaller market. Box 180B, BROADCASTING.

Diversification. Experience in production, direction, announcing, writing, traffic, photography and news. Desires permanent position. Family. Box 288B, BROADCASTING.

WANTED TO BUY

Equipment

2 good used 12" t-tables. Pickup arms. Magnecord-PT8-ah. Used studio console. Hamilton 110 W. 3rd Street N., Newton, Iowa.

Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magnecord, Presto, etc. Audio equipment for sale. Boynton Studio, 10 B Pennsylvania, Tucka-hoe, N. Y.

Locke guy insulators, type 25120. State quantity, price. WXGI, Box 8872, Richmond 25, Virginia.

5 kilowatt or 10 kilowatt am broadcast transmitter in good condition for high end of broadcast band. Box C-21, BROADCAST-ING.

All equipment between the microphone and the 150 foot tower necessary to build a 250 watt station. Gates transmitter preferred. What do you have? Cash available. Box B-23, BROADCASTING.

Recent model, amplitude, modulation monitor Gates or general for 1240kc. Give price and condition. Charles Walker, WKDA, Nashville, Tennessee.

Wanted-used General Electric peak limiter model BA5. Contact WEUP, 536-0713, Huntsville, Alabama.

Self supporting wear 300 to 500 feet, located in the midwest at the best possible price for a religious programming station in Madison, Wisconsin. WRVB-FM, Madison 1, Wisconsin.

For Sale

Equipment

RCA BTF-10B. 10 kilowatt fm transmitter. \$6500. Box 32B, BROADCASTING.

Fidelpac tape cartridges. Best prices. same day shipment. Old cartridges reconditioned. Write for complete Sparta equipment brochure. Sparta Electronic Corporation. 6450 Freeport Blvd., Sacramento 22, California.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1½" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 28 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

2-RCA Ball bearing VTR headwheel panels. Newly reconditioned, warranty transferable, \$1,200 each. Contact Chief Engineer, WTVB, Durham, North Carolina.

Several slightly used type 8D21 tubes for RCA TT 5A transmitter. Serial numbers and hours on each furnished on request. Director of Engineering, WCCO-TV, Minneapolis.

10,000 watt fm transmitter. FCC type accepted. Designed by Bell Telephone, Western Electric 506B-2. Operates 88-108 mc. Very good condition, clean, complete. Location midwest. \$3500.00. Box 290B, BROADCASTING.

Complete remote broadcasting facilities incorporated in 35' x 8' trailer including all equipment necessary for mobile or permanent small studio installation. Console, turn tables, microphone; air conditioners, 5 kw generator and many incidentals. Box C-51, BROADCASTING.

Dolittle fm monitor. Was working when removed from service. Make offer. WSOY, Box 789, Decatur, Illinois.

Berlant concertone tape recorder, carrying case, rack, \$200.00. WEEL, Fairfax, Va., CRescent 3-4000.

For Sale—(Cont'd)

Equipment

1 RCA power-max, perfect condition \$200. 1 Symetra peak, perfect condition, \$200. Both pieces used one year. Box C-28, BROADCASTING.

Hewlett-Packard 335 B fm modulation and frequency monitor \$725. Field intensity meter WX-2C \$450. Good condition. Howard King, Box 1032, Welch, W. Va. Phone 436-2131.

For sale: Three Ampex units now in broadcast use, models 600, 601, 612 1-5 kw 60 cycle 120/240-4-cylinder engine with magnet, new overhaul. Best offer. Box 419, Baytown, Texas.

Kinescope recorder GPL Model PA303, including: console on casters, recorder deck, Acme 35mm camera with mounting, H. V. condenser unit, power interlock, deflection unit, yoke, electronics, pulse counter, monitor control and power supplies. \$7,400.00. V. Kemper, EUE, 513 West 54th St., N. Y. 19, N. Y.

Thermometer, remote electrical: used by over 100 stations, enables announcer to read the correct outside temperature from mike position. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, Calif.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K holders, regrounding, repair, etc., BC-604 crystals and Conelrad. Also A. M. monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Company, Box 96, Temple, Texas.

Film scratches and dirt showing on your tube? A lot of stations got rid of them by using Piclear—You can too. Piclear, Inc., 450 Weaver Street, Larchmont, N. Y.

For sale: Remote custom built trailer, 12 by 6 feet, with console, will handle three microphones, has two 45 turn tables, one three-speed turn table, and public address system, combination air conditioner and heater. Reasonable. Call or write, WASA, Havre de Grace, Maryland, WE 9-0800.

GEL FMC-1 main channel exciter and sub-channel generator, rack-mounted with power supplies. W. E. 506 B-2 10 kw fm transmitter. Andrews 8-Bay multi-v antenna. WKJF, Inc., Grandview, Pittsburgh 11, Pennsylvania.

BUSINESS OPPORTUNITY

Unlimited funds available for radio and television properties. We specialize in financing for the broadcasting industry. Write full details to Box 205A, BROADCASTING.

MISCELLANEOUS

Gospel-Religion available. American Advertising Co., 270 North Crest Road, Chattanooga, Tennessee.

Religious programs available. American Advertising Co., 270 N. Crest Road, Chattanooga, Tennessee.

30,000 Professional Comedy Lines! Topical laugh service featuring deeJay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

"Quick Quips" Jokes, one-liners, comedy, ad-libs for deejays. Also "Disc Hits," record info. \$5.50. Del Mar Radio Features, P.O. Box 61, Corona Del Mar, California.

Gospel Broadcasting available. American Advertising Co., 270 North Crest Road, Chattanooga, Tennessee.

MISCELLANEOUS

Sportscaster will provide interviews with major league baseball players, April thru September. Namo, 3362 Alma, Lynwood, California.

Country and western music library wanted for new station in southwest. Prefer mostly 45 RPM records dating back to 1955. Box C-27, BROADCASTING.

Resumes by Ph.D. currently in television industry. Fast service. Details air mailed. Thayer, 808 Eighth, Laurel, Maryland.

Broadcast Comedy is listed in the new "Comedy Guide" of "talk" comedy. Write for free 24 page booklet on your letterhead. Show-Biz Comedy Service (Dept. B), 65 Parkway Court, Brooklyn 35, New York.

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.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2803 Inwood Road, Dallas, Texas.

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, 2803 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.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1853 North Cherokee, Hollywood, California.

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.

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, 363 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.

San Francisco's Chris Borden School teaches you what you want: 1st phone and "modern" sound. Jobs a plenty. Free placement. Illustrated brochure. 259 Geary Street.

"Are you cold?" Do you need a first phone? Sunny Florida—Gulf beaches—and a FCC first phone in just five (5) weeks—"Guaranteed." Latest teaching methods. Free placement service. Connected with modern commercial station. Radio Engineering Institute of Florida, Inc. Commercial Court Building, Box 1058, Sarasota, Florida.

RADIO

Help Wanted—Sales

OPENINGS

SIX SALESMEN
Radio, Television and/or
Ad Agency Experience
A Necessity

High-caliber men, free to travel, with accustomed earnings to \$25,000 yearly. Travel and entertainment allowance, plus commissions.

Call Main Office, HA 6-9266, Boston, Mass., or New York City Office, EL 5-4911, for appointment. Interviews will be held in accessible area.

"Call only if you are a salesman"

COMMERCIAL PRODUCERS, INC.

405 Park Square Building
Boston, Massachusetts

Technical

Broadcast Equipment Manufacturer has important positions open in:

Field Service Department:

Requires broadcast engineer with experience in AM, FM and TV broadcast equipment installation and servicing. Previous managerial position in broadcast equipment servicing desired.

Product Line: Requires knowledge of AM, FM and stereo broadcast equipment and should have thorough knowledge of audio systems.

Send complete resume today.

Box C-60, BROADCASTING.

Announcers

TOP PERSONALITY FOR TOP RATED 5 KW INDIE

Must be a 25-35 swinger, bright sounding air salesman, fast-paced production. Proven record of rated success necessary. This is not a tryout job. Air check, pic, resume to Ford, at

WKMI,
Box 911,
Kalamazoo, Michigan.
Now open!

Exceptional Opportunity!

Major Eastern market station has immediate opening for bright, happy personality deejay. Modern format, tight production. Send tape, resume to
Box C-47, BROADCASTING

Help Wanted—(Cont'd)

Announcers

WANTED!!

Major Eastern station looking for strong adult air personality who knows modern music and production, and how to develop and hold audience. Salary open. Rush tape and resume to
Box C-63, BROADCASTING.

Production—Programming, Others

OUTSTANDING OHIO GOOD MUSIC STATION

wants assistant program director who is good with ideas, production and can run a tight afternoon show. A good opportunity! If interested please send tape, picture and other information.
Box 326B, BROADCASTING.

RADIO

Situations Wanted—Management

RADIO AND/OR TV MANAGER AVAILABLE

EXPERIENCE: Practical Radio and TV Management in Metro, medium and farm markets since early forties. Mostly with two major Publishing/Broadcasting organizations—Cowles and Time Inc.

WHY AVAILABLE? Resigned position of Vice President/General Manager of Time Inc. metro market radio and TV stations 2½ years ago to operate my own business (a major orange franchise). Have just closed out this business due to citrus freeze that caused a regional business recession. No serious loss to me.

Looking for Radio and/or TV management opportunity, preferably southwest or west coast. Personal interview will convince you of my mature abilities to profitably operate your broadcast property in a manner in which you can enjoy pride of ownership. Best of references.

Phil R. Hoffman
920 Lead Street S. W. Apt. 9
Albuquerque, New Mexico
Phone 242-5175

MISCELLANEOUS

NEED BILLING?

Have proven California PI program with prestige product and high \$\$\$ per lead. Can offer guarantee of results.

Manager,
4670 33rd St.
San Diego 16, California
Phone Area 714-281-2369.

TELEVISION Help Wanted—Management

CALIFORNIA OPPORTUNITY

Top flight program director-operations manager with experience in all phases of operation needed now for growing vhf network. Department is small so must be able to double in brass, as well as delegate, follow up, train personnel, control and supervise program department with strong emphasis on creative production for local sales as well as expansion of news operation.

Regardless of your position in radio or television, if you have considered changing from your present position to a better opportunity we would like to hear from you. Because of expansion in radio and television, we will have future openings in traffic, sales, continuity and art. If you are versatile and have experience in any phase of broadcasting we would like to hear from you. Good salary, excellent working conditions and fringe benefits. Give complete information in first letter with samples of work where applicable.

Box C-54, BROADCASTING

INSTRUCTIONS

EMERSON COLLEGE

Fully accredited liberal arts college. Specialization in radio, TV, theatre arts, speech, speech and hearing therapy. B.A., B.S., M.A., M.S. degrees. Day, evening, summer sessions. Broadcasting, announcing, writing, radio and TV production. Electronic production studio, theatre, FM radio station, speech and hearing clinic. Outstanding opportunities for achieving professional competence in acting, directing, and script writing for radio and TV. Coed. 81st year. For catalog write: Director of Admissions.

EMERSON COLLEGE
303 Berkeley St., Boston 16

RADIO
TV
SPEECH
THEATRE

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.

For Sale

Equipment

KINE-SCOPE RECORDERS—

Two (2) GPL 16mm kine recorders, model PA303, must be disposed of as quickly as possible. Both are in excellent operating and physical condition—recorder with serial #75 has a Mauer Sound Recording Head. Recorder serial #92 is without sound. We will listen to any offer and discuss any deal. We are interested in moving this equipment FAST.
Box 71B, BROADCASTING

WANTED TO BUY

Stations

STATION:

Wanted to buy!

Three experienced radio men with cash want to buy all or control of station. Up to \$125,000.

Box C-49, BROADCASTING

For Sale

Stations

SOUTHWEST LOW FREQUENCY 1 KW

In the black in the growing southwest. \$94,000 to qualified operators. Less for Cash.

Box C-3, BROADCASTING

FLORIDA-SOUTHWEST

Gold Coast. Fulltime—major market. One of America's finest areas.

Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone LOgan 6-7843

Bob Flynn

Myles Johns

MISSISSIPPI DAYTIMER

Single market, population 6,500, good retail sales. Grossing around \$30,000 needs management & local ownership. Good equipment in new building and transmitter. Priced \$40,000 with terms.

box 255B, BROADCASTING.

FLORIDA-CENTRAL

Medium market. Profitable. Long terms can be arranged.

Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone LOgan 6-7843

Bob Flynn

Myles Johns

MIDWEST DAYTIMER

Grossing \$65,000 and growing. Excellent facilities. Terms available. Full information sent to qualified buyers only.

Box 267B, BROADCASTING.

FLORIDA- WEST COAST

Fulltime—Extremely profitable. Absentee owned. Modern building and land. Priced most realistically.

Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone LOgan 6-7843

Bob Flynn

Myles Johns

Continued from page 81

ent vis. trans.; ant. height 590 ft.
KYTV (TV) Springfield, Mo.—Granted cp to install aux. trans. and aux. ant. at old main trans. and ant. location.

KLFY-TV Lafayette, La.—Granted cp to install aux. ant. system at new main trans. and ant. location.

KHQA-TV Hannibal, Mo.—Granted cp to change type trans. and redescribe location as Columbus Road. 4.5 miles northeast of Quincy (Ellington Township), Ill.

WLBZ-TV Bangor, Me.—Granted cp to change type ant. and make changes in ant. structure and equipment; ant. height 630 ft.

KFMG (FM) Wichita Falls, Tex.—Granted mod. of cp to change type trans. and type ant.

KOFA Yuma, Ariz.—Granted request and cancelled license; call letters deleted.

WGEM Quincy, Ill.—Granted request for mod. of pre-sunrise operation condition attached to July 3, 1962, grant of cp to increase daytime power to 5 kw, to extent of authorizing operation with new DA system with 1 kw between 4 a.m. and local sunrise until final decision is reached in Doc. 14419 or until directed to terminate such operation, whichever occurs first.

■ Granted extensions of completion dates for following stations: K79AR, South West Oregon Tv Bstg. Corp., Roseburg, Ore., to May 15; *WGSF (TV) Newark, Ohio, to Aug 21; WMOE Mobile, Ala., to Aug. 15.

Actions of Feb. 20

■ Granted renewal of license for following stations: KBRO Bremerton, Wash.; and KMOX-TV (main trans. & ant.) (aux. trans.) St. Louis, Mo.; without prejudice to such action as commission may deem warranted as result of its final determinations: (1) with respect to conclusions and recommendations set forth in report of Network Study Staff; (2) with respect to related studies and inquiries now being considered or conducted by commission; (3) with respect to pending anti-trust matters relating to CBS; and (4) with respect to application of Secs. 3.658 (a) and (e) of commission's rules to certain amendments to affiliation contracts proposed by CBS.

For Sale—(Cont'd)

Stations

FLORIDA-MAJOR MARKET

Fulltime good earnings—located in growth area. Priced sensibly—liberal terms.

Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone LOgan 6-7843

Bob Flynn

Myles Johns

Tenn. single	daytimer	48M	terms
Fla. medium	power	150M	30%
N.Y. medium	fulltime	230M	50M
Pa. metro	daytimer	195M	65M
S.E. major	daytimer	238M	terms
S.E. major	daytimer	100M	29%

And others.
CHAPMAN COMPANY
2045 Peachtree Rd. N.E., Atlanta 9, Ga.

STATIONS FOR SALE

MIDWEST. Exclusive. Full time. Gross \$90,000. Priced at \$150,000. 29% down.
SOUTHWEST. Exclusive. Daytime. Billing \$5,000 a month under absentee ownership. Has done \$7,000. Priced at \$110,000 with 29% down. Includes real estate.

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

Actions of Feb. 20

■ Granted SCAs on sub-carrier frequency of 67 kc for following stations: KCHO (FM) Amarillo, Tex.; KFBK-FM Sacramento, Calif.; WKRC-FM Cincinnati, Ohio; WPTH (FM) Fort Wayne, Ind.; KEEN-FM San Jose, Calif.; WLRW (FM) Champaign, Ill.; WVKO-FM Columbus, Ohio.

WCAU-FM Philadelphia, Pa.—Granted licenses covering changes in main and aux. transmitting equipment; condition.

WFTL Fort Lauderdale, Fla.—Granted cp to replace expired permit to install new aux. trans.; remote control permitted.

WBGO (FM) Newark, N. J.—Granted mod. of cp to change type ant.

KJKJ Flagstaff, Ariz.—Granted mod. of cp to change studio location; remote control permitted.

Actions of Feb. 19

K09CS, K11CX, K13CV Beaver, City, Utah —Granted mod. of cps to change principal community to North Creek, Adamsville and Beaver Area, Utah, type trans. and make changes in ant. system for vhf tv translator stations.

Action of Feb. 13

WJAY Mullins, S. C.—Granted authority to operate with 1 kw, non-DA, between 4 a.m. and local sunrise until final decision is reached in Doc. 14419 or until directed to terminate such operation, whichever occurs first.

Fines

■ Commission notified Bastrop Bstg. Inc. that it has incurred apparent liability of \$1,000 for willful or repeated violations of Communications Act and commission sponsorship identification rules by permitting broadcasts of "teaser" announcements over KVOB Bastrop, La., without identifying either sponsor or product. KVOB was further advised that it can, within 30 days, file statement why it should not be held liable or why forfeiture should be reduced to lesser amount. Action Feb. 20.

■ Commission notified William F. Shutts and Duane W. Simons, d/b as KVOC Bstg. Co., that they have incurred apparent liability of \$1,500 for willful or repeated violations of Communications Act and commission rules by commencing equipment and program tests of KVOC Casper, Wyo., without prior notification or FCC authorization, and for unauthorized operation at 1 kw. KVOC was further advised that it can, within 30 days, file statement why it should not be held liable or why forfeiture should be reduced to lesser amount. Action Feb. 20.

Rulemakings

AMENDED

■ Commission amended its rules to extend permissive use of automatic devices for keeping operating logs, also to provide for maintenance log, and consolidating all logging requirements under single sections of rules. New rules are substantially same as those proposed June 6, 1962. In adopting them commission denied petition by National Assn. of Broadcast Employees for hearing since it is not making any changes in present operator requirements. Action Feb. 20.

PROPOSED

■ Commission invites comments by April 1 to proposed rulemaking, based on petition by Pennsylvania Educational Network Study on behalf of Dept. of Public Instruction, which would add 1 vhf and 4 uhf channels for educational use in that state. It would reserve ch. 39 (now commercial) in Allentown and assign educational chs. *36 to Altoona, *3 to Clearfield, *65 to Harrisburg, and *68 to Scranton. Commercial ch. 71 would be substituted for ch. 65 in Shamokin. Assignment of channels proposed would require concurrence of Canadian authorities. Action Feb. 20.

■ Commission invites comments by April 1 to notice of proposed rulemaking looking toward amending tv table of assignments to add uhf ch. 18 to Gaithersburg, Md., for commercial use. Dixon Industries Inc., electrical equipment manufacturing firm in Gaithersburg, petitioned for assignment and stated it proposed to file application for requested channel. Action Feb. 20.

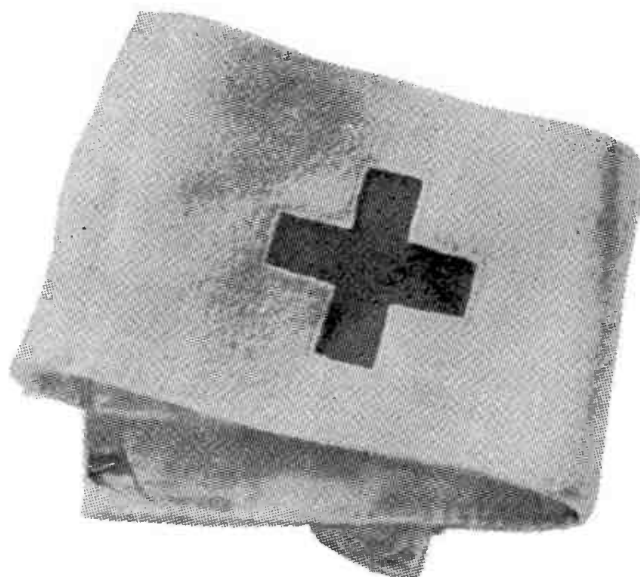
PETITION FOR RULEMAKING FILED

Taft Bstg. Co., Dayton, Ohio—Requests amendment of table of tv assignments so as to delete ch. 44 from Piqua, Ohio, and add it to Dayton and assign ch. 57 to Piqua. Received Feb. 18.

THIS PIECE OF CLOTH SILENCED 1000 GUNS!

Almost a hundred years ago a doctor wearing a Red Cross armband stepped out on a battlefield in Europe. As he moved between the lines caring for the wounded, the guns of both armies fell silent. From that moment on the Red Cross has been a respected symbol of mercy for all men.

Today Red Cross nurses and doctors are still bringing relief to people suffering from disaster, disease and war. In order to continue this vital work, the American Red Cross must turn to you for support. Don't let it down!



THIS TELEVISION FILM

100 YEARS YOUNG

9 minutes — 16mm — black and white — sound — cleared for TV

100 YEARS YOUNG salutes the 100th worldwide anniversary of the Red Cross movement. The first 4½ minutes depict the birth of the Red Cross idea when Henri Dunant witnessed the Battle of Solferino. The second 4½ min-

utes show that idea in action on today's international scene—plus dramatic scenes of Red Cross services on the home front. The film can be shown as a 9-minute TV feature or as two 4½-minute programs.

Action scenes of: President Kennedy, Battle of Solferino, Guam Typhoon, Algerian Relief, Congo Relief, East Coast Storm.

THESE TV SPOTS

GORDON AND SHEILA MacRAE, THE AIR FORCE SYMPHONY, and the SINGING SERGEANTS present a new song by Alvy West —

"ALWAYS THERE"—as art depicts worldwide Red Cross services. Available in COLOR and BLACK and WHITE. 16mm and 35mm.

Also COLOR SLIDES, TELOPS, FLIP CARDS, *with voice over copy.*

AND RADIO SPOTS

Recorded appeals by ★ Air Force Symphony & Singing Sergeants ★ Ralph Bellamy ★ Bing Crosby ★ Percy Faith ★ George Hamilton IV ★ Bob Hope ★ Rick Jason ★ Four Lads ★ June Lockhart ★ Gordon MacRae ★ Sheila MacRae ★ Mitch Miller ★ Minnie Pearl ★ Basil Rathbone

All lengths from 05 to 60 seconds

WILL HELP YOU HELP US TO TELL THE RED CROSS STORY

All these materials available from:

YOUR LOCAL RED CROSS CHAPTER

THE AMERICAN NATIONAL RED CROSS

In New York, call SUsquehanna 7-1000

In Hollywood, call HOLlywood 5-5262

THE ADVERTISING COUNCIL

**New York
Chicago
Hollywood**



★ THIS SPACE CONTRIBUTED AS A PUBLIC SERVICE ★

OUR RESPECTS to Salvatore Joseph Iannucci Jr.

Negotiating program contracts—slow and complicated

The hat may make the man and the program the network. But a hat is simply purchased: if it looks good and fits, a sale can be easily consummated. And there the similarity of the hat and program ends.

There's seldom a quick, uncomplicated way for a network to contract for a television program. This is true particularly in today's competitive television market.

In negotiating for a new network program, people such as CBS-TV's Salvatore J. Iannucci will tell you, it's necessary to take into consideration the needs and responsibilities of the network, the plans of and effect upon sales and programming, and the interests of station relations.

There are many facets in acquiring a program, Mr. Iannucci, who volunteered the analogy of hat and program, explains from his austere, impressive 19th floor office at 485 Madison Ave. in New York. This executive reflects a cool, calm personality in the surroundings in which he works. The desk top is swept clean, and indirect lighting envelops the wall facing the visitor and to the back of Mr. Iannucci.

Contract Cornerstone ■ Reflecting his training in law, Mr. Iannucci says a program contract must "reflect and fill all the needs of the company (the network). The contract must cover and protect all interests."

Salvatore Joseph Iannucci Jr. is vice president-business affairs, CBS Television Network, a title received officially nearly a year ago, on May 29, 1962.

CBS-TV this season has had conspicuous success with its nighttime schedule, and Mr. Iannucci inevitably must come to the foreground in any serious discussion of the current television season.

(And CBS-TV hasn't stopped with this season. It's the first of the networks to wrap up a firm nighttime program schedule for 1963-64 and is ready to go except for a full roster of advertisers—and that appears to be no special problem.)

The business affairs function attempts to translate contractually what the network, producer and talent agree, through negotiation, to be the best arrangement covering all parties involved in a network tv program deal.

A concise man, Mr. Iannucci answers the question of his department's workload by noting that it's a year-round job, but particularly in December through March with the lining up of talent and of making new and renewed program arrangements for the coming television season.

Family in Law ■ The Iannuccis might be said to be a family of lawyers—he's one of three attorneys in his immediate family. His father has a practice in New York City, and a brother, Joseph, is a tax attorney who has represented show business people (talent and producers). Another brother (Robert Iannucci) is an agency account executive.

A young network executive—he is probably the youngest in network history to have achieved such a title and degree of responsibility in his area—Mr. Iannucci obtained a degree from Harvard Law School only 10 years ago. In 1950, he graduated from New York U. with a Bachelor of Arts in Political Science. He was born in Brooklyn on Sept. 24, 1927.

Except for an urge for politics—he dabbled a bit after law school at the Lexington (New York City) Democratic Club—Mr. Iannucci's objective in life is as clear as a carefully drawn contract. He has always wanted to be in law but in the capacity of working for big business—at a corporation—as contrasted to a private practice.

Inevitably, the Harvard graduate who sought a taste of big business and saw his possibilities in the dramatic, competitive dynamism of an expanding tv medium, he gravitated toward broadcasting. From RCA's patent division (licensing of patents), Mr. Iannucci moved on to ABC and its legal department and only two years after graduat-

ing from Harvard he went to CBS's business affairs department.

Eight years after he joined CBS, Mr. Iannucci had become one of the top executives of its television network—he served for a year (1959) as director of contracts-talent and rights, and two years (1960-62) as director of business affairs.

On the Beach ■ Mr. Iannucci's job has an adhesive quality but when he manages to get unstuck for awhile—"when they get me off"—he's prone to just "beach it." "I'm a beach lounge," he explains. "I'm a theater-goer and the usual summer athlete who swims, golfs and plays tennis. I do play some squash and work out a bit at the gym." He has a place at West Hampton on Long Island where he can unwind and enjoy the family.

But actually, he notes, it's "hard to have interests" on his job.

His wife is the former Aileen O'Hara who was a secretary at Young & Rubicam. They were married on Feb. 2, 1957, and have three children: Tommy, Peter and Helene, the latter born last April.

Interests apart from the immediate: Mr. Iannucci speaks of looking forward to his making a contribution to community service, possibly in politics or in the arts. He has an appreciation of art and of people for he enjoys being with and communicating with people.

What special talent does Mr. Iannucci's position require? Aside from the usual legal skills, there are many intangibles. Among them: not being deceived by what appears on just the surface of a proposed deal. It is necessary, according to Mr. Iannucci, to get to the "core" of a proposal and to do so quickly. He points out that television, with its competitive nature and time schedules demands fast decisions and fast action. He adds that it's necessary to be realistic about the television business—recognizing its "true values and true needs."

Business affairs is entrusted with budgeting or pricing-out all shows, including network produced programs and "outside" packages. It counsels and consults with programming people and the sales department. Moreover, business affairs must be cognizant of the network and advertiser rights as well as the program's costs to advertisers.

Mr. Iannucci recognizes a challenge: the most stimulating is the sales agent he continually deals with—a breed he finds with "lots of savvy," and providing a good deal of excitement as "they know the business."



CBS-TV's Iannucci
A year-round job

Merrily it rolls along

TELVISION has been a bandwagon operation from the start, but this year's model seems apt to be bigger and roll faster—and collect more fares—than even its most successful predecessors. Two months after the end of a year in which they invested unprecedented millions in television, advertisers are getting down on the dotted line again with an enthusiasm sometimes hard to distinguish from eagerness.

Take the networks. Their big, bellwether advertisers are signing into the coming season's schedule faster than ever before at this point in the calendar (BROADCASTING, Feb. 11, 25). By all the standard indicators, national spot and local business are also moving along at a pace uncommonly swift for this time of year.

The purpose of getting on a bandwagon, of course, is to be ahead of the pack on what hopefully will be a short ride to a sure thing. Television comes closer to serving this purpose than any other advertising conveyance except, possibly, radio. If it had not proved the power of its performance, its list of buyers would be shorter and its prospects less interested.

But bandwagons do break down sometimes, as happened to the subliminal-projection calliope a few years ago, and even if they don't grind to a halt they can't be expected to maintain speed on old momentum alone. Television's immediate prospects were never brighter, but in contemplating this happy fact its programmers and salesmen would be smart to resist any temptation to ease up. It's easier to stay on top than to get there, but only if you work at it.

Equal freedoms

BBROADCAST journalism will be given two important chances to assert itself in congressional consideration of bills to modify the political broadcasting law and to open House committee hearings to television and radio broadcasts. The chances must be exploited fully.

Hearings will be held today by the House Communications Subcommittee on a proposal to suspend the application of Sec. 315, the equal time law, to presidential and vice presidential campaigns in 1964. It may be presumed that broadcast leaders will argue for stronger measures, including repeal of the law.

Hearings will be held later by the House Rules Committee on a proposal to permit radio and television coverage of House committee sessions. Only congressmen may appear as witnesses at Rules Committee hearings, but there is much that broadcasters can do outside the hearing room to encourage favorable action.

Both bills were introduced by Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, and both seem to have a good chance of adoption. Mr. Harris is not one to back losing causes.

His bill to open committee hearings to broadcast coverage deserves all the support that broadcasters can muster. The exclusion of radio and television from House proceedings is an anachronism and has imposed on broadcasters a second-class status in the company of media covering the Congress. Broadcasters ought to advise their congressmen of the need to lift the outdated rule against modern journalism.

The bill to suspend Sec. 315 for the 1964 presidential and vice presidential campaigns falls far short of the relief that broadcasters must obtain if radio and television are to grow as journalistic forces. This bill will face little opposition, for the record of broadcasting in the 1960 campaign, during which a similar suspension of Sec. 315 was in effect, gave no reason for opposition. Repeal of Sec. 315, how-

ever, will be another matter. Only a massive and extended campaign by a fully united front of broadcasters can force the Congress to kill a law that many congressmen believe guarantees them access to radio and television.

It will not be enough for broadcast witnesses to make the case for repeal of Sec. 315, no matter how eloquent they may be. The case for repeal must be carried to every member of the Senate and House by broadcasters from their own districts. In this cause broadcasters have some valuable allies, including Sen. Vance Hartke (D-Ind.) who pledged his support last week in a speech to the conference of presidents of state broadcaster associations.

One good measurement of any journalism medium is the vigor with which it seeks maximum freedom to operate. The measurement of broadcast journalism will be taken in the fight for repeal of Sec. 315 and for admission to House hearings.

Temporary chairman

CANDOR is a quality that the FCC demands of all its licensees. At the mere suspicion of a lack of it, the commission is apt to start disciplinary action.

If candor is to be required of licensees, as indeed it ought to be, no less must be expected of the commission itself—and especially of its chairman. Candor has not been among Newton N. Minow's more conspicuous qualities since BROADCASTING on Feb. 11 broke the story of his plans to resign.

Mr. Minow has made two public statements on the subject, the first released by the public information office of the FCC on the day BROADCASTING's story appeared and the second delivered by himself last Wednesday in answer to a direct question by Sen. John Pastore, chairman of the Senate Communications Subcommittee. In neither statement has Mr. Minow denied the truth of BROADCASTING's report.

In effect Mr. Minow's comments have confirmed his intention to leave the commission but have left unsettled the date on which he will leave. His present status of uncertainty puts the FCC in the awkward position of having a leader who is expected to quit any time. The longer this condition prevails the more disorganization will set in. Things move slowly enough at the FCC under stable management.



Drawn for BROADCASTING by Sid Hix
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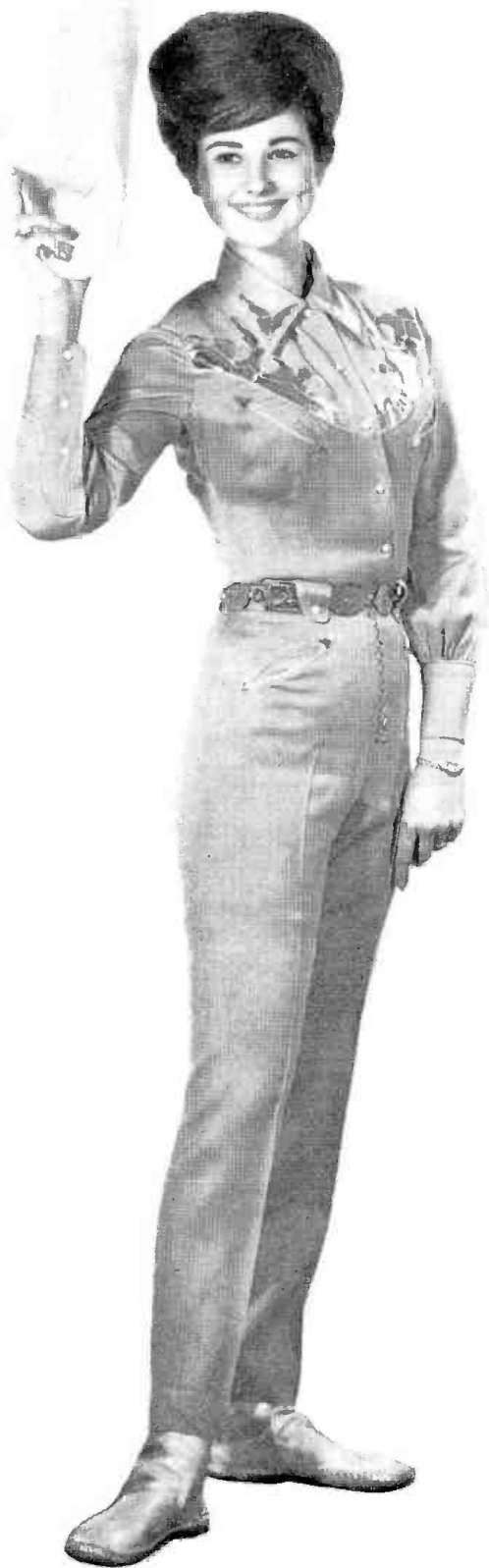
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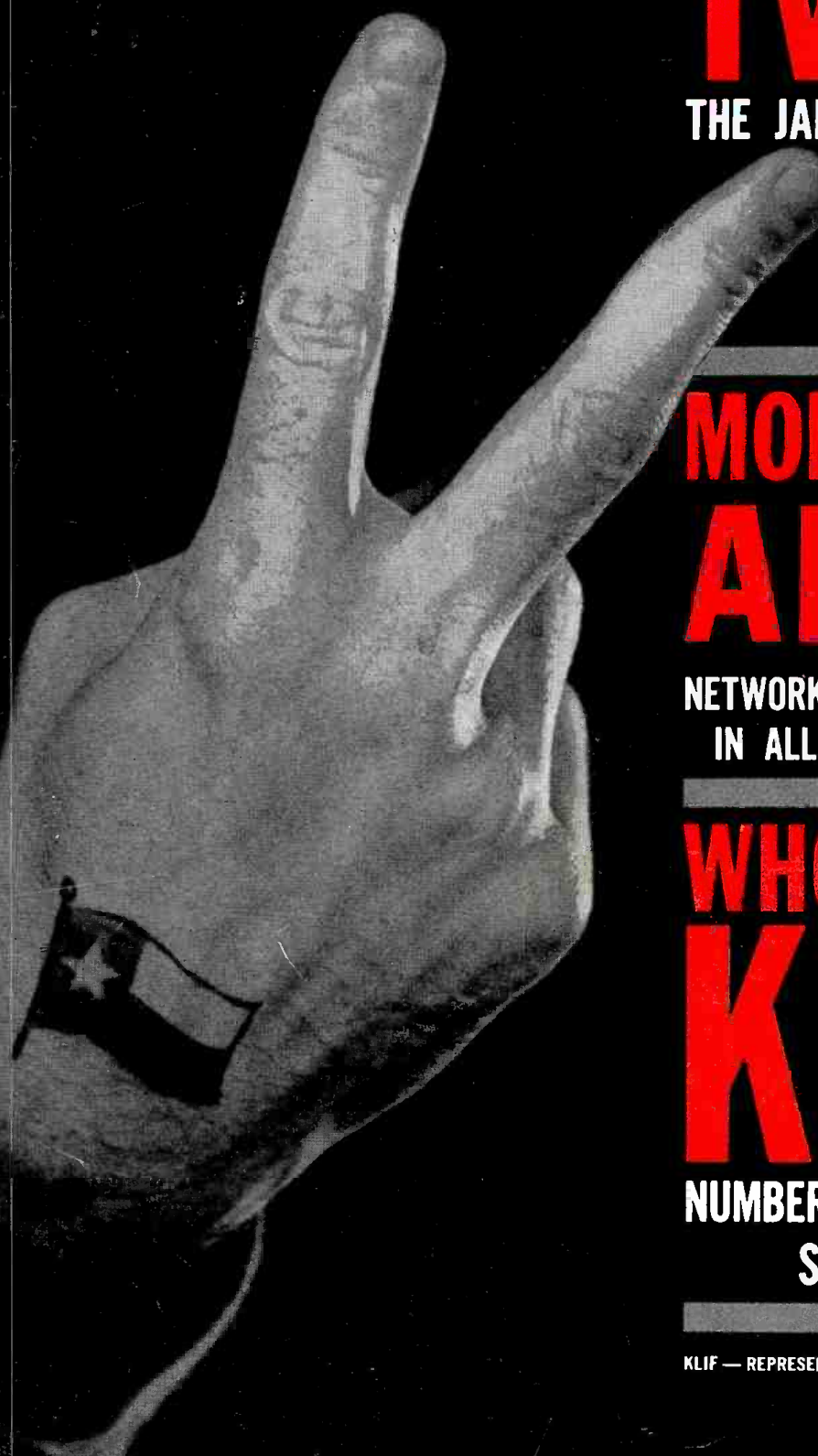


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