



BROADCASTING

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AND RADIO

NEWSPAPER

MARCH 11, 1963

C-P's Mahoney hoists banner for guaranteed tv circulation 31

Suspension likely in 1964 for Sec. 315; outright repeal doubtful 72

Washington probe indicates rating services face dark days ahead 62

Doom of the vhf drop-ins looms with ABC as major loser 76

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Keep close to your customers with Spot Radio



Selling cereal? The best time is while he's eating breakfast . . . when Radio listening is at a peak. He can be sold on your cereal if you reach him while he's using the product. Spot Radio will put your brand on the table with these outstanding stations.

- | | |
|-------------------------------------|---------------------------------|
| KDB Albuquerque | WTAR . . . Norfolk-Newport News |
| WSB Atlanta | KFAB Omaha |
| WGR Buffalo | KPOJ Portland |
| WGN Chicago | WRNL Richmond |
| WDOK Cleveland | WROC Rochester |
| WFAA Dallas-Ft. Worth | KCRA Sacramento |
| KBTR Denver | KALL Salt Lake City |
| KDAL Duluth-Superior | WOAI San Antonio |
| KPRC Houston | KFMB San Diego |
| WDAF Kansas City | KYA San Francisco |
| KARK Little Rock | KMA Shenandoah |
| KLAC Los Angeles | KREM Spokane |
| WINZ Miami | WGTO Tampa-Lakeland-Orlando |
| KSTP Minneapolis-St. Paul | KVOO Tulsa |
- Intermountain Network

RADIO DIVISION

EDWARD PETRY & CO., INC.

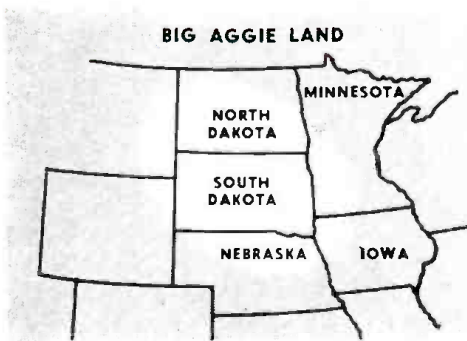
THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS
DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS





BEST SELLER IN 5 STATE BIG AGGIE LAND



Here's a best seller that's been on top of the hit parade for over 40 years in Big Aggie Land... It's WNAX-570 CBS radio. When you stop to consider that Big Aggie Land embraces 2¼ million farm rich residents, that's quite a plum. Proof of Big Aggie's popularity lies in the fact that 80% of Big Aggie's residents faithfully tune to WNAX-570 three to seven times each and every week. The only way you can reach and sell the wealthy consumers in 5 state Big Aggie Land is on Powerful WNAX-570. See your KATZ man. Let Big Aggie do the rest.

THE KATZ AGENCY, Inc.
National Representatives



WNAX-570 CBS RADIO

PROGRAMMING FOR ADULTS OF ALL AGES

PEOPLES BROADCASTING CORPORATION
Sioux City, Iowa, Sioux Falls and Yankton, South Dakota
Represented by Katz


PEOPLES BROADCASTING CORPORATION

- WNAX, Yankton, S. Dak.
- KTVI, Sioux City, Iowa
- WGAR, Cleveland, Ohio
- WRFD, Columbus, Ohio
- Worthington, Ohio
- WMMN, Fairmont, W. Va.

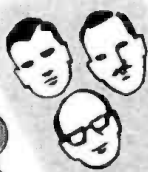
FIVE MILLION VISITORS
from all over the U.S.A.




Almost 2 million South Florida residents and 5 million visitors each year see Channel 7, WCKT, NBC-Miami. Visiting viewers return home to spread the word about what they've seen in South Florida, while residents become "7-regulars," attracted by top-notch NBC programming and the many in-depth, locally originated, informative and entertaining shows. These include:




CAMERA 7—Sundays 5:30 to 6 p.m.
A most interesting documentary series that penetrates local glamour and glitter for a candid view of South Florida people — their problems, projects and ideals.



FLORIDA FORUM
—Sundays 6:30 to 7 p.m.
Weekly town-meeting series in which a panel of experts explores issues timely to South Florida . . . and answers questions from the audience. Educational and entertaining, too!



OUTLOOK—Mondays 10:30 to 11 p.m.
A local news documentary that probes the facets behind current South Florida problems . . . as presented by those most closely involved. An informative program produced in a manner to offer interest and entertainment to our viewers.

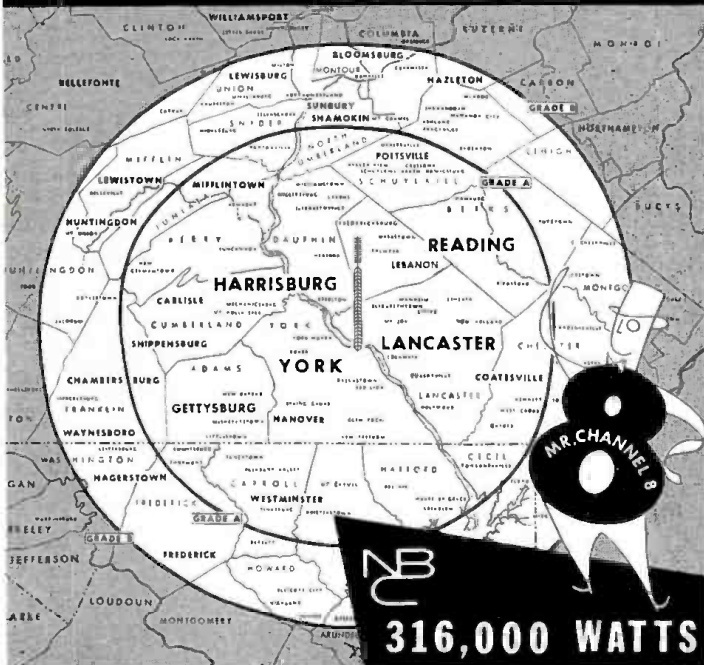


SUNBEAM TELEVISION CORPORATION

P. O. BOX 1118, MIAMI, FLORIDA • National Representatives: HARRINGTON, RIGHTER AND PARSONS • For the South: BOMAR LOWRANCE AND ASSOCIATES



MULTI-CITY TV MARKET



WGAL-TV delivers a loyal, responsive audience. This unequalled 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

New FCC name

Add W. Ervin (Red) James, 52, to list of those being urged for appointment to FCC to replace Newton N. Minow. Mr. James, now Houston attorney in law firm headed by Roy Hofheinz (former Houston mayor and station owner), is liberal Democrat and no stranger to Washington. Native of Alabama, he first served as legal assistant to one of FCC's most controversial members, Clifford J. Durr (1941-1948), was assistant secretary and assistant to general counsel before entering Navy in 1944, and returned to FCC in 1946 as legal assistant to then Chairman Paul A. Porter. He would have backing of Vice President Lyndon B. Johnson and probably of Texas Sen. Yarborough and Alabama Sens. Hill and Sparkman.

Still no further word on departure of Chairman Minow, but best bet seems to be by June 1 with announcement of swan song at NAB convention in Chicago next month. It's likely that FCC Broadcast Bureau Chief Ken Cox will be favorably reported by Senate Commerce Committee tomorrow (March 12) to succeed Commissioner T. A. M. Craven and that he will assume his commissionership following week.

Colorado sale

Deal to sell ch. 11 KKTU (TV) and KFMH (FM) Colorado Springs and KGHF Pueblo, Colo., for \$1,100,000 has been made but not to Tele-Broadcasters Corp., with whom original negotiations had been undertaken. Purchaser is Willard W. Garvey, Wichita, Kan., who has grain and oil interests in Midwest and recently started weekly newspaper, *World*, in Washington, D. C. James D. Russell, president and general manager of station, and Robert D. Ellis, commercial manager (both minority stockholders), will continue with purchaser under five-year contract. Majority stockholder of sellers is Gifford Phillips. Mr. Russell disclosed last week that negotiations with Tele-Broadcasters Corp., headed by H. Scott Killgore, had been terminated some time ago.

Double trouble

Broadcast rating services, already under attack in Washington, D. C. (see story, page 62), face another problem in California. That state's tax people are contending that rating reports are published as booklets which are commodities and therefore subject to 4% state sales tax. Similar theory was advanced two years ago in effort to levy sales tax not only on

CLOSED CIRCUIT[®]

art work and other "tangible property" purchased or produced by advertising agencies, but also on all research, copy and other agency services rendered in connection with such "tangible property." Western States Advertising Agencies Assn. squelched that move by patient explanation that unlike retailers who sell things to customers, advertising agencies buy things for clients (BROADCASTING, June 19, 1961).

Frozen assets

When Voice of America's giant shortwave transmitting facility in Greenville, N. C., began operating earlier this year, agency found itself with omelet that needed unscrambling. Problem involved CBS-owned shortwave transmitting stations in Wayne, N. J., and Brentwood, N. Y., and, to lesser extent, General Electric station in Schenectady, N. Y. Voice had been renting them since World War II and, over years, had put considerable amount of equipment into them. With Greenville station operating, VOA wanted to give up all three stations, but it couldn't walk away from millions of dollars of government-owned antennas and transmitters, even if it wanted to. So long as equipment is on privately owned sites, VOA has to pay rent. And carting stuff off for use elsewhere was considered uneconomic.

Decision reached, according to VOA Director Henry Loomis, is to leave omelet scrambled, and attempt to sell equipment, as it stands, as government surplus. Purchaser would have to make arrangements with CBS and GE and get licenses from FCC before using equipment. But that wouldn't be VOA's problem.

Dual spots

Problem has arisen in catv situation which may plague both tv stations and cable operators. Cable company in southern city carries outside station and local station on two channels of its system. Both stations are affiliated with same network, so cable customers get same program on two channels of system. But cable company has arrangement with local station permitting station to delete commercials from outside station and substituting its own commercials. What happens then is local station's commercials appear on both channels of cable system. Query: How about years-old contention by catv operators that all they do is pick up tv signal and deliver it untouched to customers?

Tape export

Syndicators of programs overseas are said to be making strenuous efforts to place more of their taped shows in foreign markets. One obstacle that has been overcome is satisfactory kinescope from tape (tape cannot be used abroad because of different line standards). Another problem has been American Federation of Television & Radio Artists' contract provision stipulating payments for use abroad, which syndicators regard as excessive. Negotiations now underway with AFTRA are aimed at reaching agreement with union so that certain "prestige" taped shows may be carried in foreign markets under more economical pay formula.

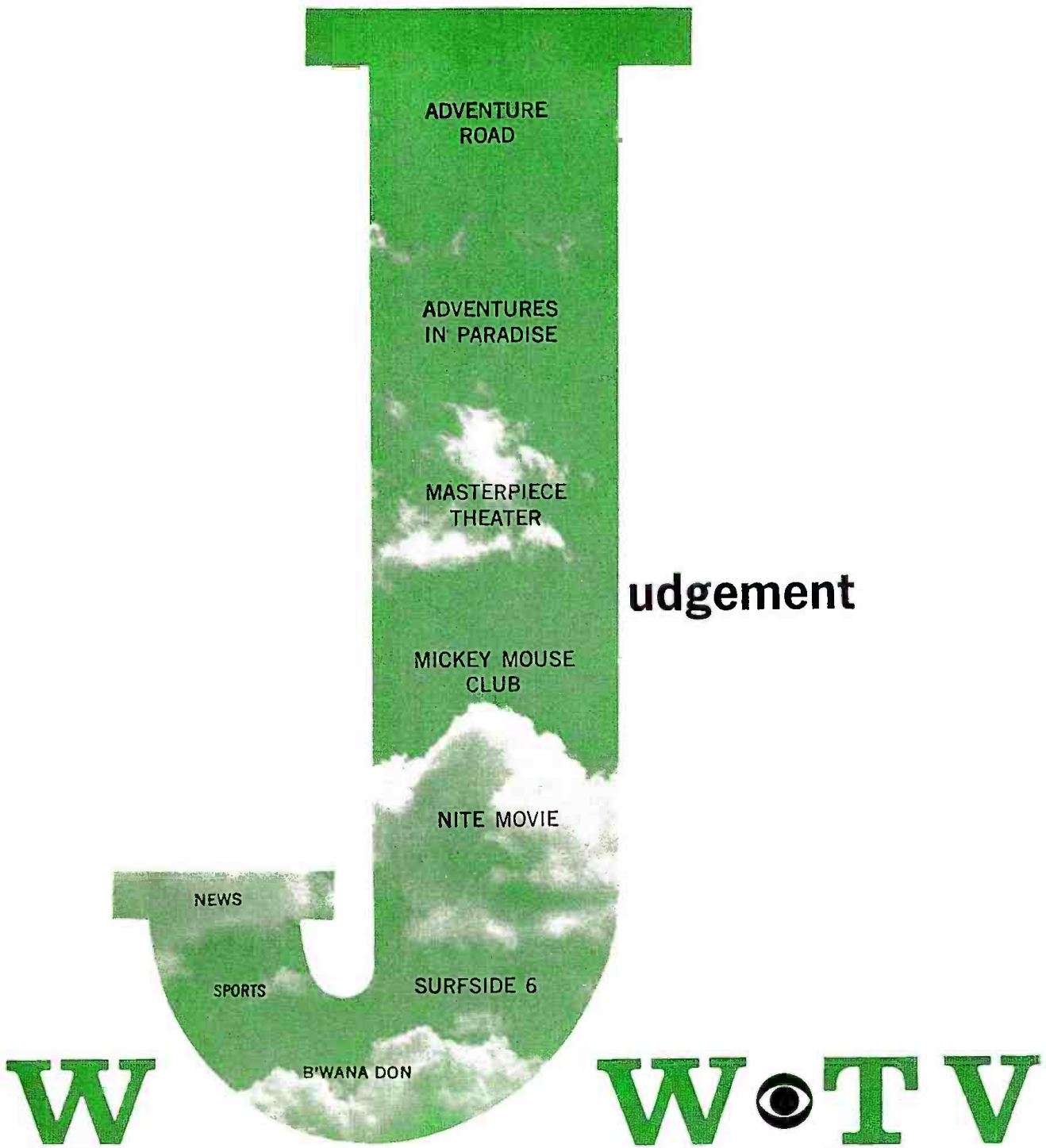
Color on the move

Color set boom, stimulated almost single-handedly by RCA and its broadcasting subsidiary, NBC, has precipitated shortage in color tubes with RCA itself involved in rationing. RCA is only current producer of color tube and is supplying other color manufacturers. With stepped-up demand, company has found it necessary to evolve equitable allocation until other manufacturers produce acceptable product. Projected color set production in 1963 is 700,000, with number now in use pegged at 1,000,000.

NBC-TV is completing new color improvement project that carries total estimated cost of over \$1 million. Plan includes engineering modifications and improvements of film, tape and live studio equipment and transmission facilities. As part of overall project, NBC-TV is holding six-city regional seminar series starting in May to acquaint broadcasters with project and its ramifications. Meetings will cover engineering modifications, showing how local stations can improve facilities. Cities are Princeton, Atlanta, Chicago, Dallas, Los Angeles and Seattle.

Short-wave freeze?

Although no announcement has been made, FCC has imposed something akin to freeze on grants of applications for new international short-wave stations. Three applications, oldest on file since last March 1, are now pending, with no prospect of early action. Reason, reportedly, is that FCC, along with State Dept., is concerned about implications of international broadcasts by private U. S. citizens. Some members of FCC staff have been assigned task of redefining purposes and objectives of international broadcasting.



Judgement in programming makes WJW-TV Cleveland's most powerful selling vehicle. Top syndicated properties, as part of a balanced local programming concept and complimented by Channel 8's strong CBS affiliation are reasons why compared to the top 15 markets, WJW-TV Cleveland delivers up to twice the spot audience on a CPMH basis . . . on Prime Shows.



WJW-TV CBS IN CLEVELAND*

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

WEEK IN BRIEF

Tv's second largest buyer calls for guaranteed circulation at ANA meeting. Colgate-Palmolive's Mahoney suggests that if a program falls short of the guarantee, extra time should be made available. See . . .

CIRCULATION GUARANTEE? . . . 31

Commercial future of tv examined by ANA panel which sees challenges ahead on commercial effectiveness, justification for mounting costs, changes in market strategies and betterment of program decisions. See . . .

CHALLENGES AHEAD FOR TV . . . 34

Pre-registration for the NAB convention in Chicago is running ahead of last year, it is reported. The biggest exhibits yet being firmed up as the association draws up a final agenda for the meeting. See . . .

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Hints, questions by congressmen indicate the big ratings popoff may come this week. The word "fraud" is used. Network spokesmen, however, insist ratings are only one factor in considering a program's worth. See . . .

RATINGS TROUBLE LOOMS . . . 62

Short space drop-in proposals for seven two-station markets are expected to be denied according to a close, preliminary FCC vote. Commission, however, told staff to write order approving ch. 5 to Oklahoma City. See . . .

DROP-INS APPEAR DOOMED . . . 76

Suspension of Sec. 315 for the 1964 presidential campaign is seen sure following congressional hearing in Washington. Congressmen are cool, however, to suggestions that the equal time rule be abolished entirely. See . . .

SUSPENSION LIKELY FOR 315 . . . 72

The FCC has control over programming and advertising, the Justice Dept. says in a brief filed with the Supreme Court. The case involves New Mexico law and radio stations. Argument is scheduled for March 25. See . . .

FCC AND PROGRAM CONTROLS . . . 78

Will radio-tv be permitted to cover House hearings? Strong support by Harris seems nullified by a "lack of enthusiasm" by senior members of the powerful Rules Committee. A vote is not expected soon. See . . .

HOUSE ACCESS IN TROUBLE . . . 80

Move is underway to revise video-tape import duties. Led by Spanish International Network, campaign seeks changes because, for same program time, tape is twice as long as film and duties are levied on footage. See . . .

TARIFF HUBUB OVER TAPE . . . 82

One of the most serious charges ever laid against a broadcaster has been leveled at WALA-AM-TV Mobile, Ala. FCC says that owners demanded "large sum of money" to refrain from editorial attacks. See . . .

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BROADCASTING

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Last month one man bought 75 \$2.00 tickets to WSM's Grand Ole Opry... FOR APRIL 25, 1964!

Normally you don't have to get your tickets a year in advance for the Opry. Dave Macon just wanted to be absolutely sure that none of his 75 convention delegates would have to return home without seeing it.

3,207 people see the Opry every Saturday night. No telling how many millions have heard it during its

37-year stand. And yet it's just one cog in the machinery that built and controls the mighty WSMpire.

Get the full story on the station that delivers more listeners than all other Nashville stations combined. Any Christal Man or WSM's Len Hensel.

THE WSMPIRE



WSM CLEAR CHANNEL 650

OWNED AND OPERATED BY THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY

PROBERS, WITNESSES CHARGE FRAUD

Rating firms to answer in testimony this week

With week of preliminaries out of way, House subcommittee investigating radio-tv audience measurements gets down to rough business today (Monday) with start of testimony from rating services themselves.

Special Subcommittee on Investigations of House Commerce Committee heard six broadcasters Friday to cap week of testimony on use made of ratings (see earlier story, page 62). Chairman Oren Harris (D-Ark.) observed Friday that "record is beginning to show more and more abuse. It calls for some very serious consideration as to what can be done" to correct abuses.

First rating service on stand will be Robert S. Conlon Assoc. Inc., which is to testify today. Others will appear in this order, subcommittee announced Friday: Videodex Inc., ARB, C. E. Hooper Inc., The Pulse Inc., Trendex and A. C. Nielsen Co. Some broadcaster witnesses who testified last week will be recalled, possibly this week.

Murry Woroner, manager, WAME Miami, accused broadcasters who "hypo" ratings and rating firms, which publish information purported as facts but derived from surveys which allegedly did not take place, as perpetrating fraud on advertisers and the public.

He could learn in Miami who Pulse interviewers were, when and the block they would work, Mr. Woroner said.

Ratings investigation gave WAME courage to find out whether being subscriber affects station ratings, Mr. Woroner said, explaining that station advised Nielsen, Pulse and Hooper on March 1 it was cancelling services pending outcome of hearings.

Broadcasters cannot remedy rating mess, Mr. Woroner told subcommittee. He urged House unit to pass legislation to regulate rating firms to "protect the broadcasting industry."

Mr. Harris said of Mr. Woroner's testimony, "It was precisely one of these situations" which was called to his attention by colleagues and lead to preliminary, then full investigation.

Robert F. Hurligh, president of Mutual, said Nielsen radio measurements leave "much to be desired." He said Nielsen samples in only 32 major markets for its network ratings, using sample of about 1,100 and "therefore cannot possibly come up with accurate and reliable figures as to the size of Mutual's audience which is to be found in 513 markets." During questioning of

Mutual president, it was brought out that Nielsen has no sample homes in Mountain Time Zone where network has some 50 affiliates.

Mr. Hurligh said control of only 10 or 12 Nielsen homes would give network increase in ratings of 1 point and this would mean extra \$1.5 million in annual billings. However, he said, he was not questioning basic integrity of services, but methodology.

Rep. John Moss (D-Calif.) labeled Nielsen radio measurements "a fantasy" and completely unreliable.

Meaningless Absurdity ■ Gordon McLendon, president of six radio stations in major markets, called Nielsen ratings "a colossal and meaningless absurdity." He said there are many instances at McLendon stations where "traceable damage has been done" by Nielsen.

Ratings, he stressed, are major factor in purchase of time on stations and many agencies use only Nielsen.

McLendon formerly owned Louisville station and Mr. McLendon said that station's billings showed "tremendous increase" of over 3,000% when rating was raised from last to first in market.

Arthur Mundorf, CBS official for 18 years and now owner of WPIN St. Petersburg, Fla., said that his ratings average from 1-3 points. This has caused national advertisers to refuse him business, he said, despite desires of local distributors. Recounting several trips to New York seeking accounts (WPIN's national billing is .05% of total), he said he was told he would receive no business until he acquired top ratings.

Non-Subscriber ■ C. Van Haften, president of KTUC Tucson, Ariz., said

Tv for news

On heels of apparent settlement of New York newspaper strike Friday (March 8), BBDO released results of survey summarizing reactions of New Yorkers to 3-month shutdown. Among findings: 80% relied on tv as news source. Following tv in news category were radio, remaining papers, and magazines in that order. Advertising was reported as "most missed" item by 39% leading that category over local news, sports and editorials.

his station does not subscribe to or use ratings but that it has not been hurt because it remains No. 2-3 in 10-station market. KTUC has not subscribed to service, he said, because of belief ratings are inaccurate. He said that Nielsen, to his knowledge, has never taken survey in Tucson. Pulse and Hooper are used by other stations.

R. Peter Straus, president, WMCA New York, asked by subcommittee for estimate of value of one rating point in that city, said that figure would be "several hundred thousand dollars" (see earlier story, page 70).

Unfair labor practices charged against WYNR

Charges of unfair labor practices have been filed against McLendon Corp.'s WYNR Chicago with regional office of NLRB, Chicago Local 1220 of IBEW said Friday. Union claims WYNR fired James Clark for his activities in behalf of Local 1220 and since last fall has refused to bargain collectively in good faith even though new three-year contract was signed.

IBEW said part of issue involves WYNR program changes. WYNR declined comment until it can study charges. FCC earlier in week expanded issues in WYNR hearing called to determine whether McLendon Corp. had been candid in informing commission of its programming plans when it acquired station (then WGES) last August (BROADCASTING, Jan. 28).

House Rules to hear NAB on radio-tv ban

Gov. LeRoy Collins, NAB president, will testify this week before House Rules Committee on resolutions to permit radio-tv coverage of House Committee hearings (see story page 80).

Committee agreed Friday (March 8) to grant Gov. Collins' request to be heard before action is taken on proposals. No date was set, but committee aide said NAB official would be invited to appear this week.

Committee agreement to hear Gov. Collins marks departure from its customary practice of taking testimony only from members of Congress.

FCC power questioned in U.S. Court of Appeals

FCC's power to protect local tv stations from inroads of community antenna systems through licensing power over common carrier microwave systems was called into question Friday in

WEEK'S HEADLINERS



Mr. Oswald

George C. Oswald, executive committee member of Geyer, Morey, Ballard, New York, promoted to senior vp-account management. He continues in charge of regional offices and in new position is responsible for agency's "relationship with all its clients." Mr. Oswald, who joined GMB in 1961 as senior vp, is former vp and account supervisor at Kenyon & Eckhardt, New York.



Mr. Marquis

Pierre Marquis, director of advertising and sales planning; **Berton Schneider**, treasurer, and **Russell Karp**, secretary, elected vps of Screen Gems Inc., New York. They will continue to serve in their present capacities for tv program production firm. Mr. Marquis, who has been with SG since 1956 in various advertising

and sales planning executive posts, was formerly with NBC-TV as supervisor of network sales presentations and with MCA as research and sales promotion director. Mr. Schneider joined company in 1954 and served as director of business affairs before being named treasurer in 1960. Mr. Karp began in SG's legal department in 1957 and became assistant treasurer in 1960 and secretary in 1961.



Mr. Johnson

Russ W. Johnson, advertising and sales promotion manager of Westinghouse Broadcasting Co., named director of advertising for Ideal Toy Corp. He will supervise toymaker's advertising programs from offices in Ideal's New York City headquarters. Prior to joining Westinghouse in 1955, Mr. Johnson served as sales promotion manager of Dumont Television for two years and held various management posts with U. S. Rubber during previous five-year period.

Freeman Keyes, board chairman of Keyes, Madden & Jones, Chicago, named board chairman of Post-Keyes-



Mr. Post



Mr. Keyes

Gardner there, new agency formed last week upon merger with Post, Morr & Gardner (see story, page 40). **Carl M. Post**, PM&G president, assumes same title with new agency.



Mr. Alter

Robert H. Alter, director of key account sales for Radio Advertising Bureau, New York, elected vp for national sales. Mr. Alter joined RAB in 1957 as national account executive. He was named regional sales manager following year and in 1959 was promoted to manager of sales administration. In new post, Mr. Alter will direct RAB's national sales effort.

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

argument before three-judge panel of U. S. Court of Appeals in Washington.

Case involves refusal of commission to grant added facilities to Carter Mountain Transmission Corp. Carter Mt., under common carrier authorization, brings Denver, Salt Lake City and Billings, Mont., tv signals to catv system serving north central Wyoming.

Denial was based on FCC's view that microwave additions would aid catv in competition with KWRB-TV, only local station in Riverton-Lander-Thermopolis-Worland area, to extent station might cease operations.

CBS-TV still heads fall program sales

Late sales reports at week's end show networks steadily hiking percentages of schedules now sold to advertisers for next fall season. CBS-TV is far ahead of other networks, about 85% of prime-time (7:30-11 p.m.) tied to advertisers.

NBC-TV is about 2/3 sold, and ABC-TV about 40% of nighttime schedule sold, according to known sales, though

percentage actually may be well over 60% because of holds on show options and other business not yet identified for competitive reasons. At affiliates board meeting Friday at Point Clear, Ala., NBC-TV reported 44% of next season's schedule sold on non-cancelable basis.

Quality Radio plans exchange of information

Programming executives from seven stations of Quality Radio Group met in Chicago last Thursday (March 7) to hear tapes of typical programs they air and to exchange production and programming ideas.

QRG President Al Bland, vice president-programming, WLW and WLWT (TV) Cincinnati, announced plans for regular newsletter to exchange ideas and information. Similar meeting for sales managers will be held in July. Stations represented at last week's meeting included KCMO Kansas City, WGBS Miami, WGN Chicago, WHO Des Moines, WLW Cincinnati, WOW Omaha and WSM Nashville.

Universal to release post-'48s to television

Universal Pictures Corp., New York, is announcing today (March 11) that it is seeking tv distributor in U. S. and Canada for 215 of its post-1948 feature films.

Milton E. Rackmil, president, said Universal would grant seven-year exclusive distribution rights for \$21.5 million (approximately one-third at time of agreement), plus percentage not in excess of 50% of proceeds after expenses.

Sidelight to Universal plan is fact that MCA Inc., distributor of syndicated series and feature films, owns controlling interest in Decca Records, which, in turn, owns controlling interest in Universal. MCA, under terms of consent decree entered into with Justice Dept. last October in connection with its acquisition of controlling interest in Decca and its divestiture of talent representation, was enjoined from distributing Universal package in U. S. and Canada. It is presumed that MCA can distribute Universal features abroad.

"PHOTOGRAPH OF AL HIRT THROUGH COURTESY OF RCA VICTOR RECORDS"



NEW ORLEANS BLOWS ITS OWN HORN

It's called the "good time town." It should be called the "good times town." While other cities progress in one or two directions, New Orleans moves forward dynamically on all fronts.



**NEW
INTERNATIONAL
TRADE
CENTER**

A big, bold complex right on the Mississippi River will—more than ever—make the Port of New Orleans a magnet for businessmen around the world. Here will be the expanded International Trade Mart, displaying products of thirty-one nations. It represents an expansion of the first such Mart in the world—established in New Orleans in 1946. The Exhibitions and Convention Building will provide acres of space for the year-round meetings that make New Orleans the convention city of the Americas.



**NEW
DOMAIN
WITHIN
THE CITY**

National Aeronautics and Space Administration has selected the Michoud plant (2,000,000 sq. ft.) for assembly of Saturn boosters. Chrysler will assemble 21 boosters (cost \$222,605,066) and Boeing 24 advanced boosters (cost \$300,000,000).

"New Orleans East," 50 sq. mi. adjacent to the plant, is now being developed as a "city within a city." 15 minutes from downtown, it represents one-fourth of city's total area. Here is room, room, room—for more scientists and technicians, for our burgeoning population, for new, varied industries, for numberless stores and service centers required to supply them.

...AND EVER INCREASING

In the New Orleans area WDSU-TV continues its leadership—in programming, in personalities, in facilities. WDSU-TV gives you the most direct route to a market with an annual buying income of almost two billion dollars. New Orleans represents a tremendous unrealized potential—with less competition for your advertising dollar than in any comparable market.



**NEW
RECORDS
IN PORT
TONNAGE**

The port continues to be the greatest contributor to New Orleans prosperity. In 1961, over 61,000,000 tons of water-borne commerce through New Orleans gave an increase of 8.2%—the greatest tonnage ever handled in any Gulf port, re-establishing New Orleans as the nation's second port, and representing, in imports and exports, a vast variety of products—from asphalt to zebras.



**NEW
HIGH
IN
RETAILING**

Smart, aggressive promotions, by individual firms and in community-wide projects, continue to increase retail volume here. Bank clearings up 28.8% in four years. Effective buying income up 8.1% in one year. Residential contract awards up 17% in one year. New Orleans' balanced economy is providing money to spend. And the Retail Merchants Bureau says, "They are spending it."

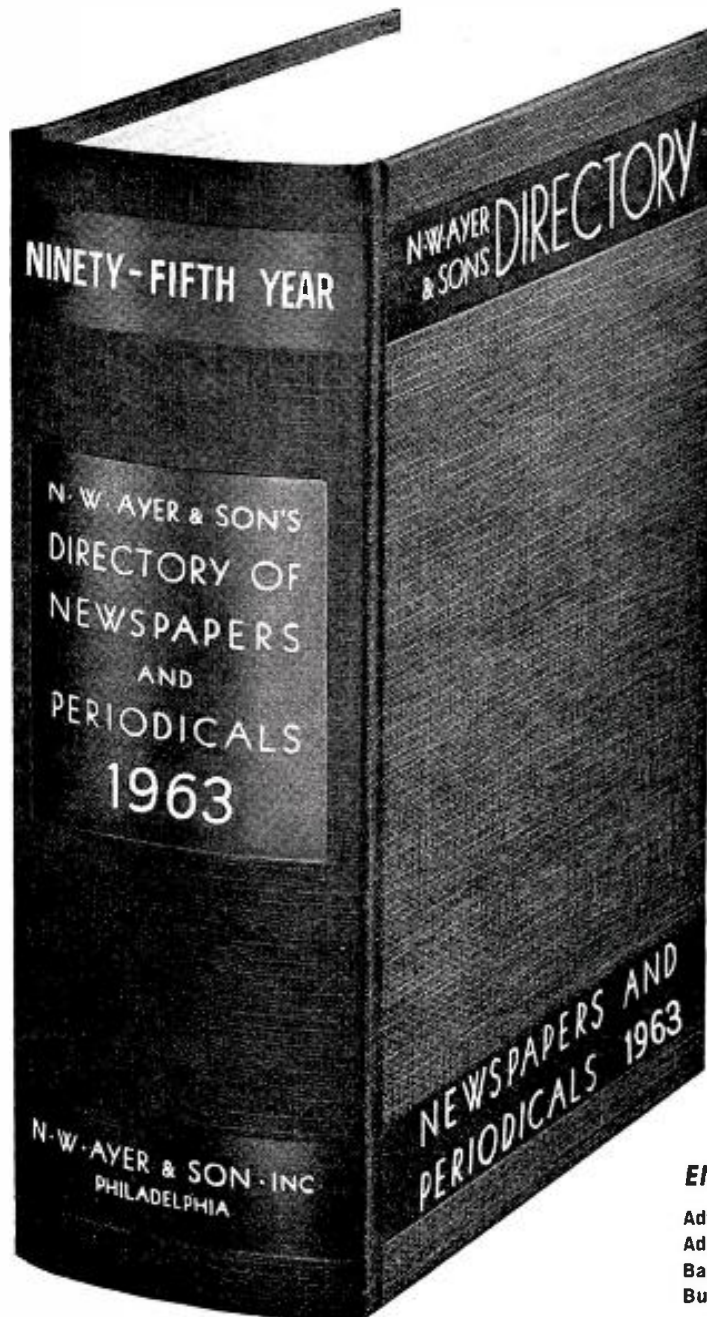
SELLING-POWER FOR WDSU-TV

Channel 6, New Orleans

New 1963 Ayer Directory Just Off the Press...

A RESERVOIR OF NEW INFORMATION

479 new publications. 725,000 instant facts.
1600 pages. 70 maps. New Canadian Census.



New 95th Annual Edition of the most complete and authoritative single source of information on the newspapers and magazines of the United States and its territories. Also Canada, Bermuda, Panama and the Philippine Islands.

More than 21,900 publications with names and addresses, editors and publishers, subscription prices, circulation figures, sizes and other working data. This includes over 9500 periodicals and 12,400 daily, weekly, semi-weekly and tri-weekly newspapers.

Profitable marketing facts: Easy-to-find details include industries and agricultural products of every town and city listed. Banking information, motor vehicle registration, number of telephones and other valuable data on larger market areas.

Under each listing, you will find the available transportation facilities and the distance from the nearest larger community. Also an airline map and rail maps for every state and province.

Groups with special interests: Periodicals for college, fraternal, labor, religious, trade and technical groups. Also lists of publications covering 38 foreign languages, 15 hobbies, 21 sports.

Order your 1963 Ayer Directory now! Still only \$30, postpaid within the U. S. A. Order from N. W. Ayer & Son, Inc., Dept. B, West Washington Square, Philadelphia 6, Pa.

A word of appreciation to those who ordered the 1962 Edition. Our sincere regrets to the hundreds whose orders came in too late. Last year's Edition was sold out earlier than usual despite the largest printing in history. Please order your 1963 copy of the Ayer Directory as early as possible.

ENTHUSIASTIC USERS YEAR AFTER YEAR

Advertisers	Librarians	Chambers of Commerce
Advertising Agencies	Publishers	Schools
Bankers	Market Analysts	Colleges and Universities
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DATEBOOK

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

*Indicates first or revised listing

MARCH

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

*March 11—Senate Commerce Committee hearing on nominations of incorporators of Communications Satellite Corp.

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. Kreistein, 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 Departmental 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 15-16—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 19—Hollywood Ad Club luncheon meeting on color tv at NBC color studios in Burbank, Calif. Jack M. Williams, RCA Sales Corp. vp for advertising and sales promotion, will discuss color tv. Luncheon will be followed by a tour of the color studios. Door prize is a color tv set.

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—Third annual Washington conference on Business-Government Relations in Marketing, sponsored by the School of Business Administration of American U., Shoreham Hotel, Washington, D. C. General theme is "Business and Government—Partners in Marketing in the Free World."

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 U. This convention follows the IRTS conference, March 21-22.

March 25-28—Institute of Electrical & Electronics 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, 8:30 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—Spring conference of Sixth District (Illinois, Indiana and Michigan) of Advertising Federation of America, Sheraton-Chicago Hotel. Host organization, Chicago Federate Advertising Club, extends welcome to broadcasters. Speakers include 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.

March 29-30—National Assn. of Educational Broadcasters Region II 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 Tele-

WANT L.A.'s
"BUY MOST"
AUDIENCE?

KABC
LISTENERS
SPEND MORE
FOR BEAUTY
AIDS*

(Family expenditures
for 24 hour period)

KABC LISTENERS
\$3.97

L.A. AVERAGE
\$2.99

*Source: our recent Pulse
Audience Profile Study of Los
Angeles. A free copy is available
upon request.

Represented Nationally
by the Katz Agency

KABC
conversation
RADIO 79

Owned & Operated by American Broadcasting-Paramount Theatres, Inc.

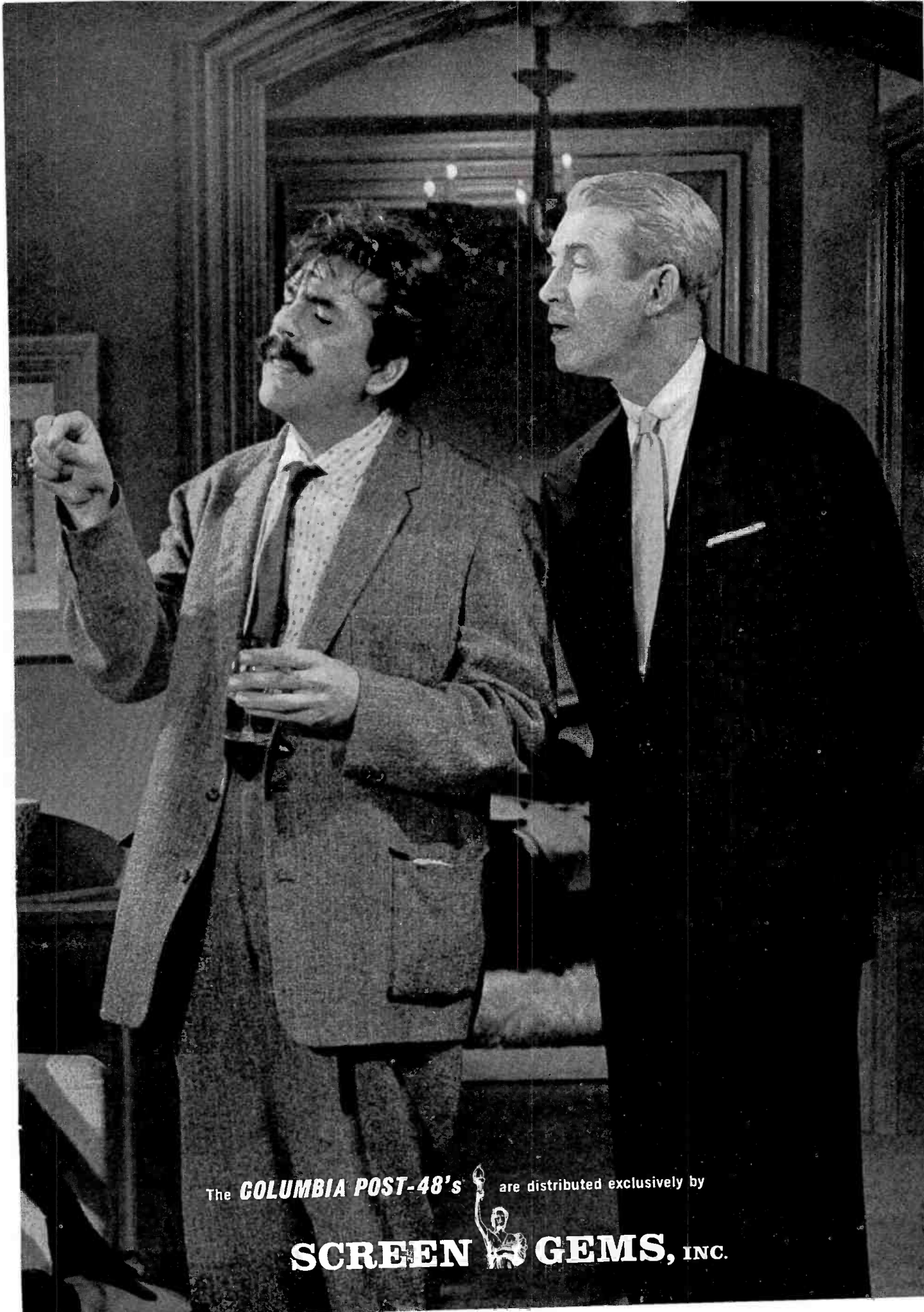
Bewitching!

"Bell, Book and Candle"... James Stewart, Kim Novak, Jack Lemmon and Ernie Kovacs cast an all-star spell in this enchanting screen version of John Van Druten's hit play about witches. It's another of the 73 great box-office hits, newly released for television, that have been added to the roster of the **COLUMBIA POST-48's**.

Already sold to: WCBS-TV New York, WTPA Harrisburg-Lancaster, WGAN-TV Portland, Maine, WCAU-TV Philadelphia, WBBM-TV Chicago, WOQD-TV Grand Rapids-Kalamazoo, KENS-TV San Antonio, WJHG-TV Pensacola-Panama City, WAPI-TV Birmingham, WALB-TV Albany, Ga., WSYR-TV Syracuse, WBAY-TV Green Bay, KHSL-TV Chico-Redding, KGMB-TV Honolulu, KLAS-TV Las Vegas, KPHO-TV Phoenix, KGW-TV Portland, Oregon, WRGB Albany-Schenectady, KMOX-TV St. Louis, KTVT Ft. Worth-Dallas, WOKR Rochester, N.Y., WEEK-TV Peoria, KARD-TV Wichita, WLOS-TV Asheville, WHO-TV Des Moines, WWL-TV New Orleans, WKBN-TV Youngstown, WLBW-TV Miami, KOVR Stockton-Sacramento, KMBC-TV Kansas City, Mo., KMJ-TV Fresno, WDAU-TV Scranton-Wilkes-Barre, KLYD-TV Bakersfield and WJAR-TV Providence.



Member
NAB
'63



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

SCREEN  GEMS, INC.

Trendex asked:*

Which station
do you
FIRST tune
to for
the news?

Washington answered:

WWDC... 20.7%
Station A 17.7%
Station B 17.4%
Station C 12.2%
Station D 9.3%
Station E 5.0%

*Based on completed interviews in 2,598 homes, September 9 to 20, 1962. Additional demographic material from this Trendex survey available. Contact WWDC, 1627 K St., N.W., Washington 6, D.C. or your John Blair man.

WWDC RADIO

WASHINGTON, D.C.

represented nationally
by John Blair & Co.



casters annual membership meeting, Conrad Hilton Hotel, Chicago.

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

APRIL

*April 1—Deadline for petitions to FCC for reconsideration of its new rates for leased, private telegraphic services and establishment of special press rates for wire services.

*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 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 5-6—Conference on managed news, between media representatives and Pierre Salinger, White House news secretary, at Airlie House, near Warrenton, Va.

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

*April 6—Georgia AP Broadcasters Assn. meeting, Atlanta. News clinic featuring specialists in various phases of broadcast news coverage. Awards banquet at night, with AP Assistant General Manager Louis Kramp speaking.

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, Los Angeles.

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

*April 15-16—Pan Pacific Television Festival of tv programming from 17 Pacific basin nations to be held in San Francisco under auspices of San Francisco chapter of Academy of Television Arts & Sciences, place to be announced. Shirley Temple Black is honorary chairman and official hostess.

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.

*April 18-21—Annual spring convention of Mississippi Broadcasters' Assn., Broadwater Beach Hotel, Biloxi. Golf tournament on 18th. First business session at 1 p.m. on the 19th.

April 19—Michigan AP Broadcasters Assn. meeting, Lansing.

April 19-20—Annual convention of New Mexico Broadcasters Assn., Alvarado Hotel, Albuquerque. NAB President LeRoy Collins will be principal speaker.

April 20—American Humane Society annual Patsy awards for animal actors, Pantages Theatre, Hollywood.

April 21-25—Ninety-third convention of Society of Motion Picture & Television Engineers, Traymore Hotel, Atlantic City.

*April 25-27—Annual convention of Fourth District of Advertising Federation of America, Cherry Plaza Hotel, Orlando, Fla. Speakers include: Ralston H. Coffin, RCA, New York; Mark Cooper, AFA president; Whit Hobbs, BBDO, New York; Margo Sherman, McCann-Erickson, New York; Hobart Franks, Atlanta Journal and Constitution; Thomas Moore, ABC-TV, New York.

April 25-27—Annual meeting of American Assn. of Advertising Agencies, The Greenbrier, White Sulphur Springs, W. Va.

April 26—Pennsylvania AP Broadcasters meeting in Pittsburgh.

April 26—15th anniversary ball of Bedside Network of Veterans Hospital Radio & Tv Guild, Plaza Hotel, New York.

*April 26-27—Ninth annual Oregon Broadcasting Conference, Oregon Assn. of Broadcasters, Village Green Motor Hotel, Cottage Grove, Ore.

April 26-27—Virginia AP Broadcasters meeting, Executive Motor Hotel, Richmond. Awards in the VAPB newscasting and telecasting contests and for public service will be presented on first night at the banquet.

*April 27-28—Spring meeting of Kansas AP Radio-Tv Assn., Baker Hotel, Hutchinson.

April 29-May 1—Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

April 29-May 4—"Rose d'Or" Contest; May 20-25, 1963—Television Symposium and Tv Equipment Exhibition. The two events are part of the Third International Television Festival announced by The City of Montreux, Switzerland. For further information write to Box 97, Montreux.

MAY

*May 1—New 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.

*May 1-3—Canadian Assn. of Broadcasters annual convention, Royal York Hotel, Toronto. CAB convention was formerly scheduled for April 1-5.

May 1-3—Illinois Broadcasters Assn. spring convention, Springfield.

*May 2-3—Illinois Institute of Technology conference on present and future communications satellites. Sponsored jointly by the Committee for Economic and Cultural Development of Chicago, the National Aeronautics and Space Administration, IIT and its Armour Research Institute, the meeting is part of the 3rd National Conference on the Peaceful Uses of Space to be held in Chicago May 1-9. Some 400 scientists and engineers are expected at the IIT conference, entitled "Technical Aspects of Communication Satellites," in the institute's Grover M. Herman Hall, 33rd and Dearborn Sts. Keynote address by Dr. Leonard Jaffe, NASA.

*May 2-4—Spring convention of Alabama Broadcasters' Assn., Holiday Inn, Florence. Principal speakers include Alabama Gov. George Wallace and NAB President LeRoy Collins.

May 2-5—American Women in Radio & Television annual convention, Sheraton Hotel, Philadelphia. James T. Quirk, TV Guide publisher, will speak.

May 3—Indiana U. Radio and Television Department banquet, Bloomington, Ind. Julian Goodman, vice president for news, NBC, will be guest speaker.

May 5-7—Television Programming Conference annual meeting (formerly SWAPDT),



RCA-6166A/7007

New Design...New Performance

Improvements in RCA-6166A/7007 practically make it a new tube. This is the result of thorough evaluation of design, materials, and techniques—a continuing process at RCA. This relentless search to improve tubes has increased the life expectancy and provided new performance capability for this grooved ceramic tetrode—outstanding for medium and high power VHF-TV.

RCA-6166A/7007 includes significant improvements in exhaust vacuum firing, screen support structure, and filament processing. The tube is easier to drive. Moreover, with less load on the



driver, you can expect better-than-ever performance and longer tube life.

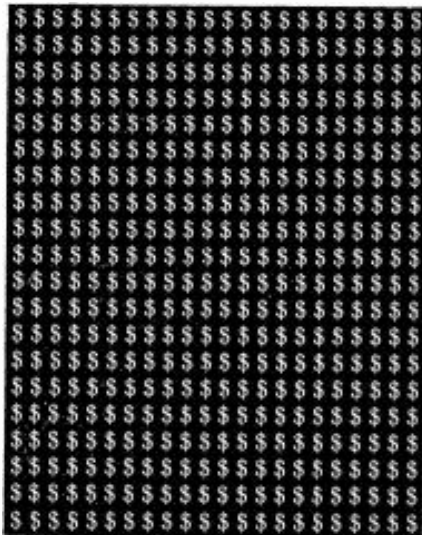
Designed by tube engineers working with transmitter designers, RCA-6166A/7007 operates on all channels, fits into the driver stage without modifications in the transmitter. Try it next time you have need of tubes for radio or TV.

RCA ELECTRON TUBE DIVISION, HARRISON, N.J.
SEE YOUR AUTHORIZED DISTRIBUTOR OF RCA BROADCAST TUBES.



The Most Trusted Name in Television

For name and address of your local distributor write or call your nearest RCA Distributor Products Sales Office.
New York, N. Y.: 35 W. 49th St., MUrray Hill 9-7200; Needham Heights 94, Mass.: 80 "A" St., Hillcrest 4-8480; Washington 7, D. C.: 1725 "K" St., S.W., FEderal 7-8500;
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Carpenter Freeway, MElrose 1-3050; Kansas City 14, Mo.: 7711 State Line, EMerson 1-6462; Los Angeles 22, Cal.: 6801 E. Washington Blvd., RAYmond 3-8361.



Largest audience of affluent adults

Among Southern California radio stations, KPOL delivers the biggest audience of affluent adults at the lowest cost—47¢ per thousand. The size of the KPOL audience always ranks near the top among all radio stations in the area... and is by far the largest compared to the four Los Angeles good music stations. Pulse* data shows KPOL's audience 80% bigger than the second good music station... larger than the second and third stations combined... and seven times larger than the fourth station. This big audience is affluent, with family income substantially higher than the Los Angeles county average. Advertising addressed to this high concentration of responsive prospects produces outstanding results. For details call Fred Custer at WE 8-2345.

*Pulse Metro. Report—Sept.—Oct., 1962... Mon.—Fri.

KPOL

Distinguished Radio - Los Angeles

REPRESENTED BY PAUL RAYMER COMPANY

Royal Orleans Hotel, New Orleans. The meeting is primarily for program executives from Louisiana, Texas, Oklahoma and Arkansas. Those interested in attending should contact: Jerry Romig, 520 Royal St., New Orleans. Program details to be announced.

May 9-11—Seminars in editorial, advertising and circulation, U. of Wisconsin School of Journalism, Madison.

*May 9-11—Second annual convention of North American Broadcasters Idea Bank, Holiday Inn, Danville, Va.

May 11—California AP Radio-TV Assn. meeting, Anaheim, Calif.

May 16-18—Western States Advertising Agencies Assn. annual conference, Riviera Hotel, Palm Springs, Calif.

*May 16-18—Iowa Broadcasters Assn. annual meeting, Sheraton-Warrior Hotel, Sioux City.

*May 17-18—Iowa Radio News Directors Assn. annual meeting, Sheraton-Warrior Hotel, Sioux City.

May 17-19—Louisiana-Mississippi AP Broadcasters meeting, Lafayette, La.

May 18—Florida AP Broadcasters annual meeting, Cape Colony Inn, Cocoa Beach, Fla. News panels in the morning, a luncheon, afternoon tour of Cape Canaveral and an awards dinner at night.

May 19-21—Assn. of National Advertisers, spring meeting, Waldorf-Astoria Hotel, New York.

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

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

May 22—Annual spring managers meeting, New Jersey Broadcasters Assn., Rutgers U., New Brunswick, N. J.

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

*May 27-29—15th annual conference of International Advertising Assn., Stockholm, Sweden. Theme is "How to Sell in World Markets." Among the speakers are: Sherwood Dodge, vice president of Colgate-Palmolive Co., "Advertising's role in the engineering of preference;" William Belson, director of survey research unit at London School of Economics and Political Science, "Recent progress in audience measurement"; and Alfred W. de Jonge, vice president for international operations of Benton & Bowles, "American advertising agencies abroad—the leaders or the led."

JUNE

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

June 4—Board of Broadcast Governors hearing, Ottawa.

June 7-14—Annual convention of National Community Tv Assn., Olympic Hotel, Seattle.

June 8-11—Georgia Assn. of Broadcasters annual convention, Callaway Gardens, Ga.

*June 10-21—Radio Workshop, co-sponsored by Abilene Christian College and Texas Assn. of Broadcasters, Abilene Christian campus.

*June 11-13—Western Assn. of Broadcasters convention, Jasper Park Lodge, Alta., Canada.

*June 12-14—Thirty-third annual Institute for Education by Radio-Television, Columbus, Ohio.

June 15-19—Annual convention, Advertising Federation of America, Atlanta, Ga.

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

June 18-20—Annual convention of Electronic Industries Assn., Pick-Congress Hotel, Chicago.

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

*Reg. U. S. Patent Office

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Eastern Iowa Pastoral

Cows graze upper right. That's a cornfield top center. Ditto right center. The smog lies 1,900 miles to the left. Oriented?

Center: The 300,000 sq. ft. modern factory of Amana Refrigeration, Inc.,* a thriving non-bucolic enterprise which annually consumes 24 million pounds of steel, 4 million pounds of aluminum, 26 million board feet of fiber glass insulation, and 200,000 gallons of paint in the process of making some of the nation's finest air conditioners and home freezers.

Iowa's total personal income from agriculture is about a billion dollars annually.

From non-agricultural activities (there are 3,684 manufacturing establishments in Iowa) the total is about five billion dollars annually.

Go ahead—think of Iowa as a farm state. But don't overlook Iowa industry—it's even more significant.

*A sponsor of Virginia Farmer Arthur Godfrey on CBS, heard in Eastern Iowa on WMT Radio

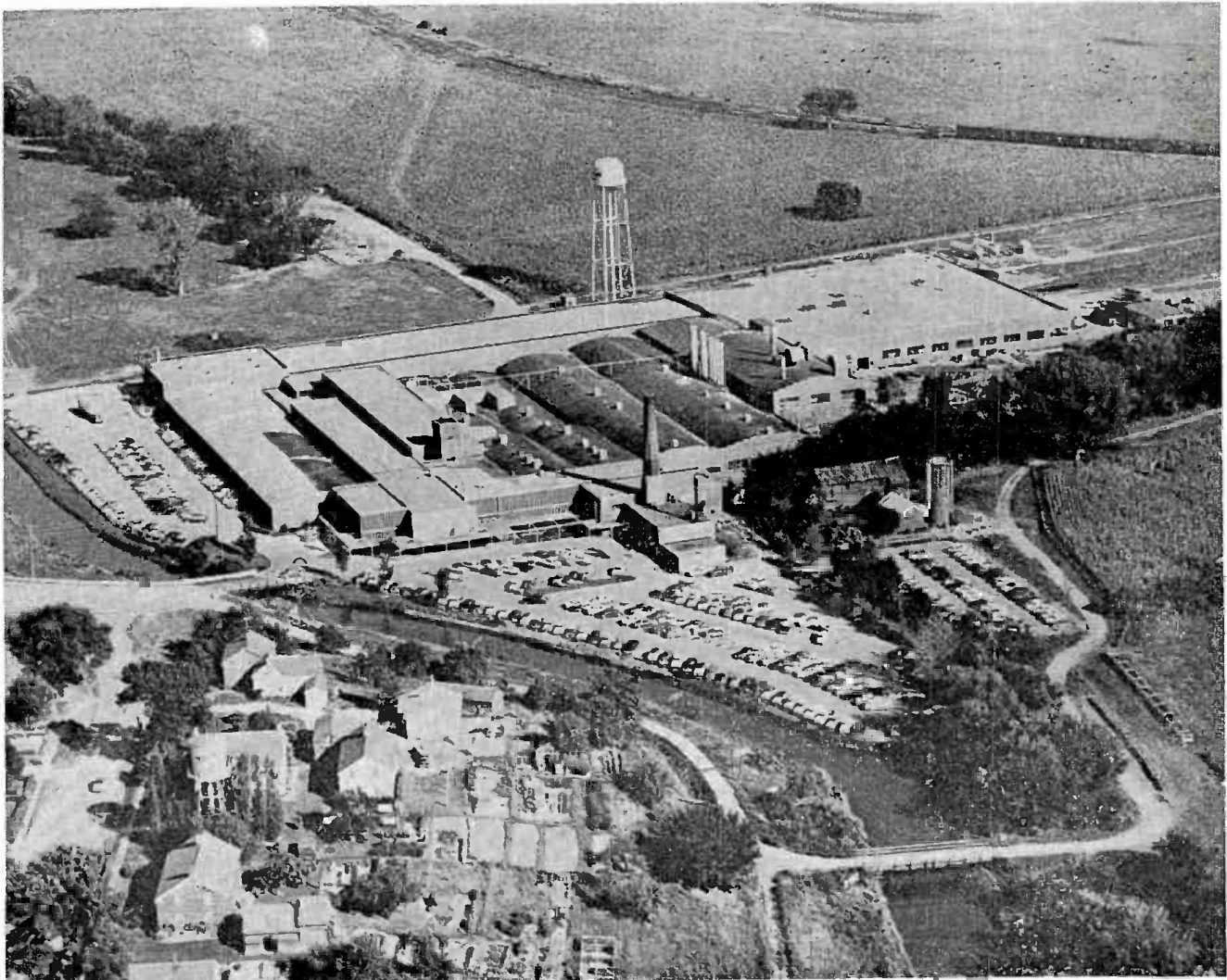
WMT Radio

Mail Address: Cedar Rapids

National Representatives: The Katz Agency

Affiliated with K-WMT, Fort Dodge;

WEBC, Duluth; WMT-TV.





WAVE-TV

gives you

28.8% more WOMEN



Since Nov.-Dec., 1957, NSI Reports have *never* given WAVE-TV less than 28.8% more viewers than Station B in the average quarter-hour of any average week!

And the *superiority* during those years has gone as high as 63.6% more viewers!

More viewers = more impressions = more sales! Ask Katz for the complete story.

LOUISVILLE, Channel 3

WFIE-TV, Evansville • WFRV (TV), Green Bay • WAVE Radio, Louisville
All NBC, All Represented By THE KATZ AGENCY

**NOW! SPECIAL
COMMERCIAL
RATES FOR**

THE AD INDUSTRY

AIRWAYS RENT-A-CAR



CHEVROLET IMPALA

Until now you practically had to be a big corporation to qualify for low commercial rent-a-car rates. But Airways has changed all that. You, as an individual, can enjoy the same fine services provided by the largest systems, yet at considerable savings. Choose from new Chevrolet Impalas and other fine cars. There are no hidden charges at Airways. Rates include gas, oil and insurance. No waiting in line at a rental counter... simply call Airways when you land and, by the time you pick up your luggage, the car is there. Take advantage of this special commercial rate — rent from Airways!



For free directory and commercial rate card write • AIRWAYS RENT-A-CAR SYSTEM • 5410 W. Imperial Highway, Los Angeles 45, California • Offices in over 90 cities • A few select franchises still available.

THE NATION'S FOURTH LARGEST AND FASTEST GROWING RENT-A-CAR SYSTEM

OPEN MIKE

Claims figures mislead

EDITOR: The Belden report on the Mexican-Spanish market (BROADCASTING, Feb. 25) has several inconsistencies in connection with our market. Laredo, one of the 12 areas studied, has the highest percentage of Spanish surnames (85%).

The Belden report was a sampling of only 500 with 12 communities studied; 219 were from Los Angeles and San Antonio. This left only 281 interviews among the 10 remaining communities. I don't believe you can have an accurate sampling of listening and buying habits by interviewing, say, 28 people in Laredo (population 62,000).

Mr. Belden reports that 52% listen mostly to radio stations broadcasting in Spanish while 31% said they listen to stations mostly in English. He did not indicate that this 52% is split between seven Spanish-language stations while the balance listen to the two English-speaking stations in Laredo.—Bill Harrell, vice president & general manager, KVOZ Laredo, Tex.

Chevrolet bought on two

EDITOR: On page 54 of the Feb. 18 issue of your very fine magazine you have an item relating to the Chevrolet buy on WDTM (FM) Detroit.

... Actually this was a two-station buy, on both WLDM (FM) and WDTM. And speaking for WLDM, you may be further interested to know that Chevrolet and Campbell-Ewald are highly pleased with the way our program, *Discoveries in Stereo*, is getting off to a flying start.

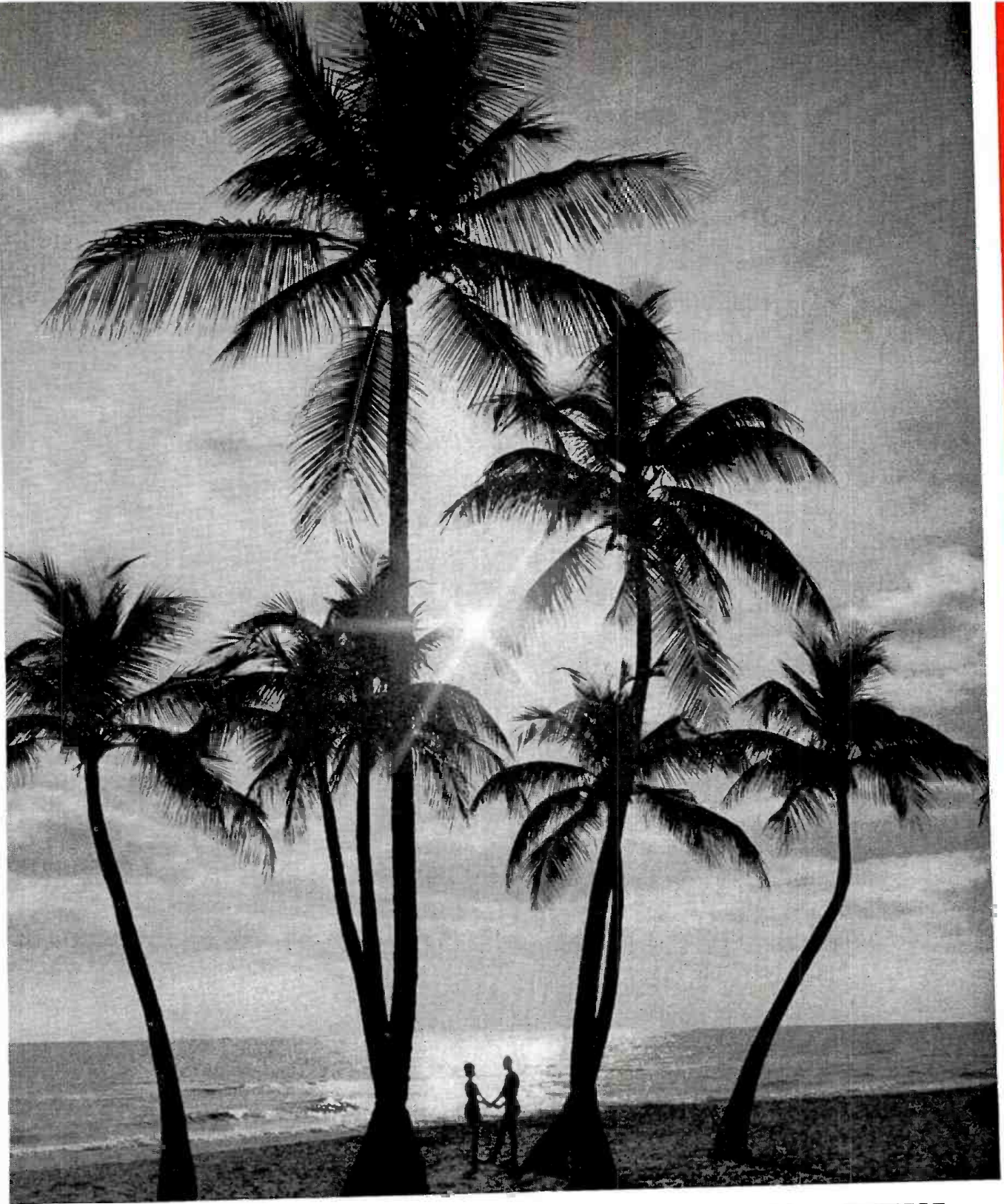
We were informed as recently as yesterday that, based on a continuing study being made, this program has had a very amazing impact in the Detroit area.—Harold I. Tanner, president & general manager, WLDM Detroit.

Heart Fund help

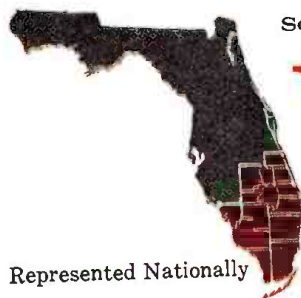
EDITOR: Thank you for the full-page Heart Fund ad in BROADCASTING Feb. 25. Your cooperation enabled us to reach broadcasters throughout the country and further stimulate support of our radio-tv efforts in the 1963 Heart Fund drive.—Hal Marc Arden, national radio-tv film director, American Heart Assn., New York.

'Valuable source; useful tool'

EDITOR: The 1963 YEARBOOK is a valuable source of information. I find that I constantly need coverage information, particularly for radio. Might it be pos-



Only the sunshine covers South Florida better than WTVJ



South Florida's Largest Daily Circulation

WTVJ



A WOMETCO ENTERPRISES, INC. Station

Represented Nationally by Peters, Griffin, Woodward, Inc.



WTVJ
WLOS-TV

KVOS-TV
WEGA-TV
(Affiliate)

HELLO, WORLD - I THINK I'M GOING TO MAKE IT!

When we first met Tommy he had lost all hope. He wouldn't even speak to us—let alone try to walk.

But hope is our business. So we coaxed and needled and loved him until he crawled out of his shell and stood up. Now he is walking, and talking, and full of hope.

Hope raises up crippled children. So does money. We've got hope. But we're looking to you for the money. Not a lot—just enough to put one kid one day closer to walking. That's about \$5.



"Fight with them—against crippling"

EASTER SEAL FUND APPEAL

ADDRESS: "CRIPPLED CHILDREN," C/O YOUR LOCAL POSTMASTER



sible to include a section of radio coverage maps in reduced size? Other than erage maps in reduced size?—*John L. Shaw, radio-tv director, Doe Anderson Advertising Agency, 315 Commonwealth Building, Louisville.*

EDITOR: This has always been a useful tool, but the new features make it even better.—*Harry M. Johnson, media director, Campbell-Mithun, Minneapolis.*

EDITOR: Congratulations on a splendid job of research and writing . . . it (1963 YEARBOOK) certainly answers almost any question we might have.—*Robert E. Hahn, executive vice president, Mark Schreiber Advertising, Denver.*

Some just don't hear it

EDITOR: Your Jan. 28 special report, "A big sound blows out of Nashville," certainly hit home.

Seems as if everyone knows that "good old country music is here to stay" with the exception of a few advertisers and timebuyers who still have their collective heads buried in the sand and who believe the people who listen to country music still drive model-T's and wear "bib-and-tucker" overalls.

With your help, we might even convert them. . . —*Gene Milsteen, vice president, WSCM Panama City, Fla.*

(Reprints of the special report are available from Readers' Service Dept. of BROADCASTING in Washington.)

BOOK NOTES

"*Business without Gambling*," by *Louis Cheskin. Quadrangle Books Inc., 119 W. Lake St., Chicago 1, Ill.; 255 pp. \$4.95.*

Subtitled "How Successful Marketers Use Scientific Methods," this is the fourth in Mr. Cheskin's series on marketing, and deals primarily with the pre-advertising stages of a product.

In a sense it is an indictment of agency executives who ignore scientific research evidence when it varies from their own opinions. Mr. Cheskin considers the majority of ad men as "imbued with the idea that continuous advertising is both the backbone and lifeblood of marketing." He disavows this theory claiming that advertising, while an integral part of success stories, is not the sole answer.

A veteran of nearly 20 years in controlled motivation research, Mr. Cheskin deals primarily with print media and today's advertising principles which are mostly "sheer gambling . . . much advertising does little or nothing to promote the products it researches."

Although critical of the oneness of present-day advertising, Mr. Cheskin says success can be insured when clients and agencies relate creativity and communication, and eliminate the all too prevalent subjective attitude.



LARAMIE and GOING MY WAY Music by **CYRIL MOCKRIDGE**



CYRIL MOCKRIDGE followed a career as a musical comedy arranger-pianist with one in Hollywood, where he wrote background scores for more than 25 major films since 1931. Turning to TV, he has composed music for "Wagon Train," "Bachelor Father," "G.E. Theatre" and "Adventures in Paradise," and currently is credited with both themes and all of the background scores of "Laramie" and "Going My Way."

BROADCASTING, March 11, 1963

and there are 103 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

Medium on the Move

About 14 or 15 years ago, no one could have accused television of straying too far for its settings. In fact, much of that era's viewing could have been described as "several people in a living room watching several other people in a studio designed to *look* like a living room." Remember? The change has been tremendous—not merely in terms of camera mobility in news-and-actuality programs but in the versatility of settings for studio-based drama shows. Just how much more of the world is part of today's tele-viewing becomes globally clear as we recall a few of this season's outstanding NBC Television Network programs:

AFRICA—"The River Nile," a full-hour color special tracing the Nile from Central Africa to the Mediterranean, evoked about 4,000 miles of superlatives for the NBC News camera crew and Producer Lou Hazam's inspired script.



LONDON—A London hotel room was the setting for our-man-Huntley's interview with outspoken Russian poet Yevgeny Yevtushenko, Soviet version of an angry young man, on "Chet Huntley Reporting."



STRATFORD—Not only the Bard's own backgrounds in Stratford on Avon and London, but several of his plays' locales in England, Scotland, Wales and France were the colorful backdrops for "Shakespeare: Soul of an Age." A voice-only British cast, headed by Sir Michael Redgrave and Sir Ralph Richardson, helped make it as festive for the ear as it was for the eye. The viewer beheld "a stunning fu-

sion of journalism and theater that, on the home screen at least, could be construed as very nearly a new dimension in dramatic expression." These were the words of the New York Times' Jack Gould.



OKINAWA—With the tangible assistance of Warren Clymer's sets, the twain (meaning Okinawan villagers and the U.S. Marines) did meet in our Brooklyn color studio for Hallmark Hall of Fame's "Teahouse of the August Moon." Critics hailed the production for its "charm, compassion and fanciful humor."



BERLIN—No surface-type documentary was "The Tunnel," NBC News' remarkable record of the building of the underground passage through which 59 men, women and children escaped from East Berlin. Representative of the hat-tossing critical reception was the review that called it "a priceless visual record of mankind's ever-blazing pursuit of liberty."



NEW YORK CITY—Early this fall DuPont Show of the Week presented "Fire Rescue," a real-life film account of the operations of Rescue Company One, a trouble-shooting unit from the city's Fire Department. The extraordinary footage was recorded by the ultramobile cameras of Creative Projects, NBC News.

Later this season, the DuPont series (again working with the



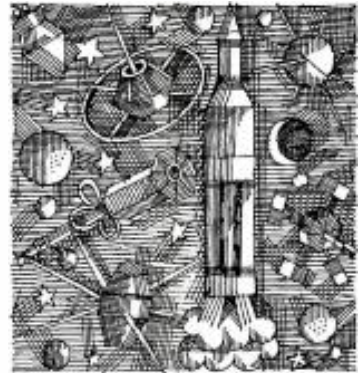
Creative Projects unit under the supervision of Executive Producer Irving Gitlin) screened "Emergency Ward," the chronicle of a 26-year-old intern at Bellevue Hospital. No viewer will soon forget the young man's physically and emotionally grueling assignments.

COAST-TO-COAST—True, our 1962 election-night coverage was centered in Manhattan's Studio 8-H. But we also set up remote camera locations at such places as the computer system center at Cherry Hill, N.J.; the Democrat and Republican National Committee headquarters in Washington, D. C.; and the respective gubernatorial campaign headquarters in Michi-



gan, New York and California. This was just part of the technique that earned for NBC-TV an election night audience bigger than that of the other two networks combined.

THE UNIVERSE—Although our "Exploring" series (for children age 5-11) is produced in our Rockefeller Center studios, its subject matter ranges throughout the world, covers the heavens above, and spans the boundaries of time. The purpose of "Exploring," whose host is scientist-educator Dr. Albert R. Hibbs, is to stimulate children's minds. It has already been cited as "the best children's program in television" by the Thomas Alva Edison Foundation. Show Magazine calls it "imaginative, stimulating, informative, consistently interesting and, above all, entertaining..."



FLATBUSH—If a ball club they called "the bums" could once put on airs here, why not a pretty Cockney girl? NBC's Brooklyn Color studio was the scene, Julie Harris and James Donald the stars, for the touching transformation of flower girl to lady of fashion in George Bernard Shaw's "Pygmalion," the latest 90-minute production by the Hallmark Hall of Fame.

MOSCOW—With the Kremlin as a backdrop, "The Death of Stalin" illustrated anew that television documentaries needn't be dull. This January NBC News special was the (Iron) curtain-raiser in a four-part Profile on Communism. The sequel, "The Rise of Khrushchev," followed one week later and brought the melodramatic story of the Moscow power struggle up to the present. This month, Part III—"Who Goes There?"—reviewed the development of Communism from Marx through Lenin and Stalin, and in April, Part IV—"An Encyclopedia of Communism"—assesses Red strength throughout the world.



From television cop to car salesman

It was obvious from the outset that our position as an advertiser selling new and used cars was quite different from that of most dealers. The difference lay, primarily, in the fact that people "knew" me. Not personally, but for years they had seen me in their homes on *Dragnet* and the intimacy and impact of television are such that the viewer unconsciously takes the attitude that he knows the performer.

There was an additional factor. The character I played on this program, that of officer Frank Smith, was a nice guy—a good cop dedicated to duty—but a nice guy with a wife, kids and just about the same domestic problems as beset most viewers.

Cop Into Salesman ■ This image, plus the fact Frank Smith was a weekly visitor and some of our auto commercials appear during the course of *Dragnet* itself, meant that even had we wanted to, we could not follow the pattern many car dealers do and go the hard-sell route. Accordingly, we decided to use a soft approach, emphasizing humor and the fact that the viewer did know me. Since I do the commercials, they had to maintain to a considerable extent the nice-guy character of officer Frank Smith. But even with this gentle approach, so much in contrast with the majority of tv auto commercials in California, our commercials had to be attention-getters.

One of the most powerful tools we found to capture people's attention and to make our commercials stand out was to talk about our competitors. This I do regularly. They are mentioned by name. Quite often I will show a photo of a competitive dealer's lot behind me, pretending it's a photo of one of our five Ford agencies. The reaction is instantaneous. Phone calls flood the station; we get wires and letters and, most happily, the next day when people come into our showroom they invariably say something like: "Did you know the station had the wrong picture on your commercial last night?"

We also tailor commercials to the program on which they appear and to the primary audience to which that program appeals. In San Francisco-Oakland, we sponsor three programs: *Dragnet*, a Dixieland jazz show and an amateur talent program.

On *Dragnet*, of course, I identify myself as the actor who is playing in the program who also happens to sell autos. On the jazz show, which appeals primarily to the urban residents, a more sophisticated approach is taken; on the talent show the commercials verge on

being corn pone in their approach.

I often kid myself too, which people seem to like. On *Dragnet*, for example, in the opening commercial I might say something about the fact that I blew my lines four or five times in making that particular episode and that Jack Webb threatened to throw me in the jug if I did it again. Or I might tell the audience, "You're going to like this show. I get shot five times."

L.A. Is Different ■ We use a different approach in Los Angeles, where we also sponsor *Dragnet*, for the simple reason we have found that what goes in Northern California does not work in the far more spread-out Los Angeles area. To get to those sections in Hollywood and Los Angeles where the car dealers are clustered you must drive—unless you're one of those rarities who lives in a business loft building. So the commercials for the new Ford agency we've just taken over in Hollywood point out that it is easily accessible. Then I also make note that if, by some chance, the viewer doesn't like our deal, there are another half-dozen or more dealers within a block or two.

Our showroom traffic invariably zooms upward the day after we are on the air. One farm couple told us they'd see our talent show, got up at 4 a.m. and drove to our San Francisco agency just because they liked what I said the night before. They bought a pickup truck and so did the farmer's brother-in-law, who originally had just come along for the ride.

Seven Rules ■ This was especially interesting to me because they could have bought the same car outside San Francisco and closer to home for less money. The fact that they had driven all those miles and were willing to spend more money made me realize more than ever before that commercials must perform many functions.

Commercials must create traffic, as the sale eventually will be made on a personal basis. They must establish a specific identity for the sponsor. They must be believable, command attention and possess an ingredient which makes people remember them (you don't dash out after a car commercial and buy just-like-that). They must avoid becoming caricatures of themselves, as so many commercials are. And, without qualification, they must strike a responsive chord in the viewer to whom they are directed.

Doing all these things is not easy, especially in so fiercely a competitive field as selling cars. It also is not easy when there are definite budget limitations. I believe I am accurate in saying that our television budget, which is now averaging around \$6,000 a week for San Francisco and Los Angeles combined, is far less than the allocations of the majority of my competitors. I like to think the difference in dollars is made up by the difference in technique with its pronounced individuality.

We have individualized our commercials to the program surrounding them and regionalized them according to the market in which they are being aired. It may be impractical, but it has occurred to me from time to time that using the same commercial nationally may not work as well for a national advertiser as tailoring his copy to regional habits and conditions.

This was brought home to me quite forcibly one afternoon just a few weeks ago when I heard a commercial for an anti-freeze. True, it was the month of February, but this was Southern California. The temperature stood at 68 degrees. Seemed to me the commercial might have sold more product in Southern California had the stress been not on cold weather protection, but on cooling system protection.

Ben Alexander made his first movie appearance when he was four-years-old. Subsequently, he became one of Hollywood's most famous child stars, a character actor and one of the top network radio announcers and m.c.'s. His latter day fame came from his role as Officer Frank Smith on tv's 'Dragnet.' He began his business activities before World War II and now owns five Ford agencies, gas stations and other interests with a gross of over \$20 million in 1962.



YOU CAN'T COVER INDIANAPOLIS* FROM

INDIANAPOLIS

**The Indianapolis market, we mean!*

This provocative headline is more than a facetious approach to a marketing problem. If you presently have distribution in and are exerting advertising pressure on the Indianapolis market, then consideration of the Terre Haute market is of vital importance to your sales success.

HERE'S WHY:

1. Terre Haute is closely linked to Indianapolis for its distribution.
2. Two of the Leading Supermarket Chains in the Terre Haute-Indianapolis coverage area credit the WTHI-TV area with more than one fourth of their total area sales.
3. Indianapolis Television, even when extensively used, misses 80% of the Terre Haute metro area.
4. Combining WTHI-TV with any Indianapolis television develops sizeable, additional penetration **without additional cost.**
5. The combination of WTHI-TV with an Indianapolis effort reduces excessive duplication, substituting new potential customers.
6. The Terre Haute-Indianapolis media approach does not reduce the level of impact in metro Indianapolis.

These facts were revealed through a series of special studies conducted by ARB. These are presented in detail and are available through your Edward Petry Man.

WTHI-TV
delivers more homes
per average quarter
hour than any
Indiana station*
(November 1962 ARB)

*except Indianapolis

WTHI-TV*

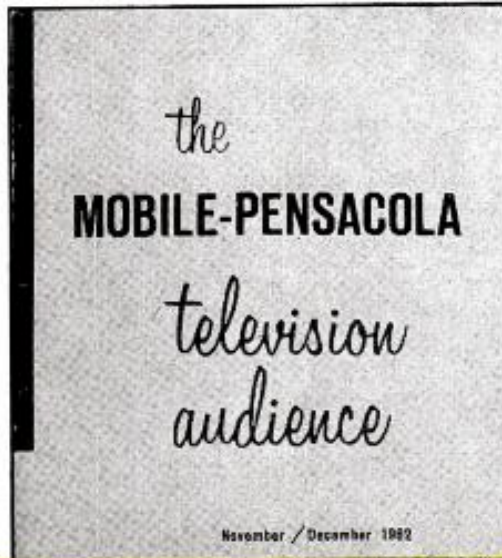
CHANNEL 10
TERRE HAUTE,
INDIANA

*AN AFFILIATE OF
WTHI AM & FM



W K R G • T V

MOBILE CHANNEL 5 PENSACOLA



Exception To The Rule



Year After Year **ARB** PROVES

WKRG-TV IS

"THE EXCEPTION TO THE RULE"

50% or More SHARE of Audience



Represented by H-R Television, Inc.

or call



C. P. PERSONS, Jr., General Manager

TV CIRCULATION GUARANTEE NEXT?

- Colgate, second biggest buyer, wants advertiser risk reduced
- Networks wonder if sponsors will pay bonus for smash hits?
- Ayer sees more urgency in cost-per-thousand insurance demand

The loudest call yet issued for "guaranteed circulation" in the television business was sounded last week by television's second-biggest customer, the Colgate-Palmolive Co.

The call, voiced by Colgate's executive vice president, David J. Mahoney, before an assembly of the country's leading advertisers, alerted foes as well as allies for what could become a major controversy.

Mr. Mahoney in effect asked television broadcasters to guarantee that their programs would reach specified audience levels. If a program fell short of its guaranteed minimum, its sponsors would get "free" time to make up the deficit.

Speaking at an Assn. of National Advertisers tv advertising workshop held March 6 in New York, Mr. Mahoney presented his point of view as one of a few means to reduce the "risk" in network sponsorship.

Mr. Mahoney emphasized that Colgate-Palmolive presumed it could "offer constructive criticism" because "we are partners" with the tv industry. He said Colgate recognized tv's value. If it had not, he said, the company "would not be the second largest television advertiser in the U. S."

Colgate-Palmolive, according to the

best estimates available, is second to Procter & Gamble in tv spending. Its total for 1962 has been estimated at more than \$49 million in gross billing, network and spot. More than half of this billing is estimated to be in network.

Direct Appeal ■ Mr. Mahoney's reference to guaranteed circulation was clear-cut. He said:

"I firmly believe the time has come for the television industry to adopt an Audit Bureau of Circulations technique and *guarantee* audiences." (The italics are Mr. Mahoney's.)

As Mr. Mahoney's remarks became known to tv advertising executives, there appeared to be varying degrees of resentment and resistance on one side of the scale and some advertiser support on the other.

A typical network comment, given privately, opened a new question for the advertiser: Assuming a network accepted the principle of audience guarantees, would the advertiser then be willing to pay additional money when the actual delivered audience exceeded the guaranteed level? Is the advertiser's budget that flexible?

Specifically, it was suggested, take an unexpected hit show such as *Beverly Hillsbillies*, which on CBS-TV this sea-

son gained an unusual audience swell that placed it first in the network ratings. Would an advertiser in the program be willing to pay increases proportionate to the jumps in audience above the originally anticipated level?

Mixed Reactions ■ It was indicated that Mr. Mahoney's recommendation will find shades of differences even among major tv advertisers themselves.

Knowledgeable sources close to companies that have products competing with Colgate-Palmolive and are also of importance in network tv shifted the discussion to a comparison of a measurement of impact to guaranteed circulation.

A company official expressed it this way: "How do we measure the impact of television against the cold fact of guaranteed circulation? There is no reason for us to wish to buy television on guaranteed circulation or cost-per-thousand only, so long as we believe the medium delivers an impact—and an impact that cannot be measured."

But there can be few doubts that Mr. Mahoney's approach will find receptiveness among several other advertisers and their agencies.

Ayer's 'Elephant' ■ Just a day before his speech, and apparently coincidentally, the Mahoney thinking was being



Investigator Harris

The circulation measurers under the gun

The cry for guaranteed circulation in television was revived last week as the rating services that presumably would measure the circulation to be guaranteed were put under intensive scrutiny in a House committee hearing in Washington.

Full-dress hearings were begun by the House Subcommittee on Investigations, whose staff members have been quietly investigating the raters for the past 18 months. The chairman of the subcommittee is Rep. Oren Harris (D-Ark.) who headed another subcommittee that in 1959 and 1960 exposed television quiz rigging and radio payola.

Last week's sessions of the subcommittee were a warm-up for the main event. The witnesses were broadcasters, who were called to testify to the influence and reliability of ratings. The sum of their testimony was that ratings were of significant importance in programming decisions and the sale of broadcast advertising, and some of the broadcasters were critical of the way ratings are obtained.

Next week, however, the rating services themselves will take the stand, and the questioning is expected to be relentless.

Story begins page 62

TV CIRCULATION GUARANTEE NEXT? continued

duplicated to a degree at N. W. Ayer & Son. A two-page news memorandum prepared by Ayer's radio-tv department signed off a programming-sales analysis of the new, 1963-64 network tv season with this comment:

"One subject that keeps rearing its head these days, much to network embarrassment, is that of a guaranteed cost-per-thousand.

"This, like the so-called magazine concept of sponsorship which, to all intents and purposes, is the current pattern, is something the broadcasting business is getting into with all the grace of an elephant backing into a telephone booth.

"It is as inevitable in broadcasting as it is in print, but it's probable that the elephant won't admit he's inside until he finds himself stuck there."

Richard A. R. Pinkham, senior vice president in charge of media and programs at Ted Bates & Co., a Colgate-Palmolive agency, said he backed Mr. Mahoney's sentiments "100%." He said he could go further and surmise that one of the "great things that would emerge if the networks went to a guaranteed cost-per-thousand would be to free them from restrictions" now surrounding types of shows the networks find hard to sell.

Cultural Explosion? ■ Mr. Pinkman said he believes the networks in this way would be in a better position to achieve a balanced schedule and upgrade the public's taste. "Guaranteed circulation," he said, "inevitably would lead to a cultural explosion" on tv.

It was Ted Bates that earlier this year helped place into effect an unusual arrangement between American Home Products, Colgate-Palmolive and ABC-TV for a single show—the *Jetsons*, a new half-hour "adult cartoon" series placed at the start of this season in the Sunday, 7:30-8 period.

Many people in tv advertising single out this deal as the first breakthrough toward actual audience (or circulation) guarantees in tv networking, a credit that ABC-TV vigorously decries as misleading.

But it is a fact that the network in offering the program to the Bates clients at the start of the current season took a position that the program would deliver more adults than, say, the competing *Dennis the Menace* on CBS-TV, or the *Walt Disney* show on NBC-TV. When the program failed to hit the mark of adults in the make up of the audience, the advertisers received compensatory commercial "minutes."

ABC-TV denies this constituted any sort of "breakthrough" in audience guarantees because the deal did not include any cost-per-thousand bases. Net-

work officials also indicated that there was little chance for a repetition of this type of arrangement.

Mr. Pinkham has never confirmed the arrangement on the *Jetsons* but he has predicted in the past that eventually television will come to some sort of guaranteed circulation arrangement.

Several agency buyers contend that television now is going in that direction under camouflage, and that when a show declines in ratings, after the first 13-week cycle, a network will reduce price to save it. This contention also underlines the obvious result of lower audience and lowered price leading to a new C-P-M that is in line with audience.

Not Black, Nor White ■ At least one top network executive interprets as "unrealistic" much of the thinking of Colgate-Palmolive, Bates and other like-minded advertisers and agencies.

Says this official: A network has fixed costs—it cannot, for example, eliminate station compensation, nor can it halt the normal progression of costs in production and in commercial time (through station rate increases).

Hence, he finds the tendency of any tv advertiser to "set a C-P-M figure" to be a "false delusion." This executive also asks whether an advertiser, if guaranteed an audience size for a program, would pay more if the level of circulation increased substantially; conversely assuming an audience of "next to nothing—to be ridiculous—would the advertiser then pay nothing?"

In other words, he asks, "how high is high and how low is the base? What criteria are the network and the advertiser to use?" Mr. Mahoney, he said, would use the criteria of circulation only, but he added, "tv economics dictate that as reach goes up, costs must go up as well."

This executive, however, admits that if a "constant" were reached and with 52-week firm orders necessary on the networks perhaps there might be an understandable search on the part of the advertiser to squeeze out some of his risk.

Risk Big ■ The networks maintain that guaranteed circulation is "an old story," but one executive acknowledged that advertisers are shouldering a "larger risk" in tv than is the industry. It was his belief that the industry would resist this practice as long as it could because it preferred, naturally enough, not to assume the "larger risk."

He claims there would be problems if guaranteed circulation were adopted. He raised these questions: could advertisers agree on one rating service to take these measurements, and if so, could this not lead to further criticism

of alleged monopoly in the rating services field?

But some national advertisers contend, though with tongue-in-cheek, that the slide rule of cost-per-thousands and guarantees would intrude on individual buying abilities.

Said Charles Pratt, advertising director of Alberto-Culver Co., "what are you trying to do, take all the fun out of timebuying? There isn't any room left for horse trading."

Mr. Pratt directs his fire to the ratings situation in this way; guaranteed circulation, he noted, leaves the advertisers "completely at the mercy of the ratings." And, he added, ratings always come after the fact, which would mean that for an analysis for a guarantee, based on ratings, one would have a substantial lag in time.

Finally, Mr. Pratt asked what would happen to the volume buyer and the discount benefit, noting that guaranteed circulation would have the effect of penalizing the top-rate buyer and unfairly helping the poor buyer, placing them on a more equal footing.

Many voices have been sounded, though not so clear and sharp as Mr. Mahoney's, on guaranteed circulation. Fairfax Cone of Foote, Cone & Belding, acknowledged last week that guaranteed circulation is an element of the "magazine" concept he has been actively supporting since 1960. Mr. Cone believes the tv advertiser should pay only for the audience delivered. As conceived in his initial group program buying plan, an advertiser would place a certain sum on a network in return for which he would obtain commercial external programming, thus assuring exposure on both entertainment and delivery of an audience that is averaged despite the "highs" and the "lows."

Past History ■ The subject of guaranteed circulation in television was brought up briefly during the October 1961 hearings of the FCC on network practices. That hearing was held in New York, during a period of nine days, more than 40 tv advertisers testified. The references:

Samuel Thurm, Lever Bros. advertising vice president, pointed up the problems in network tv of buying without knowledge of how high the circulation figure might go.

Edwin W. Ebel, vice president-advertising services, General Foods Corp., said, however, that he envisioned some type of "circulation assurance" but he warned the mechanical operation is not available in tv to the extent of the precision existing in newspaper or magazine circulation measurement.

Albert Brown, vice president of advertising, Corn Products Co., Best Foods, in citing the need to make 52-week firm contracts on the networks at substantial investment, told FCC his

Mahoney wants free time to make up for lagging audiences

Three broad proposals for industry action to minimize the risk of an advertiser's investment were suggested at an Assn. of National Advertisers television workshop in New York last week.

Made by David J. Mahoney, executive vice president of Colgate-Palmolive Co., one of the largest television advertisers, the suggestions included:

- The tv industry adopt an Audit Bureau of Circulation technique and guarantee audiences. If a particular show does not deliver agreed-upon ratings and audiences, the advertiser should be offered additional time free of charge until the original levels are met. With the fixed costs of tv rising, the advertiser must be given some assurances, as are provided by other media. If the networks insist on 52 weeks firm with high prices, no guarantee of the same period, or even that the show will return, then an audience should be guaranteed.

- New shows, which represent a great risk to advertisers, should be audience-sampled, perhaps through an on-the-air test of the pilot film, followed by depth interviews of subsequent scripts.

- In the new product area, there is need to test products on a regional



Colgate's Mahoney

basis, rather than in a single market. Networks should develop satisfactory programming to be offered regionally to advertisers at a reasonable price.

Mr. Mahoney, who remarked on several occasions that the advertiser bears the brunt of the risk in tv, concentrated his fire on "guaranteed circulation." He noted that networks have often raised prices when a show is a success, and added with obvious sarcasm:

"For example, *Dr. Kildare* (on

NBC-TV) has risen 73% in three seasons, with a corresponding 94% loss in efficiency. That can hardly be called an example of success. A certain lawyer moved from Saturday to Thursday this season [*Perry Mason* on CBS-TV]. Net result: costs up; audience down; 21% poorer efficiency. A bearded musical director [Mitch Miller on NBC-TV] had the same experience. New time period; higher costs; ratings off. Result: 44% less efficiency for the advertiser. And all this has happened with established shows. Think of the chances with brand new ones. Examples such as these are typical of many others on each of the television networks."

Mr. Mahoney also urged advertisers to undertake research to help in the task of making tv advertising "profitably rewarding." He suggested that more research be conducted during the pre-production of commercials so that the message may have a "reasonable chance" of success. Mr. Mahoney also proposed that research should be intensified to (1) ascertain the specific characteristics of a particular brand and (2) determine the television vehicle which will deliver the message primarily to the most responsive audience.

company would "welcome" any new development that would give it a "guaranteed audience at minimum cost and would equalize the cost-per-thousands of large-audience and small-audience programs."

But there is the question of what's an acceptable or "efficient" figure for a cost-per-thousand in network tv. On that point, testimony was gathered from several tv advertising executives at the FCC hearing and the few specifics given fell in a dollar "range."

In an obvious reference to the now-revived impact vs. c-p-m argument, Mr. Ebel told the FCC: "some programs that are very expensive programs are designed to bring about a maximum impact, and it is unfair to judge those programs on the basis of pure cost-per-thousand return."

AFA forms study committee

Advertising Federation of America last week announced the formation of a Committee to Study the Structure and Policies of AFA. The committee will study the present AFA organization as defined in its by-laws and make rec-

ommendations for improvement.

The committee, which has already begun operation, is preparing a questionnaire for local clubs asking for their comments on AFA operations.

Business briefly ...

Mohawk Carpet Mills, New York, will sponsor an Easter Sunday musical special in color, *The Fred Waring Easter Show*, on NBC-TV April 14, 4:30-5:30 p.m. EST. Roger Gimbel will produce and Clark Jones will direct the show. Agency: Maxon Inc., New York.

Arrow Co. and Travelers Insurance, both through Young & Rubicam Inc., New York, will sponsor CBS-TV's live coverage of the Masters Golf Tournament April 6 (5-6 p.m. EST).

Armour Agricultural Chemical Co., Atlanta, plans expanded use of broadcast and print media, with latter getting major portion of company's record ad budget. Armour Commercial Verta-green (fertilizer) will be featured in commercials on 131 radio stations east of the Rockies during spring and fall

planting seasons. Liller, Neal, Battle & Lindsey, Atlanta, is agency.

Chevrolet Motors Div., General Motors Corp., Detroit, through Campbell-Ewald Inc., Detroit, has renewed its full sponsorship of *Bonanza* on NBC-TV (Sun., 9-10 p.m.) for the 1963-64 season.

Gulf Oil Corp., Pittsburgh, will sponsor NBC-TV's half-hour special on President Kennedy's conference with six Central American countries in Costa Rica (Tue., March 19, 10:30-11 p.m. EST). The program will be broadcast on the second day of the three-day meeting. Producer will be Chet Hagan. Agency: Young & Rubicam, New York.

L. B. Labs, through Siteman/Brodhead Adv., Los Angeles, has assumed co-sponsorship of *Sports West* with Hank Weaver on 116 stations of ABC Radio West, Monday-Friday, 5:45-5:55 p.m. in a regional campaign for L. B. Hair Products in the 11 western states, starting March 18. The show's other sponsor is Farmers Insurance Group, through Honig-Cooper & Harrington, Los Angeles.

CHALLENGES AHEAD FOR TV

ANA speakers say they are: mounting costs, proof of commercial effectiveness, plans for future

Television programming and commercial announcements were placed under a microscope and examined by a panel of speakers at the Assn. of National Advertisers Television Workshop in New York last Wednesday (March 6).

Topics ranged from media planning and television advertising, and pre-evaluating television commercials to making better programming decisions. Speakers suggested that although television has not tapped all of its resources, it faces challenges in the years ahead in justifying the medium's mounting costs; in offering proof of commercial effectiveness and in planning for changes in the buying, selling and measuring of the medium.

The critical tone of the meeting was in a speech by David J. Mahoney, executive vice president, Colgate-Palmolive Co., who urged the television industry to adopt an Audit Bureau of Circulation technique and guarantee circulation to counterbalance what he called tv's rising costs and advertiser's risks in sponsoring programs that do not attain anticipated audiences and ratings (see story, page 31).

Herbert Zeltner, senior vice president and director of media for Lennen & Newell, New York, who discussed media planning and television advertising, suggested that the key to success for tv particularly lies in "concentration." He said this goal of concentration can be accomplished by geographic region, by urbanization, by season of the year, by media form, or by type of customer, either present or potential.

Untapped Opportunity ■ Expanding

this thesis, Mr. Zeltner said that networks have an area of opportunity, relatively untapped, in the regional and seasonal sponsorship categories. He predicted there will be expansion in these directions as advertisers become increasingly aware of their need to pinpoint their efforts more precisely. He observed that the smaller, single product advertiser may well participate in network tv, concentrating their advertising in a specific region or during a particular season of the year.

He indicated that concentration for some advertisers could be achieved effectively in daytime tv—both local and national—and added: "It would be interesting to see a major experiment in which some advertiser applied to daytime the costlier program values and more restrained commercial scheduling of nighttime—still halving his cost-per-thousand, but materially heightening the visibility of his advertising."

The type of customer to whom television must appeal will be examined more carefully by the media planner, Mr. Zeltner suggested, with particular attention to the concentration within the total audience of such special groups as children under and above certain ages, women of various age brackets, and upper income families, among others.

He indicated that media planners are going to require more precise information on the selling effectiveness of varying intensities of the frequency of commercials and raised the question: "Is it the third or fourth or fifth or sixth commercial which makes the major change in attitude and effectively penetrates

the consciousness of the viewer?"

'Real-Life' Conditions ■ Eric Marder, president of Eric Marder Assoc. Inc., New York, reported on a technique the research organization has been using to measure the effectiveness of tv commercials under "real-life" condition of exposure. He suggested that other methods, which test commercials in terms of the reaction to the message only and under conditions he considers "artificial," are inadequate.

The Marder organization, he said, is "product-centered" and attempts to measure the effects produced by the commercial message, and not the reaction to it. Marder seeks to find the extent to which the message changed people's feelings or behavior with respect to the product (how it influenced purchasing, shopping, product preferences and attitudes), according to the speaker.

Mr. Marder asserted that there is a dilution of value in tests in which the respondents know they are being tested (in theaters, in homes via portable projectors). The Marder method involves two telephone calls to two different groups within a sample of respondents—once before the program is on the air and again the day after the show has been telecast. In each instance, Mr. Marder noted, respondents are questioned about their attitudes toward two products—each group on both days on different products. At the conclusion they are asked casually if they witnessed a particular show and if the commercial affected their attitude toward buying the product.

The subject of the performance of commercials within program versus station break positions was discussed by L. E. Purvis, president and board chairman of Gallup & Robinson, Princeton, N. J. Mr. Purvis offered no conclusions, but outlined the procedure and techniques G&P is utilizing on this subject in a \$250,000 survey the firm has been conducting in Philadelphia since last October on behalf of 16 advertisers. Called the Total Prime Time research program, the project involves the monitoring of commercial usage in Philadelphia on 28 nights in an effort to compare the commercial performance of spots within programs and those in station breaks. It is not known when the results of the TPT research will be made public.

At one point, Mr. Purvis asked those in attendance at the ANA session to vote on this proposition: Assuming there are three tv programs which are equal in audience ratings and audience composition, which would you prefer—within a program, outside a program (station break) or makes no difference? There was an overwhelming vote for "within a program."

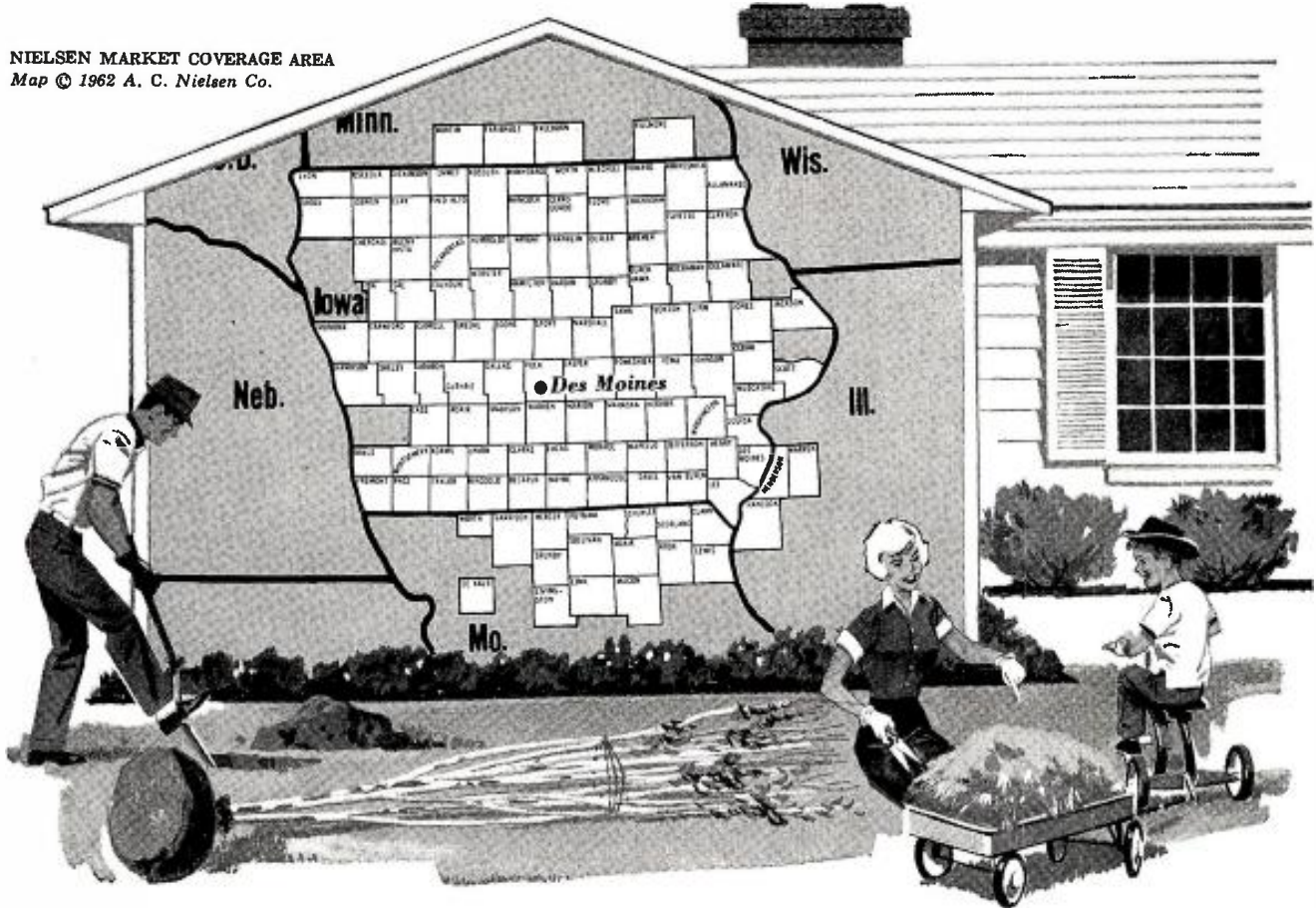
Henry Brenner, president of Home



Panelists at the ANA workshop included (l to r): Henry Brenner, president of Home Testing Institute; L. E.

Purvis, president, Gallup & Robinson, and Eric Marder, president, Eric Marder Assoc.

NIELSEN MARKET COVERAGE AREA
 Map © 1962 A. C. Nielsen Co.



239,000 families listen EVERY DAY to WHO Radio

WHO Radio's *daily* listenership is greater than that of all the other five radio stations in Des Moines COMBINED! It is *far* greater than any other station in the state. Actually, WHO's coverage of 808,480 homes* gives WHO Radio the nation's *twenty-third* largest radio market.

Compare WHO Radio's audience (and the cost of reaching it) with any other medium in the state. And remember that WHO Radio's *audience facts*

are far more significant than they might seem at first glimpse, because *radio listeners do not twirl the dial from half-hour to half-hour*—when they tune to their favorite radio station, *they stay with it!* (Whan Surveys, available for the asking, can give you some startling figures on *that.*)

WHO Radio's "Iowa Plus" is one of the fabulous radio markets in the nation. Ask PGW for details.

*Source: NCS '61

WHO RADIO

for Iowa PLUS!

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



Peters, Griffin, Woodward, Inc., National Representatives

Testing Institute and TvQ described the operations of TvQ as a "qualitative" research organization which identifies for the advertiser a program's audience in terms of sex, age, demographic break, product-brand usage, among other characteristics. He stressed that TvQ aims particularly to identify the "favorite" programs of viewers because, he claimed, they are affected more by the programs and commercials than "non-favorites."

In addition, Mr. Brenner said, TvQ attempts to evaluate any combination of programs by duplicated (same) and unduplicated (different) "favorites"; seeks to go beyond the rating by identifying how much of the rating comes from inherent program strength versus its time period placement; evaluates program vulnerability to changing conditions and ratings impact and worth to the advertiser.

Grey's Project ■ Alvin A. Achenbaum, vice president and director of research, Grey Adv., New York, reported on a method the agency uses to evaluate tv commercials before they go on the air. Grey uses what it calls "attitude scaling techniques," which is designed to have respondents rate the intensity of their feelings toward brands with respect to specific factors.

Grey's method involves the selection of two statistically comparable groups of prospects. One is a test group to which the commercial is exposed in the home using a rear screen projector. The other is a control group to which the commercial is not exposed. The day after the commercial is exposed to the test group (within the context of a program) the measurement is made to ascertain the attitude toward the brand—not the commercial—in both the control and the test group.

Color Tv ■ The group also witnessed a demonstration of 30 color television commercials, which were part of a special report, "Close-Up on Color," made by Don Durgin, vice president of network sales, NBC-TV. Mr. Durgin claimed that color tv is "the ultimate medium for entertaining and selling," and cited gains being made in color set sales and endorsements from dealers, local tv stations and major advertisers as "concrete proof" of color tv's impact on the advertising media.

SRO on ABC-TV's 'Show'

ABC-TV wrapped up a \$12 million sale of next season's *The Greatest Show on Earth*, Tuesday 9-10 p.m. with signing last Thursday (March 7) of Alberto-Culver through Compton for alternate half-hours. American Tobacco (agency to be named) also has alternate half-hours and Kaiser Jeep Corp. through Norman Craig & Kummel has alternate hours of the program.

TvB to produce commercials for local use

FIRST FILM IS 'MAT' SERVICE FOR SHOPPING CENTERS

The Television Bureau of Advertising, which previously has confined its services in the field of tv commercial production to written materials, has moved into the area of actual production of filmed commercials. A new arm of TvB, called Retail Tv Productions, has already produced a "mat service" film for use by shopping centers which can be individualized to suit the needs of a particular center. Further films are planned in other retail categories.

In an interview with BROADCASTING last week, TvB's Louis Sirota, who is implementing the new program, explained the flexibility of the plan, particularly as it relates to the shopping center film. This commercial is de-

signed to overcome the budget limitations of these who don't have agencies oriented to tv production. By using a uniform format to which any shopping center's name can be superimposed, a "high quality" film is available at low cost. Two prints of the film may be obtained for a 13-week period for \$80. Shopping center tenants usually maintain cooperative advertising budgets but in the past have tended to direct these budgets to print media.

Retail Tv Productions initial film is intended for use during an anniversary promotion but others will be made to coincide with clearance sales, Easter, back-to-school and Christmas periods. Tailoring the film to the requirements of different shopping centers may take a variety of forms according to Mr. Sirota. The basic package, however, consists of a 50-second film segment with identification by superimposed logo or center name. The audio portion of the film, which has been composed to suit any center, may be replaced with substitute announcements, if desired, at a slightly higher cost.

The commercial is meant to fill a one-minute spot, the last 10 seconds left open for an individual announcement. It has been produced so that it can be adapted for use by a single store within a shopping center.

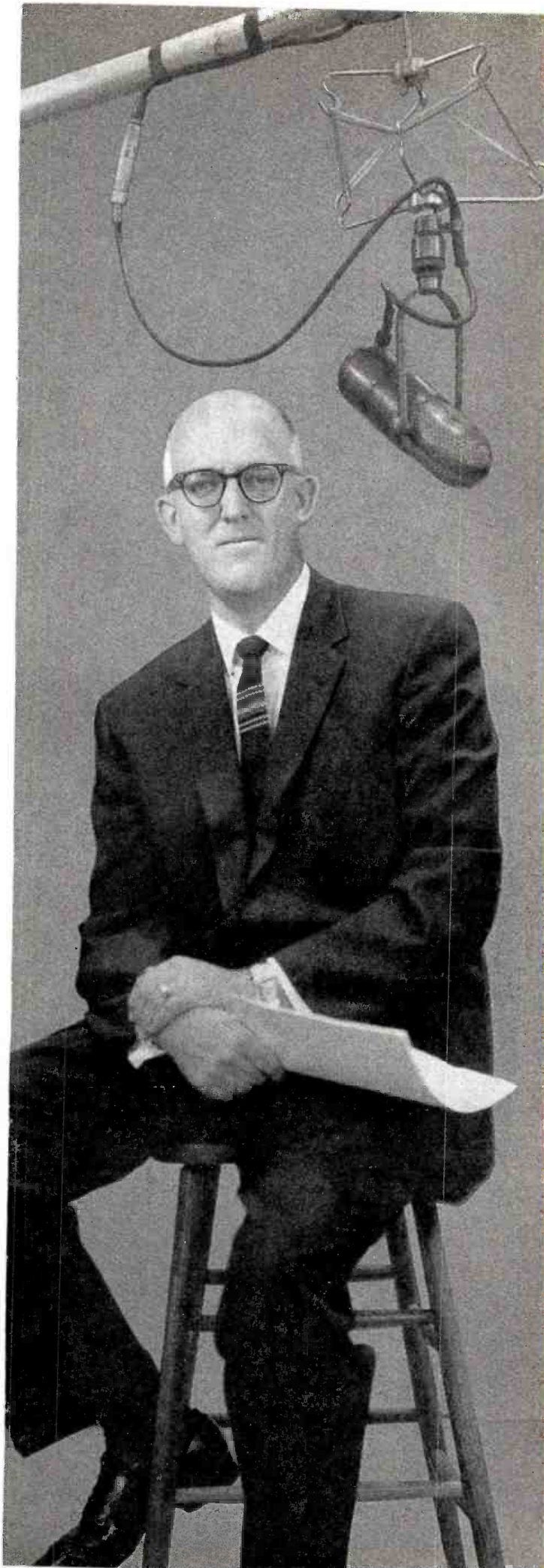
Next step for Retail Tv Productions, pending success of the current project, will be the creation of a department store film. TvB reports that one New York shopping center has already committed itself to a tv station for sponsorship of 26 half hours on the basis of the new TvB mat service.



First film commercial produced by TvB's Retail Tv Productions unit is for use by shopping centers in anniversary promotions. Clips from the film (above) relate the history of one lady's shopping expedition to a center, from gossip about the event to satisfaction on completion of the trip. Emphasized between are convenient parking facilities (top and center) and the variety of purchase possibilities ("from gowns to greens"). Center's name or logo may be superimposed at any point in film or for its duration.

Rep appointments...

- WCKR & WIOD (FM) Miami, Fla.: George P. Hollingbery Co., as national representative, effective April 1, when the two stations will revert to their former calls, WIOD-AM-FM.
- KAPR Douglas, Ariz.: Elisabeth M. Beckjorden Co., New York, as national representative.
- KRAV (FM) Tulsa, Okla.: Herbert E. Groskin & Co., New York, as national representative.
- WWOW Conneaut-Ashtabula, Ohio: Penn State Reps, Pittsburgh, as regional representative.
- WKID Champaign-Urbana, Ill.: Midwest Time Sales, Kansas City, as regional representative.
- WNOB Cleveland and KMFM Minneapolis: Herbert E. Groskin & Co., New York, as exclusive representative.



Why WROC-TV bought Seven Arts' "Films of the 50's" Volumes 1, 2, 3, 4 and 5

Says Ervin Lyke:

President and General Manager of WROC-TV,
Rochester, New York.

"During the past five years, Veterans Broadcasting Company has had more than 4,500 different feature films under contract in Rochester — perhaps a record for features in one market. Consequently, I feel I can speak with some authority on the subject of 'comparative values' in films and packages. In my mind, there is no doubt concerning the rating value of the Seven Arts' 'Films of the 50's'.

"We feel each of the five Volumes purchased contains not only an extremely high percentage of 'block-busters', but equally important,

OVERALL STRENGTH DOWN THE LINE

Agencies and clients know Seven Arts' features on WROC-TV will attract largest possible audiences within and between all conceivable measurement periods."



**SEVEN ARTS
ASSOCIATED
CORP.**



A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 4630 Estes, Lincolnwood, Ill. ORchard 4-5105
DALLAS: 5641 Charleston Drive ADams 9-2855
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. STate 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193

SEVEN ARTS and TFE-'63
Buckingham Suite
Pick-Congress Hotel
Sat. March 30—Wed. Apr.

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

SANDPAPER OR PLEXIGLASS

FTC slaps new restrictions on Colgate-Palmolive, Bates against 'sham' proofs in tv commercials

A proposed new and amended order against Colgate-Palmolive Co. and its advertising agency, Ted Bates Inc., has been issued by the Federal Trade Commission in the now-famous "sandpaper" tv commercial case.

In its new order, the FTC prohibits Colgate and Bates from:

- Presenting a visual test or demonstration represented to be actual proof of a claim made for any product, where the test or demonstration does not constitute actual proof because a mockup or substitute material or article is used instead of the genuine material or article purportedly used.

- Claiming that Colgate's Rapid-Shave or any other shaving cream has qualities or merits not actually possessed.

The order issued last week supersedes an FTC order issued two years ago. This

was remanded last November to the government agency by a U. S. Court of Appeals on the ground that it was too broad in that it could be interpreted to prohibit indiscriminately the use of mockups or substitute materials in all tv commercials in every conceivable hypothetical situation (BROADCASTING, Nov. 26, 1962).

Started in '60 ▪ The case began in 1960 when the FTC challenged the sandpaper test presented in tv commercials for Colgate's Rapid Shave shaving cream. It was established that instead of shaving sandpaper in the commercial, a mockup of sand on plexiglass was used.

Colgate contended that it was necessary to use the substitute because of tv's limitations.

FTC Commissioner Philip Elman, who wrote the order put out last week,

said: "There is nothing objectionable in showing a person drinking what appears to be iced tea, but for technical photographic reasons is actually colored water, and saying 'I love . . . 's tea', assuming the appearance of the liquid is merely an incidental aspect of the commercial, is not presented as proof of the fine color or appearance of the tea, and thus in no practical sense would have a material effect in inducing sales of the product."

He held also that Bates cannot escape some responsibility for the advertising, particularly when it originated, prepared and published the commercials and had "full knowledge not only that the claim was false but that the 'proof' offered to the public to support it was a sham." Bates, however, was permitted to defend itself provided it had no knowledge of the falsity of the representation nor any reason to question its truthfulness.

This is not a final order of the commission. Colgate and Bates have 20 days to file exceptions, with the FTC staff another 10 to reply. Following that the FTC will enter a final order.



COMMERCIAL PREVIEW: Purina Dog Chow

Dogs and children draw the spotlight in a new series of commercials for Purina Dog Chow (Ralston Purina Co.). Directed and produced by Gerald Schnitzer Productions, Hollywood, the commercials will begin shortly on *The Jackie Gleason Show* and *The Real McCoys*, both on CBS-TV.

The commercials create several episodes in the day of a little girl and her pet dog, unfolding from the question and theme of the series, "What is a dog?". Scenes include a dog being brushed, fed and sung to

by a little girl. In the picture above, the dog is an "eager eater" of Purina Dog Chow. The commercial closes with the little girl in bed and "her best friend" sleeping beside her.

Jerry Schnitzer directed and produced the commercial for the production house while Noel Digby served as producer for Purina agency, Gardner Adv., St. Louis. Gabriel Scognamillo, of the production house, was art director. Different dogs and children of various ages will be used in future Purina Dog Chow commercials.

20 ENOUGH AT NIGHT

TvAR survey shows creativity can suffice in short spots

A new presentation prepared by Television Advertising Representatives Inc. claims that prime nighttime 20-second tv spots offer creative and copy advantages as well as media values.

Titled "Twenty's Plenty," the TvAR presentation, the company said, is "unique" in that it is aimed primarily at creative and copy personnel at agencies rather than media specialists. It was prepared by Robert M. Hoffman, marketing and research vice president of the station representative firm, in consultation with Harry W. McMahan, a consultant on tv commercials. TvAR stressed that many of its claims are corroborated by research findings of the Schwerin Research Corp.



The central theme of the presentation is: "It's not how long—it's how good." A 20-second commercial, TvAR asserts, provides time for the name, a claim and a demonstration. The 60-second spot adds a platform for supporting claims plus mood or atmosphere and dramatization, but TvAR contends that for many products these additional elements are not a requisite.

The presentation cites Schwerin Research to document its claim that brand name recall is virtually identical for 20-second and 60-second spots. With respect to the playback of specific sales points, Schwerin reported, the 20-second spot is 71% as effective as the 60-second announcement, though it is only one-third as long.

pitch

The pitchman has largely vanished from broadcasting, but the memory still lingers on: something for nothing, quick results with minimum effort, mechanical formula instead of creative ideas. Very strange. Especially since those television and radio stations determined to maintain the highest standards seem to enjoy the greatest success. People watch. People listen. People know.

POST • NEWSWEEK STATIONS
A DIVISION OF THE WASHINGTON POST COMPANY

WTOP-TV, WASHINGTON, D.C. 
WJXT, JACKSONVILLE, FLORIDA 
WTOP RADIO, WASHINGTON, D.C.

2 CHICAGO AGENCIES MERGE

Carl Post president of new Post-Keyes-Gardner; agency's combined billings top \$30 million

After a two-month delay because of tax and other fiscal problems, two agency neighbors in Chicago's Palmolive Bldg. were "married" last week. Keyes, Madden & Jones and Post, Morr & Gardner now are one as Post-Keyes-Gardner.

The merger has been underway since last fall and was to have become fact the first of the year (BROADCASTING, Oct. 1, 1962). The combined billings in Post-Keyes-Gardner top the \$30 million mark with some 70% spent in broadcast media.

Chief architect of the merger was Carl M. Post, former president of PM&G who becomes president of Post-Keyes-Gardner. Board chairman of the new PKG is Freeman Keyes, formerly chairman of KM&J.

Among the major accounts involved in the merger are: Brown & Williamson Tobacco Corp. (Raleigh and Belair cigarettes), previously at KM&J. Jos. Schlitz Brewing Co. (Old Milwaukee and Burgermeister beers), Maybelline Co. and General Finance Corp., broadcast-active accounts handled formerly by PM&G.

Officers of the new agency also include F. Sewell Gardner as vice chairman of the board and Frank F. Morr as executive vice president. Both had been PM&G principals. Howard A. Jones, KM&J president, becomes a member of the new agency's executive review board and will head divisions of Russel M. Seeds Co., a separate holding

company representing other diversified business interests of Mr. Keyes and himself. KM&J was a Seeds division before the merger.

Senior vice presidents of the new agency are Jack Baxter, Ray Dau and Anthony Hebel, all formerly with PM&G. Mr. Baxter also will be creative director.

Branch offices of the two former agencies also join under the new name except for the KM&J branch in Daytona Beach, Fla., which continues as a Seeds Co. holding. The PM&G and KM&J branches in Los Angeles will be consolidated into one office. Other offices are in New York, San Francisco and Miami. Chicago headquarters will continue with PM&G's phone number, Whitehall 3-2880.

PM&G itself was a recent evolution from the old Gordon Best Co. Mr. Gardner joined the agency last year after Dancer-Fitzgerald-Sample closed its Chicago office.

TvB SALES CLINICS

8 selling teams to visit 101 cities in spring tour

As part of a major campaign to increase use of local tv by advertisers, Television Bureau of Advertising (TvB) will hold all-day sales clinics in 101 cities this spring. TvB conducted sales clinics in only 17 cities in each of the past three years.

The clinics will be conducted by eight

selling teams from TvB offices in New York, Chicago and Los Angeles. Every clinic will open with a session directed to the local advertiser.

Cities in which sales clinics will be held follow:

April 2, New Haven, Conn.; April 4, Scranton-Wilkes-Barre, Pa.; April 15, Fort Wayne, Ind., St. Louis; April 16, Pittsburgh; April 17, Altoona, Pa., South Bend, Ind., Champaign, Ill.; April 19, Lebanon, Pa., Grand Rapids, Mich., Peoria, Ill.; April 22, Miami, Montgomery, Ala., Roanoke, Va.; April 23, Columbus, Ga.; April 24, Tampa, Fla., Greensboro, N. C., Augusta, Ga.; April 25, Atlanta; April 26, Jacksonville, Fla., Charlotte, N. C.; April 29, Des Moines, Ia., Charleston, S. C., Norfolk, Va., Asheville, N. C.; April 30, Waterloo, Ia., Columbia, S. C., Richmond, Va., Greenville, S. C. May 1, Cedar Rapids, Ia., Bristol, Va.; May 2, Raleigh, N. C., Washington, D. C.; May 3, Davenport, Ia., Durham, N. C., Baltimore, Huntington, W. Va.; May 6, Texarkana, Tex., Wichita, Kan.; May 7, Shreveport, La.; May 8, Dallas-Ft. Worth, Topeka, Kan.; May 10, Oklahoma City, Kansas City, Mo.; May 13, Tulsa, Okla., Birmingham, N. Y., Nashville, Tenn., Lincoln, Neb.; May 14, Utica, N. Y., Omaha, Neb.; May 15, Houston, Evansville, Ind.; May 16, Rochester, N. Y., Sioux City, Ia.; May 17, Lake Charles, La., Buffalo, N. Y., Louisville, Sioux Falls, S. D.; May 20, Providence, R. I., Cleveland, Milwaukee, Terre Haute, Ind.; May 21, Indianapolis; May 22, Portland, Me., Toledo, Ohio, La Crosse, Wis.; May 23, Cincinnati. May 24, Bangor, Me., Detroit, Rockford, Ill., Wheeling, W. Va.; May 27, Burlington, Vt.; May 29, Albany, N. Y.; May 31, Springfield, Mass.; June 3, Boise, Ida., Abilene, Tex., Minneapolis; June 4, Duluth, Minn.; June 5, Seattle, Wash., Odessa, Tex.; June 6, Fargo, N. D.; June 7, Portland, Ore., El Paso, Tex., Bismarck, N. D.; June 10, Sacramento, Calif., Albuquerque, N. M.; June 12, San Diego, Calif., Salt Lake City; June 14, Phoenix, Denver; June 21, Monroe, La.; June 24, New Orleans; June 25, Baton Rouge, La.; June 27, Hattiesburg, Miss.; June 28, Meridian, Miss.; Late June, Philadelphia, Los Angeles, San Francisco, Chicago, New York, and Fresno, Calif.

Agency appointments...

■ Alberto-Culver Co., Melrose Park, Ill., which is spending virtually all of its \$30 million budget in television, has added J. Walter Thompson Co., Chicago, as advertising agency for two new products not yet disclosed. Compton Adv. and BBDO, both Chicago, continue as A-C agencies with Compton placing the major share of A-C's business.

■ Molson Breweries Ltd., Montreal, Canada, has appointed The Rumrill Co., Rochester, N. Y., as advertising agency for the U. S. sale of Molson's Canadian ale and Canadian beer. Molson is the largest independent brewery in Canada and the 12th largest in North America. Canadian advertising for Molson continues to be handled by Cockfield-Brown & Co., Montreal, and MacLaren Adv. Co., Toronto.

■ Gwaltney Inc., Smithfield, Va., meat packing firm, has appointed Liller, Neal, Battle & Lindsey, Richmond, as advertising agency.

■ Fels & Co., Philadelphia, soap and detergent manufacturer, has named S. E. Zubrow Inc., that city, as advertising agency for all consumer products.

■ James Lees & Co., Bridgeport, Pa. carpet manufacturer, has appointed

Commercials in production . . .

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

Johnny Mann Inc., 13107 Ventura Blvd., Studio City, Calif.

Buick, one 60 for tv, live on film. Agency: McCann-Erickson. Ken Marthey, agency producer.

Heller-Ferguson Inc., 1800 N. Argyle, Hollywood 28, Calif.

Roos-Atkins Clothiers, five 60's for radio. Alan Ferguson, prod. mgr. Agency: Fletcher Richards, Calkins & Holden. Earl Shorris and Bob Pritikin, agency producers.

Best Fertilizer, series of 60's for radio, Alan Ferguson, prod. mgr. Agency: Fletcher Richards, Calkins & Holden. Earl Shorris and Bob Pritikin, agency producers.

Folger's Coffee, series of 60's for radio. Agency: Fletcher Richards, Calkins & Holden.

Earl Shorris and Bob Pritikin, agency producers. Vann Praag Productions Inc., 1600 Broadway, New York City.

U. S. Rubber (tires), one 60, one 5-minute for tv, film. Daniell Karoff, prod. mgr. Agency: N. W. Ayer. Robert Wilbor agency producer.

Sinclair Refining (gasoline), two 60's for tv, live on film. Daniel Karoff, prod. mgr. Agency: Geyer, Morey & Ballard. Joe Danis, agency producer.

Irish International Airlines, two 60's, one 30 for tv, live-still on film. Bob Van Praag, prod. mgr. Agency: Geyer, Morey & Ballard. Tony Rizzo, agency producer.

Medi-Quik/Lysol, two 60's for tv, live on film. Marc Asch, prod. mgr. Agency: Geyer, Morey & Ballard. Bill Robinson, agency producer.

Raymond Scott Enterprises Inc., 140 W. 57th St., New York City.

Dow Oven Cleaner, one 60 jingle for tv. Charles Barclay, prod. mgr. Agency: MacManus John & Adams. Joseph Africano, agency producer.

Gordon's Potato Chips, one 60 and one 30 jingle for radio. Charles Barclay, prod. mgr. Agency: Kirkland, White & Schell. Frank White, acct. exec.



This here Valley is Heaven on Earth!

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

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

"Red River Valley" and see for yourself.

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

WDAY

5000 WATTS • 970 KILOCYCLES • NBC

FARGO, N. D.



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

Doyle Dane Bernbach Inc., New York, as its advertising agency. Account, which bills over \$1 million annually, was formerly with N. W. Ayer & Son, Philadelphia.

▪ Swanee Paper Corp., New York has appointed Mogul Williams & Saylor, same city.

Y&R tv commercial check underway in 12 markets

Young & Rubicam now has access to a round-the-clock check on every client commercial run on all tv stations in 12 major markets, and in several months, in the top 75 markets.

The advertising agency became the first to sign a contract with Broadcast Advertisers Reports, according to a BAR announcement today (Monday). The contract covers a two-year period and is retroactive to Jan. 1, 1963. Auditing and checking for Y&R already have been underway, BAR said.

BAR independently audits proof-of-performance 24 hours-a-day, every day

of the year. In addition to reports on Y&R clients, competitive product track records will be available for the agency's checking. The monitoring will provide a check on product protection and over-commercialization as well as audit the performance.

BAR now monitors 48 stations in 12 markets but will be adding 18-20 stations in 5 to 6 markets each month, and by the end of this year will be up to 236 tv stations in 75 markets in which BAR estimates about 85% of all tv money is spent.

It was reported that other agencies soon will follow Y&R and sign for the monitoring service.

In effect, the BAR service will permit Y&R to review each station's affidavits for every client spot that is run on all stations in the markets covered. The 12 markets which immediately come under the checking process are Atlanta, Baltimore, Boston, New York, Los Angeles, Chicago, Philadelphia, Detroit, Minneapolis, Washington, Pittsburgh, and San Francisco.

\$13.5 million billing reported by ABC-TV

The ABC-TV sales department closed contracts last month for \$13.5 million in second and third quarter business. A sales report issued last week showed most of the total coming from second quarter customers.

Nighttime billings by 26 advertisers accounted for \$10,750,000, the biggest buyers being Procter & Gamble and Bristol-Myers, each with over \$1 million worth of time. Falling within the \$500,000 to \$1 million range for nighttime orders were Sinclair Oil, Polaroid, Remington, Schlitz, Noxzema, and Derby Foods. Clairol, Sterling Drug, General Mills, Dodge, Contac, Kaiser, Polk-Miller, Beecham Products, Chesebrough-Pond's, Lehn & Fink and Plough Inc. placed orders for between \$250,000 and \$500,000.

Daytime orders of about \$2 million were consummated during February.

THE MEDIA

NAB nearly set on Chicago agenda

RECORD ATTENDANCE, NEW HIGH IN EXHIBITS EXPECTED AT CONVENTION

Pre-registrations for the 41st annual NAB convention at the Conrad-Hilton Hotel in Chicago March 31-April 3 are running 10-15% ahead of last year giving promise of a record attendance.

Already registered for Chicago at the middle of last week were 1,586 broadcasters, compared to 1,436 at the same time a year ago according to William L. Walker, assistant treasurer who is handling registrations. Pre-registration rolls close March 18, with those signing up early getting a reduced rate and preferred treatment in hotel rooms and banquet-luncheon tickets.

Highest official registered attendance at any NAB convention was the 3,101 who came to Washington in 1961. This mark is expected to fall in Chicago in three weeks.

The largest display of equipment at any convention already is assured with 56 exhibitors reserving all the space available in the Hilton's exhibit hall.

Plans also were nearing the completion stage last week for the agendas at the various convention sessions—including tv, am-fm, management and engineering conferences. In addition, some three dozen affiliated organizations have scheduled meetings in conjunction with the broadcast gathering (see box, page 44). Co-chairmen of this year's convention are William B. Quarton, WMT-TV Cedar Rapids, Ohio, and Willard

Schroeder of WOOD Grand Rapids, Mich. They also are chairmen of the NAB Tv and Radio Boards, respectively.

Hope As Opener • Fm Day Sunday, March 31, will precede the convention's

Wanted: 'qualified' man

The President of the U. S. has been given official notice that the broadcasting industry would like to have a "qualified broadcaster" appointed to the next vacancy on the FCC.

Joseph Goodfellow, vice president-general manager of WRC-AM-FM-TV Washington, and chairman of the NAB's conference of state association presidents which adopted a resolution urging the President to name a broadcaster (BROADCASTING, March 4), delivered the document to the White House last week. Copies of the resolution also have been sent to each state association.

Unanimously adopted at the conference 12 days ago, it was introduced by Mel Burka of WTIP Charleston, president of the West Virginia Broadcasters Assn.

official opening. Monday morning the NAB's distinguished service award will be presented to comedian Bob Hope in a general assembly of all delegates. General assemblies also will be held Monday afternoon for a panel on broadcasting in a free society (new to the convention) and Wednesday afternoon for the annual FCC panel. No sessions are scheduled Tuesday afternoon so delegates may visit exhibits.

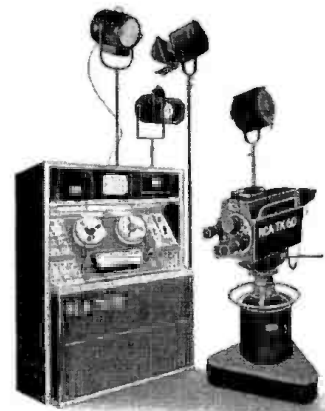
NAB President LeRoy Collins will address the Monday management luncheon while FCC Chairman Newton N. Minow will speak at the Tuesday luncheon. A Wednesday luncheon speaker will be announced later.

At the Tuesday morning tv assembly, TvB will present "Computers—Friend or Foe," on the purchase of advertising time by using computers. At the same session, a panel of broadcasting executives will discuss "The Station Image—Local Programming and Public Service."

The Wednesday morning tv program will highlight a discussion on the controversial proposal to adopt the NAB codes as FCC rules. Participating will be Commissioner Robert E. Lee and William D. Pabst, chairman of the Tv Code Review Board and executive vice president-general manager of KTVU (TV) San Francisco-Oakland.

"Secondary Market Tv" will be the

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and stability that it is years ahead of any other video tape recorder. The TR-22 was created by RCA as a companion to the revolutionary TK-60 TV camera, the only 800-line* camera in the industry. Together they bring a completely new standard of artistic capability to video tape recording. Only at MGM Telestudios will you find this prime combination available for your commercial production.

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Today, tape, more than ever before, is TV's prime production tool. For more information, call Bob Fierman, Sales Manager, LO 3-1122

Side meetings scheduled for NAB convention

Not to be outdone by an expected record attendance at the NAB convention in Chicago March 31-April 3, the customary round of meetings of affiliated groups in the Conrad Hilton and nearby hotels also will be the largest ever this year. Some three-dozen extra-curricular sessions already are scheduled.

As in the past, the Assn. for Professional Broadcasting Engineers will hold the first such meeting at 2:30 p.m., Friday, March 29, in Room 9 (third floor) of the Hilton. Other meetings scheduled to date through the NAB (all in the Hilton unless designated otherwise):

Saturday, March 30—

9 a.m.-4 p.m. Assn. for Professional Broadcasting Education board meeting, Room 9 (third floor).

9:30 p.m. National Assn. of Fm Broadcasters, Waldorf Room.

10 a.m. QXR Network, meeting and luncheon, Rooms 18, 19 (4th floor).

2 p.m. Assn. of Maximum Service Telecasters, technical committee meeting, Sheraton Blackstone.

2 p.m. National Assn. of Fm Broadcasters,

Waldorf Room.

3 p.m. ABC-TV affiliates, International Ballroom.

5:30 p.m. ABC Reception, International Ballroom.

6:30 p.m. Assn. of Maximum Service Telecasters, board meeting, Sheraton Blackstone.

7:30 p.m. ABC-TV affiliates banquet, Grand Ballroom.

Sunday, March 31—

8:30 a.m. Assn. of Maximum Service Telecasters, breakfast, Bel Air Room.

9 a.m. Institute for Broadcast Financial Management, board meeting, Sheraton Blackstone.

9:30 a.m. National Assn. of Fm Broadcasters, Waldorf Room.

9:30 a.m. Assn. of Maximum Service Telecasters, Beverly Room.

9:30 a.m. Assn. for Professional Broadcasting Education, Upper Tower.

10 a.m. Daytime Broadcasters Assn., Williford C Room.

10:30 a.m. Broadcast Music Inc., board meeting and luncheon, Parlors 25, 26 (5th floor).

11 a.m. ABC Radio Network affiliates meeting and luncheon, Williford A and B Rooms.

12:30 p.m. CBS-TV affiliates board luncheon, Room 12 (4th floor).

1 p.m. Assn. of Maximum Service Telecasters, board meeting, Bel Air Room.

2:30 p.m. NAB Radio Code Review Board,

Room 19 (4th floor).

2:30 p.m. National Assn. of Tv Program Directors, Williford C Room.

4 p.m. Assn. for Competitive Tv, Room 14 (4th floor).

4 p.m. Clear Channel Broadcasting Service, Room 18 (4th floor).

5 p.m. Assn. for Professional Broadcasting Education, reception, Beverly Room.

6 p.m. CBS-TV affiliates reception and banquet, Ambassador West Hotel.

6:30 p.m. NBC Radio and Tv affiliates reception and banquet, International Ballroom.

Monday, April 1—

7:30 a.m. Assn. on Broadcasting Standards Inc., breakfast, Room 14 (4th floor).

8 a.m. Tv Stations Inc., breakfast, Mayfair Room, Sheraton Blackstone.

8:30 a.m. NAB Broadcast Engineering Conference Committee breakfast, Room 10 (3rd floor).

Tuesday, April 2—

2:30 p.m. NAB Tv Code Review Board, Room 18 (4th floor).

7:30 p.m. Broadcast Pioneers banquet, Grand Ballroom.

Wednesday, April 3—

5 p.m. NAB Radio Board of Directors, Room 18 (4th floor).

5 p.m. NAB Tv Board of Directors, Room 19 (4th floor).

topic of another panel featuring telecasters from markets of 100,000 population or less.

An extra tv session has been added on Sunday afternoon and will feature discussion on current topics of interest, including cost control, automation, local programming and promotion, personnel problems and community antenna tv systems.

The annual closed session labor clinic will be held Wednesday April 3.

Radio, Too — Radio assemblies will be held on Tuesday and Wednesday mornings concurrent with the tv sessions. The Tuesday meeting will feature a report on radio month promotions, an RAB presentation by its new president, Ed Bunker, and "Radio, the Lively Corpse" by Mitch Leigh, president of Music Makers Inc., New York.

On Wednesday, Station Representatives Assn. will display its annual sales presentation through its president, Ed Codel, and Larry Webb, executive director. Robert Mason of WMRN Marion, Ohio, chairman of the All-Industry Radio Music Licensing Committee, also will give his report.

Three panel discussions—"Enhancing the Station Profile," "Stereo—One Year Later," and "Fm Forum"—will highlight the program for Sunday's Fm Day. Ben Strouse of WWDC Washington, chairman of the NAB Fm Committee, will give his report at the beginning of the session.

The annual NAB Engineering Con-

ference will run concurrently with the regular convention agenda, with separate meetings and luncheons each day. Luncheon speakers are Edward E. David Jr. of Bell Telephone Labs (Monday), Sidney Metzger of RCA (Tuesday) and Simon Ramo of Thompson Ramo Woolridge Inc. (Wednesday).

Gov. Collins will open the engineering conference and the NAB's 1963 Engineering Achievement Award will be presented to Dr. George R. Town, dean of engineering at Iowa State U.

Hoffa's right to sue NBC upheld by court

Teamsters Union President James R. Hoffa's right to sue NBC for \$2.5 million in Michigan has been upheld by U. S. District Judge Theodore Levin in Detroit.

The ruling supports Mr. Hoffa's contention that the suit, filed May 24, 1960, on Walter Gross of NBC's Detroit office, was sufficient. NBC had argued that the service on Mr. Gross, manager of television sales in Detroit, was not grounds for trial in Michigan.

In his suit Mr. Hoffa charged NBC, Robert Kennedy and Jack Paar had conspired to "ridicule, degrade, defame and humiliate him" (BROADCASTING, May 30, 1960). The suit followed four appearances by Mr. Kennedy on the network, three on the Paar program and one on *Meet the Press*.

A companion suit against Messrs.

Paar and Kennedy was dismissed by Judge Levin in 1960 (BROADCASTING, Aug. 29, 1960) because they had been improperly served outside Michigan where the suit was instituted.

NBC said last week it still plans to run a segment on Mr. Hoffa on *David Brinkley's Journal* in April.

Denver pay tv accepting service applications

The Macfadden Teleglobe Pay-Tv system in Denver is now accepting applications for service, Gerald A. Bartell, president, announced last week.

Mr. Bartell said he was heartened by the initial response to newspaper advertisements over a week's period in the Denver area. He said 1,903 coupons and numerous telephone calls were received from Denver residents, seeking a pay tv brochure.

The Denver pay tv project is scheduled to begin in early May, using the facilities of KTVR (TV) Denver (ch. 2) (BROADCASTING, Jan. 28).

Pulse issues latest tv audience profile

The Pulse Inc. is distributing to its subscribers its sixth edition of "TV Audience Profiles," which emphasizes demographic information on current network tv programs.

Called "Book I," the report breaks down the U. S. audience for each pro-



Left: Rev. Dr. John T. Middaugh, and Rev. Fr. Joseph M. Connolly.

“FAITH TO FAITH”—A DIALOGUE

A new approach to religious programming on television, and the first presentation of its kind in America, is being telecast each Saturday at 5:00 PM on WMAR-TV. Titled “FAITH TO FAITH”—A DIALOGUE—the program features a Protestant minister and a Roman Catholic priest in a comparison of their respective faiths. It is not a religious debate but rather an effort toward helping both the Protestant and the Roman Catholic viewer better understand how his Christian neighbor believes and worships.

“FAITH TO FAITH”—A DIALOGUE is especially timely—because of current movements toward Christian Unity on both sides of the historic

division in the Christian Church.

“FAITH TO FAITH”—A DIALOGUE is another First for Baltimore’s First TV station—WMAR-TV . . . part of the dynamic concept of public service programming that has always been a feature on Channel 2.

No Wonder — In Maryland Most People Watch

WMAR-TV 

Channel 2—Sunpapers Television—Baltimore 3, Md.

Represented Nationally by THE KATZ AGENCY, INC.

gram in terms of audience composition (children, teen-age, male, 18-39, and 40 plus) and female (18-39 and 40 plus); size of family (1-2 members, 3-4 members and 5 or more); annual income (under \$4,000, \$4,000-\$7,499 and \$7,500 and up); education of household head (less than high school, high school graduate, some college or better); occupation of household head (professional, executive, managerial, official, technical, sales, clerical, craftsman, foreman, laborer); family cycle (with children under 6; children, 6-17; no children under 18); occupation status of housewife (employed, stay-at-home).

The study is based on cross-country interviewing during November 1962. It shows that 49 million U. S. families, accounting for 174,832,000 individuals, were in the tv audience at that time.

WGAL Tv Inc. takes over Arizona tv properties

Formal transfer of ch. 7 KOAT-TV Albuquerque, and ch. 4 KVOA-TV Tucson, (both Arizona) became effective last week with the arrival in Tucson of Clair R. McCollough, president of WGAL Television Inc., which had acquired the properties for \$3,250,000. Contracts transferring the stations were signed in Washington on March 1 by

Mr. McCollough and Clinton D. McKinnon, former California congressman and president of Alvarado Television Co., the seller.

Mr. McCollough, who is also president of the parent Steinman Stations and chairman of the joint board of the NAB, said prior to his departure that the properties would be operated through resident managers. He said he would make frequent trips to the stations from his headquarters at WGAL-AM-FM-TV Lancaster, Pa.

Changing hands

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

■ **KFH-AM-FM Wichita, Kan.:** Sold by *Wichita Eagle* and *Beacon* to Preston P. Reynolds Jr. and Walter W. Ahlschlager Jr. for over \$1 million. The nine-story KFH Building in Wichita is included. Purchasers are Dallas businessmen engaged in constructing Wichita Plaza skyscraper building in Wichita; they also are in banking and real estate. They plan to move the KFH stations into the new building. KFH, founded in 1922, operates on 1330 kc with 5 kw fulltime. KFH-FM, which began in 1948, is on 100.3 mc with 11 kw.

■ **KBIG and KBIQ (FM) Avalon (Los**

Angeles), Calif.: 40% interest sold by John Poole to Kevin Sweeney, former president of Radio Advertising Bureau, for \$300,000 for stock plus variables. Mr. Sweeney is slated to become president of John Poole Broadcasting Co. and is moving to California. He at one time owned 32% of KFOX Long Beach, Calif., and 40% of KANS Independence, Mo. KBIG operates on 740 kc with 10 kw fulltime. KBIQ is on 104.3 mc with 106 kw.

■ **KMYC-AM-FM Marysville, Calif.:** Sold by Carroll Hansen and Jack Sterling to William T. Stubblefield for \$210,000. Mr. Stubblefield owns KTOB Petaluma, Calif. Messrs. Hansen and Sterling bought the station in 1959. Mr. Hansen is a former CBS Radio program director; Mr. Sterling, WCBS New York personality. KMYC is on 1410 kc with 5 kw daytime and 1 kw nighttime. KMYC-FM operates on 99.9 mc with 4.9 kw.

APPROVED - *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 92).*

■ **KXOA-AM-FM Sacramento, Calif.:** Sold by Riley Gibson and associates to Producers Inc. for \$500,000. Producers Inc., which is jointly owned by Ferris E. Traylor and family and Polaris Corp., owns WTVW (TV) Evansville, Ind.; KXGO-TV Fargo, KNOX-TV Grand Forks and KCND-TV Pembina, all North Dakota, and WKYW Louisville, Ky. The Milwaukee-based Polaris Corp. is a diversified company having interests in construction, warehousing, advertising agency, real estate. KXOA operates on 1470 kc with 5 kw daytime and 1 kw nighttime. KXOA-FM is on 107.9 mc with 12.5 kw. Commissioner Robert T. Bartley did not participate.

■ **KMO Tacoma, Wash.:** Sold by J. Archie Morton and Dana J. Hunter to Edward A. Wheeler for \$254,500. Mr. Wheeler owns WEAW-AM-FM Evanston, Ill. KMO is on 1560 kc with 5 kw fulltime.

■ **WDEE-AM-FM Hamden, Conn.:** Sold by Aldo DeDominicis and Vincent deLaurentis to Stuart M. Cadan and Richard S. Green for \$200,000 and agreement not to compete. Mr. Cadan was with sellers when they founded WNHC-TV New Haven. WDEE is a 1 kw daytimer on 1220 kc. WDEE-FM, under construction, is on 101.3 mc with 20 kw.

City councilman acquitted

A St. Petersburg, Fla., city councilman, accused of attempting to bribe a fellow-councilman to agree to the sale of the city-owned WSUN-AM-TV

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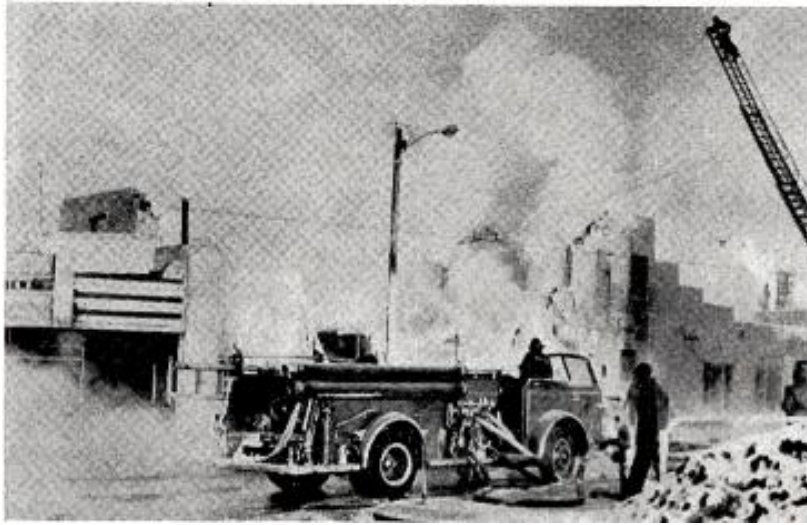
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Beverly Hills, Calif.
CRestview 4-8151



KIOA downtown headquarters burn

A pre-dawn fire destroyed the downtown office building that housed KIOA Des Moines and eight other companies and civic organizations. KIOA maintained service by switching operations to its outlying transmitter location. Preliminary estimate

of damages to the quarter-block building was in excess of \$250,000. Remnants of KIOA signs can be seen at left and right center of photo as fireman fought the blaze in the 14-degrees-below-zero temperature that gripped the area.

there, has been acquitted.

A circuit court jury of six men voted to acquit Jack E. Burklew after deliberating nine hours.

Mr. Burklew was accused of offering \$17,500 to Vice Mayor Eli S. Jenkins to vote in favor of selling the broadcast properties (BROADCASTING, Jan. 7).

Mr. Burklew still faces a city council public hearing on charges of unethical conduct in office.

KFOG(FM) begins stereocasts

The Kaiser Broadcasting Div. of Kaiser Industries began stereo fm broadcasts on KFOG (FM) San Francisco (formerly KBAY [FM]) on March 1. KFOG, Kaiser's first station in continental U. S., features popular music and informational programming geared to the Bay Area.

Kaiser Broadcasting Div. owns KHVH-AM-TV Honolulu and KHJK (TV) Hilo, and has been granted construction permits for uhf stations in San Francisco (ch. 44), Corona (ch. 52) and Detroit (ch. 50) (BROADCASTING, Jan. 7).

KTVH(TV) tall tower completed

KTVH (TV) Hutchinson-Wichita, Kan., has begun operation with a new 1,504 ft. tower, said by the ch. 12 station to be the tallest structure in Kansas.

The CBS affiliate started building the tower when the FCC granted permission last September. Over 250 tons of steel and 1,000 tons of concrete were

used in the construction. Formal dedication ceremonies of the new KTVH (TV) tower will be held March 14.

CBS Radio acquires three new affiliates

KFGT Flagstaff, Ariz.; WLAQ Rome, Ga., and KUJ Walla Walla, Wash., became affiliates of CBS Radio on March 3.

KFGT, which went on the air in October 1962, operating on 930 kc with 1 kw daytime, has been an independent. WLAQ, which broadcasts on 1410 kc with 1 kw, was formerly an affiliate of ABC Radio. KUJ, operating on 1420 kc with 5 kw, had not been a network affiliate in recent years.

KDKA refuses to honor embargo on news session

Calling it "discrimination against radio and television stations," KDKA-AM-FM-TV Pittsburgh refused to honor a 5½ hour embargo of a gubernatorial news conference last Wednesday.

The news conference held at 1 p.m. by Pennsylvania Gov. William Scranton was not to be released until 6:30 p.m., but the stations quoted from the news conference as soon as the facts were made available in mid-afternoon.

According to KDKA, the governor's aides had refused to give any reason why the conference should not be reported earlier than the embargo hour.

EXCLUSIVE BROADCAST PROPERTIES!

- FAR WEST**— Fulltime radio station in growing market. Sale includes \$50,000.00 in land-building. Well in the black. Priced at \$140,000.00 with \$40,000.00 down and a thirteen year payout.
- MIDWEST**— Daytimer serving area of 50,000-plus population. Land and building included in sale. Priced at \$90,000.00 with \$25,000.00 down and balance over seven years.
- SOUTHWEST**—Daytimer grossing \$65,000.00 annually. Priced at \$85,000.00 on ten year terms.

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KOAT-TV moves to new home

KOAT-TV Albuquerque has moved its studio into a new \$250,000 building three times as large as its old home.

Although the move took nearly three days, only a few hours of fringe time were lost in the shuffle, the station reported. The control

center was moved to the transmitter site and live shows were originated from KOAT-TV's remote unit during two days of the transition period.

KOAT-TV was sold by Alvarado Tv Inc. to WGAL Inc. (Steinman Stations) last January (BROADCASTING, Jan. 28; also see page 46).

Court turns down Justice Dept. motion

U. S. Dept. of Justice's motion for a summary judgment in a government antitrust suit filed against CBS was turned down March 4 in a federal court in New York. It's expected that the suit now will come to trial, though no date has been set.

In handing down the decision, Judge Edward Weinfeld in effect found that the network's Incentive Compensation Plan does not show on its surface any alleged tie-ins.

The government filed its antitrust suit on April 12 in New York at the U. S. District Court, charging that CBS-TV's new plan then in effect only 11 months virtually forces affiliates to take all of CBS's afternoon and evening feeds, thus barring stations from carrying the programs of syndicators and spot buyers.

CBS denied antitrust violations and said the plan would not force affiliates to carry its programs, nor would it deny to other networks or independent program suppliers the most desirable time periods on stations affiliated with it (BROADCASTING, April 16, 1962). The motion for a summary judgment was filed last December.

Media reports...

New Jersey network ■ The New Jersey Broadcasters Assn. last week inaugurated an NJBA Radio Network with the first broadcast of a weekly series of

state-wide weather programs. Stations in the network include WOSJ-FM Pleasantville, WSNJ-FM Bridgeton, WTOA (FM) Trenton and WJRZ-FM Newark. Francis Matrangola, general manager of WCMC Wildwood, is chairman of the network, and developed it in cooperation with the New Jersey Office of Civil Defense.

New format ■ WAIT Chicago has changed its format to what it terms "environmental sound." It calls for 12 minutes of music in every quarter-hour followed by a "cluster" of three 1-minute commercials.

Full-time stereo ■ WPFM (FM) Providence, R. I., has commenced fulltime stereo broadcasting. The station, which operates 7 a.m.-12 midnight, has had partial fm stereo operation since Dec. 17, 1961. WPFM (FM) is on 95.5 mc with 20 kw.

New arrival ■ The replacement transmitter for WBIQ (TV) (educational ch. 10) Birmingham, Ala., arrived according to Raymond Hurlbert, general manager of the Alabama Educational Television Commission. WAPI-TV Birmingham is sharing the cost of the replacement unit and WBRC-TV Birmingham is expanding the rear of its transmitter building to house the new WBIQ transmitter where it will be operated in rent-free space courtesy of Taft Broadcasting Co. The new transmitter will operate on full authorized power of 316 kw visual, 158 kw aural.



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ASCAP members get government support

JUSTICE DEPT. SUPPORTS CREDIT SYSTEM CHANGES

ASCAP members who are campaigning for a change in the organization's system of paying songwriters have won assistance from the Dept. of Justice.

The government, in comments filed Feb. 20 with New York federal Judge John E. McGeehan, court-appointed master on the ASCAP consent decree, agreed with one of the three requests made by the writers for changes in the credit system used by ASCAP to determine payments to members. It opposed a second proposal and was neutral on a third.

The writers, 132 strong and including such famed musicians as Leonard Bernstein, last January asked for modification of the credit plan for background music on tv, including such music in movies used on tv.

In its comments to Judge McGeehan, the government agreed that the "qualifying works" concept should be abolished. It opposed, however, the idea that all background music should be treated on a par with feature music. It took no position on the third objective; that all credits, whether for feature

or background music be based on duration of performance.

Under present ASCAP rules, a "qualifying work" is music that is used as background or theme but which had attained a given number of "feature" performances before its use as background or theme. It receives more credits than ordinary background music compositions. Members of ASCAP receive royalties for their works on a "credit" system.

The government points out that 14% of ASCAP's total distribution goes to "qualifying" theme songs and background music. Yet, it adds, the duration of these performances is "clearly minimal" compared to background music and theme music which are treated on a durational or on a straight performance basis.

In practice, the Justice Dept. comments, the concept of "qualifying works" seems to be "an open invitation to program 'rigging'."

Judge McGeehan will recommend action on the membership petition to federal Judge Sylvester J. Ryan in New

York sometime in the next few months. Judge Ryan for several years has presided over all negotiations for changes in the consent decree under which ASCAP operates.

Film sales . . .

Thriller (MCA Tv): Sold to WMTV (TV) Madison; WTVR (TV) Richmond; WTEN (TV) Vail Mills, N. Y. and WHBF-TV Rock Island, Ill. Now in 85 markets.

Suspicion (MCA Tv): Sold to WSAV-TV Savannah. Now in 122 markets.

Frontier Circus (MCA Tv): Sold to KTVB (TV) Boise, Idaho. Now in 38 markets.

Checkmate (MCA Tv): Sold to WBAL-TV Baltimore; WFTV (TV) Orlando; WMTV (TV) Madison; WHBF-TV Rock Island; KRGV-TV Weslaco, Tex.; KVOO-TV Tulsa and WNCT (TV) Greenville, N. C. Now in 75 markets.

Leave It To The Girls (United Artists Tv): Sold to KHSL-TV Chico, Calif.; WBRE-TV Wilkes-Barre, Pa.;

It's the 30th anniversary of 'Fireside Chats'

On the eve of the 30th anniversary of the first "Fireside Chat," the man who first used that term—CBS' Robert Trout—recalled: "It certainly set a precedent for informality of the President at the time. But I doubt that Mr. Roosevelt would have dreamed of being as informal as President Kennedy."

Mr. Trout, veteran Washington newsman who was first CBS capital correspondent, laughed when he recalled the circumstances surrounding the origin of the term.

"I was only 23-years-old at the time, so to add a bit of quick maturity, I said I was 28 and grew my mustache. It was a standing joke thereafter that when my birthday came along I took off a year instead of adding one," he said.

The term "fireside chat" came into existence quite casually, he explained. "We at the station (Washington's WJSV, which later became CBS affiliate WTOP) were told to prepare two types of introductions for the President—a regular formal one, and the other a more folksy type. We submitted both to the White House, and Mr. Roosevelt ap-

proved the folksy one, which just happened to include the 'fireside chat' term." Mr. Trout drew the assignment of introducing the President in his first "chat" March 12, 1933.

"But at the time, we had no idea there'd be any more than one such talk," he grinned. "If I'd known how popular the term would become, maybe I'd have quit right then while I was ahead."

There were serious implications to the talk, Mr. Trout recalled, which went beyond the immediate effect of that first talk.

"The first 'Fireside Chat' was a success," said Mr. Trout. "Mr. Roosevelt spoke to the nation on a Sunday night before he was to end the moratorium on banks the next Monday morning. He asked the people not to make a run on the banks when they re-opened, and they didn't."

"But looking back on the talk with the advantage of 30 years' perspective, I can see it as a pivotal point in the broadcast industry. It was the beginning of a trend of presidential exposure and informal-

ity which has led to such things as the Nixon-Kennedy debates, *Conversation with the President*, and others.

"President Roosevelt's talks were not nearly as informal as some of those made on television by Mr. Kennedy. Mr. Roosevelt spoke formally from a prepared manuscript, and even wore a tux when delivering his talk.

"He was one of the first to understand the power of radio as a vital communications medium, and he exploited it. People at the time were overawed by the magic of radio, and actually feared its power as they might fear a new weapon.

"Perhaps Hitler did employ the radio as a weapon, and perhaps Castro has done the same with television in Cuba. But we have taken a different course in this country, and look upon television and radio more as a test of a man's ability to project himself publicly."

The "Fireside Chat" still survives abroad where such statesmen as MacMillan and de Gaulle have employed the term and technique. At home, the trend it established perpetuates its memory.

20th
CENTURY-FOX



Hong Kong

Sales curves...and ratings rise from the east. 26 top rated hours from the top quality studios of Twentieth Century Fox TV., Inc.

444 West 56th Street, New York 19, New York—Columbus 5-3320

"HONG KONG" Stars Rod Taylor as Glenn Evans And Features Guest Stars Such As... Joan Caulfield • Anne Francis • Mary Murphy • Felicia Farr • Herbert Marshall • Dina Merrill • Gia Scala • Suzanne Pleshette • Rhonda Fleming • Coleen Gray • Patricia Barry • Harry Townes • France Nuyen • Burt Brinckerhoff • Pat Crowley • Beverly Garland • Julie London • Inger Stevens

TFE
'64

TvQ's top ten for February by age

Rank	Program	Total Audience TvQ*	Age Groups				
			6-11 TvQ*	12-17 TvQ*	18-34 TvQ*	35-49 TvQ*	50+ TvQ*
1	Beverly Hillbillies (CBS)	55	85	68	50	45	49
2	Red Skelton Hour (CBS)	48	71	60	44	41	42
3	Bonanza (NBC)	47	49	49	41	45	54
4	Disney World of Color (NBC)	45	71	50	32	37	48
5	Saturday Night Movies (NBC)	43	51	53	48	37	36
6	Andy Griffith (CBS)	40	52	37	40	34	43
6	Doctor Kildare (NBC)	40	44	45	38	35	44
8	Ben Casey (ABC)	39	38	41	40	31	45
9	Gallant Men (ABC)	38	55	57	34	28	25
10	Combat (ABC)	37	56	48	36	29	25
10	Gunsmoke (CBS)	37	43	39	27	36	44
10	Wide Country (NBC)	37	48	43	33	31	38

* Percentage of viewers familiar with a show who consider it "one of my favorites."
Copyright Home Testing Institute Inc., 1963.

WJRT (TV) Flint, Mich.; WMCT (TV) Memphis, Tenn.; WCPO-TV Cincinnati; WSLS-TV Roanoke, Va.; WOOD-TV Grand Rapids, Mich., and KVOS-TV Bellingham, Wash. Now in 36 markets.

Columbia Post-'48s (Screen Gems): Sold to KIFI-TV Idaho Falls; WAVE-TV Louisville; WFIE-TV Evansville, Ind., and WATE-TV Knoxville, Tenn. Now sold in 124 markets.

Cavalcade of the 60's Group II (Alied Artists Tv): Sold to KHJ-TV Los Angeles, CKLW-TV Windsor-Detroit, WCCO-TV Minneapolis - St. Paul, KNBC (TV) Los Angeles, WBAP-TV Fort Worth-Dallas and WDAU-TV Scranton, Pa. Now in 27 markets.

73 Columbia Pictures Features (Screen Gems): Sold to KOGO-TV San Diego; KGO-TV San Francisco; KTNT-TV Tacoma, Wash.; WKBN-TV Youngstown, Ohio; WJAR-TV Providence, R. I.; WWL-TV New Orleans; WHO-TV Des Moines; WLOS-TV Asheville, N. C.; WEEK-TV Peoria, Ill.; KARD-TV Wichita, Kan.; WOKR-TV Rochester, N. Y.; WDAU-TV Scranton, Pa.; KOVR-TV Stockton, Calif.; KMBC-TV Kansas City; WLBW-TV Miami; KLYD-TV Bakersfield, Calif., and KMJ-TV Fresno, Calif. Now in 17 markets.

Science Fiction Package (M&A Alexander Productions): Sold to WPIX (TV) New York, WNBQ (TV) Chicago, KTTV (TV) Los Angeles, WXYZ-TV Detroit, KGO-TV San Francisco and WBAP-TV Fort Worth. Now in 6 markets.

Kelly series distribution to begin at convention

A new series of 39 half-hour children's tv programs, *The Emmett Kelly Show*, will be released for U. S. distribution at the Television Film Exhibit convention in Chicago (March 30-April

3) and for Canadian distribution at the Canadian Assn. of Broadcasters convention in Toronto in May, Donald Klauber, vice president and national sales manager of Seven Arts Assoc. Corp., announced last week.

The program spotlights the famed clown in circus routines and as host to cartoons in each episode. The series was produced for Seven Arts by Eric Albertson, with Mr. Klauber as executive producer; Harvey Chertok as associate producer and Mende Brown as director.

Theatre tv network to have 100 outlets

Within the next 12 months, a National Teletheatre Network of 100 theatres in as many communities throughout the nation will be entertaining audiences with "top Broadway shows, special Hollywood productions, major sporting events and other unique attractions," with a combined nightly box office revenue of about \$500,000, National General Corp. President Eugene V. Klein said Thursday (March 7).

Addressing a luncheon meeting of the Los Angeles Society of Security Analysts, Mr. Klein said that plans call for equipping 100 U. S. motion picture theatres with special tv projection receivers developed by General Electric Corp., for which NGC has the exclusive distribution rights (BROADCASTING, March 4). About 20 of these theatres will be NGC houses, he said, with the other 80 franchised to use the GE equipment on a lease basis from NGC, which will retain ownership of the apparatus. Target date for completion of these installations is March 1964, he said.

The NTN programming will be on a 365-day-a-year basis, Mr. Klein stated, "with profit-pulling events scheduled morning, afternoon and evening. In the normally dead time of morning, for

example, our theatres will be open to introduce a manufacturer's new line or an industry's trade show. In the afternoon, doctors may swarm to our theatres to watch Paul Dudley White perform a delicate heart operation in the high fidelity color so important to medical technique and at night an outstanding Broadway show, concert or sporting event will draw the crowds back again."

National General has already committed itself for an expenditure of \$7.5 million for GE's Telaria tv projection receiving equipment, Mr. Klein reported. This will be installed in theatres in communities ranging in size from major metropolitan areas to cities of 150,000 population or perhaps even smaller communities, he said. He predicted that before long the NTN houses would discard feature motion picture exhibition entirely in favor of bringing the public live entertainment in full color via leased lines.

Pressed for details, Mr. Klein said that a Broadway theatrical production might run for three weeks, with six evening performances and two matinees a week. The seventh night might be devoted to cultural programming, an opera, a concert, a ballet or a Shakespearean drama.

Although GE's telaria tv reception equipment will be installed in a NGC theatre in Los Angeles in time for a demonstration there within 90 days and probably sooner, Mr. Klein stressed that no commercial operation should be expected until the spring of 1964. "There is a tremendous amount of experimentation to be done before we put this new entertainment medium before the public." Asked about union problems, he said that there will be some, of course, but "I'm sure we'll be able to solve them satisfactorily."

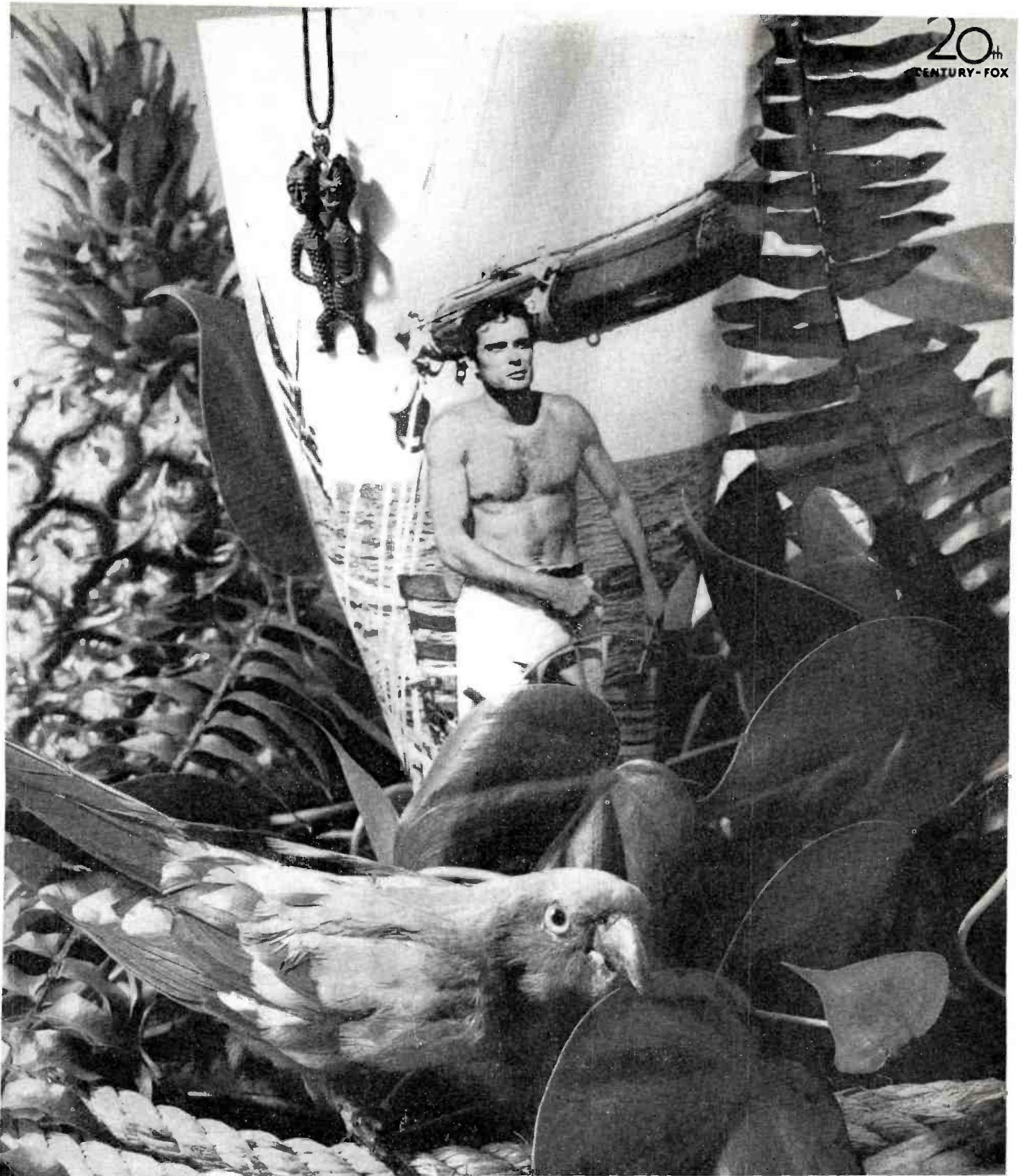
The \$500,000 figure for an evening's revenue was arrived at by estimating an average of 2,000 seats per theatre, or a total of 200,000 seats in the 100-theatre network with an average price of \$2.50 a seat (ranging from \$3.50 or more for a big city theatre to perhaps \$1 or \$1.50 in a smaller community).

Purcell acquires firm for production of spots

Purcell Productions Inc., New York, announced March 1 that it had acquired Inter Continental Broadcast Media, New York, from Franklin Broadcasting Corp.

ICBM will serve as a subsidiary of Purcell, providing radio and tv stations with varied services for promoting local sales, including the production of jingles for local advertisers and program featurettes and creation of merchandising aids.

20th
CENTURY-FOX



James Michener's

"Adventures in Paradise"



Viewers find the lure of the islands most irresistible. 91 irresistible hours from the top quality studios of **Twentieth Century Fox TV., Inc.**

444 West 56th Street, New York 19, New York—Columbus 5-3320

"ADVENTURES IN PARADISE" Stars Gardner McKay as Adam Troy And Features Guest Stars Such As... Patricia Medina Julie London • Ricardo Montalban • Dan Duryea • Gloria Vanderbilt • Vince Edwards • Eva Gabor • Anne Francis • Kim Hunter Vincent Price • Yvonne De Carlo • Juliet Prowse • Agnes Moorehead • France Nuyen • Jan Sterling • Raymond Massey • Glynis Johns • Rita Moreno • Tuesday Weld • Margaret O'Brien • Betsy Von Furstenburg • Viveca Lindfors • Herbert Marshall



Hal Roach Studios gets new name

Landmark Studios, new name for the former Hal Roach Studios in Culver City, Calif., is being remodeled at a cost of more than \$250,000 to provide facilities for the production of tv and theatrical films. Announcement of the renovation program was made jointly by Maxwell J. Fenmore and George Ponty, who purchased the property last December at a court auction with a

high bid of \$1,326,000. Property includes seven sound stages, ranging from 5,000 to 34,000 square feet, to provide 105,000 square feet of staging area, and about 50 other buildings of cutting rooms, projection rooms, special effects quarters, shops, storehouses and offices. Parking accommodations for 300 cars are on the premises for tenants and studio personnel.

Annual program exchange to start April 13

The five CBS owned tv stations begin their fifth annual Public Affairs Program Exchange April 13, according to Craig Lawrence, vice president, CBS Television Stations Div. Each station will contribute 20 programs produced for local use.

The series are *The American Musical Theatre*, WCBS-TV New York; *Communism: Myth vs. Reality*; KNXT (TV) Los Angeles; *Friendship Show*, WBBM-TV Chicago; *Space: The New Ocean*, WCAU-TV Philadelphia, and *Story Shop*, KMOX-TV St. Louis.

The exchange series will be seen on all five stations beginning April 13 in New York and Los Angeles, April 20 in Chicago and Philadelphia and April 27 in St. Louis.

ABC Radio gets rights to Liston-Patterson bout

ABC Radio has purchased broadcast rights of the heavyweight championship fight in Miami between champion Sonny Liston and challenger Floyd Patterson Wed., April 10 (10 p.m., EST).

It will be the network's fifth consecutive exclusive broadcast of heavyweight title bouts which included the three Patterson-Ingemar Johansson fights and the first Liston-Patterson bout.

The purchase price was not disclosed, but a network spokesman did say it was

considerably less than the amount paid for rights to the first fight "because of apprehension resulting from that one." The first fight ended in a one-round knockout victory for Liston.

No sponsor has been signed for the broadcast as yet.

There will be no home television of the fight. Closed-circuit theatre tv will be produced by SportsVision Inc.

Official sells 'Marilyn' in 11 countries

Official Films' half-hour documentary program, *Marilyn Monroe*, has been sold in 11 foreign countries several weeks in advance of its U. S. presentation on ABC-TV on March 24, Seymour Reed, Official president, announced last week.

Mr. Reed noted that these sales have accounted for more than one half of the production costs of the special, and said several more overseas contracts are in negotiation. The U. S. showing will be sponsored by Whitehall Labs. Div., American Home Products Corp., through Wm. Esty Co. (BROADCASTING, Feb. 25).

The Official sales were made to the BBC; the Australian Broadcasting Commission; Documentary Programs Inc. for a German-language version in West Germany, Austria, Switzerland and Luxembourg; Radiotelevisione Italiana; Oy-Mainos, a tv station in Finland; a Lebanese tv organization, and Tele

Organizacion Americana of Buenos Aires for a Spanish-dubbed presentation in Argentina and Uruguay. Subtitles will be used in Italy, Finland and Lebanon.

Sports Network to cover NCAA basketball tourney

Sports Network Inc. has announced it is arranging a group of regional telecasts and one national telecast for coverage of the National Collegiate Athletic Assn. basketball tournament which begins on March 9 and ends on March 23.

All games through the semi-finals on March 22 will be telecast on a regional basis, according to Richard Bailey, SNI president, while the final contest on March 23 will be telecast nationally. He said there will be no regional blackout if the games are sold out in advance at the playing site.

A total of 20 games are expected to be telecast. SNI was in the process last week of arranging station lineups to carry the coverage.

Survey shows tv viewers prefer entertainment

A survey of 1,885 households in the Greater Milwaukee area has shown viewers look to television primarily for entertainment and information, but not education. The survey, the second within three years, was taken in conjunction with the annual Milwaukee Journal Consumer Analysis by WTMJ-TV.

According to George Comte, general manager of WTMJ-AM-FM-TV, "the results from both surveys prove once more, we believe, that despite criticism from a few circles, our industry is providing the service our viewers want and which they, themselves, feel they need."

Program notes . . .

'87' to syndication ■ NBC Films Inc., New York, last week announced it will syndicate its *87th Precinct* series. The 30 one-hour episodes were telecast on NBC-TV during the 1961-62 season.

Consolidation ■ Walter Reade-Sterling Inc. has consolidated the Los Angeles offices of its two subsidiaries, Continental Distributing Div. and Sterling Television Div. New headquarters for both divisions is at 8833 Sunset Blvd.

Segment features newsmakers ■ *Personal Close-up*, a new member of the CBS Radio *Dimension* series will be aired daily (Mon.-Fri., 3:30-3:35 p.m. EST) by Mike Wallace. Mr. Wallace, recently appointed correspondent at CBS News, New York (WEEK'S HEADLINES, March 4) will use essay and

interview formats, presenting personalities currently in the news.

Schary plans tv series ■ Schary Productions, New York, headed by writer-producer-director Dore Schary, announced plans last week to produce a series of filmed hour tv programs based on H. G. Wells' *Outline of History* book. Mr. Schary is in negotiations with the tv networks on the projected series. It will be filmed in part on locations in France, Italy and Spain. The *Outline of History* project marks Mr. Schary's debut as a television series producer.

TFE's 18th ■ Embassy Pictures Corp. has joined Television Film Exhibit—1963, a project under which leading tv film distributors will display their programs and promotional material at the Pick-Congress Hotel in Chicago on March 30-April 3 during the time of the NAB convention. Embassy is the 18th distributor organization participating in TFE—1963.

Andy goes daytime ■ CBS-TV has completed a long-range agreement with Mayberry Productions to present daytime rebroadcasts of *The Andy Griffith Show* starting late in 1964. The nighttime series, now in its third season on CBS-TV, Mondays, 9:30-10 p.m., is not affected by the daytime deal. In negotiations for the Monday-Friday daytime reruns, Mayberry was represented by William Morris Agency.

New production ■ The Terrytoons Div. of CBS Films Inc. has begun production, for the third year, of its *Deputy Dawg* series. The new series, which will be available in color as well as black-and-white, is being offered for sale immediately. The syndicated series is currently sold to more than 130 television stations.

SG's fellow named ■ Screen Gems reports that James D. Wotring, a 23-year-old graduate student at the U. of California at Los Angeles, is the fourth recipient of the \$1,500 SG Annual Fellowship. He will spend five months at Screen Gems' Hollywood studio as an apprentice, applying his fellowship grant toward his master's degree thesis.

New TAC service ■ Television Affiliates Corp. is adding a new programming service for its station subscribers, consisting of tv programs ranging from nine to 12 minutes in length on various community-oriented topics, including child guidance, personal and traffic safety, crime prevention and public health. Titled "Community Special Programming," the segments are being made available initially at no additional cost, according to Robert Weisberg, TAC vice president.

Desilu goes live ■ Five-a-week game

Governor's wife on tv

A half-hour monthly program featuring Mrs. Frank Morrison, wife of Nebraska's governor, will start tomorrow (Tuesday) on WOW-AM-TV Omaha.

The *Maxine Morrison Show* will be televised live 9:30-10 a.m. on the second Tuesday of each month and will be heard on radio 6-6:30 p.m. the same evening. Features of general interest from the woman's point of view will be the mainstay of the program, according to Bill McBride, WOW-TV program director.

On her first show, Mrs. Morrison is scheduled to talk about a recent tour of North American Air Defense Command bases, interview leaders of the Easter Seal campaign and introduce the official, new Nebraska state song.

show, *You Don't Say*, produced by Desilu, has been sold to NBC-TV, which will start it April 1 in the Monday-Friday, 3:30-4 p.m. time slot. This program, which has been tested on KTLA (TV) Los Angeles, is a live daytime game show and marks the entry of Desilu into live network program production. Ralph Andrews and Bill Yagemann, who head Desilu's live programming division, will produce the series, to be telecast in color from the network's studios in Burbank, Calif.

Tv pilot ■ Sam Marx is planning a new tv series to be based on the motion picture, "Damon and Pythias." Pilot script has been completed by Steve Rich. Guy Williams, who starred in the movie, may also play the same role in the tv series.

Bookies revisited ■ "Biography of a Bookie Joint," first telecast in November 1961, will be rebroadcast on CBS-TV March 20 (7:30-8:30 p.m. EST). The special, which is documented with films of an actual bookie shop in Boston, is one of the *CBS Reports* series.

Varsity Show competition opens ■ BMI has announced the opening of the third annual Varsity Show Competition. It offers \$1,000 to the composer and lyricist of the best college musical comedy or revue presented in the U. S. and Canada during the 1962-63 academic year. Rules for the competition, which closes June 15, are available from Robert B. Sour, BMI, 589 Fifth Ave., New York 17. Winners will be announced about Oct. 15.

New WBBM series ■ WBBM Chicago has started a new live drama series featuring local writing and acting talent

in cooperation with Chicago Board of Rabbis. The 13-week series deals with brotherhood themes and is aired 11:05-11:30 p.m. on Wednesdays.

Two foreign circuses ■ The Moscow State Circus and the Blackpool Tower Circus of England will be offered for U. S. presentation for the first time as three one-hour specials. Distributor is Independent Television Corp.

French accent ■ Seven Arts Assoc. Corp. is placing *En France*, a series of 26 half-hour adult French lessons starring Dawn Addams into tv syndication during the Television Film Exhibit—'63 convention in Chicago March 30-April 3. The series was produced in Paris by Time Inc. in association with the Librairie Hachette of Paris, and deals with the language, the people and geographical features of France.

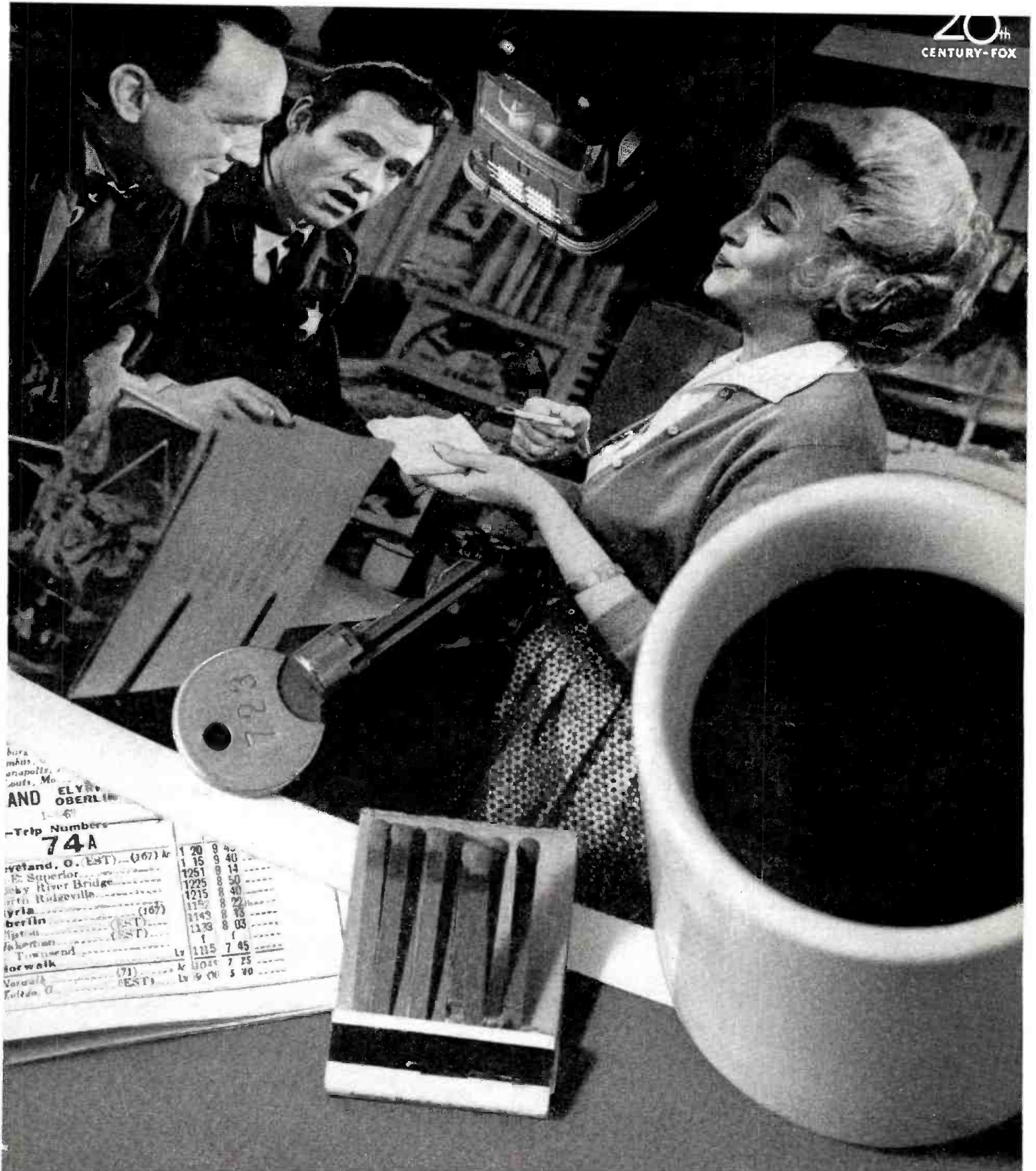
Hackett on WNEW ■ Comic Buddy Hackett has signed with WNEW New York to do a weekly one-hour conversation and music show to be heard Sundays (6-7 p.m.). The show is called *The Other Side of Buddy Hackett* and reportedly will reveal interests of the comedian beyond the limits of the entertainment world.

Farming interview programs ■ *Farm News Report*, a monthly series of four 4½-minute radio interviews with agriculture experts, will be made available at no cost to radio stations in the U. S. Produced by Massey-Ferguson Co., the series is available from Empire Broadcasting Corp., 480 Lexington Ave., New York 17.

Capital cut ■ NBC newsman Chet Huntley has made a record of humorous comments by public figures including President Kennedy, Adlai Stevenson and Sen. Goldwater, among others. The disc, titled "Chet Huntley Presents the Best of Washington Humor," has been purchased by Cameo-Parkway Records, Philadelphia, through Artists Agency Corp., New York.

Total news ■ WUPI (FM) Lynn, Mass., plans a new format of "total" information and wide news coverage, according to station owner Harvey Sheldon, who calls the new programming "Radio Free Boston." WUPI (FM), an MBS station on 105.3 mc, counts on "public sponsorship and support" to back its format.

New series ■ Alfred Davidson Associates, whose radio series, *The World of Fashion*, is syndicated to 42 radio stations, is preparing to introduce a tv version planned as a 10-minute program to be broadcast as a five-days-a-week strip. Walter Reade-Sterling Inc. will handle the distribution of the new



bus stop



Climb aboard this powerful vehicle television. 25 powerful hours from the top quality studios of Twentieth Century Fox TV., Inc.

444 West 56th Street, New York 19, New York—COLUMBUS, 5-3320

"BUS STOP" Stars Marilyn Maxwell as Grace Sherwood and Rhodes Reason as Will Mayberry And Features Guest Stars Such As . . . Tuesday Weld • Joseph Cotton • Steve Cochran • Dean Stockwell • James Whitmore • Nina Foch • Lew Ayres • Lloyd Nolan • Keenan Wynn • Coleen Gray • Richard Conte • Earl Holliman • Wendell Corey • Diana Lynn • Cliff Robertson • Gary Merrill

tv series, to be produced and filmed at 20th Century-Fox Television starting later this month.

Lessons for senior ■ WBNS-TV Columbus, Ohio, has acquired CBS Films' *Assignment Foreign Legion* series. Dubbed in Spanish, the 13-week show will be telecast starting March 25 (7-7:30 a.m., Mon.-Fri.) as a conversational Spanish course. According to the station, time normally allotted to commercials in the series will be given

to a professor of Romance languages who will comment on each program.

Two stations join TAC ■ WKBN-TV Youngstown, Ohio, and KVAL-TV Eugene, Ore., have become affiliates of Television Affiliates Corp., New York.

New science fiction features ■ Allied Artists Tv Corp. has added 12 features to its *Science Fiction* group for television distribution. The package, called "12 Exploitables," contains such titles as

"The Wasp Woman," "Beast From Haunted Cave" and "The Last Woman on Earth."

Show goes to school ■ Sterling Educational Films, New York, has entered into agreement with NBC-TV to market self-contained 16mm instructional segments from the network's *Exploring* series directly to schools and film libraries in United States and Canada. Sterling is an affiliate of the Walter Reade-Sterling group.

INTERNATIONAL

AROUND THE WORLD WITH TELEVISION

Tv stations increase 29% in year, receivers up 21%

Overseas television last year made considerable advances, maintaining a hefty lead over Communist-bloc countries and introducing seven new countries and territories to tv, according to the U. S. Information Agency's annual report on the foreign developments of the medium.

The USIA figures—which exclude U. S., Canadian and armed forces stations abroad—showed an increase in overseas tv stations from 2,047 to 2,641, an advance of 29%, and a burgeoning of receivers from 53,760,000 to 65,502,000, up more than 21%. Of the 2,641 overseas stations, only 549 are in Communist countries, the U.S. Information Agency said. Red countries gained 168 stations last year, and their sets at year's end totalled 11,310,000.

The seven countries and territories which started tv service last year are Gibraltar and Malta in Europe, Trinidad-Tobago in the Caribbean, Kenya and Morocco in Africa, Indonesia and Formosa in the Far East.

Japan was the site of television's most spectacular growth, adding 4,151,100 new sets for a total of 12,837,100, plac-

ing Japan second only to the U. S. in number of receivers.

"Overseas Television Developments in 1962," the name of the USIA report, also lists activity abroad in etv, the launching of space communications satellites Telstar and Relay and other significant events.

BBC transmitters to be partially American made

Eitel-McCullough Inc., electronic products development firm in San Carlos, Calif., is indirectly benefitting from BBC orders, totalling \$3.5 million, for 24 new uhf tv transmitters.

BBC has placed orders for 12 transmitters each from Marconi Wireless Telegraph Co. Ltd. and Pye TVT Ltd., two English firms, both of which manufacture transmitters requiring klystron tubes, and both of which use Eimac klystrons exclusively.

The new tv stations are for BBC's new 625-line uhf service which will eventually cover most of Great Britain.

Gillette buys 'Fight' on 2 Japanese stations

The Gillette Co. has signed for 26-week sponsorship of *Fight of the Week* on two Japanese stations, both ABC International television affiliates. The unusually large foreign buy was made at an estimated cost of \$96,000.

The two stations, NET (TV) Tokyo and MBS (TV) Osaka, have also obtained telecast rights of the 1963 World Series. Gillette's agency in Japan is McCann-Erickson-Hakuhodo.

ABC International, which made the *Fight* sales, is a subsidiary of AB-PT.

Y&R acquires Italian agency

Young & Rubicam Inc. has bought controlling interest in an Italian advertising agency, Itamco, in Milan. The

new firm, which will be known as Young & Rubicam-Itamco Spa., will be headed by Francis E. Gearon, senior vice president and director of Y&R's international division, who has been named president of the Milan agency, and Sumner J. Winebaum, managing director of the branch.

Mr. Winebaum was formerly head of the Y&R corporate office in Milan, which the agency opened last November. The two offices will be consolidated in the near future.

Among Itamco's clients are Procter & Gamble Italia Spa., and Kimberly-Clark Ltd.

Screen Gems forms international division

Screen Gems Inc., New York, has organized an International Broadcast Div., according to Jerome Hyams, executive vice president and general manager of the tv production firm.

For the immediate future, the international unit will concentrate its activity in Latin America. Boris Frank, formerly of the Bartell Broadcast Group, has been named manager, Latin America.

The international unit will function as consultant and/or representative of Latin American tv stations. The first station to sign with IBD is HIN-TV Santo Domingo, Dominican Republic.

Closed circuit studio to open

Cockfield, Brown & Co. Ltd., Toronto, reportedly will become Canada's first advertising agency to operate a closed-circuit television studio with telecine chain when CB ch. 3 goes into operation early this spring.

D. R. McRobie, agency president, said that the c-c operation at the agency's Toronto headquarters will enable presentation material—16mm film, 35mm slides, or "live"—to be transmitted from the fifth floor studio to executive offices on the seventh floor, the main floor conference room, and other areas which may be included in the circuit.

'D-Day' available

D-Day, a David Wolper production first aired as a du Pont special, will be presented over tv stations in at least seven European countries on June 6, 19 years to the day after the actual event.

The documentary will be televised over stations in England, Holland, Belgium, Sweden, Spain, Denmark and Italy. Arrangements were made by MCA-TV, which handles all Wolper tv specials overseas. MCA is seeking the addition of other stations in other European countries.

20th
CENTURY-FOX



Follow the Sun

TFE
'63

Your most pallid time period takes on a vigorous new look. 30 vigorous hours from the top quality studios of Twentieth Century Fox TV., Inc.

444 West 56th Street, New York 19, New York—COlumbus 5-3320

"FOLLOW THE SUN" Stars Barry Coe as Ben Gregory, Brett Halsey as Paul Templin, Gigi Perreau as Kathy Richards, and Gary Lockwood as Erick Jason; And Features Guest Stars Such As... Keenan Wynn • Inger Stevens • Everett Sloane • Tuesday Weld • Charlie Ruggles • Dennis O'Keefe • Yvonne de Carlo • Julie London • Martha Scott • William Bendix • Jayne Mansfield • David Janssen • Celeste Holm • Rhonda Fleming • Keith Andes • Wally Cox • Jim Backus • Cesar Romero • Laraine Day • Gene Nelson

CROSLY, AVCO, SET NEW RECORDS

Sales rose 28% over those of previous year

Crosley Broadcasting Corp. had its best operating results in history, it was reported last week in the annual report of the Avco Corp.

Avco reported net earnings in 1962 of \$20,040, 265 (\$1.83 a share), highest in the company's history. In 1961, net income was \$12,982,052 (\$1.24 a share). The 1962 figure includes non-recurring capital gain of \$1,249,989 (11 cents a share) from the sale of Crosley-owned WLWA (TV) Atlanta, Ga., to WIBC Indianapolis for \$3.3 million. This was part of the arrangement whereby WIBC withdrew its application for the Indianapolis channel.

Crosley received the grant for Indianapolis in 1957, but this was reversed in 1961 in favor of WIBC after the U. S. Court of Appeals remanded the case to the FCC because Commissioner T. A. M. Craven voted for Crosley without having heard oral argument. In the interim, the personnel of the commission changed.

Consolidated sales in 1962 were \$414,280,128, up 28% from 1961's \$323,142,012.

Crosley stations are WLW and WLWT (TV) Cincinnati, WLWC (TV) Columbus and WLWD (TV) Dayton, all Ohio, and WLWI (TV) Indianapolis.

In the previous year, net income benefited from a tax-loss carry forward. Gross earnings for the six-month period in 1962 amounted to \$1,767,000 against \$1,890,000 in like period of 1961.

Columbia Pictures owns 89% of Screen Gems Inc. which owns KCPX-AM-FM-TV Salt Lake City and WAPA-TV San Juan and WOLE-TV Aguadillo, both Puerto Rico.

Time Inc. revenue at all-time high

Time Inc. last week reported for 1962 the highest revenues and the third highest net income in the company's 40-year history. Revenues from sales rose to \$326,039,000 in 1962 from a 1961 figure of \$309,237,000.

Net income for 1962 was \$10,190,000 (\$4.76 a share), representing the company's highest earnings since 1957 and a 14% gain over 1961 when a net income of \$8,971,000 (\$4.23 a share) was reported.

Time-Life Broadcast increased to five its stations in the broadcast field with the purchase in 1962 of KOGO Broadcasting Co., San Diego, which operates KOGO-AM-FM-TV. Time-Life also owns KLZ-AM-FM-TV Denver, WOOD-AM-FM-TV Grand Rapids, Mich., WFBM-AM-FM-TV Indianapolis, and WTCN-AM-TV Minneapolis. Time-Life claimed an audience reach of 2.5 million homes during 1962 for its five stations.

The company also announced expansion of its broadcast activities into Latin America. Time-Life acquired PROARTEL, in Buenos Aires, a television program production company, in association with Goar Mestre, CBS and local Argentine interests. The company also joined Mr. Mestre, a former Cuban broadcaster, and CBS as an associate in PANTEL, a television production company in Lima, Peru.

Collins Radio net, sales show increase

Collins Radio Co., broadcast equipment manufacturer, reported a net income of \$1,716,718 (77 cents a share) on net sales of \$111,211,292 for the first six months of its fiscal year ended Feb. 1.

This compares to the same 1962 period's net income of \$1,041,265 (47¢ a share) on net sales of \$93,805,154.

Backlog of orders as of Feb. 1 totaled \$251 million, compared to \$191 million as of Jan. 31, 1962. Commercial and foreign government orders amounted to \$50 million of the backlog as of Feb. 1.

Radio-tv property keeps Boston paper in black ink

Television operations put the Boston Herald-Traveler Corp. in the black last year, Robert P. Talmadge, treasurer of the publishing company reported last week. The company publishes the *Boston Herald and Traveler* and owns WHDH-AM-TV Boston.

The Herald-Traveler company reported a consolidated net income in 1962 of \$1,572,577 (\$3.33 a share), on total net revenues of \$34,822,277. This compares with 1961's net income of \$1,657,658 (\$3.68 a share) on total net revenues of \$34,706,976.

Broadcasting accounted for \$9,481,247 of the net revenues in 1962; in 1961 broadcasting was \$8,988,583. Newspaper revenues last year amounted to \$17,066,651 from advertising and \$8,274,379 from circulation; in 1961

these figures were \$17,346,682 and \$8,371,711.

WHDH Inc. showed an improvement for the year "largely as a result of television," Mr. Talmadge said in his report to stockholders. Newspaper revenues and operating results were down, he said. In January, the Herald-Traveler paid a 5% stock dividend to shareholders, increasing outstanding shares to 23,620.

Columbia Pictures net falls below '61 figure

Columbia Pictures Corp., New York, last week reported net income for six months ended Dec. 30, 1962 fell to \$817,000 (46 cents a share) from \$1,637,000 (98 cents a share) in corresponding period of previous year. The company noted earnings were reduced by a provision for full federal taxes.

Stockholding changes listed by SEC

Changes in stockholdings of officers and/or directors of companies listed on stock exchanges were reported last week by the Securities & Exchange Commission. In its February report, SEC lists the following broadcast transactions:

Leonard H. Goldenson, American Broadcasting - Paramount Theatres, sold 5,000 common, bought two (2) shares, resulting in final holdings of 60,727; John P. McGrath, Capital Cities Broadcasting Corp., sold 315, with 39,351 remaining; as custodian he holds 1,500.

Also David B. Bartell, Macfadden-Bartell, bought 2,600 common, contributed 5,000 common to corporation for retirement, left with

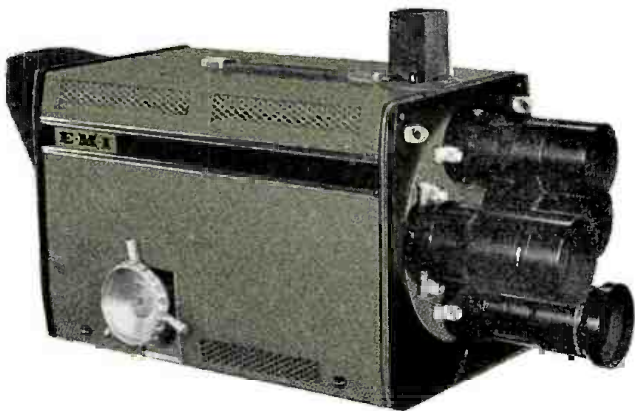
323,507; Gerald A. Bartell, bought 2,000, contributed 6,250, remaining 322,379; Lee B. Bartell, bought 2,400, contributed 5,000, remaining 322,011; Melvin Bartell, bought 700, contributed 3,125, remaining 116,142.

Also Mark Evans, Metromedia, bought 500 common for total of 10,450; Benedict Gimbel Jr., sold 2,000, leaving 15,000; Lawrence H. Rogers II, Taft Broadcasting Co., sold 2,000 common, leaving 3,423.

Norman E. Bennett, Crowell-Collier, acquired 1,237 common through option (exercised July 15, 1962), giving him total of 1,523; Sumner Blossom sold 500, leaving 4,258; Wilton D. Cole, acquired 100 through option, giving him total of 18,722.



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Trouble ahead for rating services

HINTS INDICATE COMMITTEE NOT TELLING ALL FIRST WEEK

Much of the evidence was still missing last week, but carefully plotted questions by the House Subcommittee on Communications gave strong promise it intends to prove that broadcast rating services are not what they have been claiming to be.

One member, Rep. William L. Springer (R-Ill.), put it this way: "Evidence comes very close to indicating . . . fraud."

Other subcommittee members, particularly Chairman Oren Harris (D-Ark.), repeatedly dropped hints and asked questions which indicated that they know considerably more than they are telling.

Would federally-enforced uniform standards for rating services help, they asked witnesses from the NAB, the major radio and television networks and other broadcasters.

Subcommittee members registered disbelief when witnesses claimed that ratings are just one of many factors that determine programming.

Congressmen found it hard to understand why three aggressive competitors—ABC-TV, CBS-TV and NBC-TV—all rely on the same company—A. C. Nielsen Co. of Chicago—to provide their audience measurements.

If fraud or other improprieties exist in the rating business, disclosure will come early this week when representatives of several rating services testify.

Broadcasters found themselves on

different sides of several fences as the questioning advanced.

Gov. Collins, for example, was the only broadcaster witness who, when pressed, said he would go along with federal regulation of rating services, if no other solution would work. Other broadcasters firmly opposed extension of federal regulation.

Gov. Collins and NBC-TV witnesses maintained that ratings were only one of many factors which networks consider in retaining or killing programs and in setting rates for affiliates. But CBS-TV and ABC-TV took another view, after considerable prodding by questioners, that they did think that ratings were the primary factor in such matters.

Network witnesses were asked why no network has bothered to check Nielsen's figures.

Raising a possible antitrust issue, questioners asked why Nielsen had no competition, at least on a national rating basis.

No network witness questioned Nielsen's honesty.

A Louisville broadcaster who has been critical of rating methods and practices for many years, suggested disclaimers, now printed on their pocket pieces by firms which signed consent orders with the Federal Trade Commission, should be labeled with a skull and crossbones.

Expected on the stand today (Monday) are Robert E. West, president,

Robert S. Conlan Assoc. Inc., of Kansas City, and Allan V. Jay, manager, Videodex Inc., New York.

The hearings began Tuesday (March 5) in a room jammed with upper-echelon executives of the broadcasting and ratings firm. Two staff investigators, Rex Sparger and Bob Richardson, crisscrossed the nation for 18 months to collect material for the hearings. (BROADCASTING, March 4).

More Regulation? ■ Just as advertised, NAB President LeRoy Collins was the lead-off witness. The former Florida governor called for reform in ratings. In answer to a question, he said that if it takes federal regulation to assure that all rating services and broadcasters operate under the same standards in compiling and using results, then "I personally wouldn't look with disfavor on government licensing" of the services.

He said that he had given "no thought" to possible government regulation, but that "we would certainly like to try the free system" before the government moves in.

Gov. Collins said that his concern about ratings has shifted toward questioning their quality and accuracy—from a 1961 feeling that broadcasting is slave to the services. He said the first project of the NAB's new research department is a study of the accuracy of audience ratings.

This study has not begun as yet, the subcommittee was told by Melvin A. Goldberg, NAB vice president for research, who appeared with NAB's Gov. Collins.

Like the networks, the NAB president maintained that ratings are only one of many factors involved in "the program decision making process. When he first came into broadcasting as NAB president in January 1961, Gov. Collins said that he seriously questioned the need for any audience measuring efforts but now agrees they are necessary.

"I am still convinced that reform is needed," he said. "I am just as convinced that rating data and conclusions drawn therefrom should be more accurate and more reliable. They should be developed through methodologies and procedures affording greater assurance of freedom from error than is now the case."

In the necessary reform, the central question should be if present rating reports deserve acceptance as reasonably accurate projections of the true broadcast audience, he said. "While



NBC-TV's Werner, NBC Radio's McDaniel

the rating services are wholly independent of NAB and the individual broadcaster, we are deeply concerned with the quality of their work for the prime reason that what they do undergirds and greatly influences the quality of ours," he said.

The Questions ■ Asked about his February 1961 speech to the NAB board (BROADCASTING, Feb. 25) in which he said he did not quarrel with the accuracy of ratings, Gov. Collins said he since has received many complaints from broadcasters and has recognized the need for basic research into the accuracy of ratings. The broadcaster, he said, should have an effective check as to whether published surveys measure what they purport to measure.

Rep. Springer asked if legislation requiring the networks to divide allotted amounts of prime time to specified categories is desirable. "No sir," Gov. Collins replied. "Under our system there should be more flexibility and freedom afforded the broadcaster than that would allow." He said such legislation would destroy free broadcasting.

Rep. Donald Brozman (R-Colo.) wanted to know if the NAB has received any complaints that individual surveys were rigged. Gov. Collins replied that "no doubt" some "fly-by-night" surveys have not been what they claimed to be but that this was only a relatively small part of the total picture. "As far as I know, such dishonest operators are now out of the business," he said.

In answer to another question, the NAB president said that he did not recall any broadcaster charging that he had been "coerced" into subscribing to a service but that many feel "compelled" to buy. He said that he had never heard of any service telling a potential client that "if you don't subscribe your rating will be lower." Such tactics are "definitely not practiced by the major firms," he said. "There is no basis to accuse reputable services of being corrupt."

Ratings Crucial ■ CBS-TV President James T. Aubrey Jr. refused to say ratings are television's lifeblood, but agreed with his questioners that ratings are crucial factors in programming decisions and in determining affiliate rates. However, Mr. Aubrey said, the most significant factor in programming is the



CBS Radio's Seward, CBS-TV's Aubrey, NAB's Collins

"broadcast judgment of network executives."

Asked by Rep. Harris if CBS-TV relied on ratings because no other method was known to the company, Mr. Aubrey said ratings were relied on because they are a "proven method." That is, said Rep. Harris, picking up the witness's sentence, "proven in so far as your advertisers rely on it, and the advertisers are your sole measure of support."

Earlier Mr. Aubrey had stated, "Since our sole financial support comes from payments by advertisers, we cannot afford to ignore the tools they use in determining their purchases of programming and time."

"Ratings are useful only as estimates," Mr. Aubrey said, and "we recognize their shortcomings" as they depart from an ideal—providing audience response and indicating "what people would like to see that is not available."

Should be Accurate ■ Rep. Harris asked James M. Seward, CBS Radio executive vice president, whether ratings are accepted "without any method to check on their accuracy." "We know their techniques," Mr. Seward replied, and CBS's research department indicates the rating results should be accurate if those methods are followed.

Mr. Seward told the subcommittee several times that ratings are just one of several important elements in network

decisions, but they "are of assistance in the three crucial areas of radio network operations: affiliations, sales and programming."

Radio's problem with ratings, Mr. Seward said, is a lack of a comprehensive measurement of portable and auto radio listening. Important advances have been made, he said, but they are "far from adequate to meet today's radio needs."

ABC Heard ■ Testifying for ABC-TV on Tuesday (March 5) were Thomas W. Moore, vice president in charge, and Julius Barnathan, vice president and general manager.

Mr. Moore told the subcommittee that ratings are the most important determining factor in fixing rates the network charges national advertisers for buys on affiliates. Ratings are probably the major factor in commercial television programs, Mr. Moore said.

Asked if ABC-TV had ever asked Nielsen to put out its top 30 market reports in a pocket piece similar to that used in NTI, Mr. Barnathan said the network had, but the rating firm refused, saying such a service might lead to a "confusion" of local and national aids.

ABC-TV subscribes to the bi-monthly NTI and uses it primarily to determine audience composition "as a check against the other system," Mr. Moore said.

One of Many ■ While making a

What the networks spent on ratings in 1962

	ABC-TV	ABC Radio	CBS-TV	CBS Radio	NBC-TV	NBC Radio	MBS	Total
ARB	\$ 31,300		\$ 36,700		\$ 39,000			\$ 107,000
Nielsen	298,609	\$ 57,345	271,100	\$171,348	285,000	\$175,000	\$105,000	1,363,402
Pulse		2,272	100	1,714	3,000	2,200	3,000	12,286
Sindlinger		65,000		75				65,075
Trendex	18,245	1,500			2,500			22,245
TvQ					13,000			13,000
Total	\$348,154	\$126,117	\$307,900	\$173,137	\$342,500	\$177,200	\$108,000	\$1,583,008

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strong defense of Nielsen, NBC-TV witnesses stuck with the contention that ratings are only one of many factors considered in programming decisions. Mort Werner, NBC vice president for programs, read a 22-page prepared statement and he was flanked by Senior Executive Vice President David Adams and Research Director Thomas Coffin.

Mr. Werner said that rating results are not usable in raw form but must be analyzed and evaluated by NBC staff specialists who "have learned how to take into account the strengths and weaknesses of the various types of estimates." In the general entertainment field, he said, NBC would not be serving the public by retaining a program consistently rejected by viewers.

If ratings were the only criteria, however, "we would not go for a variety of program forms but would concentrate on the narrow range of the most popular forms and program them back-to-back throughout an evening," Mr. Werner stressed.

In answer to a question, Mr. Coffin said Nielsen is considered the best measurement service for its purposes because Nielsen provides the most detail, uses meters which are more accurate than other methods, and maintains a continuing panel of the same homes for measurement purposes. He said that letters from the public have very little impact on the fate of individual programs.

Asked by Rep. Springer what NBC's reaction would be if the subcommittee shows that Nielsen reports do not do what they claim, Mr. Werner replied: "I would personally be very concerned and our research department would be working overtime to decide what to do." When asked about the possibility of regulation of the rating services, he said Nielsen is a very responsible company and that "we are not concerned about its reliability." Regulation is unnecessary, he said, because Nielsen can work out its own problems if any exist.

Rep. Springer quizzed the NBC executives closely on what factors other than ratings go into program decisions and Rep. Brotzman asked if the net-

work is satisfied with the service provided by Nielsen. Mr. Coffin replied that Nielsen "in particular" is reasonably satisfactory on national surveys but that local ratings leave "a great deal to be desired."

Mr. Coffin said that NBC is not concerned that Nielsen has not enlarged its tv national sample of 1,100 homes since the 1940's because the size is not a major problem. He admitted that it would be possible to rig a Nielsen national survey by controlling just a few Nielsen homes but thought this is not likely to happen because the firm takes extraordinary precautions against disclosure of its sample homes.

Rep. Harris cited what he termed examples of "gross inequity" and "injustice" in specific surveys and said he wondered why NBC supported Nielsen so vigorously. It is "amazing to me," he said, that all three highly competitive networks rely so heavily on the same company for ratings.

Sales Aid Only ■ NBC Radio uses ratings almost exclusively as a sales aid, William K. McDaniel, executive vice president of the radio network told the subcommittee. Ratings are not used in connection with programming since it consists mainly (80%) of news, information and public affairs programs, he said.

Ratings are important in sales because advertisers must have some measure of the size and characteristics of the NBC Radio audience they can reach with their sales messages, he said. NBC uses the Nielsen Radio Index as its basic service, Mr. McDaniel said, providing the network with cumulative audience estimates of an advertiser's campaign and how many times the average tuning home hears his messages.

Since Nielsen uses the same sample for its tv and radio measurements, the firm's surveys also provide information as to how network radio can be used to supplement tv advertising, he said.

NBC Radio also subscribes to all local Pulse reports but this information is used by the network only to answer specific questions on particular markets,



ABC-TV's Moore

ABC-TV's Barnathan

ABC-Radio's Pauley



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Surrounded by critics, Nielsen expands radio ratings

Radio rating surveys—under attack from the networks, individual stations, advertising agencies and Congress—are going to be substantially expanded by the A. C. Nielsen Co., Chicago.

Nielsen's plans for major increases in the size of the sample and measurement of out-of-home listening in the Nielsen Station Index (local radio) surveys were disclosed by the firm in a letter to station subscribers dated March 1.

Subscribers received the letters last week as the House Subcommittee on Investigations was beginning hearings on a major investigation of ratings services and one which promises to have far-reaching effects (see page 62). In its letter, signed by Nielsen Vice President John K. Churchill, the largest broadcast rating firm said that it has recognized for some time the increasing need for major changes in the NSI measurements.

Consequently, Nielsen is beginning, effective today (March 11), an interim service and hopes to start selling commercially the expanded ratings in 8-12 months. A rising chorus of protests has been heard against the alleged lack of radio measurement surveys (BROADCASTING, Jan. 21, Jan. 14). ABC Radio canceled Nielsen's radio reports late last summer on the grounds radio

is being "short-changed" and purchased Sindlinger & Co. reports (BROADCASTING, Sept. 17, 1962).

Mr. Churchill said the expanded research and reporting is necessary to "reflect trends in radio itself and to maintain Nielsen's standards of accuracy and statistical significance."

Primary Needs ■ The primary needs, he said, are (1) inclusion of more of the sources of radio listening such as personal portables, auto radios, fm and (2) larger samples to help delineate the real differences among the audiences of individual stations.

Nielsen research of its own research, Mr. Churchill said, definitely points to the continued use of permanent-type samples where family records of a week or more of listening are kept. With the increased complexity of respondent reporting on many different sets in the same household, he said that Nielsen is concerned for both the accuracy and completeness of data from all sets. This will require careful supervision to assure full reporting, Nielsen said in announcing the development of "miniaturized meters" for attachment to individual receivers.

Samples 4 to 5 times the present size will be required, the Churchill letter said, in pointing out the new service will be "costly."

For all NSI measurements beginning today or after, Nielsen plans to continue its present surveys on an interim basis "in any market with sufficient client support" with this difference from past surveys: all published data will be confined to cumulative audience (for period of survey) and the per broadcast data basic report (average number of persons in station audience per quarter hour) will be discontinued.

Subscribers may discontinue the interim plan without penalty at any time, Nielsen said. The interim service will be withdrawn when the new expanded service is ready.

Most Nielsen subscribers contacted last week said they had not had time to study the proposal and that it was too early to comment. It was pointed out, however, that the audience ratings per quarter hours, which are being discontinued in the interim plan, provided the primary measurements used by time-buyers in purchasing stations.

NBC Radio President William K. McDaniel, who has been highly critical of Nielsen radio measurements, said that he did not receive a copy of the letter but that the proposal is the first definitive, positive move made in many years to measure radio's invisible audience and that reform is vitally needed.

he said. "There are various other services providing some sort of radio rating data, but they are so inadequate for our purposes that we do not subscribe to them," Mr. McDaniel told the congressmen.

'Active' FTC ■ FTC Chairman Paul Rand Dixon praised his Trade Commission's policing of rating services in a prepared statement but under the questions of the congressmen was hard put to defend the agency. Mr. Dixon spoke of what had been accomplished through consent decrees early this year with Nielsen, Pulse and ARB but Chairman Harris thought the timing of the decrees was "unusual," "most significant" and "rather interesting."

The Arkansas Democrat pointed out that the FTC issued the consent decrees only after it was public knowledge that the subcommittee planned comprehensive hearings on ratings—and this after Congress had been trying to get the FTC to do something since 1958.

Rep. Springer noted published criticisms of the consent decrees (BROADCASTING, Feb. 25) and asked how they differed from recommendations made in the Madow report. Chairman Dixon

agreed there was a "great deal of similarity" between the decrees and the Madow recommendations. However, he pointed out the FTC interviewed 450 persons in its investigation of 2½ years, made specific charges against the three services and used specific language not in the Madow report.

"The Madow report only makes recommendations while the consent decrees prohibit fraud," Mr. Dixon said. Prior to signing the decrees (BROADCASTING, Jan. 7), the three services could claim that such-and-such was true when it wasn't, he said.

Chairman Dixon said many times that the decrees require Nielsen, Pulse and RAB to state that their ratings are no better than "guesses or estimates." Asked specifically about a Nielsen press release on the decrees and noting that the compliance period is now underway, he said: "If he (Nielsen) doesn't change his ways, it will cost him \$5,000 for each day he violates" the terms of the order. The FTC will watch very closely what Nielsen is presently doing, he said.

Before the consent decrees were signed, the ratings were accepted as

gospel, he said. "I don't think they will be accepted as gospel anymore."

Rep. Moss said that he did not evidence any "backsliders" in the testimony of the networks. "I think this religion (of depending on the ratings) is well implanted," he said.

Weaver's Views ■ Sylvester (Pat) Weaver, board chairman of McCann-Erickson International and former NBC-TV president, said that the ratings are inaccurate but necessary to advertising and broadcasting. In the last 10 years, there has been a growing acceptance of ratings "particularly Nielsen with its small sample" despite the inaccuracies, he said.

The industry has talked itself into believing that ratings are more reliable than is actually the case, Mr. Weaver said. And, absolute reliance on ratings generates a never-never land, "just one step removed from the entrails of a chicken," he said.

Individuals rarely do what they say they do and seldom watch what they say they watch, Mr. Weaver said he learned early in the game. Therefore, he said he has been guided in program decisions by trying to ignore what peo-



Mr. Weaver



Mr. Sholis



Mr. Hurleigh

ple say and finding out what they actually do.

The pressure of ratings causes tv to disregard the occasional viewer and an important part of the audience (60%), he said, is composed of a group with a "blank-eyed, moronic stare of seven hours of continuous viewing."

Congress has come up with a solution 10 years late in the all-channel receiver legislation, Mr. Weaver said. Increased competition and additional tv networks will solve all the problems, including ratings, he predicted.

In answer to a question, he said that "spot buying is rating buying, nothing else."

Blames Ratings ■ Peter Tewksbury, producer of *It's a Man's World*, on NBC-TV, one of the first shows to die in the 1962-63 season, blamed the show's death on low ratings and lack of a publicity budget sufficient to build them up.

"The entire television industry is completely controlled by the Nielsen ratings," Mr. Tewksbury said.

This season's top-rated show, *The Beverly Hillbillies* (CBS-TV), benefited from a major pre-season publicity buildup, Mr. Tewksbury said. "That show was a hit before anybody ever saw it."

Stations can "hypo" their ratings, Mr. Tewksbury said, by increasing their publicity during rating periods. This is not a true reflection of the audience and gives a false impression to advertisers, he said.

His own program could have stayed on the air if it had earned about five additional rating points, the producer said.

Numbers produced by ratings are "widely promoted and sorely misused," said Victor A. Sholis, vice president and director of WHAS Inc., licensee of WHAS-AM-TV Louisville.

Mr. Sholis recalled he told a network affiliates convention in 1952 that "selling by ratings . . . is just plain stupid."

"With ratings being run up the flagpole and virtually everyone saluting, it would certainly be appropriate for this committee to determine the validity of what is flying up there," he said.

Rating services have produced "more small type disclaimers" since the signing of consent orders this year with the FTC (BROADCASTING, Jan. 7), Mr. Sholis said. Reading one disclaimer from a Pulse report, he said, "It simply tells the buyer he is getting numbers for which no one will claim reliability or authenticity."

Rep. Moss told the witness that despite disclaimers, there was nothing in the consent decrees which would indicate a slide rule may not be used with rating figures.

A more prominent display of the disclaimers is called for, Mr. Sholis said, "perhaps a skull and crossbones on the top."

Wodlinger Heard ■ The manager of a new interim tv operation in Michigan told the subcommittee neither ARB nor Nielsen would change its definition of the Grand Rapids-Kalamazoo metropolitan market to include neighboring Muskegon, which is served by his new station and two competitors.

The three stations serve all three cities, said Mark L. Wodlinger, vice president and general manager of WZZM-TV Grand Rapids, and the result is that WZZM-TV is unable to compete with two established area stations, WOOD-TV Grand Rapids and WKZO-TV Kalamazoo, which he said forcefully opposes a redefinition.

Nielsen and ARB said WZZM-TV's competitors placed considerable pressure on them and urged no redefinition he said.

If the facts the Michigan witness presented are true, said Rep. John E. Moss (D-Calif.), then it seems almost like a restraint of trade, or unfair competition.

Rep. Harris told Mr. Wodlinger the

broadcaster was complaining that the rating firms hold out their services to anyone in broadcasting or a related business, and purport themselves as being fair. You, Rep. Harris told the witness, contend they are not fair.

Mr. Wodlinger said he planned to bring the affair to the attention of the Federal Trade Commission this week.

Rep. Harris said he was amazed that broadcasters, "with so many hundreds of millions of dollars involved, just sit back and allow the rating services" to be so influential.

Perhaps, Mr. Wodlinger said, since all broadcasters are regulated, the two companies which control the radio and television business "ought to be under similar control."

Looking into Nielsen and ARB procedures, Mr. Wodlinger said he was allowed to see Nielsen diaries after some difficulty and found they are kept by two categories of people. "A great number" are kept by elderly, 65-75-80-year-old viewers, and by large families, he said. "Handwriting and comments indicated that in families with a large number of children it appeared that the children were the ones who kept these diaries," he said.

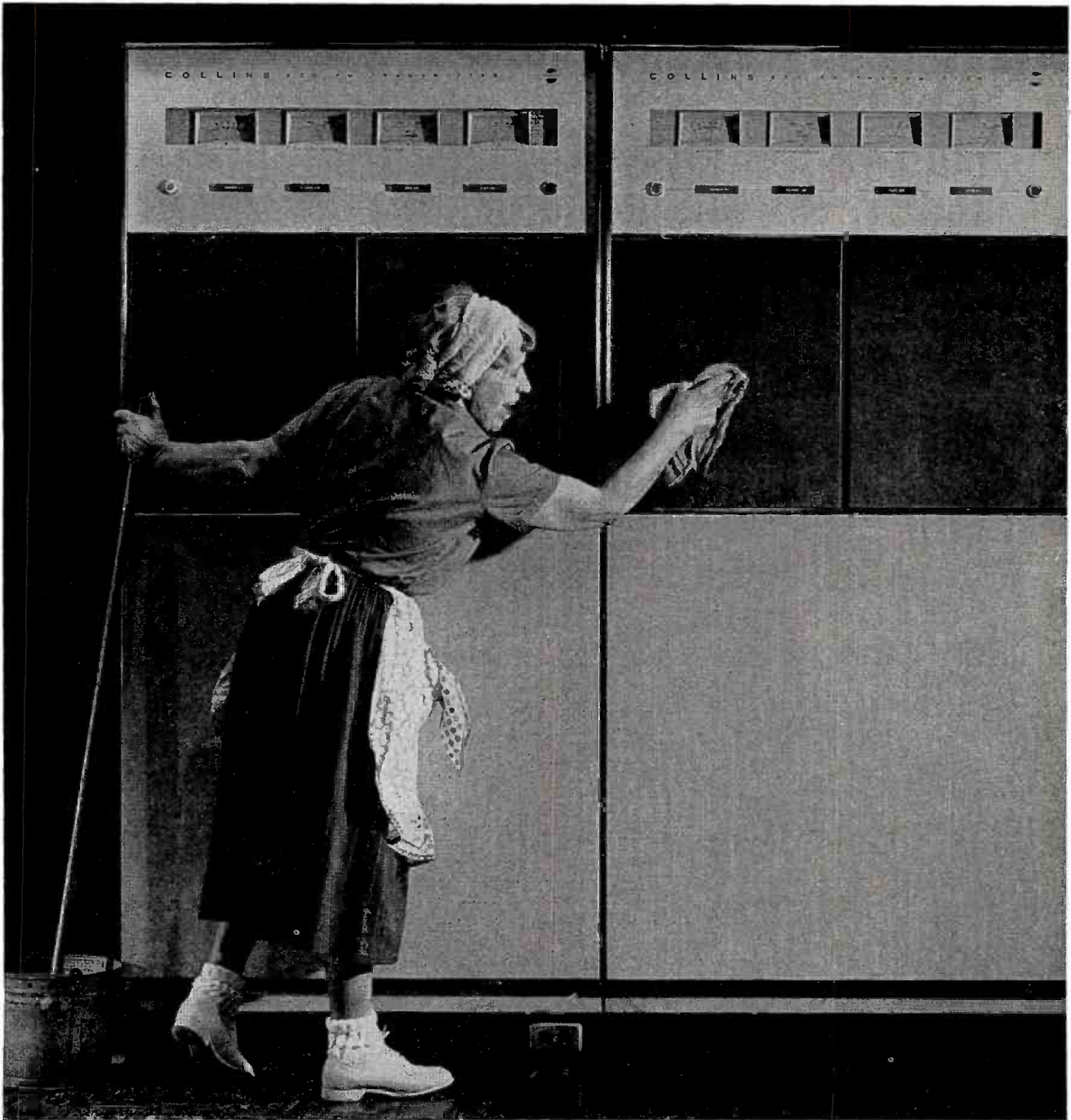
Mr. Wodlinger said he did not find similar characteristics in diary-keeping by ARB respondents. Unlike Nielsen, ARB gave him immediate and complete access to its diaries, he reported.

Disenchantment ■ Robert R. Pauley, president of ABC Radio, described ABC's disenchantment with Nielsen's radio surveys.

The network abandoned Nielsen for Sindlinger Co. after comparisons of Nielsen local station and national surveys showed the sum of the parts was greater than the whole, Mr. Pauley said. Pocket pieces provided by Nielsen said the local surveys (NSI) were "completely compatible" with national counts (NRI), Mr. Pauley said.

Nielsen cancelled ABC from its "in-

Maintenance for Collins FM transmitters



Collins' performance record of less down time than any other make of transmitter is a fact we can demonstrate. So, what maintenance amounts to is mostly regular dusting... with a good dust cloth. Keeps your Collins FM transmitter clean. And gleaming, as befits modern station decor. □ Of course, you don't have to dust (although we recommend it). In which case, your Collins FM transmitter will just stand there, dustily transmitting a clean, strong signal. Makes for great reception...happy listeners. And you know what that means to advertisers! □ Get complete information on Collins' complete line of FM transmitters. They're available in models from 250 to 20,000 watts (5 kw shown above). Call your Collins Broadcast Sales Engineer today. □ COLLINS RADIO COMPANY • Cedar Rapids, Iowa • Dallas, Texas • Los Angeles, California • New York, New York • International, Dallas
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WZZM-TV's Wodlinger

home" service after the network refused to subscribe to its new "transistor-plus" service, Mr. Pauley said.

Since ABC is no longer listed in Nielsen reports on network radio, Rex Sparger, staff investigator, wanted to know if the move cost ABC any business. American Express purchased CBS Radio on the basis of NRI, Mr. Pauley said. ABC was told it was "out of the running" for the account without Nielsen ratings even though the network submitted availabilities.

After an earlier dissatisfaction with Nielsen in 1958 ABC quit the service for a while. Wade Adv., of Chicago, told the network not to apply for a Miles Labs. campaign without Nielsen figures, Mr. Pauley said. Procter & Gamble also told ABC it needed Nielsen figures, he said.

Other questioning, apparently preparation for future witnesses from rating services, developed testimony from Mr. Pauley that in two situations where ABC-owned radio stations can be heard in nearby markets served by an affiliate, the affiliate does not carry several network programs (KABC Los Angeles and KGB San Diego, both in California; and WLS Chicago and WISN-AM-FM Milwaukee).

ABC's major quarrel with Nielsen developed from local and national rating results, Mr. Pauley said.

Utilizing a slide projector, he illustrated half a dozen examples on this order: NSI reported in 1961 that an ABC news program with Alex Drier reached 371,000 homes on 218 ABC stations. However, Nielsen's local reports of 17 ABC stations showed the same program reached 368,206 homes. The 17 stations were included in the original 218.

It was expected Nielsen would present its side as the hearing proceeds.

R. Peters Straus, president, WMCA New York, said in a prepared statement that ratings must be viewed in perspective. "We also urge upon our agen-

cy friends that a balanced view of the role of ratings—often well understood by high-level agency functionaries—be extended to those who make numerous buying decisions, so that they, too, may have the benefit of the same understanding and the same philosophy."

Mr. Straus called on the rating services "to examine and to continue to re-examine their methods." "We believe that ratings represent the single most weighty body of objective data available to a broadcaster," he said. Because of their imperfections, however, ratings should not be worshipped, "as though they were, themselves, ingredients of a station's programming."

Commerce committee to consider Cox vote

Sen. Thruston B. Morton (R-Ky.) was named to the Senate Communications Subcommittee during an executive session Tuesday (March 5) when the parent Commerce Committee organized.

The committee will conduct a hearing today (Monday) on 14 men nominated by President Kennedy to be incorporators of the Communications Satellite Corp.

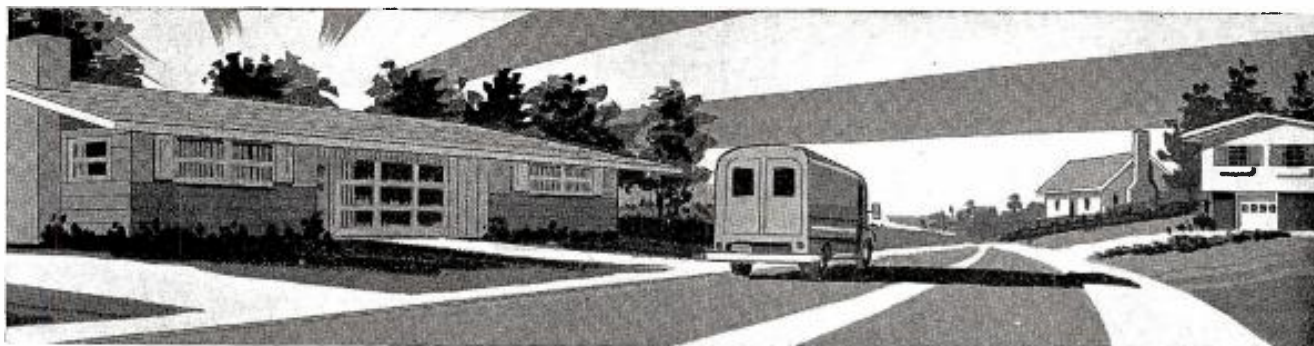
The nomination of FCC Broadcast Bureau Chief Kenneth A. Cox to be an FCC commissioner is expected to be considered tomorrow (Tuesday) during another executive session of the committee. Sen. Strom Thurmond (D-S.C.) said during a January hearing that he had questions to ask Mr. Cox in a closed session.

Another subject which the committee will consider Tuesday is the future of the Special Subcommittee on Freedom of Information, headed by Sen. Ralph W. Yarborough (D-Tex.).



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ARB — NOV./ DEC. '62

TOP TWENTY PROGRAMS	WJAR-TV AVERAGE TOTAL HOMES PER ½ HOUR	% MORE THAN STATION "B"
1. DR. KILDARE (WJAR-TV)	169,600	318.7
2. CHEYENNE (WJAR-TV)	150,600	127.8
3. BONANZA (WJAR-TV)	147,500	292.2
4. DEATH VALLEY DAYS (WJAR-TV)*	137,200	446.6
5. HAZEL (WJAR-TV)	136,600	199.5
6. VIRGINIAN (WJAR-TV)	135,100	132.5
7. BEN CASEY (STATION B)		
8. GALLANT MEN (WJAR-TV)	130,000	168.0
9. COMBAT (STATION B)		
10. MATTY'S FUNNIES (STATION B)		
11. JOEY BISHOP (WJAR-TV)	120,800	63.0
12. CAR 54, WHERE ARE YOU? (WJAR-TV)	118,900	57.4
13. DISNEY'S WORLD OF COLOR (WJAR-TV)	118,500	66.4
14. RED SKELTON (STATION B)		
15. SAT. NIGHT AT THE MOVIES (WJAR-TV)	116,500	68.1
16. PRICE IS RIGHT (NIGHT) WJAR-TV)	110,800	16.3
17. RIPCORD (WJAR-TV)*	110,500	265.8
18. SAM BENEDICT (WJAR-TV)	107,700	15.4
19. SUPERCAR (STATION B)		
20. DICK POWELL (WJAR-TV)	106,800	33.3

*Average Homes per ¼ Hr.

NIELSEN STATION INDEX — DEC. '62 / JAN. '63

TOP TWENTY PROGRAMS	WJAR-TV AVERAGE TOTAL HOMES PER ¼ HOUR	% MORE THAN STATION "B"
1. BONANZA (WJAR-TV)	148,400	173.8
2. DISNEY'S WORLD OF COLOR (WJAR-TV)	131,400	171.4
3. DR. KILDARE (WJAR-TV)	131,100	44.9
4. INTERNATIONAL SHOWTIME (WJAR-TV)	122,500	77.5
5. DEATH VALLEY DAYS (WJAR-TV)	119,300	52.2
6. SAT. NIGHT AT THE MOVIES (WJAR-TV)	119,300	41.3
7. HAZEL (WJAR-TV)	118,800	29.4
8. JACK PAAR SHOW (WJAR-TV)	116,800	84.8
9. JOEY BISHOP SHOW (WJAR-TV)	116,100	33.6
10. CAR 54, WHERE ARE YOU? (WJAR-TV)	115,900	89.6
11. SING ALONG WITH MITCH (WJAR-TV)	115,800	37.2
12. MON. NIGHT AT THE MOVIES (WJAR-TV)	114,200	21.1
13. BEN CASEY (STATION B)		
14. ENSIGN O'TOOLE (WJAR-TV)	111,500	110.7
15. PRICE IS RIGHT (NIGHT) (WJAR-TV)	111,300	10.3
16. MANHUNT (WJAR-TV)	109,400	62.6
17. YOGI BEAR (STATION B)		
18. RIPCORD (WJAR-TV)	107,600	54.6
19. LAW & MR.. JONES (WJAR-TV)	106,000	27.0
20. HUCKLEBERRY HOUND (STATION B)		

WJAR-TV

NBC — REPRESENTED BY EDWARD PETRY & COMPANY, INCORPORATED
 OUTLET COMPANY STATIONS IN PROVIDENCE — WJAR-TV, FIRST TELE-
 VISION STATION IN RHODE ISLAND — WJAR RADIO IN ITS 41ST YEAR

Sec. 315: suspension likely in '64

HOUSE GROUP SHOWS LITTLE INTEREST IN OUTRIGHT REPEAL OF LAW

Members of the House Communications Subcommittee indicated last week they will probably establish equal time ground rules for next year's presidential and vice presidential races similar to the temporary suspension of 1960.

But the subcommittee showed little interest in approving proposals by heads of two networks and the NAB who urged abolishment of Sec. 315 of the Communications Act, the political broadcasting provision. An "exhaustive study" of Sec. 315, is, however, being considered by subcommittee, said Rep. Walter Rogers (D-Tex.), chairman.

FCC Chairman Newton N. Minow, who faced stiff questioning about the agency's interpretations and enforcement of the Act as it applies to political broadcasts, told the subcommittee that setting an equal time policy was up to Congress.

Commerce Committee Chairman Oren Harris (D-Ark.), author of the suspension plan, told Mr. Minow the subcommittee ought to look into criteria which the commission has established for consideration of license renewals. The renewal situation, Rep. Harris said, "is a very, very serious problem" (see page 80).

Commissioner Frederick W. Ford proposed a conference of broadcasters, congressmen and the FCC which would draw upon the agency's experience in administering the Act and work out practical guidelines for political broadcasting which licensees could follow in the future.

Chairman Rogers said the hearings, which recessed Wednesday (March 6), might resume to hear representatives of the Democratic and Republican parties and Lar Daly, of Chicago, a perennial candidate (see box).

Abolish Sec. 315 ■ CBS President Frank Stanton made a strong appeal for repeal of the whole political broadcasting law. He pointed out that the 1960 suspension of the law in its application to presidential and vice-presidential races had been voted as a test of the broadcasters' ability to present political intelligence without the restrictions of Sec. 315, and he said the test had proved their ability. A similar suspension in 1964 would prove nothing more than had already been proved. Dr. Stanton appealed for complete elimination of the section.

Dr. Stanton's proposal drew sharp questioning. One point that troubled the congressmen was that repeal of Sec. 315 would eliminate the present prohibition against the censoring of candidates' speeches by broadcasters.

Wasn't Dr. Stanton "asking me to submit as a candidate," inquired Rep. John E. Moss (D-Calif.), "to what you have for so long fought—prior restraint?"

Dr. Stanton said the broadcaster would need editorial control over the utterances of candidates, both because of his responsibility as a journalist and because the repeal of Sec. 315 would remove the immunity now granted broadcasters against liability for libel

damages arising from the utterances of candidates made under Sec. 315. Dr. Stanton said he thought the congressmen could count on broadcasters to be fair.

"We know all men are not fair," Rep. Moss said. What public interest would be served by placing the broadcaster in a position of judging what a candidate would say, he asked.

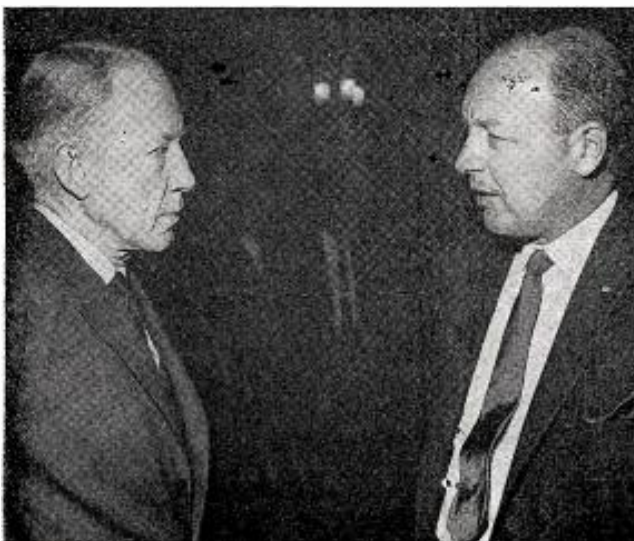
"I make my case, sir, in the name of the people," the CBS president said.

"Are you more responsible to the people than I am?" Rep. Moss asked.

Dr. Stanton paused, then said, "I think I am."

Rep. J. Arthur Younger (R-Calif.) told Dr. Stanton he was "disturbed at your testimony." Rep. Younger and other subcommittee members criticized the term "debates" used to describe joint appearances of Senator Kennedy and Vice President Nixon in 1960, the first year a temporary suspension of Sec. 315 was attempted.

Support for Suspension ■ Robert W. Sarnoff, NBC board chairman, said NBC supported the proposal for another suspension of Sec. 315 for presidential and vice presidential candidates in 1964, but he said the long-range hope of the network was for repeal of the section. The 1960 test proved, he said, that broadcasters acted responsibly in the presentation of campaigns for the nation's two highest elective positions. "There is no basis for believing that individual stations would not be similarly fair [as they were to national candi-



CBS President Frank Stanton (left) and NBC Chairman Robert W. Sarnoff, meet prior to testifying before the House subcommittee on changes in equal time requirements for political candidates. Both men urged complete repeal of Sec. 315.



Rep. Walter E. Rogers (D-Tex.) (right), new chairman of the House Communications Subcommittee, is shown with Rep. John E. Moss (D-Calif.), ranking Democrat, in a light moment during the two-day hearing on proposed changes in Sec. 315.

NBC finances study for best format for '64 'Great Debates'

NBC has made a grant to the American Political Science Assn. for a study to determine the best format for television debates between the presidential candidates in 1964. Robert W. Sarnoff, NBC board chairman, told the 26th meeting of the Chicago World Trade Conference on March 5.

Mr. Sarnoff made no mention of the amount of the grant, and an NBC spokesman later said the company did not want to specify it.

The study will be conducted by a seven-man committee of specialists in political science and communications, appointed by the association and headed by its president, Dr. Carl J. Friedrich, Eaton Professor of the Science of Government at Harvard.

Mr. Sarnoff told the conference

that the political group, starting at this early date, will be able to present its findings well in advance of the 1964 presidential campaign. He added: "I am confident that its proposals will be a major contribution to our democratic process."

He voiced the hope that before the 1964 election campaign begins, Congress would act on the equal time provision of the Communications Act, which, he said, is a "strait-jacket" on political coverage.

Mr. Sarnoff noted his March 4 appearance before a Congressional Committee hearing during which he urged elimination of the equal time clause (see story, p. 72). He took this position, he said, in support of a congressional resolution that would suspend the equal time provi-

sion with respect to presidential and vice presidential candidates in 1964.

In another portion of his speech, Mr. Sarnoff called for free access by television to coverage of events, so that the medium can serve as "the eyes and ears of all the people." He contended that the right to witness public business "should not be confined only to those whom the hearing room will hold, when tv can bring the public business to everyone."

He also discussed television's role in the economy, pointing out that advertising is a primary stimulant for increasing consumption of goods and services. He claimed that tv, among all forms of advertising, has "unique capabilities that power the American economy."

dates] in covering local or state candidates."

Broadcasters would "gain no profit advantage" from removal of Sec. 315; rather, enlarged news coverage made possible by removal may send their costs up, Mr. Sarnoff said.

NAB President LeRoy Collins asked the subcommittee to suspend Sec. 315 entirely for 1964 to provide a proper test of broadcaster responsibility.

In an extended colloquy with Rep. Moss, a sharp critic of Sec. 315 repeal, Gov. Collins said the Californian's views must be colored by an extreme experience with an unfair or "shyster" broadcaster. There are fringe operators in every profession, the NAB spokesman said, but all broadcasters should not be judged by the irresponsibility of a few.

Rep. Harris said he didn't think broadcasters had "explored all avenues" open to them for coverage of political campaigns, even without suspension of Sec. 315. A group of 1959 amendments to the Communications Act freed bona fide newscasts, documentaries and interviews from equal time requirements, he reminded witnesses.

A statement from ABC President Leonard H. Goldenson, who did not testify in person, said the network supported the Harris resolution and opposed abolition of Sec. 315.

The U. S. Chamber of Commerce followed the NBC and CBS position favoring the Harris resolution in 1964, "pending repeal" of Sec. 315.

The Opposition ■ Sidney Zagri, legislative counsel of the Teamsters Union, said the union opposed repeal of Sec. 315, "even one slice at a time." Fearing a suppression of minority views, Mr. Zagri said prohibitive costs of television

time, coupled with an expected lack of free time from the networks for minority candidates, would tend to black out presentation of differing political views and block the educative function of minority parties.

As an alternative to a suspension or elimination of Sec. 315 he suggested all candidates might be brought together for discussion in a format similar to a David Suskind *Open End* program.

"I seldom agree with your organization, but I must say I go down the line with you on this," Rep. Younger told Mr. Zagri.

Eric Hass, presidential candidate of

Amendment introduced

A bill to amend the California election code by the addition of a section defining "legally qualified candidates" for the purpose of administering the provisions of Sec. 315 of the Communications Act has been introduced into the state legislature by State Sen. Hugh Burns and State Assemblyman Jess Unruh. The amendment states, in part: "No person shall be considered a legally qualified candidate for any office or party nominee for a particular office unless he has filed a declaration of candidacy or declaration of acceptance of nomination with the proper official for the particular election or primary or is entitled to have his name placed on a general election ballot by reason of having been nominated at a primary election."

the Socialist Labor Party in 1952, 1956 and 1960, said advocates of Sec. 315 abolishment argue that if its shackles were removed, broadcasters would operate "impartially and fairly during political campaigns," as they did in 1960.

"Maturity,' 'sincerity,' 'sense of responsibility,' good intentions or whatever," Mr. Hass said, "do not justify or warrant the repeal of a statutory admonition to those entrusted with administering affairs in the public interest not to violate that trust or interfere with, or attempt to abrogate, the hard-won rights and freedoms of the people." Similar logic would okay repeal of the Bill of Rights because "those who hold office and administer the affairs of state have proved that they are mature and have demonstrated a 'sense of responsibility,'" Mr. Hass argued.

ACLU Alternative ■ Lawrence Speiser, Washington director of the American Civil Liberties Union, said that group suggested an alteration of Sec. 315 in place of repeal. Substituting "equitable" for "equal" would give the law flexibility, Mr. Speiser said.

The ACLU also advocated a statutory requirement that some minimum free time be provided by the networks to all legally qualified candidates for President and Vice President.

Harmonic interference

FCC received petition from KBTv (TV) Denver, to deny application of KIMM Broadcasting Co. for a new fm station on 95.5 mc with 35 kw in that city. KBTv told the commission that the second harmonic of the proposed

Lar needs \$100

Chicago's perennial presidential candidate, Lar Daly, wants to come to Washington and testify against suspension of Sec. 315 in the 1964 campaign.

Mr. Daly, however, does not have funds for the journey and has asked the House Communications Subcommittee, holding the hearings, to advance him "\$100 expenses, which I will repay to the committee within 90 days."

Mr. Daly requests a subpoena to testify, so he can speak not only for himself, but for "many other Americans" with presidential aspirations. The committee has not replied to his request.

fm, which is on 190 mc, will cause interference with reception of the tv station which uses 187.24 mc and 191.74 mc band for its visual and aural carrier frequencies, respectively. Such interference will cause KBTv to lose advertising revenues, the station said.

Ownership investigation to hear Minow first

The House Antitrust and Monopoly Subcommittee will hear FCC Chairman Newton N. Minow Wednesday (March 13) as the opening witness in a study of the concentration of ownership in news media.

Chairman Minow has often commented on the decrease in competition among newspapers, and has cited a reduction of divergent voices in arguing that broadcasters must shoulder greater responsibility in providing forums for discussion of public issues and in expressing their views through editorializing.

The hearings are planned to run three days a week for four weeks, according to a schedule of witnesses released Thursday (March 7).

Following the FCC chairman will be a succession of newspaper publishers, some with broadcast holdings, advertising agency executives, union leaders, professors of journalism and critics of mass media. Among other government witnesses will be Lee Loevinger, assistant attorney general of the Justice Department antitrust division, and Paul Rand Dixon, chairman of the Federal Trade Commission.

Rep. Emanuel Celler (D-N.Y.), chairman of the parent Judiciary Committee, will preside at the subcommittee hearings.

Broadcasting, Rep. Celler has said, is expected to play only an incidental role in the proceedings (BROADCASTING, Feb. 11, Jan. 28).

PAPE TV ACCUSED OF SEEKING PAYOFFS

Hearing ordered on revocation of stations' licenses

Pape Television Co., licensee of WALA-AM-TV Mobile, Ala., was accused last week of having demanded "large sums of money" to refrain from editorial attacks on a large architectural and engineering firm that had been engaged by the city of Mobile.

Pape Tv is also alleged to have told a candidate for sheriff of Mobile County last May that unless he used WALA-TV exclusively for his political broadcasts, Pape would work for his defeat through "certain political forces indebted" to it. Part of the payment allegedly sought by the company, if the candidate used the station and was elected, was his promise to refrain from enforcing the law inside the city of Mobile.

These are among the allegations cited by the FCC in ordering Pape Tv to show cause why the licenses of WALA-AM-TV should not be revoked. A hearing will be held in Mobile at a date to be announced.

The company, which is owned by one of the pioneers of broadcasting, W. O. Pape, has denied all allegations against it.

The commission said a hearing is needed to determine whether the company attempted to use WALA-TV improperly "for personal monetary gain" and whether it had violated the FCC's policy on editorializing and the political broadcasting section of the Communications Act.

Involuntary Transfer ■ The show-cause order added that the question of involuntary relinquishment of control by the licensee without the commission's consent would also be considered. Mr. Pape suffered a stroke in 1955, and since then the show-cause order said, hasn't been able to participate in the operations of the stations. Mr. Pape established WALA in 1930 and the tv station in 1953.

Pape Television last month applied for voluntary transfer of control of the two stations from Mr. Pape to a voting trust consisting of his wife, Delphine G. and his brother, Frank. The commission said this application will be held up pending a determination as to the qualifications of the licensee, including W. O. Pape's ability to enter voluntarily into such an agreement.

Pape Tv's counsel, Harry G. Sells, flatly denied the extortion charge, calling it "defamatory." He also asserted that the station has complied with the commission's policy on editorializing and said there has been no transfer of control of the licensee.

In a letter to the commission denying

the allegations point by point, Pape Tv said most of the information given the commission in its investigation "is not competent and will not withstand cross-examination."

The architectural and engineering firm from which Pape Television allegedly demanded money is Palmer & Baker Engineering Inc., described by a commission official as an "internationally known" concern, with headquarters in Mobile.

According to the show-cause order, WALA-TV last April editorialized against the firm in connection with its work of drawing plans for, and supervising the construction of, a municipal auditorium in Mobile.

Money 'Demanded.' ■ The order said that "an officer and director of the licensee" (who was not further identified) subsequently demanded "large sums of money" from the firm, in return for which, he allegedly said, Pape Television would support the firm against public criticism, discontinue its own editorial attacks, and "deliver to the architectural firm the key vote" of one of the city's three commissioners in any dispute involving the construction contract "or the awarding of any future city contracts."

The order also said that after the firms "alleged refusal" to pay the sums, WALA-TV "again editorialized in manner hostile" to the firm during the weekend of June 2 and 3.

The order said that during its series of broadcasts concerning the controversy over the auditorium contract, the licensee apparently didn't fulfill its obligations to present all sides of the issue or play "a conscious and positive role in bringing about a balanced presentation of opposing viewpoints," in accordance with the commission's editorializing policy.

The commission did not identify the candidate for sheriff allegedly approached by representatives of Pape Tv. But it said that "an officer and director [and] an employe" of the broadcasting company told the candidate that unless he stopped using a rival tv station and restricted his political broadcasts to WALA-TV, "certain political forces indebted to the licensee would be influenced . . . to help defeat him."

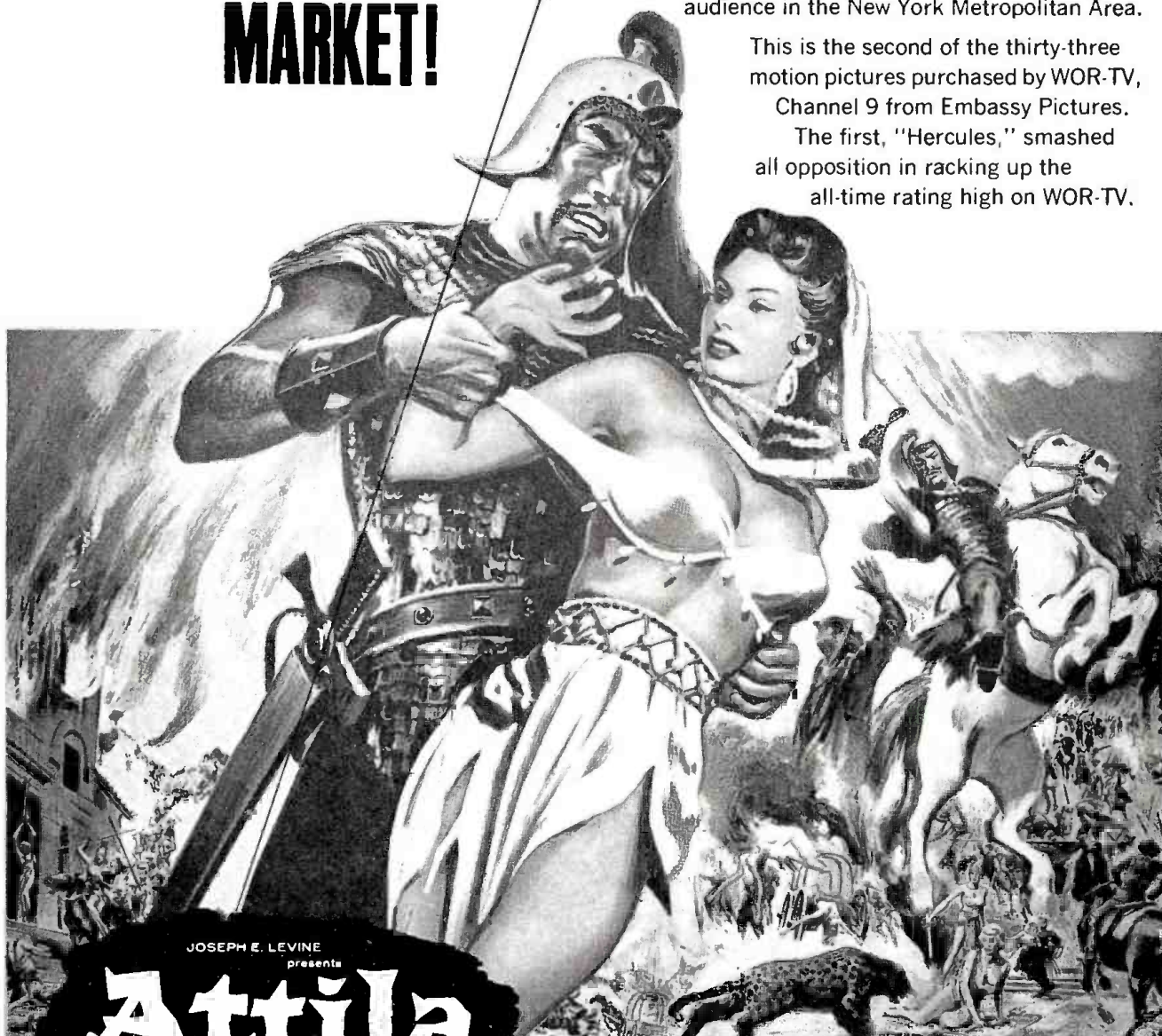
Lower Rates Offered. ■ The order also said that the candidate was allegedly told that, if he used WALA-TV exclusively, "charges for his political time would be considerably less than the station's published rates or the payment would be taken care of through

JOSEPH E. LEVINE'S "ATTILA" IS NUMBER ONE IN NEW YORK TELEVISION MARKET!

"Attila" was ranked No. 1 in its time period (7:30-9:00 P.M.) on WOR-TV's "The Big Preview." On Friday, February 23rd, "Attila" achieved a 24.7 average quarter hour rating according to the Nielsen Station Index. It had 31.5% share of audience in the New York Metropolitan Area.

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

The first, "Hercules," smashed all opposition in racking up the all-time rating high on WOR-TV.



JOSEPH E. LEVINE
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TECHNICOLOR®

ANTHONY QUINN / SOPHIA LOREN

with HENRY VIDAL · IRENE PAPAS · EDWARD CIANELLI · PRODUCED BY PONTI-DE LAURENTIIS · DIRECTED BY PIETRO FRANCISCI · A LUX FILM · An Embassy Pictures® Release

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manipulation of licensee's financial records."

The order reported the allegation that, "in repayment for WALA-TV's assistance to him in his campaign for election as sheriff he was, if elected, to refrain from enforcing the law in the City of Mobile and restrict his enforcement activities to those parts of Mobile County outside the city."

The order doesn't indicate what the candidate's response to the alleged proposal was, or whether he was elected.

Other allegations involve the campaign for Mobile City Commissioner last September. The order said WALA-TV's charges for political broadcasts appear to have been higher—by as much as 50% in some cases—than for other purposes, in violation of the political broadcasting section of the Communications Act.

The licensee is also alleged to have given preference to one candidate and subjected his opponent "to prejudice or disadvantage through differences in fa-

cilities and services provided (i.e., one candidate speaking into a dead microphone)."

The show-cause order said Mr. Pape, an officer and director of the firm as well as 100% owner of the voting stock, has been unable to take part in the operation of the stations "for at least one year" because of his illness. This indicates, the order added, that an involuntary relinquishment of control of the licensee has occurred without the commission's consent.

Vhf drop-ins appear to be doomed

FCC INSTRUCTS STAFF TO PREPARE ORDER DENYING THEM

The FCC's controversial vhf drop-in proposal is all but dead.

The commission, by a 4-3 vote, instructed the staff last week to prepare an order denying the short-spaced vhf drop-ins that have been proposed as a means of providing a third vhf network outlet in seven two-station markets.

Chairman Newton N. Minow and Commissioners Robert E. Lee, Robert T. Bartley and E. William Henry constituted the majority which indicated it felt uhf television should be given the opportunity of providing the needed service.

The markets that would be denied the third vhf channels are Johnstown, Pa. (ch. 8), Baton Rouge, La. (ch. 11); Dayton, Ohio (ch. 11); Jacksonville, Fla. (ch. 10); Birmingham, Ala. (ch. 3); Knoxville, Tenn. (ch. 8) and Charlotte, N. C. (ch. 6).

In a related action, however, the commission voted 6-0 to instruct the staff to prepare an order looking to the reassignment of ch. 5 at Enid, Okla., to Oklahoma City, at short-spacing. The order would also modify the license of KOCO-TV, now operating on ch. 5, to specify Oklahoma City. Commissioner Lee abstained from voting on this proposal.

Commission's Own Proposal ■ An announcement of the commission action gave no reason for the majority's preliminary decision to abandon the drop-in proposal the commission itself advanced 19 months ago as a means of improving service in the eight markets (BROADCASTING, July 31, 1961).

Those favoring it have held that the drop-ins are needed to meet an urgent demand for service. But the main argument against the proposal has been that it would hinder the ability of uhf television to develop. This argument was given added weight last year when Congress passed the all-channel-receiver act, which has the purpose of fostering the development of uhf tv.

If the order denying the drop-ins is approved, the major loser will be ABC.

The network has been striving for years to obtain vhf outlets in additional markets, and the drop-in proposal was designed, at least in large part, with this in mind.

Theoretically, the commission could still approve the drop-ins. Defections from the majority could occur either when the staff presents the order for final action, or after the commission receives the petitions for reconsideration that are sure to be filed by would-be applicants for the drop-ins. But the likelihood of such a reversal is considered slim, even by those commissioners favoring addition of the third vhf channels.

Victory For Lee ■ The FCC action represents something of a personal victory for Commissioner Lee, the FCC's staunchest supporter of uhf television. He has waged an intensive campaign within the commission against the drop-ins.

The vote against the drop-ins came after a compromise, first offered by Chairman Minow, was voted down, 4-3, with the chairman himself voting against it. Under the proposal, the drop-ins would have been approved with the provision that those receiving the vhf grants would be required to surrender them after six years in return for uhf channels.

Commissioner Frederick W. Ford moved for adoption of the compromise after it was clear the drop-in proposal was lost. He was joined by Commissioners T. A. M. Craven and Rosel Hyde.

Chairman Minow reportedly voted against the compromise on the ground that he felt it would be worthwhile only if it commanded all seven votes. He was also said to have been impressed by the argument of the general counsel's office, which was also advanced by Commissioner Lee, that the current commission could not direct a future one to see to it that the vhf channels were given up.

The commission action comes at a

particularly propitious time so far as the FCC-sponsored Committee for the Full Development of Uhf Broadcasting is concerned. The committee, to be composed of representatives of industry and government, will hold its organizational meeting tomorrow. (BROADCASTING, Feb. 25), and commission staffers feel the anti-drop-in vote will help provide an atmosphere of optimism.

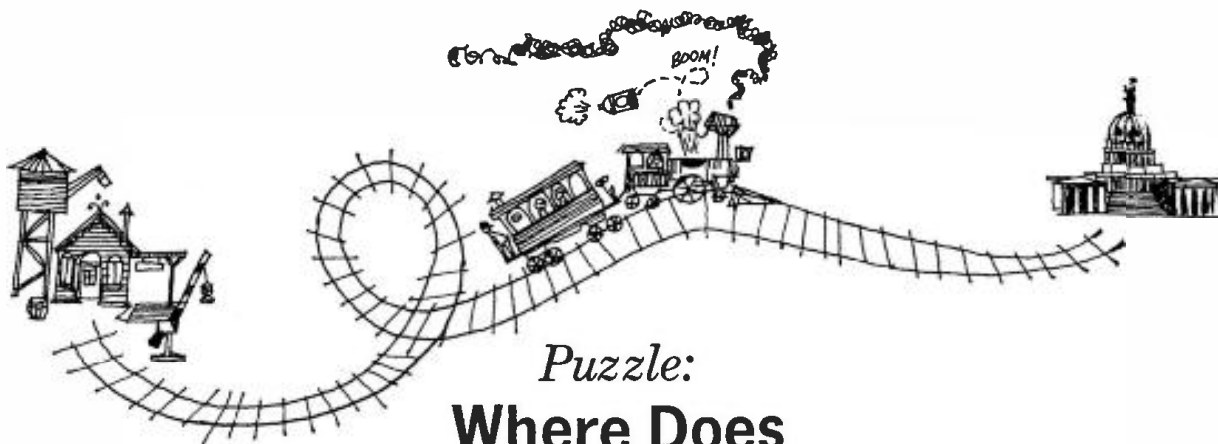
Recommend renewal for Schafitz stations

FCC Hearing Examiner Chester F. Naumowicz Jr. recommended last week that the commission renew the licenses of broadcaster Sanford Schafitz for WWIZ Lorain, Ohio, and WFAR Farrell, Pa. At the same time Examiner Naumowicz decided against granting a license to cover the construction permit of WXTV (TV) Youngstown, Ohio which Mr. Schafitz jointly owns with Guy W. Gully.

The commission's Broadcast Bureau had previously proposed that the licenses for WWIZ and WFAR not be renewed. The bureau, charging Mr. Schafitz with unauthorized transfer of control of WWIZ to the *Lorain Journal* (BROADCASTING, Jan. 28), said that neither Mr. Schafitz, Harry Horvitz, president of the *Journal*, nor the *Journal*, itself, has the character qualification to be a broadcast licensee.

The examiner concluded, however, that WWIZ Inc., if viewed in a vacuum, might appear to have a corporate structure aimed at giving the *Journal* control, but if considered "in actual practice [the corporate structure] indicates that effective authority remained with Mr. Schafitz."

Examiner Naumowicz further concluded that the negotiations leading up to the agreement between Mr. Schafitz and the *Journal* were not planned to transfer control of the station prior to FCC approval, "and that the *Journal* has not



Puzzle:
**Where Does
 the
 Milk Train
 Stop Now?**

When Dorothy Jones, WMAL-TV typist, arrived at 11:30 one Monday morning, Ted McDowell, (Manager of WMAL-TV News and Public Affairs) her usually amiable boss, asked for an explanation.

"Well," said Dorothy, "I went home for the weekend* and I missed the express train coming back, so I had to take the old milk train. An hour after we left the station at home I heard this noise and the train slowed down. We got to Washington two hours late. The conductor told me a thingumajig had blown off and we were only going $3/5$ of the normal speed. He also said that if the accident had happened 50 miles farther down the line we would have arrived 40 minutes sooner."

"That would still have made you an hour and 20 minutes late," snapped McDowell, whose own stack was about to blow. "Next time, walk." "Oh, I couldn't do that," gasped Dorothy, "I'm a Republican."

How far is it from Dorothy's home station to Washington? Figure it out and earn an appropriate award.

**For a more profitable way to spend your weekends (and your clients' money) we suggest WMAL-TV's 3 weekend bowling shows which deliver a combined audience of 392,000 avid souls who buy when they don't bowl. Check Harrington, Richter & Parsons, Inc. for availabilities.*

Puzzle adaptation courtesy Dover Publications, New York 14, N.Y. Send answers to: Puzzle #75, WMAL-TV, Washington 8, D.C.

wmal-tv abc

Evening Star Broadcasting Company

WASHINGTON, D. C.

Represented by: HARRINGTON, RICHTER & PARSONS, Inc.

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

Justice Dept. tells Supreme Court that FCC has super powers

As far as the Dept. of Justice is concerned, the federal government has not only preempted broadcasting against state or municipal controls, but the FCC has super powers to regulate programming.

The views of the government, including some of the strongest language yet on the FCC's power over programming, were contained in a "friend of the court" brief filed by the Solicitor General of the United States with the U. S. Supreme Court in a case involving a New Mexico law and two radio stations in that state.

Argument is scheduled to be heard the week of March 25.

At the behest of the New Mexico Board of Examiners in Optometry, a state court enjoined KHOB and KWEW, both in Hobbs, N. M., and the local newspaper, from carrying advertisements of a Gaines County (Texas) optometrist. New Mexico law prohibits mention of prices and discounts by optometrists. The Texas optometrist is just over the state line. The New Mexico Supreme Court affirmed the lower court's injunction. KHOB and the weekly *Hobbs Independent* asked the U. S. Supreme Court to review these decisions.

Aside from the question of whether a state can regulate broadcasting by requiring it to follow a state law, a subsidiary question is whether a state can force conformity to the regulations through advertising which is conveyed outside the

state by means of radio or newspaper circulation.

The Justice Dept. brief focuses only on the question of whether a radio station can be made to follow a purely state law.

Not only has the Communications Act precluded direct regulation of broadcasting by the states, the Justice brief says, but the FCC has been given "extensive authority to regulate programs and advertising material in the public interest."

Practice and Law ■ In its list of particulars to bolster this contention, the Solicitor General lists various actions of the FCC and court decisions, including:

- Comparison of past and present programming at renewal time.

- Requirement that applicants specify program policies in applications.

- Requirement that stations keep program records.

- Reference to comment in the Supreme Court's 1942 network decision where former Justice Frankfurter said that the FCC may take into account the "composition of the traffic."

- Commission actions in denying applications because prospective broadcasters were found to have accepted "bait and switch" advertising and FCC's findings that this indicates failure to abide by the responsibilities of the licensee to operate in the public interest.

- Notices by the FCC to licensees warning against accepting deceptive

advertising, birth control products, or engaging in double billing procedures.

- Ruling by the FCC and the courts on the broadcasting of medical advice and the advertising of quack medicines.

- Warning by the commission on the advertising of alcoholic beverages if contrary to local law.

And, above all the government says, there is the FCC's program policy statement issued in 1960 which justifies the commission's interest in programming.

The government brief concludes:

"In summary, the Federal Communications Act gives the commission broad powers over radio broadcasting generally. More particularly, the Act gives the commission authority to regulate programming, including advertising to the extent compatible with 'this country's tradition of free expression' in order to determine whether it is consistent with the public interest. . . ."

The Justice brief was signed by Archibald Cox, solicitor general; Lee Loevinger, assistant attorney general in charge of antitrust division; Bruce J. Terris, assistant to the solicitor general, and Lionel Kestenbaum and Morton M. Maneker, attorneys.

On the brief for the FCC were Max D. Paglin, general counsel; Daniel R. Ohlbaum, associate general counsel, and Ruth V. Reel, attorney.

The Supreme Court granted review last November.

exercised such control."

The Broadcast Bureau had opposed renewal of WFAR on the grounds that the promised programming for the station was not what had been practiced. Examiner Naumowicz dismissed this charge and said that except for a few instances in promised agricultural programs, the station aired more non-entertainment program than its proposal had originally indicated. WFAR has been in basic accord with its promised programming, the examiner said.

The Broadcast Bureau had opposed licensing of WXTV because the station's applications had consistently failed to reveal that Mr. Gully had been indicted on a felony. However, the examiner concluded that failure to disclose the information concerning Mr. Gully "need not reflect on Mr. Schafitz as an individual nor prejudice his other applications. . ." Mr. Schafitz did not have any knowledge of the indictment until well after the applications had been

filed, the examiner said. Nevertheless, the examiner said that failure to provide this information made it necessary to decide against granting a license.

Businessmen protest sale of KGLC to newspaper

A group of more than 15 local businessmen of Miami, Okla., asked the FCC last week to deny the application of Miami Broadcasting Co., for an assignment of license of KGLC, that city, to Miami Newspapers Inc. (*Miami News Record*).

The commission also was asked to waive its rule requiring that opposition to an application before the commission be filed within 30 days. The petitioners said that they were not familiar with commission procedures, which delayed them.

The Miami businessmen said that if sale of the station is granted, all

media would be in one ownership.

The petitioners said that within hours after the sale of KGLC had been arranged, C. C. Woodson, publisher of the *News Record*, allegedly called the KGLC station manager and told him to raise the advertising rates by 50%. The station manager informed Mr. Woodson that he would have to wait for FCC approval, the petition said.

FCC grants ABS request

The FCC last week granted a petition of the Assn. on Broadcasting Standards Inc. and extended the dates for filing comments and replies on the commission's proposal to allow daytime am stations to go on the air at sunrise or 6 a.m., whichever is earliest (BROADCASTING, Feb. 25).

The FCC extended the time to file comments from March 15 to May 1. Deadline for replies was changed from April 1 to May 16.

ADDRESSES	ADDRESSES
Aluminum Co. of America ED4-7751	IBM FR5-1491
American Tel 537-6171	Int. Harvester ED4-2851
Armco Steel 366-5131	International Paper ED2-6068
Armour ED4-423	Kodak 'Recordak' 377-4885
Bethlehem Steel ED6-5324	Monanto Chemical ED3-2101
Borden FR7-6172	National Dairy Products 377-3424
Chrysler 376-3476	Phillips Petroleum EX9-4347
Citibank 375-3147	Photo-Duplex 352-6173
Continental Can FR6-7449	RCA 333-3946
Douglas Aircraft FR6-8471	Republic Steel FR6-6531
DuPont 375-5561	Shell Oil 377-9701
Eaton EX9-3611	Socony Mobil ED3-7191
Ford EX9-1611	Standard Oil EX-9-3381
General Dynamics TA 3-5521	Wilmington Land Plan 376-2411
General Electric 375-5571	Drift 333-2191
General Foods 375-2511	Texaco EX 9-3371
General Motors ED3-8415	Union Carbide FR 5-3383
Goodyear EP3-1161	U.S. Rubber 375-3731
Gulf Oil 376-9831	Westinghouse ED4-0881
Humble Oil & Refining Co. TA3-2211	Westinghouse FR 7-3471

The company she keeps

Forty of the fifty largest U.S. corporations have a Charlotte address.

Not because of her beauty. But because Charlotte is one of the largest commercial and distribution centers in the Southeast.

Charlotte ranks 5th in the wholesale distribution of chemicals... 8th in per family retail sales.

There are more people within a 75-mile radius of Charlotte than in a corresponding radius around Atlanta, Indianapolis, Kansas City or Minneapolis.

The largest businesses in America are in Charlotte to reach these people.

You can reach them through WBT Radio Charlotte.

For over 40 years, WBT has had the largest adult audience for the 37-county basic area; the audience that receives and spends most of the Charlotte area's \$2,612,784,000 worth of spending money.*

Join the company that Charlotte keeps—through WBT, the station of responsible programming, outstanding service, finer entertainment.

WBT RADIO CHARLOTTE Jefferson Standard Broadcasting Company

Represented nationally by John Blair & Company.

Access to House hearings is doubtful

RULES COMMITTEE NOT ENTHUSIASTIC ABOUT RADIO-TV COVERAGE

Broadcaster efforts to open the doors of House committee hearings to cameras and microphones were given the full support of a powerful congressman during a Rules Committee hearing held last week.

Nonetheless, opposition by several senior members of the committee cooled chances that the unit, which controls the flow of legislation to the House floor, would give the House a chance to vote on an access resolution offered by Rep. Oren Harris (D-Ark.) (BROADCASTING, March 4).

Rep. Howard W. Smith (D-Va.), chairman of the Rules Committee, said he noted a "lack of enthusiasm" among committee members for the broadcast proposal. The chairman did not say when the committee would vote whether the resolution should go before the House, but he indicated it may not be in the near future.

A congressman who favors lifting the access ban said after the hearing it seemed to him the resolution was "in trouble." He told a broadcast executive who sat through the session that the broadcaster ought to "get your friends to work" on the Rules Committee members—and fast.

Testifying to the rules unit on his own proposal Rep. Harris said Tuesday (March 5), "I believe that something ought to be done. I believe the time is coming when it ought to be done. I believe when it is done it should be done

under the right kind of rules and procedures."

Neither an advocate nor opponent of broadcast coverage of committees in the past, Rep. Harris said he had explored the subject just recently and decided to offer an access proposal after accepting a "challenge" to discuss it with Rep. George Meader (R-Mich), a long-time supporter of broadcast access, who persuaded the Arkansas Democrat to join his side.

Harris Safeguards ■ Rep. Harris pointed out that provisions in his resolution are intended to safeguard witnesses, who could not be compelled to testify before either cameras or microphones, and to prevent commercialization of hearing broadcasts. Such broadcasts, Rep. Harris said, would be fully public service (without either commercials or any other form of sponsorship) except if used within bona fide newscasts or documentaries as spelled out in 1959 amendments to the Communications Act.

Doubts about the wisdom of permitting live or recorded broadcasts were expressed by members who feared that portions of hearings might be used out of context to show one side favorably (or another in a poor light), or to distort the intent of speakers.

Rep. Clarence Brown (R-Ohio), most vocal objector to the resolution, asked if broadcasters would be required to show hearings in their entirety, or, he asked,

would they be able to "pick and choose?"

Broadcast newsmen would be allowed to report hearings and summarize proceedings just as they do other news, Rep. Harris replied.

"So you don't get a very good idea of what goes on at committee meetings," retorted Rep. Brown.

Questioned several times about the views of Speaker John W. McCormack (D-Mass.), on access, Rep. Harris said, "I think its sufficient to say I discussed this with the speaker several times before introducing it."

Speaker Would Agree ■ The Speaker indicated Monday (Mar. 4) that he would not go on the record—from either his speaker or leadership position—for or against the resolution, but he said he would be highly favorable if the House were to pass such a measure.

Former Speaker Sam Rayburn, Speaker McCormack's predecessor, consistently ruled against broadcasts of committee meetings, and Rep. McCormack has followed that precedent to date (BROADCASTING, Jan. 22, 1962).

Rep. Richard Bolling (D-Mo.), who would favor a change from the present ban, asked Reps. Harris and Meader for their position on including broadcasts of House floor proceedings. "You give people a peek at creatures of the House [the committees], but not the parent body," he said.

Both pro-access congressmen said

Harris unhappy with FCC renewal 'hammer'

Chairman Oren Harris (D-Ark.) of the House Commerce Committee does not like the "real hammer" the FCC is wielding over broadcasters in threats of what might happen at license renewal time.

He so informed FCC Chairman Newton N. Minow last week in discussing this "very, very serious problem" and told the commission that it is "going pretty far" in flouting express language in the Communications Act.

The question arose during FCC testimony on Rep. Harris' own resolution to suspend the equal time provisions of the Communications Act for the 1964 presidential and vice presidential campaigns (see page 72). Rep. Harris brought up an FCC letter to WLBT (TV) Jackson, Miss., questioning that station's decision not

to sell any political time during the 1962 Democratic congressional primary.

He pointed out the FCC gets its authority only from the Communications Act, which states that no station is required to sell any political time. "How can you, in the administration of the act, overlook this language . . ." Chairman Harris asked Chairman Minow.

The FCC leader replied that, while prohibited from ordering WLBT to sell time, it could question whether the station had operated in the public interest in refusing to do so. If the station disagreed with the FCC dictum, it could have gone to court, Chairman Minow said in repeating a phrase he often uses.

Chairman Harris, however, pointed

out that the FCC's letter told WLBT that "if you don't [sell time], we are going to consider that in connection with your renewal." He said the station would have to be prepared to defend its license if it did not comply (WLBT did sell 30 minutes of time to the Negro minister who opposed Rep. John Bell Williams [D-Miss.] for the Democratic nomination after getting the FCC's letter [BROADCASTING, April 30, 1962]).

"We [Congress] ought to look into the question as to not only this [political case] but many other things that the commission takes into consideration with the renewal because this question of holding a real hammer over the head of somebody, when they know it is held there, seems to me a very, very serious problem," Rep. Harris said.

they opposed extending access to the floor.

The Radio Television News Directors Assn. and the Radio-TV Correspondents Assn. (a group of accredited Washington broadcast newsmen) wired the Rules Committee their support of the Harris resolution and pledged coverage of committees would "not impair the dignity or decorum of committee proceedings."

FCC invites comments on reallocation requests

The FCC last week invited comments on four proposals for channel changes and reservations, three for noncommercial educational use and one for commercial tv.

The Twin City Area Educational Tv Corp. asked the commission to reserve ch. 17 in Minneapolis-St. Paul, presently commercial, for noncommercial educational use. The petitioner presently operates KTCA-TV on ch. 2 in the Twin Cities.

The Kentucky Authority for Educational Tv requested allocation of ch. 33 to Hazard, and deletion of ch. 19 in that city. The authority feels that WLEX-TV on ch. 18 in Lexington would cause interference to a ch. 19 operation (BROADCASTING, Dec. 16, 1962).

Western Washington State College, Bellingham, Wash., plans to construct an etv station and requested the reservation of ch. 18, which is presently commercial, in Bellingham.

WIKY-AM-TV Evansville, Ind., asked that ch. 25 be assigned to Evansville for commercial use.

Revoke WVAL permit WJON asks commission

WJON St. Cloud, Minn., requested last week that the FCC revoke the construction permit for WVAL Sauk Rapids because of alleged unauthorized transfer of control and economic injury to WJON.

WJON noted that in February and November 1962 the station had telegraphed the commission concerning the alleged transfer of 50% of WVAL owned by Carl A. Nierengarten (other 50% was held by Herbert M. Hoppe). According to WJON, Mr. Nierengarten told WJON General Manager A. E. Dahl that he was no longer responsible for his share of financing the proposed WVAL because he no longer held his 50% interest.

The original agreement for financing WVAL was that Messrs. Nierengarten and Hoppe would put up \$20,000. According to WJON no money was ever deposited to the partnership account. WJON said that 10 days after the original agreement was drawn up a new agreement was made, but apparently was never filed with the commission.

Stanton calls for equal news access

CRITICIZES 'SECOND CLASS' STATUS OF RADIO-TV

Dr. Frank Stanton, president of CBS, on March 5 called on legislators, courts and regulatory bodies to stop treating broadcasters as "second class denizens of the Fourth Estate."

In an address to the New York State Broadcasters Assn.'s annual dinner in Albany, Dr. Stanton specifically urged suspension of the "equal time" restrictions of Sec. 315 of the Communications Act (see story on page 72), abolition of the "philosophy of Canon 35," and amendment to N. Y. State Sec. 52 of the Civil Rights Law, also treating radio-tv coverage rights.

"We can all do our part," he said, "by working to banish Canon 35, which certainly does not represent the will of the people; by urging Congress to throw out the tattered, outmoded Sec. 315; and by opening legislative procedures to the widest scrutiny of the public."

Canon 35 of the Judicial Ethics of the American Bar Assn., bans microphones and cameras from courtrooms. It has spread in its application, Dr. Stanton said, to proceedings of Federal regulatory agencies, resulting in a "further erosion of the right of the people to know."

Sec. 52, "a blanket prohibition on broadcasting and picture-taking of proceedings of bodies having the power of subpoena," according to Dr. Stanton, was amended in 1962, but "entangled the broadcaster in an almost impossible web of required consents and permissions."

New York Bill ■ To loosen "the legal knots binding broadcasters" in New York State. Dr. Stanton urged passage of a bill (AI 4198) now under consideration in the Committee on Judiciary of the New York Assembly. "This bill," he said, "would amend Sec. 52 of the Civil Rights Law by allowing broadcast coverage of the testimony of witnesses, whether under subpoena or not, and eliminating the requirement of consent on the part of the witness."

Dr. Stanton cited a growth rate of almost 200% in radio stations within New York State since World War II (from 70 stations to 207) and an increase in tv stations from 2 to 24 over the same period as evidence of the "continuing trend from print to broadcasting." Over the same period, he stated, the number of daily newspapers declined from 102 to 88.

"Yet today we are short-changing ourselves in failing to use electronic communications to the fullest in keeping the essential flow of information and feedback of opinion going," he said.

"We have not only been standing

still in this regard, but we have been going in reverse. I speak particularly of the narrowing rather than the widening of the avenues of access to information."

At the meeting, the New York broadcasters elected officers and board members who will serve for one year. New officers are Merle L. Galusha, WGY Schenectady, president, and R. Peter Straus, WMCA New York, vice president. Reelected were Elliot Stewart, WIBX Utica, secretary, and John B. Lynch, WWSC Glens Falls, treasurer.

Herb Mendelsohn of WKBW Buffalo was elected to the board of directors.

FCC asked to reconsider N.C. translator grants

The FCC last week was asked to reconsider its grant of Atlantic Telecasting Corp. applications for new vhf translators in Fayetteville and Jacksonville, both North Carolina.

WTVD (TV) Durham (ch. 11) asked that the commission rehear the application for Atlantic's translator on ch. 6 in Fayetteville, which will carry the signal of WECT (TV) Wilmington (ch. 6). WTVD said that the WECT translator will duplicate WTVD's programming to Fayetteville which lies within its Grade B contour. WTVD pointed out that this would be in violation of the FCC's conditioned grant to Atlantic that its translator not duplicate WTVD.

Another petition against Atlantic was filed by WNBE-TV New Bern (ch. 12), opposing the grant of a new translator on ch. 12 in Jacksonville. WNBE-TV said that Jacksonville is within its Grade A contour and that the co-channel translator would interfere with reception of the station.

Florida etv group seeks ch. 22 outlet in Tampa

The Florida Educational Tv Commission requested last week that the FCC reallocate and reserve for non-commercial educational use ch. 22 to Tampa and delete it from Lakeland. It also asked that ch. 70 be assigned to Lakeland.

The etv group said it plans a station to serve the Tampa-St. Petersburg area, and already has \$475,000 allotted for that purpose.

The etv commission also plans to ask for four more uhfs, but did not indicate where the channels would be requested. It already operates five vhf and one uhf etv stations.

TARIFF HUBBUB OVER TAPE VS. FILM

Should running time or footage be basis of charge?

A television tariff tizzy, involving import duties on video tape brought in from abroad, is underway in Washington and a first step is scheduled for March 20.

At issue is the apparent unfairness of the duty charged for tv tape compared with that paid on 16mm film.

Both tv tape and 16mm film are required to pay duty of 0.9 cents for each linear foot.

But, for the same program, tape requires more than twice the footage used in 16mm.

For a 15-minute program, it is estimated that from 500 to 600 ft. of 16mm film is required; the same program on video tape runs from 1,100 to 1,200 ft.

At the present import schedule, importers of tv tape must pay more than film importers pay—for the same program length.

A move is underway to persuade the U. S. Tariff Commission to change the rules to require customs duties to be paid on running time rather than on footage.

One of those leading the campaign is Benito Gaguine, a Washington attorney acting for his client, Spanish International Network. SIN owns Spanish-language uhf stations KMEX-TV Los Angeles and KWEX-TV San Antonio. It relies heavily on programs produced in Mexico City by Teleprogramas de Mexico and imports about 50 hours of such programming weekly. This comes to 11.7 million feet of video tape yearly. If these programs were brought in on 16mm film, they would require 5.6 million feet a year. This difference, 6.1 million feet annually, means that SIN is paying a \$61,000 yearly penalty because it is using tv tape instead of 16mm film.

There are, it is acknowledged, few stations hit so heavily by this discrimination. Even the television networks

do not consider this differential onerous. NBC figures it imports only about 72,000 ft. of video tape annually for news alone, costing about \$720 in duties. The only other program where imported tape plays a significant part, NBC pointed out, is its *International Showtime* show (Fri., 7:30-8:30 p.m.). The network calculates that import duties for segments of this program run about \$160 a year.

CBS estimates that it brought in 555,000 ft. of tv tape, mainly news, last year from abroad. The import charge was something over \$5,000 for the year.

Tape Allies ■ Mr. Gaguine's campaign, which he began in behalf of his client a year ago, has already borne some fruit. He has enlisted the support of Ampex and RCA, both manufacturers of tv tape recorders, and of Minnesota Mining & Manufacturing Co., maker of tv tape.

His activities have also pushed a government agency into a move to set its regulations in order. Originally, it seems, the Customs Bureau insisted that video tapes be charged on an *ad valorem* (value) basis. But the formula to determine value became so complicated that in 1959 and again in 1961 NBC persuaded Customs officials in New York and Los Angeles to place video tape in the same category as motion picture film.

This Customs Bureau practice, however, never had the formal sanction of the Tariff Commission. Several weeks ago, the staff of the Tariff Commission submitted a recommendation to superiors to officially place video tape in the same import schedule as motion picture film. This presents tv tape users with the opportunity to make their case for a running time duty rather than a footage tariff. Deadline for comments is March 20.

There is some hope that this may be accomplished: some years ago color

feature films for motion picture exhibition came into the country in three separate films. They were then made into a single negative for exhibition. The motion picture industry objected to the heavy duty impost, and in 1960 the Tariff Commission ruled that color movies would be charged on the basis of one film, not three.

The FCC last week...

■ Designated for oral argument the application by WDUL Tv Corp. for additional time to construct WHYZ-TV (ch. 10) Duluth, Minn. Commission wishes to determine if WDUL has the character qualifications to be a licensee.

■ Denied a petition by WHDH Inc., WHDH-TV (ch. 5) Boston, to reconsider its Dec. 19, 1962 order which established a definite date for the filing of competing applications for ch. 5 with WHDH-TV's application for renewal of license (BROADCASTING, Feb. 4). Same petition asked that any applications filed before Jan. 24 not be considered mutually exclusive with WHDH-TV's.

■ Denied petition by WYNR Chicago to file comments in commission's investigatory proceedings against the station (BROADCASTING, Jan. 28). Further enlarged issues to determine if contests and other promotions had caused damage or threatened to damage public and private property, caused harassment through telephone calls, disturbed one or more public schools, and generally showed a lack of "reasonable care or prudence" in the promotions and contests it aired.

■ Granted WAJM Inc. temporary authority to operate WAJM (FM) Montgomery, Ala., under former license of The Advertiser Co. which was relinquished March 6. Authority is for period of March 7 to June 7. Commission also waived fm freeze and accepted WAJM Inc.'s application to construct a new station on 103.3 mc, and waived rule allowing the filing of competing applications if WAJM's is filed by April 15.

■ By its Review Board enlarged hearing issues on application by Geoffrey A. Lapping for a new am station in Blythe, Calif., to determine if Mr. Lapping had used devious means to obtain confidential information about KYOR in that city. KYOR had charged that he conspired with Robert W. Presley, who was hired by KYOR, to obtain the information. The commission also wants to know if Mr. Lapping sent misleading letters, requesting depositions, to area businessmen and if Mr. Lapping has the necessary character qualifications to be a licensee.

New bills introduced in Congress

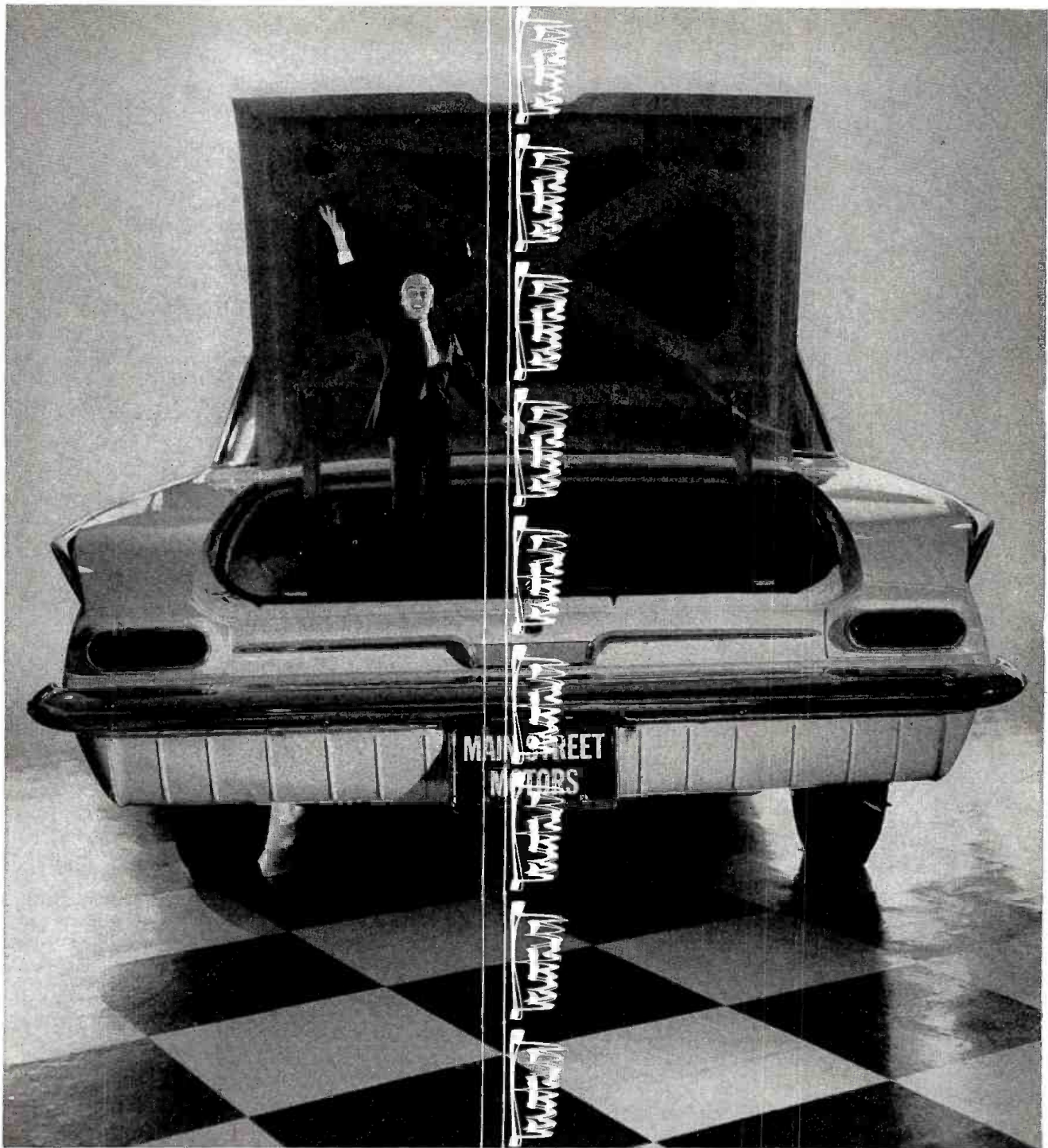
The following legislation affecting broadcasting has been introduced in Congress. Proposals which duplicate earlier bills and resolutions are so noted:

Amend daylight hours: H.R. 4474, Reps. George E. Shipley (D-Ill.), Arch A. Moore Jr. (R-W.Va.): to amend the Communications Act to permit daylight stations to operate at least from 6 a.m. to 6 p.m.

Special authorization: S. 1005, Sen. Warren G. Magnuson (D-Wash.): to

permit the FCC to grant a special 60-day authorization for non-broadcast operation in cases where applications for regular operation are pending.

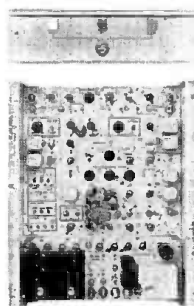
Reciprocal agreement: S. 920, Sen. Barry Goldwater (R-Ariz.) and others: for FCC to issue authorizations for alien amateur radio operators to operate in U. S., possessions and Puerto Rico, if Americans are accorded similar authorizations from the aliens' governments.



Who helps you put superior spots before your sponsors' eyes?

AMPEX

Better local spots mean more money for you. And now you can produce them with your VTR. It's possible with the Ampex Electronic Editor operating with Ampex Inter-Sync. The Electronic Editor allows you to assemble, insert, add effects or make changes electronically until you get just what you want to see—all without cutting an inch of tape. Add a Special Effects Generator and you have every conceivable transitional effect at finger-tip control. There's no



need for specially trained film crews. Your own staff can handle every job. Another Ampex accessory for better programming: Amtec—an automatic time element compensator that gives you geometrically perfect pictures. For more information write the only company providing recorders, tapes and memory devices for every application: Ampex Corporation, 934 Charter Street, Redwood City, California. Sales, service throughout the world.

AMPEX

Four Star's big promotional push

NETWORK-CALIBRE SPOTS FOR OFF-NETWORK SHOWS

Four Star Distribution Corp. has started an unusual "network-calibre" promotional support for its off-network shows.

The company, now syndicating five off-network series, has begun the shipment of specially-made trailers for each episode of the 145-episode *Zane Grey Theater*. The series is in 41 markets, and Four Star says it is prepared to serve them all. In time, servicing will be expanded to cover other Four Star off-network television properties.

Four Star now distributes off-network shows *Target: The Corruptors*, *Stagecoach West*, *The Detectives* and *The Law and Mr. Jones*.

Initial estimates are that Four Star's promotional endeavor will cost the company \$22,000-plus on the basis of trailer material prepared (prints, shipping, etc.) for the *Zane Grey* series in 50 markets. This cost does not include other promotional expenses such as those incurred in kits (Four Star is going so far as to offer color art in limited quantities).

As markets are added, the process

expanded to other series and stations step up their on-the-air use of the trailers or promos, the cost to Four Star will soar. This eventuality, according to the company, has a long-run return, the promotion seen as audience builders and a spur to future sale of its series in the markets involved.

Four Star executives explain that the usual trailer tagged to each program episode is made available to stations. This tag runs about a minute. But in addition, Four Star has specially-edited additional excerpts on a per-episode basis. These are in the 10-second, 20-second and one-minute lengths. (The firm also has meshed its plans by providing stills, synopses and storylines on a per-episode basis.)

Carrier crew gets tv preview

Approximately 1,500 men aboard the *USS Lake Champlain* saw "The Story of a Carrier Pilot," one of the half-hour episodes of the David L. Wolper-United Artists Television series, *The Story of* . . . , prior to its release to tv stations.

The episode was shown originally to Navy officials headquartered in New York. When Captain Andrew L. Burgess, commanding officer of the *Champlain*, learned of the film while cruising in the North Atlantic, he cabled New York that he and his crew wanted to see it. UA TV complied and arranged the screening.

WCBS-TV uses record to promote late movies

As part of a special promotion commemorating the 12th anniversary of WCBS-TV New York's *The Late Show*, the stations has issued a long-playing record album featuring Columbia Records' artists performing a collection of 12 songs from motion pictures presented on the program. The album will be offered as a premium to the public for \$1, starting today (March 11). In addition, the record album has been sent to approximately 1,000 agency buyers throughout the country, asking them to identify the motion pictures from which the album music was selected. Winners will be entitled to various prizes. The station also held an anniversary cocktail party for agency media supervisors and timebuyers at the Waldorf-Astoria Hotel in New York.

Audience on the move

A report from the Southern California Broadcasters Assn. shows one reason why traffic time is premium time in Southern California. As of Dec. 31, 1962, there were 4,091,000 radio-equipped passenger cars in the 10 Southern California counties. This was a gain of 9% in 1962. At the same time, automobiles equipped with radios in the metropolitan Los Angeles area rose 8% to 2,983,000.

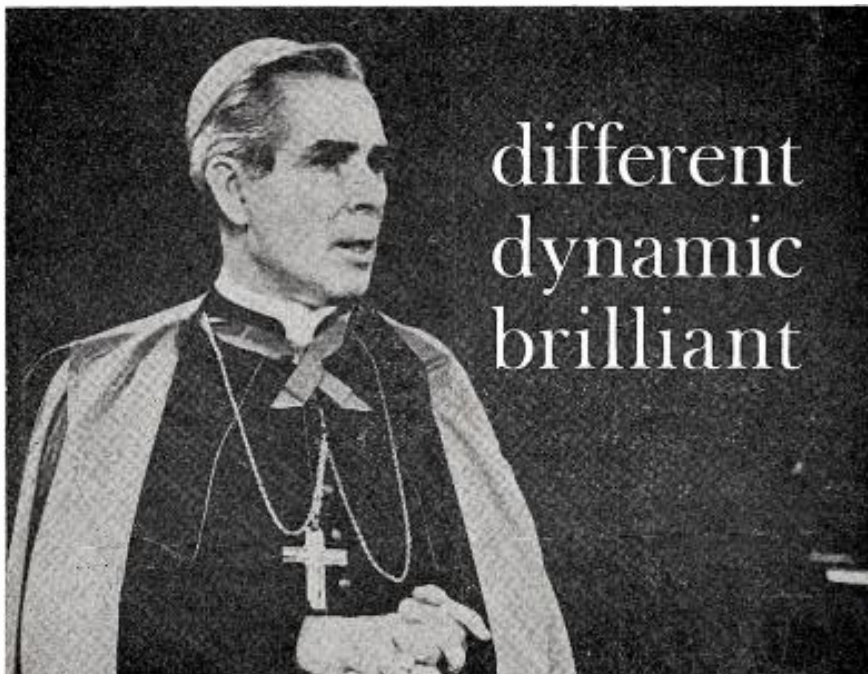
The figures are from the end-of-the-year auto census of the California motor vehicles department. Dealers reported that 90% of new cars sold are radio equipped and 85% of used cars traded in have radios.

KLIF's trading stamps

KLIF Dallas has replaced cash and merchandise prizes in promotion contests with its own specially designed brand of trading stamps—KLIF DeeJay Trading Stamps.

More than 100 premiums are redeemable for the stamps, ranging from a monaural record album for 110 stamps to an air conditioner which goes for 7,400 stamps.

Each of KLIF's six air personalities is pictured on his own stamp. During their broadcast periods the personalities offer listeners a given number of stamps for the correct answer to a "question of the hour."

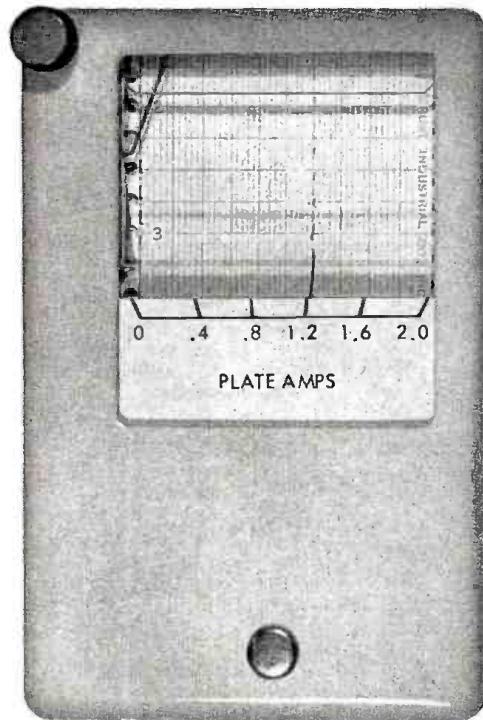


THE BISHOP SHEEN PROGRAM

AVAILABLE: 52 NEW VIDEOTAPE HALF-HOURS

SALES REPRESENTATIVE: MARCUS ASSOCIATES, INC.
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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 _____

FATES & FORTUNES



Mr. Keil



Mr. Anderson

Richard C. Anderson and **M. David Keil** elected vps of Young & Rubicam and account supervisors in agency's Chicago office. **William B. White**, associate director in merchandising at Y&R's New York office, elected vp-account supervisor. Mr. Anderson, who has been director of media relations and planning in Chicago office for past two years, will continue in that capacity. He formerly served as associate media director in both Chicago and New York offices and has been with Y&R for 11 years. Mr. Keil, an account executive at Y&R for past three years, previously served as brand manager in grocery products division of Armour & Co. Mr. White joined Y&R in 1954 from M&R Dietetic Labs where he was national field sales manager.



Mr. White



Mr. Evans

Jacob A. Evans, vp, central division of Television Bureau of Advertising, named Detroit representative for TvB. Mr. Evans succeeds **Guy Cunningham**, who was recently appointed TvB creative director. Prior to joining TvB in 1961, Mr. Evans was managing editor of *American Weekly*. He served for eight years with NBC where he directed advertising, promotion and sales development

department of tv and radio networks and NBC Spot Sales.

Frank Menner, formerly with Ogilvy, Benson & Mather, joins Street & Finney, New York, as vp and director of media planning.

Lloyd McKean, account executive at Donahue & Coe, New York, elected vp and creative director for motion picture advertising. **Joe Levine** and **Paul Barbuto** appointed art directors and **Charles Levy** named art manager on MGM motion picture account.

Richard L. Burkman, assistant account executive at Ketchum, MacLeod & Grove, Pittsburgh, joins National Union Insurance Cos., that city, as advertising manager.

Richard Hammett joins Reeves Adv., Minneapolis, as account supervisor. He formerly was research director of Young & Rubicam, Chicago, and before that with Leo Burnett Co.

Sol E. Zubrow, board chairman of S. E. Zubrow Co., Philadelphia marketing and advertising agency, appointed assistant to president for marketing of Fels & Co., soap and detergent manufacturer, that city. Mr. Zubrow will direct Fels' marketing and sales activities for all consumer products and be responsible for introduction of new products. **William Drutt**, vp and director of client services for S. E. Zubrow Co., elected president. Mr. Drutt, with Zubrow since 1957, is former vp and general manager of Chunk-E-Nut Products Co.



Mr. Zubrow

Alfred L. Goldman, vp in charge of copy at Benton & Bowles, New York, elected senior vp in charge of copy. Mr. Goldman joined agency in 1959

as associate creative director. He was appointed to board of directors in February 1962 and elected vp in charge of copy in April.



Mr. Isserman

Fred Isserman Jr., executive on Enden Dandruff Treatment Shampoo account at Edward H. Weiss & Co., Chicago - based advertising agency, elected vp and supervisor of agency's Helene Curtis account. Mr. Isserman, who joined Weiss 2½ years ago, is former project supervisor for Leo Shapiro & Assoc., Chicago market research firm, and at one time served as brand manager for Toni Co.

George Olsen, former assistant to vp-corporate relations and advertising of General Telephone & Electronics Corp., New York, joins Colgate-Palmolive, that city, as manager-public relations. Mr. Olsen will be responsible for supervision and coordination of public relations for toilet articles division. **Edwin C. Loeser**, intermediate accountant in treasurer's office of Colgate-Palmolive, appointed supervisor of media schedules. In his new post, Mr. Loeser will supervise program contracts and other business relative to broadcasting. He will also administer tv network billing, estimates and performance records.



Mr. Olsen

Bill Smallman, formerly with Leo Burnett Co., Chicago, joins Foote, Cone & Belding, that city, as copy supervisor assigned to portions of B. F. Goodrich and S. C. Johnson & Sons accounts.

Janet S. Cuhel, assistant advertising manager of Mattel Inc., Hawthorne, Calif., toymaker, promoted to sales promotion administrator.



Mr. Newbery

F. Stanley Newbery Jr., account supervisor at Cunningham & Walsh, New York, elected vp. Mr. Newbery joined C&W in 1959. Previously, he served as account supervisor with McCann-Erickson and vp and director of research for Ruthrauff & Ryan, New York.

Dorothy Shahinian, former associate media director at Fuller & Smith & Ross, New York, joins Kudner Agency, that city, as administrative assistant to media director.

*More than a decade of Constructive Service
to Broadcasters and the Broadcasting Industry*

HOWARD E. STARK

Brokers—Consultants

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NEW YORK, N. Y.

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THE MEDIA



Mr. Walker



Mr. Simon

Fred E. Walker, general sales manager of KYW-AM-FM Cleveland, appointed general manager of KDKA-AM-FM Pittsburgh, succeeding **Lester R. Rawlins**, who died Feb. 23 (FATES & FORTUNES, March 4). Both stations are owned by Westinghouse Broadcasting Co. **Owen S. Simon**, KDKA publicity manager, named advertising and sales promotion manager, effective April 1, replacing **June B. Trax**, who resigned. Mr. Walker, former vp and general manager of WTTM Trenton, N. J., joined KYW in August 1959 in his present capacity. Mrs. Trax, who has been associated with WBC for 18 years, is leaving her KDKA post because of transfer of her husband to another city by his firm. Mr. Simon, former continuity, promotion and publicity director of KQV-AM-FM Pittsburgh, came to KDKA post in October 1957.



Mr. Stubbs

William J. Stubbs, southeastern tv sales manager of Peters, Griffin, Woodward, New York, elected vp. Mr. Stubbs joined radio-tv station rep firm in 1953 from Liller, Neal, Battle & Lindsey, Atlanta advertising agency. His headquarters is in Atlanta offices of PGW. **Kenneth R. Better**, former sales coordinator at WRC-TV Washington, D. C., joins PGW's New York tv research and promotion department.

Charles S. Gerber, general manager of WAQE-AM-FM Towson, Md. (Baltimore), resigns to become president and co-owner of KARA Inc. and general manager of KARA Albuquerque, N. M.

Walter R. Carle has returned to Hawaii after absence of 10 years and re-entered radio-tv as director of national sales and pr for KTRG-AM-TV Honolulu. News editor of KTTV (TV) Los Angeles at time of Kathy Fiscus well tragedy, Mr. Carle received Veterans of Foreign Wars' citation for 27-hour continuous telecast of rescue effort. His son, Perry Carle, is general manager of KTRG radio.

Dana F. Baird, sales manager of WBNP Newburyport, Vt., joins WTSA

MBS Affiliates Advisory Committee for 1963

The Mutual Affiliates Advisory Committee has announced its newly elected representatives for 1963. They are, metropolitan and non-metropolitan members respectively for each area, **Mowry Lowe**, WLKW Providence and **Jack Burgess**, WOSC Oswego, N. Y. (District 1); **Henry Rau**, WOL Washington, D. C. and **Victor Diehm**, WAZL Hazelton, Pa. (District 2); **Carter Peterson**, WBYG Savannah, Ga. and **Jess Swicegood**, WDIG Dothan, Ala. (District 4); **Mig Figi**, WAUX Milwaukee and **George Frechette**, WFHR Wisconsin Rapids, Wis. (District 6); **Lewis Heilbronner**, WJQS Jackson, Miss. and **Sam Anderson**, KFAA Helena, Ark. (District 7); **Ralph McElroy**, KWWL

Waterloo, Iowa and **Ed Breen**, KVFD Fort Dodge (District 8).

Also, **Durward Tucker**, WRR Dallas and **Richman Lewin**, KTRE Lufkin, Tex. (District 9), and **Frank Carman**, KLUB Salt Lake City and **Donald Thomas**, KRCL Lewiston, Idaho (District 10). There were ties for metropolitan representative in the election in three MBS districts. Ballots for run-off elections in these areas have been sent to members.

Non-metropolitan representatives elected in the three districts are **E. Z. Jones**, WBBB Burlington, N. C. (District 3); **Mike Layman**, WSFC Somerset, Ky. (District 5), and **Keith Munger**, KCOK Tulare, Calif. (District 11).

Brattleboro, Vt., as general manager.

Gordon Davis, special assistant to Philip G. Lasky, Westinghouse Broadcasting Co.'s vp in charge of West Coast operations, has two-year leave of absence to serve in Europe as director of broadcasting for Radio Free Europe. He will leave San Francisco shortly for Munich, reporting to Gen. C. Rodney Smith, director of RFE. Mr. Davis has also served as general manager of WIND Chicago, KYW Cleveland (and KYW when located in Philadelphia) and recently as executive producer of *PM West* show.



Mr. Davis

William A. Sawyers, vp and general manager of John Poole Broadcasting Co. (KBIG and KBIQ [FM] Avalon, Calif.), joins KIIIX (TV) (ch. 22) Los Angeles as vp and station manager. KIIIX is new uhf Negro outlet licensed to Central Broadcasting Corp. of California and scheduled to go on air later this month. Mr. Sawyers, who had been associated with John Poole organization for over three years, will be responsible for all local, regional and national sales for Los Angeles uhf outlet as well as other management duties. Other staff appointments: **Gene Law**, program director; **Jess Feathers**, program coordinator; **Bob de Coy**, director of news and program consultant; **Sid Provost**, technical director; **Tony Sarver**, art director; **Will Smith**, sales-market consultant; and **Buddy Hiles**, assistant to Mr. Smith.

Norman A. Boland, account executive at WFBG Altoona, Pa., appointed station manager of WFBG-FM.

James R. Monroe, former research and sales promotion director of KGO-TV San Francisco, joins The Meeker Co., radio-tv station representatives,

Announcing...

THE APPOINTMENT OF
Gill-Perna, inc.

NEW YORK SAN FRANCISCO
DETROIT LOS ANGELES
CHICAGO ATLANTA

as exclusive
NATIONAL
REPRESENTATIVE

for

KBEA
and **KBEY-FM**

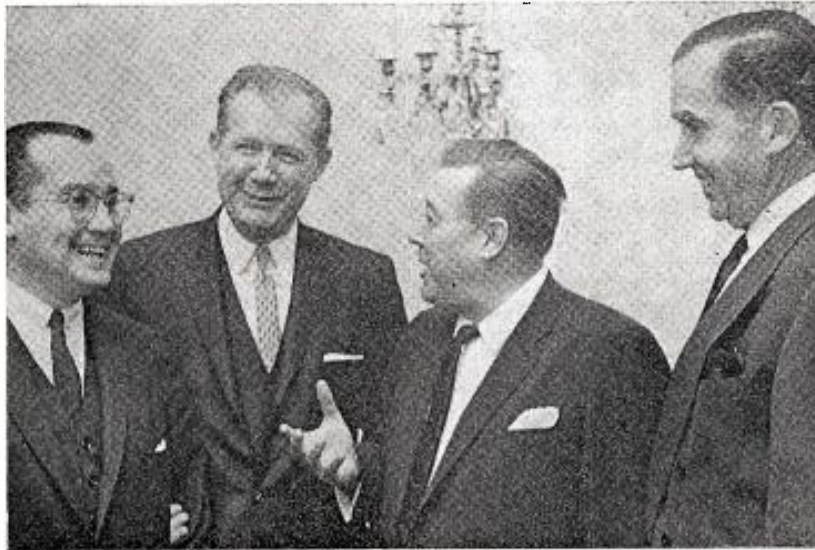
IN THE
AIR EVERYWHERE OVER
GREATER KANSAS CITY

PROGRAMMING
THE WORLD'S MOST
BEAUTIFUL MUSIC

24 HOURS A DAY*

Basic ABC Affiliate

*AM Full-Time planned for April 1st.



Government people attend film reception

A film reception given last Monday (March 4) by Sens. Warren Magnuson and Henry Jackson (both D-Wash.) was attended by persons from Washington State and government personnel, who work in Washington, D. C. The picture "Wash-

ington State—Land of Contrasts" was filmed and narrated by Mark Evans, vice president of Metromedia Inc. Above (l to r) FCC Chairman Newton N. Minow, Mr. Evans, Sen. Magnuson and USIA Director Edward R. Murrow.

ington State—Land of Contrasts" was filmed and narrated by Mark Evans, vice president of Metromedia Inc. Above (l to r) FCC Chairman Newton N. Minow, Mr. Evans, Sen. Magnuson and USIA Director Edward R. Murrow.

that city, as manager. Previously, Mr. Monroe was client service executive with A. C. Nielsen Co., San Francisco.

Gene Upright, sports director of WIS-TV Columbia, S. C., since 1957, named manager of Video Corp. of Ocala, Fla. Company is community antenna system owned by Broadcasting Co. of the South, parent corporation of WIS-TV.

David E. Hanberg and **James A. Badgley** join KMCS (FM) Seattle, Wash., as sales manager and merchandising manager, respectively.

Arthur A. Eaton, senior account executive at KDIA Oakland, Calif., assumes added duties of pr director.

Ed DeGray, New York broadcast consultant, and **Irvin A. Hoff**, Washington representative of Cane Sugar Refiners Assoc., named to board of directors of Westchester Broadcasting Co., owner of WCHE Westchester, Pa.

Edgar G. Shelton Jr., Washington communications attorney, is president and board chairman of company.

Bruce Schneider, account executive at KMOX-AM-FM St. Louis, joins sales staff of KSD-TV, that city.

Mary Halstead appointed director of sales service for KPLR-TV St. Louis.

Howard A. Rader and **James W. Hoeffler** join station's local sales staff.

Vernon G. Tucker, former field engi-

neer for Telemet Co. and previously chief engineer at KLYD-AM-TV Bakersfield, Calif., joins KTTV (TV) Los Angeles as assistant chief engineer.



Mr. Sharkey

Charles Velona, sales traffic manager in local sales department of KTTV, named assistant account executive.

Samuel M. Sharkey Jr., editor of news and night news editor of NBC News in New York, appointed to new position of managing director of news for KING-AM-FM-TV Seattle, Wash. He will assume his new duties in mid-March. With King Broadcasting Co., Mr. Sharkey will direct combined radio-tv news department responsible for all news, documentaries and editorials presented by stations. He joined NBC in 1955.

Nicholas D. Newton, account executive at WTFM (FM) Lake Success, N. Y., joins sales staff of WPAT-AM-FM Paterson, N. J.

Roger Ailes, associate director of *Mike Douglas Show* on KYW-TV Cleveland, promoted to staff producer-director, and **Jim Kenney**, film-re-editor, named film supervisor. Other KYW-TV promotions: **Don Stuart**, national sales coordinator, to sales representative; **John Dingenthal**, radio national sales coordinator, to Mr. Stuart's

former post; **Bob Fields**, technical director on *Mike Douglas Show*, to station engineering operating supervisor; and **Richard T. Monroe Jr.**, technical operations, to facilities supervisor.

LeRoy Collins, NAB president, appointed to governing body of National Commission on Community Health Services, independent, nonprofit agency that works with local communities to evaluate existing health services and facilities, and to develop programs that will provide for current and future needs. Mr. Collins is only commissioner to be selected thus far from communications industry.

John J. Anderson, marketing manager for major appliance division of Westinghouse Electric Corp. at Columbus and Mansfield, Ohio, elected vp and general manager of Jemcom Broadcasting Co., owner-operator of WLIQ Mobile, Ala.



Mr. Anderson

Bill Hillinck, head of his own pr firm in Los Angeles and San Francisco, joins western division of ABC Radio network as manager of research, sales development and promotion. Previously, Mr. Hillinck was pr director of Richard N. Meltzer Adv. in San Francisco and with program promotion department of Young & Rubicam, Hollywood.

Dale Mahurin, former general manager of KVLC Little Rock, Ark., appointed commercial manager of KALO, that city. **Jim Gaines** named program director; **David Arnold**, news director.



Dr. Cusack

Dr. Mary Ann Cusack, staff member of U. of Michigan, Ann Arbor, named special assistant to LeRoy Collins, NAB president. She will work on research and special projects. **John Perry**, who formerly held post, continues as consultant to Mr. Collins. Dr. Cusack holds degrees from Manhattanville College and Columbia U., both New York, and Wayne State U., Detroit, and is considered authority on broadcast editorializing, having written her doctoral dissertation on "Editorializing in Broadcasting." She was first woman in U. S. to receive Ph.D. in radio and tv. In addition to her academic experience, Dr. Cusack served during 1952 as member of *New York Times* staff and was member of Detroit and Chicago bureaus of UPI in 1953-54.

Don Anderson, for past two years administrative assistant to Rep. James C. Corman (D-Calif.), rejoins CBS-TV press information staff in Hollywood.

Raymond W. Sweeney Jr. appointed commercial manager of KFOG-FM San Francisco.

Marshal R. Nanis, account executive with WORL Boston, joins WILD, that city, as regional sales manager.

John Link, formerly with WMAK Nashville, Tenn., joins WLVN, that city, as sales manager.



Mr. Stecher

Bentley A. Stecher, general manager of KATZ St. Louis, elected vp of Laclede Radio Inc., licensee of station. Mr. Stecher has served as general manager since March 1962.

Bill Welsh, director of sports and special events for KTTV (TV) Los Angeles, elected president of Southern California Sports Broadcasters Assn., succeeding **Gil Stratton**, KTTV and KNXT (TV) Los Angeles. Other officers elected for one-year term include Mr. Stratton, first vice president; **Fred Hessler**, KMPC Los Angeles, second vice president; **Jim Raser**, KNX-AM-FM Los Angeles, secretary, and **Chuck Benedict**, KTTV and Los Angeles Rams, treasurer.

John W. Johns named station manager of WBZE (formerly WJBT) Wheeling, W. Va.



Mr. Blake

Robert Blake, in charge of publicity for *Steve Allen Show*, produced by Westinghouse Broadcasting Co., named to newly created post of director of public information for WBC. He reports to **Herman Land**, director of creative services. **Robert Bernstein** continues as director of public relations and **David Aldrich** as director of special projects in pr department. WBC stations are WINS New York, WBZ-AM-FM-TV Boston, KYW-AM-FM-TV Cleveland, KPIX (TV) San Francisco, KDKA-AM-FM-TV Pittsburgh, WOWO Fort Wayne, WIND Chicago, WJZ-TV Baltimore.

Joseph Pellegrino, newsman formerly with WWDC-AM-FM Washington and WPRW-AM-FM Manassas, Va., joins WMAL-AM-FM-TV Washington to handle writing and researching for stations' public affairs department and will be assigned to weekend news duties.

Budd Porter and **Berkley Fraser**, staff announcers at WPDQ Jacksonville, Fla., promoted to chief announcer and production manager, respectively. **John Crawford** joins WPDQ's sales staff.

Woody Russell, disc jockey at WNAG Grenada, Miss., promoted to news director. **Mike Windam**, WELO Tupelo, Miss., and **Charles Stone**, WDSK Cleveland, Miss., join WNAG as disc jockeys.

Steve Porter named news editor of WFLA-AM-FM Tampa, Fla. **Sam Latimer** appointed public service director of WFLA-TV.

Ted Work, formerly with WWDC-AM-FM Washington, D. C., joins KTRH-AM-FM Houston as sports-caster and newsmen.

Jimmy Logsdon, host of *Jamboree*, country and western music program on WCKY Cincinnati, signs three-year recording contract with King Records.

Abram Chasins, music director of WQXR New York, named music consultant, effective April 1.



Mr. Flett

Deane R. Flett, for past 10 years sales manager of KSLA-TV Shreveport, La., appointed station manager of KTBS-TV, that city.

Stan Nelson, staff announcer at WTEN (TV) Albany, N. Y., appointed weatherman, replacing **Marc Edwards**, who will devote full time to position of promotion director.

Jimmy Lee, farm editor of Southeastern Broadcasting Co. (WMAZ-AM-FM-TV Macon, Ga.), promoted to farm director, succeeding **Joe Andrews**, who resigned.

Buddy Furillo, sports columnist for Los Angeles *Herald-Examiner*, joins sports staff of KHJ-TV, that city, to do 10-minute pre-game show before each of station's 26 telecasts of Los Angeles Angels baseball games.

Jim Hart, air personality with WAMR Venice, Fla., appointed director of pr and promotions.

Bill Gerson, former air personality-program director of WINN Louisville, Ky., and recently program director of WCAR Detroit, rejoins WINN as air personality.

Edward J. Ryan replaces **Carol Davis** as promotion manager of KEYT (TV) Santa Barbara, Calif. **Harold O'Donnell** succeeds **Mary Ann Casey** as station's program director.

Kurt T. Austermann, news director of KLAD Klamath Falls, Ore., resigns to join KOTI (TV), that city, in similar capacity.

Albert T. Primo, member of KDKA-TV Pittsburgh news staff since 1955, promoted to assistant news director.

Meryl Weber named public information director of KXOK St. Louis.

Michael Nozilo, employed at WISN-TV Milwaukee for six years as staff director, appointed to newly created post of coordinator of public services. **Larry Coffel**, floor director, promoted to fulltime staff director.



Mr. Woodyard

George Woodyard, for past 10 years advertising and promotion director of Greater All-American Supermarket chain, with headquarters in Downey, Calif., joins KTLA (TV) Los Angeles as merchandising director. **Walker Edmiston**, whose tv career began in 1949 at KTLA, rejoins station as writer-star of *The Walker Edmiston Show*, which made its debut last Monday as Monday-Friday, 3-4 p.m. program.

Glenn C. Lewis, formerly with WSLR Roanoke, Va., joins announcing staff of WDBJ-AM-FM, that city.

Don Lasswell, air personality with WHB Kansas City, resigns to devote full time to private investments in Sacramento, Calif.

Rena Johnson, who has spent 39 years in Detroit advertising and broadcasting business—past 24 years with CBS—retired Feb. 28. For past 10 years Mrs. Johnson has been office manager for four sales divisions of CBS which are headquartered in Fisher Bldg. in Detroit.

Mary Neal appointed publicity director of WTRF-TV Wheeling, W. Va.

PROGRAMMING



Mr. Prior

Peck Prior, veteran advertising agency and tv film executive, resigns as vp and general manager of Don Fedderson Commercial Production to become president of VPI Inc. of California, newly formed company for production of tv commercials. VPI Inc. of California was formed by Mr. Prior and **George Tompkins**, president of parent VPI Inc. of New York, national tv commercial producing organization, and is presently headquartered at Producers Studio in Hollywood. Mr. Prior, who previously was associated with McCann-Erickson, Young & Rubicam, and Campbell-Ewald, formed commercial division of Fedderson company in 1961.

Schuyler G. Chapin, director of masterworks artists and repertoire at

**DO YOU
WANT
YOUR
AM
STATION
TO HAVE THE
SOUND OF
FM
AT VERY
NOMINAL COST?**

**LET US
PROVE IT
AT THE
NAB
CONVENTION**

**SURROUNDING SOUND, INC.
5757 SANTA MONICA BLVD.
HOLLYWOOD 38, CALIFORNIA
Hollywood 6-3301**

**BRING YOUR AIR CHECK
to BOOTH 76-W
or mail it to
Surrounding Sound**

WHIP THE HAZARD OF

**LIBEL, SLANDER,
INVASION OF PRIVACY, PIRACY,
VIOLATION OF COPYRIGHT**

**WITH 1) Good Practices
2) Good Care
3) Good Insurance.**

**YOU handle No. 1 and No. 2 — WE'LL look
after No. 3 with our SPECIAL and UNIQUE
EXCESS POLICY, built to do it satisfactorily
and quite inexpensively!**

For details and rates, write

**EMPLOYERS REINSURANCE
CORPORATION**

21 W. Tenth, Kansas City, Mo.
New York, Chicago, San Francisco,
107 William, 175 W., 100 Bush
St. Jackson St.

Columbia Records, New York, elected vp for creative services. **Leonard Burkat**, former music administrator of Boston Symphony Orchestra and administrator of Berkshire Music Center, joins Columbia to succeed Mr. Chapin.

James L. O'Connor joins RKO General Phonevision Div., Hartford, Conn., as vp and general manager. He succeeds **Charles O. Wood**, who moves to headquarters staff of RKO General, New York. Mr. O'Connor will be responsible for operation of subscription tv project in Hartford. He practiced law in New York prior to joining RKO General. Previously, he was vp in charge of east coast laboratories for Pathe Laboratories.

Arthur Zeiger, assistant director of business affairs at MGM-TV, appointed director of business affairs. He succeeds **Jason Rabinovitz**, who was elected treasurer of MGM Inc. (BROADCASTING, March 4). Mr. Zeiger joined MGM-TV in December 1960. He has also served as assistant to president of broadcast management doing personal management for tv personalities. Mr. Zeiger was with ABC-TV from 1957-1959 in business affairs department and was assistant general counsel of National Telefilm Assoc. during previous year.



Mr. Zeiger

Patrick McGowan, tv manager of Modern Talking Picture Service, appointed manager of company's San Francisco branch office. Mr. McGowan was formerly associated with KPIX (TV) San Francisco.



Mr. Sussman

Alvin Sussman, executive vp and director of sales for Universal Entertainment Corp., joins WBC Program Sales, syndication subsidiary of Westinghouse Broadcasting Co., New York, as vp and general manager. He replaces **Mike Roberts**, who resigned. Prior to joining Universal, Mr. Sussman had served as eastern sales manager for Associated Artists Productions and program buyer for Crosley Broadcasting Corp.

Ronald Kaiser, formerly with William Morris Agency and Murray-Wood Productions, joins Screen Gems as Hollywood studio representative in New York.

(Smiling) **Jack Smith** will be master of ceremonies of *Your Name's the Game*, which returns to KTTV (TV) Los Angeles today (March 11) as

Monday-Friday, 12:30-1 p.m. program. Both Mr. Smith and his assistant, **Sandy Balson**, were on program when it ran on KTTV in 1962. **George Brewer** directs game show, which is produced by Jack Evans for Ross & Seideman.

Lester Cooper, former supervising producer and head writer for Mike Wallace's *PM* series, joins United States Productions, New York, as producer-writer.

Dick Wesson, recently signed to writer-producer-director contract by Filmways Tv Productions, will produce Paul Henning's new comedy series starring **Bea Benaderet**, to start on CBS-TV in fall. **Paul Henning** will serve as executive producer for this new series, while continuing as producer-writer of *The Beverly Hillbillies*.

Sandy Dornish, former executive secretary at KMPC Los Angeles and previously with Frank Cooper Agency and Capitol Records, joins Heller-Ferguson Inc., Hollywood producer of station promos and radio-tv commercials, to handle production coordination and office administration.

Tom McNaghten, formerly with Secretary of Air Force information office, Hollywood, joins ABC-TV's *Queen for a Day* show as press-publicity manager.

INTERNATIONAL

Lucien Parizeau elected president of Canadian Adv. Agency Ltd., Montreal, succeeding **L. E. Schofield**, who has retired after 37 years with agency.

Richard St. John appointed manager of newly established Vancouver, B. C., office of Goodis, Goldberg & Soren Ltd., Toronto-based advertising agency.

Arthur Robson, representative of Canadian Broadcasting Corp. tv news in

New board members

Ten new directors have been elected to board of Academy of Television Arts & Sciences Foundation. New members are:

Louis F. Edelman, independent producer; **Sydney H. Eiges**, vp for public information, NBC; **Betty Furness**, president of New York chapter of the academy; **John Guedel**, head of John Guedel Productions; **Irv Kupcinet**, columnist for *Chicago Sun-Times*; **Donald H. McGannon**, president of Westinghouse Broadcasting Co.; **C. Wrede Petersmeyer**, Corinthian Broadcasting Corp.; **Tom Sarnoff**, vp, NBC; **Jack Wrather**, president of Wrather Corp.; and **Jane Wyatt**, tv and motion picture star.

3 CBC-TV employes killed

Three Toronto Canadian Broadcasting Corp. television men were killed when their airplane crashed 70 miles southwest of Calgary, Alta., on Feb. 26, while they were taking film of wildlife from the air for *Camera Canada* program. Killed were producer **Norman Caton**, 40; cameraman **Leonard MacDonald**, 34, and engineer **Charles Reigler**, 33. They were flying in twin-engined Apache plane filming herd of elk when plane hit treetop and crashed into hillside in heavily forested country. Their filmed program on wildlife and story of their crash is to be shown on CBC network on May 27, according to Thom Benson, executive producer of *Camera Canada*.

Ontario Legislative Press Gallery, Toronto, elected president of Ontario Press Gallery. **Godfrey Hudson**, CKEY Toronto, elected second vp.

A. J. Collins, formerly with Canadian Broadcasting Corp., appointed western Canadian radio-tv director of Foster Adv. Ltd., Vancouver, B. C.

Ian Howard, of Needham, Louis & Brorby, Toronto, joins CKNW New Westminster, B. C., as local sales representative.

Jack Sayers named retail sales manager of CJCA Edmonton, Alta.

Joel Aldred, president of Fifeshire Productions Ltd., Toronto, and Canadian tv personality, nominated as Progressive-Conservative candidate for St. Paul's Riding, Toronto, in April 8 Canadian federal election.

ALLIED FIELDS

John C. Lackner, vp of Canadian Audits & Surveys Ltd., Toronto, elected vp and general manager.

Sheldon Newman, former research director of Esquire Inc., joins Home Testing Institute, New York, as assistant to president.

EQUIPMENT & ENGINEERING

Warren E. Hendrickson, assistant treasurer of RCA treasury administration, elected staff vp for banking and credit administration. Mr. Hendrickson joined RCA in 1942 as administrative assistant in Camden, N. J.

Forrest H. Gehrke, former marketing manager of Sylvania microwave device division, named market planning manager for microwave tubes of RCA electron tube division at Harrison, N. J.

Harry D. Kiernan, former director of operations for Radcom-Westrex Div., Litton Industries, appointed director of finance. **Gene B. Rollins**, who has been personnel director, named director of industrial relations for Radcom-Westrex, which manufactures radio communication equipment and facsimile transmitters and recorders. **Thomas H. M. Elwell**, former head of optical, movie and sound recording labs for U. S. Industries' government programs division, appointed New York regional sales manager for Westrex recording systems department of Litton Industries.

John O'Leary named production supervisor of National Transistor, subsidiary of International Telephone & Telegraph Corp., Lawrence, Mass. Prior to joining firm, Mr. O'Leary was senior quality assurance engineer for Raytheon and supervisor of quality control for CBS Electronics.

Robert H. Westmoreland, chief of visual production for U. S. Information Agency, position to which he was named after his retirement in 1961 as chief of pictorial branch of U. S. Marine Corps, appointed Bell & Howell/Cannon technical consultant. In this newly created position, Mr. Westmoreland will work primarily with professional photographers, conducting training sessions on use of equipment in Bell & Howell/Canon 35mm line.



Mr. Westmoreland

DEATHS

Patsy Cline, 30; **Hawkshaw Hawkins**, 43, and **Cowboy Copas**, 49, all stars of *Grand Ole Opry* were killed last Tuesday (March 5) when their light plane crashed near Camden, Tenn. Trio was returning to Nashville from benefit performance in Kansas City, Kan. Also killed was pilot **Randy Hughes**, 35. Mr. Hughes was Miss Cline's manager and son-in-law of Mr. Copas.

Marian Clark, radio-tv writer, died Feb. 26 after short illness. Miss Clark joined KNX Los Angeles in 1943, first woman member of station's news department, and worked there for duration of World War II. In recent years she had been writing scripts for *Gunsmoke* and other tv shows.

Dorothy J. Durbin, first program director of WOWO Fort Wayne, Ind. (from 1925 to 1936), died Feb. 26 while enroute to Lutheran Hospital, that city. Following her service at WOWO, Mrs. Durbin established Durbin Booking Agency and operated business until her retirement in 1961.

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Feb. 28 through March 6 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv station

ACTION BY FCC

Hurley, Wis.—Alvin E. O'Konski. Granted cp for new tv on vhf ch. 12 (204-210 mc); ERP 1.698 vis., 1.02 aur. Ant. height above average terrain 427.5 ft., above ground 217 ft. Estimated construction cost \$123,163; first year operating cost \$100,000; revenue \$125,000. P. O. address House Office Building, Washington, D. C. Studio and trans. location both Hurley. Geographic coordinates 46° 26' 30" N. Lat., 90° 11' 25" W. Long. Legal counsel Spearman & Roberson, Washington, D. C., consulting engineer Creutz & Snowberger, that city. Rep. O'Konski (R-Wis.) is from Tenth Congressional District, Wis., and is former owner of several radio stations. Action March 1.

Existing am stations

ACTION BY FCC

Commission gives notice that Jan. 10 initial decision which looked toward granting application of Washington Bestg. Co. to increase daytime power of WJPA Washington, Pa., from 250 w to 1 kw, continued operation on 1450 kc with 250 w-N; conditions, became effective March 1 pursuant to Sec. 1.153 of rules. Action March 5.

APPLICATION

WSRA Milton, Fla.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. March 6.

Ownership changes

ACTIONS BY FCC

KXOA-AM-FM Sacramento, Calif.—Granted transfer of control of licensee corporation, Cal-Val Radio Inc., from John E. Kearney (26.6%), Riley R. Gibson (21.8%), Douglas E. Anderson & George A. McConnell (each 18.3%), Howard J. Haman (10.2%) and A. L. Gale (5%) to Producers Inc.

(100%), large corporation 50% owned by Polaris Corp., 50% by Ferris E. Traylor and family. Consideration \$500,000 and assumption of debt. 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. Action March 6.

KSPA Santa Paula, Calif.—Granted assignment of license from Franklin and Christie Palmer James (100% as joint tenants) to Mr. James (100% individually). No financial consideration involved. Action March 1.

WEEQ-TV LaSalle & WEEK-TV Peoria, both Illinois—Granted transfer of control of licensee corporation, West Central Bestg. Co., from Robert S. Kerr (50.11%), deceased, to Dean A. McGee and Robert S. Kerr Jr., executors of Sen. Kerr's estate; other ownership remains stable. No financial consideration involved. Action March 4.

WCBA Corning, N. Y.—Granted transfer of control of licensee corporation, WCBA Radio Inc., from Paul L. Carpenter (50.2%), Paul E. Carpenter and Robert W. Shaddock (each 24.9%) to P. E. Carpenter (50.3%) and Mr. Shaddock (49.7%). Consideration \$7,332. Action March 4.

WPDX Clarksburg, W. Va.—Granted assignment of license from Raymond C. Warden, Robert D. Hough & Emza Hamilton (each 29%), James T. Fawcett (11%) and Dewitt H. Wyatt (2%), d/b as Clarksburg Bestg. Corp., to George L. Kallam, C. Matthew S. Tierney and L. Clark Tierney Jr. (each 33 1/3%), tr/as WPDX Radio Corp. Consideration \$157,500. Mr. Kallam is accountant; C. M. Tierney is student; L. C. Tierney is employed by airline. Action March 4.

APPLICATIONS

KCHU (TV) San Bernardino, Calif.—Seeks assignment of cp from K-CHU TV Inc. to Sun Co. of San Bernardino, Calif., parent company of licensee. No financial consideration involved. Ann. March 5.

KOMY Watsonville, Calif.—Seeks assignment of license from Robert H. Dolph, d/b as KOMY Inc., to Phillip E. Rafter & Craig R. Lawrence Jr. (each 49.78%) and Betty Jean Rafter & Dorothy Parks Lawrence (each .22%), tr/as Frontier Bestg. Co. of Calif. Consideration \$139,000. Messrs. Rafter and Lawrence are part owners of KMEL Wenatchee, Wash.; women are housewives. Ann. March 6.

WHNB-TV New Britain, Conn.—Seeks transfer of negative control of Transcontinental Properties Inc., 50% stockholder in Plains Tv Corp., parent company of Connecticut TV Inc., licensee of WHNB-TV, from Alfred G. Burger, deceased, to Herbert Scheffel, Cecile E. Burger and Abraham L. Bienstock, executors of A. G. Burger's estate. No financial consideration involved. Also see WCHV (TV) Champaign, Ill., application below. Ann. Feb. 28.

WVCF Apopka, Fla.—Seeks assignment of cp from Robert C., Richard P., Cristina B., Eleanor K. & Fred L. Adair and Agnes Kuhn (each 16 2/3%), d/b as Adair Charities Inc., to Tom H. Moffitt (100%). Consideration \$20,000. Mr. Moffitt owns advertising agency. Ann. March 1.

WARN-AM-FM Ft. Pierce, Fla.—Seeks assignment of license from Ranulf & Florence J. Compton (54%), William R. & Douglass

M. Compton & True C. Giffen (each 14%), G. Gordon Giffon (1%) and Compton family trust (3%), d/b as South Jersey Bestg. Co., to Charles M. Amory (100%), tr/as C & P Tv Inc. Consideration \$117,000. Mr. Amory is advertising agency vp. Ann. March 6.

WCHU (TV) Champaign, WICD (TV) Danville & WICS Springfield, all Illinois—seek transfer of negative control of Transcontinental Properties Inc., 50% stockholder in Plains Tv Corp., licensee corporation of three stations, from Alfred G. Burger to Herbert Scheffel, Cecile E. Burger and Abraham L. Bienstock, executors of A. G. Burger's estate. No financial consideration involved. Also see WHNB-TV New Britain, Conn., application above. Ann. Feb. 28.

WSIV Pekin, Ill.—Seeks assignment of license and cp from Pekin Bestg. Co. to WSIV Inc.; ownership remains same. No financial consideration involved. Ann. March 1.

WROK-AM-FM Rockford, Ill.—Seeks assignment of license and cp from E. Kenneth Todd (95.5%) and Upton E. Bartlett (4.5%), d/b Rockford Bestrs. Inc., to Leslie C. Johnson (46%) and others tr/as WROK Inc., subsidiary of Bloomington Bestg. Corp. Consideration \$400,000. Bloomington Bestg. is licensee of WJBC-AM-FM Bloomington, Ill.; Mr. Johnson is also part owner of WHBF-AM-FM-TV Rock Island, Ill. Ann. March 6.

WLAF-AM-FM Lexington, Ky.—Seeks assignment of license from William R. Sweeney (100%) d/b as Thoroughbred Bestg. Co., to Dee O. Coe & Robert P. O'Malley (each 30%) and John D. Huckstep Jr. & Incentive Capital Corp. (each 20%), tr/as Thoroughbred Bestrs. Inc.; Incentive Capital is owned by group of Illinois and Indiana banks. Consideration \$400,000. Mr. Coe is part owner of WWCFA Gary and WLOI Laporte, both Indiana; Mr. O'Malley owns travel bureau, paper company and other businesses; Mr. Huckstep is advertising manager of cement association. Ann. March 1.

KMAR Winnsboro, La.—Seeks assignment of license from J. H. Martin & W. Gordon Allen (each 48%) and Betty C. Martin & Madeline Allen (each 2%), d/b as Franklin Bestg. Inc., to Albert Greenwald, Si J. Willing, Leo L. Lowentritt, James D. Mays and A. C. Liles Sr. (each 20%), tr/as KMAR Bestg. Corp. Consideration \$75,000. Mr. Willing is gen. mgr. of KMAR; other principals are local businessmen. Ann. March 4.

WLLH-AM-FM Lowell, Mass.—Seeks transfer of control of licensee corporation, Merrimac Bestg. Inc. (190 shares issued), from Gerald Harrison & Clifford H. Byrnes, executors of estate of Carl S. Wheeler (80 shares), Charles W. O'Connor & Clifford H. Byrnes, trustees of estate of Amelia G. Wheeler (40), Gerald Harrison (40), Janet Harrison (20) and Josephine E. Bishop (10) to Arnold S. Lerner (52.5%), Daniel Lerner (25%) and Joseph Mufson (22.5%), tr/as Radio Station WLLH. Consideration \$275,000. A. S. Lerner (70%) and Mr. Mufson (30%) own WADK Newport R. I.; D. Lerner is account executive at WFIL Philadelphia, Pa. Ann. Feb. 27.

WLAV-AM-FM Grand Rapids, Mich.—Seeks transfer of control of licensee corporation, Stevens-Wismer Bestg. Inc., from Harmon LeRoy Stevens and John F. Wismer (each 50%) to John J. Shepard, Charles A. Sprague and Daniel J. Duffy, tr/as Shepard Bestg. Corp. (no shares issued yet). Consideration \$254,920. Mr. Sprague is part owner of WMAX-AM-FM Grand Rapids (but plans to dispose of interest shortly); Mr. Shepard is gen. mgr. of WLAV; Mr. Duffy is local businessman. Ann. March 6.

KENO Las Vegas, Nev.—Seeks assignment of license from Matthew H. Ross & Iris S. Heller, executors of estate of William D. Heller (30%), deceased, Sam Novick (30%), Maxwell Hurst (30%) and Marion Hurst (10%), d/b as Paradise Bestg. Inc., to M. D. Buchen (38%), Gerald F. Hicks (23%) and others, tr/as VRA Enterprises Inc. Consideration \$275,000. Mr. Buchen is part owner of KNEZ Lompoc and KAVR Apple Valley, both California, and gen. mgr. of KRKD Los Angeles; Mr. Hicks is part owner of KNEZ. Ann. March 4.

KFUR-TV Santa Fe, N. M.—Seeks assignment of cp from Raymond F. Hayes and Milford Kay (each 50%), d/b as K & H Tv Station, to A. C. Holder and K. W. Erwin, tr/as Channel 11 Tv. Consideration \$6,000. Mr. Erwin is part owner of two New Mexico catv systems; Mr. Holder is oil

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operator. Ann. March 5.

WBFM (FM) New York, N. Y.—Seeks assignment of license and cp from Muzak Corp. to Wrather Corp., parent company of licensee. No financial consideration involved. Ann. March 6.

WSOQ North Syracuse, N. Y.—Seeks relinquishment of negative control of licensee corporation. WSOQ Inc., by William J. & Vivian Warren (each 50% before transfer, 25.5% after) to Frank Harms (25%) and Mary C. Powers (24%). Consideration \$27,500. Ann. March 1.

WMCR Oneida, N. Y.—Seeks transfer of control of licensee corporation, Madison County Bcstg. Corp., from Richard W. Mills, deceased, and Irenitta M. Mills (45% jointly) to I. M. Mills (45% individually and 10% through voting trust agreement). No financial consideration involved. Ann. March 4.

WCOY Columbia, Pa.—Seeks assignment of license from Donald W. and Joan G. Huff (100% as joint tenants), d/b as Radio Columbia Inc., to Jimmie Lee Putbrese (45%), Harold H. Hersch & Harold J. Sells (each 13%), W. T. Merchant Jr. & Samuel J. Cole (each 12%) and Charles E. Putbrese (5%), tr/as Tri-Cities Bcstg. Corp. Consideration \$3,500 and assumption of debt. Messrs. Hersch and Cole are part owners of WPRW-AM-FM Manassas, Va.; Messrs. Hersch and Merchant are part owners of WQVA Quantico, Va. Ann. March 5.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Charles J. Frederick issued initial decision looking toward granting application of KSAY Bcstg. Co. for renewal of license for KSAY which operates on 1010 kc, 10 kw, DA, D, in San Francisco, Calif., conditioned that station will reduce power to 5 kw upon request of Oakland Army Terminal Commander during period that terminal is using cranes to handle cargo consisting of volatile fuel or explosives, and to 1 kw on like request during any national emergency in which terminal is required to use undetuned cranes in handling cargo. (Hearing was largely on Army complaint that station's licensed operations induced undesirable electrical voltages in terminal's cranes.) Action March 6.

■ Hearing Examiner Chester F. Naumowicz Jr. issued initial decision in consolidated proceeding involving nine applications of Sanford A. Schaftz with respect to WWIZ Lorain, Ohio, WFAH Farrell, Pa., and WXTV (TV) (ch. 45) Youngstown, Ohio, which had been designated for hearing on issues including technical violations and possible unauthorized transfer of control of WWIZ, programming operations of WFAH, and representations made in connection with instant applications. Initial decision would grant following applications: WWIZ Inc. for renewal of license of WWIZ, effective Oct. 1, 1961, and for transfer of control from Sanford A. Schaftz to Lorain Journal Co.; Sanford A. Schaftz for renewal of license, mod. of license, and licenses to cover cps of WFAH. Initial decision would deny applications of Sanford A. Schaftz and Guy W. Gully, d/b as Community Telecasting Co., for mod. of cp of WXTV and for assignment of cp to WXTV Inc. and for license to cover cp. Action March 6.

■ Hearing Examiner Arthur A. Gladstone issued initial decision looking toward waiving Secs. 3.24(g) and 3.37 of rules and granting application of Storer Bcstg. Co. to increase power of WJBK Detroit, Mich., on 1500 kc, from 10 kw-D, 1 kw-N, to 50 kw-D, 5 kw-N, DA-2; conditions. Action March 5.

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward granting applications of Western Bcstg. Co. to increase daytime power of KOLO Reno, Nev., from 1 kw to 5 kw, continued operation on 920 kc with 1 kw-N, DA-N, and KWES Bcstg. Co. for new daytime am on 920 kc, 500 w, DA, in Ceres, Calif., both conditioned that presurise operation with daytime facilities is precluded pending final decision in Doc. 14419, and with additional conditions to KOLO. Action March 1.

OTHER ACTIONS

■ By report & order in Doc. 14687, commission assigned ch. 53 to Hempstead, N. Y. for noncommercial educational use as requested by National Educational Tv & Radio Center. Assignment was made possible by deletion in May 1961 of ch. 53 from

Waterbury, Conn., and substitution of ch. 20 thereafter, with concurrent mod. of authorization of WATR-TV, that city, to operate on ch. 20 in lieu of ch. 53. Commission deferred action on counter-proposal in Doc. 14687 to assign uhf commercial channel to Riverhead, N. Y., until later stage in overall uhf allocation studies in Doc. 14229. Action March 6.

■ By order, commission granted joint request by Veterans Bcstg. Inc. on behalf of seven other applicants and itself, and extended to May 7 time to file exceptions to initial decision in Syracuse, N. Y., tv ch. 9 proceeding in Docs. 14367 et al. Action Feb. 28.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion & order in consolidated proceeding on applications of Five Cities Bcstg. Inc. and Douglas County Bcstg. Co. for new am stations in Austell and Douglasville, respectively, both Georgia, in Docs. 14736-7, denied Five Cities petitions for late acceptance and enlargement of issues with respect to Douglas application. Action March 4.

■ Granted petition by Broadcast Bureau and extended to March 11 time to file exceptions to initial decision in proceeding on an application of Birch Bay Bcstg. Inc. (KARI), Blaine, Wash. Action March 4.

■ Granted petition by Broadcast Bureau and extended to March 11 time to file exceptions to initial decision in proceeding on application of Bootheel Bcstg. Co. for new am in Kennett, Mo. Action March 1.

■ By decision, Board Members Berke-meyer, Slone and Pincock affirmed Oct. 12, 1962, initial decision and denied application of WIVY Inc. to change facilities of WIVY Jacksonville, Fla., from 1050 kc, 1 kw-D, to 1080 kc, 1 kw, unl., with DA-1. Action Feb. 28.

■ By memorandum opinion & order in proceeding on applications for new am stations of Reliable Bcstg. Co., Calhoun, Ga., and Blue Ridge Mountain Bcstg. Inc., Ellijay, Ga., in Docs. 14673-4, (1) denied Reliable's petition for review of examiner's ruling which rejected its late filed engineering exhibit and which ordered that Sep. 26, 1962, record of proceeding be stricken insofar as it pertained to Reliable's application; and (2) granted motion by Blue Ridge and dismissed Reliable application with prejudice for failure to comply with rules requiring notice to be published immediately after designation of application for hearing. Board Member Slone concurred and issued statement; Board Member Nelson dissented and issued statement. Action Feb. 28.

■ By memorandum opinion & order, granted joint petition by Fran-Mack Bcstg. Inc. and Radio Smiles Inc. for approval of agreement whereby Radio Smiles would pay Fran-Mack \$2,000 for partial reimbursement of expenses incurred in connection with latter's application for new am on 1450 kc, 250 w, unl., in Fayetteville, N. C., in return for its withdrawal; dismissed Fran-Mack application; granted Radio Smiles Inc. application for new station on 1450 kc, 250 w-N, 500 w-LS, in Spring Lake, N. C., and terminated proceeding in Docs. 14801-2. Action Feb. 28.

■ In consolidated proceeding on am applications of Service Bcstg. Corp., Kenosha, Wis., and Z-B Bcstg. Co., Zion, Ill., in Docs. 14794-5, granted petition by Broadcast Bureau and extended to March 15 time to respond to Service appeal from presiding officer's adverse ruling or alternative request for clarification or enlargement of issues. Action Feb. 28.

■ By memorandum opinion & order in proceeding on applications for new am stations of Garo W. Ray, Seymour, Conn., and Connecticut Bcstg. Co., Bridgeport, Conn., Review Board in considering some 25 interlocutory pleadings (1) on its own motion, waived Sec. 1.362 of rules requiring notice to be published immediately after designation of application for hearing as to Ray and (2) enlarged issues to include programming and city coverage issues concerning Ray application. Other pleadings were either denied or dismissed as moot. Board Member Nelson not participating. Action Feb. 27.

■ Granted petition by Brownsville Bcstg. Co. and extended to March 1 time to reply

to oppositions to petition to enlarge issues filed by Brownsville in proceeding on its application for new am in Brownsville, Tenn., and that of Semo Bcstg. Corp. for new station in Sikeston, Mo. Action Feb. 27.

ACTIONS ON MOTIONS

■ By order, Presiding Comr. E. William Henry granted request by NAB and extended time from March 7 to March 20 for organization to file written statement setting forth its views with respect to recent inquiry into local tv programming in Omaha, Neb. Action Feb. 26.

By Chief Hearing Examiner
James D. Cunningham

■ Dismissed with prejudice application of Clinch Mountain Bcstg. Co. for new am in Lebanon, Va., and terminated proceeding in Doc. 14953. Action March 1.

■ Denied petition by Blue Ridge Mountain Bcstg. Inc. that further hearing be held in Calhoun, Ga., in proceeding on its application and Reliable Bcstg. Co. for new am stations in Ellijay and Calhoun, both Georgia, respectively. Action Feb. 28.

■ Ordered that hearing examiner Chester F. Naumowicz Jr. in lieu of hearing examiner David I. Kraushaar will serve as presiding officer in proceeding on application of Southwestern Bcstg. Co. of Mississippi for new am in Port Gibson, Miss. Action Feb. 28.

By Hearing Examiner Basil P. Cooper

■ With consent of all parties in proceeding on am application of WKYR Inc. (WKYR), Keyser, W. Va., continued March 7 prehearing conference to March 8 at 9 a.m. Action March 1.

■ Granted joint petition by applicants to extent of continuing from March 1 to March 15 date for preliminary exchange of exhibits, March 11 to March 25 for final exchange of exhibits, and from March 18 to April 1 date of evidentiary hearing in proceeding on applications of Kansas Bcstrs. Inc. and Salina Radio Inc. for new am stations in Salina, Kan. Action March 1.

■ Granted motion by Ridsen A. Lvon and continued Feb. 28 hearing to March 26 in proceeding on his application for new am in Charlotte, N. C. Action Feb. 28.

By Hearing Examiner James D. Cunningham

■ On own motion, continued March 4 further hearing to March 11 in proceeding on NBC-RKO broadcast transfers and related applications in Docs. 13085 et al. Action Feb. 28.

By Hearing Examiner Millard F. French

■ Granted petition by Broadcast Bureau and extended from March 5 to March 18 date to file proposed findings, and from March 15 to March 28 for replies in proceeding on am applications of Bluestem Bcstg. Inc. (KVOE), Emporia, and Kays Inc. (KAYS), Hays, both Kansas. Action March 4.

■ By order formalized agreements and rulings made at Feb. 27 prehearing conference in proceeding on am application of Radio Ashland Inc. (WNCO), Ashland, Ohio; scheduled certain procedural dates and rescheduled March 21 hearing for April 5. Action Feb. 27.

By Hearing Examiner Arthur A. Gladstone

■ In proceeding on applications for renewal of licenses of Tipton County Bcstrs. (WKBL), Covington, and Shelby County Bcstrs. Inc. (WHEY), Millington, both Tennessee, and Huntingdon Bcstg. Co. for new am in Huntingdon, Tenn., granted request by Shelby County and Tipton County and extended from March 13 to April 10 date to file proposed findings, and from March 22 to April 30 to file replies. Action March 4.

■ Granted motion by Storer Bcstg. Co. (WJBK), Detroit, Mich., and made certain corrections to transcript of hearing and incorporated same in record of proceeding on its am application. Action Feb. 28.

■ In consolidated am proceeding on applications of Jasper County Bcstg. Corp. and Mel Wheeler for new am stations in Rensselaer and Plymouth, both Indiana, respectively, in Docs. 14948-9, subject to consummation of dismissal of Mel Wheeler

application, continued March 19 hearing to April 12, at time and place heretofore specified. Action Feb. 28.

By Hearing Examiner Walther W. Guenther

■ Granted petition by Bay Shore Bcstg. Co. for leave to amend its application for new am in Hayward, Calif., to supply more current information as to financial aspects of its application and to make certain changes in applicant's staffing proposal. Action March 4.

■ Granted request by Desert Bcstg. Inc. and extended time from March 1 to March 11 for filing proposed findings of fact and conclusions of law, and on own motion extended time from March 1 to March 11 for notification by parties if any corrections to transcript are desired, from March 8 to March 18 for notification by parties whether filing of reply findings is desired, and from March 15 to March 25 for filing of reply findings, if desired, in proceeding on Desert's applications for additional time to construct KANT-FM Lancaster, Calif., and for assignment of cp to Manuel Martinez. Action Feb. 27.

By Hearing Examiner Annie Neal Hunting

■ In proceeding on applications of Newton Bcstg. Co. and Transcript Press Inc. for new am stations in Newton and Dedham, both Massachusetts, respectively, in Docs. 13067-8, dismissed Newton's motion to quash or limit subpoena duces tecum directed to Edward Bleier. Action Feb. 28.

■ Granted petitions (1) by Rochester Area Educational Tv Assn. Inc. for leave to amend its application to show change in its Board of Trustees and related information, (2) by Flower City Tv Corp. for leave to amend its application to reflect election of different secretary and assistant secretary, and requesting that record be reopened to allow amendment, and (3) motion by Citizens Tv Corp. requesting that record be reopened for purpose of taking official notice of certain facts concerning Lawrence P. Fraiberg set forth in affidavit attached to motion, and closed record in Rochester, N. Y., tv ch. 13 proceeding. Action Feb. 28.

By Hearing Examiner David I. Kraushaar

■ By memorandum opinion & order (1) denied petition by Broadcast Bureau to close record in proceeding on applications of Salem Bcstg. Co. (WJBD), Salem, Ill., and Leader Bcstg. Co., Edwardsville, Ill., and (2) required Bureau to produce expert engineering evidence within scope of areas of inquiry. Action Feb. 28.

By Hearing Examiner Jay A. Kyle

■ By memorandum opinion & order in proceeding on applications of Garo W. Ray and Connecticut Coast Bcstg. Co. for new am stations in Seymour and Bridgeport, both Connecticut, respectively, in Docs. 14829-30, ordered that burden of proof with respect to issue added and issue No. 4 amended by Review Board be placed upon Ray, and that he will furnish hearing examiner and other parties any exhibits he intends to offer in support of added issue

and amended issue No. 4 on or before April 5, and further ordered that upon resumption of hearing on April 22 that first order of business will be direct case and cross examination on added issue and amended issue 4, to be followed by rebuttal testimony as heretofore agreed. Action March 4.

■ Granted motion by Redding-Chico Tv Inc. and extended from March 5 to March 8 time to file opposition to petition by Northern California Educational Tv Assn. Inc. for leave to amend its application in Redding, Calif., tv ch. 9 proceeding in Docs. 14626-7; Northern would operate noncommercially. Action March 4.

■ Rescheduled April 15 hearing for April 29 in consolidated am proceeding on applications of Calhio Bcstrs., Seven Hills, Ohio, et al., in Docs. 14973-5. Action Feb. 28.

■ Granted petition by Jupiter Assocs. Inc., Matawan, N. J., and Radio Elizabeth Inc., Elizabeth, N. J., and extended time from March 4 to March 18 for exchange of measurements ordered by Review Board in proceeding on am applications, et al., and continued March 4 hearing to March 18. Action Feb. 28.

By Hearing Examiner Forest L. McClenning

■ Upon request by applicant, continued certain procedural dates and continued April 8 hearing to May 13 in proceeding on application of Rockdale Bcstrs. for new am in Rockdale, Tex. Action March 4.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Scheduled hearing conference for March 7 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. Action Feb. 28.

By Hearing Examiner Herbert Sharfman

■ Pursuant to agreements reached at March 1 prehearing conference in proceeding on application of Beamon Advertising Inc. for new am in Daingerfield, Tex., scheduled certain procedural dates, hearing for introduction and receipt of written case (no witnesses present) for April 13, and further hearing for cross-examination of witnesses, etc., for April 29—depositions to be filed at least one week before date. Action March 1.

■ Granted motion by J. Lee Friedman and further extended certain procedural dates, and continued April 3 hearing to April 17 in proceeding on his application and North Atlanta Bcstg. Co. for new stations in North Atlanta, Ga. Action Feb. 28.

■ Granted petition by Mid-Cities Bcstg. Corp. and further extended from Feb. 28 to March 4 time to file initial proposed findings, and time for filing replies remains at March 25, in proceeding on its application and that of La Fiesta Bcstg. Co. for new am stations in Lubbock, Tex. Action Feb. 26.

By Hearing Examiner Elizabeth C. Smith

■ In proceeding on application of Melody Music Inc. for renewal of license of WGMA

Hollywood, Fla., (1) denied applicant's motion to correct transcript of hearing, and (2) dismissed petition by Broadcast Bureau to strike reply by applicant to opposition to motion to correct transcript. Action March 1.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of March 5

K09CF, K11CJ, K13CI Leavenworth, Wash.—Granted cps to replace expired permits for new vhf tv translator stations.

K08DP, K10EB, K12DH Scipio and Holden, Utah—Waived Sec. 1.523(b) of rules and granted cps to replace expired permits for new vhf tv translator stations.

K13AN Roundup, Mont.—Granted cp to replace expired permit for new vhf tv translator station, specify primary station as KGHL (TV) (ch. 8) Billings, Mont., type trans. and make changes in ant. system.

K12BP Meeteetse, Wyo.—Granted cp to replace expired permit for new vhf tv translator station, specify trans. location and type trans. and make changes in ant. system; condition.

K11CD Zuni Pueblo, N. M.—Granted cp to replace expired permit for new vhf tv translator station, specify name as Zuni Tribe Tv, trans. location, type trans. and make changes in ant. system.

K12DG, K10DW Spearfish, S. D.—Granted cps to replace expired permits for new vhf tv translator stations and specify type trans.

K11BO, K13BG Belle Fourche, S. D.—Granted cps to change type trans. for vhf tv translator stations.

K77AY Nashua, Mont.—Granted cp to change type trans. and make changes in ant. system for uhf tv translator station.

K11AT, K07BE Gunnison, Colo.—Granted mod. of cps to change ERP to 4.8 w, include Gunnison Valley Rural Area, Colo., in principal community and make changes in ant. system; change primary station to KOAA-TV (ch. 5) Pueblo, Colo., condition for vhf tv translator stations.

K02CN Dunsmuir, Calif.—Granted mod. of cp to include Mt. Shasta, Calif., in principal community, change type trans. and make changes in ant. system for vhf tv translator station.

W72AA, W77AA Iron Mountain, Mich.—Granted cp to change type trans. and make changes in ant. system for W77AA; and mod. of cp to change type trans. and make changes in ant. system for W72AA uhf tv translator stations.

■ Following stations were granted extensions of completion dates as shown: K04CO, Northern Tv Inc., Usibelli/Suntrana, Alaska, to Sep. 5; WLPM Suffolk, Va., to Aug. 20; KOMO Seattle, Wash., to June 1; KVAS Astoria, Ore., to May 3; WREL Lexington, Va., to April 13; KCEE Tucson, Ariz., to June 2.

Actions of March 4

KNIK-FM Anchorage, Alaska—Granted cp to change type trans. and ERP to 3 kw; ant. height 105 ft.

WSOL Tampa, Fla.—Granted license covering use of aux. trans. at old main trans. site, using DA-D.

KACE-FM Riverside, Calif.—Granted cp to replace expired permit to make changes in ant. system and install new trans.

K10DY Rangely, Colo.—Granted cp to replace expired permit for new vhf tv translator station, specify name as Rangely Area Tv Assn. and type trans., and make changes in ant. system.

K09FR Zuni Pueblo, N. M.—Granted cp to replace expired permit for new vhf tv translator station, specify frequency as ch. 9, and make changes in ant. system.

K11FS Roundup, Mont.—Granted cp to replace expired permit for new vhf tv translator station, specify frequency as ch. 11, primary station as KOOK-TV (ch. 2) Billings, Mont., type trans., and make changes in ant. system.

K83AV Zapata, Tex.—Granted mod. of cp to change frequency to ch. 83 for uhf tv translator station.

■ Granted licenses for following stations: KALF Mesa, Ariz., and specify main studio location and remote control point; KBGO Waco, Tex., and specify type trans. and studio location.

■ Following stations were granted exten-

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, March 6

	ON AIR		CPS	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	for new stations
AM	3,762	55	121	467
FM	1,066	20	130	288
TV	516	64	80	112

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, March 6

	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.

sions of completion dates as shown: WWOK Charlotte, N. C., to June 20; WISZ Glen Burnie, Md., to June 8; KCDI Kirkland, Wash., to Sep. 4; WGNP Indian Rocks Beach, Fla., to April 28; KOAH Duluth, Minn., to April 15; KPRS-FM Kansas City, Mo., to April 20; WFTL-FM Ft. Lauderdale, Fla., to April 1; WKRQ-FM Mobile, Ala., to Sep. 27; WCBC (FM) Catonsville, Md., to Sep. 10; WOWL-FM Florence, Ala., to Aug. 8; *WIPR-FM San Juan, P. R., to June 12; WCBS New York, N. Y. (two mods.), to June 23, conditions.

Action of March 1

KDCE Espanola, N. M.—Granted license.
KHBR-FM Hillsboro, Tex.—Granted license covering changes in ant. height, ant. system and change in ant.-trans. and studio location.
WAQE-FM Baltimore, Md.—Granted license covering changes in ant. height, ant. system and change in ant.-trans. and studio location.
WBAY-FM Green Bay, Wis.—Granted license covering increase in ERP and ant. height and changes in ant. system.
KATY San Luis Obispo, Calif.—Granted license covering use of old main trans. as aux. trans. at main trans. site, with remote control operation.
WAAA Winston-Salem, N. C.—Granted license covering changes in ant.-trans. and studio locations, ant. system and ground system.

WABJ Adrian, Mich.—Granted license covering change in ant.-trans. location, and changes in ant. and ground systems.

WIVY Jacksonville, Fla.—Granted cp to move ant. site 460 ft. east of present site (same description).

KDFC (FM) San Francisco, Calif.—Granted cp to install new ant.

KCFM (FM) St. Louis, Mo.—Granted cp to increase ERP to 100 kw, ant. height to 430 ft. and make changes in transmitting equipment.

KRPM (FM) San Jose, Calif.—Granted cp to replace expired permit to change ant.-trans. location, install new trans. and new

ant., change ERP and ant. height, and make changes in ant. system and studio location.

K08CW, K10DK, K12CW Malott, Wash.—Granted cps to replace expired permits for new vhf tv translator stations, specify principal community as Wakefield and Jackass Butte Area, Wash., trans. location as Malott, Wash., and make changes in ant. system.

W0CH-FM North Vernon, Ind.—Granted mod. of cp to increase ERP to 3 kw, change type trans. and type ant.

WVOR (FM) Rochester, N. Y.—Granted mod. of cp to change type transmission line.
***KYVE-TV** Yakima, Wash.—Granted mod. of cp to change ERP to 19.1 kw vis., and 9.6 kw aur., ant. height to 860 ft., type ant. and make changes in ant. system.

WNBE-TV New Bern, N. C.—Granted mod. of cp to change type trans. and studio location.

WISA-FM Isabela, P. R.—Granted mod. of cp to change type ant.; ERP 3.7 kw.

WPTZ (TV) North Pole, N. Y.—Granted extension of completion date to July 1.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WCPO Cincinnati, Ohio; KIJV Huron, S. D.; WDLC Port Jervis, N. Y.; KFJB Marshalltown, Iowa; KRSY Roswell, N. M., and change studio location and delete remote control operation.

■ Granted licenses covering installation of new trans. for following stations: WEBJ Brewton, Ala.; KBCL-FM Shreveport, La., and decrease ERP.

Actions of Feb. 28

WCAM Camden, N. J.—Granted renewal of license for station and alternate main trans.

■ Granted licenses covering cps for following CBS stations: Los Angeles, Calif., KNX, to install new aux. trans. and new main trans. with remote control operation; KNX-FM, to change type trans.; San Francisco, Calif., KCBS-FM, to change type trans.; Philadelphia, Pa., WCAU, to install new aux. trans.; St. Louis, Mo., WMOX, to install new aux.trans. and increase power; KMOX-FM, for new fm and to change type trans. and ant. height.

WFMB (FM) Nashville, Tenn.—Granted

license covering increase in ERP, decrease in ant. height and installation of new trans. and ant.

WFAW (FM) Fort Atkinson, Wis.—Granted license covering changes in ant. height, ant. system and main studio and trans. location.

WFLM (FM) Fort Lauderdale, Fla.—Granted license covering changes in ant. system, ant. height and main studio and trans. location.

KFAB Omaha, Neb.—Granted license covering use of old main trans. as alternate main trans.

KFBK-FM Sacramento, Calif.—Granted license covering increase in ERP and ant. height, installation of new ant. and trans. and changes in ant. system.

KCKN Kansas City, Kan.—Granted license covering installation of old main trans. as alternate main trans. nighttime.

KVIL-FM Highland Park-Dallas, Tex.—Granted license covering change of type trans.

KDB-FM Santa Barbara, Calif.—Granted license covering use of old main trans. as aux. trans. at main trans. site, with remote control operation.

KYSM Mankato, Minn.—Granted license covering use of old main trans. as aux. trans.

K10AH Paradise Valley, Miner Basin & Emigrant, all Mont.—Granted mod. of cp to change type trans. and make changes in ant. system for vhf tv translator station.

KXLL Missoula, Mont.—Granted authority to remain silent for period ending May 15.

■ Granted licenses for following stations: *KSJS (FM) San Jose, Calif.; KJEF-FM Jennings, La.; KDES-FM Palm Springs, Calif.; KFLA Scott City, Kans.; KFGT Flagstaff, Ariz., and specify main studio location.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: KRDO Colorado Springs, Colo.; KNDE Aztec, N. M.; WMFJ Daytona Beach, Fla.; WKDA Nashville, Tenn.

■ Granted licenses covering installation of new trans. for following stations: KFYR Bismarck, N. D., with remote control operation; KJRG Newton, Kan.; WFCJ (FM) Miamisburg, Ohio, and increase in ERP; KEEZ (FM) San Antonio, Tex., and increase in ERP; WKKD-FM Aurora, Ill.; KNOB (FM) Long Beach, Calif.

■ Granted cps to replace expired permits for following new vhf tv translator stations: K07ER, K09EV, Chelan Station T. V., Chelan Station, Wash.; K09EK, Costilla County TV Booster Assn., San Luis, Colo.; K07BX, Harlem T. V. Club, Harlem, Mont.

Actions of Feb. 27

■ Granted renewal of licenses for following stations: KANN Ogden, Utah; KAWT Douglas, Ariz.; KBIG and aux., Avalon, Santa Catalina Island, Calif.; KBVM Lancaster, Calif.; KCOL Fort Collins, Colo.; *KCVN (FM), Stockton, Calif.; *KCTS-TV Seattle, Wash.; KGEM and aux., Boise, Idaho; KHPE Phoenix, Ariz.; *KHSC (FM) Arcata, Calif.; KHSJ Hemet, Calif.; KIRO and aux., Seattle, Wash.; KLFM (FM) Long Beach, Calif.; KLOK San Jose, Calif.; *KLON (FM) Long Beach, Calif.; KOWL Bljuo, Calif.; KRML Carmel, Calif.; KRZE Farmington, N. M.; *KSDA (FM) La Sierra, Calif.; KSFO and aux. and alternate main, San Francisco, Calif.; KSL and aux., KSL-FM and SCA, Salt Lake City, Utah; KSPA Santa Paula, Calif.; KSTP and aux., and alternate main, St. Paul, Minn.; KTVA (TV) Anchorage, Alaska; KUBO and aux., San Antonio, Tex.; KUEQ Phoenix, Ariz.; KQRS Rock Springs, Wyo.; KWRB-TV Riverton, Wyo.; KXAR Hope, Ark.; *KXLU (FM) Los Angeles, Calif.; WDMJ Marquette, Mich.; K72BD, K78AP, K82AK, Miami Translator System Inc., Miami, Tex.

WTMJ Milwaukee, Wis.—Granted mod. of license for remote control operation (alternate main and main); conditions.

K12BV, K08DZ, Keyes, Sturgis area and U. S. Bureau of Mines Helium Plant, Okla.—Granted cps to change type trans. for vhf tv translator stations.

K11CI Ennis, Mont.—Granted mod. of cp to change type trans., trans. location and make changes in ant. system for vhf tv translator station.

K02BQ, K04BO, Marysvale, Utah—Granted mod. of cps to change type trans. and make changes in ant. system for vhf tv translator stations.

K09DT Pritchett, Colo.—Granted mod. of

cp to change type trans., principal community to include Graft, Oklarado and Buster, all Colorado, specify name as Baca Tv Co. and make changes in ant. system for vhf tv translator station.

K04CW Marshalltown, Iowa—Granted mod. of cp to change trans. location and make changes in ant. system for vhf tv translator station.

WMLF Pineville, Ky.—Granted authority to operate sign-off at 7:30 p.m., except for special events (non-commercial basis), for period beginning March 11 and ending April 8.

WMBC Macon, Miss.—Granted authority to operate SH 7:00 a.m. to 6:00 p.m., for period ending March 15.

KAKA Wickenburg, Ariz.—Granted authority to remain silent for period ending March 15.

WMIC St. Helen, Mich.—Granted extension of authority to remain silent for period ending April 20.

KTPM (FM) Sun City, Ariz.—Granted extension of authority to remain silent for period ending April 1.

KFIF Tucson, Ariz.—Granted extension of authority to remain silent for period ending March 18.

Granted cps to replace expired permits for following new vhf tv translator stations: K13EO, Lake George Volunteer Fire Dept., Lake George and Florissant, both Colorado; K07CR, Seminole Kortez Tv Assn., Seminole and Kortez Dam Camps, Wyo., and make changes in ant. system.

Following stations were granted extensions of completion dates as shown: WOSL Kissimmee, Fla., to April 15; WNBE-TV New Bern, N. C., to Aug. 21; W74AF, Springfield Tv Bcstg. Corp., Adams, Mass., to Aug. 27.

Action of Feb. 26

Cow Country Tv Boosters Club, Miles City rural area and Miles City, Mont.—Granted cp for new vhf tv translator station, on ch. 3, to translate programs of KDIX-TV (ch. 2) Dickinson, N. D.

Actions of Feb. 20

Granted renewal of licenses for following CBS, St. Louis, Mo., station: KMOX-TV (main trans. and ant.); 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.

Short-Term Renewal

Commission granted San Francisco-Oakland Tv Inc. short-term license for KTVU (TV) (ch. 2) Oakland, Calif., for period ending March 1, 1964. By separate order, commission terminated proceedings in Doc. 14072 relating to KTVU (TV) license application, Chmn. Minow abstained from voting; Comr. Hyde voted for regular license. Action March 1.

Rulemakings

PROPOSED

Instructed staff to prepare documents looking toward (1) assigning tv ch. 5 at short-spacing from Enid to Oklahoma City, Okla., and modifying license of KOCO-TV, now on channel at Enid, to specify Oklahoma City (Comr. Lee abstaining from voting), and (2) denying vhf channel drops at short-spacing to seven other markets—Johnstown, Pa. (ch. 8); Baton Rouge, La. (ch. 11); Dayton, Ohio (ch. 11); Jacksonville, Fla. (ch. 10); Birmingham, Ala. (ch. 3); Knoxville, Tenn. (ch. 8), and Charlotte, N. C. (ch. 6) (Comrs. Hyde, Craven, and Ford dissenting); which would terminate rulemaking proceeding in Docs. 14231-14238. Action March 6.

Commission invites comments to following proposals for changes in tv table of assignments: By Twin City Area Educational Tv Corp. to provide second noncommercial educational channel in Minneapolis-St. Paul, Minn., by reserving ch. 17 (now commercial). Petitioner presently operates

*KTCA-TV on ch. *2; By Kentucky Authority for Educational Tv to assign and reserve ch. *33 for etv in Hazard, Ky., and delete presently reserved ch. *19 in that city. Authority feels use of ch. *19 in Hazard area would be technically infeasible because of adjacent channel interference with WLEX-TV (ch. 18) Lexington. Comr. Bartley dissented; By Western Washington State College to reserve ch. 18 (now commercial) in Bellingham, Wash.; By South Central Bcstg. Corp. (WIKY-AM-FM), Evansville, Ind., to assign ch. 25 to city for commercial use. Action March 6.

FINALIZED

By order, commission granted petition by Assn. on Broadcasting Standards Inc. to extent of extending from March 15 to May 1 time to file comments and from April 1 to May 16 for replies in pre-sunrise rulemaking proceeding concerning hours of operation of am stations. Action March 6.

By report & order, commission finalized rulemaking in Doc. 14364 and assigned uhf ch. 24 to Erie, Pa., by deleting ch. 39 from Sharon, Pa., and ch. 28 from Flint, Mich. Retained ch. 66 in Erie, and denied request of Alfred E. Anscombe (now WEPA-TV Inc.) to modify cp of WEPA-TV, that city, to specify operation on ch. 24 instead of ch. 66. Other parties to proceeding have indicated interest in filing applications for ch. 24, and commission is of opinion under circumstances it is in public interest to leave channel open to all interested applicants and hold comparative hearing, if necessary, to determine applicant which appears most likely to render best service. Comr. Bartley dissented. Action March 6.

By report & order, commission finalized rulemaking in Doc. 14846 and transferred noncommercial educational reservation from ch. *17 to ch. *4 in Dickinson, N. D., thus leaving ch. 17 available for commercial use. In petition for rulemaking, Dickinson State Teachers College had requested additional ch. 4 reservation to existing ch. *17 reservation; however, commission will not grant requested dual reservation until need therefor is more clearly developed. Action March 6.

AMENDED

By order, commission amended Sec. 1.316(b) of broadcast rules pertaining to local notice requirements in situations involving agreements between parties for amendment or dismissal, or failure to prosecute applications, to conform with requirements for other broadcast applications (for new stations, major changes and hearings). Rules provide if there is no daily newspaper of general circulation published in community, publication is required in weekly newspaper of general circulation in community. Action March 6.

PETITIONS FOR RULEMAKING FILED

Tampa Bay Tv Co., Tampa, Fla.—Requests institution of rulemaking proceeding so as to assign uhf ch. 32 to Tampa-St. Petersburg, Fla. Received Feb. 20.

WITA San Juan & WRJS San German, both Puerto Rico—Request institution of rulemaking proceeding looking toward allocation of following uhf tv channels: 27 to San Juan, 33 to Ponce, 30 to Mayaguez, all Puerto Rico. Received Feb. 21.

Elmer Nolte, Baltimore, Md.—Requests institution of rulemaking proceeding to modify table of assignments as follows: add ch. 18 to Baltimore, add 71+ to Harrisburg, Pa., and delete 33+ from Harrisburg and add it to Reading, Pa. Received Feb. 21.

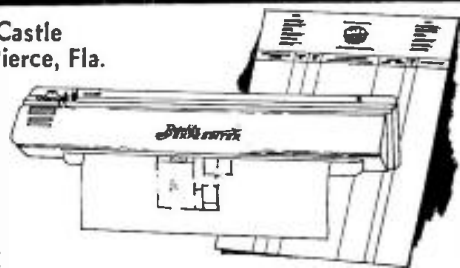
Pacific Ocean Bcstg. Inc., Santa Monica, Calif.—Requests institution of rulemaking proceeding so as to allocate uhf ch. 63 to Santa Monica. Received Feb. 26.

Board of Regents of U. of State of New York—Request institution of rulemaking proceeding to provide additional uhf tv channels reserved for non-commercial educational tv stations in New York as follows: Amsterdam: delete 52, add *52; Gloversville: add *79; Batavia: add *79; Boonville-Lowville: add *56; Dunkirk: delete 46, add *46; Glens Falls: 39 to *39; Hempstead: add *53; Hornell: 50 to *50; Jamestown: 58 to *58; Massena: 14 to *14; Ogdensburg: 24 to *24; Olean: 54 to *54; Oneonta: add *42; Patchogue-Riverhead: add *75; Plattsburg: 28 to *28; Poughkeepsie: 21, *83 to *21, 83; Saranac Lake-Lake Placid: 18 to *18; Watertown: add *20. Received Feb. 27.



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Opening for selling sales manager in fr-stereo 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

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*.

Wanted: top-notch salesmen for top north-west station with top power, good reputation but low local sales. No floaters, promoters, only hard selling, aggressive workers interested in area and results! Advance against commission. Replies confidential. Send sales record and resume. Box C-88, *BROADCASTING*.

Sales manager. Immediate opening. Salary, commission; list of established accounts. Address Ellis Atteberry, Radio KCOL, P.O. Box 574, Fort Collins, Colorado.

Madison, Wisconsin offers outstanding sales opportunity with number one rated station. We'll also pay biggest guarantee, biggest commissions to seasoned salesman. WISM.

Media salesman to take over advertising departments of newspaper and radio station. Guaranteed income. Will be paid on gross business of both. Owner has other interests and needs top flight man capable of earning \$7,500 to \$10,000 per year. E. H. Whitehead, Box 316, Rusk, Texas.

Help Wanted—(Cont'd)

Announcers

Announcer, with 1st ticket, male or female, for New Hampshire smooth-sound day-timer, \$115 weekly. Box 319B, *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*.

Experienced announcer with first phone for personality on top 40 station. No. 1 in four station market. Box C-86, *BROADCASTING*.

Wanted . . . mature, versatile radio announcer. Must be good with news. Only experienced men will be considered. WCEN AM-FM, Mt. Pleasant, Michigan.

Announcer copywriter able to handle board. Adult good music station on Florida east coast. Send resume and background. Box C-89, *BROADCASTING*.

If you are an announcer with an eye toward news, sports, and special events write today. Must be aggressive. Box C-77, *BROADCASTING*.

Announcer, experienced for wide awake suburban Philadelphia station. Operate own board. Non-frantic, non-format. Permanent position. Box C-53, *BROADCASTING*.

Work in exciting mid Manhattan New York and broadcast to the world! Opening for only one accomplished announcer. Emphasis on news and entertainment programming. Must be mature, hard worker, interested in new career. Personal interview required at own expense. Contact soonest. Box C-90, *BROADCASTING*.

Southwestern Pennsylvania independent. Immediate need for announcer with first phone. No maintenance, state experience and salary required in first letter. Box C-93, *BROADCASTING*.

First phone operator with experience on maintenance and announcing. Resume. Box C-86, *BROADCASTING*.

Morning man. Bright commercial sound. Five kilowatt midwest daytimer. Immediate opening. Box C-133, *BROADCASTING*.

Wanted: World's funniest morning man. Great opportunity in terrific midwest market. Air check, tape, photo and background. Box C-140, *BROADCASTING*.

Experienced newsman for expanding news department. Contact Operation Manager, Box 180, Salina, Kansas.

First phone announcer, 3 years minimum experience. Good music, local news format, insurance, paid vacations, new equipment. Starting salary depends on experience room to go up. Contact Jim Jae, KHMO, Hannibal, Missouri.

Help Wanted—(Cont'd)

Announcers

First class announcer with first class license. Send all information first letter. WDEC, Americus, Georgia.

Announcer for music-news operation. Better than average salary, permanent position. Ray Doss, WAIN, Columbia, Kentucky.

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.

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.

Leading suburban New York am fm station needs experienced announcer. Step up to a good operation. Send tape, resume, WLNA, Peekskill.

Approximately four months summer replacement utility announcer needed. Must be experienced. Apply Gerry Grainger, Program Director, WWCA, Gary, Ind.

Negro gospel. The nation's highest rated Negro group has immediate opening for an experienced gospel man. Must be excellent board operator, have good voice. Send complete resume, late photograph and tape to: Executive Vice President, McLendon Broadcasting Company, Suite 980, Milner Bldg., Jackson, Mississippi.

Like to swing way out? Are you a real mad daddy . . . like that 7 to midnight sunburn? If young and fast, fast, fast . . . the Zoo needs you! Use the grape vine and signal the Zoo at 583-2727. WZOO, Spartanburg, S. C. Nothing covers Dixie like the Zoo!

New station going on air. Need complete staff by April 15th. Send tape, resume, salary requirements to William Shaw, 618 North Detroit Street, Kenton, Ohio.

D.J.'s. saying it right can mean the difference between success and failure. Brighten up your shows with clever, intelligent record intros by top writers. Interchangeable record intros for girl, boy, group vocals and instrumentals. 300 intros-\$3.95. Send check or money order to: Broadcast Intros, 975 N. 35th, Milwaukee 8, Wisconsin.

Announcer-engineer with first class ticket many fringe benefits in regional fulltime station. Advance within expanding multiple station organization. Send data sheet, and audition to WALM, Albion, Michigan.

Help! We needed. Money! You need it? Adult Ohio daytimer needs first phone. Good pay, future, you'd like it here. WDLR, Box 317, Delaware, Ohio. Phone C. R. Taylor, 363-1107.

Help Wanted—(Cont'd)

Announcers

Immediate opening for experienced all around broadcaster in medium market modified top 50 Pennsylvania station part of expanding group in Great Lakes area. Family man with good references willing to relocate. Beautiful community near several large metropolitan areas. Send audition, resume, photo, and recent earnings to Box C-155, BROADCASTING.

1st phone man for Ohio station. Good chance for man interested in adult operation. Very good pay to right man. Growth opportunity. Send tape and details. Box C-157, BROADCASTING.

Immediate opening for experienced mature, announcer with top men, top station in market. Write phone WASA, Harve de Grace, Maryland. 301-939-0800.

Rand Broadcasting company auditioning new talent. Strong air personalities with flair for showmanship and in depth musical background. Popular music format with urban sophistication. Send complete details, including tape and resume; first reply no phone calls, please. No tapes can be returned. Mr. Rex Rand, President, Rand Broadcasting Company, 340 Biscayne Blvd., Miami 32, Florida.

Announcer with 1st class ticket. Daytimer 50 miles from New York City. Good salary, steady. WBNR, Beacon, New York.

Technical

Engineer-announcer wanted for small Alaska station. Experience helpful, but not absolutely necessary. Box C-37, BROADCASTING.

Broadcast engineers midwest tv station first class phone required will train. Apply in confidence. Box C-65, BROADCASTING.

Chief engineer-southern New York state. Am experience-good salary. Box C-69, BROADCASTING.

Immediate openings chief engineer-announcer. Contact Wes Ninemire, KFDA Radio, Amarillo, Texas.

5 kw daytimer 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 daytimer, and 3 kw fm. Write or phone WASA, Havre de Grace, Maryland. 301-939-0800.

Needed a production minded staff engineer with some broadcast experience. First class ticket required. An outstanding opportunity for a young man who wants a position in a prestige operation located in suburban New York City area. Box C-111, BROADCASTING.

Chief engineer-announcer position open with aggressive small market station. Good opportunity, salary open. Write or call immediately, Breazeal, KTTN, Trenton, Missouri.

Television transmitter maintenance. First ticket required. Will consider experienced radio engineer wanting to learn tv. Contact L. B. Howard, Chief Engineer, WFIE-TV, Evansville, Indiana.

Help Wanted—(Cont'd)

Technical

Leading 5 kw night-time directional station has opening for alert young transmitter engineer thoroughly versed all phases AM transmitter operation and maintenance. Excellent opportunity for successful applicant to learn and advance to Chief Engineer under overall technical director after reasonable train-in period. Efficiency apartment at transmitter available if desired. WSAV Radio and Television, Savannah, Georgia.

Production—Programming, Others

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.

Newsman for major market. Negro programmed station. Send tape, photo, resume to Box C-83, BROADCASTING.

Need experienced man for international radio operation in Washington. Qualifications: some overseas background, facility in Spanish and/or French desirable, some technical knowledge, plus basic ability to write and produce own show. Washington-New York area presently preferred. Salary commensurate with experience, ability. Box C-107, BROADCASTING.

Male or female continuity director needed immediately for midwestern major market fringe station. Traffic experience desirable but not mandatory. Full details to Box C-150, BROADCASTING.

Immediate opening for serious minded news editor. Minimum two years broadcast experience required. Good pay, vacations, insurance and retirement plans. WBY, Appleton, Wisconsin famous for Lawrence College. Mutual affiliate, fulltime in business for 40 years. Send picture, tape, and particulars to Radio Station WBY, 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.

All around, experienced helper required at WBMI-FM, Meriden, Conn.

RADIO

Situations Wanted—Management

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.

General manager, 36, experienced all phases, strong sales, also tv. Promotion minded, top references. Prefer east. Box C-104, BROADCASTING.

Outstanding sales manager seeks investment-management opportunity in radio. Married, 34, college. Box C-105, BROADCASTING.

Attention Floride-southern states. General manager strong on local and regional sales. Proven record management of small market stations. Good announcer, sober, reliable, southerner. Now employed. Box C-145, BROADCASTING.

Owners. Available immediately, mature manager experienced all phases. Proven record. Best of references. Box C-148, BROADCASTING.

Situations Wanted—(Cont'd)

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-38, 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.

Mature man experienced radio sales, other advertising, wants to relocate in midwest. Box C-92, 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.

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.

Announcer seeks position in east. Married. Box C-25, BROADCASTING.

Baseball announcer, seven years minor league experience. Play by play all sports news, sales. Box C-43, BROADCASTING.

Showman first phone, veteran, will travel, anywhere, good on news. Box C-68, BROADCASTING.

Good morning sound from a good morning man. Tremendous audience acceptance, always number one. With tasteful, comic approach, it's almost a pleasure to get up . . . almost. Box C-73, BROADCASTING.

Tom Staton 1st phone no maintenance one year experience, can type. Box C-74, BROADCASTING.

Mature announcer desires stable position. 5 years commercial experience. Strong on news. Married. Salary desired \$85-\$100 per week. Box C-78, BROADCASTING.

12 years experience. Earning top salary in present market. Tight board. Program, production, music and sports director. Now news director. Left management to other guy. Have references, will travel. South west, west. Box C-79, BROADCASTING.

Experienced announcer 6 months tight board. Single prefer Michigan, Indiana, Ohio. All offers considered. Box C-80, BROADCASTING.

Seeking employment in Long Island, New York City area. Dependable. Smooth delivery. Pleasant personality. Available immediately. Box C-81, BROADCASTING.

Experienced announcer, d.j. Have second studying for first. Available weekends, N.Y. State and vicinity. Box C-85, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer with limited broadcasting experience. Cheerful style, with a great ambition to work in all phases of radio. Offers play by play sportscasting. Box C-94, BROADCASTING.

Experienced dj announcer ready to work for bright modern station in eastern market. 4 years on the air including Boston. Excellent in production. Box C-98, BROADCASTING.

Mature quality announcer, presently employed at leading prestige station in top ten market, seeks change to position of greater challenge/opportunity. 8 years experience, all phases. Good at news, interviews, controversy, classics. Personal interview preferred, my expense. Box C-99, BROADCASTING.

Professional deep sound. FM experience. Tape on request. Family man. Box C-110, BROADCASTING.

Attention Hawaii! Am planning to move to your fair land in near future. Am 26, have 1st phone, 6 years experience as swinger, top ratings in markets worked including size of Honolulu. Only top 40ers' need apply. All replies answered. Currently employed as program director but can move at your request. Best references available. Best salary expected. Box C-112, BROADCASTING.

A fast, smooth, funny pro wants to settle with major market format organization with solid reputation, unless a comparable medium market station will spend good money for entertainment on the air. My ad lib is my product. I like money, and you, if you'll spend it. Can do tv too if you have it. Might program smaller market headache for right situation. Young. No problems. Box C-113, BROADCASTING.

Sportscaster, Experienced, basketball, baseball, football. Former sports editor, coach, referee. Box C-115, BROADCASTING.

Versatile announcer seeking to relocate. I can do sports, remotes, and general duties with efficiency. Presently program director. Family man. Box C-116, BROADCASTING.

Attention top 40 outlets. Experienced first phone dj currently employed in major market now available. Excellent references. No maintenance. Box C-117, BROADCASTING.

Announcer, disc-jockey, sportscaster, young, experienced. Prefer east with good sound. Box C-118, BROADCASTING.

Announcer-program director, 27, married. 8 years experience. Award, winning news-caster. Prefer relocation in Virginia. References excellent. Box C-125, BROADCASTING.

Middle of the road jockey can help your station as program or production manager. Experience all phases of programming. Box C-123, BROADCASTING.

Modern format station that is looking for an experienced, mature announcer/d.j. 1st phone. Box C-124, BROADCASTING.

Asthma forces move from wet to dry. Two decades all kinds radio. First ticket. Presently employed. If climate dry, air pure let me send tape. Box C-126, BROADCASTING.

Dj, swinging, experienced, young cheerful, reliable. Seeks modern impact station. Box C-127, BROADCASTING.

Dj/announcer. Adult programming experience. Now employed. Seeks growth opportunity. Box C-128, BROADCASTING.

Good music, announcer, experienced. Relaxed warm style, desire matching location. Box C-130, BROADCASTING.

San Francisco located top 40 jock. \$90 and let's wall! Box C-132, BROADCASTING.

Hire both of us and you'll have an experienced 1st phone announcer/maintenance, newsman, time sales with plenty of know how, gather, write, announce, heavy on local sales. Box C-134, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer: 11 years experience; clear, distinct voice, smooth delivery; dependable. Desires position either radio, television. Can sell, write copy, ad-lib, 3rd phone. Can relocate anywhere. Presently employed as program director at WLWM-FM in Nashville, Box C-136, BROADCASTING.

Major markets only. Top rated morning show market 2 million. Currently production manager. 35, married, children, 1st phone. Available reasonably soon. Resume, tape, creative, personable, witty, responsible, charming, intelligent, slightly money mad, albeit humble. Box C-137, BROADCASTING.

I have a first phone, a college degree and some announcing experience. I'd like more. Can you use me? Box C-138, BROADCASTING.

Well experienced in radio and television. Very good voice. Nice looking, single, sober, available now. Box C-144, BROADCASTING.

This experienced top 40 d.j. newsman with smooth and friendly delivery plus good production ideas might fit your opening perfectly. Box C-152, BROADCASTING.

Announcer first phone available immediately. Musical background opera and classics. Prefer west coast. Box C-153, BROADCASTING.

Combo man. Top notch experienced jock with first phone is available immediately. Telephone 813-688-1374.

14 years experience. Tops in d.j. news, phone or write Syl Sergi, Tilden, 6-4623, Beaver Falls, Pennsylvania.

Announcer, experienced, young, industrious, married, sells. Top on d.j. shows and authoritative news. Robin Burns, 3090 Haussen Court, Chicago. MU 5-0287.

Experienced 1st phone announcer. Available immediately, can do any music format. Phone 259-1105, or write 1462 Terilyn Avenue, San Jose, California.

Perennial all-night man formerly with Miami's number one station. Top 40 or jazz. Tape, photo, resume, references available. Mich Price, 7904 Maryknoll, Bethesda, Maryland. EM 5-2394.

Announcer-experienced. Good, mature, resonant voice. Sales, first class license, if required. 227½ Maple Street, Ashland, Ohio. Phone 4-8262.

Experienced announcer available for position in small to medium market, prefer New England area, but will relocate anywhere. \$75.00 minimum. Roy Cheverie, KSTV, Box 102, Stephenville, Texas.

Technical

First phone, available immediately. 12 years electronic experience. Box C-38, BROADCASTING.

Engineer wants to relocate in east. First phone, experience am & fm. Box C-29, BROADCASTING.

First phone-am combo, tv experience. Seeks NYC area. Box C-67, BROADCASTING.

Chief engineer. 12 years of responsible engineering management including planning and construction of vhf facilities. Excellent industry references. Available at NAB for interview. Box C-72, BROADCASTING.

First phone, no experience, single, 32, graduate Grantham School, Kansas City. Available immediately. J. Bridgwater, 1124 E. Freer, Temple City, California. Tel.: Gilbert 8-4548.

Situations Wanted—(Cont'd)

Technical

Experienced first phone studio engineer desires position in midwest. Available immediately. Box C-139, BROADCASTING.

Two years experience radio operating engineer. No announcing. Need employment. Box C-142, BROADCASTING.

Chief engineer-program director-announcer. 16 years experience in all phases. Let's talk. Box C-143, BROADCASTING.

1st phone, 13 years experience in radio-tv repair. Willing to start immediately for minimum salary for chance to work in radio or television. Desire permanent position with opportunity for advancement. Age 33, family, Ray Bacca, Box 1058, Sarasota, Florida.

Experienced, engineer-announcer. Directionals, remote, maintenance, construction. Available now. Don Brienen, 307 Oak Street, Auburndale, Florida.

Production—Programming, Others

News director-5 kw, medium market, wants to join local news operation, with equipment and staff. Young, married, with excellent references and 3 years experience. Will consider radio-tv, combo. Salary and location open. Box C-70, BROADCASTING.

Public service director, air personality at established million market station looking for program directorship in smaller market. Hard worker, best references. Talented, married, will settle. Box C-71, BROADCASTING.

Modern format d.j., strong news, top production, experienced p.d. is seeking permanent position with aggressive station. C-122, BROADCASTING.

I can offer you solid experience as p.d. or production manager with good news, sports, plus 1st phone for stable format or middle of the road operation. Call d.j. 217, 529-2271.

Newsman. Looking for opportunity with station that wants to make a name in news. Must be mutual affiliate that really believes in the net. If you're looking for someone who can find and air the news first; one who's as much at ease with congressmen as desk sergeants, contact at once. If you air news just because you must, don't reply. Box C-97, BROADCASTING.

FM program director, ready for major market. Creative, proven ability. Prefer group operation. MA degree plus 6 years experience am-fm-tv. Box C-121, BROADCASTING.

News my forte, 5 years experience, 24 years, single, draft exempt, dependable. Desire position in or near large urban area in progressive news dept. Box C-91, BROADCASTING.

TELEVISION

Help Wanted—Announcers

TV booth announcer, mature, authoritative, personable, tv experience not required. Top station in Iowa market. Send picture, tape, complete details, manager, Box C-120, 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.

Help Wanted—(Cont'd)

Technical

Supervisory engineer for small tv station in midwest; knowledge of uhf desirable. Box C-101, BROADCASTING.

Transmitter engineer. First ticket required. Station experience preferred. Contact L. B. Howard, Chief Engineer, WFIE-TV, Evansville, Indiana.

Qualified technical personnel for largest military television facility in nation. Immediate openings for videotape and video technicians. Other requirements: Lighting technicians, master control technicians, camera technicians, mobile unit and supervisory personnel. Send resume and salary requirements to: Mr. Cliff Paul, Teleprompter Corp., Sands Office Center, Huntsville, Alabama.

TV Engineer. Station expanding technical facilities has opening for young man thoroughly grounded installation and maintenance TV equipment or who has fundamental knowledge and capability to learn quickly under guidance of Chief Engineer. WSAV-TV, Savannah, Georgia.

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.

Number one station in ¼ million home midwest 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.

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.

Operation manager. To supervise directors, floor crew, traffic, continuity, art. Help create good live commercials and programs at NBC station in medium size midwest market. Must be solid announcer, also. Box C-66, 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—Announcers

Sportscaster. Wants on camera sports job in major league or live wire sports area. Radio play by play of college football, pro baseball, racing. Good knowledge of all sports. Will go in as number 2 man in major market. Working radio at present. Prefer sunshine. 7 years experience, family. Audio tape, sof, resume, references, on request. All inquiries invited. Box C-82, BROADCASTING.

Presently employed young staff announcer. Four years in radio looking for television. Married, one child. Draft exempt. Desire permanency. Box C-84, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Mature combination tv news announcer-writer, and Will Rogers philosopher type disc jockey. Mature, firm, kindly, appealing to audience above teen-age tastes. Can cooperate with sales department and engineering department. Have had plenty of executive level sales experience, and first phone since 1935. Active ham. Expert board operator, skilled with 16mm movie camera. Deep in political philosophy, can do editorials and sensitive interviews with political, religious, and business leaders in your community. Minimum salary \$1,000 per month, no contract required. Any city out of present mid south location. Prefer east or west coast, or north midwest. No tapes, no film clips, no photos. Personal interviews and auditions only, at my expense. This ad will run for four insertions, one month, but will take first really substantial offer. I will phone you. Box C-154, BROADCASTING.

Technical

First phone, available immediately, 12 years electronic experience. Box C-38, BROADCASTING.

First class license, no experience. Television technical position only. Box C-100, BROADCASTING.

Technician genuinely interested in his work years to work for television station in deep south. Friendly type fellow with diversified experience. Box C-114, BROADCASTING.

Production—Programming, Others

Top producer-director, major market, now interested in program manager-assistant program manager, smaller market. Box 180B, BROADCASTING.

Copywriter with imagination, college degree, experienced. Seeks challenge. Prefer promotion. Box C-87, BROADCASTING.

Broadcast journalist seeks news directorship or editorial post in top radio-tv news department, emphasis on responsible reporting. Prefer midwest or southwest. Seven years with 50 kw station, five years teaching and administration. BA, MA in journalism. Available in summer. Family. Minimum \$8500. Box C-131, BROADCASTING.

Experienced TV news editor. Network and station experience. College graduate, veteran, married. Young and willing to locate anywhere with opportunity. Please write Box C-156, BROADCASTING.

WANTED TO BUY

Equipment

New uhf needs studio transmitter equipment, antenna, adaptable to channel 17. Repairable equipment acceptable. Box C-108, BROADCASTING.

Wanted FT 231 GE Synchronolite tubes for 16mm tv projectors. Write Chief Engineer, KQTV, Fort Dodge, Iowa.

For Sale

Equipment

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, electronic shutter, pulse counter, monitor control and power supplies. \$7,400.00. V. Kemper, EUE, 513 West 54th St., N. Y. 19, N. Y.

3 kw RCA fm transmitter and 2 bay antenna complete with 100 feet of 3 1/8 inch transmission line. Changing power. Located in southwest. Write Box C-95, BROADCASTING.

For sale or lease, Schafer 2100 system (current model) complete; terms negotiable. Box C-103, BROADCASTING.

For Sale—(Cont'd)

Equipment

PT6-A and PT6-P Magnecord deck and 3 channel amplifier. Also, P60 Magnecord deck and amplifier. Both rack mounting and in good operating condition. Will sell to highest bidder. WKAI, Macomb, Illinois.

For sale: 250 watt GE transmitter, \$800; two Presto turntables, \$200 each; Pt-6 Magnecord tape recorder, \$300; all good condition. Box C-75, BROADCASTING.

1 RCA power-max, perfect condition \$200. 1 Symetra peak, perfect condition, \$200. Both pieces used one year. Box C-28, BROADCASTING.

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.

Gates, one am modulation monitor MO-2639, one am frequency monitor MO-2890, both presently operating. Good condition. WROA, Gulfport, Mississippi. Phone 863-7133.

Fidelipac tape cartridges. Best prices, same day shipment. Old cartridges reconditioned. Write for complete Sparta equipment brochure. Sparta Electronic Corporation, 3450 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, 1 1/2" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Telephone 2-3527.

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.

Berlant conertone tape recorder, carrying case, rack, \$200.00. WEEL, Fairfax, Va., CRescent 3-4000.

TV projectors large screen-RCA PT 100. Completely portable-like new. Includes spare kinescope. Bargain \$6,950. L. Wine-land, 2834 Alabama Avenue, S. E., Washington 20, D. C. 768-4252.

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Radio Free Europe Fund

The American People's Counter-Voice to Communism
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OUR RESPECTS to Merle Hicks Tucker

Civic affairs foremost in his schedule

Merle Hicks Tucker is a man who: won the duPont and Peabody Awards for public service in the same year; lost a mayoralty election when his opponent would not accept free time on his station; toured Europe in 1930 with the Cowboy Band; was director of the New Mexico Tourist Bureau; is owner-president of KGAK Gallup, N. M.; is 1963 president of Kiwanis International; and believes broadcasters have invited much of their own trouble from the Federal Communications Commission.

An outspoken critic of the welfare, socialistic state, Mr. Tucker will deliver the keynote address at the New Mexico Broadcasters Assn. annual convention in Albuquerque next month. It's a date he has managed to squeeze in around his work for and with the Navajo Indians and his cross-country tours as Kiwanis president.

A 32-year veteran of broadcasting, Mr. Tucker got his start in radio with WBAP in his native Fort Worth, Texas. A music major at Hardin-Simmons U., Abilene, he had been offered a job as a staff musician with WBAP but turned it down in favor of the other side of radio.

Office Boy ■ Starting as an office boy he became a junior announcer and then moved on to the Cincinnati-Louisville area for four years. He returned to Texas and did a special series on the old Southwest Network in 1935. Three years as radio director for the Texas Centennial and Fort Worth Centennial followed.

Mr. Tucker got his first taste of station management at KSAL Salina, Kan. In 1940 he became general manager of KROD El Paso and stayed there until March 1942, when he left to take up permanent residence in New Mexico.

Two years with KOB Albuquerque were followed by Mr. Tucker's affiliation with Albert E. Buck and Frank C. Rand Jr. in forming the Rio Grande Broadcasting Co. The trio built four stations—KOAT Albuquerque, KTRC Santa Fe, KRSN Los Alamos and KGAK Gallup.

When the company was sold, Mr. Tucker and his wife retained control of KGAK, under the name Thunderbird Broadcasting Co.

Service To Navajos ■ Starting in 1950 he formulated the station's policy of local news emphasis, editorials and public service, particularly aimed at the Navajo Indians.

While the Tuckers worked with the Navajos in educational and health programs, KGAK began Navajo language programming. It was this programming

which led to the public service awards in 1955, as the first radio station to broadcast regularly to American Indians in their own language.

Mr. Tucker believes strongly in radio managers assuming individual responsibility of leadership in the community; public service, local news production with real news men, not those who rip and read. He does not believe that editorializing should be handled indiscriminately; it should be done by either experienced editorial writers, men with former newspaper experience and "certainly someone who is responsible in the corporate setup."

Offer Turned Down ■ When Mr. Tucker ran for mayor of Gallup he did everything possible to get his opponent to use free time on KGAK—even to offering his own time, the ex-candidate says. But the offer was never accepted and Mr. Tucker wound up the loser by 300 votes.

The moral? Mr. Tucker says he doesn't honestly know what it could be. At least, he says, he complied with FCC rules and honestly believed his opponent should have used the station.

Born April 12, 1911, the 51-year-old broadcaster has been active in civic and state affairs serving as director of the New Mexico Tourist Bureau, two years as director of the state Dept. of Development, president of the Gallup Chamber of Commerce, general chairman and president of the Albuquerque Community Chest and as special consultant to former Commissioner of Indian Affairs



KGAK's Tucker
Navajos get precedence

Glenn Emmons during the Eisenhower administration.

Highly active in Kiwanis affairs for 21 years, Mr. Tucker was one of the originators in 1954 of Farm-City Week, a program that was officially recognized by President Eisenhower.

In addition to his civic and social duties, Mr. Tucker served two years on the NAB's Am Committee and one year on its Legislative Committee.

A proponent of individualism, Mr. Tucker feels that broadcasters have a greater responsibility than many of them have assumed. He feels that the FCC has gone beyond the original intent of the law, but is perhaps doing no more than other departments of the federal government—moving toward the welfare, socialistic state.

Straight In The Eye ■ Mr. Tucker says that the final responsibility rests squarely on the shoulders of each broadcaster to stop this trend, to stand up "so you can look the FCC straight in the eye, with a clean conscience when the time comes."

Mr. Tucker married Mida Watts Harris of Louisville 31 years ago. They have a son Merle Jr. (Butch), 12, a student at St. John's Military School, Salina, Kan.; a married daughter, Mary George, 26, and one granddaughter.

Mr. Tucker's belief in the future of radio and television is unlimited. The media, he thinks, can be the greatest influence in American life for good and he takes issue with broadcasters who enter the field to "make a fast dollar."

If we had broadcasters, Mr. Tucker says, "who looked at it as a sacred profession and realized that they were given a real responsibility when they accepted a license, they wouldn't have to worry about making money. Somehow or other that will take care of itself if a broadcaster will do a job."

On a virtual leave of absence this year to visit all 50 states and Canada for Kiwanis and to attend the many broadcasting meetings around the country, Mr. Tucker has managed to squeeze in a day or two at the station.

After a month on the road, he returned to KGAK for three days in February before leaving for the Broadcast Pioneers Banquet in New York, the annual conference of Service Club Leaders in St. Louis and more Kiwanis activities.

However, there is one date Mr. Tucker intends to make: as the regular announcer for the Inter-Tribal Indian Ceremonies of Gallup in August.

For Mr. Tucker, no other event takes precedence on his busy schedule.

Time to turn to the public

LATELY things have not been going well for broadcasters in their strivings for journalistic freedom.

Last week members of Congress reacted with hostility to proposals that would liberalize the political broadcasting law and open House committee hearings to radio and television coverage.

A month ago the American Bar Assn. reconfirmed its Canon 35 which denies radio and television access to most of the courtrooms of the nation.

For the past two years the FCC has been exerting tighter and tighter control over the journalism operations of radio and television through the invocation of its "fairness doctrine" and other means of second-guessing the editorial judgment of broadcast licensees.

If anything, broadcast journalists have been losing ground. It is evident that new tactics must be devised if broadcasters are to make significant headway on their troubled journey toward acceptance as journalists equal to the press.

Up to now broadcasters have sought admittance to legislative halls and courts through direct appeals to legislators and court officers. They have resisted incursions of the FCC individually and with scant effectiveness. These tactics have failed. Their continued use gives little promise of anything but continued failure.

The conclusion is now inescapable: The case for broadcast freedom must be taken to the public. It will get nowhere as long as the public is unaware of what is going on. It will get nowhere until the public is made to realize that the public's elected representatives and the keepers of its courts, assisted by political appointees, are conspiring to deprive the public of the clear, full view of government operations that only television and radio can present.

Broadcast journalism must be used to advance broadcast journalism's cause.

The station that is barred from covering a trial that is of intense local interest ought to do a broadcast explaining why it is unable to provide radio or television coverage.

The network that is barred from a House committee hearing of national interest ought not to cringe at the notion of telling its audience why it has been locked out.

Let broadcasters go to the public with the persuasive instruments at their command, and the public will soon go to the aid of the broadcasters. If legislators or lawyers object, so much the better. Let their views be aired. The logic in the situation is not on their side.

More than meets the eye

MOST broadcasters know that they are in jeopardy because of the way the FCC is running their lives. Yet most broadcasters equivocate when it comes to taking the only affirmative action open to them—an expression from Congress in the form of new communications legislation that will bar censorship of programs and the domination by government.

The FCC has passed the stage of subtlety. Since it is encountering no organized resistance, it moves blithely along, arrogating more and more power. And its legal staff continues to contrive devious ways of buttressing its supposed authority. The staff is now using the Solicitor General of the United States in a bid to get the Supreme Court to underwrite its power grab.

The Solicitor General intervened in a rather innocuous case involving two radio stations in Hobbs, N. M., and a weekly newspaper which had been enjoined from carrying advertisements of a Gaines County, Texas, optometrist, just

across the state line. The injunctions had been issued because of a state law prohibiting mention of prices and discounts by optometrists.

Because interstate commerce was involved, the Solicitor General intervened. Broadcasting is interstate commerce and the Communications Act thus precludes direct regulation of broadcasting by the states.

So far, so good. But the Solicitor General then argued that the FCC has been given "extensive authority to regulate programs and advertising material in the public interest." This was gratuitous. It wasn't needed to justify the FCC's jurisdiction over interstate commerce.

This line of argument was contributed by FCC attorneys. It is customary for agencies of government to collaborate with the Solicitor General in specialized areas and, indeed, the names of the FCC attorneys were on the brief.

Among the citations calculated to prove the FCC's powers over programming, the brief enumerated the license and license renewal requirements, and the July 1960 program policy statement which was accepted, practically in default, by those who should have spoken out against it.

The FCC's strategy, however, was to elicit from the Supreme Court an affirmative expression of the FCC's right to control programs. Cited in the brief was the 1943 opinion of the Supreme Court upholding the FCC in the network-monopoly case wherein Associate Justice Felix Frankfurter, in what the lawyers call dicta, said the law, as he construed it, placed upon the FCC the burden of determining the "composition of that traffic" and not merely the task of serving as a "traffic officer." The FCC has quoted this language, not the substance of the opinion, as giving it carte blanche over programming.

It is obvious that the FCC lawyers are trying to get further affirmation of program control by smuggling it into a Supreme Court decision in the New Mexico case.

The NAB convention will convene in Chicago in three weeks. The FCC again will sit as a panel. It is important that the licensees get the answer. This is no time to stand on ceremony or to pull punches.

Unless the FCC repudiates its own lawyers, the answer will be automatic. In that event, the answer of the NAB should be an all-out drive for the legislation proposed by the authors of the monographs of the Federal Communications Bar Assn. (BROADCASTING, Jan. 28) to which the NAB, thus far, has given only lip service.



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