50 Cents

BR ING

THE BU AND RADIO

JULY 15, 1963

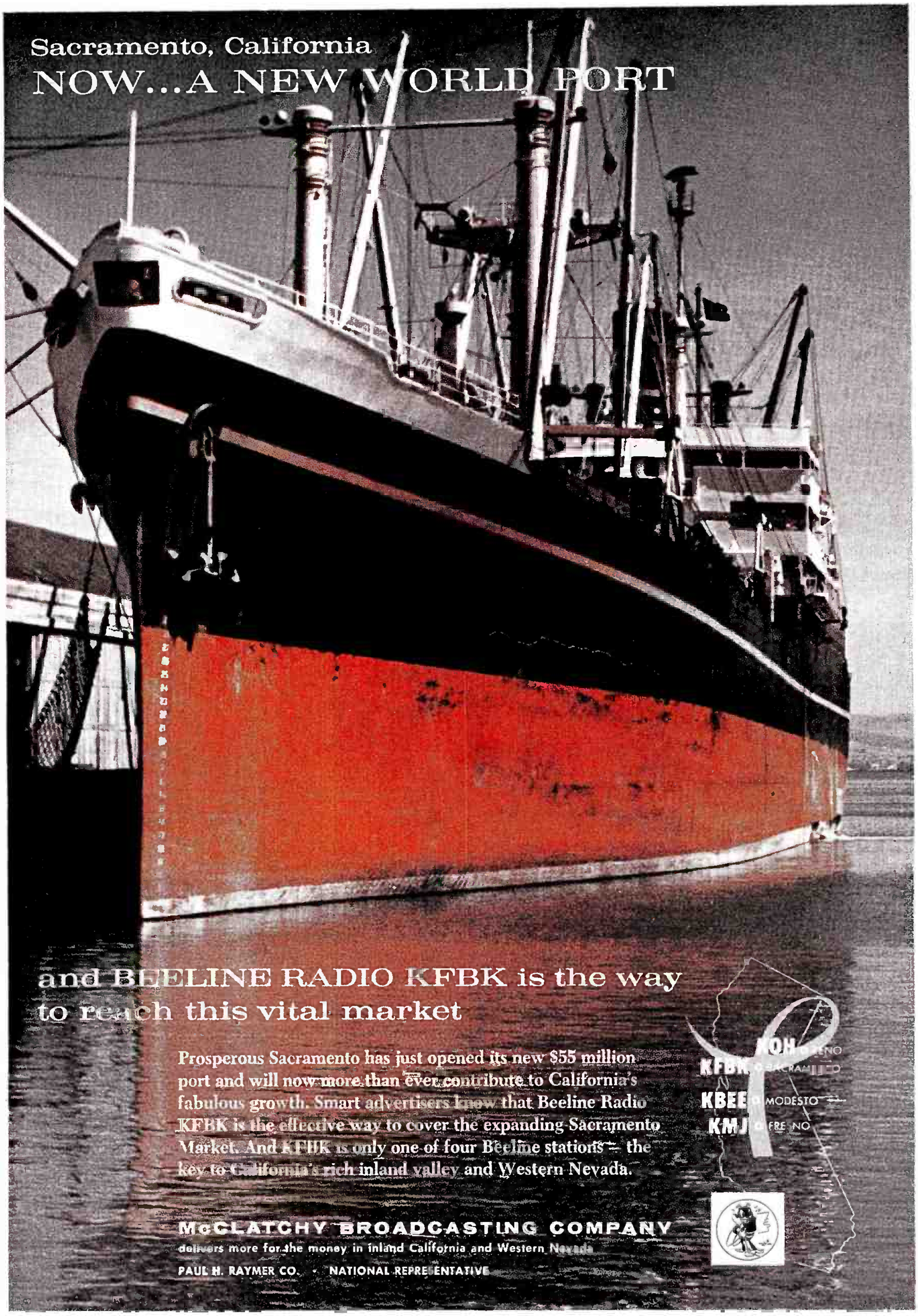
Ratings are still the criteria for agency program decisions 23

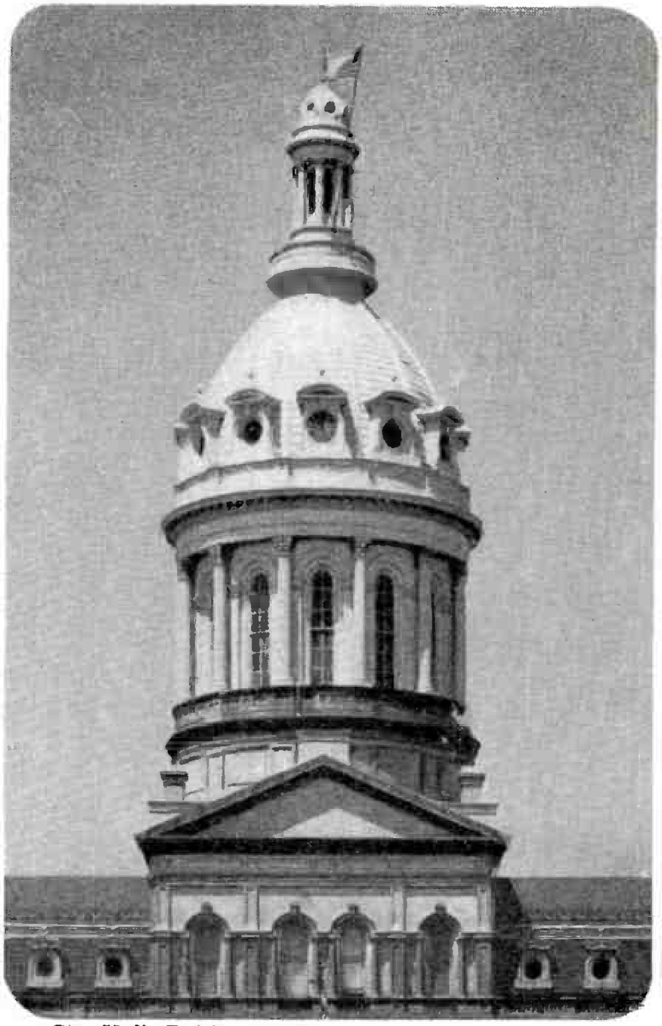
4A demographic 'white paper' seen as move toward agency agreement 32

FTC really means business on broadcasters' use of ratings 26

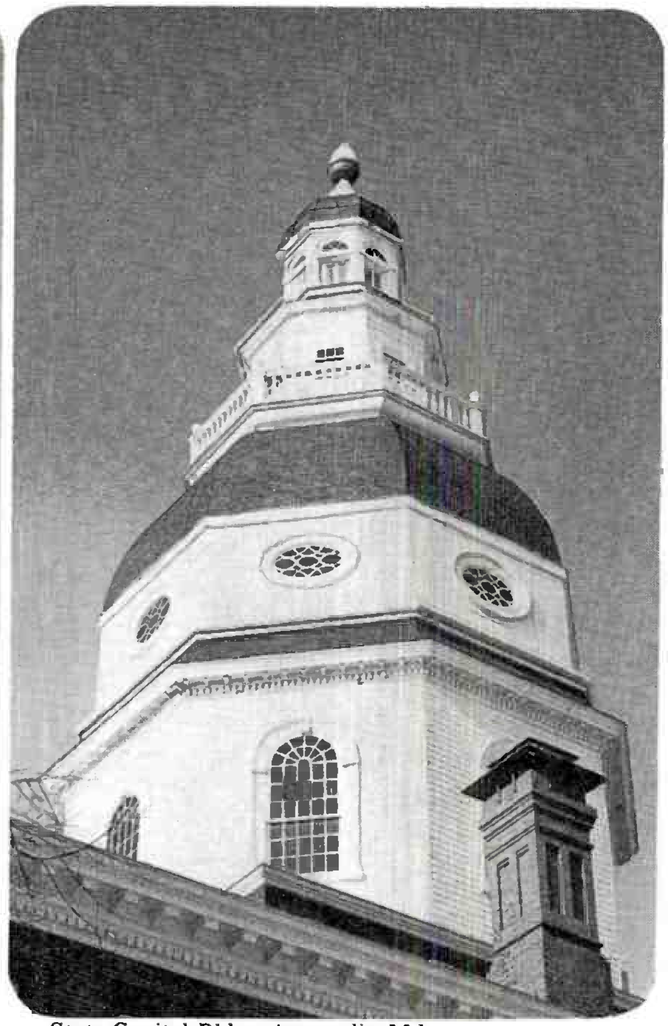
State broadcasting groups begin Hill lobby on time standards 39

COMPLETE INDEX PAGE 7


Sacramento, California
NOW...A NEW WORLD PORT
and BEELINE RADIO KFBK is the way to reach this vital market
Prosperous Sacramento has just opened its new $55 million port and will now more than ever contribute to California's fabulous growth. Smart advertisers know that Beeline Radio KFBK is the effective way to cover the expanding Sacramento Market. And KFBK is only one of four Beeline stations — the key to California's rich inland valley and Western Nevada.
KOH
KFBK
KBEE MODESTO
KMJ FRESNO
McCLATCHY BROADCASTING COMPANY
delivers more for the money in inland California and Western Nevada
PAUL H. RAYMER CO. • NATIONAL REPRESENTATIVE



City Hall—Baltimore, Md.



State Capitol Bldg.—Annapolis, Md.

MARYLAND NEWS CENTERS
WCBM RADIO legmen cover them best!

Here in Maryland the biggest local and regional news is made every day in Baltimore and Annapolis. WCBM's staff covers both news centers intensively . . . then prepares and delivers the news-in-depth adults prefer!

This kind of intensive local and regional coverage . . . international news-services . . . CBS news and commentators . . . give WCBM listeners a total of 32 hours of news every week! No wonder the adults in this area—men and women interested in what is happening in the world today—prefer WCBM news.

This, plus quality music, personalities, and interesting features consistently delivers the adults . . . the people with the money to spend for your products and services!

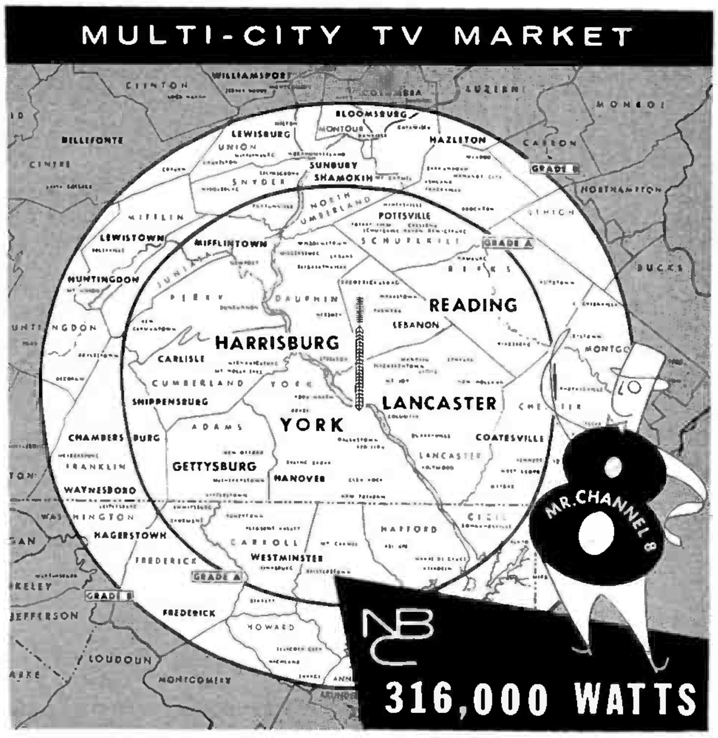
WCBM

National Sales Representative
Metro Radio Sales
A SERVICE OF METROPOLITAN BROADCASTING

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

GREATER CAPACITY TO RENDER SERVICE

WGAL-TV does the BIG-selling job



This **CHANNEL 8** station is more powerful than any other station in its market, has more viewers in its area than all other stations combined. Hundreds of advertisers rely on its alert ability to create business. So can you. Buy the big-selling medium. Advertise on WGAL-TV.

WGAL-TV

Channel 8
Lancaster, Pa.

STEINMAN STATION · Clair McCollough, Pres.

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

CLOSED CIRCUIT®

Buy the numbers

Few if any big-billing agencies in advertising so far seem inclined to follow lead of Foote, Cone & Belding in banning use of local ratings by radio timebuyers. FC&B has told its staff that other considerations — power, character of programing, reputation of station, to name few—are more reliable than ratings.

Several big agencies billing total of about $60 million in radio told BROADCASTING *that though they have doubts about current radio ratings, they'll continue to buy on best information available—including ratings. FC&B's embargo on use of ratings extends only to radio. Like most other agencies, FC&B intends to use television ratings to guide network placements (see story page 23).*

New ownership twist

Should investment firms and brokerage houses be considered multiple owners in strict compliance with FCC multiple rules when they are involved in financing of broadcast properties or hold minority interest in trusts or sit on boards of licensee companies? Question arose last week at FCC meeting involving sale of WPOP Hartford to WIRE Broadcasting Co., Indianapolis (Joseph C. Amaturo, 17% plus; Walter B. Dunn, 13% plus, and other associates) for $665,000, of which $200,000 is consulting fee. Although FCC approved transfer, individual commissioners thought there should be clarification of status of brokerage houses and instructed staff to prepare proceeding. It's likely that inquiry and possible new regulations will be forthcoming.

Involved in Hartford deal are owners of Carl M. Loeb, Rhoades & Co., which has been active in broadcast field, having made substantial loans to number of licensees and larger entities. Company officials also sit on boards of certain licensees. Number of other investment houses also have multiple minority interests.

FCC on editorializing

FCC will oppose "fairness in editorializing" legislation introduced by Representative John E. Moss (D-Calif.) at hearing this week before House Commerce Committee's Subcommittee on Communications and Power. At meeting last week, FCC approved statement to be presented at tomorrow's session (Tuesday) by Chairman E. William Henry opposing Moss bill (HR 7072), which would require stations to guarantee equal time to opposing viewpoints whenever they editorialize in political campaigns. Commissioner Hyde didn't go along with statement, feeling it did not go far enough. FCC majority decided to stick to its guns on fairness doctrine as generally applicable to editorializing, but Mr. Hyde wanted to drop program guidelines adopted in July 1960, which he opposed at that time.

FCC touts trumped

Chances are slim FCC will adopt, in anything like present form, its proposed rulemaking to restrict broadcast of horse racing information. Commission staff has been impressed by quantity and quality of adverse comments received from broadcasters and horse race interests. But clincher was Justice Department's filing on proposal that was intended to prohibit broadcast of information helpful to gamblers (see story page 57). Since Justice was informed during drafting of proposal, its statement that proposed rule goes too far has effect of leaving commission in lurch.

One provision that will be modified is that which relies on purse size to indicate whether race is important enough to be of legitimate interest to sports fans. Commission used figure of $25,000—which, according to one agency official, "was pulled out of the air." But many comments point out that, whatever its size, purse alone doesn't determine importance of race.

Last word on clears

Representative Oren Harris (D-Ark.) and his House Commerce Committee don't know what step to take next in controversy with FCC over breakdown of some clear channel stations and super powers for others (BROADCASTING, July 1, 8). "We won't let the matter rest; that's for sure," committee member said following FCC declaration that it intended to move forward despite strong opposition of House committee. Mr. Harris said he was not sure what committee would recommend next, but indicated House would not let FCC proceed with its plans. Best bet is that committee will favor legislation with force of law since, they say, resolution expressing House intent didn't stop FCC.

Shades of the Shadow

ABC Radio officials are convinced time is ripe for revival on radio of drama-mystery programs that were popular in pre-television era. Network is polling its affiliates for their reaction, finds early response overwhelmingly favorable. If final tally favors proposal (and top network officials are fairly certain of approval), ABC Radio plans to schedule 50-minute drama-mystery series weekdays in late evening time, starting in fall.

Answer to codes?

When FCC gets to final consideration of television programing form, which isn't likely before August recess, it may seek way out of its dilemma on controversy over adoption of NAB commercial code standards. Proposal, advanced by Commissioner Fred W. Ford, whereby composite week of programing would be checked off against proposed typical week, conceivably could provide graceful solution. Mr. Ford's proposal is that commercial time actually used be checked off against percentage break-downs in various categories at renewal time.

Committee of three commissioners (Ford, Bartley and Cox), each of whom had his own proposal for TV renewal forms, has been seeking to reconcile its differences. If Ford proposal is accepted by committee, only one additional vote would be required to put it through commission.

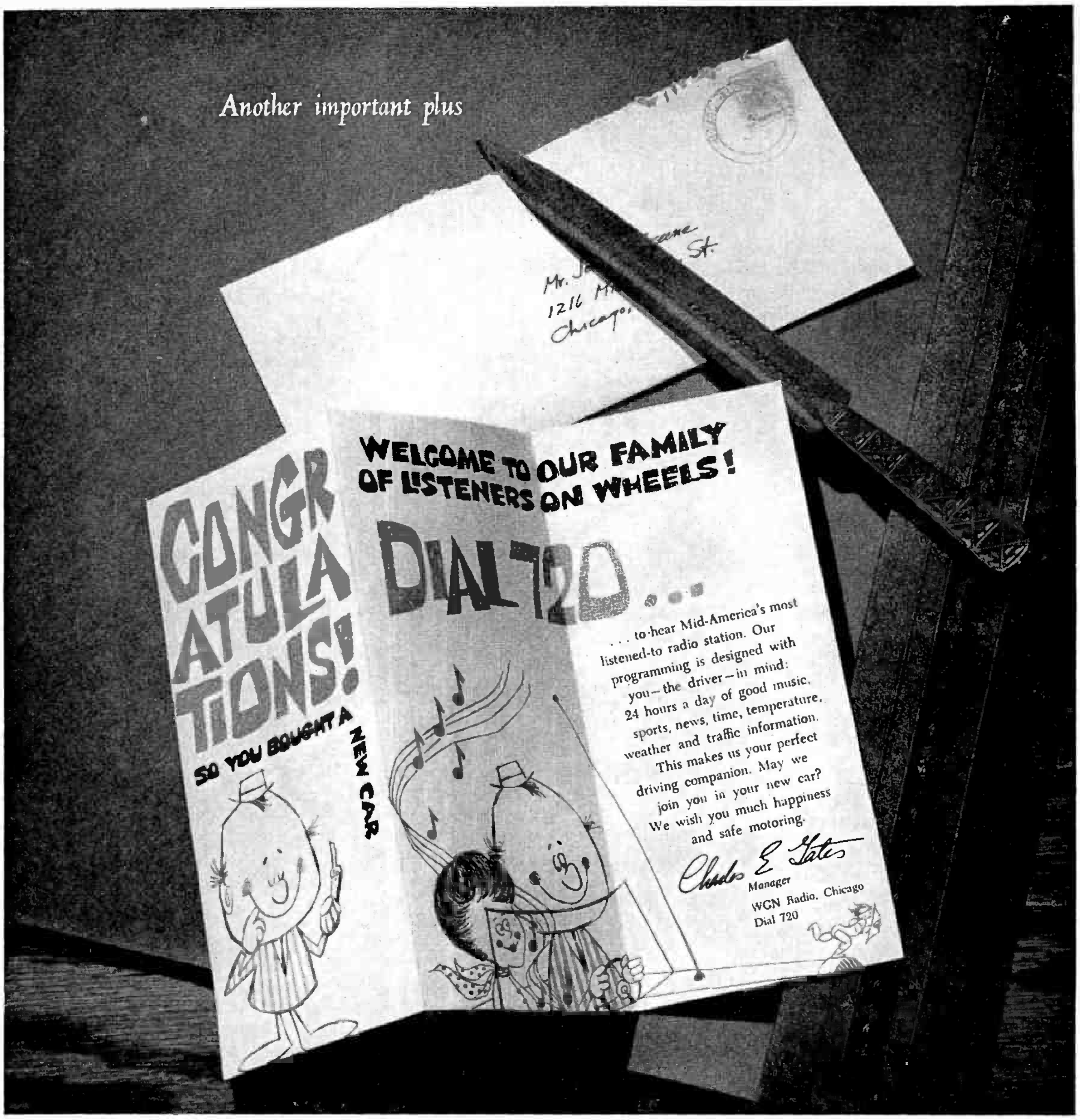
Daylight spending time

Television networks claim they've scored sales coup in daytime. All three report "virtual" sold-out status for first quarter of new TV season, starting in October. NBC-TV says it took in $10 million in new and renewed business in June for next season, ABC-TV places its total on same basis (and same month) at some $15 million and CBS-TV says flatly it's near SRO. On Monday-Friday basis, NBC-TV will program 10 a.m.-1 p.m. and 2-5 p.m. in addition to early-morning *Today*; CBS-TV, 8-9 a.m., 10 a.m.-1 p.m. and 1:30-5 p.m.; ABC-TV 11 a.m.-5 p.m. with some station time in that period.

Senate's shifting scene

Possible, but not necessarily probable, is drastic change in makeup of Senate Commerce Committee following elections next year. Ten of 17 senators on committee, unusually high number, must stand for re-election in 1964, including Senator John Pastore, chairman of Communications Subcommittee. This fact alone, observers feel, leaves little hope that committee will report out any change in Section 315 of Communications Act beyond suspension for 1964 presidential and vice presidential races. Full committee has not met on political broadcasting since hearing three weeks ago (BROADCASTING, July 1) and no meeting on subject is now scheduled.

Published every Monday, 53d issue (Yearbook Number) published in November, by BROADCASTING PUBLICATIONS INC., 1735 DeSales Street, N. W., Washington, D. C., 20036. Second-class postage paid at Washington, D. C., and additional offices.



THE PERSONAL TOUCH

300,000 new-car buyers in Illinois, Indiana, Michigan and Wisconsin are receiving personal cards of congratulation from WGN Radio.

This is another promotion "first" for WGN . . . in Chicago . . . and the nation!

These cards provide a unique personal touch—another important plus for WGN Radio's audience and advertisers. The personal touch is the key to listener—and brand—loyalty.

WGN IS CHICAGO

WEEK IN BRIEF

Consensus of Madison Avenue is that programs will still live or die depending on how they make out "ratings-wise" in first few weeks of fall programing. Faltering shows may be given more time, however. See . . .

RATINGS STILL BEACON . . . 23

JWT concentrates timebuying in broadcast department. Seen as discouraging all-media buying, although strategy still will be concentrated in media departments of top-ranked broadcast agency. See . . .

JWT SHUFFLES BUYING . . . 25

If ratings or survey data are used in station promotion, responsibility for accuracy of information used is advertiser's. This is obvious from answers by FTC's Sweeny to questions. See . . .

TIGHT REIN ON RATINGS . . . 26

AAAA committee tells what it wants from media research. Group issues demographic report and broadcast spokesmen say if that's what advertisers want, that's what they'll try to give 'em. See . . .

DEMOGRAPHIC 'WHITE PAPER' . . . 32

Tobacco advertising is in a state of change, primarily to reduce smoking attractiveness to young people. Allen issues guidelines for use by advertisers as controversy continues. See . . .

CIGARETTE AD CHANGES . . . 36

Broadcasters start pouring it on. March on Washington has begun, in person and by correspondence, in fight against FCC time limits proposals. Georgia group descends on Capitol Hill. See . . .

FACTS OF LIFE . . . 39

Station profits in 1962 move up again after slump year before. NAB survey shows average TV station made 16.9% on over-$1 million revenues; average radio station 7.7% on $11,200 gross. See . . .

PROFITS MAKE COMEBACK . . . 42

Only three congressmen have accepted invitation to testify at opening of Rogers probe on broadcast editorializing. They will be followed by representatives of FCC, NAB and networks. See . . .

EDITORIALIZING HEARING . . . 48

That notorious Charlie Walker case is seen as landmark in battle against FCC's authority on program content. Appeals court is told free speech and no-censorship laws can't be limited. See . . .

FCC AND FREE SPEECH . . . 52

AFTRA convention is hammering out demands for new contracts, but with 500 present it's going to be a problem preventing details from leaking out before negotiations begin next month. See . . .

DISCUSSES NATIONAL CONTRACTS . . . 60

DEPARTMENTS

AT DEADLINE 9
BROADCAST ADVERTISING 23
BUSINESS BRIEFLY 27
CHANGING HANDS 44
CLOSED CIRCUIT 5
COMMERCIALS IN PRODUCTION 34
DATEBOOK 12
EDITORIAL PAGE 82
FANFARE 64
FATES & FORTUNES 65
FINANCIAL REPORTS 62
FOR THE RECORD 70
GOVERNMENT 48
LEAD STORY 23
THE MEDIA 39
MONDAY MEMO 20
OPEN MIKE 18
OUR RESPECTS 81
PROGRAMING 60
WEEK'S HEADLINERS 10

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

Subscription prices: Annual subscription for 52 weekly issues $8.50. Annual subscription including Yearbook Number $13.50. Add $2.00 per year for Canada and $4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. Yearbook Number $5.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales Street, N.W., Washington, D. C., 20036. On changes, please include both old and new addresses plus address label from front cover of magazine.

AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP

To stations with a late afternoon "strip-slot" to program...

LOOK WHAT'S HAPPENED IN PITTSBURGH*..

ARB MARCH/APRIL 1963—BEFORE ZANE GREY THEATRE

PITTSBURGH
TELEVISION AUDIENCE ESTIMATES

MAR/APR 1963
MONDAY-FRIDAY

TIME & PROGRAM	STATION	TOTAL HOMES (00)	METRO RATING	METRO SHARE	MEN TOTAL (00)	MEN 18-39 (00)	WOMEN TOTAL (00)	WOMEN 18-39 (00)	TEENS 13-17 (00)	CHILDREN (00)
4.30 PM										
FUNSVILLE/BSBL	KDKA	482	5	21	144	65	149	99	50	699
POPEYE/JFK	WTAE	1179	13	54	97	77	288	224	217	2045
POPEYE CLUB/JFK	WIIC	313	4	17	19	13	20	13	60	421
SIU & TOTALS		1974	24		260	155	457	336	327	3165
4.45 PM										
FUNSVILLE/BSBL	KOKA	462	5	21	144	65	136	86	50	657
POPEYE/JFK	WTAE	1163	13	54	97	77	294	231	217	2017
POPEYE CLUB/JFK	WIIC	328	4	17	19	13	13	7	54	473
SIU & TOTALS		1953	24		260	155	443	324	321	3147

ARB MAY/JUNE 1963—AFTER ZANE GREY THEATRE

PITTSBURGH
TELEVISION AUDIENCE ESTIMATES

MAY/JUN 1963
MONDAY-FRIDAY

TIME & PROGRAM	STATION	TOTAL HOMES (00)	METRO RATING	METRO SHARE	MEN TOTAL (00)	MEN 18-39 (00)	WOMEN TOTAL (00)	WOMEN 18 39 (00)	TEENS 13 17 (00)	CHILDREN (00)
4.30 PM										
ZANE GREY THEATRE	KOKA	564	6	32	265	95	374	135	228	196
POPEYE & KNISH/JFK	WTAE	799	7	37	80	62	102	64	145	1167
POPEYE CLUB/JFK	WIIC	333	4	21	70	29	69	37	31	361
SIU & TOTALS		1696	19		415	186	545	236	404	1726
4.45 PM										
ZANE GREY THEATRE	KOKA	564	6	32	265	95	374	135	228	198
POPEYE & KNISH/JFK	WTAE	821	7	37	81	62	103	64	149	1225
POPEYE CLUB/JFK	WIIC	336	4	21	70	29	69	37	31	361
SIU & TOTALS		1721	19		416	186	546	236	408	1784

* The very first ARB rating on ZANE GREY THEATRE when programmed as a late afternoon strip. KDKA, 4:30-5 PM

"PROVEN-PROGRAMMING" FROM
FOUR STAR DISTRIBUTION CORP.
A SUBSIDIARY OF FOUR STAR TELEVISION

600 FIFTH AVENUE
NEW YORK 20
NEW YORK
LT 1-8530

Despite the fact that TOTAL AVAILABLE HOMES dropped from 196,350 (March-April) to 170,850 (May-June) and despite the fact that SETS-IN-USE dropped from 24 to 19 (normal for a 4:30 PM time slot for this time of the year)

ZANE GREY THEATRE delivered the following:

RATING
INCREASED 20.0%

SHARE OF AUDIENCE
INCREASED 52.4%

TOTAL HOMES DELIVERED
INCREASED 19.5%

MEN (18-39)
INCREASED 46.2%

TOTAL MEN
INCREASED 84.0%

WOMEN (18-39)
INCREASED 45.9%

TOTAL WOMEN
INCREASED 162.5%

TEENS
INCREASED 356.0%

Compared with the direct competition.

ZANE GREY THEATRE

NO. 1 WITH TOTAL MEN
229.2% MORE THAN THE NEAREST COMPETITION

NO. 1 WITH TOTAL WOMEN
264.8% MORE THAN THE NEAREST COMPETITION

NO. 1 WITH TEENS
55.1% MORE THAN NEAREST COMPETITION

NO. 1 IN AUDIENCE COMPOSITION BALANCE

Of ZANE GREY THEATRE's total audience
- 24.9% were men
- 35.1% were women
- 40.0% were teens and children

What happened in Pittsburgh could happen in your market. Why not on your station?

NASA TO ORBIT SYNCOM II ON JULY 23

If successful, satellite will give continuous coverage

Second Syncom communications satellite is scheduled to be sent into 22,300-mile high orbit July 23 and National Aeronautics and Space Administration expects to attain objective—continuous coverage of at least third of earth.

First synchronous space relay was lofted last February. It failed to achieve exact orbit and difficulties with communications equipment have kept it silent (BROADCASTING, Feb. 18).

For Syncom II, new third-stage booster, using solid fuel, will be used. Other changes to improve chances of success: extra wiring to give each of communications assemblies two electrical paths, separate silver zinc battery for early telemetry regardless of condition of regular power supply, and addition of accelerometer to work with apogee motor. This is rocket which is supposed to "kick" spacecraft into proper orbit; its failure on Syncom I is assumed to have been reason correct orbit was not achieved. Eighty-six-pound satellite, like first one, was made by Hughes Aircraft Co.

Because orbit of Syncom at 22,300 miles high is synchronous with earth's daily revolutions, it will appear as stationary object. Thus, continuous communications via satellite between U. S. and Europe and Africa will be possible. In low-orbit communications satellites, as many as 30 or 40 are needed for sustained transmissions and reception.

Corpus Christi VHF to go to McKinnon

Channel 3 Corpus Christi, Tex., will go to former Congressman Clinton D. McKinnon's South Texas Telecasting under transaction, subject to FCC approval, being negotiated with Trigg-Vaughn group, competing applicant for facility. South Texas will pay Nueces Telecasting Co., Trigg-Vaughn applicant, its out-of-pocket expenses, leaving former company only applicant. South Texas won initial decision.

Mr. McKinnon, former principal owner of KOAT-TV Albuquerque, N.M., and KVOA-TV Tucson, Ariz., has no other broadcasting interests, but his sons own KSON San Diego. He is presently stockholder and director in South Texas and has options to acquire approximately 80% of company. Station is earmarked for ABC-TV affiliation.

Rogers hearing called 'censorship'

Investigation of broadcast editorializing, due to start today (Monday), was called "a form of implied censorship" by Sherwood R. Gordon, who is scheduled to be first broadcaster witness before subcommittee (see story, page 48).

Mr. Gordon, who owns two radio stations in West, said "radio and television stations must forcefully oppose this latest move to deprive the broadcast industry of the right given to it by the FCC to express opinions freely."

Gordon statement was immediately challenged by Representative Walter Rogers (D-Tex.), chairman of subcommittee. "Nothing could be further from the truth," he said in response to charge committee was aiming at censoring broadcasters.

Mr. Gordon is president and general manager of KSDO San Diego and KBUZ Phoenix, Ariz., and representative of District 11 of Mutual Broadcasting System affiliates advisory committee.

4A 'white paper' gets ANPA backing

Bureau of Advertising, American Newspaper Publishers Association, said today (Monday) its research advisory council gives formal endorsement to "principle of a uniform media data classification system along the lines of that released today by the research committee of the American Association of Advertising Agencies." Newspaper group noted wide adoption of suggested standards by all media "will provide essential steps for inter-media comparison" (for detailed story on report, see page 32).

Congress could be strongest regulator

Radio and TV must more effectively tell their story before Congress and public to improve poor relationship with both, veteran broadcaster Rex Howell, WREX-AM-TV Grand Junction, Colo., told Idaho State Broadcasters Association in Moscow Friday (July 12).

Greatest threat to freedom of industry lies in Congress, not with FCC, he said, in telling industry "we have not been doing our homework." Noting House hearings beginning today (Monday) on broadcast editorials (see page 48), he asked if industry must make fight against Mayflower edict of 1940's banning editorials all over again—but this time with Congress itself.

Mr. Howell, who has been broadcaster through terms of every chairman of Federal Radio Commission and FCC, praised Congress for retaining anticensorship provision in Communications Act. Many, he said, have done violence to this section, with James Lawrence Fly, former FCC chairman and father of Mayflower decision, the major violator of broadcasters' freedoms.

Colorado licensee said he continued to editorialize to 1940's while practice was banned by FCC (Mayflower decision was rescinded in 1949).

ABC-owned TV stations start fall promotion

ABC-owned TV stations start promotional push Monday (today) with presentation by WABC-TV New York of station's fall schedule to expected gathering of 1,200 advertiser, agency and news representatives. New York event is first of series which will feature introduction of next season's programing plans at each of owned stations: WBKB (TV) Chicago, July 16; WXYZ-TV Detroit, July 17; KABC-TV Los Angeles, July 18, and KGO-TV San Francisco, July 19. General managers of all five stations will attend each presentation.

Among plans revealed by WABC-TV is

Band shuffling

FCC is making microwave band 7050-7125 mc available to television stations for pick-up, studio-transmitter link and intercity-relay purposes. Band was switched from communications common carrier use in order, released last week, reallocating some microwave bands for common carrier and private mobile services.

Same order eliminates band 10550-10680 mc from frequencies available to television. NAB had told FCC broadcasters were making little use of band.

In making 7050-7125 mc band available to television, commission overrode objections of common carriers. Commission cited apparent need of broadcasters for space in that band.

more AT DEADLINE page 10

WEEK'S HEADLINERS

Mr. Barriault

Arthur Barriault, 18-year veteran of NBC News, assigned to White House Office of Emergency Planning to act as liaison officer for broadcasting industry under new Emergency Broadcast System (BROADCASTING, July 8). Mr. Barriault, whose $20,000 yearly salary is being paid by NAB and four broadcast networks, took over new job July 1. He acts in advisory capacity to OEP and is channel through whom requests and information is funneled to broadcasters on emergency and civilian defense activities. Forty-nine-year-old broadcaster has been with NBC News in Washington since 1945 after military service in World War II. Before war Mr. Barriault was on editorial staffs of *New Bedford* (Mass.) *Standard-Times* and *Providence* (R.I.) *Journal* and *Bulletin.*

Walter A. Schwartz, assistant general manager, WINS New York, appointed VP and general manager, WABC New York. Mr. Schwartz succeeds **Harold L. Neal,** who became president, ABC-owned radio stations, on June 4. Mr. Schwartz had been with Westinghouse Broadcasting Co. since 1959 serving as manager of Detroit office for AM radio sales and as national sales manager for WBC, joining WINS in 1962. **Don B. Curran,** general manager, KGO San Francisco, also elected VP of ABC. Mr. Curran joined ABC in 1961 as promotion and publicity director for ABC-owned radio stations. He was named general manager of KGO in December 1962.

Mr. Schwartz

Mr. Curran

Crawford H. Greenewalt, chairman, E. I. Du Pont de Nemours & Co., elected chairman, Radio Free Europe fund. Mr. Greenewalt was elected chairman of Du Pont last year. He joined firm in 1922 and was named president in 1948. Fund, which operates Radio Free Europe, is privately financed facility that broadcasts to countries behind Iron Curtain. It was formerly known as Crusade for Freedom.

Mr. Shollenberger

Lewis W. Shollenberger, Washington director of special events and news operations of ABC, appointed director of Radio Liberty, New York (CLOSED CIRCUIT, July 8). Mr. Shollenberger takes over post today (July 15) and leaves soon for his permanent position in Munich. He succeeds **Richard Bertrandias,** who resigned to become foreign radio and TV development consultant in New York. Prior to joining ABC, Mr. Shollenberger was with CBS News for 19 years and began career with United Press in 1941. In 1960 he co-produced first Kennedy-Nixon debate.

Lord Hill of Luton, formerly conservative member of Parliament Dr. Charles Hill, appointed chairman of Independent Television Authority which has regulatory powers over United Kingdom commercial television network. He succeeds **Sir Ivone Kirkpatrick** whose term ended last November. Appointment runs initially until July 1964 when the present Television Act expires. It will be extended to complete five-year term when new television bill becomes law. Salary for post has been increased from $11,200 to $14,000 a year. Lord Hill, first professional politician to be appointed to post, entered Parliament in 1950. He was postmaster-general from 1955-57 when commercial network was first starting.

Mr. Curry

John T. Curry Jr., account executive at Grey Adv., appointed director of advertising and promotion operations for ABC-TV. Donald Foley is VP in charge of advertising and promotion of ABC's broadcast division. Mr. Curry for Grey serviced such broadcast accounts as Westinghouse Broadcasting Co., NBC-TV and NBC Radio. He was with Radio Advertising Bureau 1956-1958, and with CBS and CBS-owned stations before that time.

William R. Wilgus, VP and manager of Hollywood office, J. Walter Thompson Co., named associate director, broadcasting department. **Robert Buchanan,** radio-TV group head, becomes manager, and **John F. Ball,** program executive, appointed director of programs in newly formed broadcast department (see story, page 25). **Ruth Jones** in realignment becomes responsible for all network and station relations including supervision of spot and network buying for both radio and TV.

Miss Jones

Mr. Wilgus

For other personnel changes of the week see FATES & FORTUNES

agreement with David Susskind to produce at least six live entertainment specials for station.

Four Star year shows sales of $5 million

Four Star Distribution Corp. closed its first fiscal year on June 30 with sales total of more than $5 million, Len Firestone, vice president and general manager, reported last Friday (July 12). He noted "banner" first year was achieved in 10 months of operation since Four Star began to sell its off-network properties last September.

Company began with *Zane Grey Theatre, Target: The Corruptors, The Law and Mr. Jones, Stagecoach West* and *The Detectives.* Last April, Four Star placed three additional series—*The Dick Powell Theatre, Rifleman* and *The Tom Ewell Show* — into syndication. Mr. Firestone said company plans to release other series in future.

E&R gets bakery account

Baker Boy Bakeries has named Enyart & Rose Advertising, Los Angeles, as agency for its nationally distributed products. Radio, television and other media will be used.

MAXIMUM RESPONSE

—that's advertising efficiency.

WBAL-TV, BALTIMORE

"MARYLAND'S NUMBER ONE CHANNEL OF COMMUNICATION"

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.

DATEBOOK

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

*Indicates first or revised listing

JULY

July 15—House Communications Subcommittee hearing on broadcast editorializing.

*July 15—Organization meeting of Texas television stations for proposed state association of TV stations, Houston.

July 16—Fifth annual International Radio & Television Society fun day at Wykagyl Country Club in New Rochelle, N. Y.

July 16—National Association For Better Radio and Television (NAFBRAT) annual awards banquet. Wilshire County Club. Los Angeles.

July 17—Comments are due on FCC rulemaking to control development of AM and FM radio services.

July 18—Effective date for FCC's new automatic logging rules, requiring daily, five times a week inspection of transmitter facilities.

July 20—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.

July 20-23—Twenty-third annual National Audio-Visual Convention, Sherman House, Chicago. Keynote speaker will be George Murphy, vice president of Technicolor Inc. and former actor, producer and motion picture industry spokesman.

July 22—Deadline for comments by interested parties in the FCC investigation of changed rates for private telegraph and telephone lines.

July 25-27—National Broadcast Editorial Conference (NBEC), co-sponsored by Henry Grady School of Journalism and the Georgia Association of Broadcasters, at the University of Georgia, Athens. Keynote speaker is Representative Oren Harris (D-Ark.). Participants include FCC Commissioner Kenneth A. Cox; communications attorney Theodore Pierson of Washington, D. C.; Dr. Mary Ann Cusack, National Association of Broadcasters; Ralph Renick, vice president of WTVJ(TV) Miami; George Campbell Jr., executive vice president of Peoples Broadcasting Corp., Columbus, Ohio; and Howard K. Smith of ABC-TV.

July 28-Aug. 1—Radio Broadcast Seminar of Barrington Summer Conference. Barrington College, Barrington, R. I. Lecturers include: Dr. Eugene R. Bertermann, president, National Religious Broadcasters; Ralph Brent, president, Worldwide Broadcasting; Dr. Clarence Jones, chairman of board, World Radio Missionary Fellowship (HCJB).

AUGUST

Aug. 4-6—Atlantic Association of Broadcasters convention, Newfoundlander hotel, St. John's, Newfoundland.

*Aug. 5—Effective date for new Emergency Broadcast System, which will eventually allow all radio stations to stay on air during war alert (BROADCASTING, July 8).

Aug. 11-15—Second annual NCTA Management Institute, sponsored by National Community Television Association in cooperation with the extension division of University of Wisconsin, Madison.

Aug. 19—Eighth annual Distributor-Manufacturer-Representative conference, Jack Tar hotel, San Francisco. Chairman of the conference planners is Elvin W. Feige, president of Elmar Electronics of Oakland.

Aug. 20-23—Western Electric Show and Convention (WESCON), San Francisco's Cow Palace. Papers include: "Telstar" by Irwin Welber of Bell Telephone Laboratories; "Relay" by Warren Schreiner of RCA; "Syncom" by Dr. Harold A. Rosen of Hughes Aircraft Co.; "Comsat" by Wilbur L. Pritchard of Aerospace Corp.; "Commercial Communications Satellites" by Beardsley Graham of Spindletop Research.

Aug. 23-24—Oklahoma Broadcasters Association convention, Western Hills State Lodge, Wagoner. Speakers include Oklahoma Governor Henry Bellmon, Ed Bunker, president of Radio Advertising Bureau, and Robert Richardson, special counsel to the House Subcommittee on Investigations.

Aug. 27—Board of Broadcast Governors hearing, Ottawa.

SEPTEMBER

Sept. 5-8—Annual fall meeting of West Virginia Broadcasters Association, The Greenbrier, White Sulphur Springs.

Sept. 6-7—Fall meeting of Arkansas Broadcasters Association, Holiday Inn, North Little Rock. LeRoy Collins, NAB president, will be principal speaker.

Sept. 6-7—Arkansas AP Broadcasters Association. Speaker: AP Assistant General Manager Louis J. Kramp.

Sept. 8-11—Western Association of Broadcasters annual meeting, Jasper Park Lodge, Jasper, Alberta, Canada.

Sept. 9-12—New York Premium Show, New York Coliseum.

Sept. 10—Premium advertising conference of the Premium Advertising Association of America, New York Coliseum.

Sept. 10-12—Fall meeting of Electronic Industries Association, Biltmore hotel, New York City.

Sept. 11-14—Eighteenth international conference and workshop of Radio-Television News Directors Association, Radisson hotel, Minneapolis.

*Sept. 12—Luncheon meeting, Federal Communications Bar Association. FCC Commissioner Lee Loevinger, speaker. National Press Club, Washington.

Sept. 12-15—Annual fall convention, Michigan Association of Broadcasters, Hidden Valley, Gaylord, Mich.

Sept. 13-22—International Radio, Television & Electronics Exhibition (FIRATO) at the R.A.I. Building in Amsterdam. Live TV programs will be broadcast from a special studio to be set up at the show. This will be carried out by the Netherlands Television Foundation in cooperation with Dutch television channels.

Sept. 14-15—Southwest Regional Conference, American Women in Radio and Television, Houston.

*Sept. 15-16—New York State AP Broadcasters Association, Gran-View motel, Ogdensburg. Don Jamieson, president of the Canadian Association of Broadcasters, will

NAB conference dates

National Association of Broadcasters fall conference dates:

Oct. 14-15, Statler-Hilton hotel, Hartford, Conn.

Oct. 17-18, Leamington hotel, Minneapolis.

Oct. 21-22, Pittsburgh Hilton hotel, Pittsburgh.

Oct. 24-25, Americana hotel, Miami Beach.

Nov. 14-15, Dinkler-Andrew Jackson hotel, Nashville.

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

Nov. 21-22, Denver Hilton hotel, Denver.

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

The Words of Love and Life. No matter what your wish or need, or the hour, the telephone is always there to serve you—within the reach of your hand.

Woven Together by Telephone

Daily, as on a magic loom, the activities of millions of people are woven together by telephone. Home is linked with home. Business to business. Without the telephone, time and space would rush between us and each would be so much alone. And so many things would not get done.

One reason Americans use the telephone so much is because the service is quick, dependable, reasonably priced and within reach of all.

In just a little more than twelve years the number of Bell telephones has nearly doubled. The prospects are bright for still further progress.

We will continue to grow to meet the needs of the nation and keep probing for new knowledge and new ways to serve you better.

And do it with the courtesy, consideration and good will that have always been so much a part of Bell telephone service.

BELL TELEPHONE SYSTEM

Owned by more than two million Americans be the speaker at the Sunday evening banquet. Sunday afternoon and Monday morning will be taken up with business sessions, followed by a tour of the St. Lawrence Seaway aboard a U. S. Coast Guard vessel.

***Sept. 15-17—Louisiana Association of Broadcasters convention, Sheraton Charles hotel, New Orleans.**

*Sept. 17—Annual stockholders meeting, **Rollins Broadcasting Co.,** Bank of Delaware Building, Wilmington, Del.

Sept. 17-19—**American Association of Advertising Agencies' western region meeting,** Mark Hopkins hotel, San Francisco.

***Sept. 23-25—Nevada Broadcasters Association first annual convention,** Hotel Sahara, Las Vegas.

OCTOBER

Oct. 1—**Advertising Research Foundation's** conference, Hotel Commodore, New York.

Oct. 13-18—Ninety-fourth convention of **the Society of Motion Picture and Television Engineers,** Somerset hotel, Boston.

*Oct. 14-18—Fifteenth annual fall convention of **Audio Engineering Society,** Barbizon Plaza hotel, New York.

Oct. 17-18—**American Association of Advertising Agencies (AAAA)** central region meeting, Sheraton hotel, Chicago.

*Oct. 18—**Indiana AP Radio-TV Association,** French Lick.

Oct. 20-21—Meeting of **Texas Association of Broadcasters,** Cabana hotel, Dallas.

Oct. 28-30—**National Electronics Conference,** McCormick Place, Chicago. The deadline for the submission of technical papers to the Program Committee is May 15. Papers should be submitted to Dr. H. W. Farris, EE Dept., University of Michigan, Ann Arbor (Telephone: 663-1511, ext. 3527).

NOVEMBER

Nov. 1-2—**Oregon Association of Broadcasters** convention, Hilton hotel, Portland.

Nov. 1-2—**Grand Ole Opry 38th anniversary** celebration, Nashville. Agenda includes expanded seminar of sales and programing.

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

*Nov. 6-7—**American Association of Advertising Agencies (AAAA)** eastern annual meeting, Waldorf-Astoria, New York.

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

*Nov. 17-20—**National Association of Educational Broadcasters** national convention, Hotel Schroeder, Milwaukee.

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

*Nov. 20—**American Association of Advertising Agencies (AAAA)** east-central region meeting, Statler Hilton, Cleveland.

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

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

DECEMBER

*Dec. 3-5—**Winter conference of Electronic Industries Association,** Statler-Hilton hotel, Los Angeles.

*Dec. 5-6—Fourteenth annual conference of the **Professional Technical Group on Vehicular Communications,** Adolphus hotel, Dallas.

JANUARY 1964

*Jan. 21-23—**National Religious Broadcasters** convention, Mayflower hotel, Washington.

BROADCASTING PUBLICATIONS INC.

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

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales Street, N.W., Washington, D. C. ZIP code 20036. Telephone: 202 Metropolitan 8-1022.

EDITOR AND PUBLISHER
Sol Taishoff

Editorial

VICE PRESIDENT AND EXECUTIVE EDITOR
Edwin H. James

EDITORIAL DIRECTOR (New York)
Rufus Crater

MANAGING EDITOR
Art King

SENIOR EDITORS: J. Frank Beatty, Bruce Robertson (Hollywood), Frederick M. Fitzgerald, Earl B. Abrams, Lawrence Christopher (Chicago), Dawson Nail; ASSOCIATE EDITORS: George Darlington, Leonard Zeidenberg; STAFF WRITERS: Sid Booth, Sherm Brodey, Gary Campbell, Jim deBettencourt, Larry Michie; EDITORIAL ASSISTANTS: Tanii Oman, Judi Sue Robin, Chuck Shaffer; SECRETARY TO THE PUBLISHER: Gladys Hall.

Business

VICE PRESIDENT AND GENERAL MANAGER
Maury Long

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

ASSISTANT PUBLISHER
Lawrence B. Taishoff

SOUTHERN SALES MANAGER: Ed Sellers; PRODUCTION MANAGER: George L. Dant; TRAFFIC MANAGER: Harry Stevens; ADVERTISING ASSISTANTS: Robert Sandor, Carol Ann Jenkins, Ken Albright; SECRETARY TO THE GENERAL MANAGER: Doris Kelly.

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

Publications and Circulation

DIRECTOR OF PUBLICATIONS
John P. Cosgrove

CIRCULATION MANAGER: Frank N. Gentile
CIRCULATION ASSISTANTS: Edith Liu, Dave Lambert, German Rojas, Joan Chang, Bruce Kennedy, Marc Beaulieu.

Bureaus

New York: 444 Madison Avenue, ZIP code 10022. Telephone: 212 Plaza 5-8354.

EDITORIAL DIRECTOR: Rufus Crater; BUREAU NEWS MANAGER: David W. Berlyn; ASSOCIATE EDITOR: Rocco Famighetti; STAFF WRITERS: John Gardiner, Phil Grose, Larry Littman, Ellen R. McCormick. ASSISTANT: Frances Bonovitch.

VICE PRESIDENT AND SALES MANAGER: Winfield R. Levi; EASTERN SALES MANAGER: Don Kuyk; INSTITUTIONAL SALES MANAGER: Eleanor R. Manning; ADVERTISING ASSISTANT: Barbara Kolar.

Chicago: 360 North Michigan Avenue, ZIP code 60601. Telephone 312 Central 6-4115.

SENIOR EDITOR: Lawrence Christopher; MIDWEST SALES MANAGER: Warren W. Middleton; ASSISTANT: Rose Adragna.

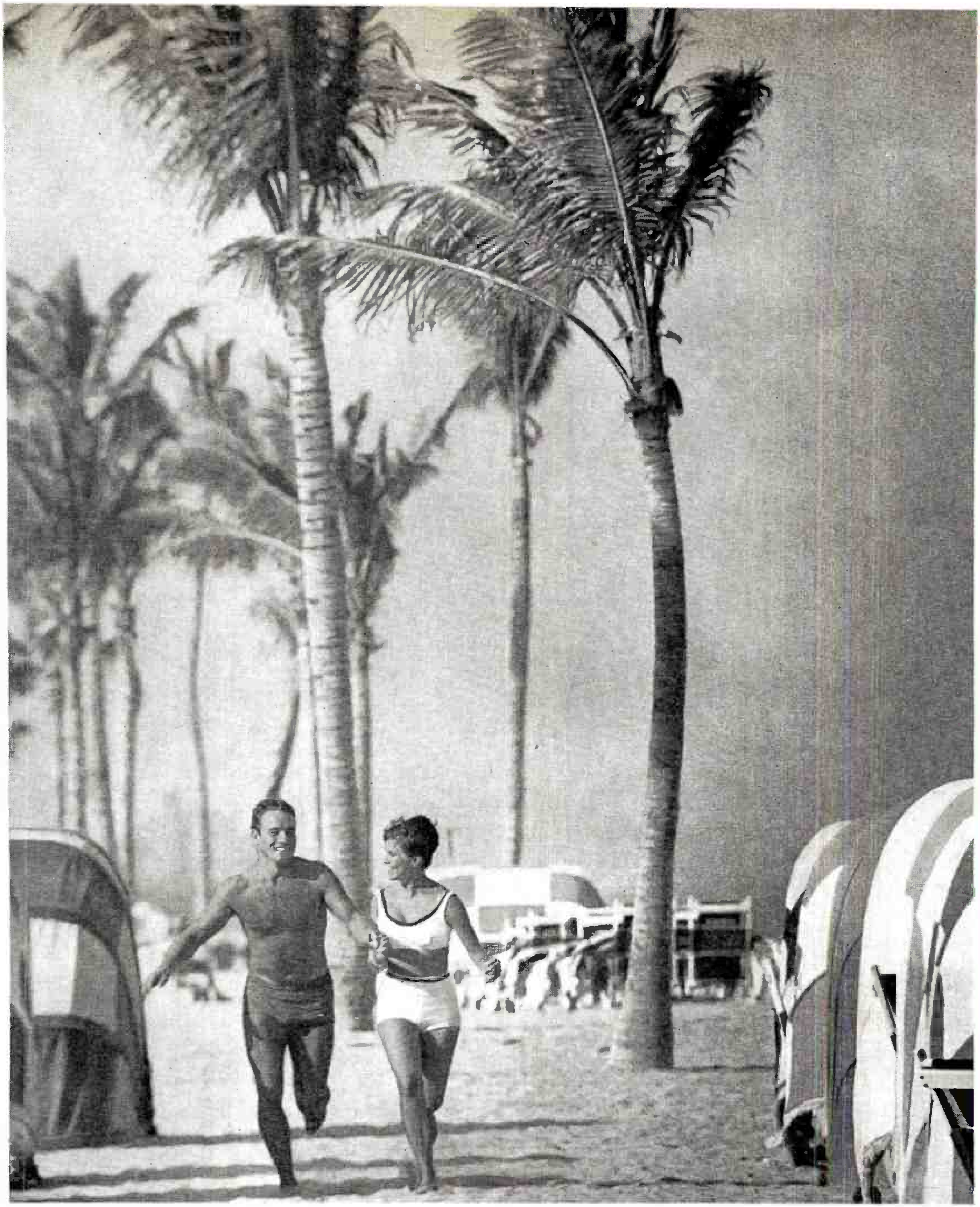
Hollywood: 1680 North Vine Street, ZIP code 90028. Telephone: 213 Hollywood 3-3148.

SENIOR EDITOR: Bruce Robertson; WESTERN SALES MANAGER: Bill Merritt; ASSISTANT: Gail Learman.

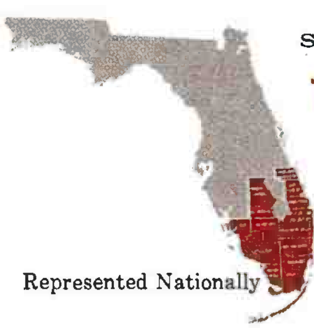
Toronto: 11 Burton Road. Zone 10. Telephone: 416 Hudson 9-2694. CORRESPONDENT: James Montagnes.

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

*Reg. U. S. Patent Office



Only the sunshine covers South Florida better than WTVJ



South Florida's Largest Daily Circulation

WTVJ

CBS

A WOMETCO ENTERPRISES, INC. Station

Represented Nationally by Peters, Griffin, Woodward, Inc.

WTVJ
WLOS-TV
WOMETCO ENTERPRISES INC.
KVOS-TV
WFGA-TV (Affiliate)

Harlequin-and-Host

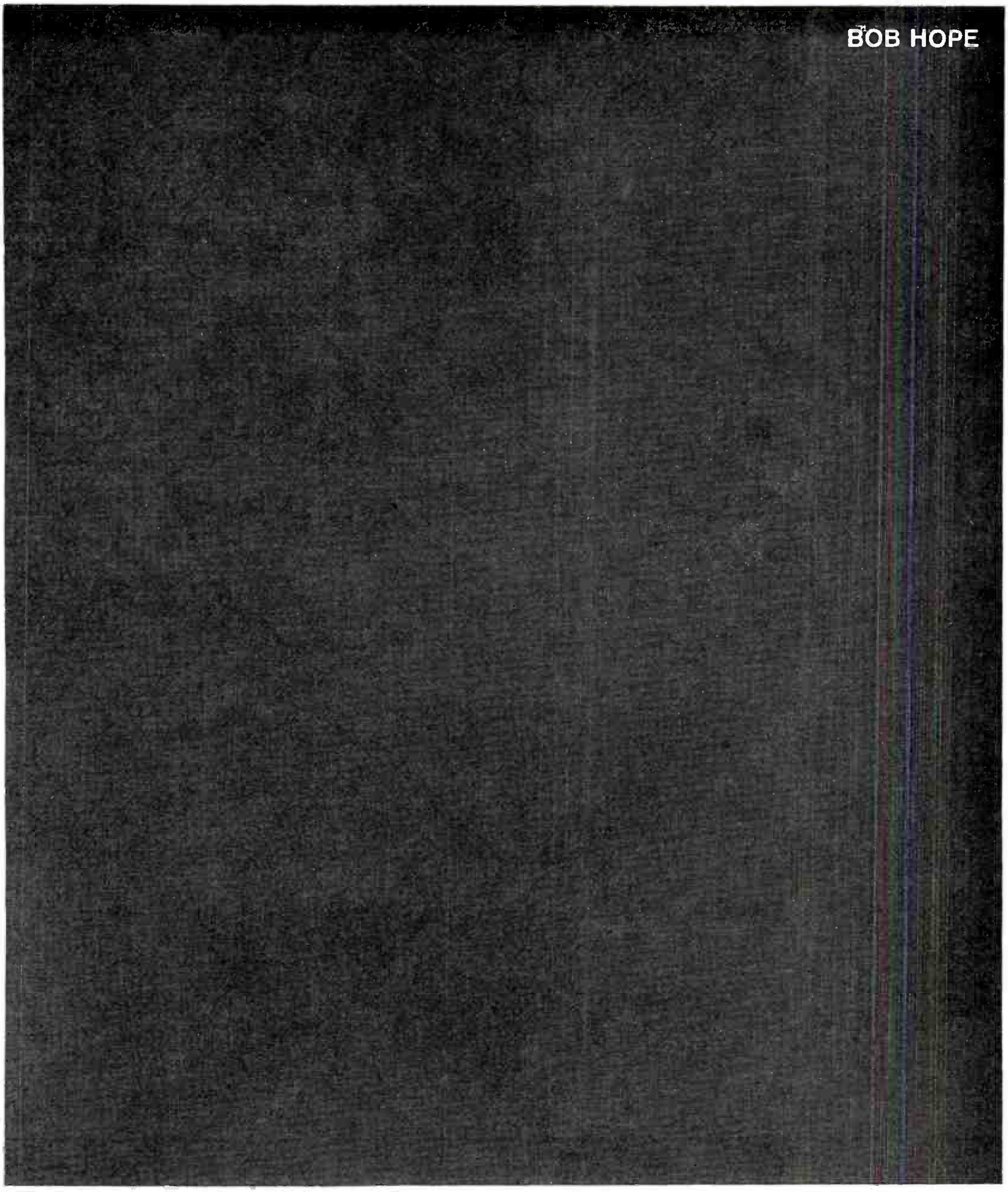
Quickly, now, which has more facets—the Hope Diamond or the Hope Robert?

It's no contest, really. And viewers soon will be seeing still another side of the fellow who's already distinguished himself as a comedian, singer, golfer, political analyst, camp-follower and Crosby-detractor.

For next season Robert will be host of NBC-TV's brand-new drama series, "Bob Hope Presents the Chrysler Theatre."

Not that he has any intention of deserting the variety programs with which he's so warmly identified. Fact is he'll be doing five of *these* next season, along with two comedy-dramas in which he'll star and a 90-minute Christmas special. These eight programs are grouped under the title, "Chrysler Presents a Bob Hope Special."

Even at this stage in its preparation, the "Chrysler Theatre" shapes up as one of next sea-



son's outstanding drama series.

One of its presentations will star Jason Robards, Jr., in "One Day in the Life of Ivan Denisovich," an adaptation of Alexander Solzhenitsyn's best-selling novel. For Robards, the performance will mark a first appearance on film for television.

Another of its plays will be Rod Serling's "A Killing at Sundial," the author's first television script in three years this side of "The Twilight Zone." Melvyn Douglas, Angie Dickinson and Stuart Whitman will head the cast.

Obviously, Host Hope will be in pretty good company. We'd say the Chrysler programs will be in pretty good company, too, for they'll be part of a schedule that ranges from established favorites like "The Virginian" and "Sing Along with Mitch" to showroom-fresh entries like the "Mr. Novak" dramas and Imogene Coca's "Grindl." It takes no telescopic lens to foresee a banner NBC-TV season.

NBC

Look to NBC for the best combination of news, information and entertainment.

OPEN MIKE ®

Ability and perception

EDITOR: I've had some interesting comments and notes—very flattering and much too complimentary (MONDAY MEMO, July 1). Rather than accepting *your* thanks for writing the piece, I want to send you *mine*, for being given the opportunity. Please accept them. I enjoyed doing it.—*Helen Moeller, Allen & Reynolds Inc., Omaha, Neb.*

EDITOR: The MONDAY MEMO indicates that Helen Moeller is a woman of great ability and deep perception. How could any man disagree with the last two paragraphs—particularly the final sentence with reference to public taste? Perhaps the continual repetition of her ideas will eventually convey to our friends on the FCC that, at least to some degree, the public interest is a matter for the public to have a voice in.—*Bert Ferguson, executive vice president,* WDIA *Memphis.*

Expense paid trip to Maine

EDITOR: RICHARD A. R. PINKHAM (MONDAY MEMO, July 8) WOULD BENEFIT FROM STATION OPERATION EXPERIENCE TO THE EXTENT THAT ARTICLES SUCH AS HIS WOULD BE BASED ON REALITY. IF HE IS 'UNNERVED' TO FIND ONE GROUP'S PROFIT IN THE FIELD IS 43% . . . HE WILL BASE HIS CONCLUSIONS ON EXTREMES UNTIL SUCH TIME AS HE GETS AWAY FROM MAD AVENUE AND VISITS A REAL LIVE STATION. WGAN-TV IS PLEASED TO OFFER PINKHAM AND HIS FAMILY AN ALL EXPENSE PAID WEEK IN . . . MAINE THIS SUMMER DURING WHICH TIME A DESK IN OUR OFFICES AND A VOICE IN THE MANAGEMENT OF THE PROPERTY WILL BE GIVEN TO HIM CHEERFULLY. HE MUST BE READY TO PARTICIPATE IN ACTUAL STATION OPERATION, AND, IN THIS WAY WE HOPE WILL SHARE IN THE CHALLENGES AND REWARDS OF WORKING WITH OUR 80 DEDICATED BROADCAST EMPLOYES.—*Gene Wilken, vice president,* WGAN-AM-TV, *Guy Gannett Broadcasting Service, Portland, Me.*

Are they really needed?

EDITOR: It is noted that a better proof of performance is wanted (BROADCASTING, July 1). It appears a uniform billing system would expedite the processing of paper work by agencies. But has anyone ever asked why it should be necessary to provide an affidavit of performance? A statement should be all that an agency should require. When the statement is rendered, there should be little doubt on the station's part or that of the agency, that the advertising was rendered accordingly. If a station is dishonorable in the rendering of the statement, the dishonor will carry over to the affidavit. What other business is there when an affidavit must accompany a statement, attesting to the statement's veracity. This is another practice that came about without anyone asking why.—*Charles E. Wright, manager,* WBYS *Canton, Ill.*

Omitted sponsor

EDITOR: We note an item on the sell-out of the American Football League games on ABC-TV and a listing of the sponsors for next season (BROADCASTING, June 24). You do not, however, include our very good client, the American Gas Association.—*Francis C. Barton Jr., vice president and general manager, radio and television, Lennen & Newell Inc., New York.*

Grateful for accolade

EDITOR: Hooray for Marc L. Spector, U. S. Navy Recruiting Aids Facility, U. S. Naval Station, Washington (OPEN MIKE, June 24). To my knowledge this is the first time the broadcasting industry has been accorded such an accolade. We cannot help but be grateful that someone in our nation's capitol is aware that the broadcasting industry really tries to render a public service. Our industry is not nearly as dedicated to "fee grabbing" as some of the congressmen, senators and certain members of the FCC would have you believe.—*Mason Dixon, owner-manager,* KFTM *Fort Morgan, Colo.*

Mid-South report

EDITOR: . . . [The Mid-South report is] a pleasant reference document for industrial developments in that area.—*Gordon W. McBride, technical coordinator, Union Carbide Chemicals Co., Washington.*

EDITOR: I wish to commend you on the accuracy and clarity in the Alabama article.—*Leonard Beard, director, Alabama Planning & Industrial Board, Montgomery, Ala.*

EDITOR: . . . perhaps the food wasn't exactly to your liking or perhaps it was too warm because you certainly did not do justice towards New Orleans. Anyone who read your article would think New Orleans is a hick town instead of being the largest city in the South. . . . *Fred Berthelson, vice president and general manager, WTIX New Orleans.*

EDITOR: You have handled a . . . difficult situation with delicacy and finesse seldom seen in national publications.—*Gilbert M. Dorland, president, Nashville Bridge Co., Nashville.*

[Reprints of the Mid-South market study are available at 35 cents each; 30 cents each in quantities of 100 to 500, and 25 cents each over 500.]


TAIWAN?
TAKE A SECOND LOOK
It's Chun-King! The Chun-King Corporation in Duluth, world's largest producer of American-oriental foods. Take a second look at the Duluth-Superior-PLUS market—it's bigger than you think! Bigger because KDAL-TV now delivers Duluth-Superior-plus coverage in three states and Canada—through 18 licensed translator stations!
It all adds up to a quarter of a million TV homes in the Duluth-Superior-PLUS area—second largest market in both Minnesota and Wisconsin—and only KDAL delivers it all!
KDAL
A WGN STATION
Duluth-Superior-Plus
2nd largest market
in both Minnesota
and Wisconsin
KDAL—CBS—RADIO—TELEVISION 3 REPRESENTED BY EDW. PETRY & CO., INC. AND IN MINNEAPOLIS/ST. PAUL, BY HARRY S. HYETT CO.

MONDAY MEMO from JOHN A. WAITE, Mogul Williams & Saylor, New York

A new approach for informational TV shows

Just about everyone agrees that Newton Minow's "vast wasteland" speech was one of the most influential and provocative utterances in the annals of mass communications. Unfortunately it has also become one of the most overworked and over-abused cliches of the past 15 years.

Perhaps the time has come—now that a new FCC reign is in its infancy—to bury the metaphor and revive the idea behind it. Or at least one facet of the idea: public service programing on network television.

As we see it, hypocrisy and segregation are two sides of the public service coin. Of segregation, a TV critic for a New York newspaper put it best when he wrote several weeks ago:

"Television apartheid . . . is the separation of broadcasting time into hours devoted to entertaining America—the best peak viewing time—and the marginal hours niggardly allotted to informing America."

When the networks schedule a public service program in fringe time, they are practicing apartheid. But they are also being honest with all concerned. In effect, they're saying that informative, nonentertainment programs have no business competing against Lucille Ball or the *Beverly Hillbillies*. We couldn't agree more.

Sop To The FCC ■ However, a sizable share of all public service programing does happen to be slotted in peak viewing hours. And it's precisely at this point where candor may be pre-empted by hypocrisy. When a network's motivation centers on expediency rather than high-mindedness (placating critics in high places), the scheduling of an informative public service vehicle against the opposition's blockbusters unfortunately nets down to nothing more than a sop to public opinion and the FCC, a sterile exercise in corporate imagery, at best.

In either case—segregation or hypocrisy—a problem has been created for the broadcasting industry. One doesn't need a crystal ball to predict with equanimity that government interference awaits the networks if a solution is not forthcoming. To avert onerous restrictions, we suggest a simple plan that would both satisfy the public's need to be informed, and the governmental guardian of the public's "interest, convenience and necessity."

The American public has been spoon-fed public service programing as if it were castor oil. And like the rebellious child, the public has, for the most part, rejected the stuff. This has been generally true whether the program is slotted in fringe or prime time periods. But since the ultimate battleground will be in the hours between 7:30 and 11 p.m., we'll localize our plan to prime evening time.

Proponents of the public service programing concept are quick to dismiss the uneven match-ups with a shrug. They will point to the respectable minority of so-many million viewers who forsake the entertainment for the documentary. This is either wishful thinking or the rankest kind of self-delusion.

By now it should be apparent that (1) a sizable percentage of the documentary viewers would not have tuned in to the entertainment programs under any circumstances. This leads to the obvious conclusion that (2) most of the documentary audience is but a small part of the public that should be reached by public service programs. The vast majority of the public will choose the *Andy Griffith Show* to Winston Churchill's memoirs every time.

On numerous occasions, network television has demonstrated that it plays a vital role in American life. Take the Kennedy-Nixon debates and the presidential election as two examples. Both events shared one common condition: three-network coverage. Possibly a portion of the public would have preferred entertainment to watching Kennedy defeat Nixon. But the fact remains that a viewer bent on singing along with Mitch while all network cameras were focused on a major news event would have had to settle for a phonograph record. And that's as it should be.

We're not suggesting an average public service program can be compared with a presidential election. We do submit that network unanimity may be the only way to expose the public service type program to the mass TV audience.

Pool Plan ■ I would call on the FCC to serve as the catalyst in bringing tc gether the three networks in a Publi Service Programing Time Pool. One c more prime hours each week would b set aside by the networks for publi service programs to be aired simultane ously. Each network would develop i own programing for the period.

Network competition would not b affected in the slightest, to reply in ac vance to anticipated criticism. If any thing, it would be enhanced. But th kind of competition that pits Howar K. Smith against *What's My Line* woul come to an end. The end-result woul be beneficial in many ways.

The Howard K. Smith program c highly personalized news analysis is case in point. His sponsor obviousl chose to back Smith's program becaus it seemed to meet the company's co porate image requirements, and was de signed to reach a discriminating an specialized audience of "thinking" view ers. ABC's aim was high, if futile, i slotting the show in prime Sunday nigh time. Recently, however, Mr. Smit bid his audience adieu with a some what bitter observation that 4 millio television viewers are considered fa less significant than 4 million reade of the Soviet house organ, *Pravda*.

Bitter or not, Mr. Smith has ever right to question a system that place him opposite John Daly's troupe of well trained quipsters on CBS, and the sta studded duPont entertainment on NBC

I put it to the house for a vote c confidence. Isn't it prudent to avoi burdensome governmental restriction and controls by offering to cooperat now with a sensible plan for publi service programing? Call it a systemati program of pre-emption, if you like Whatever it's called, Newton Mino will be remembered for more than two-word catch phrase if the network would unite on this single issue.

John A. (Jack) Waite is vice president for marketing and client services at Mogul Williams & Saylor agency in New York. In addition he serves as account group supervisor for Maradel Products, a TV-oriented cosmetics and toiletries account. Before joining MW&S earlier this year he was a vice president at Grey Advertising where he supervised accounts of P. Lorillard and Block Drug. A graduate of Niagara University, he has been in advertising since 1948.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
July 15, 1963, Vol. 65, No. 3

RATINGS ARE STILL AGENCY BEACON

Most programs will rise or fall by numbers again this year
Some new shows may get longer chance to prove their worth
Better research may result from Harris hearings on the Hill

The ratings ruckus that's swirled about the television industry this year is expected to have little material effect on decisions advertising agencies will make next winter in network program sponsorship.

Millions of dollars ride on the decisions agencies must make for their clients on the retention—or abandonment—of program sponsorships.

In practice, a program's ability to sustain or build an audience, as traced by the ratings for the first few weeks, weighs heavily in the decision-making process, which also takes in several other factors.

There's little doubt that the audience record of most shows early in the fall helps spell their fate for the remainder of the season as well as for future scheduling.

Little Change ▪ Despite criticisms directed against ratings as a measurement of audience, the agencies, by and large, will continue to rely upon them to nearly the same extent in the coming season as they have in the past.

This is the predominant viewpoint found in a sampling last week of leading television agencies. Views representing a cross-section of media and programing executives were collected.

Only one out of every three executives polled felt that the ratings hullabaloo would have any effect on their buying decisions, come next mid-November or early December.

This particular segment of agency thinking, though in the minority, held open the possibility that a faltering TV program may now be given a greater chance—in terms of time—to demonstrate what it can do to attract audience over the long pull.

One executive went so far as to say that the ratings situation could eventually have a "vital effect" on his agency's program-buying procedure.

Should such a feeling spread among more agencies, buying decisions in network programing could be radically altered. But, a substantial majority of buying executives say: "Not a chance —what else have we got?"

Though there were gradations of opinion at the agencies concerning the role of ratings in future network program sponsorships, these were the main points made:

- The overwhelming majority of agencies feel the importance of ratings will continue. Not one agency indicated it would entirely discard ratings in evaluating a program's strength.
- There is a belief that the rating services will improve through better research techniques and data in areas not now collected.
- Agencies insist that ratings in the future, as in the past, will be used merely as a guideline and will not be the sole factor in forming a decision to drop or continue a show. They cite such other considerations as the program's prestige value, its qualitative appeal and its writing and production caliber.
- A minority opinion is that some programs in the "iffy" area will be given an opportunity to build up before being dropped summarily as has happened to some programs in the past.


Peter Bardach
. . . will not use capriciously . . .


Sam Frey
. . . the only track record . . .


Sam Vitt
. . . ratings an important tool . . .

Internal Memo ▪ The recent Harris committee hearings into the rating services have precipitated considerable discussion and analysis in agency circles. An internal memorandum prepared for Doherty Clifford, Steers & Shenfield by Sam Vitt, vice president in charge of media and programing at the agency, examines the effect of the Harris committee hearings on the use of rating services in some detail. The memo says in part:

"All in all, while these hearings have created quite a stir stemming principally from the very nature of the investigation and the fact that several isolated situations received considerable notoriety, we feel that the rating services, on the whole, are doing a reasonably good job for the purpose to be served. If you envision a scale on which 100% equals the ideal, prior to the hearings, we pegged the rating services we utilize at about 80%; we still rate them there.

"Nothing of which we are aware has occurred in these hearings to change or revise our evaluation of ratings. They have never been perfect (nor have they ever claimed perfection) and they still aren't. But when used properly by competent, experienced personnel, they can serve as an important tool for effectively and efficiently investing clients' advertising dollars.

"As a result of these hearings, however, we feel that the industry can expect to see significant changes not only in the existing services but also the advent of new competition which will, hopefully, tend to raise our evaluation of them above the 80% referred to.

Primary Tool ▪ "Broadcast ratings, in our opinion, will remain with us as long as advertisers can select individual programs and/or spots both nationally and locally. These ratings will serve as a primary tool for discriminating among those individual broadcast elements. In the future, however, we anticipate that ratings will be sharpened through better research techniques and amplified through data collected in the areas of perception, demography and brand usage."

The range of other advertising agency opinion, in the main, did not differ sharply from that offered by Mr. Vitt although certain officials touched on other aspects of the ratings situation. Some of the representative agency views:

A vice president and media director of a medium-sized agency: "I believe the net effect is going to be an improvement in rating service methods and a higher accuracy in reports. But I don't think the criteria for picking programs are going to change. We are still going to need something more concrete than conjecture and this will be, as always, supplied by rating services."

Longer Chance ▪ Typical of the minority opinion was the analysis of a TV-radio director of a major agency: "I think the ratings rumpus is going to have a very vital effect—perhaps not in the next buying period which comes up in November-December, but certainly in the long run. Agencies are going to be more inclined to let programs have a chance to build audiences. This is due to the increasing recognition of the fallibility of ratings. A lot of shows hover around a 25 share figure, often considered the cut-off point for a program. I think more of these shows will be given a longer chance."

Sam Frey, vice president and media director of Ogilvy, Benson & Mather, did not anticipate any basic changes but added: "There will be some hedging and perhaps superficially some people will say programs may last longer with less emphasis on ratings. But speaking practically, it's the only track record the agencies have for the programs.

"The ratings hearings pointed out two things: some sloppiness on the part of the raters in the method of execution and some cases where agencies and advertisers were too literal in their interpretation of the ratings."

John Egan, vice president and radio-TV director of Doyle Dane Bernbach: "We are not materially changing our approach to ratings. We have always been aware of their shortcomings and took their margin of error into consideration. If anything, we were a bit surprised at the number of people in the business who were surprised at the revelations of the hearings.

"We use other considerations in evaluating our program buys—program content, time of day, compatibility of program content with commercial message and still others. Research into sales reactions to a specific program is almost impossible because there are hardly any national advertisers which don't use many media—not just TV, and advertise on several TV shows, not just one."

Peter Bardach, assistant radio-TV media director at Foote, Cone & Belding acknowledged that for the most part, audience size will be the primary consideration in weighing the merits of most TV shows. He expressed the hope, however, that as a result of events of the past few months that ratings will not be used as "capriciously" as in the past. He ventured there was a possibility that the borderline area will be expanded slightly so that several points will decide the fate of a given program, rather than a decimal point.

James E. Hanna, vice president for radio-TV of N. W. Ayer & Son, commented that the "hullabaloo over ratings won't make any difference." He said Ayer believes in the rating systems since they are "the best things we have right now," but added that they are only part of the agency's evaluation of programs. He said ratings will be used at Ayer as they have in the past.

'Negligible' Effects ▪ Leslie L. Dunier, vice president in charge of radio-TV for Mogul, Williams & Saylor, contended that the effect of the ratings investigation will be "negligible" insofar as programing decisions are concerned. His view is that agencies will continue to make their decisions primarily on the basis of audience as they have in the past.

John Ball, director of programs, broadcast department, J. Walter Thompson Co., reported that JWT's attitude toward the basic rating services has not changed. He indicated they will serve the same role they did in the past —no more, no less. Mr. Ball said ratings are only one factor of several considered by JWT in deciding whether or not to sponsor a particular TV program.

A similar view was voiced by Frank Kemp, senior vice president and media director of Compton Advertising. He said the future use of ratings has not been a subject of lengthy discussion at Compton. The agency, he said, has used audience ratings primarily to discern a trend—to ascertain whether a given program's audience seems to be declining or growing. The qualitative audience of a show, its production

Nielsen announces NTI changes

A. C. Nielsen Co. last week announced what it said was a number of substantial and important changes in the Nielsen Television Index (NTI) reports.

The changes will be effected before the start of the new TV season, the Nielsen company said, adding they will incorporate also suggested improvements from NTI users.

The company noted that some improvements will mean that "rating trends for new programs can be established more quickly."

To accomplish this, Nielsen has changed its nonreporting week that occurs in October—a month during which the fall TV season is well underway—to a week in August before the new season's start. (Nielsen has four nonreportable weeks in the year which permits a catching up in processing data. These weeks fall in December, June and April in addition to August.)

Other changes:

▪ Demographic data in the full NTI service will be expanded by adding three new market "breaks," the breakdowns to include age of child, children by income and occupation of head of house. All 11 NTI market "breaks" will be included in each complete report.

▪ This data information on TV program audiences will be provided three weeks sooner than it was supplied in the past because of the establishment of a new and separate "fast market-section ratings report."

▪ Daytime program ratings will be expanded to report audiences on a program, or maximum composite sponsored station lineup, as well as the current sponsor or individual sponsor lineup basis.

▪ To better alert users of the reports when pre-emptions "have substantially reduced a program's lineup," ratings based upon these "typical" line-ups will be "flagged" on the grid pages.

Nielsen, it's reported, is also considering costs involved in adopting still further changes recommended by users, including a more rapid turnover in the national sample as well as the problem of maximum time zones.


Leslie Dunier
. . . effect of hearings will be negligible . . .


Frank Kemp
. . . ratings to discern trends . . .


Bern Kanner
. . . programs will get chance . . .


George Polk
. . . many important factors considered . . .

value and its prestige appeal and its costs are other considerations weighed by Compton, Mr. Kemp said.

Other Factors ▪ Bern Kanner, vice president and manager of media at Benton & Bowles, explained advertiser decisions on whether or not to continue short-term buys past January depend also on other factors besides ratings. He said most programs on the networks reach an audience level during the first five or six weeks and usually this level will not fluctuate during the remainder of the season.

But, he said, there's a good possibility that a program in the so-called "middle ground" of audience share may now survive for a longer period of time. Agencies, he predicted, may not be so quick in the future as in the past to discard an investment in a program that is neither a sure hit nor certain miss.

George Polk, vice president in charge of TV-radio programing and planning at BBDO, saw little change in agency evaluation of network program ratings but he said most major agencies are careful in the use of such data. Said Mr. Polk: "There's nothing better available. Abuses are not so great as people in Washington think."

Mr. Polk noted that the validity of national ratings had never been seriously questioned. He said most criticism voiced has been directed chiefly against local and radio measurements. He said there were many other factors, some more important than ratings, which must be considered.

Still another agency man said the ratings situation makes for "conversation at tea" in Washington.

In addition to the agencies identified, such network TV advertising majors as William Esty; Cunningham & Walsh; Geyer, Morey, Ballard: Sullivan, Stauffer, Colwell & Bayles; McCann-Erickson and Papert, Koenig, Louis were also sampled for their views.

One media director felt that agencies, starting this fall, may consider other factors than ratings. He proposed that agencies conduct studies of their own to gauge sales reaction to a particular TV show, and added: "perhaps agencies and advertisers will be a little more tolerant toward their shows in terms of giving them more time. I would like to think this will come with the new season."

A radio-TV programing vice president said his agency intended to use ratings as a guide as it has done in the past. He claimed networks have control of the programs and "it's up to them as to how long a show stays on the air."

Another program executive at another large agency claimed that criticism of ratings were on a local and not on a national level. He said his agency intended to use Nielsen as it has in the past.

JWT SHUFFLES DEPARTMENTS

Integration of network and spot radio-TV buying based on broadcasting's new economic patterns

Chief effect of a revamp in radio-TV functions at J. Walter Thompson Co. will be to discourage all-media buying by integrating network and spot purchasing under a new broadcast department.

Among the major broadcast agencies, and JWT bills the most radio-TV for clients (estimated at more than $130 million in 1962), the Thompson company has been noted for its mixed classification of buyers. The agency has continued to lean toward the broadcast specialist, its buying departments separated according to media but operating for account groups.

As formerly practiced, planning for all media had been accomplished at the associate media director and upward level, although some senior timebuyers often were consulted to assist in strategy.

Strategy and Execution ▪ In the newly instituted broadcast department, for which top appointments were announced last week (WEEK'S HEADLINER, page 10), the media department will continue to formulate media strategy and planning. But the buying in broadcast or execution of the developed strategy will now be concentrated solely in the broadcast department.

In practical application, this is what's happening at JWT: Timebuyers no longer will be grouped within the media department under the supervision of associate media directors. They now will serve the broadcast department.

Broadcast buying, though making use of broadcast specialists as well as all-

ARB signs six agencies

The American Research Bureau reported last week that six advertising agencies have signed as clients to ARB's expanded audience measurement service. New subscribers are Doherty, Clifford, Steers & Shenfield; Fletcher Richards, Calkins & Holden; Fuller & Smith & Ross; Ketchum, MacLeod & Grove; Morse International and J. Walter Thompson, Chicago.

ARB recently announced plans for a double sample size in all market reports, effective Sept. 1, 1963. The bureau claims it now has as subscribers 36 of the top 50 agencies in terms of 1962 TV billing and all 10 of the top 10 advertising agencies.

Now a tight rein on ratings users

INSIDE REPORT: WHAT THE FTC'S PROBE MEANS TO BROADCASTERS

How tough does the Federal Trade Commission intend to be in policing the use of broadcast ratings? The answer, to judge by comments of an FTC official last week, is: tough enough to make broadcasters think twice before using any ratings for promotional purposes or before making any effort to influence a survey on which ratings are based.

An official description of the FTC's plans was obtained by BROADCASTING from Charles A. Sweeny, the trade commission's staff expert on broadcasting who is in charge of the investigation into ratings and their use. BROADCASTING put 10 questions to Mr. Sweeny and got 10 answers—which added up to a warning that broadcasters will be held accountable not only for the uses they make of ratings but also for the accuracy of any ratings they use.

As justification for the policy, the trade commission cites precedents in the pharmaceutical field. In several instances, Mr. Sweeny said, the FTC has held drug manufacturers responsible when their advertisements were based on independent laboratory findings that were found questionable by FTC investigators.

Right now two FTC investigators are in the field checking ratings data that has been used by broadcasters in their selling efforts.

The Penalties ▪ If violations are found, it is FTC custom to issue a cease and desist order. If the violation continues, contempt proceedings are begun.

For broadcasters, troubles may not stop with FTC proceedings. As announced last month (BROADCASTING, June 17), the trade commission and the FCC are exchanging information on the use of ratings. If cases come originally to the attention of the FCC, that agency will refer them to the FTC for investigation. An adverse finding by the trade commission will be taken into account by the FCC in determining whether the offending station is operating "in the public interest."

The FTC-FCC action on the use of ratings was precipitated by the investigation of audience measurement services by the House Investigations Subcommittee under the chairmanship of Representative Oren Harris (D-Ark.) earlier this year.

The questions submitted to the FTC's Mr. Sweeny by BROADCASTING were those that the publication's editors had heard most frequently raised by broadcasters since the announcement of the FTC's investigation.

The Policies ▪ Here are the questions and Mr. Sweeny's answers:

Q. Since the Federal Trade Commission has already investigated the rating services, why is this investigation necessary?

A. Previous investigations were limited to the practices of the rating services, examination of their methodology and the manner and form in which their surveys were actually conducted, for the purpose of determining whether they were being presented truthfully and without deception to purchasers and users. The investigations now in progress are intended to determine whether practices of broadcasters, as they relate to ratings, are unlawful.

Q. What practices are you looking for? What practices are unlawful?

A. The answers to these questions will have to be determined by all of the facts in each individual case. If a broadcaster is claiming that a survey proves he has a certain audience share and investigation discloses substantial errors or other reason to conclude that the survey was so faulty that the results are worthless, the claim lacks the foundation represented. We intend to study the use the broadcaster makes of a rating, carefully examine the survey on which it is based, and report all of the circumstances in the individual case, so that the [Federal Trade] Commission can determine whether there has been deception or other violation of the laws administered.

Q. Will there be further action against any of the rating services?

A. If evidence is developed to establish violations of law not now prohibited by the cease and desist orders, such facts in each case will be reported to the commission for appro-

---

media buyers, was concentrated for the most part on the account grouping system.

The buying of network time and national spot in radio-TV had been split between the media and radio-TV departments at JWT. The radio-TV department also was split up according to a grouping of accounts. As a result many purchases in broadcast were made by one department in consultation with another.

Under the reorganization, as announced by William H. Hylan, former CBS-TV sales chief and now vice president-director of broadcasting of the agency, Ruth Jones, a broadcast specialist, becomes responsible for all network and station relations including the supervision of the agency's spot and network buying. Miss Jones's title at JWT had been associate media director and broadcast-station relations supervisor. But she had been a member of the media department.

The broadcast department will have as its associate director, William R. Wilgus, who is vice president and manager of JWT's Hollywood office. He will continue to base his office on the West Coast.

Robert E. Buchanan, who was a radio-TV group head in the radio-TV department, has been named manager of the new broadcasting department in New York. John F. Ball, who was a program executive in the radio-TV unit, becomes director of programs in the new department.

Economics Changed ▪ The shift in buying emphasis at J. Walter Thompson is seen by agency authorities as having its roots embedded in a change in the economics of TV-radio themselves.

Sole program sponsorship has about disappeared and multisponsorship in network programs has taken its place. Though network buying differs from national spot placement, the increase in multisponsorship in network has given rise to advertising strategy that is applicable to combination spot and network buying.

JWT's apparent embrace of the radio-TV specialist would appear to contravene to some extent a movement toward all-media as opposed to specialized media handling by timebuyers. The latter drift, over recent years, according to a check of major agencies last year (BROADCASTING, Aug. 13, 1962), had clearly established a foothold though it has been well short of dominance.

This BROADCASTING survey had indicated that specialized buying systems—separate buyers for broadcast and for print—outnumbered all-media systems by almost two to one. A number of agencies, it was found, employed a priate further attention. (Note: Last year the major rating services signed FTC consent orders requiring them to state, in their reports, the nature and limitations of their surveys. It is these "cease and desist" orders to which Mr. Sweeney referred.)

Q. What assurances should a broadcaster get from a survey organization to protect himself?

A. The cease and desist orders issued by the commission, and the well-publicized hearings by Congressman Harris, pointed up many of the deficiencies and flaws in the surveys. A broadcaster would do well to make an honest effort to satisfy himself to the best of his ability on these points.

Q. Like many other radio stations in a community, a broadcaster peps up his promotional efforts and puts on his best programs during rating week. Since all do this, why is there any question about the validity of the ratings?

A. The purpose of a survey is to measure the normal listening and viewing audience. When programing is improved or promotional efforts increased or usual operations changed in any way, the results of the survey are suspect. If one station is audited, hypoing—to the degree that it is successful—distorts the station's share of the total. If all stations in the market engage simultaneously in untypically stimulating their audiences, the result may simply be to rate the effectiveness of the several hypoing efforts. Furthermore, we could expect that under these circumstances there would be not only a distortion of the relative audience shares, but of the total audience size.

Q. On an overall basis, one station is undoubtedly number-one station in a city, although not the top station for every segment of the rating day (some services report in 15-minute segments). May it still take credit for being number one, if it makes sure the promotion states that this is on an overall basis?

A. This question substantially answers itself. If there is a disclosure of all pertinent information so as to avoid deception or misleading implications, I do not anticipate any basis for objection to the representation.

Q. Can a station report in advertising and promotion the standing of all stations in its market with no editorial comment (although, naturally, its station ranks number one)? The rating service is bona fide, legitimate and upright. Is there anything wrong in this?

A. Any reference to a survey or the results is no more valid than the survey itself, whether confined to data from the survey report or editorializing thereon.

Q. May a station use rating figures to show overall audience in terms of homes, including the spread possible due to the margin of error? Is this all right?

A. This practice may or may not be unlawful. If the rating figures are derived in such a way as to lead to a false premise, or are falsely or misleadingly stated, the practice would hardly be "all right."

Q. In this investigation, are you concerned with trade paper advertising?

A. Yes. But our interest is not limited to that or any other specific medium. The trail may lead to other written or even oral representations to timebuyers.

FTC's Sweeny
The ratings watchdog

Q. Aren't you placing an impossible burden on a broadcaster?

A. The obvious answer is that we are simply enforcing the law. The more realistic one is that the broadcaster is employing an organization to perform a service for him. As in any other ordinary business transaction it is up to the broadcaster to be sure he is getting what he pays for, and that the results are sound enough to serve their intended purpose.

combination of the two systems—and it was in this category generally that JWT placed.

Agency appointments...

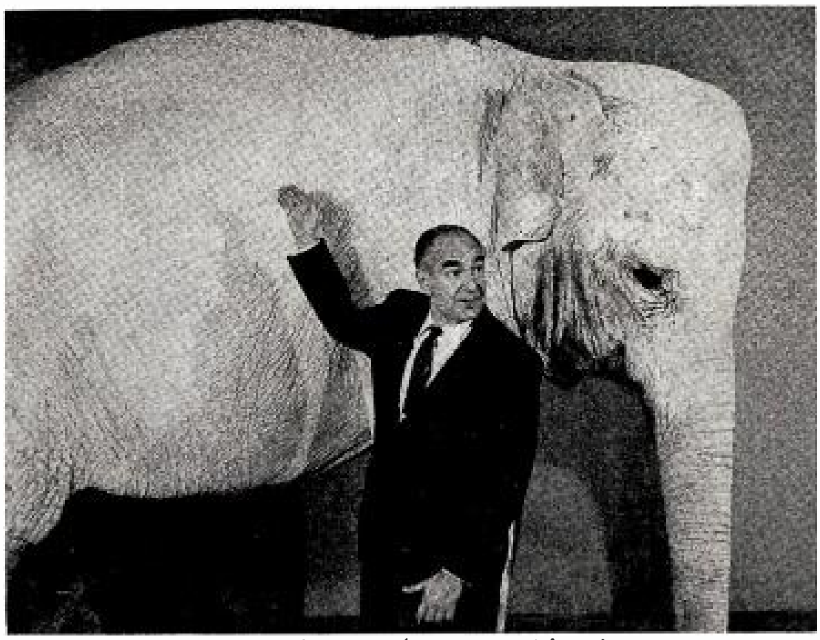
- Lincoln Mercury Dealers Association of Houston, Tex. has appointed Kenyon & Eckhardt.
- Water-Quip Corp., Chicago sailboat distributor, Golden Horse Ranch, a Westfall, Wis., dude ranch, and Butler Development Co., an Oak Brook, Ill., realtor, have named George Ray Hudson Advertising Co., Chicago, as advertising agency.
- Chemical Corporation of America, Tallahassee, Fla., has appointed Bishopric-Green-Fielden Inc., Miami, as agency for Freewax (insecticide floor wax). Plans call for a $500,000 campaign.
- Sanitary Paper Mills, East Hartford, Conn., has appointed Ingalls Associates, Boston.
- Health Insurance Institute, which provides regular public information programs to serve groups interested in health insurance, has appointed Foote, Cone & Belding, New York. Billing is estimated at $500,000 for an inaugural advertising program by the institute, which is supported by some 300 health insurance companies.

Business briefly . . .

Lehn & Fink Products Corp., New York, has purchased sponsorship in nine nighttime programs on NBC-TV for the 1963-1964 season. The programs are *Espionage, The Richard Boone Show, The Robert Taylor Show, Sing Along With Mitch, Saturday Night at the Movies, The Lieutenant, Eleventh Hour, Mr. Novak* and *International Showtime*. Advertising agency: Geyer, Morey, Ballard, New York.

P. Lorillard Co., Joseph Schlitz Brewing Co., and **Texaco Inc.** have purchased complete sponsorship of the 1964 Summer Olympic Games in Tokyo on NBC-TV.

Wynn Oil Co. became the third advertiser to buy one-quarter sponsorship in ABC Radio's coverage of the Sonny Liston-Floyd Patterson heavyweight championship fight from Las Vegas July 22 (10:05 p.m. EDT). **The Mennen Co.** and **Pontiac Motor Division of General Motors** have other quarters, leaving one-quarter of the show still available. **General Cigar Co.** will sponsor the pre-fight and post-fight shows. Wynn Oil's agency is Erwin Wasey, Ruthrauff & Ryan Inc.



'... maybe grey with orange stripes.'

COMMERCIAL PREVIEW: Boysen paints

Animals are a familiar part of the world of TV commercials. Dogs and cats are daily commercial performers, usually in ads for pet foods. Horses also appear regularly, for some strange reason most often in cigarette commercials. But only rarely does one see an elephant working in a television commercial.

One of those rare occasions is coming up in August, when an elephant joins two human performers in a 20-second spot for Boyson paints. The scene is a paint store, with a countercard reading "Boysen Paint 34th Annual 1c Sale" prominently displayed. The dealer explains that "you buy one quart of Boysen Rubberglo Flat Wall Paint for $1.98 and you get another quart for just a penny more" and the customer says, "Fine, I'll take 10 gallons."

"Ten gallons?," stammers the dealer. "Yeah," says the customer, "I got stuck with a real white elephant. I want to fix it up to sell."

When the dealer says, "I see. And what colors?," the camera pulls back to reveal a live white elephant standing beside the customer as he thoughtfully responds, "I thought maybe dudley grey with bittersweet orange stripes."

The spot was produced by Animation Inc. of Hollywood for Walter N. Boysen Co., through Resor-Anderson Etc. Inc., Oakland, Calif., for use in the Pacific Coast states where Boysen paints are distributed.

WTOP to again carry 'Music Til Dawn'

American Airlines returns its *Music Til Dawn* radio program to WTOP-AM-FM Washington tonight (July 15) after a three-year stay on WWDC-AM-FM in that city.

WTOP was one of the original stations carrying the program when it went on the air in 1953. At the termination of the station's contract in February 1960, the show was moved to WWDC, where it remained until June 30 of this year.

The new contract with WTOP will run for two years, with Terry Hourigan as announcer for the Monday-Saturday, 11:30 p.m.-6 a.m. broadcast.

Nine stations currently carry *Music Til Dawn,* including five CBS-owned stations (WCBS-AM-FM New York, WBBM-AM-FM Chicago, KCBS-AM-FM San Francisco, KNX-AM-FM Los Angeles and WEEI-AM-FM Boston), two CBS affiliates (WTOP and KRLD-AM-FM Dallas) and two NBC affiliates (WWJ-AM-FM Detroit and WLW Cincinnati).

Rep appointments . . .

- KNOX-TV Grand Forks, KCND-TV Pembina, KXGO-TV Fargo, all North Dakota; KFRM Salina, Kan., WMNB North Adams and WHMP Northampton, both Massachusetts: Vic Piano Associates, New York, as national sales representative.
- WTAR-FM Norfolk, Va.: Good Music Broadcasters, New York, as national representative.
- WQXR-AM-FM New York: Ohland/Robeck, New York, as national representative.
- WHNB-TV New Britain, Conn., and KCRG-TV Cedar Rapids, Iowa: Adam Young Inc., New York, as national representative.
- KSJB Jamestown, N. D.: Roger O'Connor, New York, as exclusive national representative.
- WTVD(TV) Raleigh-Durham, N. C.: Blair Television, New York, as national representative.
- KTTV(TV) and KLAC-AM-FM, both Los Angeles: Metro TV Sales and Metro Radio Sales respectively, as national representatives.

ARB survey shows big choice of channels

American TV viewers are not lacking for channel choices, according to a national survey conducted by the American Research Bureau. An analysis of diary information culled from sample homes in the ARB study shows the average TV-owning family in the U.S. is able to receive more than four stations with clarity.

Only 3% of U.S. TV families are limited to one-station service, according to ARB. The study accounts for TV signals from all sources; direct pick-up, community antenna, and translator.

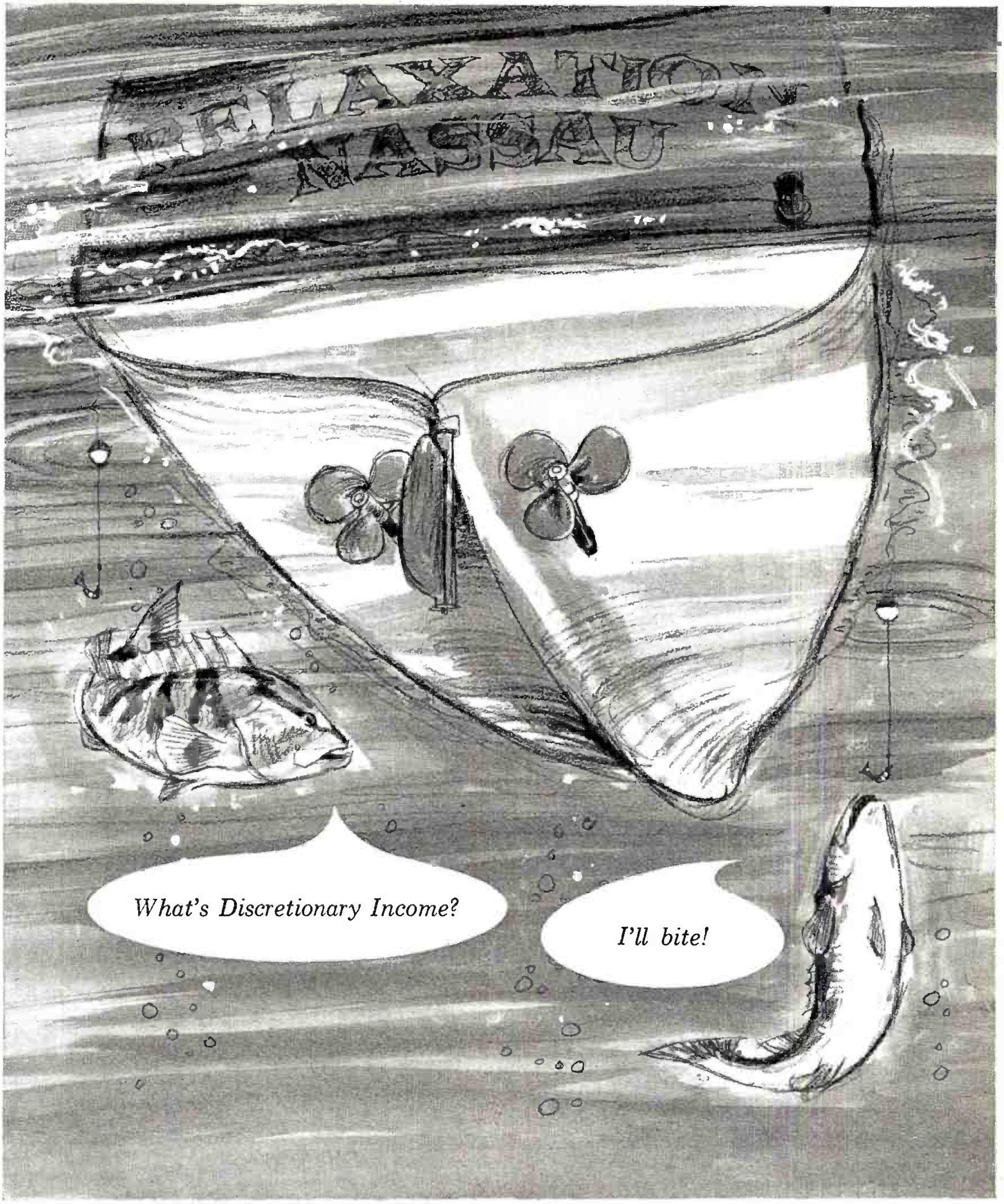
A breakdown of the ARB figures:

Number of stations able to be received	Estimated percent of U.S. TV families
1	3%
2	8
3	26
4	20
5	15
6	9
7	15
8	2
9	1
10-12	1

Also in advertising . . .

P. R. statistics ▪ Deti Productions, Rio Piedras, P. R., reports it has compiled the first radio monitoring statistics available for the area. Deti plans to complete a similar service for the stations in the interior of Puerto Rico soon.

FC&B moves ▪ Foote, Cone & Belding has moved its New York corporate headquarters from 247 Park Avenue, which has been the agency's Manhattan home for 33 years, to 200 Park Avenue, the new Pan Am building. The agency will occupy the 35th, 36th and most of the 37th floor in accommodating a staff of over 300 people. Phone: 973-2651.



Discretionary Income is spending *money, and there's 27% (on the national average) more of it in Ohio's affluent Third Market—where more people see, hear, and heed WHIO-TV, AM, FM than any other medium. Ask George P. Hollingbery.*

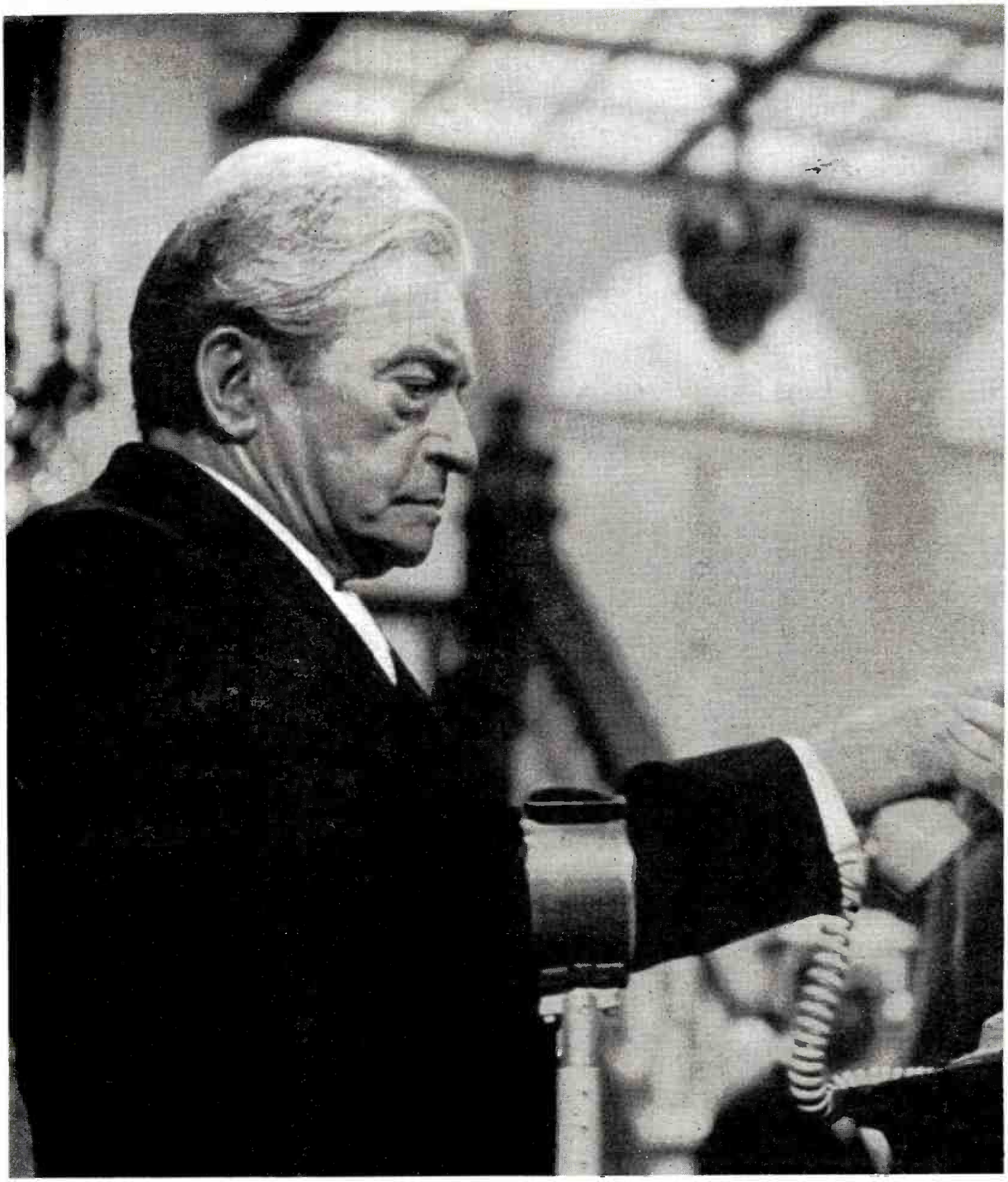
Additional morsel for thought:

> *Dayton has been Ohio's fastest growing major metropolitan area during the past 20 years. Source: U. S. Census of Population, 1960.*

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

WHIO | WHIO-TV CBS Channel 7 Dayton Ohio

DAYTON, OHIO • WHIO • AM • FM • TV



That Fine, Fine Line

We're talking about the slender, shadowy line that separates illusion from reality.

Nowhere on television is it drawn finer than on NBC-TV's "Du Pont Show of the Week."

For here is a weekly series that does both the fictional play ("The Forgery") and the drama-documentary ("Comedian Backstage"); and such is the artistry applied in both categories that the program's make-believe has the complete conviction of reality...and its slice-of-life documentaries the impact of exciting fiction.

Half of Du Pont's 14 color dramas next season will be coming from the Directors Company, the Franklin Schaffner-Fielder Cook partnership which contributed such successes to this year's series as "Big Deal in Laredo" and "The Outpost." Already completed for the Fall is "The Takers" (see photo), a tale-of-intrigue in which Walter Matthau and Shirley Knight try to relieve Claude

Rains of nearly $2,000,000 in jewels.

Another seven plays in color will be the responsibility of David Susskind's Talent Associates-Paramount, Ltd. As long-time producer of the earlier, "Du Pont Show of the Month," Susskind served up such first-rate attractions as "The Bridge of San Luis Rey" and "Ethan Frome."

As for the half-dozen drama-documentaries, they'll again be guided by Irving Gitlin, executive producer of NBC News' Creative Projects. Among the unit's most provocative works this season were "Fire Rescue" and "Police Emergency." On next season's agenda: Studies of such diverse quarry-chasers as a big-game hunter in Africa and an aspirant for the "Miss America" crown.

Thus shuttling between fact and fiction, next season's "Du Pont Show of the Week" will offer a total of 30 broadcasts (including ten repeats). Once again, meeting its own high standards will be its biggest challenge; for its record is one of the most enviable in all television. Now, *that's* a reality.

Look to NBC for the best combination of news, information and entertainment.

AAAA's demographic 'white paper'

MOVE TOWARD AGENCY AGREEMENT SEEN IN MEDIA BREAKDOWN

A beachhead has been established in the prolonged effort toward general agency agreement on the kinds of audience data needed for media buying decisions.

This was the belief expressed by several top researchers as word circulated last week that the American Association of Advertising Agencies was issuing a detailed recommendation for demographic breakdowns to be used in consumer media research.

The report, prepared by the AAAA's media research subcommittee, was released today (July 15) and entitled, "Recommended Breakdowns for Consumer Media."

Reaction was widespread that the AAAA report constitutes a "white paper" in this particular field of research. Since it is to be applied for all measurable media, including radio and television as well as magazines and newspapers, observers saw the report's issuance as a giant stride toward agency agreement on data they both want and will use.

It was stressed, however, that the standards set forth for demographic material are not to be considered as the "final word" but to be used—in the words of the AAAA committee—"for the guidance of media and other data suppliers in their collecting and tabulating of demographic information."

Data Detailed ▪ The AAAA research committee, which released the report, included a detailed table of recommended data that clarifies breakdowns for households, individuals within households, household heads, and housewives.

In addition, the tabular material (see table this page) includes notations which define county size, geographic areas and georgraphic regions.

Some agency researchers pointed out last week that the latter definitions may prove fundamental for TV and radio as well as other media in future studies of the report.

That careful study will be made was borne out last week as some agency and radio-TV executives, who from time to time have consulted with the subcommittee, expressed their interest in seeing the final form of the recommendations before rendering a judgment.

Optimism Expressed ▪ But on the basis of initial drafts prepared by the subcommittee in recent weeks, the consensus of those close to the report's preparation was of general optimism that it will ultimately prove beneficial.

Norman E. Cash, president of the Television Bureau of Advertising, felt the report has managed to get the question of audience data standardization "off the ground." He considered the report "well-structured and thought out."

Edmund C. Bunker, president of the Radio Advertising Bureau, said if the report "truly represents what the agencies want," the recommendations may well be helpful in guiding RAB's current radio research project. He thought the report was a "leg up" on the problem of providing comparable demographic data for advertising media.

The A. C. Nielsen Co., familiar with the AAAA's work, said the committee should be "congratulated," noting that "steps to systematize demographic data greatly increase the cumulative power of research by putting its findings in a common language. From a selfish point of view, we also face the problem of getting agreements from different cli-

Here's how AAAA would break down data on consumers

Following are the recommended standard breakdowns for demographic characteristics in surveys of consumer media audiences.

I. **DATA FOR HOUSEHOLDS:**

A. **County Size:** (see note 1) Minimum basic data—A County size, B County size, C County size, D County size.

B. **Geographic Area:** (see notes 2 and 3) Minimum basic data—Metropolitan area; Non-Metropolitan area; Farm, Non farm. Additional data highly desired—Urban: Urbanized areas, Central cities, Urban fringe; Other urban, Places of 10,000 or more, Places of 2,500 to 10,000. Rural places of 1,000 to 2,500, Other rural. Metropolitan Area: 1,000,000 and over, 500,000-999,999, 250,000-499,999, 100,000-249,999, 50,000-99,999.

C. **Geographic Region:** (see notes 4 and 5) Minimum basic data—New England, Metro New York, Mid Atlantic, East Central, Metro Chicago, West Central, South East, South West, Pacific. Additional data highly desired—North East, North Central, South, West.

D. **Ages of Children:** Minimum basic data—No child under 18, youngest child 6-17, youngest child under 6. Additional data highly desired—Youngest child 12-17, youngest child 6-11, youngest child 2-5, youngest child under 2.

E. **Family Size:** Minimum basic data—1 or 2 members, 3 or 4 members, 5 or more members.

F. **Family Income:** Minimum basic data—Under $5,000, $5,000-$7,999, $8,000-$9,999, over $10,000. Additional data highly desired—Under $3,000, $3,000-$4,999, $10,000-$14,999, $15,000-$24,999, $25,000 and over.

G. **Home Ownership:** Minimum basic data—Own home, rent home. Additional data highly desired—Residence five years prior to survey data; Lived in same house, lived in different house, in same county, in different county.

H. **Home Characteristic:** Minimum basic data—Single family dwelling unit, multiple family dwelling unit.

I. **Race:** Additional data highly desired—White, non-white.

J. **Household Possessions:** Additional data highly desired—Data on household possessions or purchases will presumably be governed by the medium's particular selling needs.

II. **DATA FOR INDIVIDUALS:**

A. **Age:** Minimum basic data—Under 6, 6-11, 12-17, 18-34, 35-49, 50-64, 65 and over. Additional data highly desired—18-24, 25-34.

B. **Sex:** Minimum basic data—Male, female.

C. **Education:** Minimum basic data—Grade school or less (grades 1-8), some high school, graduated high school (grades 9-12), some college, graduated college.

D. **Marital Status:** Minimum basic data—Married, single, widowed, divorced.

ents—all of whom have different problems—on how to report various data." The standards, said Nielsen, should be a great help in this problem area.

There was no question that the need for an attempt to set up a guide or standards for data on audience types has been hastened by the computer age. Several major agencies are now equipped with electronic data processing or otherwise have access to such machines.

The AAAA in its report recognized the anticipated increased use of computers in media planning and in an "appendix" emphasized specific steps "by which the recommended standards can be used to advantage in the gathering and processing of media data."

It was pointed up that the research committee had been working on the problem of obtaining a reconciliation of viewpoints among the agencies for about a year.

It's also known that a group of major agencies had initiated a similar or related consensus-gathering project through the facilities of the media directors council (BROADCASTING, March 4, 1963).

The council's suggestions, as well as those of other consumer media and research groups, were meshed with those of the AAAA group.

How To Satisfy ▪ As a quick check last week of agency media planners indicated—and as reported by the AAAA research subcommittee—"no single list of media demographic descriptions can completely satisfy everyone concerned." This is particularly so, said the report, because different brands—even in the same product category—may require different marketing objectives.

But the research subcommittee found what it called "a fairly tight consensus among agency people" as to what's wanted in the area of audience types. To wit: "a scheme of demographic classifications which would have as broad applications as possible."

This, the report emphasized, was what the group attempted to represent —"a reasonable compromise, recognizing that complete unanimity of opinion simply cannot be expected."

An alternative to an achievement of standardization, said the AAAA report, would be "chaos."

But, at the same time, the group warned that "standardization" was not to be construed as inhibiting an individual medium "from putting its best foot forward," by drawing attention to and emphasizing special audience characteristics.

Implicit in the foreward to the report was an assertion that it would be in the "best interest" of audience research groups "to follow recommended standards, rather than to pursue divergent courses."

More Reports? ▪ The AAAA research unit hinted that still further reports may be issued, particularly as to the reliability of the research processes used to obtain the data and as to the "relevance of these demographic characteristics to marketing decisions."

Among the organizations cited as contributing to the committee's work: the Advertising Research Foundation, the Media Directors Council, the RAB, TvB and the Station Representatives Association. Several other organizations representing newspapers, magazines, outdoor and transit advertising also were named.

In an appendix the committee concerned itself with how the recommended standards can be used to advantage by suppliers of information:

▪ Follow recommended breakdowns as "basic guide lines" and then produce more detail within the framework. But, the group admitted, the more detail supplied, the greater the cost to the medium in preparing larger samples and in extra tabulations.

▪ Build in a maximum flexibility to permit an ease in retabulating should an agency require certain data that would appear somewhat different than the basic minimums. This can be done with considerable pre-planning in mind.

▪ Another alternative is to encourage advertisers and/or agencies to make their own estimates for data desired using the basic data supplied according to the recommended standards. In short: Estimates can be made from the

E. **Occupation:** Minimum basic data—Professional, semi-professional; proprietor, manager, official; clerical, sales; craftsman, foreman, service worker; operative, nonfarm laborer; farmer, farm laborer; retired; student; unemployed.

F. **Individual Possessions:** Additional data highly desired—Data on individual possessions or purchases will presumably be governed by the medium's particular selling needs.

III. DATA FOR HOUSEHOLD HEADS:

A. **Sex:** Minimum basic data—Male, female.

B. **Age:** Minimum basic data—34 and younger, 35-49, 50-64, 65 and older. Additional data highly desired —18-24, 25-34.

C. **Education:** Minimum basic data—Grade school or less (grades 1-8), some high school, graduated high school (grades 9-12), some college, graduated college.

D. **Occupation:** Minimum basic data—Professional, semi-professional; proprietor, manager, official; clerical, sales; craftsman, foreman, service worker; operative, nonfarm laborer; farmer, farm laborer; retired; student; unemployed.

IV. DATA FOR HOUSEWIVES:

A. **Age:** Minimum basic data—34 and younger, 35-49, 50-64, 65 and over. Additional data highly desired —18-24, 25-34.

B. **Education:** Minimum basic data—Grade school or less (grades 1-8), some high school, graduated high school (grades 9-12), some college, graduated college.

C. **Employment:** Minimum basic data—Not employed outside home, employed outside home: employed full time (30 hours or more per week), employed part time (less than 30 hours per week).

The definitions of county size, geographic areas and geographic regions follow:

Note 1: *County Size A*—All counties belonging to the twenty-five largest metropolitan areas. *County Size B*—Counties over 120,000 population that are not in Class A plus counties that are a part of the metropolitan area of cities in such B counties. *County Size C*—Counties not included in Class A or Class B having over 32,000 population plus counties that are a part of the metropolitan area of cities in such C counties. *County Size D*—All counties not included in Class A, Class B or Class C.

Note 2: As defined by the Bureau of the Census, U. S. Department of Commerce.

Note 3: As defined by the Bureau of the Census, U. S. Department of Commerce.

Note 4: *New England* includes Maine, Vermont, New Hampshire, Massachusetts, Connecticut and Rhode Island. *Metro New York* includes New York, Kings, Queens, Richmond, Bronx, Westchester, Rockland, Nassau and Suffolk counties in New York State, and Bergen, Essex, Hudson, Middlesex, Passaic, Union, Somerset and Morris counties in New Jersey. *Metro Chicago* includes Cook, Du Page, Lake, Kane, McHenry and Will counties in Illinois and Lake and Porter counties in Indiana. *East Central* includes Michigan, Ohio, Kentucky, West Virginia, the balance of Indiana, and Alleghany, Armstrong, Beaver, Butler, Clarion, Crawford, Erie, Fayette, Forest, Green, Indiana, Jefferson, Lawrence, Mercer, Venango, Warren, Washington and Westmoreland counties in Pennsylvania. *Middle Atlantic* includes the balance of New York, New Jersey and Pennsylvania counties, all of Delaware, Maryland, The District of Columbia, and Fairfax county (including Falls Church) and Arlington County (including Alexandria City) in Virginia. *West Central* includes the balance of Illinois, and Wisconsin, Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas, Montana, Wyoming, and Colorado. *Southeast* includes the balance of Virginia, and North Carolina, South Carolina, Georgia, Florida, Tennessee, Mississippi and Alabama. *Southwest* includes Arkansas, Louisiana, Oklahoma, Texas and New Mexico. *Pacific* includes Washington, Idaho, Utah, Arizona, Nevada, Oregon, and California.

Note 5: As defined by the Bureau of the Census, U. S. Department of Commerce.

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. Approximate cost is listed, where given by producer.

Pantomime Pictures Inc., 8961 Sunset Boulevard, Hollywood 69.

Household Finance Corp. (loans), two 60's for TV, live and animation on film. Fred Cridden and John Marshall, production managers. Agency: Needham, Louis & Brorby. Vinton Hall, account executive. Hal Kaufman, agency producer. Approximate cost: $12,000.

Western Federal Savings & Loan Association (savings), one 60 for TV, live on film. John Marshall, production manager. Agency: Robinson & Haynes Inc. E. J. Robinson, account executive. Jerry Mathai, agency producer. Approximate cost: $8,000.

Filmways of California, 4001 Overland Avenue, Culver City, Calif.

Continental Baking (Profile bread), two 60's for TV, live on film. Les Guthrie, production manager. Agency: Ted Bates. Ed Carroll, agency producer.

Bic Waterman (Bic pens), one 60 for TV, live on film. Les Guthrie, production manager. Agency: Ted Bates. Ed Carroll, agency producer.

Alcoa Aluminum (aluminum siding), one 60 for TV. Agency: Fuller & Smith & Ross. George Wyland, agency producer.

Colgate Palmolive (Lustre shampoo), two 60's for TV. Agency: Lennen & Newell. Jim Harelson, agency producer.

Philip Morris (Marlboro cigarettes), one 60 for TV. Agency: Leo Burnett. Russ Mayberry, agency producer.

Colgate Palmolive (Rapid Shave), one 60 for TV. Agency: Ted Bates. Bob Harris, agency producer.

Brown & Williamson (Viceroy cigarettes), five 60's, two 30's, two 20's and four 8's for TV, live on film. Les Guthrie, production manager. Agency: Ted Bates. Ray Dietrich, agency producer.

Brown & Williamson (Kool cigarettes), five 60's for TV, live on film. Les Guthrie, production manager. Agency: Ted Bates. Henry Hull, agency producer.

Schlitz Brewing Co. (Schlitz beer), four 60's, four 50's and four 20's for TV, live on film. Les Guthrie, production manager. Agency: Leo Burnett. Gordon Minter, agency producer.

Wander Co. (Ovaltine), two 60's for TV, live on film. Agency: Foote, Cone & Belding. Len Lev, agency producer.

known data for second breakdown, which although prone to some degree of inaccuracy, nevertheless could provide a "reasonable alternative" for the users of the data who feel they need something different. (This alternate, however, was not favored.)

▪ Another—and still more costly—alternative method was suggested: the inclusion of a maximum flexibility by pre-planning of the basic data to permit a "variety of retabulations." Such a product, it was admitted, would probably require individually negotiated compensation.

The AAAA research subcommittee that prepared the report is headed by William M. Weilbacher of C. J. La Roche & Co. He also is a vice chairman of the full committee on research which is headed by Donald K. Kanter of Tatham-Laird. Other subcommittee members include William T. Moran of Young & Rubicam, and Clark L. Wilson of BBDO.

Some industry leaders expressed curiosity as to the implementation of the standards beyond the point of sheer acceptance.

Noted was the absence of any mention in the report on the expected frequency of data supply. This could well open the door to several other questions, particularly as to costs. Sentiment was expressed as well that the report, though apparently attempting to obtain an "order" in the design of demographic "breaks," neatly avoids mention of how major agencies intend to use the data. Will they all use the data similarly, or quite differently? Are agencies—by these standards—perhaps asking for too much data?

At least one top agency media executive thought this was quite possible. He noted that some of his agency colleagues were far from enthusiastic, and that a very large proportion of the advertising agencies in the country were ill-equipped to handle the preponderance of information. Most do not have computers, and would prefer the "luxury of custom-designed information," he said.

His viewpoint, though perhaps in the minority among the large agencies, was further expressed in this way:

Margarine & Autos ▪ If an agency was preparing a campaign for a margarine account, he said, it would not be interested in people who make over $10,000 a year. On the other hand, the agency would be interested in information from media on where to advertise a high-priced car in seeking out people who make over that amount a year, yet in both instances the campaign may be for a so-called "mass product."

He also felt the demands of data suggested by the AAAA unit as burdening media and as a consequence they would "shoot all the research money into this type of information while prohibiting them from doing custom research that we—or they—think necessary."

A counter argument by another media expert: Agencies receive "breaks" often on age and income which are not comparable so that a valid comparison between, say two or more stations or newspapers is not possible. Standardization, he said, would be basic and though all data cannot be used for individual campaigns, an agency could extract only what it needed.

From a top computer-equipped agency came this assessment: The AAAA's data "breaks" are quite satisfactory and would appear to fulfill his agency's data "in-put" requirements. The spokesman saw the report as a "mandate" from leading agencies for the types of demographic information they desire.

He said, however, that in the context of buying broadcast, it would be desirable if within the framework of households additional breaks on individuals are worked out in the future.

'Branch office' service formed in New York

An advertising service designed to serve as a New York "branch office" for foreign and out-of-town agencies has been established by two former agency executives—Ralph S. Butler Jr. and Robert Weenolsen—it was announced last week.

The firm, New York Services for Advertising Inc., 475 Fifth Avenue, will supply assistance and supervisory services in TV, radio and other media, marketing, research and other phases of advertising on a fee basis.

Mr. Weenolsen was formerly with

Mr. Weenolsen

Mr. Butler

Foote, Cone & Belding as broadcast supervisor on the Rheingold account for 10 years and also had experience at Young & Rubicam. Mr. Butler served as manager of the Toronto office of Benton & Bowles, and had broadcast experience at both B&B and Y&R.

Japanese TV men visit U.S.

A group of Japanese television broadcasters last week was briefed on the sales, research, promotion and market development activities of Avery-Knodel Inc., New York station representatives. The group's visit to this country to learn about American rep practices, was arranged by Francis Yoshimura, New York representative of Fuji Telecasting Ltd., Tokyo.

Some changes in cigarette ads likely

TOBACCO INSTITUTE SAYS THEY SHOULD NOT APPEAL TO YOUTH

Changes in the commercial content of some cigarette television advertising appeared likely last week following a statement of principles by the Tobacco Institute, but the cigarette manufacturers refused to regard the move as a chink in their armor.

George V. Allen, president of the Tobacco Institute, "reaffirmed" the industry's position that "it is not the intent of the industry to promote or encourage smoking among youths" last Tuesday (July 9) following a meeting of the institute's executive committee in Washington. Because there has been misunderstanding and criticism of the industry on this point, Mr. Allen said the institute is making the following suggestions applicable to cigarette advertising in all media:

▪ "Cigarette advertisements should be characterized by good judgment and good taste.

▪ "In keeping with the position of the industry that smoking is a custom for adults, cigarette advertisements should not give a contrary impression. Persons featured in advertising should be, and should appear to be adults.

▪ "Television or radio programs and other media whose content is directed particularly to youthful audiences should not be sponsored or used. Thus, good judgment in program content, rather than arbitrary restriction of sponsorship to certain hours of the listening or viewing day, should be the determining factor."

Adverse Reaction ▪ The institute's statement had barely been released before there were two negative reactions in Congress. Senator Maurine Neuberger (D-Ore.) took the floor of the Senate to denounce the cigarette position as an "exercise in futility." And, in the House, Representative Bernard Grabowski (D-Conn.), introduced a bill (HR 7476) to require that cigarette packages be imprinted with a warning that the contents may be dangerous to health.

At least two of the industry's "big 6" companies—R. J. Reynolds Tobacco and P. Lorillard—acknowledged that the institute recommendations would have a direct effect on all their advertising practices, particularly in the removal of athletes from commercial endorsement of smoking products. Lorillard went a step further by stating that it would review all its current commercials in light of the institute's suggestions, with the possibility that certain of the commercials may be withdrawn.

But each of the companies maintained that the moves were in line with previously stated efforts to divorce cigarette advertising from appeal to youth, and had nothing to do with other pressures from governmental and medical groups seeking to link cigarette smoking to lung cancer.

The other four major tobacco companies—Liggett & Myers Tobacco, American Tobacco, Brown & Williamson Tobacco and Philip Morris—maintained that institute suggestions did not conflict with their current advertising practices, and that they anticipated no changes as a result. All six companies were represented at last Tuesday's institute meeting and are members of the executive committee.

Lorillard President Morgan J. Cramer said he was "in full agreement" with the statement and that the company would not try to glamourize smoking for youngsters. (Lorillard produces Kent, Newport, Old Gold, Spring and York cigarettes). His company would, he said, "review all of our current commercials and may withdraw some in keeping with the institute suggestions." To this end, he said Lorillard would not use athletes endorsing cigarettes, and would avoid "suggestive romantic" settings in its commercials.

The Reynolds Co., which produces Camel, Salem, Winston and Cavalier cigarettes, said that it was using "a few athletes" in advertising but that it "did not plan to continue in the future." Reynolds Board Chairman Bowman Gray said that he was "in hearty agreement" with institute proposals and said, "we intend to follow its suggestions."

A Reynolds spokesman said, however, that a current advertising campaign on behalf of Winstons, in which no people are used, should not be construed as a policy on the part of the company away from the use of people in its commercials. He said the company would continue trying to make its commercials as attractive as possible "and in good taste."

Other Comments ▪ American Tobacco, Philip Morris, L&M and B&W discussed the institute recommendations in brief official statements.

Joseph F. Cullman, president of Philip Morris (Marlboro, Philip Morris, Alpine, Parliament, Paxton), said his company's advertising policy "has for some time conformed to the principles suggested by the Tobacco Institute."

Robert Walker, president of American Tobacco (Lucky Strike, Pall Mall, Dual Filter Tareyton, Herbert Tareyton and Montclair), said "the advertising policies being followed by the American Tobacco Co. are completely in accord with the suggestions" of the institute.

Edwin P. Finch, executive vice president of B&W, said that all of the company's advertising already is in accord with the principles of the Tobacco Institute statement. "We think it is a fair statement," he said in predicting that B&W will not have to change any of its commercials. The Louisville company, which manufactures Viceroy, Kool, Raleigh, Belair, Life, Wings and duMaurier cigarettes, does not presently use athletes.

Zack Toms, president of Liggett & Myers (Chesterfield, L&M, Oasis) called the recommendations "good ones and ones to which we will continue to give thoughtful attention."

In some circles, the recommendations were seen primarily as clarifications, rather than stimulants to cause any reform in cigarette advertising practices. One industry official, Robert K. Heimann, assistant to the president of American Tobacco, said he couldn't recall an instance where a cigarette company had advertised on a show "directed particularly to youthful audiences," nor was he aware of the use of minors as models in cigarette commercials.

Agencies Quiet ▪ Meanwhile, agencies with major tobacco accounts remained close-mouthed about any possible changes in cigarette advertising practices.

A top executive at one such agency

Steadfast sponsors

An analysis compiled by Mutual on the occasion of Fulton Lewis Jr.'s 25th anniversary as a news commentator on the network reveals that 25 advertisers have been sponsoring the Lewis broadcasts uninterruptedly for five years or more. The news commentary show is offered for local co-op sale.

The most consistent advertiser has been W. F. Palmer Jewelry over WRHI Rock Hill, S. C., which has been sponsoring the Lewis program since March 1946. Companies which have been sponsoring the news show for 15 years include Culbertson Chevrolet over KPDN Pampas, Tex.; S. M. Purcell Pharmacy over WSTP Salisbury, N. C. and Timken Roller Bearing Co. over WHBC Canton, Ohio.

is Kansas

You're right! Everybody in Kansas does **not** have 13 kids. So, this is artistic license. The point is—there are more people in Kansas than you might have imagined. And more of them depend on WIBW RADIO for news, entertainment and buying information than on any other single medium, bar none!

WIBW RADIO covers 69 counties, dominates in 45 of them. It reaches 330,840 homes. That's more than you will find in many cities recognized as major markets—like Cleveland, Kansas City or Houston.

Sometimes in market planning and advertising you have to ignore the IBM machines and just look at people. But we have some figures and charts, too. When you're ready for them ask Avery-Knodel to show you the BIG PICTURE of WIBW.

WIBW

RADIO

Topeka, Kansas

A division of Stauffer Publications

Represented nationally by Avery-Knodel.

said he didn't consider the proposals unusual, and that there "is no problem." He said it was just "good marketing sense" to place tobacco commercials during periods when there is a large percentage of adult viewing.

Another, an account executive on a Philip Morris brand, said he had received no instructions to change commercial schedules, and a third called the recommendations "a problem for the cigarette industry, and not for agencies."

An earlier institute recommendation had suggested removal of cigarette advertising from campus publications and broadcast outlets (BROADCASTING, June 24) and all members of the "big 6" except Philip Morris agreed at the time to comply with the recommendations. At that time, speculation centered around other possible advertising curbs by the tobacco companies such as restricting cigarette advertising on television until late hours, as is the practice in Canada.

This idea was flatly rejected by the tobacco men. Mr. Allen cited the time differences across the country and maintained that it would not be meaningful to limit the hours of cigarette advertising rather than placing the emphasis on the content of programing. He said the details of implementing the policies enunciated are up to individual cigarette companies. "The institute itself does not monitor or regulate the advertising of its members," Mr. Allen stressed.

Robert D. Swezey, director of the National Association of Broadcasters' code authority, has met several times with Mr. Allen and leading cigarette manufacturers on the industry's TV advertising. Last week's statement had been anticipated by the NAB as a result of these talks.

Madam Senator ▪ "The tobacco industry lion has labored and brought forth a mouse," Senator Neuberger said of the Allen statement. She charged the industry's position was only "mildly disapproving" of cigarette advertising directed toward youth.

The statement, she charged, was an "ostrich-like action . . . motivated by a desire to head off government regulation. . . . Instead, it was a vivid demonstration of the paralysis of industry responsibility." Senator Neuberger said that it is apparent to all but nonindustry observers that radical changes must be made in the marketing of cigarettes if their sales are to be permitted to continue.

"We do not expect an industry to preside at its own dissolution," she said, "but we expect realistic answers to fundamental challenges."

Representative Grabowski introduced his labeling bill in the House the day after the Tobacco Institute statement. The measure would require that the outside wrapper of a cigarette package be imprinted in clear, legible and plainly visible words with the following: "Warning—contents may be dangerous to health."

Chicago gets share of agency mergers

Three agency mergers have been announced in the past week in Chicago.

Griswold-Eshleman Co., Cleveland, and Aubrey, Finlay, Marley & Hodgson, Chicago, have merged through a stock transaction. The agency will go by the name of Griswold-Eshleman Co., and will have combined billing of an estimated $25 million.

Olian & Bronner and Robert Haas Advertising have also merged. The new agency, which will be known as Bronner & Haas Inc., will have an estimated billing of $6 million.

Two smaller Chicago based agencies —Dordick-Markese Inc., and Presba-Muench—are announcing their merger today (July 15). To be known as Presba-Muench Inc., the new agency will have an estimated billing of $2.5 million.

The broadcasting facts of life

STATE ASSOCIATIONS BEGINNING MASS LOBBY ON TIME STANDARDS

Members of Congress who are not now acquainted with the phrase "commercial time standards" will find it hard to remain nonconversant with the subject in the next few weeks.

Individual state associations, independently and with the National Association of Broadcasters, have launched an all-out campaign to inform the nation's lawmakers of the threat to free enterprise posed by the FCC's proposed rulemaking to set a rigid maximum on a station's commercial time.

Leading the public portion of the crusade to date has been the Georgia Association of Broadcasters, which last Tuesday (July 9) descended 15-strong on the Georgia congressional delegation to protest "a constant flow of regulations, proposals and trial-balloons" emanating from the FCC—with emphasis on the time standards rulemaking. In other developments:

▪ The NAB sent a fact sheet to all radio and TV stations in the U. S. outlining reasons the FCC proposal must be stopped and urging them to seek the support of their delegations in Congress (see page 40).

▪ The Washington State Association of Broadcasters has launched a campaign to enlist the support of powerful Senator Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee, against the FCC.

▪ The North Carolina Association of Broadcasters plans a march on Washington similar to that of Georgia and already has secured the promises of several North Carolina congressmen that they would oppose the FCC plan.

▪ The West Virginia Broadcasters Association has received a more than "satisfactory" response from members of that state's congressional delegation.

▪ Numerous other individual broadcasters and NAB board members have been actively and, they believe, effectively campaigning with members of Congress.

▪ Promised this week in the House is a bill which would prohibit the FCC from specifying a maximum on the number of commercials a station could carry. In addition, a senator said last week that if the FCC follows through with its threat, legislation may be required to maintain broadcasting in the free enterprise system.

FCC Motives Questioned ▪ The GAB asked Congress to conduct a "sweeping investigation of the FCC and determine its motives for proposing . . . to limit radio-TV commercials. We urge Congress to pass legislation specifically stating that the FCC is forbidden from delving into the commercial or programing policies of any radio or TV station."

GAB representatives discussed four specific FCC "trial balloons" with nine of the 12-man Georgia delegation. They proposed a Federal Radio-TV Agency (FRTVA), divorced from the FCC, to regulate commercial broadcasting with the FCC left with non-broadcast communications regulations.

Discussing the general broadcast regulatory climate, GAB President Raymond Carow of WALB-TV Albany, charged that FCC activities over the past three years have done nothing "but reduce the effectiveness of American broadcasting." Also, he said, the commission has acted to "produce fear among all broadcasters and create the impression that the FCC intends to dictate programing tastes to the American people as well as force broadcasting into the realm of a public utility."

He said Congress should immediately question the wisdom of "progressive and ever-widening attempts to control radio-TV programing, the latest and most flagrant incursion being the proposed limitations on radio-TV commercials." Mr. Carow recommended that Congress pass legislation setting up a code of conduct which the FCC would be required to adhere to in its investigative, monitoring and regulatory procedures.

Randolph Holder, WGAU Athens, made the principal GAB presentation against the FCC's time standard proposal. He won the nearly unanimous support of the Georgia delegation in explaining how the proposed government dicta would hurt commercial broadcasting. Representative Charles Weltner (D-Ga.) said Thursday that he planned to introduce a bill to stop the FCC. "Until Congress decides broadcasting is a public utility, a limitation on the number of commercials is not under FCC jurisdiction," he said.

The NAB, however, feels that for it to propose legislation would be "premature" at this time and that the case can be won at the FCC by enlisting the support of the Hill. An NAB official stressed, however, that the association certainly is not opposed to bills being introduced such as Congressman Weltner plans.

Mel Burka, WTIP Charleston and president of the West Virginia Broadcasters Association, and other broadcasters from that state have been successfully working with their delegation. In fact, Senator Jennings Randolph (D-W. Va.) said last week that he has a "keen desire" to see that the FCC does not do violence to the freedom of broadcasting with a rule such as it has proposed. Radio and TV must have leeway to program their commercials without restrictions and encroachment by the FCC, he said.

Senator Randolph said he has no immediate plans to sponsor legislation but that if the FCC follows through with its proposal he predicted that a bill will receive favorable consideration.

Back To Georgia ▪ In the Georgia meeting, Charles Doss of WROM Rome urged Congress not to let the FCC "usurp the right of Congress to levy taxes" through its planned license fee, effective next January. He urged the Georgia delegation to support a bill (HR 6697) introduced by Representative Walter Rogers (D-Tex.) which would rescind the new FCC rule.

On the next broadcasting problem, the same Representative Rogers was attacked by a Georgia broadcaster. Barry Sherman, WQXI Atlanta, called this week's hearing on broadcast editorials (called by the Texas congressman) "disturbing" (see page 68). He urged Congress not to restrict and hamper the freedom of radio-TV to advocate.

Broadcasting has "outgrown" the FCC, GAB said in asking Congress to establish a new agency independent of the FCC to regulate radio and television. The proposed FRTVA can "serve the true needs of today's broadcasters," the association said. "The requirements of radio and TV are too extensive and too important to be further served by the present FCC."

GAB asked that the proposed agency have a radio administrator and a TV administrator, each empowered to handle all but the "most controversial matters." A special broadcasting court should be established to handle such controversial items, GAB said, with a three-man advisory committee setting FRTVA policy and making long-range plans for broadcasting's future.

Such an agency "would end further government control of broadcasting, improve the relationship between broadcasters and the government, boost the calibre of broadcasting's service and provide a sound basis for growth and development of radio and TV," GAB said. Such an agency would leave the FCC free to deal with other communications matters "from a laundry's mobile transmitter to telephone calls from ships at sea," the association told its congressmen.

In addition to those mentioned above, other Georgia broadcasters attending the Washington meeting included Ridley Bell, WRBL-TV Columbus; Don Dougald, WWNS Statesboro; W. C. Woodall Jr., WDWD Dawson; James Wilder, WBIE Marietta; Kenneth Bagwell, WAGA-TV Atlanta; James Murphy, WBMK West Point; Ralph Edwards, WWGS Tifton; Ben Porter, WBML Macon; Roy Gaines, WNEG Toccoa, and GAB Executive Secretary Jack Williams.

NAB's aid to all assured by Collins

"We are confronted with a grave threat."

LeRoy Collins, president of the National Association of Broadcasters, so informed every radio and television station in the U.S. last week in the NAB's opening fusillade against an FCC rulemaking to limit the number of commercials an individual station may broadcast. The NAB board of directors pledged an all-out fight against the FCC plan to adopt the industry's own voluntary time standards as government order (BROADCASTING, July 1).

Governor Collins told member and nonmember stations that the NAB has a program underway to protect broadcasters from the FCC. "This is the fight of everyone concerned with broadcasting's freedom," he said in pledging the NAB's good offices to stations which are not members of the association. His comments were given in a covering letter to an NAB position paper on "reasons why the FCC should not adopt a rule limiting commercials." (Governor Collins currently is in England and his letter was dictated last Wednesday by trans-Atlantic telephone.)

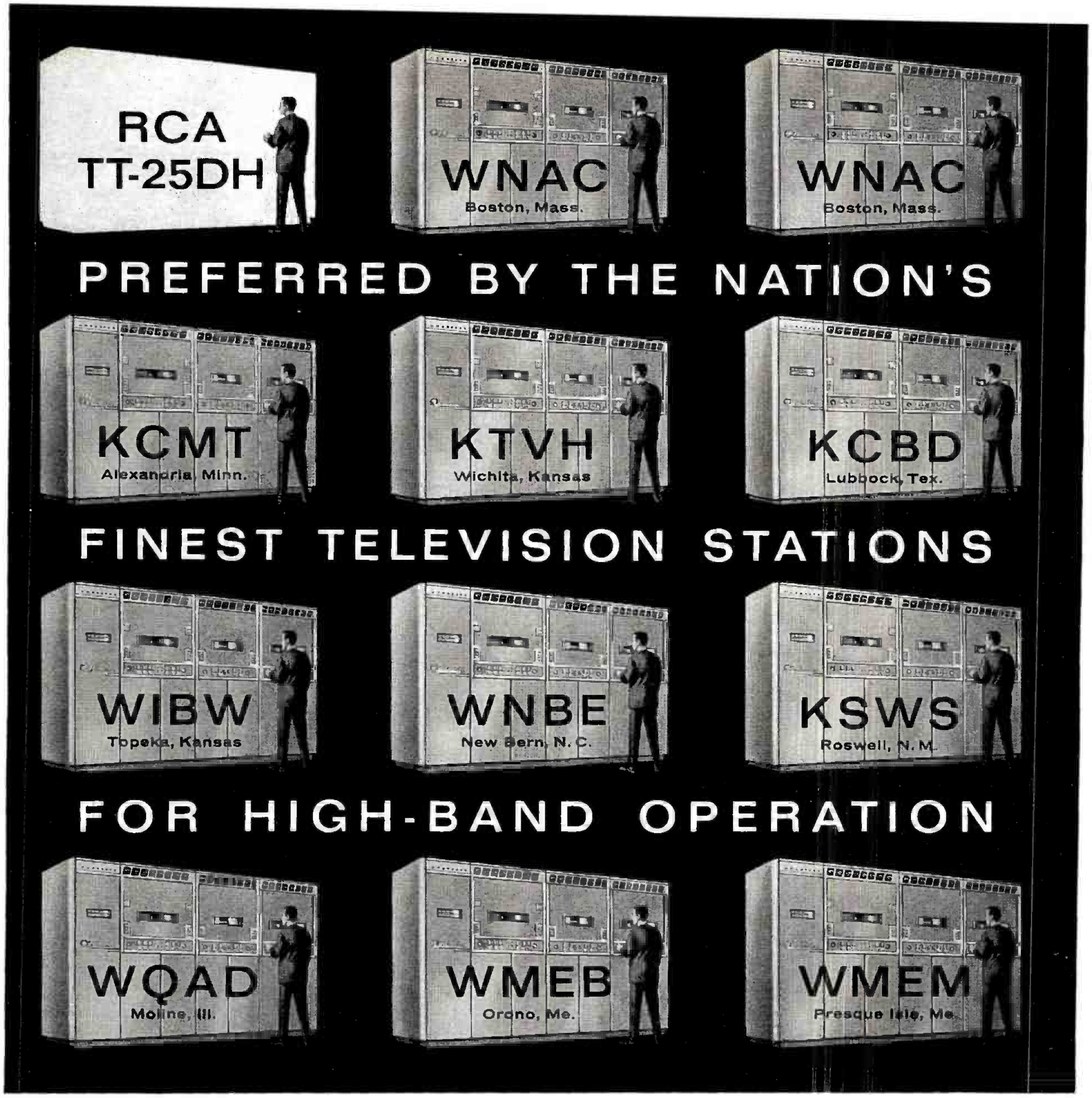
In his letter, the NAB president urged stations to discuss the issue with their delegations in Congress, an action many individual state associations already were taking last week (see page 39). He urged broadcasters to contact the NAB's government affairs office, under Vice President Paul Comstock, for further help and suggestions.

Governor Collins noted that comments on the FCC rulemaking are due Sept. 16 and asked stations to keep the NAB informed of progress made with members of Congress. "We are confident that [the FCC] can be shown the wisdom and necessity of rejecting the proposal," he said.

The NAB staff listed these six reasons why the FCC should not place a limit on commercial time: (1) It would be contrary to the intent of Congress; (2) the rule would be unequal and unfair; (3) the rule would destroy free enterprise in broadcasting; (4) the industry's codes would be undermined; (5) other factors in advertising are as important as quantity, and (6) it would give the commission arbitrary powers over business judgment.

WOR to move transmitter

WOR-AM-FM New York will move its transmitter from Cartaret to Lyndhurst, both New Jersey. The move from Cartaret, where the transmitter has been located since 1935, is part of a plan to improve reception of the station in northern New Jersey, according to Robert J. Leder, vice president and general manager of WOR.



It's the new RCA 25-kw TV Transmitter (Ch. 7-13)

offering new excellence of performance, reliability and low operating cost

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

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

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

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

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

The Most Trusted Name in Television

NAB says profits make comeback

BOTH RADIO AND TV STATIONS SHOW GAIN AFTER DROP IN 1961

Profits of both radio and television stations in 1962 showed a healthy increase over 1961, the annual financial survey of the National Association of Broadcasters discloses. The industry made a healthy comeback from the previous year, when revenues were up over 1960 while profits went down.

The survey, released Saturday (July 13), covers all U. S. and Puerto Rican stations, including nonmembers of NAB. Results were compiled from questionnaires sent out by the NAB's department of broadcast management under James Hulbert, manager.

With 1962's profits before federal taxes reversing the down trend of the previous year, revenues and expenses of radio and television stations continued to rise. In 1962:

▪ The typical radio station earned a profit of 7.7% on total revenue of $111,200, compared to a 4.8% profit in 1961 on revenue of $106,200. Average radio station expenses totaled $102,600.

▪ The typical television station's profit was 16.9% on total revenue of $1,016,700, the first year average TV revenue has surpassed $1 million. In 1961, the profit was 12.6% on total revenue of $941,400. Expenses for the past year averaged $844,900 per station.

Both radio and TV stations showed profit declines of 2.8% in 1961 compared with 1960.

New Feature ▪ The 1962 survey shows for the first time how stations allocate their total salary budget. The largest percentage for both radio (37%) and TV (40%) is assigned to programing. The typical radio station allocated 28% of its salary budget to general and administrative, 25% for sales and 10% to technical people. The median station allocated over half of its total expense budget ($57,500 of $102,600 for salaries).

In TV, 23% of the salary budget was for technical services, 17% for sales and 18% for general and administrative. The TV salary budget averaged $361,200 per station, 42.8% (an increase of 8.6%) of $844,900 in expenses.

The typical radio station received 84% of its 1962 revenue from local sales, 16% from national and regional, with less than 1% from networks, the same breakdown as for 1961. The television station's national and regional spot business accounted for 38% of its sales, network 33% and local 29%. In 1961, 45% of the TV station's sales came from national and regional spot sales, 28% from local and 27% from networks.

With radio station profit at 7.7% for 1962, the figures for the previous six years showed a profit of 4.8% in 1961; 7.6% in 1960; 7.7% in 1959; 7.2% in 1958, and 8.3% in 1957. Profit figures for the typical TV station were 16.9% in 1962; 12.6% in 1961; 15.4% in 1960; 14.3% in 1959; 11.4% in 1958, and 11.5% in 1957.

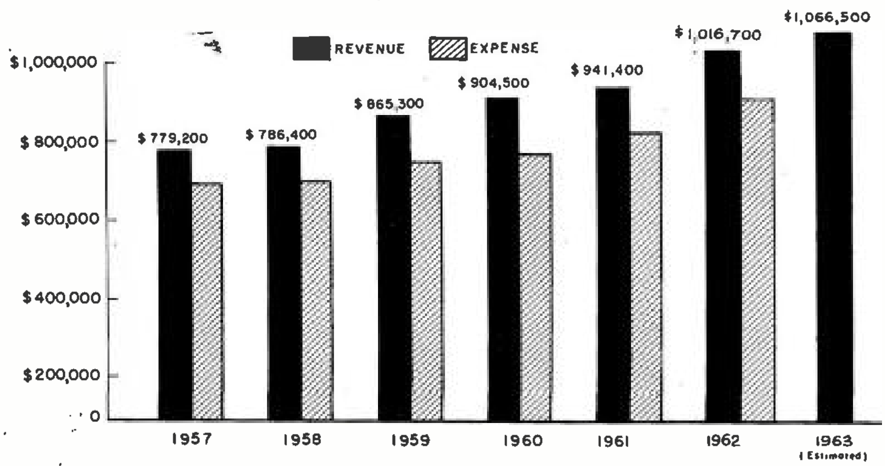
Both radio and TV divided their expense dollars in 1962 in approximately the same proportion as in previous years. Radio spent 40 cents of each dollar on general and administrative expenses, 32 cents for programing, 18 cents for sales and 10 cents for technical costs. For television, the 1962 figures were 35 cents for programing expenses compared to 36 cents in 1961; 36 cents for general and administrative, an increase of 1 cent over 1961; technical and sales costs remained the same at 16 cents and 13 cents, respectively.

The typical TV station spent $58,000 (7%) of its total budget on films in 1962, a drop from the previous year.

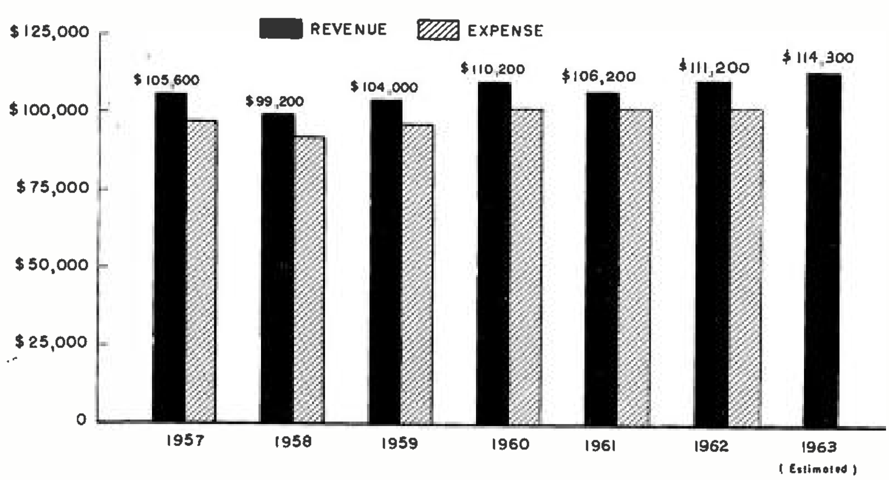
NAB asked stations to estimate their 1963 revenue, with radio coming up with an average of $114,000, an expected increase of 2.8%. TV expects average revenue of $1,066,500 this year, an increase of 4.9% over 1962.

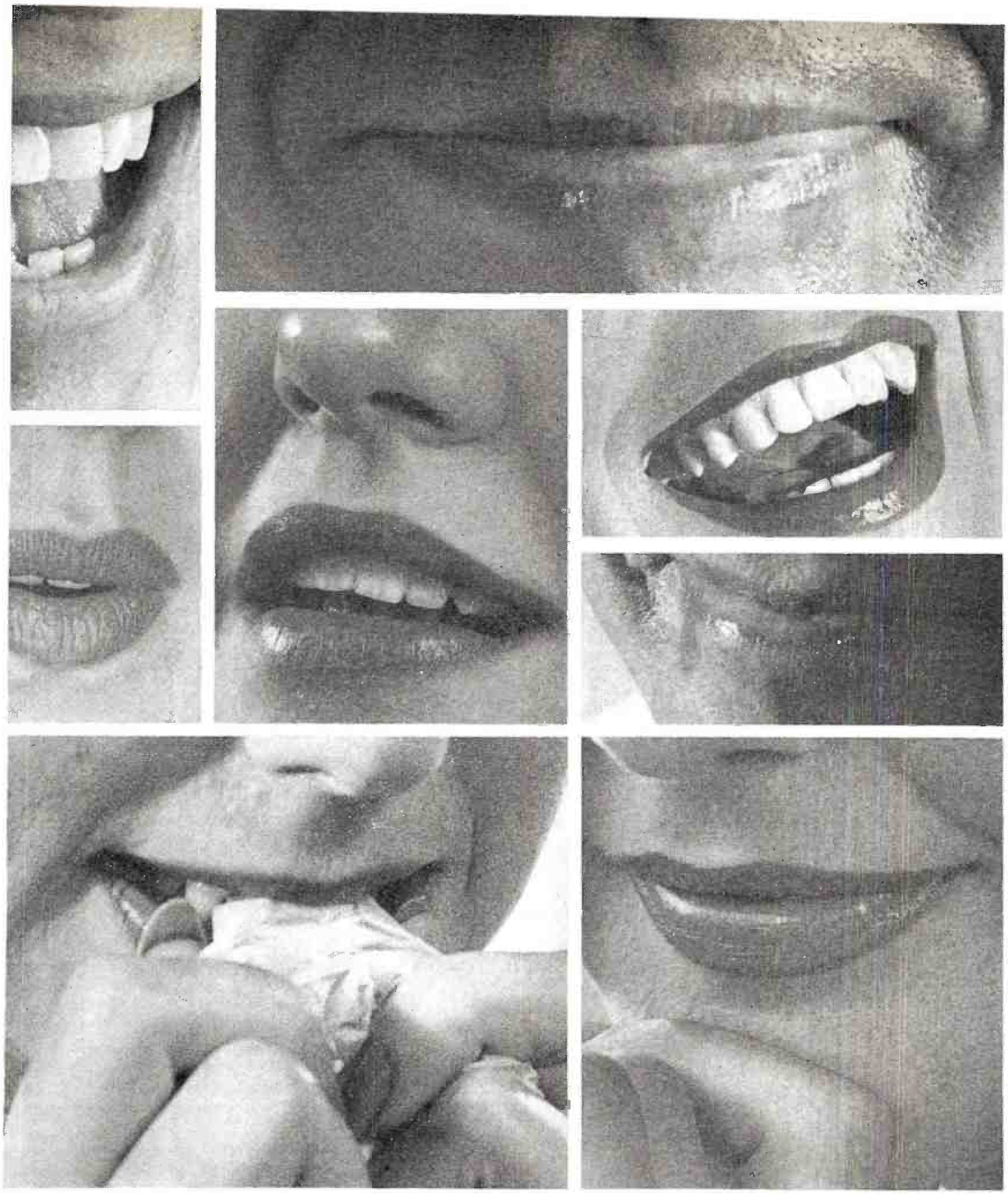
The NAB figures are computed on a median basis, whereas the annual FCC financial compilation of station revenues and expenses uses averages. The official government figures for 1962 are due late this summer for television and

Seven-year trends in revenues and expenses for a typical TV station



Seven-year trends in revenues and expenses for a typical radio station





REVENUE AND EXPENSE FOR THE TYPICAL RADIO STATION, NATIONWIDE, 1962

Revenue and expense items	Typical dollar figures	Typical percent figures
TOTAL BROADCAST REVENUE[a]	$111,200	
TOTAL TIME SALES	109,400	100.0%
From:		
Networks	0	0.0
National & regional	17,100	15.6
Local	92,300	84.4
TOTAL BROADCAST EXPENSE	$102,600	100.0%
From:		
Technical	10,500	10.2
Program	32,900	32.1
Selling[b]	18,300	17.8
General & administrative	40,900	39.9
SELECTED EXPENSE ITEMS		
TOTAL SALARIES[c]	$ 57,500	100.0%
From:		
Technical	5,900	10.2
Program	21,300	37.1
Selling	14,200	24.7
General & administrative	16,100	28.0
DEPRECIATION & AMORTIZATION	5,900	
PROFIT (before federal income tax)	$ 8,600	

[a] Time sales plus incidental broadcast revenue minus agency and rep. commissions and payments to networks for sale of time.
[b] Includes all promotion; excludes agency and rep. commissions.
[c] Includes salaries, wages, and bonuses of officers and employees.

REVENUE AND EXPENSE FOR THE TYPICAL TELEVISION STATION, NATIONWIDE, 1962

Revenue and expense items	Typical dollar figures	Typical percent figures
TOTAL BROADCAST REVENUE[a]	$1,016,700	
TOTAL TIME SALES	1,064,500	100.0%
From:		
Networks	349,200	32.8
National & regional	409,800	38.5
Local	305,500	28.7
TOTAL BROADCAST EXPENSE	$ 844,900	100.0%
From:		
Technical	133,500	15.8
Program	295,700	35.0
Selling[b]	109,800	13.0
General & administrative	305,900	36.2
SELECTED EXPENSE ITEMS		
TOTAL SALARIES[c]	$ 361,200	100.0%
From:		
Technical	84,500	23.4
Program	150,200	41.6
Selling	60,000	16.6
General & administrative	66,500	18.4
DEPRECIATION & AMORTIZATION	78,600	
FILM EXPENSE	58,900	
PROFIT (before federal income tax)	$ 171,800	

[a] Time sales plus incidental broadcast revenue minus agency and rep. commissions and payments to networks for sale of time.
[b] Includes all promotion; excludes agency and rep. commissions.
[c] Includes salaries, wages, and bonuses of officers and employees.

in December for radio.

Above are "balance sheets" for the typical radio and TV stations under the NAB figures.

Autry group gets inn

Acquisition of the $7-million Sahara Inn, just south of Chicago's O'Hare Field airport, by Gene Autry Hotel Co. has been announced. The inn, which has been in receivership for the last several months, was acquired from the Marshall Savings & Loan Association, the mortgage holder.

The Gene Autry Hotel Co., which also operates the Hotel Continental, Hollywood, and the Ocotillo Lodge, Palm Springs, both California, is owned by Mr. Autry, Robert O. Reynolds and Paul A. O'Bryan. Mr. Reynolds is co-owner with Mr. Autry of Golden West Broadcasters (KMPC Los Angeles, KSFO San Francisco, KEX-AM-FM Portland [Ore.] and KVI Seattle). Mr. O'Bryan is a senior partner in the Washington law firm of Dow, Lohnes & Albertson. All three have major interests in the Los Angeles Angels baseball team and the Los Angeles Rams football team.

Mr. Autry also holds controlling interest in KOOL-AM-FM-TV Phoenix and KOLD-AM-TV Tucson, both Arizona.

Changing hands

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

▪ WMAY Springfield, Ill.: Sold by Gordon Sherman and associates to Stuart Broadcasting group for $700,000 plus $92,500 for agreement not to compete. Stuart Stations are KFOR Lincoln, KODY North Platte, and KRGI Grand Island, all Nebraska; KMNS Sioux City and KOEL Oelwein, both Iowa, and KSAL Salina, Kan. James Stuart, 89% owner, is president of Stuart stations. WMAY, founded in 1950, operates fulltime on

970 kc with 1 kw daytime and 500 w nighttime.

▪ WAUX-AM-FM Waukesha, Wis.: Sold by Mig Figi, Charles E. Williams and associates to Midwest Broadcasting Co. for $425,000. Midwest is headed by C. Wayne Wright and owns WALM Albion, Mich., and WFRL Freeport, Ill. WAUX is a 10-kw daytimer on 1510 kc. Broker was Blackburn & Co.

▪ KCLN Clinton, Iowa: Sold by Russell G. Salter and group to Valley Broadcasting Co. for $140,000 including assumption of obligations. Valley Broadcasting is composed of William H. Moore, Robert Z. Morrison and Cecil Hamilton. Mr. Moore is a local businessman; Mr. Morrison formerly was commercial manager of WKBT(TV) LaCrosse, Wis.; Mr. Hamilton is sales manager of KCLN. KCLN, founded in in 1956, operates with 1 kw daytime only on 1390 kc.

APPROVED ▪ *The following transfer of station interests was among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 70).

▪ WPOP Hartford, Conn.: Sold by Tele-Broadcasters Inc. to Wire Broadcasting Co. for $465,000 plus $200,000 for consulting services and agreement not to compete. Wire Broadcasting is the licensee of WIRE Indianapolis, and is owned by Joseph C. Amaturo, Walter B. Dunn and others. Messrs. Amaturo and Dunn are associated in the ownership of WFTL-AM-FM Fort Lauderdale, Fla. Other stockholders have interests in WESO Southbridge, Mass., and WBFM(FM) New York. Tele-Broadcasters' other stations are KALI San Gabriel and KOFY San Mateo, both California, and KUDL Kansas City, Mo. Tele-Broadcasters has pending FCC approval the $1 million purchase of KKTV(TV) and KFMH(FM), both Colorado Springs, and KGHF Pueblo, all Colorado. WPOP operates on 1410 kc with 5 kw fulltime. Commissioners Robert T. Bartley and Lee Loevinger abstained from voting.

NCTA sets Wisconsin management institute

The National Community TV Association announced last week that the second annual NCTA management institute will be held Aug. 12-15 at the University of Wisconsin, Madison. The institute, jointly sponsored by NCTA and the university, is designed to help management solve specific problems that face community antenna TV systems.

"A college-accredited course, the management institute offers both seasoned operating executives and less experienced system managers extensive involvement and participation in tested management principles, methods and techniques," according to William Dalton, NCTA president. Professor Norman C. Allhiser is director of the institute and also will serve as lecturer on management controls.

Metromedia gives $250,000 to L.A. ETV

Educational Television in Los Angeles took a long step nearer to reality last week when Metromedia, new owner of KTTV(TV) and KLAC-AM-FM Los Angeles made a gift of $250,000 to Community Television of Southern California. CTSC is a non-profit corporation working to bring an educational TV station to Los Angeles, only major city in the U. S. without such a facility.

Accepting the $250,000 check from John W. Kluge, Metromedia board chairman and president, Dr. Lee A. DuBridge, CTSC's board chairman, expressed gratitude and pleasure "at the support that CTSC is getting under your leadership and, following your lead, from all the TV stations in the Los Angeles area. We expect and are assured they will match your contribution and this will enable us to proceed immediately with our plans for building an educational station in this area and having it in operation, we hope, within a few months."

In May, CTSC announced the filing with the FCC of a notice of intent to apply for UHF channel 28. At the same time the educational TV group also stated: "It continues to be the intention of the corporation to acquire and operate a VHF television facility for education in the Los Angeles area and it has not diminished its efforts in this direction. Filing of the letter of intent should not be deemed an indication of any lessening of interest or dimunition of effort on the part of the corporation to acquire a VHF facility. It is the strong feeling of the board of directors that, as experience elsewhere has shown, the growing metropolitan Los Angeles community will require not less than two television stations devoted to programing of an educational cultural nature."

In presenting Metromedia's contribution Mr. Kluge said: "Metromedia is proud to help pioneer the drive to provide Southern California with an educational television outlet. . . . We are vitally interested in the public welfare, the cultural developments of the cities in which we operate and in the education of all to provide a better informed citizenry."

Elden Smith, CTSC president, adding his thanks to those of Dr. DuBridge, welcomed Mr. Kluge to "our community as a good, useful citizen" and told him, "You can't realize how important this is, to have a first contribution of this amount."

Denver station to survey audience

One of the largest audience preference surveys ever conducted by a radio station, involving 500,000 individual questionnaires, gets under way this morning (July 15) when KBTR Denver starts a three-month campaign to find out just what kind of programing Denver listeners really want. At the end of the 90-day period, KBTR will revise its program format in accordance with listener desires, Larry Buskett, general manager, said last week on the eve of the "Operation: Public Opinion" campaign.

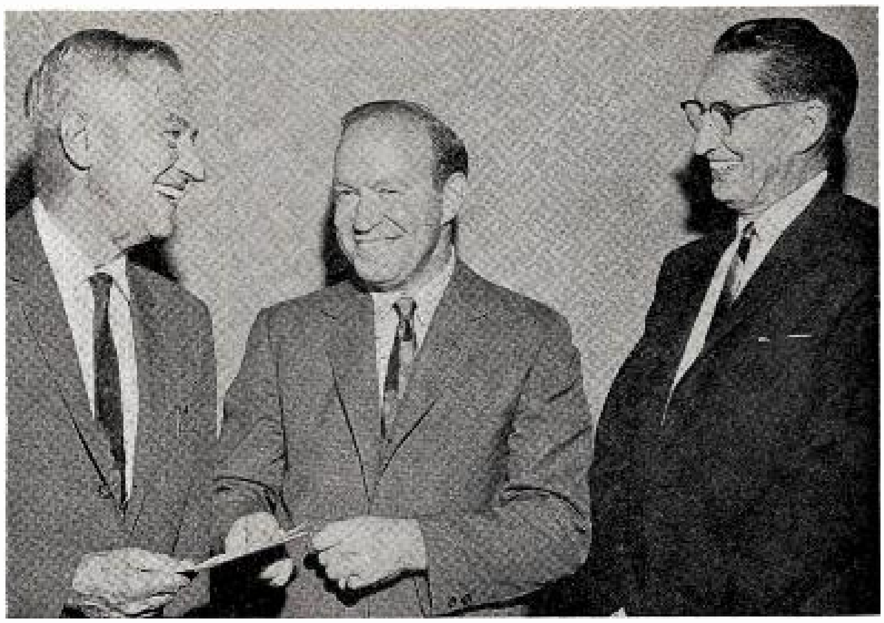
The poll will include 300,000 program preference questionnaires mailed to individual homes, another 100,000 distributed by service stations of the Frontier Oil Co. of Denver and a final 100,000 enclosed in Royal Crown Cola cartons. Coincidentally with the survey, KBTR is also starting a promotion campaign with prizes ranging from $5 in cash to a jackpot prize of "His" and "Hers" automobiles to be given to respondents of questionnaires chosen at random. Survey and contest will be advertised with heavy on-air promotion, cards on Royal Crown trucks, newspaper and outdoor ads and personal appearances of KBTR executives at meetings of service clubs and other organizations.

The entire campaign, Mr. Buskett said, is in keeping with the directive of the FCC that radio stations should seek out the program needs of their communities and serve them to the best of their ability.

Jahncke installed at Pioneers' meeting

New officers of the Broadcast Pioneers were installed at the annual membership meeting in New York last Wednesday (July 10). Ernest Lee Jahncke Jr., NBC, is president of the organization.

Other officers who will serve until July 1, 1964 are Robert L. Burton, Broadcast Music Inc., first vice president; Joseph Baudino, Westinghouse Broadcasting Co. and Ben Grauer, NBC, vice presidents; Raymond Guy, consultant, secretary and Robert J. Higgins, BMI, treasurer. New directors are Robert Coe, ABC; Walter M. Erickson, Gray and Rogers; Arthur Hull Hayes, CBS; Paul Mowrey, consultant,



John W. Kluge (c), Metromedia board chairman and president, presents the $250,000 check to Dr. Lee A. DuBridge (l), president of California Institute of Technology, and Elden Smith (r), president of Community Television of Southern California, at a brief ceremony last week.

and Ward L. Quaal, WGN Chicago.

Two amendments were made to the Broadcast Pioneers constitution. One provides that persons who are officers of the organization may also be members of the board of directors. The second amendment makes eligible for membership in the Pioneers those persons who have had 20 years of association with the radio industry or have had an association with the TV industry prior to Aug. 1, 1953.

Chicago Tribune pays $18 million for papers

Purchase of two Florida newspapers by the *Chicago Tribune* has been announced.

The Tribune Co. has bought the *Fort Lauderdale News* and the *Pompano Beach Sun-Sentinel* for a reported $18 million. The *News* has a daily paid circulation of 76,108; the *Sun-Sentinel*, 23,114.

The *Chicago Tribune* (which owns WGN-AM-TV Chicago and KDAL-AM-TV Duluth, Minn.) also has cross-ownership interests with the *New York Daily News* (WPIX[TV] New York). It also owns a community antenna system in Houghton, Mich.

FCC commercial limit plan in school subject

Sixty-seven broadcasting executives were scheduled to gather in Boston yesterday (July 14) for the fourth annual executive development seminar at the Harvard Business School, sponsored by the National Association of Broadcasters.

During the two-week "school," the broadcasters will be asked to solve the case of "Mr. Harley's Letter," dealing with the FCC's proposal to limit the commercial time on radio and TV stations. This case was developed especially for this year's seminar because of the current controversy centering around the commission rulemaking (see page 40).

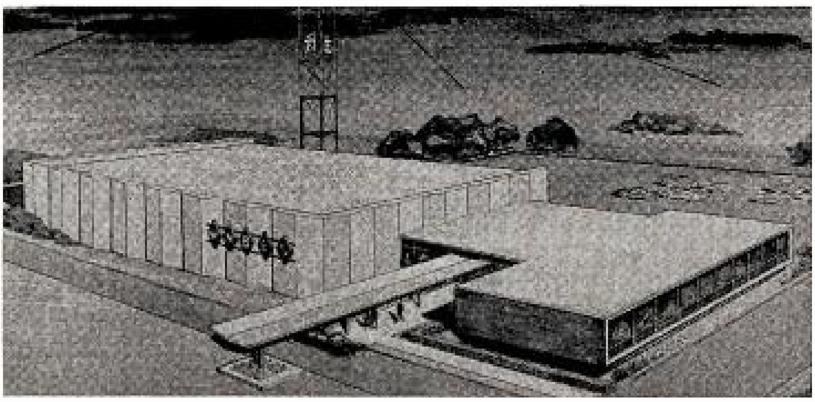
The key radio-TV executives will attempt to solve actual cases developed from broadcasting and nonbroadcasting business situations. Broadcasting cases will include "KAKO Radio," dealing with competitive radio programing; "KIXI-TV," a case involving sales problems and budgeting; "Staff Development at WPAR," involving the management of personnel, and "Jabe Radio," an analysis of a station manager's performance.

John Daly, veteran radio-TV newsman and quizmaster, will deliver the "commencement" address. Dr. J. Sterling Livingston is academic director of the seminar and Dean Richard Chapin is administrative director. Jim Hulbert, manager of the NAB department of broadcast management, will supervise the sessions for the NAB.

Media reports...

Back to ABC ▪ WHOO Orlando, Fla., has been reunited with the ABC Radio Network after being independent for the past four years. WHOO is fulltime on 990 kc, 10 kw day and 5 kw night.

WDOB becomes WMGO ▪ WMGO Can-



WNBE-TV completes its studio building

The $200,000 transmitter and studio building of WNBE-TV New Bern, N.C. has been completed and the station will go on the air Sept. 1, according to Nathan Frank, president of Piedmont Television Corp., permittee.

Total cost of the building and equipment will be $790,000. The building has 15,000 square feet of working area with a 55 by 40 foot studio. WNBE-TV (ch. 12) will be an ABC-TV primary affiliate, with all equipment by RCA.

ton, Miss., last week went on the air, replacing WDOB. WMGO, on 1370 kc, has opened new studios in downtown Canton. It is a Hook Radio Network station.

KXOA remodels ▪ KXOA-AM-FM Sacramento, Calif., is in the midst of a remodeling program which will eventually cost over $20,000, it is estimated. New recording equipment, floors, sound-proof ceilings and carpets are being installed, along with a new announcers' booth to be enclosed by a 30-foot pane of sound-proof glass.

Agency named ▪ Recht and Company Inc., Beverly Hills, Calif., will handle advertising for KTLA(TV) Los Angeles. Trade publications, newspapers and other consumer media will be used.

GBB named ▪ KGO-AM-FM San Francisco, an ABC-owned outlet, has appointed Guild, Bascom and Bonfigli, that city, as its agency to handle all consumer and trade advertising. Richard Ferber will supervise the account for GBB.

Format change ▪ WHBI(FM) New York has undergone a change in its Monday-Friday nighttime "all Spanish" programing to a live and remote "music-of-all-nations" schedule. The change in format, which will be interspersed with interviews of famous personalities in politics and the arts, started June 10.

Extended coverage ▪ WFBC-TV Greenville, S. C., an NBC affiliate, has installed a translator transmission tower for the viewers in the Tryon, N. C., area.

GOVERNMENT

Editorials are now a House topic

CONGRESSMEN SLOW TO ACCEPT INVITATIONS TO TESTIFY AT HEARING

The past, present and future of statements of opinion by radio and television stations will be the focal point of discussion this week as a House subcommittee begins a hearing to explore broadcast editorials.

Representative Walter Rogers (D-Tex.), chairman of the Communications Subcommittee of the House Commerce Committee, denied last week that the hearing is in any way an attack upon a cherished freedom of the electronic media (BROADCASTING, July 1). "Broadcasters who editorialize must have clearer guidelines for their own protection," he said.

The hearing opens today (Monday) in Room 1334 of the New House Office Building with testimony from members of Congress. Only three congressmen had indicated definitely that they would testify at week's end despite a letter to all senators and representatives from Mr. Rogers soliciting their views. The subcommittee had hoped that several members who feel that they have been personally wronged by a station would testify but apparently this will not be the case.

However, Representative Rogers said that several members may seek an opportunity to testify at the last minute.

Congressmen who plan to appear this morning include Representatives Robert Hemphill (D-S.C.), Durward G. Hall (R-Mo.) and Lionel Van Deerlin (D-Calif.). Sherwood Gordon, president of KSDO San Diego, will follow Representative Van Deerlin to the stand.

Representative John Moss (D-Calif.), a member of the subcommittee who introduced a bill (HR 7072) putting editorials under the equal time requirements of Section 315 of the Communications Act (BROADCASTING, June 24), has not notified Representative Rogers if he will testify on behalf of the bill. The Moss measure is expected to play a prominent role in the testimony regardless of whether the author himself testifies.

FCC Tuesday ▪ FCC Chairman E. William Henry will lead a commission delegation to the witness stand tomorrow (Tuesday). Daniel Kops, WAVZ New Haven, Conn., and chairman of the NAB editorializing committee, will testify Wednesday, along with Robert Hurleigh, president of the Mutual Broadcasting System.

Thursday witnesses include Dr. Frank Stanton, president of CBS Inc., who on occasion has delivered network editorials, and Donald McGannon, president of Westinghouse Broadcasting Co. Theodore Shaker and Harold Neal, presidents of ABC-owned TV and radio stations, respectively, will testify Friday.

NBC, which does not editorialize as a network or on its owned radio and TV stations, does not plan to testify but is expected to submit a statement for the record.

The hearing will adjourn after this week until some time in August because of the July 25-27 National Broadcast Editorial Conference in Athens, Ga. This conference will be sponsored by the Georgia Association of Broadcasters which was in Washington last week attacking the Rogers hearing.

Representative Rogers had been invited to speak at the conference but said last week that he would not be able to accept. Representative Oren Harris (D-Ark.), chairman of the parent House Commerce Committee, will make a major speech at the GAB meeting and Kurt Borchardt, com-

A flying squadron of Georgia broadcasters met July 8 with the state's congressional delegation (all Democrats) to discuss regulatory problems. Seated (l to r): Senator Herman E. Talmadge; Raymond E. Carow, WALB-TV Albany, president of Georgia Association of Broadcasters; Representative Charles L. Weltner; Barry Sherman, WQXI Atlanta; Representative G. Elliott Hagan. Standing: Representative J. Russell Tuten; Representative John W. Davis; Charles Doss, WROM Rome, GAB radio vice president; Ridley Bell, WRBL-TV Columbus, GAB TV vice president; Representative Phil M. Landrum; Representative Robert E. Stephens. Absent from photo: Senator Richard B. Russell and Representative John J. Flynt Jr.

munications specialist on the committee staff, will be a member of a panel on government-industry relations.

Most individual broadcasters and several organizations, such as the American Civil Liberties Union, are expected to testify when the hearing resumes in August. In addition, Representative Rogers said that some witnesses may be added to the list already scheduled to testify before the subcommittee this week.

Georgia Views ▪ Fifteen members of the GAB were in Washington last week to make a protest against several government encroachments on the "freedoms" of broadcasting to the Georgia congressional delegation (see page 39). GAB said the Rogers hearing is "disturbing" to broadcasters. The association urged Georgia members of Congress to support broadcasters' rights to editorialize free from any federal restrictions.

WPSD-TV seeks Justice investigation of NFL

Fighting to get the St. Louis Cardinals pro football games to its viewers, WPSD-TV Paducah, Ky., last week filed a complaint with the Department of Justice asking that the National Football League be investigated for antitrust violation (BROADCASTING, July 8).

In the complaint, the NBC-affiliated TV station claims that both the NFL and CBS have unjustifiably kept NFL games from being broadcast in the Paducah area. Although acknowledging that the NFL 75-mile home territory rule is valid (the teams have agreed to black out TV coverage within 75 miles of the home stadium when the home team is playing at home), WPSD-TV claims this applies only to TV stations within this radius. The Paducah station says this is applied correctly to the CBS affiliate in Cape Girardeau, Mo. (KFVS-TV), but incorrectly to WPSD-TV which is 135 miles from St. Louis.

WPSD-TV unsuccessfully has sought, to carry the St. Louis team's home games by accepting the program which the CBS affiliate in Cape Giardeau is prevented from carrying.

Two weeks ago WPSD-TV asked the FCC to investigate the CBS refusal to permit it to carry the Cardinals games. In Congress Representative Frank A. Stubblefield (D-Ky.), who represents the district in which Paducah is located, introduced a bill (HR 7365) which would make the 75-mile rule now applicable to collegiate games mandatory for professional contests. This bill was referred to the House Judiciary Committee.

FCC turns down AMST on more time

The FCC has rejected the request of the Association of Maximum Service Telecasters for an extension until Aug. 9 in which to oppose petitions for reconsideration filed in the drop-in case (BROADCASTING, July 8).

The commission, however, granted AMST's pleading to the extent of setting a single deadline for replies to the numerous petitions seeking reconsideration of the decision to reject short-spaced VHF drop-ins for seven two-station markets.

The deadline set by the commission is July 18.

Ordinarily, oppositions to petitions for reconsideration must be filed within 10 days. AMST argued this would present an undue hardship, since the petitions were filed over a period of several weeks. The last was filed on July 5.

Commission officials cautioned that rejection of the AMST request for an extension to Aug. 9 shouldn't be taken as an indication that a decision is imminent on the requests for reconsideration. One official said the chance of action before the August recess is "nil."

ABC Opposed ▪ ABC and a number of would-be applicants for the proposed drop-ins who had requested reconsideration opposed AMST's petition for an extension. They argued that the drop-in case has been under consideration since January 1960 and that further delays are not justified.

Meanwhile, Commissioner Kenneth A. Cox's dissenting opinion has been seized on by three potential applicants for drop-ins as an additional argument for the commission to reconsider its decision.

Community First Corp., Buckeye Broadcasting Corp. and Charlotte Telecasters Inc., in virtually identical com-

ments, said the dissent, filed two weeks ago (BROADCASTING, July 8), "provides a new and meaningful development in this matter." They also urged the commission to seek industry reaction to Commissioner Cox's views. They said the commission needs such comments if it is to have "the broadest possible framework within which to reconsider its decision."

Community is interested in the drop-in proposed for Jacksonville; Buckeye, in that proposed for Dayton, Ohio; and Charlotte, in that proposed for Charlotte, N. C. The other markets involved are Johnstown, Pa.; Baton Rouge, La.; Birmingham, Ala., and Knoxville, Tenn.

In the commissioner's statement, they said "we have for the first time a concise and well-reasoned summation" of the arguments against rejection of the drop-in proposal. They added that although many of the arguments have been made before, they "take on new and substantial weight" in the commissioner's dissent.

Cox Views ▪ Comissioner Cox argued that the drop-ins are needed as an immediate remedy of the lack of adequate television service in the affected markets. He also disputed the commission's conclusion that the drop-ins would impede the nationwide development of UHF television.

He said, in addition, that Congress did not, as the commission majority indicated, adopt an anti-drop-in policy in passing the all-channel receiver legislation. That measure, on which the commission is counting to promote UHF growth, isn't likely to make an impact for six to eight years, he said.

Community said it "particularly" supports the commissioner's proposed alternative to denial of the drop-ins. This provided for approving the drop-ins for a seven-year period, with the requirement that the grantee operate a parallel UHF station, programed independently at least one-third of the time, and then to shift to all-UHF at the end of seven years.

Community said although similar proposals had been advanced, they weren't defined with the same precision. "Consequently," Community added, "there was no expression of support for or opposition to the specific proposal."

Dismissal sought of ch. 5 applicant

Boston Broadcasters Inc. is anxious to see the comparative hearing for channel 5 in Boston get underway.

Boston Broadcasters, one of four applicants, requested last week the dismissal of the application of Greater Boston TV Co. and that the remaining applications of WHDH-TV (which presently operates channel 5), Charles River Civic Television and its own be designated for hearing.

Dismissal of Greater Boston was requested because, according to Boston Broadcasters, the company has filed "repetitious applications." Boston Broadcasters said that 26 stockholders of Greater Boston (65%) are also 73.68% owners of a corporation of the same name which was denied in a former hearing for channel 5. Following a denial of its petition for reconsideration the older Greater Boston took its case to the court of appeals and a decision is still pending, Boston Broadcasters pointed out.

Boston Broadcasters said this constitutes two applications by the same principals that are in active competition for channel 5, and is in violation of the rules. It was noted that Greater Boston had requested a waiver of the rules, but has not given any grounds for the waiver, Boston Broadcasters maintained, and is not entitled to a hearing on the matter.

The FCC had set March 26 as the deadline for sure acceptance of new applications to compete with WHDH-TV's renewal bid, since there have been no further applications filed, Boston Broadcasters noted, the comparative hearing could be begun.

The history surrounding the present renewal efforts of WHDH-TV is long and complex (BROADCASTING, April 1). WHDH-TV was given the grant in April 1957, and after court appeals and further action by the commission had its

THE FCC AND FREE SPEECH

Robinson charges commission with overstepping its duties; cites Section 326 in his defense

A slashing attack on the FCC's right to look at programing to any degree has been leveled against the commission before a federal court in Washington.

The challenge is contained in a brief submitted July 5 to the U. S. Court of Appeals for the District of Columbia by E. L. Robinson Jr. whose license for WDKD Kingstree, S. C., was denied renewal last year. The 49-page brief was written by McKenna & Wilkinson, Washington communications attorneys, lawyers for Mr. Robinson in the appeal.

The FCC denied the renewal of Mr. Robinson's license after a full-scale trial in Kingstree which attracted national attention. It ruled that Mr. Robinson had permitted disc jockey Charlie Walker to broadcast programs that were "coarse, vulgar [and] suggestive of indecent double meanings" and that Mr. Robinson was guilty of making misrepresentations to the FCC in the matter (BROADCASTING, July 30, 1962). Mr. Robinson has appealed this decision.

In addition to the Robinson brief, a second attack on the FCC's ruling in the WDKD case is expected in a few weeks from the American Civil Liberties Union (BROADCASTING, June 3).

The Robinson defense charges that the FCC decision violates the free speech provisions of the First Amendment, and the no-censorship stricture of Section 326 of the Communications Act.

New Court ▪ Even the U. S. Supreme Court in the last 10 years has come out more strongly for unfettered freedom of speech, the Robinson brief stresses. It cites a dozen cases involving books, magazines and motion pictures.

"Although 'obscenity' is not protected by the First Amendment," the brief says, "matters short of obscenity are, and the dividing line between the two must be drawn under the 'most rigorous procedural safeguards.'"

It even urges the court to re-examine its decisions sustaining two earlier FCC revocation proceedings involving program content "in the light of intervening Supreme Court pronouncements." These are the famous 1931 Brinkley case, where a license was revoked because alleged quack medical advice was being broadcast; and the 1932 Trinity Methodist Church, South, case involving speeches by the owner, the Rev. Bob Shuler, already judged to be in contempt of court.

The validity of the tape recordings, submitted to the FCC by a neighboring radio station is questioned. The tapes purport to record Mr. Walker's broadcasts, the Robinson brief says, but there was no way of determining whether they were bona fide recordings of the broadcast or recordings made of Mr. Walker's talks at local "smokers."

Examiner Reversed ▪ The brief makes much of the point that Hearing Examiner Thomas H. Donahue recommended penalties against Mr. Robinson short of denial.

Just because a radio station must be licensed to take into account electronic grant reaffirmed in September 1962. However, the station was given a four-month license only. March 26 was then set as the assured acceptance date for competitors, which gave rise to the present proceeding.

FCC structure is FCBA's main task

The special committee of the Federal Communications Bar Association established to consider revisions of the Communications Act and the structure of the FCC has been told to forget the first and concentrate on the latter.

The committee in a report to the FCBA executive committee last Thursday (July 11) said it didn't think it could handle both issues in the short time of its life. The committee runs until the end of this year.

This being so, the executive committee of the bar association at its meeting Thursday recommended that the group concern itself with FCC organization and procedures.

The special committee was established to follow a similar task force last year which resulted in monographs by leading communications lawyers on several aspects of the Communications Act and the FCC.

A dissertation on the FCC organization was written by Leonard H. Marks and recommended the trisection of the commission—into an administrator, a communications court and a five-man policy-making commission (BROADCASTING, Jan. 28).

Since then, a further recommenda-

Mrs. Minow gets her own farewell party

Jo Minow, wife of former FCC chairman Newton N. Minow, was the guest of honor at a going-away party held at the National Lawyers' Club in Washington last Thursday (July 11). (L-r): Mrs. Minow; Mrs. Lyndon Johnson, wife of the Vice President; Mrs. Florence Lowe, coordinator of special projects for WTTG(TV) Washington and hostess of the luncheon, and Mrs. E. William Henry, wife of the current FCC chairman. Also at the party were the wives of other government figures.

---

interference considerations, or multiple demands for the same facilities, does not mean it loses the protection of the First Amendment, the Robinson argument declares.

"To so argue," it reads, "would mean that lawyers, doctors, engineers and accountants could not claim the safeguards embodied in the First and Fourteenth Amendments, because they too must be 'licensed' in order to practice their professions."

Even though the "public interest" criterion of the Communications Act is broad, the brief continues, it cannot negate Section 326 which expressly forbids the FCC from censoring programs. Actually, the Robinson brief says, the fact that it is so broad inhibits the FCC from adopting rules or policies remotely touching on such content as too many commercials, lack of public service programing, too many westerns, not enough religion, etc.

In developing this argument, the Robinson lawyers say the FCC already has under consideration such interference with program content as the overcommercialization rulemaking and the proposed new program form for renewal applications.

All of this, the brief says, adds up to "the shocking situation of an agency claiming authority not only to proceed under a broad 'public interest' standard, in a field which can have a particularly inhibiting effect on free speech, but also the right to deny license applications on the basis of broad policy statements which lay down no specific or ascertainable norms, in a proceeding in which it was the investigator, prosecutor, judge and jury."

Devious Practice ▪ The Robinson document also attacks the FCC for waiting until the WDKD license was up for renewal before bringing the charges against the station. The commission learned of the Walker broadcasts in April 1960, the brief says, but did not institute renewal hearings until March 1961. By delaying proceedings for almost a year, it argues, the FCC forced the burden of proof on the licensee. If it had brought charges immediately in a revocation proceeding, the commission would have had to bear the burden of proof.

The finding of misrepresentation, the brief contends, smacks of "entrapment." Mr. Robinson denied any knowledge of the purported vulgarisms used by Mr. Walker when he was first advised of the charges, yet the commission delayed bringing the action for a year and then found that the licensee had made misrepresentations in his testimony. The injection of the misrepresentation issue, the lawyers maintain, was wholly unjustified and unwarranted.

The FCC could have used some sanction less drastic than denial, the brief argues. WDKD is worth about $250,000, the lawyers estimate, but without a license the worth of its assets, including "used" equipment, would be about $50,000. This "fine" of $200,000, the brief declares, appears out of proportion to the dereliction.

"With Mr. Walker discharged more than three years ago, with not even a hint that there has been any off-color remarks since, with substantially every organization in Kingstree and Williamsburg county, including some 65 ministers, school officials, civic leaders, and governmental officials urging renewal . . . we submit that the commission's refusal to use some less drastic sanction than the death sentence under the facts here disclosed was highly arbitrary and capricious. . . ."

Get your own news or face a lawsuit

Broadcasters who think they can pick up the local newspaper and read local stories over the air without permission are setting themselves up for a lawsuit.

The latest pronouncement on the property right of newspapers in the stories developed and written by their own reporters was made two weeks ago by the Pennsylvania Supreme Court (BROADCASTING, July 8.)

This is the fourth such court decision in the last 18 years. The first was the AP vs. INS landmark case in 1935: a second was the AP vs. KVOS Bellingham, Wash., in 1953; and the third was the *Toledo Blade* vs. WONO Toledo, Ohio, in 1956.

In all cases the courts held that the use of news stories by competing media without authority is unfair competition.

In the Pennsylvania case, WPAZ Pottstown, was sued in a state court by the *Pottstown Mercury*. The newspaper claims the radio station read mercury stories over the air without permission. WPAZ, denying the allegation, claimed the action involved copyrights and should have been brought in federal court. The state supreme court said that "If the news company can establish by proof that the broadcasting company has, without authority, used the local news gathered through specialized methods and by the trained personnel of the news company, such unauthorized use constitutes a violation of a property right" and belongs in the state court.

One point is made in previous cases; that the property right covers only "fresh" news.

tion—that the FCC be reorganized into a single administrator and an appeals court (BROADCASTING, June 10)—was submitted to President Kennedy by former FCC Chairman Newton N. Minow.

One of the reasons expressed by those disfavoring the committee probing into "substantive" legislative matters was, it's understood, the feeling that members of FCBA have "diverse" interests. This was explained to mean that the attorneys might be swayed by what changes in the Communications Act may mean to their clients.

The executive committee appointed Harold Mott as the FCBA representative to the House of Delegates of the American Bar Association. Mr. Mott, the immediate past president of the organization, succeeds Mr. Marks in this post.

Newhouse victorious in federal court

A federal circuit court has upheld the dismissal of a 12-year-old antitrust suit against S. I. Newhouse and his Syracuse newspaper-broadcasting properties.

In a unanimous, three-judge decision, the U. S. Court of Appeals in New York affirmed the dismissal last year by U. S. District Judge James T. Foley of the antitrust suit filed in 1952 by WNDR Syracuse against Mr. Newhouse. WNDR charged that Mr. Newhouse engaged in a conspiracy to drive it out of business.

Three times the suit has been dismissed in district court as being without foundation. Three times the appeals court has remanded it, the last time in 1961. The suit went to trial before Judge Foley, who granted a directed verdict in favor of the defendants after testimony before a jury, but before the jury considered the case. Judge Foley held, and the appellate judges agreed, that the evidence submitted was "so meager on the ultimate, issuable facts, that mere speculation would be allowed to do duty for probative facts, even though allowing the most reasonable possible inferences to be drawn for the plaintiff from its evidence."

WNDR had charged that Mr. Newhouse's newspapers conspired to restrain trade through the use of unit advertising rates for morning and afternoon newspapers, by discriminating against WNDR in news radio stories, and in advertising rates, and by publishing stories defaming the station.

Circuit Judge Leonard P. Moore, writing for himself and Judges Henry J. Friendly and Paul R. Hays, concluded his decision by pointing to the length of time the case has been in litigation:

"After close to 12 years of time and effort spent by attorneys for both parties, two judges in the district court, and four panels of this court, the case as tried was merely a shell of the claims made when it originally appeared." He also upheld Judge Foley's conclusion that there were no disputed factual issues crucial to the legal merits requiring the deliberations of a jury in this case.

The Newhouse stations in Syracuse are WSYR-AM-FM-TV; the newspapers are the *Post-Standard* and *Herald-Journal.*

FOREVER IS TOO LONG

Request for clarification kills sale of WVIP

An FCC policy that looks askance at combination advertising rates where the same owner publishes a newspaper and owns a broadcast station—and which has never been tested—has been spotlighted in a station sale transaction.

The practice is unwritten and as far as can be learned has never been promulgated as a rule or formally adopted by the commission. The undeclared tenet holds that anyone connected with a newspaper must promise never to indulge in selling advertising in radio or the publication in combination.

The issue has been a common one in comparative hearings, although no applicant has ever bucked the FCC on this point and no applicant has ever been denied because he refused to accede to this policy. Even in newspaper applications where no hearing is involved, the commission staff has asked for a declaration on combination rates —and has never been told nay. During the last 12 months the practice has been introduced in cases where a newspaper principal buys a radio or TV station.

The latest example came in the sale of WVIP Mt. Kisco, N.Y., to the *Patent*

Trader, a Westchester county, N.Y., semiweekly.

In announcing last week that the $350,000 contract to buy the station has been allowed to lapse, Carl Tucker Jr., *Patent Trader* publisher, said that the FCC required a firm commitment from him that there would be no combination advertising rates. He said he refused to agree to this demand because it would mean agreeing "to forego forever the right to sell combination advertising at reduced rates."

Hell With It ▪ It's understood the FCC's Broadcast Bureau first contacted the Washington attorney handling the transaction to ask about combination rates. In response to this, Mr. Turner submitted a statement to the FCC as an amendment to the sale application. He said he had "no present intention" of using combination rates. This brought a request from the FCC staff for clarification. At this point, Mr. Turner decided to let the sales contract run out.

Mr. Turner agreed to buy WVIP last year from VIP Radio Inc., the *New York Herald Tribune* group (BROADCASTING, Dec. 3, 1962).

In the last few months the FCC has begun the practice of asking licensees who are newspaper associated whether they engage in joint rates (BROADCASTING, June 17). These letters, sent by the FCC staff, are going to broadcasters as licenses come up for renewal. The commission's current interest in combination advertising rates stems from the hearing on concentration of ownership of news media held last March by the House Antitrust subcommittee under the chairmanship of Representative Emanuel Celler (D-N.Y.) (BROADCASTING, March 18 et seq.)

Last February, the FCC warned licensees that joint rates among radio stations not commonly owned but serving "substantially the same areas" raised antitrust questions. It warned broadcasters to be careful (BROADCASTING, Feb. 4).

Harris introduces FCC-requested bills

Two Communications Act amendments designed to give the FCC greater power over the sale of radio and television stations were introduced in the House last week by Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee. Both bills were proposed to the Congress two weeks ago (BROADCASTING, July 8), one by the commission and the other by Commissioner Robert T. Bartley.

The FCC's proposed amendment would allow the agency, when processing sale and transfer applications, to rule that the "public interest" would be better served by the sale of the station to an applicant other than the one named by the assignor.

The second bill, proposed by Commissioner Bartley, demands that licensees prove that a station's sale will result in "an improved broadcast structure."

Keating bill would protect news sources

A bill which would forbid federal courts and Congress from demanding that newsmen reveal their confidential sources was introduced in the Senate last week by Senator Kenneth B. Keating (R-N. Y.).

Noting that the First Amendment of the Constitution provides for freedom of the press, Senator Keating said his bill was "not for the benefit of the news reporters, or the television and radio commentators who play a similar role, but for the benefit of the public and the nation."

If newsmen must reveal their sources, the senator argued, their problems in digging out "corruption and worse" would be multiplied and "it is for that reason that I have long favored legal recognition of the confidential relationship involved between bona fide newsmen and their sources."

Senator Keating granted that there is "another side to this coin." Freedom of the press, he said, should not "exempt any reporter from the libel and slander laws." He also noted a "general reluctance among legal experts" to allow more witnesses not to testify. Furthermore, he said, many newsmen themselves want no special privileges.

If, however, newsmen deserve the privilege of not revealing their sources, he said, "certainly no reporter should be forced to go to jail because of his efforts to serve the public interest."

Senator Keating admitted that his bill is not a "final answer," but he expressed hope that it "will serve as a vehicle for centering attention on the issue and exploring the possibilities of a fair and reasonable solution."

The New York Republican pointed out that legislation similar to his bill has been enacted in several states. He cited Alabama, Arizona, Arkansas, California, Indiana, Kentucky, Maryland, Michigan, Montana, New Jersey, Ohio and Pennsylvania. "To the best of my knowledge," he said, "these statutes have worked well in practice and other states now have similar proposals under consideration."

FCC grants KWK's request for a stay

BUREAU MAINTAINS OPPOSITION TO LESSER PENALTY

The FCC last week granted KWK St. Louis a 30-day stay of the July 29 effective date of its license revocation. The commission's Broadcast Bureau, however, continued its adamant opposition to anything less than revocation of KWK's license.

The commission said the stay would become effective after its decision on the station's petition for reconsideration, or after any subsequent court appeals. KWK had requested that it be given a 90-day stay, but the FCC concluded that the station had not offered evidence justifying a greater period. The bureau had urged the shorter stay.

In opposing KWK's petition for reconsideration of the revocation decision, the bureau last week told the commission that if it chose one of the four alternative sanctions KWK suggested, it would be making "a mockery of the commission's processes." The bureau warned the commission that it would be inviting "other parties to trifle with the commission" if the agency should reconsider in favor of one of the four lesser punishments proposed by the station.

The St. Louis station has urged the commission to lessen the death penalty to a short-term renewal, a fine, a cease and desist order or a combination of two or more of these (BROADCASTING, July 1). Pleas for reconsideration have been received from numerous KWK listeners, the Missouri House of Representatives and the Wisconsin Broadcasters Association (the owners of KWK also own WEMP Milwaukee).

The KWK revocation was decided on the grounds that the station had conducted "willful and repeated" fraudulent contests, and that the absentee licensee was to be held responsible for the actions of former KWK vice president and general manager William Jones Jr., who handled the promotional contests (BROADCASTING, June 3).

A Matter Of Jurisdiction ▪ The bureau backed the commission's decision that the forfeiture provisions of the Communications Act were not available for use since they were enacted Sept. 13, 1960, and the fraudulent contests occurred during June, July and August of that year. Nor would a waiver by KWK give the commission jurisdiction to fine the station, the bureau said. "The commission obtains its jurisdiction from Congress, not KWK," it added. The bureau further dismissed KWK's contentions that Congress, in enacting forfeiture provisions, intended this sanction to be used rather than revocation by citing from the same legislative history which states that if the Communications Act is "flagrantly" violated revocation should be invoked.

The bureau termed KWK's suggestion of a cease and desist order "absolutely preposterous" in that it seemed the commission should merely order the station "not to defraud the listening public."

The commission decided correctly in reaffirming its policy of holding absentee licensees responsible for the actions of their station managers, such as it did in denying renewal of the license of KRLA Pasadena, Calif., the bureau said (see story page 58). The bureau concluded that this is the only way of protecting the public from similar promotional schemes.

A Matter Of Intent ▪ KWK had accused the commission of violating the Administrative Procedure Act by not giving the station notice prior to issuance of the show cause order. The bureau said this is not necessary when violations have been willful. For a definition of "willfulness," the bureau quoted Judge Learned Hand, who described it as meaning "no more than the person charged with the duty knows what he is doing. It does not mean that in addition, he must suppose that he is breaking the law."

The bureau contended that the fraudulent character of the KWK contests was intentional and can be considered "willful" contrary to the station's argument that this was never established.

KWK had pleaded that because its licensee had lost more than $900,000 resulting from adverse publicity the case has aroused and as a result had lost any chance to recoup its investments in the station, that this should be considered as punishment enough. The bureau said, however, that "it is a basic principle of law that the acts of a corporate officer [such as Mr. Jones] are imputed to the corporation" and indicated that the financial reversal of revocation is the burden of the licensee.

Los Angeles seeking municipal channel

Los Angeles has petitioned the FCC for the allocation of another TV channel to serve the city's municipal needs.

In a petition signed by Mayor Samuel Yorty, the city asked that either a new channel be added to Los Angeles—which it said could be done without conflicting with the 10 existing allocations—or channel 40 be reallocated from Riverside. That channel is not in operation, although two applications for it are pending.

The petition noted that all channels

Lake Charles precedent not valid here

A charge that a TV broadcast of an interview with two convicted murderers prevented a fair trial was refused consideration last week by the U. S. Court of Appeals for the Tenth Circuit.

In affirming the conviction and death sentences of James Douglas Latham and George Donald York for killing seven persons in a cross-country rampage in 1961, the appeals court upheld a Kansas trial and sentencing.

In the argument before the appeals court in Denver, the attorney for the two men argued that a television interview broadcast by KCKT (TV) Great Bend, Kan., prejudiced the jurors and made a fair trial impossible. The defendants' lawyer argued that a U. S. Supreme Court ruling required a new trial in a different city. This was in reference to the U. S. Supreme Court remand for change of venue of a robbery and murder conviction in a Louisiana court where a Lake Charles, La., TV station recorded and broadcast an interrogation of the prisoner accused of the crimes by the sheriff of the county (BROADCASTING, June 10).

In turning down the plea for a remand because of the TV coverage, the Denver court held that no motion had been made in the trial court for a change in the trial site because of the TV broadcast and therefore it could not consider this viewpoint. It pointed out, also, that the trial had been moved from one Kansas county to another at the request of the defendants.

The two men were apprehended in Utah and were interviewed by newsmen of KUTV(TV) Salt Lake City. It was this recording which was used by KCKT when the men were brought back to Kansas for trial.

assigned to Los Angeles are being operated except channel 28, which is reserved for educational purposes.

Justice pulls reins on FCC proposal

The Justice Department told the FCC last Thursday (July 11) that it didn't have to go as far as it proposed to keep horse racing information from gamblers.

In a comment filed by the Criminal Division, the department endorsed the aim of the FCC's proposal, but said there is a need to balance the interests between law enforcement and free broadcasting.

It suggested that the commission could accomplish its purpose by permitting the broadcasting of racing features plus some information—but that broadcasts of details on races (full card scratches, track records, weights of jockeys and etc.) be banned. It is this information, broadcast by the same station on a regular basis, which aids gamblers, it said. In this way the department said races could be broadcast without helping gambling.

The commission's rulemaking would prohibit broadcasts of races and racing news other than every two weeks. Twice a year a station also would be permitted to broadcast a full day's racing card, provided that the track is located within 100 miles of the station. A blanket exemption from the rules was extended to all races with a purse of $25,000 or more.

Scharfeld, Bechhoefer, Baron and Stambler, a Washington communications law firm, last week requested that the commission hold a hearing on the proposal, charging that the usual procedures of a rulemaking in this case are not sufficient to arrive at a meaningful conclusion.

The firm suggested that the hearing be held to collect testimony of law enforcement officers, state officials and other qualified persons. Broadcasters are not the best source of information in this case, it said.

The Thoroughbred Racing Associations has requested an extension of the July 23 deadline for reply comments to Aug. 23, in order to make a more detailed study of the many comments.

FTC says retailer solicited ad allowances

The Federal Trade Commission has charged a large Western grocery chain with "knowingly inducing and receiving discriminatory promotional allowances from suppliers" for advertising campaigns which used radio and TV spots.

Furr's Inc., which owns 63 retail stores in Texas, New Mexico and Colorado allegedly solicited from $500 to $5,000 for promotions from certain suppliers but failed to make the same offer to suppliers of competing products carried by the chain. Furr's was paid $113,120 by selected suppliers, the FTC said.

Discrimination among suppliers in such promotions is in violation of the FTC Act, the agency said, and is injurious to competitors and the public.

Furr's was given 30 days in which to reply to the FTC's charges.

New logging rules go into effect Thursday

COMMISSION DOESN'T BUDGE FROM DAILY INSPECTION

The FCC is standing by its decision to require five-day-a-week inspections of the transmitting equipment of AM and most FM stations by first-class radiotelephone operators.

But the commission also announced it is relaxing its rules concerning the fulltime employment of such help by some AM and FM stations.

In an order adopted last week, the commission said the rule requiring five-day-a-week inspections will become effective Thursday (July 18), as announced last month.

It also said rules permitting the use by AM, FM and TV stations of automatic equipment for keeping operating logs and requiring broadcasters to record technical information in a separate maintenance log will become effective the same day.

The rules were adopted Feb. 20 (BROADCASTING, Feb. 25), but their effective date has been delayed because of petitions for reconsideration. The chief objection of those filing was the transmitter-inspection rule. Many in the industry said this requirement would be burdensome, particularly on smaller stations.

The commission's order rejected these arguments and stressed the necessity of the inspections as a means of improving technical compliance with the rules. However, the commission amended the requirement to the extent of exempting noncommercial FM stations operating on 10 watts or less.

Rules Relaxed ▪ And, in a separate order, the commission amended its rule requiring the employment on a full-time basis of supervisory engineers holding first-class radiotelephone operator licenses.

The new rule permits AM stations operating on no more than 10 kw of power and using a nondirectional antenna to hire such supervisory personnel on a contract basis. FM stations operating on 25 kw or less will also be permitted to use contract help. The effective date of this change is Aug. 19.

The order pointed out, however, that no change was made in the rule requiring the presence of first-class operators during operation with a directional antenna. Commission officials also noted that stations contracting out their supervisory work will not be exempt from the transmitter-inspection rule.

The order, in addition, tightens up other operator rules for these stations. They will no longer be permitted to use holders of restricted radiotelephone operator permits for the routine operation of their transmitters. After Feb. 19, 1964, this work will be restricted to employes holding at least a third-class license.

Original Proposal ▪ Both orders have been under consideration for a year. In originally proposing the transmitter-inspection rule, the commission contemplated seven inspections a week. But it modified this proposal after the National Association of Broadcasters and individual stations protested.

In comments filed last week, the union representing the men who will do the work urged the commission to revert to its original seven-day-a-week proposal. The National Association of Broadcast Employes and Technicians, AFL-CIO, said daily inspection is needed to assure a high standard of technical operation by stations.

The rule permitting broadcasters to take advantage of technological developments in keeping their operating logs means that they will now be able to record automatically most of the information required by the FCC. They have been allowed to use automatic equipment in keeping program logs since October 1962.

The FCC said the new requirement that broadcasters keep a maintenance log does not mean new information is being requested. Its purpose, the commission said, is to provide a place for recording data on equipment upkeep that licenses are already required to provide.

KRLA's loss in court under study by lawyers

Lawyers for KRLA Pasadena, Calif., are studying the decision of the appeals court affirming the FCC's denial of its license.

The FCC's action was upheld by the U. S. Court of Appeals in Washington July 5.

The court, in an unsigned opinion, held that the commission's decision was warranted. The FCC last year refused to renew the license of KRLA because, it held, Donald Cooke, station owner, had not made program proposals in good faith when he bought the station in 1959, the station had engaged in fraudulent contests, and the program logs of the station had been altered to deceive the FCC.

A hearing examiner had recommended a one-year extention of the KRLA license.

In answer to the KRLA contention that the FCC should have considered its public service programing, the court said:

"The commission need not consider the public service rendered by a station

Clippings on TV's cutting-room floor interest FTC

The Federal Trade Commission is giving preliminary consideration to complaints about television stations cutting films they present.

An FTC official said last week the question that would interest the commission is whether the public is being misled into believing that films are shown in their entirety when, in fact, they have been cut to fit a time slot.

The official didn't identify the source of the complaints, but there are reports that motion picture directors, unhappy over the manner in which their products are edited by television stations, have protested to both the FTC and the FCC. An official of the latter agency said "a few complaints" were received some time ago. He added that the FCC's position in such matters is that it has no jurisdiction over the manner in which licensees handle individual programs.

The FTC official said the matter was "casually" brought to that agency's attention and the FTC lawyers are "mulling it over" to decide whether to pursue it.

He noted, however, that reprints of books that have been abridged must be advertised as such. He also recalled that the FTC instituted proceedings against United Artists in 1950 on the basis of complaints that the company failed to disclose that a movie it was distributing to theaters had been cut from 2½ hours to 1½ hours. This complaint, however, was dismissed when the company discontinued the advertising which had led to the complaints.

The FTC official said viewers "probably realize" that films shown on television have been edited. But the test, he said, is whether TV listings and advertising of motion picture presentations deceive the public, either by promoting the films as uncut, or by failing to disclose that they have been edited.

where the licensee is disqualified by its attempts to deceive the commission. . ."

The court made no findings as to the standing to intervene of Immaculate Conception Church of Los Angeles and the Lake Congregational Church of Pasadena. Both churches use KRLA for religious broadcasts.

Executive committee of UHF group to meet

FCC Commissioner Robert E. Lee has called a meeting of the executive committee of the Committee For The Full Development of All-channel Broadcasting (CAB). The session will be held July 25.

The purpose of the meeting will be to hear status reports from the chairmen of the three major committees of CAB and to arrive at parliamentary procedures for conducting meetings.

The committees are:

- Committee No. 1 is on technical developments and is headed by Ben Adler, president of Adler Electronics Inc., New Rochelle, N. Y.
- Committee No. 2 is led by Seymour Siegel, director of WYNC-AM-TV New York, and is responsible for studying the factors involved in station operation. The scope of this committee gave rise to much controversy at CAB's organizational meeting held in Washington late last April (BROADCASTING, May 6).
- Committee No. 3 headed by James D. Secrest of the Electronics Industries Association, is charged with informing "the public, distributors, dealers, service technicians and manufacturers concerning reception of UHF."

The July 25 meeting will convene at 10 a.m. in the FCC's meeting room (7134) in the New Post Office Building in Washington.

FTC announces new practices, procedures

New rules of general practices and procedures were announced last week by the Federal Trade Commission setting guides for both FTC activities and parties doing business with the agency. The new rules become effective Aug. 1.

"We have made some refinements, spelled out matters in greater detail and in some instances have introduced innovations," Chairman Paul Rand Dixon said. "Our continuing objective is to minimize delays in obtaining compliance with the laws entrusted to us for enforcement, while at the same time giving all parties the fullest protection."

In a major procedural change, the FTC in the future will consider an appeal from a hearing examiner's initial decision in every case requested by a party to the proceeding. The former rule provided that review would be granted only if substantial questions were involved and at least two of the five commissioners favored review.

A new procedure repeals the right of parties to comment on proposed FTC orders which differ substantially from an examiner's decision. However, the commission may ask for additional comments before issuing an order and any party to a case will have the right to petition for reconsideration.

The commission revised its practices in attempting to obtain voluntary compliance prior to the issuance of a formal complaint and expanded its advisory functions. Full text of the new rules and procedures may be obtained from the Publications Section, FTC, Washington 25.

Austin CATV gets grant for microwave relay

The FCC has granted TV Cable of Austin Inc. permission to construct a microwave relay system to serve its community antenna television system in Austin, Tex. The grant is conditioned on the CATV system's acceptance of some of the restrictions in the commission's proposed rulemaking on microwave grants in the business radio service. The conditions were challenged as unconstitutional by Wentronics Inc. (BROADCASTING, July 1).

The conditions, "voluntarily accepted by the applicant," require the Austin operator not to duplicate any program within a station's Grade A contour either simultaneously or 30 days before or after it is broadcast. Furthermore, the CATV system must, if requested by the station, carry the outlet's programs without degradation.

PROGRAMING

AFTRA DISCUSSES NEW CONTRACTS

Will keep demands secret until negotiations begin

Hammering out terms to be submitted to employers for new national contracts for performers on network television, network radio, electrical transcriptions, recorded commercials for TV and for staff announcers at radio and television stations owned and operated by the networks was the chief task confronting delegates to the national convention of the American Federation of Television and Radio Artists, held last Wednesday through Sunday (July 10-14) at the Ambassador hotel in Los Angeles. The present three-year contracts expire Nov. 15.

Donald F. Conaway, AFTRA's national executive secretary, however, told a news conference on the opening day of the five-day meeting, the union is not going to divulge its conclusions until they are presented to the 672 signatories to the various AFTRA codes late in August. "We don't want to telegraph our Sunday punch," he stated.

"If we reveal our demands now, when we meet with the networks, producers and advertising agencies next month and state them over again they'll say, 'We read that in July. What's new?' So we're going to try to keep them secret until then." Mr. Conaway admitted that it would not be easy to persuade the more than 500 AFTRA members at the convention to keep mum for a month or more, but "we're going to try," he said.

Delegates from 32 locals and four chapters (groups smaller than locals) attended the convention, with five locals not represented. Two locals, from Nashville and Omaha-Council Bluffs, were making their first appearance at a national meeting, Mr. Conaway reported. Also present for the first time were representatives of the Canadian and Mexican broadcast performers unions, the Association of Canadian Television and Radio Artists and the Sindicato de Trabajadores de la Industria del Radio y Similares de la Republica Mexicana.

Equal Opportunity ▪ AFTRA cur-

The beginning of 'Town Meetings of the World'

CBS newsman Walter Cronkite (foreground) and on monitors,, former President Dwight D. Eisenhower (l) and Jean Monnet, 'father' of the European Common Market during the Telstar programs.

Trans-Atlantic live telecasts, similar to the *Town Meeting of the World* telecast presented by CBS-TV on July 10 (12:20-1:25 p.m.) will be continued on a regular quarterly basis beginning next fall, it was announced last week by Richard S. Salant, CBS News president.

The experimental program last week, making use of Telstar II, brought together former President Dwight D. Eisenhower in the studios of KLZ-TV Denver, former British Prime Minister Anthony Eden in London, Jean Monnet, architect of the European Common Market in Brussels and Heinrich von Brentano, majority leader of the West German Bundestag in Bonn, in a single telecast.

However, the program, which marked the first anniversary of international telecasting via communications satellite also marked a major and first political setback for such international hookups. The *Town* rently has about 16,250 members in good standing, Mr. Conaway said, up from 15,370 a year ago. Contributions to the pension and welfare fund for the first five months indicate that for the full year of 1963 the total earnings of all AFTRA members in various branches of broadcasting will come to approximately $73 million, compared to $69.5 million for 1962.

Addressing the opening session of the AFTRA convention Wednesday morning, California's attorney general, Stanley Mosk, urged the delegates, individually and collectively, "to improve the climate for equal opportunity within your industry."

AFTRA, Group W reach accord on Douglas show

Westinghouse Broadcasting Co. (Group W) announced last week it has entered into an agreement with the Cleveland local of the American Federation of Television and Radio Artists for the showing of *The Mike Douglas Show*, a 90-minute daily program originating on KYW-TV Cleveland, on Group W stations in Boston, Pittsburgh and Cleveland.

Several weeks ago the plan to present tapes of the Douglas show on other Group W outlets was abandoned because the union would not agree to a waiver of fees requested by management (BROADCASTING, June 3). Neither the union nor Group W officials would reveal the conditions of the agreement.

Meeting of the World had to settle for a more modest billing than its title suggested as the French government denied use of its ground station at Pleumeur Bodou thus preventing European reception of the telecast.

As planned, the British ground station at Goonhilly Downs was to transmit the signal from Europe to Telstar II and the signal from the U. S. was to be received at the French ground station. Through a complicated "hot switching" technique both European and American audiences would have seen a simulcast of the program and the statesmen participating would have seen each other on monitor screens. Only American viewers saw the live telecast. European networks were forced to wait a day for shipments of the taped program.

The French government reportedly felt that the program was potentially too controversial.

The show was rebroadcast the same evening over CBS-TV and CBS Radio.

Donald H. McGannon, president of Group W, said that making public the details of the new contract "would serve no purpose to those involved."

The live program spotlights Mike Douglas and has a celebrity guest as a week-long co-host.

Time-Life makes civil rights spots

Three religious-affiliated organizations have endorsed the civil rights announcements being prepared by the Time-Life Broadcast stations.

The United Church Women of the National Council of Churches, the Anti-Defamation League of B'nai B'rith and the National Council of Catholic Men will co-sponsor the series of 60-second public service spots for television and radio.

The bi-racial announcements on "What Can the Individual American Do About Civil Rights" have been made by 15 religious, educational, labor, sports, entertainment and government figures (BROADCASTING, June 24).

Time-Life, which is making the spots available to all stations, said arrangements for network transmission to affiliates over closed circuit are still in progress.

The announcements will be available by Thursday (July 18) and stations can get copies from Time-Life Broadcast stations, Time & Life Building, Rockefeller Center, New York 10020.

Negro subject of several L.A. meets

The campaign to gain employment and recognition for Negroes in the productions of motion pictures for theaters and television is gaining momentum as various anti-discrimination organizations focus their attention on the problem.

Last Friday (July 12) the arts division of the American Civil Liberties Union outlined a three-point program to members of the motion picture and television industries at a special evening meeting at the Beverly Hilton hotel in Beverly Hills, Calif. James Whitmore, chairman of the arts division, headed an emergency committee of Marlon Brando, Robert Wise, Nate Monaster and John Frankenheimer which invited leaders of the creative guilds and craft unions to discuss steps for solving the racial problem.

Tomorrow (July 16) the Hollywood Race Relations Bureau is holding a news conference at the Ambassador hotel in Los Angeles to present its views on the Hollywood integration situation. Phillip Waddell, spokesman for HRRB, said that this organization is not in accord with the views of the National Association for the Advancement of Colored People, but believes that the place of the Negro in motion pictures and television has been steadily improving and that aggressive measures are not needed to accelerate the pace of the improvement.

And on Thursday (July 18) officials of the NAACP will meet with executives of the labor unions and guilds at the Hollywood offices of the Association of Motion Picture Producers.

Is anything new in summer schedule?

What's actually new in programing through the off-season? Concern about the networks' summer scheduling practices has been voiced by Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, who said he had received a number of complaints about summer repeats (CLOSED CIRCUIT, July 8).

A review of summer offerings of the three TV networks shows an estimated total of 33 hours a week of original programing based on a count of weeknight prime hours and weekend schedules. The networks offer an approximate total of 108 hours of service over the periods taken into account.

Ten replacement shows have been set in prime viewing hours. A like number turned up in last summer's network schedules.

Of the 33 hours of actual "new material" presented by the networks, 16 are devoted to sports programing, the majority of these in baseball telecasts.

Summer replacements for regular season prime time series have turned principally to variety and news formats.

Original material in replacement shows offered through this summer in prime time:

ABC-TV ▪ *ABC News Reports*, Sunday, 10:30-11 p.m. (50% new material, some reruns of *Closeup* series); *Your Funny Funny Films*, Monday 8:30-9 p.m. (homemade movies); *Focus on America*, Tuesday, 10:30-11 p.m. (documentaries produced by local stations).

CBS-TV ▪ *Picture This*, Tuesday 9:30-10 p.m. (game show); *Keefe Brasselle Show*, Tuesday, 10-11 p.m. (musical variety); *Talent Scouts*, Tuesday, 8:30-9:30 p.m.; *Vacation Playhouse*, Monday 8:30-9 p.m. (individual situation comedies, had been filmed as pilots for possible series).

NBC-TV ▪ *The Lively Ones*, Thursday, 9:30-10 p.m. (musical variety); *Kraft Mystery Theater*, Wednesday, 9:30-10 p.m.; *Report From*, Tuesday 10:30-11 p.m. (documentary reports from world capitals).

Lincoln Center TV shows

Annual telecasts commemorating the anniversary of the opening of New York's Lincoln Center for the Performing Arts are planned by CBS-TV for the next five years.

First anniversary programs, entitled *Lincoln Center Day*, will be presented Sept. 22 (8-9 p.m.).

Under the agreement with CBS-TV, Lincoln Center will appoint producers for the programs from different units of the performing arts complex as the center develops.

Plans are discussed by James T. Aubrey Jr., CBS-TV president (l) and Dr. Robert Schuman, Lincoln Center president.

FINANCIAL REPORTS

RCA 2D QUARTER PROFIT UP 27%

Gain accomplished on sales increase of only 3%

A record second-quarter financial statement released by RCA last week showed profits of $12.1 million, a 27% increase over the 1962 second quarter figure. Profits for the quarter were accomplished on sales of $441,300,000, a 3% sales gain over the same period of last year.

First half earnings for the corporation are up 23% over 1962.

A joint statement issued by RCA Chairman David Sarnoff and President Elmer Engstrom called the bright financial picture "a result of both long-term and short-term developments."

During June RCA color TV set sales were reported to be up 48% over the previous high month, September 1962. And the home instruments division is said to have had its "best second quarter and first half in history."

The statement indicated that no single

product or service was specifically responsible for the accelerating financial picture.

NBC was said to have maintained its rate of progress in sales and profits for the second quarter and first half.

RCA and consolidated subsidiaries earnings statement six months ended June 30.

	(in millions, except profit per share) 1963	1962
Products and services sold	$877.3	$853.9
Cost of operations	816.4	805.3
Profit before federal taxes on income	60.9	48.6
Federal taxes on income	31.5	24.6
Net profit for six months	29.4	24.0
Net profit per share of common stock*	$1.60	$1.32

Three months ended June 30:

	1963	1962
Products and services sold	$441.3	$428.9
Cost of operations	415.7	409.2
Profit before federal taxes on income	25.6	19.7
Federal taxes on income	13.5	10.2
Net profit for quarter	12.1	9.5
Net profit per share of common stock*	$0.65	$0.51

*Average number of shares during six-month periods: 1963, 17,375,000 shares; 1962, 16,936,000 shares.

Net profits reported above are based in part on approximations and are subject to audit and year-end adjustments.

Stockholders told of new PKL clients

Papert, Koenig, Lois Inc., the only advertising agency to sell its stock to the public, has announced the signing of four new clients during the first six months of its fiscal year, ended May 30, in a report to stockholders last week.

The new clients are National Airlines, Breakstone Division of National Dairy, McGregor-Doniger Sportswear and Simplicity Patterns.

The agency also announced that it had opened temporary quarters in Miami to service the National Airlines and First National Bank of Miami accounts. As soon as permanent space is available, this office will become permanent, PKL said.

Other PKL clients, in addition to the five above: Burlington Industries Inc., Clark Oil & Refining Corp., Consolidated Cigar Corp. (Dutch Masters), Exquisite Form Industries Inc., Granada TV Network Ltd. (England), Magna Dolphin Motors Inc., Martin Marietta Corp., National Sugar Refining Co. (Jack Frost and Quaker sugars), *New York Herald Tribune*, Park & Hagna Inc., Harvey Probber Inc., Restaurant Associates Inc., Joseph E. Seagram & Sons Inc. (Frankfort Distillers, General Wine & Spirits, Pharmacraft Laboratories), Shulton Technique Division, U. S. Industries (National Mills) and Xerox Corp.

PKL first offered its stock publicly last year. Since then another major agency, Foote, Cone & Belding, has announced that it is considering offering 25% of its shares to the public.

Six months ended May 13:

	1963	1962
Earned per share	$ 0.333	$ 0.263
Gross billings	9.371.504.00	6,830,013.00
Commission & service fee income	1,432,608.00	1,095.914.00
Total operating expenses	1,081,817.00	810.655.00
Net income before federal income tax	351,359.00	285,259.00
Federal income tax	180,431.00	150,572..00
Net income	170,927.00	134,687.00

Wometco dividends come on record earnings

Wometco Enterprises Inc. has reported record earnings and income for the first 24 weeks of 1963. The Wometco board also declared a regular quarterly dividend on both Class A and Class B stock; 15 cents to Class A stockholders and 5½ cents to B shareholders. Dividends are payable Sept. 13 to stockholders of record Aug. 30.

Twenty-four weeks 1963:

	1963	1962
Earned per share*	$ 0.72	$ 0.64
Gross income	9,950,741.00	8.915.101.00
Federal income tax	979,000.00	836,200.00
Net income	1,043,459.00	916,197.00

* Based on 1,448,839 shares outstanding in 1963; 1,438,128 shares outstanding in 1962.

National billing rise reported by Rollins

A 40% increase in national advertising for Rollins Broadcasting Co.'s Continental Broadcasting group (four Rollins stations programing to the Negro audience) was reported by O. Wayne Rollins, president of the company in his yearend financial report.

The Continental stations are WNJR Newark-New York: KDAY Santa Monica-Los Angeles, WBEE Harvey-Chicago, WRAP Norfolk, Va. Other Rollins stations are WGEE Indianapolis, WCHS-AM-TV Charleston-Huntington, W. Va.; WAMS Wilmington, Del.; WEAR-TV Pensacola, Fla.-Mobile, Ala., and WPTZ-TV Plattsburgh, N. Y.-Burlington, Vt.

Annual stockholders meeting will be held Sept. 17 in Wilmington.

Fiscal year ended April 30:

	1963	1962
Earned per share*	$ 0.61	$ 0.46
Revenues	7,899,744.00	6,395,312.00
Operating profit before depreciation and amortization	2,627,336.00	2,012,468.00
Depreciation and amortization	1,278,900.00	1,087,655.00
Federal taxes	634,169.00	393,864.00
Net income	580,388.00	437,396.00

* Based on 957,244 average combined shares in 1963, and 955,475 in 1962.

Cassius to compete for 'word championship'

BOXER AND DJ TO SLUG IT OUT WITH 'POETRY'

Cassius Clay, Louisville's famed pugilistic poet who may meet Sonny Liston for the world's heavyweight boxing championship in September, goes after another title Tuesday (July 16), the "heavyweight championship of the word."

Bruce Brown, WYNR Chicago, who refers to himself as the "world's greatest disc jockey and rhymer," challenged the fighter to meet him behind the mike. The McLendon Stations (owners of WYNR) stepped into the picture and to make sure the challenge was met hired Mr. Clay to meet Mr. Brown and then do a series of on-the-spot commentaries from Las Vegas prior to the Sonny Liston-Floyd Patterson fight July 22.

WYNR said last Thursday (July 11) it was negotiating for a downtown theater to hold the crowds expected for the Brown-Clay verbal contest, which will occur during the disc jockey's 5:30-9 a.m. morning show.

Mr. Clay, 6-feet, 2½-inches, and 209 pounds, will be shorter and lighter than his 6-foot, 5-inch, 265-pound opponent.

In his challenge, Mr. Brown rhymed in part:

Cassius Clay—you are a farce,
A loudmouth one to boot.
Maybe in the ring you're great,
Although the point is moot. . . .
My mike is yours—you talking fool
To talk to Windy town
I'll just sit back and listen close
And then I'll rhyme you down. . . .
If you're so great—here's your chance
Jump on a plane—we'll pay
But I'm afraid you're chicken, pal
With a tongue that's made of clay.

On Wednesday (July 17), the boxer will begin his reports from the Las Vegas training camps, with four to six scheduled daily. They will be heard on the McLendon stations: KLIF-AM-FM Dallas, KILT and KOST(FM) Houston, KTSA San Antonio, WSYL-AM-FM Buffalo and WYNR. They will not be broadcast on McLendon's KABL Oakland-San Francisco.

The Las Vegas reports also will be offered for syndication.

Mr. Clay was booked through the William Morris Agency.

NAB's speakers guide

The second edition of the National Association of Broadcasters' speakers bureau directory has been published. It lists 472 prominent broadcasters who are available to speak, without charge, before all types of local and state meetings. The directory, entitled "If You Want a Speaker," is available from NAB for distribution by professional, charitable, civic and similar national organizations to their local and regional groups.

Merchandising plans made

King Features Syndicate has concluded property merchandising arrangements with 20 manufacturers for three of its cartoon series—*Barney Google and Snuffy Smith*, *Beetle Bailey*, and *Krazy Kat*.

Ideal Toy and Kenner Products, two of the principal licensees, will have extensive spot schedules on local telecasts of the cartoon series.

Among the other licensees are Milton Bradley Co., Golden Records, Multiple Productions, Colorforms, Sawyer's, Barzim, Phoenix Candy, Four Star Candy, Ben Cooper; Collefeville, Western Printing and Louis Marx.

Products licensed by the companies include dolls, paint sets, jig saw puzzles, games and records.

Drumbeats . . .

Happy Unbirthday ▪ WNEW New York, warming up for its 30th anniversary six months ahead of time, will hold a four-hour "Thank You" show in Madison Square Garden July 24. Billed as a "musical extravaganza," it will feature a number of name bands and TV and film performers. The station celebrates its 30th year of broadcasting Feb. 3, 1964.

Fun Day Fare ▪ The International Radio and Television Society will hold its annual Fun Day Tuesday (July 16), at the Wykagyl Country Club in New Rochelle. Among the prizes donated are a radio-stereo console (NBC-TV), clock radio (Peters, Griffin, Woodward Inc.), golf bag (Metropolitan Broadcasting), jewel case (BROADCASTING Magazine), wrist watch (WINS New York) and a transistor radio (WHN New York). The golf winner will be awarded the IRTS silver golf trophy, the Storer Cup. Other cups will be donated by WCBS's Jack Sterling and by The Bolling Company.

BROADCAST ADVERTISING


Mr. Smith

Sandford C. Smith, formerly vice president and director of Fletcher Richards, Calkins & Holden where his accounts included various divisions of U. S. Rubber Co. and American Machinery & Foundry, joins Kastor Hilton Chesley Clifford & Atherton, New York as VP and account executive.

John C. Arnold, former VP of Roche, Rickerd, Henri, Hurst Inc., Chicago, joins Post-Keyes-Gardner there as VP and account supervisor on Raleigh cigarette account. **John P. McElroy,** VP with Compton Adv., joins Post agency as account supervisor on Bel Air cigarettes. Both are Brown & Williamson brands.

James F. Schmidt and **Carl L. Yager** elected VP's of Kenyon & Eckhardt Inc. Mr. Schmidt is creative director at K&E Chicago. Mr. Yager is account executive in Detroit office of agency.

Henry Seiden and **Arthur H. Hawkins** elected VP's of McCann-Marschalk. Both are associate creative directors at agency.

Patt, Clay named

John F. Patt, WJR Detroit, and **Henry B. Clay,** KTHV(TV) Little Rock, Ark., named co-chairmen of National Association of Broadcasters' general fund finance committee. They also will serve as chairmen of radio and TV finance committees, respectively, of NAB with members of these two committees composing general fund finance committee.

In addition to Mr. Patt, radio finance committee members include **Harold Essex,** WSJS Winston-Salem, N. C.; **Rex G. Howell,** KREX Grand Junction, Colo.; **John H. Lemme,** KLTE Little Falls, Minn.; **Ben Sanders,** KICD Spencer, Iowa, and **Ben Strouse,** WWDC Washington.

Serving with Mr. Clay on the TV finance committee are **Payson Hall,** Meredith Broadcasting Co., Des Moines, Iowa; **William B. Quarton,** WMT-TV Cedar Rapids, Iowa; **James D. Russell,** KKTV(TV) Colorado Springs, Colo., and **Robert F. Wright,** WTOK-TV Meridian, Miss.

Arlene Raysson, formerly with BBDO and Coleman-Parr, appointed time and space buyer in media department of Nides*Cini*Advertising*Inc., Los Angeles. She will work under Mrs. Sharon Vedborg, agency media director.

Robert J. Heller, founder and president of Guide Publishing Co., West Newton, Mass., until its sale earlier this year, and previously with radio stations in Boston and Richmond, Va., establishes Robert J. Heller Adv. Agency, with headquarters at 25 Huntington Avenue, Boston 16.


Mr. Goodman

Lee Goodman joins Sarra Inc. as VP in charge of production. Mr. Goodman was formerly with Filmways Inc. as executive VP. **Jack Grossberg** also from Filmways, joins Sarra as producer-director.

Charles G. Whitchurch, formerly product marketing manager for Baked Food Division of Pepperidge Farm Inc., joins Chicago office of Foote, Cone & Belding as a merchandising supervisor.

Morton A. Graham, formerly with Fuller & Smith & Ross, Chicago, joins Clinton E. Frank Inc., that city, as an art director.

Albert Brown retires as advertising VP, Best Foods Div., Corn Products Co. Mr. Brown joined Best Foods in 1924. He was named advertising VP in 1947. He will continue to serve company in advisory capacity.

Clive Fisher, previously with BBDO, joins Doyle Dane Bernbach, New York, as account executive.

Robert P. Greenlaw named treasurer of American Home Products Corp. Mr. Greenlaw's election coincides with retirement of **Paul H. Hannum.** Mr. Greenlaw was formerly assistant treasurer.

Albert Chance and **Shaun Murphy** named managers of Ohland/Robeck San Francisco and Chicago offices, respectively. Mr. Chance formerly headed his own West Coast representation firm. Mr. Murphy was sales manager of KTVI St. Louis. **William Gorman** joins O/R New York office as account executive. He was formerly sales manager of WOR-TV New York.

Colgan Schlank, who joined Young & Rubicam in New York in 1955, transferred to Los Angeles office to work on TV commercials.

Marianne Baers Chambers rejoins Needham, Louis and Brorby, Chicago, as writer. She was with NL&B from 1957 to 1959 and since then on creative staffs of J. Walter Thompson and Ogilvy, Benson and Mather in New York.

THE MEDIA


Mr. Averill

Harry H. Averill, formerly VP of Radio Advertising Bureau, named VP and general manager of Thoms Radio-TV Enterprises. He will be resident general manager of WEAM Arlington, Va., and direct operations of WAYS Charlotte, WCOG Greensboro and WKLM Wilmington, all North Carolina. Mr. Averill had been national sales director for Bartell Family Radio Group, and assistant to president of CKLW Windsor-Detroit.

John F. Walsh named to newly created position as manager of NBC's Washington-based unit managers. Mr. Walsh has been a network unit manager in New York and was formerly a production executive with Sextant Inc., film series producers.

Robert L. Gibson appointed merchandising director of WTVJ(TV) Miami.

William Muldoon, commitment administrator, NBC-TV nighttime programs since 1961, appointed commitment administrator, NBC-TV participating program sales.

Werner succeeds Lewine


Mr. Werner

Mort Werner, VP, programs, NBC-TV, elected president of The National Academy of Television Arts and Sciences, succeeding Robert F. Lewine. Other officers elected: **Seymour Berns,** director of *Red Skelton Hour*, executive VP: **Betty Furness,** secretary, and **George Bagnall,** TV film distributor, treasurer.

Jeff Kinney, national sales service manager at WBBM-TV Chicago, promoted to account executive. **Joseph Sullivan,** formerly communications consultant for New York Telephone Co., joins WBBM-TV as national sales service manager.

David Kaigler appointed station manager of WHYY(TV) (noncommercial) effective today (July 15). Mr. Kaigler leaves WTUX (both Wilmington, Del.).

Alan F. Lewis, formerly with WUFT(TV) Gainesville ETV, joins WEDU(TV) Tampa ETV as a director (both Florida).

Pat Hall, photographer for *Omaha World Herald* and KMTV(TV) Omaha, named director of new special projects unit at KMTV. **Dale Hoaglan,** formerly photo director at the station joins special projects, and **Jay Johnson** becomes new photo director. Mr. Hall was named "Photographer of the Year" in 1960 and 1962 by National Press Photographers Assn.

Florence M. Monroe, WNYE(FM), elected president New York City chapter of American Women in Radio and Television.


Mr. Baker

Alan Baker, who joined NBC's press department in 1961 as staff writer, appointed director, program publicity. Mr. Baker has been manager, business and trade publicity for NBC.

Dick Woollen has resigned as program director of KTTV(TV) Los Angeles, but will stay in that post until successor is chosen. Mr. Woollen had been with station 11 years.

Everett Wren, Denver radio consultant, named general manager of WOLF Syracuse, N. Y. He succeeds **Joel Fleming,** who resigned.

Tom Burkhart, local sales manager of WTVJ(TV) Miami, appointed general sales manager of WLOS-TV Asheville, N. C. Both are Wometco Enterprises stations.

Robert D. Vieno, formerly general manager of WTID Newport News, Va., named sales manager for FM operations of Northeast Radio Network, Ithaca, N. Y.

Shirley M. Bahns, formerly advertising director of Davenport, Iowa, shopping center, named director of promotion and publicity for WQAD-TV Moline, Ill.

Marvin M. Freeman named promotion manager of WTVO(TV) Rockford, Ill. He was formerly with CKX-AM-TV Brandon, Man.

Charlie Mastin joins WHAS-AM-TV Louisville, as sports editor, from sports director of WEKY Richmond, both Kentucky.

James M. Polston named account executive at WAVY Portsmouth, Va.

Bill Parker named assistant chief engineer of KMBC-AM-FM-TV Kansas City, Mo. Mr. Parker has been with stations since 1954.

Bill Powell, formerly associate producer of *Megalopolis At Night* and *Story Line* at KNX Los Angeles, appointed publicist of station.

Elizabeth B. Harris, former manager of radio research at ABC, joins WQXR New York as manager of research.

Thomas A. Dooley appointed to sales staff of WABC New York. He was formerly eastern sales manager of Adam Young Inc., New York.

Peter R. Scott joins sales staff of WPAT New York as retail director. Mr. Scott was formerly timebuyer at Ted Bates & Co.

Richard P. McCauley appointed to WBZ Boston sales department. He was formerly sales manager of WBAL-FM Baltimore.

Jim Hawkins named sales manager of KXA Seattle. Mr. Hawkins, formerly on sales staff, replaces **John Croghan,** who joins Feltis/Dove/Cannon Inc., station representatives.

Jack-Warren Ostrode, formerly with Beckman, Koblitz Adv., Los Angeles, joins KBLA, that city, as head of program and promotion department.

Edythe Fern Melrose, WXYZ-TV. elected president of Detroit chapter of American Women in Radio and Television. She was national president 1956-58.

William Fisch, former catalogue copywriter with Montgomery Ward, joins WBBM-TV Chicago, as copywriter.

Don Marlowe, Hollywood entertainer, joins sales staff of KTOO Las Vegas. Mr. Marlowe portrayed "Porky" in old Our Gang comedies.

James Rayburne Lightfoot, formerly at KWK St. Louis, WSAI Cincinnati and WAKY Louisville, Ky., named director of operations at KLAC-AM-FM Los Angeles. **Roger Barkley** remains in present post of KLAC director of programs.

Jane Flanigan, Butler University major in radio and TV who was Miss Indiana 1962, joins WKJG-AM-TV Fort Wayne, Ind., on Aug. 12 as women's director.

John R. Heiskell, farm director of WSAZ-AM-TV Huntington, W. Va., also appointed public service director.

Don Brooks, formerly with KOBY San Francisco, joins KEX Portland, Ore., as weekend air personality.

Mr. Fahey

William J. Fahey named manager, merchandising and sales coordinator for WNAC-AM-TV Boston and Yankee Network in New England. Mr. Fahey was formerly with the *Boston Herald-Traveler* handling food accounts.

William B. Peavey promoted to eastern sales manager of Adam Young Inc., New York representative firm. Replacing Mr. Peavey as manager of Young's TV division in San Francisco is **John M. Slocum,** who joined firm as TV account executive earlier in year. **Roger H. Sheldon,** transferred to New York TV office, is replaced as manager of St. Louis office by **Thomas M. Dolan. Charles W. Conrad** has been named TV salesman in Young Chicago TV office. He was formerly with MacFarland, Aveyard Adv., Chicago, as a media account supervisor.

Mr. Peavey

Mr. Slocum

Murray Roberts, former chief announcer and morning personality of WCKY joins announcing staff of WKRC-TV, both Cincinnati.

Merle Harmon joins sports department KCMO from WDAF, both Kansas City, Mo. Mr. Harmon will broadcast Kansas City Chiefs professional football games, and work on radio-TV sports shows.

Dave Diamond, program director at WKGN Knoxville, Tenn., joins WIL St. Louis as air personality.

Jess Spier, formerly at MBS, joins sales staff of WNEW-TV New York as account executive.

Jack Morton, of KMO Tacoma, Wash., joins KVI Seattle as air personality.

William J. Davis, formerly of KOMO Seattle, joins KOOL-AM-FM Phoenix, Ariz., as disc jockey.

John Pearson joins KMBC Kansas City, Mo., as air personality and account executive.

Skip Caray joins announcing staff of WSB-FM Atlanta.

Bruce B. Brewer Jr. named promotion director of KUDL Kansas City, Mo.

Mack Owens joins WKY Oklahoma City as host of station's *Nite Beat* program.

Tom Allison, formerly of WHAR Clarksburg, W. Va., joins WETZ New Martinsville, W. Va., as announcer-disc jockey.

Dick Biondi, formerly of WLS Chicago, joins KRLA Pasadena, Calif., as air personality.

Marty McNeeley and **Jim Evans** join WRCV-AM-FM Philadelphia as air personalities.

Alice C. Potter, formerly of KSOO-TV Sioux Falls, S. D., joins KAKE-TV Wichita, Kan., as air personality.

Gertrude B. Katzman, head music

librarian for WPEN-AM-FM Philadelphia, joins WIP-AM-FM, that city, in similar capacity.

Mike Nardone, production director-air personality at WRIT Milwaukee, has been drafted into Armed Forces.

Jim Flood, member of KGO-TV San Francisco promotion staff, promoted to unit publicist on *The Jerry Lewis Show* for ABC-TV out of Hollywood. **Jack Sampson** named KGO-TV publicist-writer, and **Bill Davis**, film editor, appointed on-the-air promotion writer-publicist.

Mike Casey resigns as director of publicity and public relations for Paramount Television and KTLA(TV) Los Angeles.

Tom Fulton and **John Staley** join WFLA-AM-FM Tampa-St. Petersburg, Fla., as continuity director and account executive, respectively.

Ted Covert, air personality at WATH Athens, Ohio, for past 13 years, joins WBNO Bryan, Ohio, in similar capacity.

CBS-TV shuffles N.Y. program department


Mr. Merson


Mr. Loeb


Mr. Milford

New assignments in New York program department announced by CBS-TV for **Marc Merson, Tom Loeb** and **Robert Milford,** plus promotion and new titles for others on programing staff. Mr. Merson, now general program executive, becomes director of live programing, supervising regular live shows and specials. Mr. Loeb, supervisor of live programing, named to new post of director of program sales, program department, New York. Mr. Milford, director of live programing, assumes newly created post of director of program services. **Robert Peyson,** assistant production manager, promoted to production manager. Title changes: **James Lavenstein,** from administrative manager, network program department, to manager, program liaison; **Lillian K. Curtis,** from administrator-program personnel, to manager, program personnel and services; **Maureen McGleave,** from supervisor, network films, New York, to program supervisor, network programs, New York. Continuing in present positions are **Fred Silverman,** director of daytime programs; **Alan Wagner,** director of film programing; **Larry White,** director of program development.

NEWS

Harry Van Slycke, newsman with KENS-TV San Antonio, named news director of KSYD-TV Wichita Falls, both Texas.

James Gregory Jackson joins KTVB-(TV) Boise, Idaho, as director of news department.

Dick Neville and **Roy Harnish** join WQAD-TV Moline, Ill., as chief news photographer and newsman, respectively. Mr. Neville was with WFTV(TV) Orlando, Fla., and Mr. Harnish with KSTT Davenport, Iowa.

Stan Carmack appointed news director of WKYT(TV) Lexington, from similar position at WINN Louisville, both Kentucky.

John Michaels to news staff of KDKA Pittsburgh from WBVP Beaver Falls, Pa., where he was news director. Mr. Michaels succeeds **Dave Kosick** who moves to KDKA-TV news department.

PROGRAMING


Mr. Lewis

Marlo Lewis, with CBS for past 25 years, named producer of the seven *Perry Como's Kraft Music Hall* shows on NBC-TV next season. Mr. Lewis was executive producer of comedy and variety shows at CBS, original producer of Ed Sullivan series and executive producer of the *Jackie Gleason Show*. He has won two Emmys, one Christopher, one Peabody, three Look and three Sylvania awards. **Dwight Hemion,** director; **Mitchell Ayres,** music director, and **Ray Charles,** choral director have been re-signed for the Como show.

Bill Watkins joins Don Fedderson Commercial Productions, Hollywood, as producer-director. He was formerly assistant manager in charge of west coast production for Dancer-Fitzgerald-Sample, Hollywood.

Paul Monash, executive producer of dramatic shows for 20th Century-Fox Television, has had his option extended for another year by studio. He is now developing *Peyton Place* series for co-production with ABC-TV.

Bruce Anderson, head of Gothic Productions, and **Milton Kahn,** Hollywood publicist, will co-produce original screen play by Mr. Anderson, "Tales of a Black Cat," as theatrical picture which will also serve as pilot for mystery-drama TV series. Mr. Anderson produced and directed *Lowell Thomas High Adventure* series for television.

Donald Lee Lawrence and **Rudy R. Wright** join Fred A. Niles Communications Centers Inc., Chicago, as TV-film directors. Mr. Lawrence formerly was TV producer-writer with Hill, Rogers, Mason & Scott, Chicago, and Mr. Wright was VP in charge of production at Ray-Eye Productions, Evanston, Ill.

Albert Johnston, with Columbia Pictures for 10 years as New York story editor and for past three years free lance writing in Florida, appointed eastern story editor for Walt Disney Productions. He will be in New York office of Buena Vista Distributing Co., Disney subsidiary.

Laurence M. Bub, administrator, literary rights and contract negotiations, NBC West Coast, appointed manager, talent and program administration.

Joseph Cotton named as host-narrator of *Hollywood and the Stars,* which starts on NBC-TV Sept. 30 (Mondays, 9:30-10 p.m.).

Cy Chermak, writer-producer, signed by producer Frank Price as story editor on *The Virginian* TV series for Revue Studios.

EQUIPMENT & ENGINEERING

H. Ronald Levine appointed VP of Hammarlund Manufacturing Co., New York, makers of communications equipment for commercial and government use. Mr. Levine was founder and chief executive of Polytronics Laboratories Inc.

Robert V. Jordan, product manager, Microwave Device Division, appointed manager-market planning for Electronic Tube and Microwave Device Divisions of Sylvania Electric Products, Seneca Falls, N. Y.

Edward S. Clammer joins Visual Electronics Corp. as government sales manager. Mr. Clammer joins Visual after serving for 20 years in various sales and engineering capacities with RCA.

ALLIED FIELDS

The Rev. Charles Brackbill appointed executive director of United Presbyterian radio-TV division, succeeding **The Rev. Lawrence W. McMaster Jr.,** division's executive director for past six years, who has been named executive secretary in office of general secretary of Board of National Missions, United Presbyterian Church, U. S. A. Mr. Brackbill had been associate executive director of division.

Donald F. Bowdren, formerly senior project director of W. R. Simmons and Associates Research Inc., New York, elected VP.

Martin Codel, consultant in TV-radio-telecommunications fields, has returned to Washington after five-month study of TV developments in Far East.

Bert T. Casey and **Marie T. Whelan** join Harshe-Rotman Druck, Los Angeles, as account executives. Mr. Casey was formerly in the public relations department of the Fluor Corp., Los Angeles. Miss Whelan has been division advertising manager of Bullock's downtown department store in Los Angeles. H-R&D, a public relations organization, has offices in Chicago and New York as well as Los Angeles.

INTERNATIONAL


Mr. Colledge

Charles H. Colledge, division VP and general manager, RCA Broadcast and Communications Products Div., Camden, N. J., elected member of board of directors, RCA Victor Co. Ltd., Montreal. Mr. Colledge joined RCA division in 1958 from NBC where he served as VP, facilities operations.

Peter A. Webb and **John A. Venner,** account supervisors at MacLaren Advertising Co. Ltd., Toronto, elected VP's.

Frank Taubes, VP and creative director with Frankfurt, Germany, office of BBDO International, returned to BBDO New York servicing international accounts.

Sergio Ramirez named manager of new branch of McCann-Erickson S. A. in Concepcion, Chile. Parent company now has 23 offices in Latin America including branches in Buenos Aires and Rio de Janeiro. Senior Ramirez has been with Chilean affiliate for two years.

Ian Trethowan, political editor of Independent Television News, the unit which supplies newscasts to the commercial network, joins BBC-TV on a three-year contract beginning next September. He will work on news and public affairs programs.

Louis Legall named manager of French services for BBDO, Canada. Mr. Legall was formerly with Vickers & Benson Adv., Montreal.

Bruce Parsons, disc jockey at various U. S. stations, joins Voice of Germany in Cologne, West Germany, as announcer-writer in North American department. Voice of Germany, international station, beams three programs daily to North America.

DEATHS

Lewis H. Happ, 52, VP and associate media director of Geyer, Morey, Ballard Inc., New York, died July 6 at Westbury, L. I., home. Prior to joining GMB in 1954, Mr. Happ was with Lynn Baker Inc., BBDO, Pedlar & Ryan, Federal Advertising Agency and H. C. Bohack Co. Survivors include his widow, the former Edith Conover; son, David Richard, and daughter, Edith Lou.


Mr. Kiesewetter

Helmuth von M. Kiesewetter, 73, founder of former H. M. Kiesewetter Advertising Co., New York, in 1930, died July 6 at his South Orange, N. J., home. Firm, later changed to Kiesewetter, Baker, Hagedorn and Smith Advertising Co., was liquidated in 1955 when Mr. Kiesewetter retired.

Charles E. Trotta, 56, in recent years program director of WZOK Jacksonville, Fla., died July 4 after brief illness. Mr. Trotta at one time was a partner with bandleader Tony Pastor and subsequently managed singer Rosemary Clooney.

George Thyssen, 42, Hollywood producer and this year winner of a Cannes Film Festival prize for TV commercials, killed in crash of plane he was piloting on takeoff at Mulege Airport in Baja California, Mexico.

Virginia G. Peters, 16, killed in automobile accident in Greenwich, Conn., on July 6. She was daughter of H. Preston and Virginia C. Peters. Mr. Peters is president of Peters, Griffin, Woodward Inc., New York station representatives.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING July 3 through July 10 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw.—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New TV stations

APPLICATIONS

*University Center, Mich.—Delta College. UHF channel 19 (500-506 mc); ERP 216 kw vis., 114.2 kw aur. Ant. height above average terrain 465 feet, above ground 493 feet. P. O. address University Center. Estimated construction cost $289,000; first year operating cost $60,975. Studio and trans. locations both University Center. Geographic coordinates 43° 33′ 42.7″ North latitude, 83° 58′ 53.7″ West longitude. Type trans. RCA TTU-12A, type ant. RCA TFU-24DL. Legal counsel Cohn & Marks, Washington; consulting engineer Lappas & Lindberg Co., Chicago. Principals: board of trustees. Ann. July 10.

Buffalo—WEBR Inc. UHF channel 29 (560-566 mc); ERP 532 kw vis., 266 kw aur. Ant. height above average terrain 1,000 feet, above ground 766.5 feet. P. O. address c/o Peter C. Andrews, 23 North Street, Buffalo 2. Estimated construction cost $826,759; first year operating cost $395,000; revenue $86,000. Studio location Buffalo, trans. location Boston, N. Y. Geographic coordinates 42° 38′ 13″ North latitude, 78° 46′ 05″ West longitude. Type trans. RCA TTU-25B, type ant. RCA TFU-46K. Legal counsel Kirkland Ellis. Hodson, Chaffetz & Masters, consulting engineer Keer & Kennedy, both Washington. Applicant is licensee of WEBR-AM-FM Buffalo. Ann. July 3.

New AM stations

ACTIONS BY FCC

Shakopee, Minn.—Progress Valley Broadcasters Co. Granted CP for new AM on 1530 kc, 500 w-D. P. O. address Box 185, Benson, Minn. Estimated construction cost $24,505; first year operating cost $42,000; revenue $48,000. Principals: George J. McCarthy (50%) and Robert J. Chevalier and Robert D. Zellmer (each 25%). Mr. McCarthy owns KBMO Benson; Mr. Chevalier owns insurance agency; Mr. Zellmer is employe of KBMO. Action June 27.

Xenia, Ohio—Greene County Radio. Granted CP for new AM on 1500 kc, 500 w-D. P. O. address c/o R. Roy Stoneburner, Box 2368, Spring Valley, Ohio. Estimated construction cost $15,700; first year operating cost $60,000; revenue $75,000. Principals: Vernon H. Baker (50%), R. Roy Stoneburner (40%) and Paul W. Stoneburner (10%). Mr. Baker is 60% owner of WESR Tasley, 40% owner of application for new AM at Smithfield and 100% owner of application for new AM at Chester, all Virginia; Mr. R. R. Stoneburner is farmer; Mr. P. W. Stoneburner is metal engineer. Sept. 17, 1962, initial decision looked toward grant. Action July 3.

APPLICATION

Vidor, Tex.—Woodland Broadcasting Co. 1510 kc, 1 kw-D. P.O. address Box 727, Vidor. Estimated construction cost $23,889; first year operating cost $50,000; revenue $50,000. Principals: Gerald R. Proctor (50%) and Jerry, Jerrilyn, Sydney Lou, Ann D. and Amy I. Johnson (each 10%). Mr. Proctor is 50% owner of KHGM(FM) Beaumont, Tex.; Dr. Jerry Johnson is physician; rest of Johnson family are students. Ann. July 10.

Existing AM stations

APPLICATIONS

WMOG Brunswick, Ga.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. July 5.

KAKE Wichita, Kan.—CP to change frequency from 1240 kc to 1210 kc, increase power from 250 w, 1 kw LS, to 50 kw, install DA system (DA-2), install new trans. and change site. Ann. July 5.

WUST Bethesda, Md.—CP to change ant.-trans. and studio location and change station location to Washington. Ann. July 5.

KEED Springfield-Eugene, Ore.—CP to change frequency from 1050 kc to 1120 kc, change hours of operation from D to unl. using power of 50 kw, install DA system (DA-1) and change ant.-trans. location. Ann. July 5.

WLSB Copperhill, Tenn.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. July 5.

KSST Sulphur Springs, Tex.—CP to increase daytime power from 250 w to 1 kw, install new trans., change site and studio location. Ann. July 5.

New FM station

ACTION BY FCC

Hot Springs, S. D.—Fall River Broadcasting Corp. Granted CP for new FM on 96.7 mc, channel 244, 1 kw. Ant. height above average terrain 298 feet. P. O. address Box 292, Hot Springs. Estimated construction cost $5,955; first year operating cost $5,000; revenue $6,000. Principals: Frederick M. Walgren and Russell M. Stewart (each 50%). Applicant owns KOBH Hot Springs. Mr. Stewart is also part owner of KNEB-AM-FM Scottsbluff, Neb. Action July 3.

Existing FM stations

ACTION BY FCC

KELE(FM) Phoenix, Ariz.—Granted increase in ERP from 18 kw to 100 kw and ant. height from 115 feet to 1,550 feet, continued operation on 95.5 mc and change trans. site and type trans.; remote control permitted. Action July 3.

APPLICATION

WXRA(FM) Woodbridge, Va.—CP to change ant.-trans. and studio locations and change station location to Alexandria, Va. Ann. July 10.

Ownership changes

ACTIONS BY BROADCAST BUREAU

WJHO Opelika, Ala.—Granted assignment of license from Mary D. Samford, executrix of estate of Yetta G. Samford, deceased, C. S. Shealy, Aileen M. Samford, executrix of estate of Thomas D. Samford, deceased, and Miles H. Ferguson (each 22½%) and John E. Smollon (10%), d/b as Opelika-Auburn Broadcasting Co., to Yetta G. Samford Jr., C. S. Shealy, Thomas D. Samford III (acting as agent for himself, his brother and his sister), Miles H. Furguson and John E. Smollon (each 20%), tr/as company of same name. Consideration $10,000. Action June 27.

WDEL-AM-FM Wilmington Del.—Granted transfer of negative control of licensee corporation, Delmarva Broadcasting Co., from J. Hale Steinman (50%), deceased, to Caroline S. Numan, Louise T. Steinman and Douglas R. Armstrong, executors of estate of J. H. Steinman. No financial consideration involved. Also see WEST-AM-FM Easton, WORK York and WLEV-TV Bethlehem, all Pennsylvania. Action June 27.

KPRK Livingston, Mont.—Granted assignment of license and CP from Paul B. McAdam (100%), d/b as Yellowstone Amusement Co., to Jack F. Hinman (60%), Roberta F. Hinman (39.23%) and M. L. Smith (.77%), tr/as KPRK Inc. Consideration $71,000. Mr. Hinman is sales manager of KPRK; Mrs. Hinman is employe of bank; Mr. Smith is accountant. Action July 9.

WISE Asheville, N. C.—Granted acquisition of positive control of licensee corporation, Davenport-McGuire Broadcasters Inc., from Charles J. McGuire (50%) by John L. Davenport (100%, 50% before transfer). Consideration $1,500 and assumption of debt. Action June 27.

WLEV-TV Bethlehem, Pa.—Granted transfer of negative control of licensee corporation, Associated Broadcasters Inc., from J. Hale Steinman (50%), deceased, to Louise T. Steinman, Caroline S. Nunan and Douglas R. Armstrong, executors of estate of J. H. Steinman. No financial consideration involved. Also see WDEL-AM-FM Wilmington, Del., and WORK York and WEST-AM-TV Easton, both Pennsylvania. Action June 27.

WEST-AM-FM Easton, Pa.—Granted transfer of negative control of licensee corporation, Associated Broadcasters Inc., from J. Hale Steinman (50%), deceased, to Louise T. Steinman, Caroline S. Nunan and Douglas R. Armstrong, executors of estate of J. H. Steinman. No financial consideration involved. Also see WDEL-AM-FM Wilmington, Del., and WORK York and WLEV-TV Bethlehem, both Pennsylvania. Action June 27.

WORK York, Pa.—Granted transfer of negative control of licensee corporation, Associated Broadcasters Inc., from J. Hale Steinman (50%), deceased, to Louise T. Steinman, Caroline S. Nunan and Douglas R. Armstrong, executors of estate of J. H. Steinman. No financial consideration involved. Also see WDEL-AM-FM Wilmington, Del., and WEST-AM-FM Easton and WLEV-TV Bethlehem, both Pennsylvania. Action June 27.

KRBE(FM) Houston—Granted acquisition of positive control of licensee corporation, Texas Fine Music Broadcasters Inc., from Victor F. Branch (50%) by Roland A. Baker (100% after transfer, 50% before). Consideration $42,562. Action June 27.

APPLICATIONS

WRIM Pahokee, Fla.—Seeks assignment of license from Jack H. Mann, Peter Taylor, Leroy L. Passman and Pierre Willis

PROFESSIONAL CARDS

Service Directory

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, July 10

	ON AIR		NOT ON AIR	TOTAL APPLICATIONS
	Lic.	CP's	CP's	for new stations
AM	3,807	47	145	363
FM	1,094	23	95	190
TV	519	59	85	127

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, July 10

	VHF	UHF	TOTAL TV
Commercial	486	92	578
Non-commercial	47	21	68[1]

COMMERCIAL STATION BOXSCORE

Compiled by FCC, May 31

	AM	FM	TV
Licensed (all on air)	3,801	1,088	518
CP's on air (new stations)	53	29	60
CP's not on air (new stations)	130	91	85
Total authorized stations	3,984	1,208	663
Applications for new stations (not in hearing)	223	181	67
Applications for new stations (in hearing)	151	13	54
Total applications for new stations	374	194	121
Applications for major changes (not in hearing)	255	92	46
Applications for major changes (in hearing)	50	3	7
Total applications for major changes	305	95	53
Licenses deleted	0	0	0
CP's deleted	0	2	2

[1]Includes 3 stations operating on unreserved channels

Jr. (each 25%), d/b as WRIM Inc., to John N. Traxler and Alvera M. Traxler. Consideration $23,000. Mr. and Mrs. Traxler are in drapery business and have broadcast background. Ann. July 9.

WGIG Brunswick, Ga.—Seeks assignment of license from H. K. (45% plus), R. L. (12% plus) and J. L. (25%) Tollison and E. M. Champion Sr. (13% plus) and Jr. (3% plus), d/b as Brunswick Broadcasting Corp., to Charles J. Thornquest (39%) and others, tr/as Golden Isles Broadcasting Corp. Consideration $250,000. Mr. Thornquest has interest in KLEM LeMars, Iowa. Ann. July 10.

KFXD Nampa, Idaho—Seeks relinquishment of negative control of licensee corporation, Fletcher Mitchell Corp., by Jonathan M. Fletcher (25% after transfer, 50% before) to Wayne C. Cornils (25%). Consideration $7,500. Mr. Cornils is KFXD station manager. Ann. July 9.

WAFM(FM) Anderson, Ind—Seeks assignment of license from Alfred B. Smith (66 ⅔%) and Loren F. Bridges (33 ⅓%), d/b as Continental Broadcasting Corp., to William J. O'Connor (91%) and Edward Ballantine (9%), tr/as Radio WBOW Inc. Consideration $90,000. Assignee is licensee of WBOW Terre Haute, Ind., and WHUT Anderson. Mr. O'Connor also has interest in WCVS Springfield, WPEO Peoria and WGSB Geneva, all Illinois, and KASK-AM-FM Ontario, Calif. Ann. July 9.

KANB Shreveport, La.—Seeks transfer of control of licensee corporation, Kenwil Inc., from Leon S. Walton (100% before transfer, 49% after) to Paul E. Barbatoe (51%). Consideration $19,500. Mr. Barbatoe is manager of department store. Ann July 3.

WERX Wyoming, Mich.—Seeks assignment of CP from John C. Lane, Elizabeth B. Barrett and Edward Fitzgerald, d/b as Wolverine Broadcasting Co., to Mr. Fitzgerald and Mr. Lane (each 15%) and others, tr/as Radio WERX Inc. Consideration $12,000. Mrs. Barrett retains 11.25% interest; assignment is to bring more people into ownership. Ann. July 8.

KAGE Winona, Minn.—Seeks assignment of license from James B. Goetz (50%) and Merlin J. Meythaler and Rex N. Eyler (each 25%), d/b as Winona Broadcasting Co., to same persons in same percentages tr/as company of same name; only change is from corporation to partnership. No financial consideration involved. Ann. July 3.

WKNY Kingston, N. Y.—Seeks assignment of license from Kingston Broadcasting Corp. to William H. Rich and Alastair B. Martin (each 50%), tr/as Tri-County Broadcasters Inc. Consideration $171,000. Mr. Rich has interests in WMGW-AM-FM Meadville and WPIC-AM-FM Sharon, both Pennsylvania, and WTRU Muskegon and WGRD Grand Rapids, both Michigan; Mr. Martin is investor. Ann. July 10.

WXRA(FM) Woodbridge, Va.—Seeks assignment of license from Howard B. Hayes (25%), Carl L. Lindberg (25%) and others, d/b as WBVA Inc., to Mr. Lindberg (100%), tr/as Potomac Broadcasting Corp. Consideration $15,000. Ann. July 8.

KMCS Seattle—Seeks transfer of control of licensee corporation, Market-Casters Inc., from J. G. Talbot (51%) to Talbot Co. (100% after transfer, 49% before), in which Mr. Talbot has controlling interest. Consideration $33,300. Ann. July 5.

Hearing cases

INITIAL DECISION

■ Hearing Examiner Jay A. Kyle issued initial decision looking toward (1) granting application of Connecticut Coast Broadcasting Co. for new AM on 1530 kc, 10 kw, DA, D, in Bridgeport, Conn., conditions include precluding pre-sunrise operation with daytime facilities pending final decision in Doc. 14419, and (2) denying application of Garo W. Ray for new station on same frequency with 250 w-D in Seymour, Conn. Action July 5.

DESIGNATED FOR HEARING

Clay Service Corp., Ashland, Ala.—Designated for hearing application for new AM on 1500 kc, 500 w-D; issues include Sect. 3.35 multiple ownership and concentration of control determinations. Action July 10.

Stanley Helfman, Fontana, Calif.—Designated for hearing application for new daytime AM on 1470 kc, 500 w, DA; made KWIZ Santa Ana, KTYM Inglewood and Federal Aviation Agency parties to proceeding. Action July 3.

KTYM Inglewood, Calif.—Designated for hearing application for change of operation on 1460 kc from 5 kw-D, DA, to 500 w-N, 5 kw-LS, DA-2. Comrs. Hyde and Lee dissented Action July 3.

WGUN Decatur, Ga.—Designated for hearing application for mod. of license to change designation of station and studio location to Atlanta. Comrs. Hyde and Lee dissented, former with statement. Action June 26.

OTHER ACTIONS

■ By order, commission granted in part petition by KWK Radio Inc. for stay of effective date of May 29 decision which revoked license for KWK St. Louis. Stay is for 30 days after disposition of KWK's petition for reconsideration, and if judicial review of such decision is sought, until 30 days after final court order. KWK had requested 90-day extension. Action July 10.

■ Granted joint motion by Seven Locks Broadcasting Co. and Tenth District Broadcasting Co. for extension of time to July 26 to file exceptions to supplemental initial decision in proceeding on applications for new AM stations in Potomac-Cabin John, Md., and McLean, Va., respectively. Action July 5.

■ Granted motion by KATV Inc. for extension of time to July 19 to file exceptions to initial decision in proceeding on its application for mod. of CP to change trans. location and increase ant. height for KATV (TV) Little Rock, Ark. Action July 5.

■ By decision, commission adopted May 29, 1962, initial decision, with certain mod., and (1) granted application of Hubbard Broadcasting Inc. (formerly KSTP Inc.), for mod. of CP for KOB, Albuquerque, N. M., so as to permit it to operate full time on 770 kc with 50 kw power, using specified DA at night, and (2) denied application of American Broadcasting-Paramount Theatres Inc. for renewal of present license of WABC New York, which authorizes unl., nondirectional operation on same frequency with like power, denial of renewal to be without prejudice to right of ABC to file, within 30 days, application for mod. of facilities on 770 kc with nighttime directional pattern in conformity with parameters specified in commission's September 1958 decision. Action July 3.

■ By memorandum opinion and order, commission (1) denied petition by applicant parties for reconsideration and grant without hearing applications of Harry Wallerstein, receiver, Television Co. of America Inc., for renewal of license, assignment of license and transfer of control of KSHO-TV Las Vegas, and (2) enlarged issues to determine whether proposed assignee, Television Co. of America Inc., possesses requisite qualifications to be licensee. Comrs. Hyde and Lee dissented; Comr. Cox abstained from voting. Action July 3.

■ At request of Channel 2 Corp. (formerly Gotham Broadcasting Corp.), commission extended for additional three months, from July 3, time for commencement of trial of subscription programing by company's KCTO (formerly KTVR) on channel 2 at Denver. Action July 3.

■ By memorandum opinion and order, commission (1) granted applications of Merrimac Broadcasting Inc. for increased daytime power of main (Lowell) and synchronous (Lawrence) amplifiers of WLLH Lowell, Mass., on 1400 kc, unl., from 500 w to 1 kw, continued nighttime operation with 250 w; remote control permitted for synchronous amplifier; conditions; and (2) dismissed opposing petition by WCAP Lowell. Comr. Cox dissented. Action July 3.

■ Granted request by Broadcast Bureau for extension of time to July 8 to respond to motion for order to require amendment and to motion to modify order of designation in Paterson, N. J., TV channel 37 proceeding; further ordered that parties wishing to respond and who have not already done so shall file separate pleadings responsive to two motions. Action July 2.

■ Granted joint petition by South Texas Telecasting Inc. (KVDO) and Nueces Telecasting Co. for postponement, until further order, of July 1 oral argument in proceeding on applications for TV channel 3 in Corpus Christi, Tex. Action June 27.

■ Granted petition by Portage County Broadcasting Corp. for extension of time to June 28 to file exceptions in Kent-Canton-

Kent-Ravena, Ohio, AM proceeding. Action June 27.

■ By memorandum opinion and order, commission (1) waived Sect. 3.610(c) of rules with respect to channel 3 reference point in Salem, Ore., and granted application of Fisher Broadcasting Co. to change trans. site of KATU(TV) (ch. 2) Portland from about 14 miles northeast of city on Livingston Mountain, near Camas, Wash., to site in Portland, and increase ant. height from 1,090 feet to 1,550 feet; conditions include acceptance of any interference caused KATU by subsequent establishment of TV station on channel 3 in Salem with trans. and ant. located less than 60 miles from trans. site here approved; and (2) denied related pleadings by Association of Maximum Service Telecasters Inc. Comrs. Bartley and Lee dissented. Action June 26.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted petition by Broadcast Bureau to extend to July 22 time to file response to supplement to joint petition for approval of merger and dismissal of application in proceeding on applications of Kansas Broadcasters Inc. and Salina Radio Inc. for new AM stations in Salina, Kan., in Docs. 12680-1. Action July 8.

■ Granted motion by Bootheel Broadcasting Co. to correct transcript of June 11 oral argument in proceeding on its application for new AM in Kennett, Me., in Doc. 14595. Action July 8.

■ By memorandum opinion and order granted petition by R. M. Chamberlin for waiver of Sect. 1.362 of rules insofar as it requires publication and broadcast announcement immediately after designation for hearing in proceeding on its application for renewal of license of WAXE, Vero Beach, Fla., in Doc. 14900; accepted tendered notice. Action July 5.

■ Granted petition by Broadcast Bureau to extend time to July 8 to file replies to certain interlocutory pleadings in Paterson, N. J., TV channel 37 proceeding in Docs. 15089 et al. Action June 28.

■ Granted petition by LaFiesta Broadcasting Co. to extend time to July 5 to file replies to exceptions to April 19 initial decision in proceeding on its application and that of Mid-Cities Broadcasting Corp. for new AM stations in Lubbock, Tex., in Docs. 14411-2. Action June 28.

ACTIONS ON MOTIONS

■ Commission, by Office of Opinions and Review, granted petition by Joseph P. Wardlaw Jr. to extend time from July 11 to July 22 to file replies to exceptions in Kent-Canton-Kent-Ravenna, Ohio, AM proceeding. Action July 9.

■ Commission granted joint motion by applicants to extend time from July 8 to Aug. 9 to file replies to exceptions to initial decision in Syracuse, N. Y., TV channel 9 comparative proceeding. Action July 8.

■ Commission granted petition on behalf of State of Kansas Committee on Education of Legislative Council to extend from June 24 to Sept. 24 time to file opposition to petition by Tulsa Broadcasting Co. (KTUL-TV) Tulsa, Okla., for reconsideration of Nov. 8, 1962, report and order in Doc. 13860 which assigned educational channel *8 to Hutchinson, Kan., and replies by Oct. 7. Action July 26.

■ Commission granted petitions by Association on Broadcasting Standards Inc. and National Association of FM Broadcasters to extent of extending from July 17 to Sept. 16 time to file comments and from Aug. 17 to Oct. 16 for replies in matter of amendment of part 3 of rules, AM assignment standards and relationship between AM and FM broadcast services. Action June 26.

By Chief Hearing Examiner James D. Cunningham

■ Designated Examiner Walther W. Guenther to preside at hearing in proceeding on AM application of Northland Radio Corp. (KWEB), Rochester, Minn., in Doc. 15115; scheduled prehearing conference for July 31 and hearing for Sept. 16. Action July 2.

■ Designated Examiner Sol Schildhause to preside at hearing in proceeding on AM application of WGUN Inc. (WGUN), Decatur, Ga., in Doc. 15116; scheduled prehearing conference for July 31 and hearing for Sept. 11. Action July 2.

■ Granted petition by O. L. Withers, applicant for new AM in Woodburn, Ore., in Doc. 15081, for acceptance of his late filed notice of appearance. Action July 1.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Broadcast Bureau to extend time from July 8 to July 18 to file proposed findings in proceeding on AM application of WKYR Inc. (WKYR), Cumberland, Md., in Doc. 14972. Action July 2.

■ Reopened record in proceeding on AM application of 1360 Broadcasting Inc. (WEBB), Baltimore, in Doc. 14906, and scheduled further hearing for July 10 on financial issue added by Review Board on June 26; set aside presently specified dates for filing proposed findings and replies with new dates to be determined later. Action June 27.

By Hearing Examiner James D. Cunningham

■ Granted petition by Carol Music Inc. to extend time from July 8 to July 22 to file proposed findings and from July 22 to Aug. 5 for replies in proceeding on revocation of license and SCA for WCLM(FM) Chicago. Action July 9.

By Hearing Examiner Thomas H. Donahue

■ Granted request by James S. Rivers Inc. (WJAZ), Albany, Ga., to extend time for exchange of direct written presentation in proceeding on AM application in Doc. 15080; extended time from July 19 to July 22. Action July 5.

■ In consolidated proceeding on applications of Automated Electronics Inc., Arlington, Va., and Capital Broadcasting Co., Washington, for new TV stations on channel 20, granted Capital's petition to continue July 1 prehearing conference to July 30; continued July 15 hearing to Sept. 3. Action July 1.

By Hearing Examiner Charles J. Frederick

■ On petition by respondent Wisconsin Citizens' Committee for Educational Television Inc., extended time from July 1 to July 11 to file proposed findings and from July 15 to July 26 for replies in Wausau, Wis., TV channel 9 proceeding in Docs. 14933-4. Action June 26.

By Hearing Examiner Millard F. French

■ Granted petition by Broadcast Bureau to reschedule July 2 prehearing conference in proceeding on applications of Harry Wallerstein, receiver, Television Co. of America Inc., for renewal of license, assignment of license and transfer of control of KSHO-TV Las Vegas in Docs. 15006-8; continued July 2 prehearing conference to July 18. Action July 1.

By Hearing Examiner Arthur A. Gladstone

■ Scheduled hearing for July 17 in proceeding on AM applications of Service Broadcasting Corp., Kenosha, Wis., and Z-B Broadcasting Co., Zion, Ill., in Docs. 14794-5. Action July 8.

■ Pursuant to agreements reached by July 8 prehearing conference in Paterson, N. J., TV channel 37 proceeding in Docs. 15089 et al., directed parties to meet informally with view to agreeing upon procedures to be followed and suitable schedule of procedural dates, and report informally to examiner on July 19 agreements reached and any unresolved problems; scheduled further prehearing conference for July 24 for purpose of formalizing agreements and procedures and for resolving any remaining problems. Action July 8.

By Hearing Examiner Walther W. Guenther

■ On own motion, advanced July 31 prehearing conference to July 26 in proceeding on AM application of Northland Radio Corp. (KWEB), Rochester, Minn., in Doc. 15115. Action July 8.

■ Granted petition by Hudson Valley Broadcasting Corp. (WEOK), Poughkeepsie, N. Y., to reopen record and receive into evidence its proffered testimony and exhibit 7 (affidavit of Edward F. Lorentz), and closed record in proceeding on WEOK's AM application. Action July 2.

By Hearing Examiner Isadore A. Honig

■ On own motion, directed that Verne M. Miller shall submit further progress report with regard to taking of measurements by Aug. 1, together with proposal of date for further hearing conference, with service of copies thereof to be made on counsel for all other parties in proceeding on application for new AM in Crystal Bay, Nev., in Doc. 14841. Action July 5.

■ Granted petition by Dixie Radio Inc. to extend time from July 3 to July 12 to file proposed findings in proceeding on its application for new AM in Brunswick, Ga., in Doc. 13338; on own motion, extended time from July 15 to July 26 for replies. Action July 2.

■ Granted petition by Broadcast Bureau for extension of time from July 3 to July 24 to file proposed findings in proceeding on AM application of Brainerd Broadcasting Co. (KLIZ), Brainerd, Minn., in Doc. 14958; on own motion, extended from July 13 to Aug. 5 time to file reply pleadings. Action June 28.

By Hearing Examiner Annie Neal Huntting

■ Scheduled conference for July 10 to discuss matter as to what findings and conclusions (if Broadcast Bureau is willing to file findings and conclusions) examiner should make with reference to issue No. 5, determination as to whether Rochester Area Educational Television Association Inc. is financially qualified to construct and operate proposed TV station in Rochester, N. Y., TV channel 13 proceeding. Action June 26.

By Hearing Examiner H. Gifford Irion

■ Granted motion by Helix Broadcasting Co., applicant for new AM in La Mesa, Calif., in Doc. 14701, to correct transcript of hearing; transcript corrected as requested plus two additional corrections made by examiner. Action July 2.

■ On request by Van Wert Broadcasting Co. continued July 2 hearing to July 29 in proceeding on its application for new AM in Plymouth, Ind., in Doc. 15002. Action June 27.

■ Granted motion by Miami Television Corp. for extension of time from July 1 to July 8 to file its proposed findings, with all other dates remaining same as previously agreed upon in Miami, Fla., TV channel 10 proceeding in Docs. 14775-8. Action June 26.

By Hearing Examiner David L. Kraushaar

■ On own motion, corrected transcripts of prehearing conference and hearing in proceeding on AM application of KPLT Inc. (KPLT), Paris, Tex., in Doc. 15039. Action July 2.

By Hearing Examiner Jay A. Kyle

■ Granted request by Northern California Educational Television Association Inc. to continue July 8 hearing to July 30 in proceeding on application for new TV on channel 9 in Redding, Calif. Action July 5.

■ Granted petition by Broadcast Bureau to extend time to file proposed findings in proceeding on AM application of Geoffrey A. Lapping, Blythe, Calif., in Doc. 14691; extended time from July 3 to July 17 for proposed findings and replies for July 31. Action July 2.

■ In consolidated proceeding on AM applications of Calhio Broadcasters, Seven Hills, Salem Broadcasting Co., Salem, and Tele-Sonics Inc., Parma, all Ohio, in Docs. 14973-5, granted joint motion to extend time from July 3 to Sept. 3 for exchange of exhibits; continued July 22 hearing to Sept. 23. Action July 2.

By Hearing Examiner Forest L. McClenning

■ Granted request to extend time to file proposed findings in proceeding on AM application of Port Chester Broadcasting Co., Port Chester, N. Y., in Doc. 14212; extended time from July 8 to July 12. Action July 3.

■ On own motion, scheduled further prehearing conference for July 11 in proceeding on AM applications of Ponce Broadcasting Corp., Cayey, and Abacoa Radio Corp. (WMIA), Arecibo, both Puerto Rico. Action July 3.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Granted petition by Broadcast Bureau to extend time to file proposed findings in proceeding on AM application of Southwestern Broadcasting Co. of Mississippi (WAPF), McComb, Miss., in Doc. 14839; extended time from July 5 to July 26. Action July 5.

■ Granted request by Broadcast Bureau to extend time to file proposed findings in proceeding on application of Pinellas Radio Co. for new AM in Pinellas Park, Fla., in Doc. 14692; extended time to July 8 for proposed findings and to July 23 for replies. Action July 1.

By Hearing Examiner Herbert Sharfman

■ Granted petition by K BAR J Inc.,

Continued on page 78

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE, WANTED TO BUY STATIONS* and *EMPLOYMENT AGENCIES advertising requires display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return

RADIO

Help Wanted—Management

Southern California, immediate opening for solid salesman, capable of management, with top station multiple chain. Good starting salary. Box G-12, BROADCASTING.

Management opportunity. Wanted: A sales-partner, with experience in sales field proven. Preferably family man. Must have cash to invest. 20% stock available to right party, with possibility of 50%. Station value $75,000.00 in market of 3 other locals. Located in Utah in 2nd largest metropolitan area. 125,000 population. Box J-3, BROADCASTING.

Wanted . . . top flight assistant to management of group radio stations programing foreign languages and religion. Necessitates some traveling for supervision. Salary and bonus. Send photo and all information in first letter covering operational background and sales experience. Your letter will be held in strict confidence. Box J-50, BROADCASTING.

Wanted manager for aggressive Illinois station with metropolitan service areas population in excess of 200,000. Must be capable of directing sales, news and programing departments and be good at promotion. Well established operation. Middle of the road music, fine news reputation. Salary open. Write Box J-131, BROADCASTING.

Wanted: assistant manager for station in large Illinois city. Should be strong in programing, promotion and news. Salary in accord with ability and experience. Fine opportunity for sharp, competent broadcaster. Write Box J-132, BROADCASTING.

North Carolina competitive small market daytimer needs working manager. Good salary-commission arrangement for dependable, sober man desiring to join growing organization. Management experience not necessary but must know all phases of radio and be willing to learn. Sales ability essential. Write Box J-168, BROADCASTING.

Sales

Columbus, Ohio . . . Immediate opening for good salesman, management experience or ready. Top independent. Growing chain, good salary plus. Please write fully. Box G-13, BROADCASTING.

Sales promotion writer, strong on research, sales presentation and ideas in top five market. Box H-128, BROADCASTING.

Sales Manager wanted. Top opportunity in 100,000 market. Midwest. Need idea man who is real driver. Must be experienced and have good pa•t record. Write fully. Box J-43, BROADCASTING.

Salesman with some announcing ability. Outstanding local station in southeast has immediate opening. Good music operation. Fulltime outlet in good small market. Box J-197, BROADCASTING.

California, KCHJ, Delano. 5000 watts, 1010 kc. ½ millivolt 244 miles. Serving 1,300,000. $500 guarantee, 25% commission. Send experience, photo.

Experienced salesman for WCLW am and fm. Send replies direct to WCLW, 771 McPherson, Mansfield. Ohio.

Help Wanted—(Cont'd)

Sales

Salesman wanted for midwest-one-station market. Interested in man that wants to grow with organization. New General Manager call or write Tom Butts. WHLT, 3404. Huntington, Indiana.

Live-wire salesman wanted! One who can sell . . . has plenty of good ideas . . . to take over good account list. Call WLOH . . . Princeton, W. Va. . . . Area code 304 . . . 425-2151 . . . for details.

Opportunity knocks! Salesman resigned to accept sales management position at smaller station. We were just at the brink of adding a third salesman—so here is the opportunity if you can sell, can become part of the community, can get along with the staff, and are ready for a first rate operation. We have a group hospital plan, and a pension plan. Staff doesn't have much turnover—two have been here 15 years. New man will have a protected account list already billing in excess of guarantee—but guarantee's there too. Management one of the nation's most active in broadcast circles. Our town is a quad city area of more than 35,000 located 75 miles from Chicago. Great place to live, great people—this may be your opportunity. Send photo and resume to Bill Dahlsten, General Manager, WLPO, LaSalle, Illinois.

CBS outlet needs aggressive salesman-announcer. Salary and commission. Call Pierce Lackey, WPAD, Paducah, Kentucky, 442-8231.

One application opens 600 station contacts. Dozens of jobs for qualified men. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis 17, Minnesota.

Announcers

Capable deejay newsman. Illinois adult music kilowatt. Fine opportunity for qualified announcer who can gather, write and deliver news in professional manner, present bright music shows. Excellent pay, many fringe benefits. Send tape, complete resume. Box H-138, BROADCASTING.

Midwest chain operation has several openings for 1st phone personalities and newsmen. Security and opportunity for advancement are both available. Send tape and resume to Box J-120, BROADCASTING.

Modern radio group seeks dj's and newsmen. Stations #1 in competitive midwest medium markets. Experience desired, but talented newcomers considered. Positions now open so send tape/resume today to Box J-124, BROADCASTING.

Classical music man with solid combo operate-announce commercial experience. Smooth delivery and voice, must be sophisticated in classical music programing. References and resume only. Box J-158, BROADCASTING.

Church-operated Florida station seeking announcer-salesman. Good-music, Gospel format. Box J-173, BROADCASTING.

Immediate opening for morning announcer with pleasant, mature voice and 1st class license. Good opportunity for man who can follow tight format on good music station located in major Michigan market. No rock and rollers or drifters. Rush tape and resume immediately, Box J-174, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Five-station radio-tv group seeking bright, fast-paced d-j. Send resume, tape, picture to Box J-175, BROADCASTING.

Seeking top-quality sports play-by-play man for radio-tv group in midwest. Must be bright and fast. Send resume, picture and tape to Box J-177, BROADCASTING.

Adult good music format station in Pennsylvania's Lehigh valley needs good staff announcer with first phone. No maintenance, strong on announcing. Box J-193, BROADCASTING.

Can you do a good job of play-by-play high school football, and basketball? Settled announcer with sports and general staff experience should apply to Box J-198, BROADCASTING.

Morning man to start July 22 . . . Must be able to wake up big audience with mature though humorous personality. Adult station with pop music format and full commercial load. Age 25-35. Send tape and complete resume including salary requirements. Part time sales to add income if desired. Your references will be checked thoroughly. Write Redd Gardner, G.M. KCRG, Cedar Rapids, Iowa.

First phone announcers, some engineering. WAMD, Aberdeen, Maryland.

Expanding southeastern group needs announcer-newsman, announcer-salesman, and announcer. Send photo, complete resume, tape first letter. Bill Murchison, WBCA Radio, Bay Minette, Ala.

Leading all-negro station looking for best dj's in the nation for 24-hour operation. Must be considered best in the field or no need to apply. Send letter and tape to Charlie Parish, WCLS, Box 887, Columbus, Georgia.

Well established negro operation looking for negro combination announcer-first class engineer. Apply letter and tape to Charlie Parish, WCLS, Box 887, Columbus, Georgia.

Immediate opening for announcer with first ticket at one of Maryland's great stations—WDMV, Pocomoke—fishing, hunting, ocean beach paradise! Send tape to Dick Newman at once!

Needed two announcers for our operation in Henderson, N. C. Present announcers going to our television tsation. Write Nathan Frank, WHNC, P.O.B. 1041, Henderson, N. C.

Mature, experienced announcer for permanent position that pays well. WICY, Malone, N. Y.

New major fulltimer needs combo announcer. First phone required. No maintenance. Send resume, photo, tape to WISZ, 2113 N. Charles St., Baltimore, Md.

Announcer, 1st phone—5,000 watt midwest independent has immediate opening. Emphasis on air work, little maintenance Run own board. Send tape, photo, references, complete resume, first letter, WMIX, Mt. Vernon, Illinois.

Country music dj . . . good opportunity in Atlanta market for mature announcer able to hard-sell, ad-lib commercials, entertain on c&w. Must have thorough background in all these phases. No drunks or floaters. Send tape & letter to Wm. B. Hill, radio station WTJH, East Point, Georgia.

Help Wanted—(Cont'd)

Announcers

It's a fact—First phone announcers earn more money. Secure your future with an FCC first class license. Five (5) weeks. Guarenteed. Free Placement for graduates of Radio Engineering Institute of Florida, Inc., 135 Pineapple Ave., P. O. B. 1058, Sarasota, Florida.

One application opens 600 station contacts. Dozens of jobs for qualified men. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis 17, Minnesota.

Technical

Proficient radio engineer for Southwest resort city. Box J-98, BROADCASTING.

Chief engineer for directional am in major midwest market, who knows all phases of maintenance. Prefer one who is good announcer, and can do some production. Box J-105, BROADCASTING.

Immediate opening 1st radio telephone engineer. Some board work. Ideal work conditions. 40-hour week. Good starting salary. Contact Norman Bauer, KSPT, Sandpoint, Idaho. Phone Congress 3-2179. Personal interview necessary.

Engineer-announcer wanted. No maintenance required. Must have good voice, and furnish references, photo, and audition tape, plus salary requirements for a 40 hour week. First letter to WTIK, Box 1571, Durham, North Carolina. All new broadcast equipment 5,000 watts power, located in new radio building. Excellent working conditions. Need immediately.

One application opens 600 station contacts. Dozens of jobs for qualified men. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis 17, Minnesota.

Production—Programing, Others

Sports director for radio-tv in big ten city. Accurate and authoritative play-by-play a must. Also experience in writing and aggressively covering local sports for daily radio and tv shows. Send resume, photo and football play-by-play tape to Box J-96, BROADCASTING.

Wanted: Live wire newsman not afraid to make contacts and work. Must be able to write as well as report news. Excellent salary and opportunity for advancement. Send full particulars 1st letter Box J-129, BROADCASTING.

News editor wanted for Ill. kilowatt metropolitan, strong in news coverage. Progressive, long established station with 3 professional newsmen. Salary excellent, merit raises. Give full details of experience and references in 1st letter to Box J-133. BROADCASTING.

If you deliver news in bright, authoritative style, send tape, resume and picture to midwest five-station radio-tv chain. Box J-176, BROADCASTING.

Top flight newsman wanted by top rated independent radio station. Two radio equipment—beepers etc. Heavy emphasis on local news. Excellent salary plus talent, paid vacation, retirement benefits etc. Opportunity for advancement with chain operation. Send full particulars and tape to P.D., WAMS, Wilmington, Delaware.

Situations Wanted—Management

Need a manager? Employed in Florida's largest market willing to learn and work diligently for small or medium market. Florida preferred but consideration of others. Box J-135, BROADCASTING.

I'd sooner radio. Mature, dependable broadcaster with Master's degree in tv seeks position of responsibility with solid, well-equipped am, network affiliate, medium market, pleasant climate. 6 years experience, 3 as P. D., New York state. Pleasant voice, authoritative delivery. Production-minded, detail conscious. Thorough knowledge of music. Station management my goal. 26, married. 1 child. Box H-268, BROADCASTING.

Situations Wanted—(Cont'd)

Management

General Manager. Sales background. First phone. 17 years broadcasting. Top references. Box J-163, BROADCASTING.

Professional broadcaster, white, with management experience. Available negro station management. Knowledgeable in negro market sales, research, motivation, agency contacts. Presently employed upper five market. Box J-186, BROADCASTING.

Award winning and Money-Making Manager/sales manager. Aggressive but not obnoxious. 15 years strong sales and community leadership. Cost conscious. Not looking for retirement berth, have one now—but challenge in medium or major market. Able to invest. Salary? Let's discuss it. Highest trade, community and personal references. Box J-188, BROADCASTING.

Working manager, former owner, experienced all phases, sales, programing, administration, "launching CP's." Small or medium market. Bob Brown, 701 Monroe, Ft. Atkinson, Wisconsin, JOrdan 3-6179.

Situation Wanted—Sales

Salesman—first license—minor announcing. Excellent references—progressive station anywhere. Box J-152, BROADCASTING.

Desire position with good future. 18 years in broadcasting, 4 years on sales. 42, family. Prefer west-southwest. Box J-179, BROADCASTING.

Creating a new humorous morning personality was tought, but I've been number one ever since. For good sized yearly income and you may take advantage of this creation. Box J-180, BROADCASTING.

Sales manager available soon for your market. Resume on request. Box J-200, BROADCASTING.

College graduate (business administration). Announcer-engineer, married, age 23, now employed but want in sales or management or combo-sales. With present 5 kw directional 2½ years. David Shaver, 54 Anderson Place, Morgantown, W. Va.

Veteran disc jockey (Cue) 10 years experience. Available now! 174 W. Pine, Mt. Airy, North Carolina.

Announcer with first phone, would like to relocate within 150 to 200 miles of Chicago. Box J-183, BROADCASTING.

Have top 40 disc-jockey ready for immediate employment. Young, extremely eager, and conscientious. Please contact me if interested. Charles F. Walker; Program Manager; Radio Station WKDA, Nashville, Tennessee.

Announcers

Boston Area. Announcer/dj with first phone seeks part-time work while attending college. Box J-19, BROADCASTING.

DJ—1 year middle of road experience. 22, single. Wants to swing. Box J-39, BROADCASTING.

Disc-Jockey—newsman—experienced—top 40 format—bright happy sound. Box J-102, BROADCASTING.

5 years experience—dj, announcer, morning man. Northeast, 31, family. Box J-114, BROADCASTING.

Staff announcer—radio or tv. Straight staff work. No personality Joe or deep voiced golden boy. Light friendly voice. Old fashioned type. No drifter. Box J-157, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer dj effective newscaster. Experienced, college grad., good voice. Willing to travel. Box J-160, BROADCASTING.

Experienced announcer/dj dependable, versatile, young single. Authoritative news, knows top 40 and middle of road. Prefer midwest but will consider all. Box J-161, BROADCASTING.

Allention midwest: DJ announcer, young, experienced. $90 per week. Modern bright sound. Prefer nighttime. Strong on news. Box J-162, BROADCASTING.

Night personality . . . 15 years experience . . . seeking major market all night show. . . . Good music format only. . . . Box J-165, BROADCASTING.

Wide awake morning man. Versatile, dependable. willing to follow directions. Box J-167, BROADCASTING.

Am a fish in a very large pond . . . doing & writing news, beeps, S.O.F., phone-shows. Am of the old school . . . mature, slower & deep, not this bright-bright-bright and robustly youthful sound. Any medium/large ponds like a new, grown-up fish. Also, my audition tape will be bad, lifeless. Hire me anyhow. You'll be glad you did. Box J-170, BROADCASTING.

Personality, jock, experienced. Authoritative newscaster. Not prima donna, or floater. Dependable. Box J-172, BROADCASTING.

8 years experience—1st phone, prefer southwest Ohio area. Personal interview. Box J-196, BROADCASTING.

Authentic authoritative announcer. Two years broadcasting, limited newspaper, sales, college. Box J-205, BROADCASTING.

Giant killer looking for a beanstalk. No. 1 April '63 Hooper rated night time jock in major market, beating the big one. I'm the magic harp which produces the golden goose (to your ratings) and brings in the big bag of gold. Contact Jack: Box J-208, BROADCASTING.

Swingin dj—news-production-ideas and programing. Want metro market. 7 years experience. Married. 2 children. For information call 503-382-4564.

Graduation class of twelve first phone-announcers experienced and non experienced available for all parts of U. S. Box 1058, Sarasota, Fla. 955-0320.

D.J./announcer, excellent on news. Graduate Midwestern Broadcasting School. Young, married, dependable. ambitious. Prefers midwest area. but will locate anywhere. tapes available. Bud Bartels, Route #1 Box 19, Eau Claire Michigan. Phone HO 1-5354.

Ex-program director, music director, announcer looking for position with stable facility. Good. rich versatile voice, college graduate, with excell of abilities. Desires to work in either Cleveland, Washington, D. C. or California areas. Send inquiries to Bob Arnold, 22 Manchester Pl. Silver Spring, Md.

First phone, some experience, age 19, available immediately. Box H-245, BROADCASTING.

Engineer, 1st phone. 13 years am-fm experience. Chief engineer 2½ years. Maintenance, construction. production, technician. Box J-87, BROADCASTING.

Chief engineer and announcer—wants to relocate. Preference country. 3 years experience in announcing, engineering and sales. Box J-128, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Engineer/Announcer wants more than just a job. Ably performs chief's duties, pulls good board shift, writes copy, supervise entire inside operation. Call Johnny Jay; Bakersfield, California FA 4-3615.

First phone engineer with experience, references. Relocate Michigan, Ohio, Indiana area. All replys answered, Rogoff, 641 E. 96th St., Brooklyn, N. Y.

Chief engineer available immediately. 20 years experience. AM fm directionals. Consulting type. First class stations only. Exchange reference. Box J-185, BROADCASTING.

SITUATIONS WANTED

Production—Programing, Others

Family man. 40, can do varied duties from pushing broom to administrative job. Tactful with people. P.D. music librarian, public service, sports—good references. Box J-155, BROADCASTING.

Is there an angel in or around angel town? Willing to gamble on a long shot? Left media but needs break to get back, experienced at p.d., music librarian, sports, operations, staffman, married, 40. Bondable and hungry. You can't do a good deed when you're dead—do it now! Box J-156, BROADCASTING.

Newsman wants position in southern or midwestern market. One year's experience including editorial writing. Have college degree. Box J-164, BROADCASTING.

News or program directors position . . . also do sports play-by-play. . . . Young, aggressive, family man . . . 10 years experience, finest references . . . small or medium market. Box J-178, BROADCASTING.

Wanted: Medium market, $600 monthly, and p.d. position. Well qualified! Box J-182, BROADCASTING.

Aggressive newsman seeking medium to large market with strong news operation. Experienced in gathering, writing, editing, and airing news plus sports, editorials, special events, interviews, public relations. College degree—radio-tv. Excellent references including present employer. Box J-190, BROADCASTING.

News—Top delivery, editing, copy, able, experienced and literate. Experienced panel and participation work. Larger market, northeast preferred. Box J-194, BROADCASTING.

Triangle alumnus. Top chain, plus major tv ad agency are best references. Seasoned announcer. Incomparable background all phases, including journalism. Pennsylvania's major markets desired. Call Gil Fryer, 814-OW 54395. For SOF & tape write P. O. B. 113, Hollidaysburg, Pennsylvania.

TELEVISION

Help Wanted—Managerial

Seeking general manager for tv and radio stations in midwest. Person perhaps sales manager now looking for general manager position. Production background helpful but not necessary. Excellent opportunity. Box J-195, BROADCASTING.

Opening August 1st for enterprising solid citizen who can sell and who has enough experience to manage full time 1,000-250 w Texas station serving market exclusively. Good salary commission and ultimately ownership participation if right man. Prefer someone now living in southwest. Wire or write Burton Bishop, 17 South 3rd St., Temple, Texas.

Help Wanted—Sales

Immediate opening for an experienced tv time salesman in a fast growing tv market. Network affiliated station. Salary plus commission. The right man can expect a five-figure gross income. Reply To: Harry C. Barfield, Station Mgr., WLEX-TV, Lexington, Ky.

TELEVISION

Announcers

Network affiliated station, southeastern market, has opening for tv announcer with good background as MC. Must also be proficient in news, weather, and editorial writing. Send resume, picture, references and tape. Box J-22, BROADCASTING.

Major eastern market network affiliate has opening for experienced radio-tv staff announcer. Good tv booth work a necessity. Send resume, photo, tape or film to Box J-201, BROADCASTING.

Technical

Qualified tv engineer trainee with first phone for Texas vhf. Box J-99, BROADCASTING.

Engineer of good character, best technical qualifications for south Texas vhf. Box J-101, BROADCASTING.

Top market station looking for negro personnel experienced in programing and engineering, both radio and television. College degree desired. 1st class license required for engineering. Box J-203, BROADCASTING.

Television transmitter operator, first phone license required. Send full details to KMVI-TV, Box 550, Wailuku, Hawaii.

Qualified studio engineer with Ampex VTR experience, Large new studios. Full power channel two. Phone collect Chief Engineer, Hobart Paine, 252-5611. KOOK-TV, Billings Montana.

Immediate opening for experienced tv director in Salt Lake market. Call or send resume, references to Lamar Smith, KUTV-TV.

TV director—will consider radio man who is strong on board. Send resume, and salary requirements to WSYE-TV, Box 314, Elmira, New York.

Experienced technicians for permanent positions beginning September. Apply now. Salary to $9,000. Send resume and references. Chief Engineer, WTTW, 1761 E. Museum Dr., Chicago 37, Illinois.

Production—Programing, Others

Top market station looking for negro personnel experienced in programing and engineering, both radio and television. College degree desired. 1st class license required for engineering. Box J-204, BROADCASTING.

Dedicated news director for midwest vhp located in state capitol . . . must be good administrator who can organize his staff and stringers into an efficient, hard hitting department. Public affairs documentaries, creative writer and top on-the-air performance necessities. If this is you, send resume, photo and audition tape to Box J-97, BROADCASTING.

Newsman. Radio and television, capable leg and airman with small market station experience, who can gather, write and air news; journalism education background preferred; married; veteran; stable and dependable with good references; salary commensurate with experience and ability. Write or phone W. P. Williamson, Sr., WKBN, Youngstown, Ohio, Sterling 2-1145.

TELEVISION

Situations Wanted—Management

General and/or sales manager. . . 10 years top tv management in medium or major market. . . Excellent record of organization, sales and profits. . . Box J-119, BROADCASTING.

15 years highly successful TV & radio sales experience, top network O&O stations major midwest markets. 10 years TV—all categories, 5 years radio. Excellent references. Relocate. Box J-154, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Opportunity . . . is what I am seeking. The opportunity to pit my skills and experience against the challenge of making more profit for your station. I am a young family man, have more than a decade of experience in every phase of station operation. Currently I am assistant sales manager in a major eastern station. But I want more challenge. What are the problems facing your station? Sales not rising as quickly as they should. . . . Not getting your share of local or national . . . rates not competitive? Let's talk. Box J-187, BROADCASTING.

Sales

Proven television sales record in local and regional. Other successful previous media background. Seek sales management or national opportunity. Box J-169, BROADCASTING.

Announcers

Television/radio experienced announcer. Let my tape do the talking. Box J-171, BROADCASTING.

Experienced announcer all types television air work plus radio. Currently top personality in small market. Earned $8,700 last year, but have reached peak. Will consider initial cut for right potential. Box J-191, BROADCASTING.

Currently employed versatile, creative television announcer. Top voice quality. Four years experience. If you have a job with a future, check my qualifications. Box J-192, BROADCASTING.

TV newscaster. Twelve years radio and television experience. Mature, reliable. Box J-209, BROADCASTING.

Announcer—5 years experience, booth, camera. Dependable, versatile. Prefer northeast. Bill Gallagher, 4096 Garland Drive, Jackson, Michigan. 517-787-2498.

Triangle alumnus. Top chain, plus major tv ad agency are best references. Seasoned announcer. Incomparable background all phases, including journalism. Pennsylvania's major markets desired. Call Gil Fryer, 814-OW 54395. For SOF & tape write P. O. B. 113, Hollidaysburg, Pennsylvania.

Technical

Transmitter engineer desires job—8 years experience in radio—5 years in tv. Box J-159, BROADCASTING.

First phone, available immediately. TV radio experience. Willing to relocate. Box J-199 BROADCASTING.

First phone, excellent engineering background. Need experience at TV level, hence wages are not big item. Age 35, will relocate. Dave Davis 26 Central Ave., Shelby, Ohio.

Production—Programing, Others

Director producer-writer, 7 years experience looking for progressive station. Available July 1st. Box H-129, BROADCASTING.

Award-winning news director, editor, reporter, writer, announcer. Nine years radio, television, newspaper. Local, regional, major-metropolitan. Special events, documentaries. Formerly Time-Life Broadcast and WNAX-KVTV. College, family, 25. Desire solid radio or tv permanence. Among quality references, current employer will explain pending lay-off. Tom Houghton (Edwards), WPBC, Minneapolis. Phone 612-789-4356.

WANTED TO BUY

Equipment

Wanted: 150 foot tower console, microphones and other related equipment. Building new station, Box H-149, BROADCASTING.

WANTED TO BUY—(Cont'd)

Equipment

Want to buy W. E. 506-B-2 fm transmitter for spare parts, in particular the three tubular tuning assemblies in D-153823 power amplifier unit. J-20, BROADCASTING.

Wanted used microwave towers to support two 10 foot parabolic antennas. 150 foot self-supporting, 200 and 300 foot guyed models. Box J-103, BROADCASTING.

Wanted: Mobile trailer about 15 to 18 foot for remotes . . . should be in good condition . . . for Michigan. Box J-181, BROADCASTING.

Wanted—all microwave equipment needed for local remotes, vidicon camera chain, two RCA-TP-16 projectors. Send age, condition, price and photographs if possible Box J-189, BROADCASTING.

Raytheon or RCA microwave STL wanted immediately. Box J-202. BROADCASTING or call EN 2-5680, N.Y.C.

Wanted to buy: Used Gates "yard" console, or equivalent make, in good operating condition, no modifications, also, used consolette. Chief engineer, KDIA, 327 22nd St., Oakland, Calif.

Wanted: Used Western Electric 1126 C limiter or used Progar limiter. State price and condition. WLBK, DeKalb, Ill.

Non-profit, non-commercial Michigan State University student radio station desires used tape cartridge units now, or in near future, send information to Tom Moller, 453 Los Felize Dr. Santa Barbara, Calif.

For Sale

Equipment

Federal 3 kw transmitter fm model 192-A. $1500 cash. Will demonstrate operation. Bob Adams, KUTE, 217 W. Broadway, Glendale 4, Calif.

Schafer Spotter with memory unit. Records 200 commercials and selects next scheduled spot at random. First quality equipment, tape deck is by Ampex—finest made. Remote control unit permits announcer to by-pass memory unit and select any of the 200 commercials. Perfect alone, or as first step to automation. Make an offer. Bill Dahlsten, WLPO, LaSalle, Ill.

2 DUMONT TV camera chains—TA 124A complete with viewfinders, cable, etc. Consider all offers. Station Manager, Box 7158, Austin 12, Tex.

Used UHF 1 kw RCA Transmitter excellent condition, immediate delivery, a bargain. WCET, 2222 Chickasaw Street, Cincinnati 19, Ohio.

Five kilowatt RCA transmitter, now tuned to 1250 kc. Model 5-C water cooled WRYT, Inc., Pittsburgh 30, Pa.

Xmission Line; Teflon insulated, 1⅝" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for $40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Will trade Magnecord PT6A Transport and case for PT6V record playback amplifier or sell for $135.00 KVTV, Sioux City, Iowa.

Business Opportunities

Syndicator salesmen calling on radio, tv stations. Sales representation in exclusive territories available. Excellent commissions, including renewals. Box J-130, BROADCASTING.

Miscellaneous

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Jockey Joker is a new series of one line gags for deejays. This publication will be habit forming. First issue $2.50. Show-Biz Comedy Service (Dept BJ) 65 Parkway Court, Brooklyn 35, New York.

Sportscasting—Significant book of principles essential to play-by-play and sports news reporting. Clothbound. $5.00 SPORTSCASTERS, 1361 Maple Dr., Logan, Utah.

Radio Stations: Tell the importance of radio with your own monthly Newsletter. Personalized with your call letters. A great local promotion, low as $39.50 monthly. Write: Radio Reports Newsletter, 1186 Arlington Lane, San Jose 29, Calif.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave., Hollywood 27, California.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

San Francisco's Chris Borden School teaches you what you want: 1st phone and "modern" sound. Jobs a plenty. Free placement. Illustrated brochure. 259 Geary Street.

Save time! Save money! You get an FCC first class license in just five (5) weeks with R. E. I. training in beautiful Sarasota. Affiliated with modern, commercial station. Free placement. Radio Engineering Institute of Florida, Inc., 135 Pineapple Ave., P. O. B. 1058, Sarasota, Florida.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting July 10, October 9. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

INSTRUCTIONS—(Cont'd)

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering the proven Grantham first class license course in a special accelerated schedule. Taught by a top notch instructor, this class is "success tested" for the man who must get his first phone in a hurry. The next starting date for this acceleratetd class is September 9th. For free brochure write: Dept. 3-B, Grantham School of Electronics, 1505 N. Western Ave., Los Angeles 27, California.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5 kw station. One price includes everything, even room and board. Can be financed. American Academy of Electronics, WLIQ, Sheraton Battle House, Mobile, Alabama.

FCC license in six weeks. Total cost $285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-0529.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

DISPLAY

Situations Wanted—Management

FORMER AM STATION OWNER
READY FOR NEW CHALLENGE!
RED OR BLACK INK . . . FULLTIME OR DAYTIME . . . WHATEVER YOUR STATION LET'S TALK. MIDWEST PREFERRED . . . FINANCIALLY QUALIFIED. YOUR REPLY KEPT IN CONFIDENCE.
BOX J—166, BROADCASTING.

Announcers

SPORTSCASTER

15 YRS., NOW FREELANCE N.Y. AVAILABLE COLLEGE FOOTBALL. BASKETBALL; BASEBALL '64. RADIO-TV OP. GOOD MARKET. INT. OWN EXPENSE. AIRCHECK. TOP REFS. MIN. $200 WK.

Box J-153, BROADCASTING.

TELEVISION

Situations Wanted—Management

AT HOME on Madison Avenue, Michigan Blvd., Montgomery Street and Wilshire Blvd. Five years VP National TV Rep. firm. Five years national Sales Manager, General Manager, Major Market NBC-TV station. Eight years Major motion picture studio executive. Ran 50,000 watt AM station. Sales Director transcription company and allied assigned. Thorough knowledge all station functions including programing, news, union negotiations, merchandising, public service and sales.

BOX J-207, BROADCASTING.

WANTED TO BUY

Stations

OWNERSHIP OR ACTIVE CONTROL

Station within 100 miles New York City. Financially responsible broadcasters seek to acquire another property. Small or large, am or fm, winner or loser, all considered. Confidence assured

BOX J-184, BROADCASTING.

Business Opportunity

UNIQUE
BROADCAST FRANCHISE
OPPORTUNITY

For the first time in the history of the broadcasting industry, a franchise offer is being made in one of the most basic and vital facets of the business—never before opened to outsiders. The franchiser is one of the best known companies in our field; the name will be instantly recognizable to you. Qualified franchisees will have an immediate assured income following a most modest investment, and the cherished opportunity to be in business for themselves. Applicants must be responsible members of their communities and broadcast professional, heavy in sales background. Only 13 men in the nation will qualify—one each in the following major markets: Boston, Minneapolis, Dallas, Memphis, San Francisco, Seattle, Pittsburgh, Atlanta, St. Louis, Denver, Houston, Richmond, Kansas City. Reply today; this is the opportunity of a lifetime.

Box H-81, BROADCASTING

For Sale

Stations

Mid-West Major Regional Priced $600,000—Fla. medium 5 Kw. $150,000 with $17,500 down—Oregon single regional $87,500—New Mexico medium regional $87,500—Washington metro regional $115,000—Ark. medium regional $150,000—Texas single regional money-maker $115,000. Many others!

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS

MID-WESTERN
DAYTIME STATION

Ideal for owner-operator. New building, equipment, towers and own considerable acreage, also, which could be sold off as building lots, if desired. A steal if you're capable of cash, or will consider terms to a financially stable individual or firm. Reply to BOX J-206, BROADCASTING.

For Sale—(Cont'd)

Stations

GUNZENDORFER

ARIZONA—$20,000 down for FULLTIMER with real estate asking $89,500. "A *GUNZENDORFER Exclusive*."

WASHINGTON—FULLTIMER asking $55,000. With $15,000 down. "Easy payout." "A *GUNZENDORFER Exclusive*."

CALIFORNIA—DAYTIMER Good Mkt. Requires $52,200 down. *Exclusive*

TV—West Mkt, Asking $115,500. Down $60,000.

WILT GUNZENDORFER
AND ASSOCIATES

Licensed Brokers Phone OL 2-8800
864 So. Robertson, Los Angeles 35, Calif.

NORTHEAST

Profitable daytimer grossing over $85,000 under absentee management. Can be improved greatly with owner-operator. Price $100,000 cash or $125,000 with good terms.

BOX J-109, BROADCASTING

MOUNTAIN STATE

5 kw low dial fulltimer, 1962 gross over $130,000. $21,000 down will handle. Balance on easy terms. Golden opportunity for owner-operator.

Box J-138, BROADCASTING

MAJOR MIDWEST MARKETS

Daytimer with low dial position and fixed sign on. Good earnings; Excellent potential. $225,000 down with long terms on balance.

Box J-151, BROADCASTING

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

STATIONS FOR SALE

Daytime station serving market of 150,000. Non-radio owners anxious to sell. Priced at $78,500. Down payment and terms to be agreed upon.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

N. E.	small	fulltime	$100M	29%
Ala.	single	daytime	75M	terms
S. E.	small	profitable	90M	cash
Tenn.	single	daytime	48M	terms
S. E.	small	local	23M	SOLD
Mass.	medium	regional	185M	29%
Pa.	suburb	daytime	120M	terms

And others.

C H A P M A N   C O M P A N Y
2045 Peachtree Rd. N.E., Atlanta 9, Ga.

Continued from page 73

applicant for new AM in Hastings, Neb., for leave to amend application with respect to financial showing. Action June 27.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of July 9

WTAO Cambridge, Mass.—Granted renewal of license, including alternate main.

K71BD, K77BE, K83AS Lakeport, Calif.—Granted licenses for UHF TV translator stations.

KENS-TV San Antonio, Tex.—Granted CP to change aux. trans. and ant. location, type ant., ERP to 8.8 kw vis. and 4.4 kw aur., and ant. height to 290 feet (aux. trans. and ant.).

KREM-TV Spokane, Wash.—Granted CP to replace expired permit to make changes.

WPTZ(TV) North Pole, N. Y.—Granted extension of completion date to Sept. 1.

■ Granted licenses for following VHF TV translator stations: K06CW, Intermountain Television Ltd., Fall River Mills and Adin; K13FJ, Central California Communications Corp., San Ardo; K08EE, K10EQ, K12DV, Potter Valley Television Association, Potter Valley; K12DU, Standard Radio & Television Co., Saratoga-Los Gatos, all California; K03BS, Bill Hoover, McAlester, Okla.; W05AC, Skyway Broadcasting Co., Tryon, N. C., and Landrum, S. C.; W06AC, W10AC, W12AF, Claremont Television Inc., Claremont, N. H.; K06CN, Pinos Altos TV Association, Silver City and surrounding area; K11FT, Rodeo Television Association, Rodeo; K09DZ, Mora Questa Translator Co-op, Mora; K07FH, Mimbres TV Association, San Lorenzo; K06DG, Community TV Association Co-op, Red River; K10CG, Aztec Non-Profit TV Association Inc., Aztec and Cedar Hill; K09FR, K11CD, Zuni Tribe TV, Zuni Pueblo; K11FD, Cliff-Gila TV Club, Cliff-Gila, all New Mexico; K07EV, St. Johns TV Committee, St. Johns; K07DX, York-Sheldon Television Association, York-Sheldon; K02BX, R.V.T.V. Repeater Association, Round Valley; K10EO, Kayenta TV Association, Northern Chinle Valley and Kayenta; K04AI, K06AE, K07AP, Prescott TV Booster Club, Prescott, all Arizona.

Actions of July 8

W77AB, W80AE, W83AD Athol, Mass.—Granted licenses for UHF TV translator stations.

K78AW, K82AN Carroll, Iowa—Granted licenses covering changes in UHF TV translator stations.

K77BC Porterville, Calif.—Granted mod. of license to increase ant. height to 29 feet for UHF TV translator station.

KICU-TV Visalia, Calif.—Granted CP to change ERP to 441 kw (DA) vis. and 153 kw (DA) aur.; ant. height to 840 feet; change type trans. and type ant., and make changes in ant. system; condition.

K70CF, K74BF, K78AT Canadian, Higgins and Lipscomb, all Texas—Granted CP's to include Arnett, Okla. in principal community, change trans. location to Canadian, Tex., and make changes in ant. system for UHF TV translator stations.

K09EC Ferry, Wash.—Granted mod. of CP to change primary TV station to KXLY-TV (ch. 4) Spokane, Wash., for VHF TV translator station.

■ Granted licenses for following VHF TV translator stations: K13EX, Bridgeport Public Utility District, Bridgeport, Calif., and specify trans. location as 2½ miles southwest of Bridgeport; K08BT, City of Manitou Springs, Manitou Springs, Colo., and change primary station call to KOAA-TV; K10CV, K03AT, Pahranagat Valley TV District, rural South Pahranagat Valley and Alamo; K06CO, K10EE, Moapa Valley TV Maintenance District, Overton and Moapa; K02CI, K03BI, K07CM, K11CN, Lincoln County Television District No. 1, Pioche, Ursine, Panaca and Caliente; K06BL, K10CO, Pioneer Television Association, Indian Springs; K12DN, Beatty Television Maintenance District, County of Nye, Beatty; K10EI, Hurschel C. McKenzie, Mercury; K07DV, K07DU, K09DW, K09EA, K11ED, K11EE, White Pine Television District No. 1, Ruth, Canyon area of Ely and Ely, all Nevada, and specify type trans. and transmitting ant.; W02AB, Community TV Service, Williamsburg, Ky., and specify type trans.; W08AG, W05AB, WIIC Inc., Uniontown and Washington, Pa.; K04AT, St. Francis Chamber of Commerce, St. Francis, Kan.; K08ED, Topeka Broadcasting Association Inc., Marysville, Kan.; K08DH, K06CG, Clifton Chamber of Commerce, Clifton, Kan.; W08AD, W10AB, Tri City Improvement Corp., Bessemer, Ramsey and Wakefield, all

Michigan; W07AE, WDEF Broadcasting Co., Lookout Mountain, Tenn. and Fairyland, Ga.; W13AH, Homestead Television Translators Inc., Midland and Lonaconing, both Maryland; W09AC, W11AF, W13AE, Barton Television Translators Inc., Barton, Md.; W13AD, Flintstone Community Television Inc., Flintstone, Md.; W11AB, W13AC, Morgan County Television Translators Inc., Berkeley Springs, W. Va.

Actions of July 5

KAYE Puyallup, Wash.—Granted renewal of license including alternate main and aux.

■ Granted renewal of licenses for following VHF TV translator stations: K04AH, K06AT, K11BP, K13BO, Antenna Booster Association, Story, Sheridan and Fort MacKenzie, all Wyoming; K09EH, K11EO, Baker Electric Cooperative Inc., Cando, N. D.; K08AG, Buffalo T.V. Association, Buffalo; K06AZ, K11BZ, Cody TV Club, Cody, both Wyoming; K10AG, Hettinger TV Association, Hettinger, N. D.; K13AI, Hulett TV Club, Hulett; K04AA, Lovell Byron Cowley TV, Lovell; K10BC, K13BK, Tongue River Translator Association, Acme; K07AC, K09AD, Newcastle TV Association Inc., Newcastle, all Wyoming.

■ Granted renewal of licenses for following UHF TV translator stations: K70AK, Saratoga Television Co., Saratoga; K70AX, Town of Pinedale, Pinedale; K74AF, K82AE, K78AB, Translator T.V. Broadcasting Cooperative Inc., Rock Springs, all Wyoming.

K83AU Spencer, Iowa—Granted license for UHF TV translator station.

KBLA Burbank, Calif.—Granted CP to install aux. trans. at main trans. location.

K11EI Ferry, Wash.—Granted mod. of CP to change primary TV station to KREM-TV (ch. 2) Spokane, Wash., for VHF TV translator station.

K04CS, K09FK, K09FL Panaca, Ursine and Caliente, all Nevada—Granted extension of completion dates to Jan. 5, 1964, for VHF TV translator stations.

■ Granted licenses for following VHF TV translator stations: K02BD, K13CE, Verdigre TV Booster Committee, Verdigre, and specify type trans.; K02AQ, K13BY, Plainview TV Booster Committee, Plainview, and specify type trans.; K04CN, McCook Chamber of Commerce, McCook; K02CF, K08DR, City of Burwell, Burwell; K09FH, City of Ainsworth, Ainsworth; K12DD, Chadron TV Improvement Association, Chadron, and specify type trans.; K13FE, Junior Chamber of Commerce, Neligh; K13EB, City of Bassett, Bassett, all Nebraska; K02DF, K08EF, Chamber of Commerce, Grafton, N. D., and specify name as Grafton Chamber of Commerce; K02CW, K13EY, City of Creighton, Creighton, Neb.; K04CW, Cowles Magazines & Broadcasting Inc., Marshalltown, Iowa; K07EI, Hettinger TV Association, Hettinger; K02DD, WDAY Inc., Jamestown; K04CK, Beach Booster Club, Beach; K07BJ, K11BE, Bowman T.V. Booster Inc., Bowman, all North Dakota; K06CP, K11ES, Dell Valley TV Association, Dell City, Tex.; K09EG, Mott TV Booster Club, Mott, N. D.; K07EZ, K09EZ, Beulah Chamber of Commerce, Beulah, N. D.; K11FN, High Point TV Association, Rural area southwest of Fort Davis, Tex.; K06DF, Texas State Network Inc., Pampa, Tex.; K11FO, Presidio TV Co., Shafter, Tex.; K08BW, Saddle Butte TV Association, Trail City, Glencross and Timber Lake, all South Dakota; K11EJ, K13EC, El Paso Natural Gas Co., El Paso Natural Gas Co. Terrell Plant, Tex.; K07FG, K09FG, Lemmon TV Association Inc., Lemmon, and specify type trans.; K07FJ, KSOO-TV Inc., Sioux Falls; K12DF, K10DU, Deadwood TV Club, Deadwood, and specify type trans.; K12CY, Martin TV Club, Martin, all South Dakota; K11AE, K13CU, Newcastle TV Association Inc., New Castle; K07CR, Seminoe Kortes TV Association, Seminoe and Kortes Dam Camps; K05AI, Ranchester TV Association. Ranchester, and specify type trans.; K02CP, K09EX, K11AI, Moorcroft Community TV Inc., Moorcroft; K08AJ, K13AS, Lusk TV Club, Lusk; K12AR, Lander Valley TV Association, Lander Valley; K06BR, K08CP, K11ER, K12CM, K13EI, Elk Mountain TV Co., Encampment, Saratoga and rural area and Elk Mountain rural area, all Wyoming, and specify type trans. for K08CP, K11ER, K12CM, K13EI; K09CS, K11CX, K13CV, Beaver Lions Club Television Committee, North Creek area, Adamsville, and Beaver, both Utah; K09EU, K11FA, K13ET, Millard County, Oak City, Leamington and Lynndyl, all Utah; K03AO, K06BI, City of Manitou Springs, Manitou Springs, Colo.

■ Granted CP's to replace expired permits for following new VHF TV translator stations: K08CO, South Platte Valley T.V. Association, Julesburg, Colo.; K05BE, Ramsey Mountain Television Association, Lemhi, Baker and Lemhi Valley, all Idaho; K03AY, Ridgway T.V. Association, Ridgway, Colo.; K03BD, Baca TV Co., Two Buttes Resort, Springfield and Elder, both Colorado; K03BP, Springer Community TV Club, Springer, N. M.

Actions of July 3

WNBC New York—Granted licenses covering increase in power, installation of new aux. trans., change to non-DA and change in ant.-trans. location; redescribe trans. location (aux.); conditions; change in ant.-trans. location, change to non-DA, changes in ant. and ground system, installation of new trans. and specify type trans. (main); conditions.

■ Granted licenses for following VHF TV translator stations: K03AN, K07CJ, Daggett County T.V. Department, Dutch John, Manila and Green Lake; K08DP, K10EB, K12DH, Millard County, Scipio and Holden; K09FM, K11FP, K13FF, Manti City Corp., Manti and Ephraim; K02CL, K04CH, K06CQ, K08CE, K10CK, K12CD, Iron County, Modena and Beryl Junction, Kanarraville and New Harmony; K02BU, K04BR, K05BK, Green River Community TV Inc., Green River; K04BL, Escalante TV Association, Escalante, all Utah; K05BY, Gillette TV Association, Gillette, Wyo.; K03BF, K05BU, K07ED, Enterprise T.V. Association, Enterprise; K11DO, K13DI, Emery Town, Emery; K08CF, K10CL, K12CE, Carbon County, Scofield; K03BC, K06CC, K09BO, K11BW, K13BX, Antimony Town Inc., Antimony, all Utah, and specify type trans. for K11BW and K13BX.

■ Following TV stations were granted extensions of completion dates as shown: KMSO-TV (main trans. and ant.) Missoula, Mont., to Jan. 3, 1964; WGAN-TV (aux. trans.) Portland, Me., to Sept. 5.

WTUP Tupelo, Miss.—Granted CP to replace expired permit to install alternate main trans.

Actions of July 2

K70CU, K73BE, K76BN, all Logan, Utah—Granted licenses for UHF TV translator stations.

KPTV(TV) Portland, Ore.—Granted CP to change trans. location, type ant., ant. height to 1750 feet, and make changes in ant. structure and equipment (main trans. and ant.); condition.

KGW-TV Portland, Ore.—Granted CP to change aur. ERP to 158 kw, type trans., ant. height to 1770 feet, and make changes in ant. structure and equipment, install new ant. system approximately 90 feet from original site, and redescribe trans. location; condition.

WZRH Zephyrhills, Fla.—Granted extension of authority to operate sign-off at 8 p.m. for period ending July 31.

■ Granted licenses for following VHF TV translator stations: K03AS, K06BQ, K07CQ, K08CL, K08CM, K10CU, K10CT, K12CJ, K12CT, Sevier County, Richfield, Elsinore, Sevier, Koosharem, Sigurd and Salina; K10BS, Thompson TV Association, Thompson; K07CY, K09CY, K11DF, Uintah County, Redwash and Bonanza and Vernal; K13EF, Weber County School District, Huntsville; K02BN, K05AU, K05BB, Panguitch Lions Club, Panguitch; K13EK, K05BH, Piute County, Circleville and Marysvale; K04BC, K05AT, Minersville Television Committee, Minersville; K08CC, K10CH, K12CC, Mount Pleasant City, Mount Pleasant; K08DI, K10DT, K12DK, Ogden Valley T.V. Repeater Association, Huntsville, Liberty and Eden, all Utah, and specify type trans.

Actions of June 27

K07AZ Hoven, S. D.—Granted license covering operation of VHF TV translator station on channel 7, Hoven.

K08CN Ephrata, Soap Lake, Moses Lake and Larson Air Force Base, all Washington—Granted license for VHF TV translator station.

WJDX-FM Jackson, Miss.—Granted CP to install old aux. trans. as main trans. and increase ERP to 77 kw.

WGEM-FM Quincy, Ill.—Granted CP to increase ERP to 27.5 kw and install new trans. and ant.

WSPA-TV Spartanburg, S. C.—Granted extension of time to construct on Hogback Mountain to Dec. 27.

■ Granted licenses covering changes for VHF TV translator stations: K05AJ, K13BH, Hct Springs TV Club, Hot Springs, S. D.; W12AD, Alex Radio & TV, Monticello, Ky.; K11FL, Buena Vista Television Inc., Buena Vista, Salida and Poncha Springs, all Colorado; K09AM, K11AK, K13AK, Wasatch County Commissioners, Heber, Utah; K07AL, K13AC, Fort Benton TV Club, Fort Benton, Mont.; K06DE, Rex M. Shirts, Hailey, Idaho; K09CW, Midnight Sun Broadcasters Inc., Usibelli and Suntranna and Healy, all Alaska.

■ Granted licenses covering changes for UHF TV translator stations: K71AQ, K79AK, Citizens T. V. Inc., Milton-Freewater, Ore.; K73AX, San Luis Valley Television Inc., Romeo, LaJara, Manassa, Antonito and Alamosa, all Colorado; W77AA, Richard E. Abraham, Iron Mountain, Mich.; K77AY, Valley T.V. Club Inc., Nashua, Mont.

Action of June 26

K72BM Olympia, Wash.—Granted license for UHF TV translator station.

Fines

■ By memorandum opinion and order, commission granted application by Paul A. Stewart Enterprises Inc. insofar as reducing from $500 to $50 forfeiture ordered by commission on May 1 for unauthorized assignment of license of WRVB-FM Madison, Wis. Comrs. Bartley and Ford abstained from voting; Comr. Cox not participating. Action July 3.

■ By memorandum opinion and order, commission affirmed April 10 action in holding Camellia Broadcasting Inc. and Radio Lafayette Inc. liable to forfeitures of $1,000 and $250, respectively, for violating sponsorship identification rules in connection with "teaser" announcements over Lafayette, La., stations KLFY-TV and KPEL, respectively. Comr. Cox not participating. (Third Lafayette station—General Communications Inc.'s KXKW, paid $250 forfeiture after receiving like April 10 liability notice.) Action July 3.

License revocation

■ By memorandum opinion and order, commission revoked license of Eugene and David P. Slatkin, d/b as Mountain View Broadcasting Co., for WBMT Black Mountain, N. C. (1350 kw, 500 w-D), and deleted call letters; revocation not to become effective until Aug. 25 in order to provide licensee opportunity to wind up affairs. Action June 26.

■ Commission, upon reconsideration and on its own motion, amended its June 26 memorandum opinion and order which revoked license of Eugene and David P. Slatkin, d/b as Mountain View Broadcasting Co., for WBMT Black Mountain, N. C., so as to extend effectiveness of revocation order from Aug. 25 to Sept. 1 in order to provide licensee with opportunity to wind up its affairs. Comr. Cox not participating. Action July 3.

Rulemakings

FINALIZED

■ By report and order, commission finalized rulemaking in Doc. 14992 and reserved channel *17 (now commercial) for noncommercial educational use in Minneapolis-St. Paul. Twin City Area Educational Television Corp., which presently operates *KCTA-TV on channel *2, cited plans of several educational institutions, boards, and public and private school systems as evidence of growing potential and need for second educational TV facility in area. Channel 23 is still open for commercial operation in Twin Cities. Action July 10.

■ By report and order, commission finalized rulemaking in Doc. 14981 and added 1 VHF and 4 UHF channels for educational use in Pennsylvania, as petitioned for by state's Educational Network Study on behalf of Department of Public Instruction. It reserved channel *39 (now commercial) in Allentown and assigned educational channels *36 to Altoona, *3 to Clearfield, *65 to Harrisburg, and *68 to Scranton. Necessitated substituting commercial channel 71 for channel 65 in Shamokin. Required concurrence of assignments was obtained from Canadian authorities. Comrs. Ford and Cox dissented. Action July 3.

PETITION FOR RULEMAKING FILED

■ ***WXGA-TV** Waycross, Ga.—Requests amendment of rules to reserve channel 8, Waycross, for educational use. Received June 28.

OUR RESPECTS to Homer Logan Lane

A vacation visit turned into a career

A father's advice and a next door neighbor's talk about his job led Homer Lane, vice president and general manager of KOOL Radio & Television Inc., Phoenix, Ariz., into broadcasting.

The father's advice: If you want to be a success in life, you must enjoy your work.

The neighbor's job: CBS pageboy.

Homer Logan Lane was then 19 years old (he was born June 21, 1923, in Brooklyn), fresh out of Brooklyn Technical High School (he was graduated in January 1942) and working for $60 a week in a machine shop.

He hated his job. So, following his father's advice, he quit. His neighbor's stories about his CBS job and the type of people he met on it, led Mr. Lane to decide he too would be a CBS page.

Pay Cut ▪ When he journeyed into Manhattan to apply for the job, however, he ended up at Rockefeller Center instead of on Madison Avenue. But he walked out of Radio City that afternoon in the uniform of an NBC page. His salary: $14 a week.

Mr. Lane's fledgling radio career was interrupted in December 1942 when he entered the Army. While in the service, he met Doris Lanoue of Marshall, Minn. They were married on Dec. 5, 1943. He was honorably discharged in July 1944.

Upon his return to civilian life, Mr. Lane knew 485 Madison Avenue from 30 Rockefeller Plaza. He went to work at CBS as assistant to the supervisor of network operations.

In May 1946, Mr. Lane's network career came to an end as the big city boy and his family headed to the Midwest and his wife's hometown. For the next five years he was program director at KMHL Marshall.

Vacation Move ▪ In the spring of 1951, Mr. Lane took his family on a vacation trip to Phoenix. One day, out of professional curiosity, he visited the city's radio stations. When he returned to his hotel that afternoon, he asked his wife how she liked Phoenix. She replied that she liked it.

"That's good," he said. "We're moving here next month."

So in April 1951, Mrs. Lane again left her home town and Mr. Lane became a salesman-announcer for KOOL.

And, though he has risen through the ranks from his first position to his present status of vice president and general manager of KOOL Radio-Television Inc., Mr. Lane is still carrying on his love affair with the microphone.

"There's still enough ham in me," he says, "that I can't stay completely away."

Besides the editorials that he delivers every night, Mr. Lane is well known for his description of the first atomic explosion in the U. S. to be witnessed by newsmen (CBS sent tapes of it to high schools and colleges), his coverage of the Phoenix Open Golf Tournament and his election night reports.

Mr. Lane's climb to vice president and general manager of the KOOL stations followed a steady path. He became program director of KOOL in 1952; station manager in 1953; assistant manager of KOOL-AM-TV in 1956; vice president in 1958, and general manager of KOOL-AM-TV in 1961.

In 1953, while program director of the radio station, he established the *Know Your Candidate* series. Every election year since, between the primary and general elections, the candidates of the major political parties appear on both radio and television to give the citizens of Phoenix and the rest of Arizona a chance to really get to know their candidates for elective office.

Two Needed Steps ▪ Mr. Lane thinks there are two important steps which must be taken for broadcasting "to realize its full potential as an instrument for making representative self-government more efficient and more workable." They are repeal of Section 315 of the Communications Act (the equal-time law) and abolishment of Canon 35 (an American Bar Association canon which calls for the banning of all microphones and cameras from court trials).

Mr. Lane calls these two rules "roadblocks to the free flow of information between the governed and the governing" and in his opinion they "must be removed." He contends that there "is no legitimate reason why the electronic press should be any more restricted than the printed press in covering the news, whether it be political campaign, congressional hearing or debate, city council meeting or courtroom trial."

Mr. Lane

"History has proven," he concludes, "that freedom dies when the people's right to know is denied or restricted."

Mr. Lane and KOOL Radio-Television Inc. (whose majority owner is Gene Autry) have great faith in the radio medium and foresee a bright future for it. They are currently showing, in a material way, their optimism about radio's future by building new offices and studios for KOOL-AM-FM in Phoenix's Thomas Mall Shopping Center. Television isn't being neglected, either, as KOOL-TV facilities are being expanded with the purchase of an additional building.

(Mr. Autry's other broadcast interests are the Golden West Broadcasters —KMPC Los Angeles; KSFO San Francisco; KEX-AM-FM Portland, Ore.; KVI Seattle—and KOLD-AM-TV Tucson, Ariz. He owns a majority interest in all except KOLD-AM-TV.)

In 1960, Mr. Lane's name was sent to President Eisenhower as a potential member of the Federal Communications Commission. The San Francisco Radio Broadcasters Association made the recommendation and followed it up with an endorsement backed by a formal resolution. The association's 13 member stations resolved, in part, that "Mr. Lane has had broad experience with small stations and large networks; Mr. Lane has made contributions as a civic as well as an industry leader; and the association believes that Mr. Lane is well qualified to be a federal communications commissioner. . . ."

A resume of his civic and industry activities includes participation in over a dozen civic groups and almost as many broadcaster organizations, including his post as vice president of the Arizona Broadcasters Association.

Mr. Lane's first love, after his family (Mrs. Lane; daughter Barbara [Mrs. Warren Cays of Los Angeles]; Steven Homer, 16; Mary Alice, 12; and Thomas Harvey, 11) and his job, is flying his Cessna airplane, which he uses for both business and pleasure trips.

Social organizations of which he is a member include the Arizona Country Club, the Aircraft Owners and Pilots Association and the National Pilots Association.

Hot line

THE internationally broadcast CBS-TV *Town Meeting of the World* made two bits of history last week. It was the first use of a satellite relay for a meaningful discussion program featuring international leaders. It was the first instance of satellite censorship by a government that objected in advance to what it feared would be said.

Both bits of history will be repeated.

As a technical exercise, the broadcast firmly established the utility of international transmission. Pictures and sound originating in New York, Denver, London, Brussels and Bonn were mixed as deftly as if they had all come from a single studio. In content the broadcast showed how great is the promise of live discussion between nations and continents. The naturalness and ease of the exchanges among the four world figures—Dwight Eisenhower, Anthony Eden, Jean Monnet and Heinrich von Brentano—were impressive. Although no new solutions to the vexing problems of international relations were offered, the problems were illuminated and the need for settling them underscored by the comments and the attitudes of the participants.

It was an open discussion of a kind that precipitates further discussion among those who witness it. As such, of course, it was destined to be rejected by those who favor thought control. That France of all countries would elect to deny the use of its facilities was an indication of the extent to which that nation has turned its back upon the principles of free discussion that made it the haven of those who felt censored elsewhere. Yet the compulsion to censor television transmissions such as *Town Meeting of the World* is bound to be indulged by other governments at other times. The more the Telstars and the Relays are used for free exchanges of ideas, the more they will be resented by those who wish their own opinions to be dominant.

This is all the more reason for American broadcasters to exploit to their technical limits the new facilities for live telecasting across the seas. The *Town Meeting of the World* is only the beginning of a new era of free discussion among different cultures and conditions of man. If satellites perform no other service, their cost will be justified.

Concerning renewals

IT has come to our attention that the FCC, which constantly points its accusing finger at broadcasters, is violating the law every working day.

The FCC is flouting the law in the handling of license renewals. The last count, as of July 1, showed that nearly 500 stations were under the stigma of deferred renewals for various reasons, including promise versus performance, local live programing in prime time, failure to advertise their renewal applications, purported technical infractions and scrutiny of complaints, crack-pot or otherwise. As of June 1—when the last batch of renewals came up covering New York and New Jersey—there were 269 applications for AM, FM and TV stations processed. Of these, 124 were "deferred" on various grounds. That's nearly 50%.

How is the FCC violating the law? Read Section 307 (d) of the Communications Act of 1934, as amended in 1952. This section deals with renewals. We quote, verbatim:

"In order to expedite action on applications for renewal of broadcasting station licenses and in order to avoid needless expense to applicants for such renewals, the commission shall not require any such applicant to file any information which previously has been furnished to the commission or which is not directly material to the considerations that affect the granting or denial of such application, but the commission may require any new or additional facts it deems necessary to make its findings."

The congressional intent is clear. Congress did not want the FCC to burden stations with paper work and costly procedures every three years when renewals were due. It did not want stations harassed.

Because five members of the FCC have been appointed since the 1952 amendments were enacted, we respectfully suggest, without rancor or histrionics, that these members take another look (it may be the first for some of them) at the law.

Recognition

WHETHER it ever becomes law, the bill introduced last week by Senator Kenneth B. Keating (R-N.Y.) to protect the confidentiality of newsmen's sources has already served one important purpose for radio and television journalists. It gives them, by name, parity with reporters for other media.

Senator Keating, in specifying that broadcasting and publishing are both parts of the journalism apparatus of contemporary America, has implied that both are entitled to be treated alike in the making of laws. So also, we suggest, are they entitled to the protection of the First Amendment. Perhaps that enlightened view will eventually be accepted by some of Senator Keating's colleagues in the government who persist in chivying away at broadcasting's right to be as free as the press.

On Wisconsin

WE admire the spirit and the tenacity of the Wisconsin Broadcasters Association.

In going after Senator William Proxmire (D-Wis.) for his mouthings against radio and TV, the WBA in effect told him to put up or shut up. (The senator in a speech on the floor of the Senate had described radio and TV as "a stultified, overcommercialized bog" and television as being characterized by "planned corruption of public taste.")

The WBA president, Bruce Wallace, WTMJ-AM-FM-TV Milwaukee, twice has asked the senator to document his charges or admit they were merely expressions of his opinion and not based on fact. Mr. Wallace has reported little progress but has said that WBA won't give up.

Mr. Proxmire, like many of his colleagues, has found headline pay-dirt in eye-poking at broadcasters.

If all, or even half, of the broadcasters followed the Bruce Wallace-WBA lead and called to book those in public life who slander broadcasting with irresponsible utterances, the fad would soon die.

Drawn for BROADCASTING by Sid Hix

"I don't remember the brand name, but on TV the package does a little dance like this!"