



BROADCASTING

THE BUSI

AND RADIO

USAF Air University

N3 51R

Library Series Unit Acq Branch

Y 10C

(01-600) 62-7547

19784

JULY 22, 1963

Brisk sale of post-48's show

Maxwell Air Force Base

APR 63

anticipate further

from saturation point

Montgomery Ala

NEWSPAPER

in drop-in case

Broadcasters find Capitol Hill unreceptive
to free rein on editorializing 36

Negro pressure for Hollywood employment
begins to get results 56

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THE MEANING OF RESPONSIBILITY*



* WCCO Television awarded its fourth annual scholarship (March 28, 1963) for the study of broadcast journalism at the University of Minnesota. This 4-year scholarship is awarded each year to an outstanding Minnesota high school senior who is interested in a career in broadcast journalism and whose scholastic record and background is deserving of selection. WCCO Television is proud of the record its scholarship winners have established in the University's School of Journalism.

Responsibility to a community is many things. The Broadcast Journalism Scholarship is but one in a continuing effort on the part of WCCO Television to better serve the State of Minnesota and the Northwest.

Represented by **PETERS, GRIFFIN, WOODWARD, INC.**

L-R 1960 scholarship winner, John Dennis; 1961 winner Dave Mona; R. L. Jones, Director School of Journalism; U of M. F. Van Konyenburg, Executive Vice President WCCO-TV; Marilyn Staubly, 1962 winner; Roland Lovstad 1963 winner; Rollie Johnson, WCCO TV Director of News, Sports and Public Affairs

4
WCCO

**CIVIL
RIGHTS
1963:**

**A public service spot campaign
available free of charge
to any radio or TV station
in the nation**

An outstanding opportunity for broadcasters to serve the national interest in a time of crisis.

The Beginning—On June 11th, President Kennedy took the civil rights problem to the people, on network TV and radio, asked for justice, conscience and fair play.

The Time-Life Broadcast Proposal—We offered to create and produce a campaign of TV and radio spots supporting and implementing the President's call. The series would feature leading citizens appealing to the public for individual responsibility and reason, and would be made available free to all broadcasters.

The Response—The White House gave approval and endorsement, with authorization to excerpt portions of the President's June 11th Address. Leading figures in American public life agreed to film and record the campaign. And from the three major faiths—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—came sponsorship.

Ready now—A series of spots, running one minute or less, featuring these distinguished spokesmen: The President of the United States; Dr.

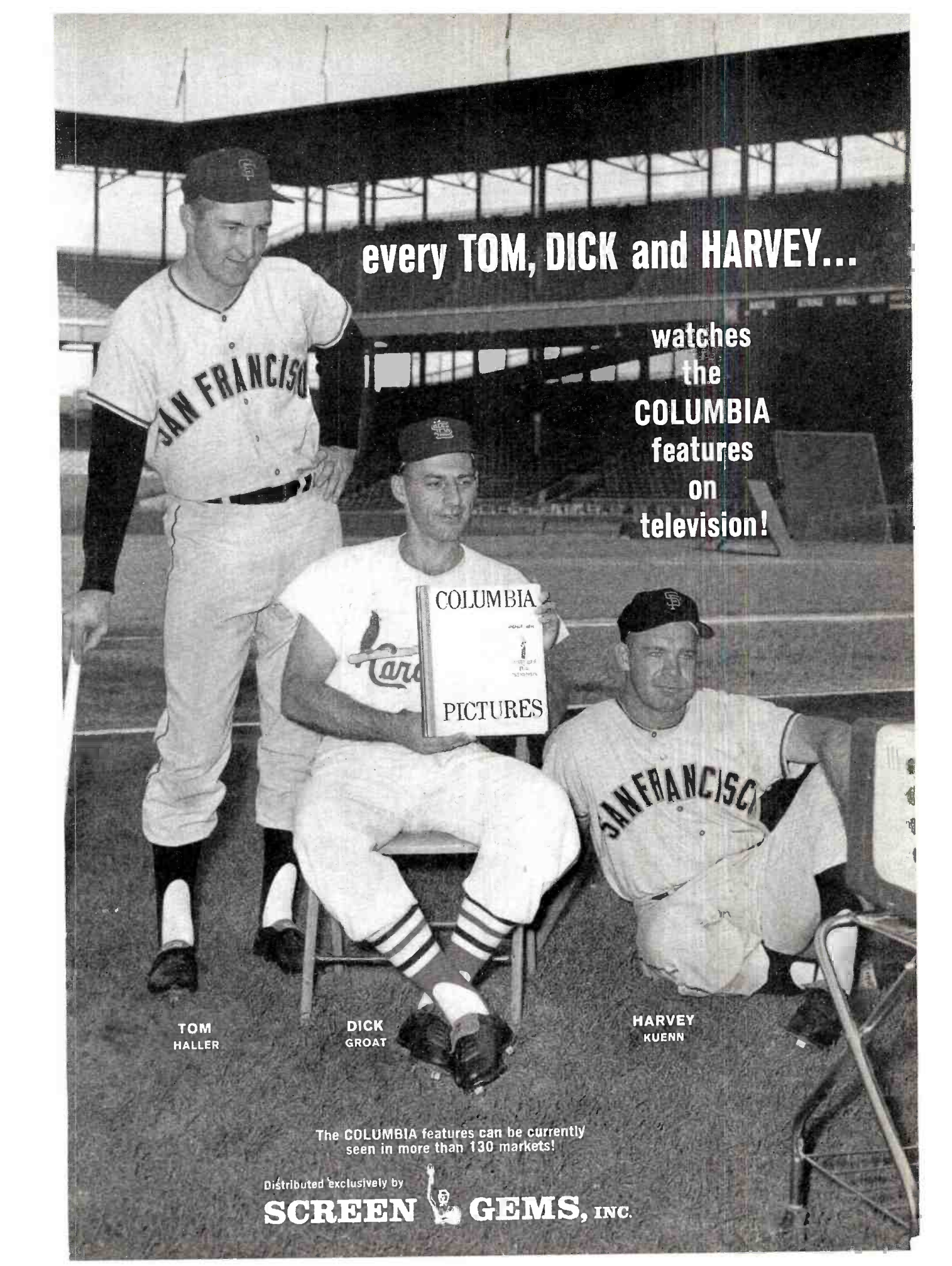
William G. Carr, Executive Secretary, National Education Association; Frank H. Heller, President, National Council of Catholic Men; Lena Horne; Senator Hubert Humphrey (D., Minn.); Rev. Martin Luther King; Senator Thomas Kuchel (R., Cal.); Mrs. W. Murdoch MacLeod, General Director, United Church Women; Dr. R. H. Edwin Espy, General Secretary, National Council of Churches; Walter Reuther, President, U.A.W.; Jackie Robinson; Dore Schary, National Chairman, Anti-Defamation League; Sylvester Smith, President, American Bar Association; Roy Wilkins, Executive Secretary, NAACP; Whitney Young, Executive Director, National Urban League.

N.B. We urge that all stations using these spots augment them with messages from state and local leaders, addressing the civil rights problem as it applies to local audiences.

Availability: stations which receive voice-circuit service from the Mutual Broadcasting System, and Radio Pulsebeat News, will have the complete set of radio spots, and will make them available locally. Television stations, and radio stations in cities where spots are not available may contact us direct.

**TIME
LIFE
BROADCAST**

TIME & LIFE BUILDING, ROCKEFELLER CENTER, NEW YORK CITY



every TOM, DICK and HARVEY...

watches
the
COLUMBIA
features
on
television!

**TOM
HALLER**

**DICK
GROAT**

**HARVEY
KUENN**

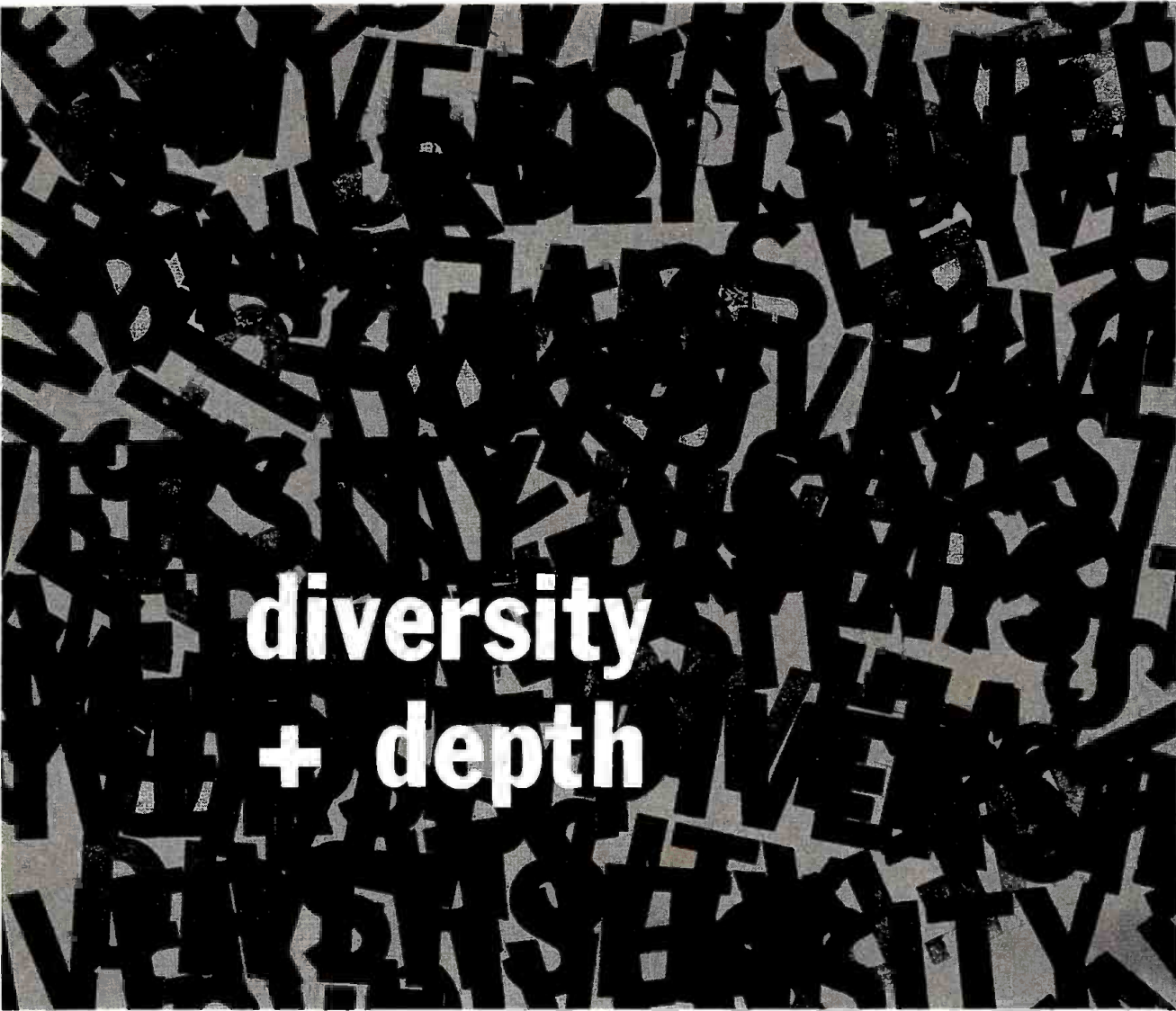
The COLUMBIA features can be currently
seen in more than 130 markets!

Distributed exclusively by

SCREEN



GEMS, INC.

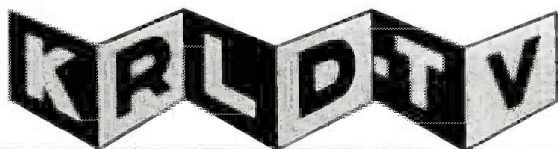


diversity + depth

The diversity and depth of KRLD-TV's programming make it possible for Channel 4 viewers to see and enjoy worthwhile cultural, religious, and educational programs; informative and accurate news and sports coverage; as well as a dazzling array of entertainment. This variety is an integral part of the good life enjoyed by the hundreds of thousands of Texas and Oklahoma men, women, and children who make up our audience.

This variety has made KRLD-TV the dominant station in the area for many years.

Now in its 14th year of quality telecasting, KRLD-TV pledges the conscientious use of all its facilities to maintain and improve the diversity and depth of its programming, and to insure its clients the maximum return on their advertising budgets.



represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President



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

Youth movement at FTC?

New Frontier, which has poor track record on reappointments to independent agencies, may have change in office at Federal Trade Commission. Philip Elman, 45, who has served as member since April 1961, during which time he produced famed "sandpaper decision" involving Colgate Palmolive Rapid Shave, may not get nod when his term expires Sept. 25. Mentioned as having inside track is Boston New Frontiersman, Daniel T. Coughlin, 34, who served as law clerk trainee in 1956 with FTC's New York branch and later as trial attorney in FTC's Bureau of Litigation, Washington. He resigned in 1959 to accept appointment as assistant dean, Boston College Law School.

Group ownership study

Several aspects of multiple ownership of broadcast stations are under current study by FCC staff. In addition to status of investment and brokerage houses who finance broadcast properties (CLOSED CIRCUIT, July 15) FCC has authorized Broadcast Bureau, under Assistant Chief James Juntilla, to evaluate current limitation of seven stations in each class (AM, FM, TV) as well as concentration of mass media (newspaper ownership) and overlap factors.

Syndicators segregated

TV film syndicators probably will once again hold their own Television Film Exhibit at 1964 National Association of Broadcasters convention outside official hotel, just as they did last April. Reason: Conrad Hilton hotel in Chicago, billed as world's largest, was judged too small for NAB to allocate TFE space one floor for hospitality suites and exhibits. Decision was reached last week at New York meeting of Bob Rich of Seven Arts and Dick Carleton of Trans-Lux (for syndicators) with Vincent Wasilewski and Everett Revercomb of NAB.

Big blow before hiatus

Bulging agenda will greet FCC at this Wednesday's meeting—final full session before its August recess. To comply with law, which requires FCC to meet at least once a month, pro forma meeting will be held next Thursday (Aug. 1). In unusual action, FCC last week delegated to Broadcast Bureau authority to handle transfer (station sales) cases during recess. Backlog of 232 pending cases is highest in history.

Some FCC members are having second thoughts about desirability of

CLOSED CIRCUIT

August hiatus, particularly since Congress will remain in session and even some federal judges voluntarily are sitting in D. C. courts to help clean up backlog of cases.

Keeping the business

NBC-TV moved quickly to batten down advertiser commitments immediately after July 17 decision to bump *Robert Taylor Show* from fall lineup and substitute with new *Temple Houston* series (see story, page 60). By late in week, network expected all eight participating advertisers in *Taylor* to move into *Houston* and ninth advertiser to sign up. *Taylor* show was dropped over producer Four Star's difficulty with Department of Health, Education and Welfare. Three advertisers—Buick (McCann-Erickson), Pharmacrast (Papert, Koenig and Lois) and Heinz (Mason)—already were signed morning of July 19, and five expected to sign momentarily (MGM, Helma Rubenstein, S. C. Johnson, Sherwin-Williams, Lehn & Fink). Ninth advertiser expected was John H. Breck Inc.

315 outlook

Want to know what Senator John O. Pastore (D-R.I.) really thinks is going to happen to the current effort proposals to suspend Section 315, political broadcasting law? There will be another temporary relaxation for the 1964 campaign—but again only for presidential and vice presidential nominees. In private conversations, chairman of Senate Communications Subcommittee acknowledges there's not much hope this year for his bill which would exempt permanently from equal-time law all candidates for U. S. Senate and House and state governorships. As for complete repeal: "Not a chance," he says.

Some broadcasters hope to persuade their state governors to push for deeper changes in Section 315. There's chance that subject will come up at this week's national conference of governors in Miami Beach, and resolution supporting Pastore bill probably will reach conference floor.

Touchy subject

Allegations of fairness-doctrine violations leveled at eight Mississippi radio and TV stations have finally reached commission level at FCC—where matter is being treated with extreme caution. Charges, growing out of riots touched off by Negro James Meredith's admission to University of Mississippi, were investigated

by FCC staff last November. Commission is considering letter asking stations for further explanation of broadcasts that, complainants charged, gave only one side of controversy and, in some cases, allegedly incited riots. FCC discussed draft letter twice last week, at regular meeting Wednesday and at special session Thursday, without reaching decision.

Reluctance of some commissioners to encroach on broadcaster freedom, especially in area of editorializing, is only one reason for caution. Another, reportedly, is feeling that commission action would not sit well with powerful southern senators and congressmen. One aspect of problem dismaying to some commissioners, it's understood, is that some stations defended their position on ground that, in their community, segregation is not controversial—everyone is for it.

Section 315 at work

Though sequences of *Farmer's Daughter*, new half-hour series for ABC-TV next season, were filmed on location in Washington few weeks ago, no recognizable politician nor government official is in any scenes. Mock news conferences were staged using actual news correspondents, but political roles were performed in all cases by actors. Producers were warned by legal experts that they should avoid appearances of name people who in near future might run for public office and hence evoke equal-time provision of Section 315. *Daughter* first-run and subsequent re-runs hence would be afforded protection.

Tough on time

FCC is getting tougher on requests for more time in which to answer legal pleadings and to some degree this may be ascribable to commission's newest member, Lee Loevinger. Judge Loevinger, former assistant attorney general in charge of antitrust and before that member of Supreme Court of Minnesota, feels that most requests for additional time are stalls or hinder-and-delay maneuvers. In past two weeks, FCC rejected plea of Association of Maximum Service Telecasters for postponement from July 18 until August 9 for replies on reconsideration of drop-ins in eight markets. It also denied in part request of McLendon station WYNR Chicago for extension of time until Sept. 2 to file summary of facts and suggested conclusions in program investigatory case. Instead it granted on its own motion extension to August 9.

260 CARTOONS

TALES OF THE WIZARD OF OZ



130 CARTOONS

ALL OF THE ORIGINAL OZ CHARACTERS
IN TOTALLY MODERN STORIES.



The NEW Adventures of Pinocchio



130 CARTOONS

THE STORY OF PINOCCHIO AS
IT HAS NEVER BEEN DONE BEFORE.



Add a new look to your children's programming with the most popular cartoon characters—Pinocchio, Cricket, Gepetto, Wizard of Oz, the Wicked Witch, Dorothy and Toto, Rusty the Tinman, Dandy the Lion, Socrates the Strawman, and the funsome Munchkins—brought to exciting, entertaining life by the magic of animation. In color and black and white.



© 1960 VIDEO CRAFTS, INC.

Each series of 5 minute cartoons can be programmed individually or as a complete 30 minute show.



**Storer
Programs
INCORPORATED**

Offices in: CHICAGO • LOS ANGELES • HOUSTON • ATLANTA/500 PARK AVE., NEW YORK

WEEK IN BRIEF

Prices for post-1948 feature films are at an all time high, which is fine for distributors. TV broadcasters, however, are beginning to worry about product availability; features now down to 1,440. See . . .

PRICES SOAR FOR POST-48's . . . 23

That old standby of bathroom and kitchen, Lysol, is given a modern image through judicious use of TV. By rotating daytime spots among programs, sales were revitalized, manufacturer says. See . . .

LYSOL SALES SUCCESS . . . 26

Broadcasters fight back at congressional belief that legislation is needed to insure fairness in editorializing. Both agree it's fair to be fair, but part company on how this is to be done. See . . .

EDITORIAL FAIRNESS . . . 36

Hollywood meeting among film producers, unions and NAACP seen as start of improved race relations in movie capital. But Negro leader raps stereotype of Negro in films, lack of opportunity in crafts. See . . .

NEGRO PRESSURE POINT . . . 56

AMST asks Cox to abstain from voting in drop-in case. Since commissioner is former Broadcast Bureau chief, group says he shouldn't participate on matters he espoused as FCC staff member. See . . .

COX ASKED TO SIT OUT . . . 52

Call is made for closer relationship between client and advertising agency. Lavin of Alberto-Culver asks that agencies "involve" themselves in affairs of clients, asks for "blunt" and "forthright" views. See . . .

CLOSER TIES URGED . . . 28

Naming of Lord Hill as chairman of Britain's ITA is called political payoff. Attack is mounted by Labor leaders in both Commons and Lords, but appointment is defended by government forces. See . . .

PARLIAMENT ATTACKS HILL . . . 80

Sixty-pound video tape recorder has been getting a workout. ABC-TV has used Machtronics machine for President's European tour, stock car races, and this week it will be used at lumberman's championships. See . . .

MOBILITY BECOMES REALITY . . . 66

Idaho broadcasters lash out at government activities as threat to broadcasting. Group asks for repeal of Section 315, condemns editorializing hearings in Congress, FCC's proposed commercial time limits. See . . .

EQUAL TIME, AD LIMITS HIT . . . 67

In Atlantic City a pretty girl is a melody, but in publicity she's mainstay for catching editor's eye. Here's BROADCASTING's once-a-year round-up of cheesecake which ordinarily doesn't make book. See . . .

PROMOTION IS A PRETTY GIRL . . . 64

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BROADCASTING

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HUNTLEY



BRINKLEY



"DUNKLEY"



Affiliated With
WBIR-TV
Knoxville, Tenn.
and
WMAZ-TV
Macon, Ga.



PRESTIGE IN THE MARKET

The size of its audience, and its national ranking, both in network news programs and in local area news coverage attest to WFBC-TV's dominance of its market. Within its coverage area this station has consistently delivered an audience for the early evening news larger than the other two stations serving the market combined.

In Huntley-Brinkley "Homes Reached" . . .

WFBC-TV's Giant — NBC For GREENVILLE-SPARTANBURG-ASHEVILLE Ranks 24th IN AMERICA

NSI Market Performance Report Fall 1962

"The Giant of Southern Skies", WFBC-TV, competing with the "other giants" among America's top markets which have the famed Huntley-Brinkley Report, ranks 24th in America!

Huntley-Brinkley Report—NBC

Monday-Friday . . . Total Homes Reached—Average 1/4 Hour

No.	NSI Market	Homes
18	Washington, D. C.	125,200
19	Nashville	115,800
20	Kansas City	115,700
21	Sacramento-Stockton	111,400
22	Birmingham	111,200
23	Buffalo	105,100
24	GREENVILLE-SPARTANBURG-ASHEVILLE	104,900
25	Baltimore	97,900
26	Pittsburgh	96,900
27	Lancaster	94,400
28	Providence	93,400
29	Portland, Oregon	91,500
30	Grand Rapids	90,800

. . . And in the Local News adjacent to the Huntley-Brinkley Report, WFBC-TV ranks 23rd in the U.S.!

NORVIN DUNCAN

. . . veteran announcer whose 6:30 p.m. local news of the Greenville-Spartanburg-Asheville scene delivers an audience only slightly less than Huntley and Brinkley. (Pardon the "Dunkley.")

Local News Program Closest to Huntley-Brinkley Report—Based on NSI Fall Cycle 1962

No.	NSI Market	Homes
17	Nashville	113,200
18	Birmingham	107,000
19	Oklahoma City	107,000
20	Sacramento-Stockton	105,400
21	Tampa-St. Petersburg	103,200
22	Washington, D. C.	100,000
23	GREENVILLE-SPARTANBURG-ASHEVILLE	99,100
24	Kansas City	98,300
25	Providence	91,600
26	Buffalo	91,400
27	Milwaukee	90,300
28	Houston	90,200
29	Pittsburgh	86,500

Represented Nationally By AVERY-KNODEL, INC.

FCC RULES BY RENEWAL: OREN HARRIS

Tells editorializing hearing he is 'disturbed' at trend

Broadcasters are losing their freedoms to an FCC position that its interpretation of public interest considerations supersedes all other provisions of Communications Act and Constitution, Representative Oren Harris (D-Ark.) warned Friday (July 19).

Congressman Harris, chairman of House Commerce Committee which "regulates" FCC regulation of radio-TV, said he is "disturbed" because FCC is regulating programs through license renewal proceedings. "There is the real difficult problem that faces the broadcast industry today," he said.

"If we keep going in that trend, the time is going to come when we might as well not have these saving [no censorship] clauses" in the law, Representative Harris said.

His comments were directed at Theodore Shaker, president of ABC-owned TV stations, at Friday's hearing on editorializing by stations (see earlier story, page 36). Mr. Shaker had agreed with Representative Walter E. Rogers (D-Tex.) that Section 326 of act prohibiting censorship gives public, as well as licensees, right to use airwaves.

Representative Harris wanted to know if Mr. Shaker was saying all people in U.S. have inherent right to use frequency. "I see Section 326 as meaning the FCC shall not tell the licensee what to program," he said. "I don't see how

you can get anything else out of it."

Mr. Shaker agreed with congressman's interpretation, also. ABC witness replied "Yes, sir" to contention of Representative Rogers that spectrum is part of public domain. He was accompanied to stand by Harold Neal, president of ABC-owned radio stations.

Rule or Statute ■ ABC witnesses said Congress should not pass statute dealing with editorials as current FCC rules are adequate. Congress should tell FCC what rules it (Congress) wants changed and agency will act accordingly, ABC witness said.

ABC networks do not editorialize but five owned TV and six radio stations do, Mr. Shaker said. "Our policy was formulated upon the belief that the free expression of opinion and thorough discussion of public issues are vital to the exercise of our responsibility as a licensee of the FCC," he said.

ABC's stations make every effort to present opposing viewpoints on controversial matters, he said, and stations are prohibited from endorsing candidates for political office. Decisions on subject matter of editorials rest with individual stations and are not controlled by network, Mr. Shaker said.

Following Friday testimony, hearing adjourned with eye toward National Broadcast Editorial conference this week in Athens, Ga. (see page 42).

Integration of crews or boycott, sit-ins

Threat of boycott of sponsor's product, sit-in and other demonstrations was voiced to Hollywood film companies making program series and commercials for television unless technical crews are integrated.

This was edict of NAACP to film industry and union leaders at meeting Thursday (see page 56), revealed at news conference Friday (July 19) by Herbert Hill, labor secretary of Negro organization.

Target date for integration of production crews begins with resumption of filming of NBC-TV's *Hazel* series, sponsored by Ford Motor Co. *Hazel* series was chosen because it is one of first regular series to resume filming and, according to Mr. Hill, because Ford is friendly to Negro.

Already completed, according to Screen Gems which is producing series,

are 13 episodes of *Hazel* for 1963-64 season. Additional filming is expected to resume in late September or early October, it was said.

Intertel would convert sets if it had UHF CP's

Chicago-based television marketing consulting firm says it's ready, under certain conditions, to invest up to \$2.5 million in TV set-conversion in event it secures UHF construction permits in maximum of five markets.

Intertel Inc., which is also TV program producer and syndicator, disclosed plan in opposing petitions for FCC reconsideration of decision to deny short-spaced VHF drop-ins in seven markets (see story page 52).

Intertel said Friday (July 19) it is interested in UHF ownership in at least one and possibly as many as five of markets involved in rulemaking.

Company says it would invest up to \$500,000 in each market in which it

secures UHF permit to convert sets.

Cost would be passed on to set owners, but it would be "nominal," according to Intertel.

Company said, however, it would be interested only in markets where there are no more than two VHF stations, where third VHF cannot be allocated, and where UHF station has chance of affiliation with network.

Intertel is headed by William DuBois, who founded company last year. He was formerly vice president of Independent Television Corp., which he helped establish, and served with Ziv TV and ABC-TV in Chicago.

In another opposition to petitions for reconsideration, Association for Competitive Television said commission kept faith with public when it denied drop-ins.

ACT, which represents UHF stations, contended that, in proposing all-channel legislation, FCC said it was attempting to promote UHF as means of providing more channels for local service.

ACT said commission shouldn't depart from this policy. Instead, association said, commission should demonstrate confidence in ability of UHF to provide service.

Jerrold receptor claims cleared by FTC

Jerrold Electronics Corp., Philadelphia, was cleared Friday (July 19) of Federal Trade Commission charges that it misrepresented nature and effectiveness of company's TV receptors. FTC dismissed, for lack of proof, 1961 charges that Jerrold made false advertising claims for TV receptors.

FTC had charged Jerrold ads for TV receptors falsely claimed it is antenna; adjustable and has tuning device; superior to rabbit ears, indoor antennas and out-performs roof top antennas and utilizes entire wiring system of home or apartment as antenna.

Three chains report first half profits

Financial reports for first half of 1963 announced Friday (July 19):

		1963	1962
Storer Broadcasting Co.			
Earned per share*	\$	1.28	\$ 1.48
Net income after taxes**		2,931,654.00	3,618,366.00
* Based on 2,289,986 shares of common and Class B outstanding as of June 30, compared to 2,438,181 in 1962.			
** After deduction for loss of \$256,247 net after taxes on sale of Miami Beach Sun in May 1963.			
Capital Cities Broadcasting Corp.			
Earned per share	\$	0.80	\$ 0.52
Net broadcasting income		8,281,528.00	7,314,395.00

more AT DEADLINE page 10

WEEK'S HEADLINERS



Mr. Burnham

Donald C. Burnham, VP in charge of industrial group of Westinghouse Electric Corp., Pittsburgh, elected president-chief executive officer and member of board of directors, succeeding **Mark W. Cresap**

Jr., who resigned for reasons of health. **John K. Hodnette**, executive VP, elected vice chairman of board of directors. **Gwilym A. Price** continues as Westinghouse Electric Corp.'s board chairman, a post he has held since 1955. Mr. Burnham, 48, joined Westinghouse in May 1954 as VP in charge of manufacturing and continued in that capacity until last year when he was named head of corporation's industrial group. Mr. Hodnette joined Westinghouse in 1923. He was elected VP in 1948, general manager of industrial products in 1949, member of board of directors in 1955 and executive VP in 1958. Mr. Price served as president-chief executive officer of Westinghouse from 1946-58. Mr. Cresap joined Westinghouse in 1951 from New York and Chicago management consultant firm of Cresap, McCormick and Paget. After four years as VP and assistant to president, he was elected executive VP, deputy chief executive officer and member of board of directors. Mr. Cresap became president in 1958 and following year was designated chief executive officer.

Robert W. Robb, executive VP and general manager of Reach, McClinton & Co., New York, elected to succeed

retiring President **Harold L. McClinton**. Mr. Robb joined agency as senior VP in 1957 having previously served at N. W. Ayer and Calkins & Holden. Mr. McClinton continues with agency on some account matters. **Daniel M. Bernheim**, treasurer and senior VP, elected chairman of executive committee, and **John H. McCullough**, president of agency's Boston subsidiary, Reach, McClinton & Humphrey, elected chairman of board of directors. Mr. Bernheim joined Charles Dallas Reach Co. in 1953 and became treasurer and senior VP of Reach, McClinton following merger between Mr. Reach and Mr. McClinton in 1957. Mr. McCullough has been VP of Doremus & Co., VP and director of H. B. Humphrey, VP of Humphrey, Alley & Richards and president of Reach, McClinton & Humphrey since 1959.



Mr. Chapin

Donald L. Chapin, in charge of national sales for Taft Broadcasting Co., elected VP in charge of sales, replacing **Kenneth W. Church**, who retired last month. Mr. Chapin has been in TV industry since 1943 and with Taft organization for past 13 years. He joined company's Cincinnati outlet, WKRC-TV, in 1950 as local sales manager, subsequently advancing to general sales manager and assistant general manager. For four years Mr. Chapin maintained headquarters in New York City where he served organization as eastern sales manager.

In 1958 he returned to Cincinnati and was elected VP in charge of national sales. Taft Broadcasting Stations are WKRC-AM-FM-TV Cincinnati and WTVN-AM-FM-TV Columbus, both Ohio; WBRC-AM-FM-TV Birmingham, Ala., and WKYT-TV Lexington, Ky.

Draper Daniels, veteran advertising executive and for past nine months national export coordinator for U. S. government, joins McCann - Erickson, effective Oct. 1, as executive VP in charge of central region,



Mr. Daniels

with headquarters in Chicago. Before taking government assignment, a post to which he was appointed by President Kennedy, Mr. Daniels worked at Leo Burnett Inc. Joining Chicago agency in 1954, he served successively as VP in charge of copy, executive VP in charge of creative services, and chairman of agency's executive committee. This marks Mr. Daniels' return to McCann-Erickson. From 1944 through 1946 he worked in New York with Jack Tinker, creative head of company.

Philip H. Cohen, management supervisor for American Tobacco Co. account at Sullivan, Stauffer, Colwell & Bayles, New York, elected senior VP. Mr. Cohen joined SSC&B in 1946 and formerly served as VP and director of agency's radio-TV department. He has been member of board of directors since 1959. Prior to joining SSC&B, Mr. Cohen was with Ruthrauff & Ryan.

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

Income before taxes	2,060,940.00	1,347,455.00
Income taxes	1,099,385.00	714,428.00
Net income	961,555.00	633,027.00

Dividends announced Friday:

Transcontinent Television Corp., 12½ cents a share, payable Aug. 15 to stockholders of record July 31.

Screen Gems Inc., 15 cents a share, payable Sept. 27, to stockholders of record Aug. 23.

Auditors to be asked for ratings advice

National audit organizations will soon be consulted on approach to non profit corporation that would supervise auditing of ratings services under plan of National Association of Broadcasters. Principle was agreed upon Friday (July

19) by executive committee of new Rating Council and of NAB's research committee meeting in New York. Also attending were representatives of American Association of Advertising Agencies and Association of National Advertisers.

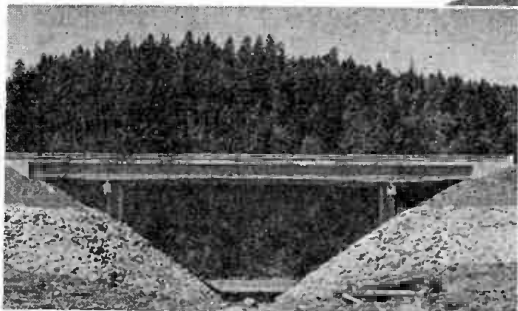
Progress ahead of deadlines was also reported by Donald H. McGannon of Westinghouse Broadcasting, chairman of committee and of council, on subcommittee work on criteria and standards, and on design of questionnaire for ratings services.

NAB's research committee also expects to have facts by mid-September on design and model of Radio Advertising Bureau's proposed radio study. Joint discussions by RAB and NAB groups on radio venture were reported.

Nationwide to OB&M, continues with ABC-TV

Switch of \$4.5 million Nationwide Insurance account from Ben Sackheim Inc. to Ogilvy, Benson & Mather was announced last week. Nationwide, which last year billed \$2 million in TV advertising, will spend \$1.8 million next season in five ABC-TV purchases.

Company, which last year sponsored *Howard K. Smith: News and Comment* on ABC-TV, has alternate sponsorship of *Issues and Answers*, program next season, buying *Howard K. Smith* segment of show. In addition, Nationwide has 26 minutes of participations in four shows—*Travels of Jaimie McPheeters*, *Wagon Train*, *McHale's Navy*, and *Challenge Golf*.

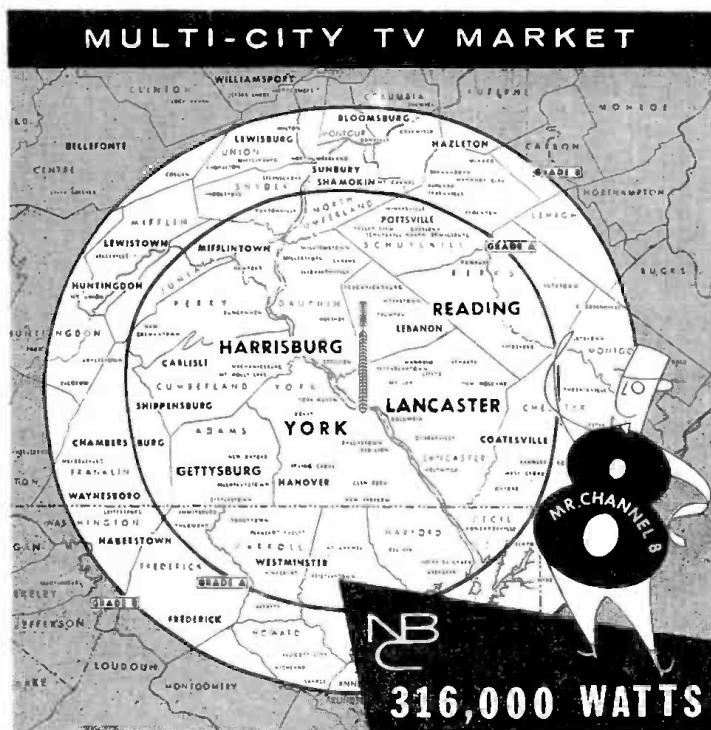


**GREATER
CAPACITY
TO RENDER
SERVICE**

The Port of New York Authority



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
BROADCASTING, July 22, 1963

EXPERIENCE AT YOUR COMMAND! RCA SERVICE...



FROM REPAIRS TO COMPLETE OVERHAUL

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- TV camera overhaul
- Antenna inspection measurements
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- Transmitter performance measurements
- Custom fabrication
- Installation supervision
- Console repairs
- TV projector service
- Microwave service

Broadcasters have selected RCA for dependable service over the past 30 years.

To guard performance of all your equipment... simply telephone one of the following field offices: Atlanta (phone 799-7291), Chicago (WE 9-6117), Camden (GL 6-7984), Hollywood (OL 4-0880). Or contact Technical Products Service, RCA Service Company, A Division of Radio Corporation of America, Bldg. 203-1, Camden 8, N. J.



The Most Trusted Name
in Electronics

DATEBOOK

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

*Indicates first or revised listing

JULY

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 23—Television Advertising Representatives seminar on television commercials, 9:30 a.m.-12 noon, at Steve Allen Theatre, Hollywood, Calif.

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, Newfoundland 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. 14—Second annual TV Day, Georgia Association of Broadcasters, Macon.

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. Principal speaker is 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 Loewinger, 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 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. 16—New deadline for comments on FCC's proposal to control the development of AM and FM radio services.

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

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.

Since when did Blair become the top radio network?

Since National Radio Survey No. 1!

National Radio Survey No. 1, recently completed by Pulse, Inc., scored 1,344,000 home impressions per average quarter-hour for Blair Radio Group Plan stations — more audience than the total affiliates of any network drew.* This same survey, the largest national personal interview radio survey ever made, brought out other eye-opening facts about Blair Radio Group Plan audiences —

- During the average quarter-hour, Blair delivers more large families than the affiliates of any other network.
- 74% of the adults listening to Blair stations are between

eighteen and forty-nine years old.

- 982,000 homes listen to Blair stations in the wee hours. We've got a booklet full of other facts. Every fact documented. Every fact guaranteed to shake up any preconceptions you may have about radio, if you don't already know the power of America's most influential group of radio stations!

*based on total network affiliate station audience, Sun.-Sat., 6 A.M.-12 midnight.

Contact the nearest Blair office: New York / Chicago / Atlanta / Boston / Dallas / Detroit / Los Angeles / Philadelphia / St. Louis / San Francisco

THE BLAIR GROUP PLAN





DAVID AND BATHSHEBA

Sofas into Loges

Remember when "home movies" meant baby's first steps, sister's first party dress or Dad's first barbecue at—or of—the new house?

Today, America's favorite "home movies" are something else again. They're the high-quality, recent-vintage, Hollywood motion pictures that NBC-TV has been bringing into the nation's living rooms every Saturday and Monday night.

• Next season the parade continues unabated.

Our '63-'64 schedule for "Saturday Night at the Movies" and "Monday Night at the Movies" is the most glittering yet. Among the 60 first-TV-run films from Metro-Goldwyn-Mayer and 20th Century-Fox are such stand-outs as:

"David and Bathsheba"—the Darryl Zanuck spectacular, starring Gregory Peck as the warrior king and Susan Hayward as the temptress he found more formidable (and formly) than Goliath.

"The Band Wagon"—the cheery musical in which Fred Astaire and Cyd Charisse have a ball

THE BAND WAGON



with the Howard Dietz-Arthur Schwartz score and the bright, waltz-to-waltz dialogue of scripters Betty Comden and Adolph Green.

"The Seven Year Itch"—the screen adaptation of the Broadway comedy-hit, with the late Marilyn Monroe completely beguiling as summer-bachelor Tom Ewell's dream girl.

Those are but a handful of the films making their network premieres on the Saturday and Monday night series during the coming season.

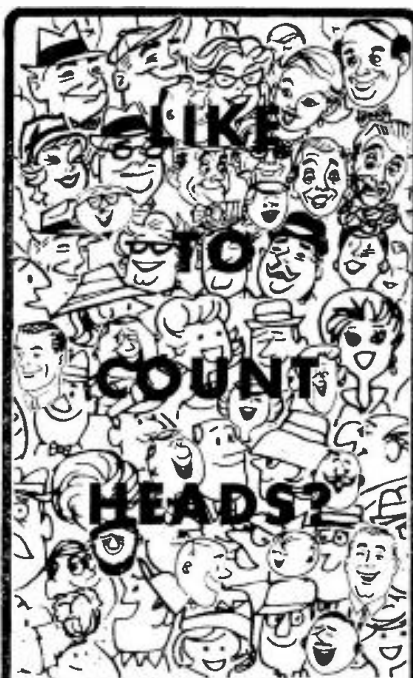
Nearly three-quarters of the pictures are color

films, and about the same proportion had their first movie-house showing after 1955. The 30 M-G-M movies on the schedule are the first ever released by that studio for network television.

None of the foregoing good news should come as too much of a surprise to the millions who've made a twice-weekly habit of watching full-length, prestige films on NBC-TV. The viewers' resounding verdict: the pictures are swell, the seating's ideal and the ushers are just like members of the family.



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



You can Get Ahead by Counting Heads in This Unusual Contest!

Clues to Head you in The Right Direction!

Shown here are only a handful of the heads to be counted in the triple rich North Carolina Market of New Bern, Greenville and Washington. Heads that will turn in your direction when you advertise on the big new television station coming to this market!

GET RICH CONTEST!

You'll show you have a good head on your shoulders when you plan ahead to use Eastern North Carolina's only television station with ABC's Wonderful World of TV!

First Prize:

A Case of Imported Martini Olives Stuffed with Cocktail Almonds

Second Prize:

A Case of Deluxe Martini Olives Stuffed with Cocktail Onions

Third Prize:

A Case of Compact Martini Olives Plain

To the first 5000 Runners-up—A case of genuine North Carolina wood toothpicks for use with all three classes of Olives.

In case of draw—duplicate olives will be awarded. Winners May Substitute Lemon Peels or Onions (unstuffed).

Send your entry to:

GET RICH CONTEST BOX X-12

Broadcasting Magazine
1735 DeSales St. N. W.
Washington, D. C.

CHANNEL 12



Greenville—NEW BERN—Washington

tion first annual convention, Hotel Sanara, Las Vegas.

*Sept. 26-27—Association of National Advertisers' workshop on advertising planning and administration, Nassau Inn, Princeton.

*Sept. 30-Oct. 1—Seventeenth annual convention of the New Jersey Broadcasters Association, Colony motel, Atlantic City, N. J.

OCTOBER

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

*Oct. 13-18—Second Advanced Advertising Management Course of the Association of National Advertisers, Hotel Moraine-on-the-Lake, Highland Park, Ill. R. P. Campbell, advertising manager for Post division of General Foods Corp., heads the subcommittee which is planning this course.

Oct. 14-18—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. 16—Deadline for reply comments on FCC's rulemaking to control the development of AM and FM radio services.

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).

*Oct. 28-30—Third annual meeting, Institute of Broadcasting Financial Management, New York Hilton at Rockefeller Center.

*Oct. 31-Nov. 1—Electron Devices Meeting of the Institute of Electrical and Electronics Engineers, Sheraton Park hotel, Washington, D. C. Speakers include John Hornbeck, formerly of Bell Telephone Labs and now president of Bellcom Inc., "Electron Devices for Space Applications"; Victor H. Grinich, Fairchild Semiconductors, "Why Field Effect Transistors?" and Lester F. Eastman, Cornell University, "Super Power Microwave Tubes." Program chairman for the meeting is Mason A. Clark, Hewlett-Packard Associates, Palo Alto, Calif.

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. 10-13—Annual meeting of the Association of National Advertisers, The Homestead, Hot Springs, Va.

*Nov. 17-20—National Association of Educational Broadcasters national convention. Hotel Schroeder, Milwaukee, Wis. Banquet speaker is FCC Chairman E. William Henry.

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.

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*Reg. U. S. Patent Office

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IMAGE

IMPACT

IMPETUS

IMPETUS IS A WORD IN MOTION

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

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

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



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

DAVENPORT, IOWA

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

Uncommon Market

WMT-FM, on the air since February, is sold out through December.

WMT-FM

Cedar Rapids, Iowa

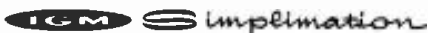
Affiliated with WMT-TV & AM; K-WMT, Fort Dodge; WEBC, Duluth

Represented by the Katz Agency



Straight Music organized in basic categories. You order what you want, play it in the order you determine, add your own voices for a completely live, local sound. And cheaper than you can produce it yourself.

Suitable with ATC, Schaffer, Alto Phonic, and most other automation systems. Or with



Main Office and Plant P.O. Box 943 Bellingham, Wash. 733-4567 (Area 206) In New York City TELE-MEASUREMENTS, Inc. 45 W. 45th St. 581-9020 (Area 212)

OPEN MIKE

Not much political profit

EDITOR: You published the breakdown by states on how politicians spent \$20 million for broadcast time in 1962, the information coming from the FCC (BROADCASTING, June 17). Do you think that in the future it would be useful to point out in your reports that generally the money received from politicians for time is not additional money for the stations where programs are involved because the programs are substituted for regularly scheduled commercial programs? The FCC, of course, does not ask for this information but only for the political total, which is fair enough. But the public might get the feeling that broadcasters are being enriched by political parties when, as a matter of fact, it costs a station more to handle a political broadcast than any other type considering the man hours involved in putting one on the air.—*Nathan Lord, vice president, WAVE-AM-TV Louisville, Ky.*

An alternate proposal

EDITOR: While Mr. Richard A. R. Pinkham's comments on the failure of local TV network affiliate stations to make a creative contribution to programming (MONDAY MEMO, July 8) will probably stimulate many replies, I believe it is important that they also stimulate serious thought on the matter, and the confidence to be daring and take a chance on ventures that he finds lacking. Mr. Pinkham suggests that stations pool their financial resources and then find a "showman" and "give him money to develop new writers, new actors, new talents, new ideas." I would like to offer an alternate suggestion. Today many writers . . . potential actors and musicians . . . and most important of all, future TV producers and directors [are] in our universities. Many of our universities are located within the same city or near a local network TV station. It would take little time, money and effort to integrate studio work on campus with studio work in the commercial station. The campus and community are entertained, informed and generally enriched by student plays, musical performances and radio-TV programs. Will not the general public be too? It seems to be in the best interest of the future of TV if the new [talent] which Mr. Pinkham urges stations to find and develop, and which is being developed now on our nation's college campuses, was allowed to make the contribution to our entertainment and culture of which it is capable. It certainly would be one way of refreshing audiences during summer after summer of

reruns.—*Richard J. Weinman, assistant professor, Telecommunicative Arts, Iowa State University, Ames, Iowa.*

Rep reacts to FTC

EDITOR: Not too much has been heard from station representatives about the increasing government intervention into the affairs of broadcasters. Your report ("Now a tight rein on ratings users," BROADCASTING, July 15) has really stunned me, and I hope the effect on other reps will be similar. Mr. Sweeny and the FTC claim a precedent for intervention by citing examples of FTC action in the drug field. I think it is safe to say that very few individuals' lives will be at stake if a station claims to be first in the market rather than stating it is only first in say traffic times. Misrepresentation of a drug's therapeutic value is quite a different matter from discussing a station's relative position in a market. In his closing statement, Mr. Sweeny pretty much invalidates his whole argument. He says ". . . as in any other business, it is up to the broadcaster to get what he pays for. . . ." He's right, it is up to the broadcaster, not the government.—*Robert E. Richer, Robert Richer Representatives Inc., New York.*

Right church, wrong pew

EDITOR: It has been gratifying to hear from so many of the friends I have made in 16 years of broadcasting as a result of a letter in OPEN MIKE (BROADCASTING, July 1). But [it is] rather disarming to be addressed as 'Daniel' when my name has been David for lo these past 46 years. This . . . has come about as a result of the erroneous signature you attached to my letter. To all my friends who might have been misled by the misnomer . . . I am the one and same David B. Highbaugh who was an owner of WHIR Danville, Ky., from 1947 to 1957.—*David B. Highbaugh, president, WAFZ Yazoo City, Miss.*

Great expectations

EDITOR: Thank you for the copy of the special report on economic and industrial progress in the Mid-South (BROADCASTING, June 17). I have read through most of the report and compliment you on the excellent coverage given the industrial potential of my section of the country. I have great expectations of Louisiana in this regard and I am grateful to you for the publicity you have accorded the state.—*Senator Russell B. Long (D.-La.), Washington.*

[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.]

We're out 1 cabin cruiser

2 motorcycles, 28 transistor radios, 1 outboard motor

But these prizes helped us prove a point.

We held a contest a while back. More to measure the calibre than mere count of our listeners. We called it "The News-More-People-Quote Contest." It lasted 28 days and brought in 18,874 replies.

By today's standards of around-the-world cruises and \$100,000 checks, the prizes were not spectacular — and deliberately so. We were out to prove the *quality* of our audience.

And we made it difficult for a contestant to enter. First, he had to listen to the station on a regular basis to hear the latest "quote clue." This was generally a quotation taken from a recently broadcast statement by some prominent national or local figure. The trick was to identify who said it — and then to mail in this identification to the station. If this entry was correct, then it became eligible to be included in the drawing for prizes.

Considering the prizes and the difficulty in entering, the response was substantial and it told us plenty about the quality of our particular audience. (1) They like to be informed. (2) They remember what they hear. (3) They respond intelligently.

Isn't *this* the kind of attentive, responsive audience you're looking for each day? In weighing your client's media problems, no doubt *your* answer is "yes." So why not call your Petryman today.



WFAA-AM-FM-TV
Communications Center / Broadcast services of The Dallas Morning News / Represented by Edward Petry & Co., Inc.

MONDAY MEMO

from THOMAS A. TEGEN, PurOlator Products, Rahway, N. J.

A 'dirty' commercial cleans up on prizes

[In May, PurOlator Products Inc., Rahway, N. J., began a television campaign for its air, gas and oil automobile filters, featuring a girl who gets greasy and grimy changing the filter while her male companion sits and watches. In his MONDAY MEMO, Mr. Tegen writes of the planning, testing and merchandising of the commercial.]

How did we make the "World's Dirtiest Commercial?"

Bluntly, we had cracker-barrel sessions with the copy group from J. Walter Thompson. These were brainstorming sessions where our complete advertising department got a chance to have its say.

We then made the following charges to the agency:

- Win awards . . . we want to be talked about.
 - Sell the product . . . we want the motorist to ask for a filter.
 - Build us a consumer brand name.
 - You must talk forcefully to the trade . . . you must get them excited.
 - You have no limitations on your TV approach.
 - If we miss, we'll try again.
- Certain problem areas were recognized:
- We have a low interest level product.
 - We want to build the PurOlator brand name. (A PurOlator is not a percolator.)
 - The average motorist is vague about filters, what they are and when they should be changed.
 - Our commercial must be so memorable that there is instant recall. After all, the motorist only needs a filter twice a year.

We decided to make one hard-sell oil filter commercial and one soft-sell commercial and treat the air and gasoline filters jointly in a separate spot.

Inspiring the copywriter at this point becomes critical. If you woo him and make him a dedicated member of your team, the dividends are enormous. Someone ought to write a book on the art of inspiring a copywriter so he thinks only about *your* product.

Once the copy direction takes shape, the producers and art directors come up with a storyboard. I have only one thing to say here. If you like it and you can get it past your legal department, leave it alone.

Next come the casting sessions. One word of advice here, too. Stay away!

At this point, there is a trick that can save an ad manager a lot of money and at the same time provide a lot of

inspiration. This is a TV workshop. The best agencies have one.

For \$200 we made a dummy commercial in the agency's own shops (without props and costumes, of course). This enabled the director, producer and copy chief to get an insight into the personalities of the actors, camera angles and timing. The result was a slight modification in the storyboard.

The "World's Dirtiest Commercial" was filmed in 4½ hours by Wylde Productions in the Fox Studio, New York.

Four days later, the agency showed us a terrible 35 mm workprint . . . 105 seconds long. This, of course, led to enormous compromises to reduce the story to 60 seconds.

After everything is trimmed down to 60 seconds, sound scoring for musical background becomes the final decision. In our case we had exceeded the budget, so we hired a bargain-priced symphony orchestra: one violin, one bassoon and one accordion. In about three or four days, we were privileged to view that wonderful first print.

To merchandise what we were all quite proud of, we booked it over a local TV station at midnight and again at 7 a.m. and had all the employees tune in. In this way we got the grapevine wired up with excitement real fast.

Test Marketing ■ Our market testing was done in different geographical areas: Fresno, Calif.; Las Vegas; New Orleans; Toledo, Ohio; Syracuse, N. Y., and Philadelphia. All the normal testing devices were used, including very expensive audits of service station sales, Trendex, independent personal and telephone interviews and the use of direct mail questionnaires. This led to decisions on how long to run a commercial, frequency and time periods.

Whatever the results you get from testing, guard them carefully. We felt

there were some shortcomings in our TV testing. It seems that we could all know more about the seasonal factor in both our own product sales and the TV audience. When do dealers watch TV? What shows do dealers watch? When does the jobber watch TV? There is still much to do in test marketing.

Enter your commercial in all the TV and art contests. After all, you want to be talked about. We've been very lucky with the "World's Dirtiest Commercial." We've won several national awards, including a special citation from the American TV Commercials Festival for our on-camera spokeswoman, Joan Anderson.

If you have a hot piece of property, get the trade to preview the film; and of course, don't overlook consumer publicity angles.

Part of publicity is getting your own people excited. Indoctrinate them about your plan and why you're doing it. Make them feel part of the program.

Merchandising TV ■ Finally, we used a five-step program to get ready for a sales payout on our TV:

- Warehouse meetings (we've had hundreds of them).
- Our warehouses threw meetings for the jobbers (we provided the talent, they provided the food).
- We went directly to the 60,000 service stations in our TV areas by direct mail (we asked the dealer and jobber to do something . . . to mail back an airmail postcard. This was a three-stage campaign, but it was heavily merchandised to the trade).
- We merchandised by implementing the dealer missionary calls of our own salesmen (without spontaneous dealer enthusiasm, you are dead).
- Our point-of-sale was made strong and readily available. (TV and point-of-sale should merchandise each other.)



Thomas A. Tegen, advertising and sales promotion manager of PurOlator Products Inc., was appointed to the post in January 1962. He joined the firm in 1956 as district sales manager in Chicago on the national accounts staff and was transferred to advertising in 1959. Mr. Tegen was assistant advertising and sales promotion manager before receiving his current post. A graduate of Rutgers University, he was a salesman with Cities Service before joining PurOlator.



FAVORITE THROUGHOUT MARYLAND OCEAN CITY, MARYLAND

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



YOU AIN'T HEARD NOTHIN' YET, FOLKS AL JOLSON

Nobody could sell a song like Jolson. His overnight success in the first talking movie, *The Jazz Singer*, had a million Americans repeating that film's first spoken words: "You ain't heard nothin' yet, Folks." Here was the pet of every music publisher in the business because above all, Al Jolson was a salesman! But YOU ain't heard nothin' until you've heard your own products and services sold in St. Louis by the cash-ringing salesmanship of Radio WIL. The sure delivery of WIL's dominant personalities delivers a buying audience unmatched in the Big River City because WIL is above all a salesman.

WIL ST. LOUIS

WIL St. Louis

KBOX Dallas

THE BALABAN STATIONS

in tempo with the times

John F. Box, Jr., Managing Director

Sold Nationally by Robert E. Eastman

PRICES SOAR FOR POST-48 FILMS

- Movie backlog drops from 3,350 in '62 to 1,440 today
- With cupboard nearly bare major studios cut package sizes
- Pre-48 standards still in good demand, distributors report

Though an estimated 1,000 post-48 features have been released to TV over the past two years, the market continues brisk and prices high for these films and for selected pre-1948 movies.

Television stations are gobbling up the post-48's at a rapid clip. In July 1961, there were about 2,220 films not released to TV. Now, two years later, there are only 1,440 features in the vaults of major studios.

There was unanimous agreement among feature films distributors and station film buyers canvassed by BROADCASTING last week that there was a buoyant market for post-1948 features and that prices were at peak levels.

A collateral factor that shored up the optimism of distributors was the durability of quality pre-1948 features, with estimates placing up to one-half of features in release for five years or more eligible for renewals in markets in which they have played.

There were several sign-posts last week pointing to a bright picture for feature film. One is that Seven Arts Associated Corp. has paid a guarantee of \$21.5 million for the domestic TV rights to 215 Universal post-48 features. This came to an average of \$100,000 per picture and was regarded in

TV film circles as a "record figure" for a package of this size.

Another bench mark is that Warner Bros. released a package of 25 first-run features for syndication last week and has sold it to each of the five CBS-TV-owned stations at a group price said to be in the neighborhood of \$2.5 million (see story page 24).

The stepped-up activity in features raises the question—the perennial one—of "how long will it be before we reach the bottom?" No one seemed to know the answer to the question. It's like the conundrum of the chicken and the egg.

Backlog Dry-Up? ■ A sampling by BROADCASTING of the major studios—United Artists, Allied Artists, Columbia Pictures, Metro-Goldwyn-Mayer, Paramount, Warner Bros., 20th Century-Fox and Universal Pictures—indicates strongly that the backlog of post-48 features is being "used up" rapidly. With reference to a similar sampling made public 20 months ago (BROADCASTING, Nov. 27, 1961), these salient points emerge concerning the post-48 features of the eight major motion picture distributors:

■ Through Dec. 31, 1960, these companies had a total of 3,050 post-48

features in their backlog. The backlog grew to 3,350 by the end of 1962.

■ As of July 1, 1961 these companies had placed almost 900 post-48 films in release to TV. By mid-July of 1963 this figure has swelled to 1,905.

■ As of July 1961 the companies still had approximately 2,220 post-48 features in their vaults, still unreleased to TV. As of mid-July of this year, the figure dwindled to about 1,440.

The sampling underscores a significant point: As time goes on, the number of newly produced films cannot keep pace with the number of films released to TV and eventually, as has been predicted, the well will run dry. From mid-1961 to mid-1963, the compilation shows, the number of pictures not released to TV has declined by 800.

Distributors and film buyers alike agreed that the law of supply and demand is a prime factor in the generally high prices sought and received for features. This situation was summed up by Richard Pack, vice president for programming, Westinghouse Broadcasting Co. (Group W) in the following statement:

"Although we still believe in feature films as good programming, we do not use as many as we did in the past

Blue pencil hovers over broadcast editorializing



Only one congressman got up and said broadcast editorializing ought to be banned, but the FCC and the House Communications and Power Subcommittee made it clear at last week's editorializing hearing that more regulation is in store for licensees who choose to express their opinions on the air.

It was uncertain last week whether the FCC would add to the regulation with more rules or Congress would try to do the job with some new legislation.

Two men who played key roles in the hearing were (1) Representative Walter E. Rogers (D-Tex.), chairman, and Kurt Borchardt, the subcommittee's communications specialist who will take part in this week's National Broadcast Editorial Conference in Athens, Ga.

For details on last week's hearing and the forthcoming conference, see pages 36 and 42.

Warner releases 25 post-48 pictures

Warner Bros. Television division last week announced the release to TV of a new package of 25 post-1948 motion pictures. The new package, "Warner Bros. One," was sold to each of the CBS-owned TV stations: WCBS-TV New York, KNXT (TV) Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia, and KMOX-TV St. Louis.

The sale to the stations, estimated at approximately \$2.5 million, is seen as a new step-up in Warner's activity in the sale of motion pictures to TV. The package's release also represents a departure in Warner's policy of selling its post-1948's through other distributors. Seven Arts distributes an earlier package of 175 Warner post-1948's, and United Artists Associated the Warner pre-1948's.

Joseph Kotler, vice president of Warner's TV division, indicated other "pre-release" sales would be announced.

Of the 25 pictures in the package, 19 were released to theaters in 1959

and 1960 and 17 of them are in color.

Among the titles: "The Nun's Story," starring Audrey Hepburn; "The Sundowners," with Deborah Kerr, Robert Mitchum and Peter Ustinov; "The Dark at the Top of the Stairs," featuring Robert Preston and Dorothy McGuire, and "The FBI Story," starring James Stewart and Vera Miles.

The package also has "Look Back in Anger" (Richard Burton and Claire Bloom), "Pete Kelly's Blues" (Jack Webb and Janet Leigh), "The Young Philadelphians" (Paul Newman and Barbara Rush), "Rio Bravo," "The Hanging Tree," "The Miracle," "Ice Palace," "Tall Story," "Up Periscope," "Sergeant Rutledge," "The Crowded Sky" and "Cash McCall."

Completing the motion pictures in the package: "Black Patch," "The Desert Song," "Manhunt in the Jungle," "Rise and Fall of Legs Diamond," "The Rising of the Moon," "So Big," "—30—," "Westbound" and "Yellowstone Kelly."

because of the shorter supply and higher prices. Our stations are buying fewer films than in the past. We program about 10 features a week, as compared to 20 to 30 during the 1950's. Westinghouse anticipated about five years ago that there would be fewer films available and that the pre-48's would be reused and reused.

Price Increases ■ There was unanimity that prices for post-1948 films have risen from two to three times over comparable pre-1948's in the top 50 or 60 markets, although more modestly in the medium-sized markets and only slightly in the smaller markets. A good post-48 feature in New York today will be priced from \$25,000 to \$35,000, and approximately \$16,000 to \$18,000 in Los Angeles.

The pricing situation was discussed by Richard Harper, director, syndication and feature film sales for Metro-Goldwyn-Mayer Television. He expressed the view that stations are willing to pay more for first-run features because they have been proved to be valuable programming; that they are "elastic" properties in that they can be used in different periods of the day, including prime time, and have high rerun value. Mr. Harper asserted that the former practice of selling pre-1948 features in bulk—in libraries of 200 to 700—tended to depress prices. On the other hand, the present pattern of marketing post-48's in comparatively small packages—in lots ranging from 20 but

less than 100—has the tendency of keeping prices high.

The film buyer for a group of stations, while acknowledging that prices generally were high for post-1948 features, cautioned that prices often quoted by distributors can be misleading. He noted that while a first-rate feature film can command \$35,000 in New York, another feature in the same package can garner only \$7,000 or \$10,000 in that city. He added that distributors assemble a package of 25 features and include perhaps 14 pictures that are first-rate; six that are fair and five that are poor. It is up to that station, he stressed, to evaluate each film and place a satisfactory price tag on it.

Small Market Problem ■ Another aspect of the pricing situation was touched upon by the program director of a large station group organization. He agreed that distributors are getting "fantastic" prices in large markets, particularly those with four stations or more in which there is a fierce competitive element.

But he noted that distributors are not receiving financial return commensurate with the value of pictures in smaller markets, which, in turn, forces higher prices in the large markets. He asked: "How long are big markets going to keep paying these high prices?" He felt too that the Seven Arts payment of approximately \$100,000 for each of the 215 features was "high" and this

cost, plus the added cost of distribution, interest to banks, advertising and promotion, would about double the total cost to Seven Arts.

The reason for increased interest in feature films was outlined by Lou Friedland, vice president of MCA-TV and a specialist in station sales. Mr. Friedland, who spearheaded the sale of the Paramount pre-1948 library, starting in 1958, explained there has been expanded station scheduling of features recently in two areas—in early evening and on weekends.

He noted there was a period a year or two ago when some stations began to program "kiddie shows" in early evening hours but said there seems to be a tendency back to movies so that a station can attract the so-called "adult" advertiser, both for the feature film period and the other parts of the station schedule.

Best Rerun Year ■ The substantial business that is accruing to portions of pre-1948 features libraries was noted by several distributors. Erwin H. Ezzes, executive vice president of United Artists Associated, which distributes the pre-1948 Warner and RKO films, reported that "we are having our best rerun year in our history." He explained that many of the contracts for these films were for four or five years and renewals started to come in two years ago on pacts made originally in 1956.

Mr. Ezzes noted that there are several hundred pictures, which he called "perennial favorites," that are attracting renewals at "good prices." He estimates these pre-48's, on renewals, are bringing the distributor 50% to 60% of the first-run price.

The versatile uses of "top-grade" feature films was pointed up by Alan M. Silverbach, director of syndication for 20th Century-Fox Television. He noted that Fox made the first network transaction with NBC-TV for 30 post-48 features, and following network exposure, the films were placed into syndication last September. He reported they have been sold in 45 markets and have grossed more than \$2 million to date. Mr. Silverbach said that features have the value of lending themselves to rescheduling for different audiences and time periods.

Joseph Kotler, vice president of Warner Bros. Television division, said costs-per-picture of Warner products in the future will be higher because the company will be releasing small packages. This policy, he said, has been initiated with a package of 20 post-48 features released last week. Mr. Kotler said this approach was decided upon because many stations, particularly the so-called "movie stations," have large quantities of films on hand and require "a few block-busters" to protect their



Richard Harper . . . small packages . . . keep prices high . . .
 Erwin Ezzes . . . having our best re- . . . run year in history . . .
 Alan Silverbach . . . features lend them- . . . selves to changes . . .
 Joseph Kotler . . . costs will be high- . . . er in the future . . .
 Robert Morin . . . promotional rein- . . . forcement helps sales

investments in their backlog.

Robert Morin, vice president and general sales manager of Allied Artists, stressed that the success of feature films on TV can be attributed, in part, to the advertising and promotional reinforcement given the time period and the films by the station and the distributor. Allied, he said, has implemented a vigorous advertising-promotion policy and credited this approach with the success of Allied films in many TV markets. He believed the immediate outlook for the feature films "was excellent."

TV committees of MPEAA to be formed in Europe

The formation of TV committees representing member companies of the Motion Picture Export Association of America in principal TV markets of Europe was announced last week by William H. Fineshriber of MPEAA.

Mr. Fineshriber, who returned last week from a six-week tour of European capitals, said the TV committees will devote intensive attention to common export problems. He noted that in-

formal meetings of company managers have been held for the past three years, but the growing importance of the European TV markets now requires a formal organization.

The European committees will now meet regularly under the chairmanship of the following MPEAA regional directors: S. F. Vronick, Paris; Leo D. Hochstettern, Rome; S. L. Beers, Frankfurt, and A. R. Thornton, London.

Mr. Fineshriber visited Italy, Switzerland, France, Monaco, Luxembourg, Belgium, Germany, Sweden, Norway and the United Kingdom.

Two feature packages cost Seven Arts estimated \$33 million

The bullish market for both post-48 and pre-1948 feature films (story, p. 23) was illustrated dramatically last week by announcements that Seven Arts Associated Corp. had acquired the TV distribution rights to 215 post-48 Universal Pictures Corp. features and 228 20th Century-Fox pictures, including 103 post-48's.

Seven Arts' heavy investments in these features is estimated in the vicinity of \$33 million. The transaction with Universal was said to involve a guarantee of \$21.5 million, plus a percentage of the gross. Financial details on the Fox contract were withheld, but estimates are that the deal will call for in excess of \$13 million payment by Seven Arts.

The agreement with Universal grants Seven Arts the free television rights to the 215 features for 10 years for showing in the United States, Canada, Puerto Rico and the Virgin Islands. Universal retains the foreign and pay TV rights.

Titles of the features are not immediately available, a Universal spokesman said, because of "certain legal considerations," but will be dis-

closed later. Included in the 215 films, of which 109 are in color, are the following stars: Rock Hudson, Tony Curtis, James Stewart, Gregory Peck, Shelley Winters, Anita Eckberg, Loretta Young, Janet Leigh, James Mason, Jeanne Crain, June Allyson and Van Heflin.

Universal is a subsidiary of Decca Records, which is controlled by MCA. Under the terms of the consent decree whereby MCA acquired

Decca, MCA agreed not to distribute domestically Universal's pre-1948 features.

Fox Pact ■ Eliot Hyman, president of Seven Arts Associated Corp., announced the details of both the Universal and Fox transactions. Under its agreement with Fox, Seven Arts acquires theatrical and TV rights to 228 features, including 103 post-48's. The remaining 125 are pre-1948 films, previously distributed by National Telefilm Associates.

The new Fox titles include "Bus Stop," "Mr. Belvedere Goes to College," "The Thirteenth Letter," "When My Baby Smiles At Me," "Pick Up on South Street," "The Man Who Understood Women" and "Women Obsessed."

Seven Arts now has almost 400 post-48 features for distribution. It has 175 Warner Bros. and 212 Fox films of this vintage.

The first sale involving the new Fox pictures was disclosed last week by Seven Arts. It sold 70 features, including 50 from Fox, to WABC-TV New York. The remaining 20 were foreign films, including "Rashomon," "The Island," "Cleo from 5 to 7" and "Umberto D."



Eliot Hyman

Lysol sales success laid to TV spots

'MEDIEVAL' IMAGE REVITALIZED AT MINIMUM EXPENSE

A television advertising campaign based on rotating daytime spot announcements was credited last week with affording Lehn & Fink's Lysol soap product "a sharp increase in sales . . . with actually less advertising dollars" than the company had spent on previous campaigns.

In speaking to the Marketing Executive Club of New York, Roger M. Kirk, Lehn & Fink products general manager, said a campaign started three years ago "has done . . . much to take Lysol out of the restricted medieval category which it has been mired in."

He described the campaign as a "unique method of purchasing TV participations that permitted a high degree of dispersion of message. This plan gave Lysol a broad television reach otherwise impossible to obtain for the same dollars."

The plan was described by the company's agency, Geyer, Morey, Ballard, as "unique at that time. But since then, it has been used quite frequently." The plan involved a departure from the then-common practice of daytime TV advertisers purchasing an entire program on a basis of so many times per week.

The Lysol plan, first used on ABC-TV, involved the purchase of a certain amount of spot announcements and rotating them through the same number of programs weekly, so that no more than one spot appeared on the same television program within the given time period.

For Scope ■ Mr. Kirk said the plan

"allowed us, a comparatively small advertiser, to enjoy the full scope of television's usefulness with reach equal to many of the soap giants that seem to dominate the TV scene."

The television—both daytime and nighttime—was prompted by a general corporate re-evaluation of the 70-year old Lysol product. The item, according to Mr. Kirk, had "an almost fanatical core of loyal users," but "was just holding its own in the modern market place."

During the re-evaluation period, Mr. Kirk said that Lysol stopped all advertising. "Surprisingly enough—to put it mildly—sales actually increased," he pointed out. "This phenomenon led some of us to the conclusion that the wrong advertising message can seriously impede rather than build sales." It was felt that "the former theme and direction of the advertising, both psychologically and materially, blocked the growth of the brand."

With the appointment of a new agency—Geyer, Morey, Ballard—Mr. Kirk explained that "a new creative approach to the question of advertising media solved one big problem: how best to bring the modern-day Lysol story to the younger housewives' attention."

"We were convinced it was not for lack of advertising dollars that the communication gap existed between Lysol and new users—but rather where and how the dollars were being spent."

Lehn & Fink turned to television because, according to Mr. Kirk, it "is the greatest means of mass communication

the world has ever known. As the medium that synthesizes sight, sound, motion and illusion, it offered us an opportunity for the most complete exposition of the gratification promised by Lysol.

"Moreover, television provided the most effective means to reach a broad segment of homes in the nation, with emphasis on the first 50 markets."

The results? Mr. Kirk called them "dramatic and clear." He said sales increased with fewer advertising dollars, "and this was accomplished in the face of a steady downward sales trend for Lysol. Furthermore, this sharp increase has continued for three straight years . . . with Lysol sales definitely showing new vitality."

CBS Radio Spot Sales unveils presentation

Let radio sell itself by what it does best: by sound.

Using this as a base, CBS Radio Spot Sales in its new "all-audio" presentation entitled "That Agency Thing" dramatizes radio in a 20-minute production.

Agencies and advertisers will be listening to the tapes today (July 22) as spot sales executives make their rounds. The salesmen also will leave behind a copy of the aural presentation on disk. The presentations begin today at creative departments in agencies located in New York, Philadelphia, Detroit, Los Angeles, Chicago, Atlanta, San Francisco and St. Louis.

The production has original music composed by Bob Thompson who conducted a 28-piece orchestra. The cast stars such names in show business as Herschel Bernardi, Howard Morris, Byron Kane, Paul Frees, June Foray. Producer: Alan Alch Inc., Los Angeles.

Woven into the story are actual commercials prepared for advertisers and broadcast on radio. The presentation is a full musical production that is couched in musical comedy terms but which gets the message through that "radio today is a new medium" and that its limitations are only those bounded by the degree of creativity and imagination of agency and client.

First excerpts were played and the concept introduced by Maurie Webster, vice president and general manager of CBS Radio Spot Sales, at a meeting in Chicago last week. More than 500 agency people sampled the tape at the *Advertising Age* creative workshop. The jacket liner of the disc contains an introduction by Dave Bascom, board chairman and creative director, Guild, Bascom & Bonfigli.

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.

PAMS Productions, 4141 Office Parkway, Dallas 4.

Cabell's (ice cream), two 10's for radio (jingles). Bob Farrar, production manager. Agency: Aylin Advertising. Walter Clark, account executive. Annett Morrow, agency producer.

Blue Ribbon Beef (beef), one 60 for radio (jingle). Bob Farrar, production manager. Agency: Susong Advertising. Paul Miller, account executive and agency producer.

Dividend Bonded Gas, one 60 for radio (jingle). Bob Farrar, production manager. Agency: Bozell & Jacobs. Lloyd Graff, account executive.

Cains Coffee, five 20's for TV (musical tracks). Bob Farrar, production manager. Agency: Lowe Runkle. Howard Neuman, account executive.

Southland Battery, one 60 for radio (jingle). Bob Farrar, production manager. R. B. Young, advertising manager, Allied Battery Inc., producer.

Wolff & Marx Department Stores, one 60 for radio (jingle). Bob Farrar, production manager. Mrs. Marijean Herman, advertising director.

Gulf Oil (gasoline-regional), one 60 for radio (jingle). Bob Farrar, production manager.

Kresge's Variety Stores, one 60 for radio (jingle). Bob Farrar, production manager.

Klein/Barzman, 706 North La Cienega Boulevard, Los Angeles 89.

Eldon Industries (skee-ball), one 60 and one 20 for TV, live on film. Klein/Barzman, producers.

WHICH IS THE IOWA FARMER'S "SPENDABLE INCOME"?

As you probably know far better than we—it's the *extra* dollars of spendable income (extra dollars over and above *subsistence* needs) that determine a family's ability to purchase most products.

Iowa farmers are better "prospects" for more products, because they have *more* of such extra dollars to spend.

You see, Iowa has far more than its share of Grade A land—and this automatically means more prosperous farmers. In Iowa, gross farm income divided by farm population comes to \$4,214 *per person*. In comparison, Indiana (also a good farm state) has an average of \$2,869. In Ohio, it's \$2,402.

WHO Radio has always been the vastly-preferred farm station in Iowa. WHO-TV is the natural heir to that preference. There are many segments in which WHO-TV can give you more high-income farm people, at lower cost, than any other station in the U.S. Ask PGW for the facts.



CHANNEL 13 • DES MOINES

WHO-TV



PETERS, GRIFFIN, WOODWARD, INC.,
National Representatives



ANOTHER VALUABLE ADVERTISING OPPORTUNITY ON **WNBC-TV** NEW YORK



Delivers a bonus of one entire quarter's expenditure . . . dollar for dollar . . . for you to use any time during the year.

HERE'S HOW IT WORKS

YOU BUY a minimum of 12 spots weekly, any length, for 52 consecutive weeks.

YOU GET an immediate 10% consecutive week discount,

PLUS a dividend equal to the total dollar value of all your expenditures between June and September.* You may use your dividend dollars for all types of announcement at any time during the year.

* (Except in AAA time, or evening minutes 6:59 PM-1 AM daily.)

IT GIVES YOU MORE FOR YOUR TELEVISION DOLLAR

Ask your WNBC-TV or NBC Spot Sales Representative for complete details.

WNBC-TV 4 NEW YORK

CLOSER AGENCY-CLIENT TIES URGED

Lavin also asks for writer freedom at creative workshop

Exhortations for greater agency-client rapport and for increased freedom for copywriters were the highlights of the *Advertising Age* Creative Workshop held at the Edgewater Beach hotel in Chicago last week. The pleas were voiced by Leonard H. Lavin, president of Alberto-Culver Co., a firm which placed billings of approximately \$25 million in TV last year.

Mr. Lavin said that ideally there should be a "close relationship" between agency and client and that "forthrightness is the cardinal virtue" in the relationship.

"The greatest disservice an agency man can do a client is not to speak his mind," Mr. Lavin said. "I must report, though, the sad news that in my personal dealings with the managers of advertising agencies, I have seldom experienced bluntness . . . And I know that my experience parallels that of other clients."

Mr. Lavin said that the lack of agency candor was due to the fact that "bluntness and frankness and plain talk imply a commitment to the person addressed. And a commitment to a client is something all agencies are reluctant to make. They are more interested in protecting their commission. They don't want to think as the client thinks. They don't want to share his problems. The end result of this attitude is that agencies avoid leveling with clients. They don't want to rock the boat."

No Hold Back ■ Alberto-Culver, Mr. Lavin said, holds back nothing from its agencies. "Our secrets are their secrets," he said. "What we ask in return is involvement in our affairs and in our welfare."

But all too often, Mr. Lavin lamented, this involvement is impossible because agencies tend to allow client-agency business to be conducted by lower-echelon people. He said that "heads of agencies [must] feel personally involved in an account."

Mr. Lavin also accused agency people of going "to great effort to imitate the caricatures done of them. . . . I want to respect the people I work with, and I can only respect them when they know their business, and knowing their business means knowing my business too. And if they know their business, I couldn't care less if they came to meetings in sneakers and a sweatshirt and had an Ian Fleming novel sticking out of their hip pocket."

Speaking of Alberto-Culver's relationship with the agencies' creative production, Mr. Lavin said that the copywriter "is free to try any approach. . . .

He is free to try anything because we do not dictate a platform. If it is a legitimate sales attack, then we are apt to test it. I think this also liberates the writer from the tyranny that often exists within an agency. Every writer in any of our three agencies has a shot at creating a winning piece of copy. This heightens competition. It stirs a writer's professional pride. It makes him want to excel at his job."

Freedom ■ Mr. Lavin concluded his speech by summing up Alberto-Culver's stance toward agencies' creative work: "We believe in freedom for the writer. If he does a bad job at times, so what? We all do a bad job at times. But when the writer eventually does a good job . . . and he will if he is free



Mr. Lavin

. . . that is the copy we have been waiting for. We respect the writer. And why shouldn't we. He is essential to good advertising."

Other speakers at the workshop included Victor Bloede, senior vice president and director of creative services for Benton & Bowles, who discussed the "best advertising" of the year by large agencies, and said the campaigns met two standards—those he liked and those that worked. Those named included Pepsi-Cola (BBDO); Goodyear Tire & Rubber Co. (Young & Rubicam); Volkswagen (Doyle Dane Bernbach); Chevrolet (Campbell-Ewald); Liberty Mutual Insurance Co. (BBDO); Sears, Roebuck & Co. (Ogilvy, Benson & Mather); Hertz Corp. (Norman, Craig

"Charlotte's WSOC-TV... provides carousel ride to 300% increase in toy sales"—Wilton Damon



"During the past 4 years our toy sales have increased over 300%. We attribute this spectacular gain to our long-time use of WSOC-TV's award-winning children's show, "Clown Carnival". Charlotte definitely is the Carolinas' most important market for toy sales."

WILTON E. DAMON,
Sales Manager,
Chapman-Harkey Co.,
Charlotte, N. C.

Advertisers with a stake in young America can bank on this—nowhere in the Carolinas will you find children's program strength to match that of WSOC-TV. This better television fare for small fry complements the over-all program structure that is producing big sales successes for channel 9 advertisers throughout the Carolinas. Schedule WSOC-TV—one of the great area stations of the nation.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton, WIOD, Miami
BROADCASTING, July 22, 1963

COMMERCIAL PREVIEW: Renault automobiles



Power where you need it most

A Renault R-8 climbs up California Street in San Francisco, accelerating to pass a cable car en route. It stops short at an intersection to let a Chinese woman cross. It glides smoothly down the serpentine curves of Lombard Street.

The Renault R-8 performs these feats in a 50-second TV demonstration (leaving 10 seconds for dealer identification), one of a series which Renault dealers will be using this fall in various markets coast to coast under regional cooperative



Safety brakes on all four wheels

advertising plans.

The spots are intended to make viewers remember the message without being distracted by the production values of the commercials themselves. Their words are few, simple and factual. As the auto passes the cable car the off-camera voice says: "It has power where you need it most." As the car stops to let the women pass in front, the wire comments: "Safety-high performance disc brakes on all four wheels." And as the compact twists down the



Easy to handle in tight turns

steep curves, the voice points out: "In tight turns it's easy to handle."

The straightforward approach was used to impress the audience with the performance of the car.

The spots were filmed in San Francisco by R-TV for the broadcast department of Fuller & Smith & Ross, Los Angeles, headed by David Mathews, vice president. Lee Chaney is the agency producer; Ben Sussman, account executive; Chuck Sutorius, art director, and Al Powers, writer.

& Kummel); Avis Rent-A-Car (Doyle Dane Bernbach), and Gravy Train (Benton & Bowles).

Pablo Ferro, partner of the film production company of Ferro, Mohammed & Schwartz, spoke on the technique, direction and design of advertisements. He illustrated his points with films his company had produced.

A sharp rebuke for advertising that exploits stereotyped images and "show-off" humor was delivered by Whit Hobbs, senior vice president of Benton & Bowles. He urged the industry to adopt the "Golden Rule" as a key step in restoring advertising's appeal to young people as a career.

Edward Bleier, vice president and national sales manager of ABC-TV, spoke on the use of sports in advertising. He pointed out that last year more than 150 advertisers had used network TV sports programs and stressed that the audience composition for such telecasts included women, teenagers and children as well as men.

Also on the program was Maurie Webster, vice president and general manager, CBS Radio Spot Sales, who introduced the representative's new all-audio presentation called "That Agency Thing" (see story, page 26).

New pre-selling technique

Approximately 300 media executives, timebuyers and station representative employees are expected to attend a

presentation in New York Tuesday (July 23) on Official Films new half-hour series, *Battle Line*.

Seymour Reed, Official Films president, reported that agency and rep personnel will view an episode of *Battle Line*, an actuality film on campaigns of World War II from the viewpoints of the Allied and enemy troops. He said the presentation and reception constituted a new method of pre-selling a syndicated series.

Business briefly . . .

Reynolds Metals Co., Richmond, Va., has purchased *Greece: The Golden Age*, NBC News special to be presented on NBC-TV Tuesday, Nov. 5 (9-10 p.m.). Lennen & Newell, New York, is the advertising agency.

Wings of Healing has renewed its Sunday morning and evening programs for 52 weeks on Mutual. The evening program, *Global Frontiers—Wings of Healing* is carried on 113 Mutual stations and the morning show, *AM Wings of Healing* is broadcast on 127 stations.

American Cyanamid, through Dancer-Fitzgerald-Sample, will sponsor *Alumni Fun*, which begins on CBS-TV Jan. 5 (Sundays, 5-5:30 p.m.). The show was formerly on ABC-TV.

Jones & Laughlin Steel Corp., Pittsburgh, through T. N. Palmer, New York, will begin its first major use of TV this week. Three-city six-week

campaign will promote sale of soft drinks in tin-plated steel cans. A total of 500 one-minute spots will be spread over Detroit, Cleveland and Pittsburgh, using two stations in each city. An agency spokesman says the campaign heralds a trend toward more consumer advertising of end steel products by the client.

Metropolitan Life Insurance Co., through Young & Rubicam, will sponsor CBS News Extra on the eclipse of the sun July 20 (6-6:30 p.m. EDT).

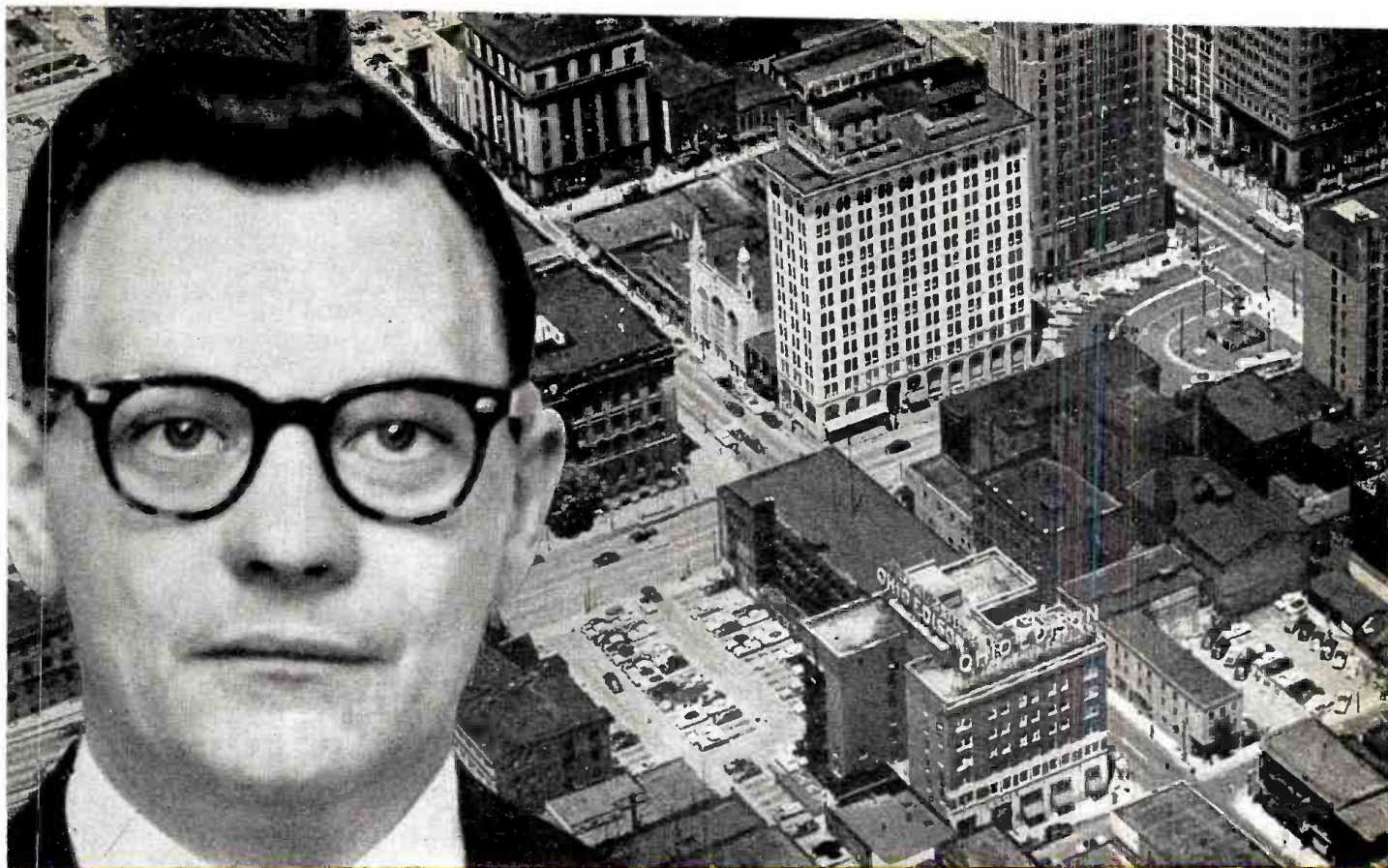
Schick Safety Razor Co., through Compton Advertising, Los Angeles, has started a 13-week summer campaign on the ABC Radio network, using *Paul Harvey News*, Saturday, 12-12:15 p.m., on the full ABC national network; the Monday-Friday, 4:55-5 p.m. zones in the eastern and central time zones, and two ABC Radio West regional programs: *Don Allen News*, Monday-Friday, 8-8:10 a.m., and *Sports News*, Monday-Friday, 5:45-5:55 p.m. Schick's new stainless steel Krona Edge blades will be advertised.

Rep appointments . . .

■ KTCR Minneapolis: Jack Masla & Co. as exclusive national representative.

■ KORL Honolulu: Savalli/Gates, New York, as national representative.

■ Crosley Broadcasting Co.: WLW and WLWT(TV) Cincinnati, WLWD(TV) Dayton, and WLWC(TV) Columbus, all



Why WFMJ-TV bought Volumes 4 and 5 of Seven Arts' "Films of the 50's"

Says Mitchell F. Stanley:

Manager of WFMJ-TV, Youngstown, Ohio

"WFMJ-TV in Youngstown has long been established as the absolute leader in feature film entertainment for our five-county market.

As an affiliate of NBC carrying the TONIGHT SHOW, we came to realize early in the game that our motion picture programming must be founded on the principle of

quality-rather-than-quantity

Herein lies the reason why our Saturday and Sunday late evenings (as well as those of practically all area viewers) are reserved exclusively for Seven Arts' 'Films of the 50's.'

Market-wide acceptance of this nothing-but-the-best policy is well indicated in the latest A.R.B. ratings which show our weekend presentations from Volumes 4 and 5 delivering more total homes than all local competitors combined.

Needless to say, we couldn't be happier. Our clients and reps (Blair TV), too, are delighted with this overwhelming endorsement from our truly discriminating audience.

We look forward to succeeding volumes of great motion pictures from Seven Arts."



**SEVEN ARTS
ASSOCIATED
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 200 Park Avenue 972-7777
CHICAGO: 4630 Estes, Lincolnwood, Ill. Orchard 4-5105
DALLAS: 5641 Charleston Drive ADams 9-2855
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. State 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West Empire 4-7193

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

RAB management conferences begin Sept. 9

The Radio Advertising Bureau starts its 1963 management conferences on Sept. 9-10 at The Homestead in Hot Springs, Va. It will be followed by seven similar conferences elsewhere around the country.

Edmund C. Bunker, RAB president, said he attached particular importance to the conferences this year "because of the unusually large number of critical issues facing the radio industry." He asked stations for a show of support in their attendance.

Usually the conferences are attended by top station management with two executives from each station. Problems of station and sales management and radio in general are discussed.

Mr. Bunker and the following

RAB people will attend: Miles David, administrative vice president; Robert H. Alter, vice president and director of national sales; Richard L. Chalmers, national director of member development, and Keith Trantow, director of member service.

The dates and locations of the management conferences: Sept. 9-10, The Homestead, Hot Springs, Va.; Sept. 12-13, The Hilton Inn, airport, Atlanta; Sept. 16-17, The Holiday Inn-Central, Dallas; Sept. 23-24, Gideon-Putnam, Saratoga Springs, N. Y.; Sept. 30-Oct. 1, O'Hare Inn, airport, Chicago; Oct. 3-4, Rickey's Hyatt House Hotel, Palo Alto, Calif.; Oct. 7-8, Town House Motor Hotel, Omaha; Oct. 14-15, The Executive Inn, Detroit.

Ohio; and WLWI(TV) Indianapolis, Ind.: Edward Petry & Co. as exclusive sales representative in 10 western states.

■ KITE San Antonio: The Bolling Co., New York, as national representative.

■ WPBS(FM) Philadelphia: Roger Coleman Inc., New York, as national representative, and Robert S. Dome Co., Philadelphia, as regional representative.

■ WAPX Montgomery, Ala., and WADC Akron, Ohio: Spot Time Sales, New York, as national representative.

■ WMTW-FM Mt. Washington, N. H.: Good Music Broadcasters, New York, as national representative.

Timex to get stations if networks back off

Backers of a documentary on the cancer drug Krebiozen say they'll resort to clearing their own stations if networks should decline to air the show.

As controversy mounted last week in Washington over the drug, and the Food and Drug Administration banned its interstate distribution, the program's sponsor, U. S. Time Corp. (Timex) and its agency, Warwick & Legler adopted a wait-and-see attitude toward the broadcast.

A spokesman for W&L said the current discussions regarding the drug had not altered plans for the show, "but we'll watch developments very closely—if for no other reason than to make the program as current as possible." He said the completed study would be offered first to the networks, and if they refuse it, then Timex would move to clear its own stations for its showing.

On Radio ■ It was Timex which this spring sponsored ABC Radio's documentary presentation on the drug, and

the network reported considerable response to the broadcast. Timex then initiated its own television program on the subject, signing Wolper Productions to develop the show.

Interstate distribution of the drug became illegal about 10 days ago when the drug's discoverer and owner, Dr. Stevan Durovic, withdrew his plan for continued distribution of it, claiming, according to reports, that the government was applying pressure, spreading false statements to the press, attempting to "frame" him and now to "indict" him.

The FDA had been expected for two weeks to disapprove the plan as inadequate, and it is also thought that the agency has prepared a "cease and desist" order against further distribution, basing the order on alleged illegalities in production and distribution of the drug.

The agency is also expected to continue evaluating reported benefits of the drug to cancer patients. The Department of Health, Education and Welfare, of which FDA is a part, is expected to be prepared by August to submit medical reports on the drug to the National Cancer Institute for medical evaluation.

SSC&B wins most in J&J product moves

Four advertising agencies were involved last week in a major reassignment of accounts by the Johnson & Johnson Co., New Brunswick, N. J.

The principal beneficiary of the switching was Sullivan, Stauffer, Colwell & Bayles, which will gain a reported \$4 million in billings from Young & Rubicam and N. W. Ayer & Son. Ayer is surrendering all of its Johnson & Johnson accounts—an esti-

mated \$750,000 in billings—covering Arrestin cough medicine, Dental Floss, Liquiprin, medicated plasters, Band-Aid plastic tapes and medicated powder, as a result of "potential product conflicts." Ayer recently acquired related product accounts from Sterling Drug Inc., and Menley & James.

Young & Rubicam has been assigned the medicated plasters and Band-Aid plastic tape, SSC&B picking up the other accounts resigned by Ayer. Y&R continues as Johnson & Johnson's agency for adhesive bandages, first aid cream, first aid kits, Red Cross surgical products, spray antiseptic, cotton buds and all baby products except shampoo. At the same time Y&R gives up Micron oral antiseptic and baby powder which move to SSC&B.

A Johnson & Johnson spokesman said that Y&R would continue as agency of record for all the company's network TV billings.

Norman, Craig & Kummel has been named agency for a new Johnson & Johnson antacid product, Bi-Phase, so far only distributed in test markets.

Another critic of tobacco ads

Cigarette advertisers last week drew criticism from another source with the publication of a book calling for stricter government control of tobacco advertising and proposing the abolition of such advertising altogether.

The Consumers Union Report on Smoking and the Public Interest, released by Simon and Schuster, reviewed medical findings on the possible link between cigarette smoking and lung cancer, and outlined a plan for reduction of cigarette smoking appeal.

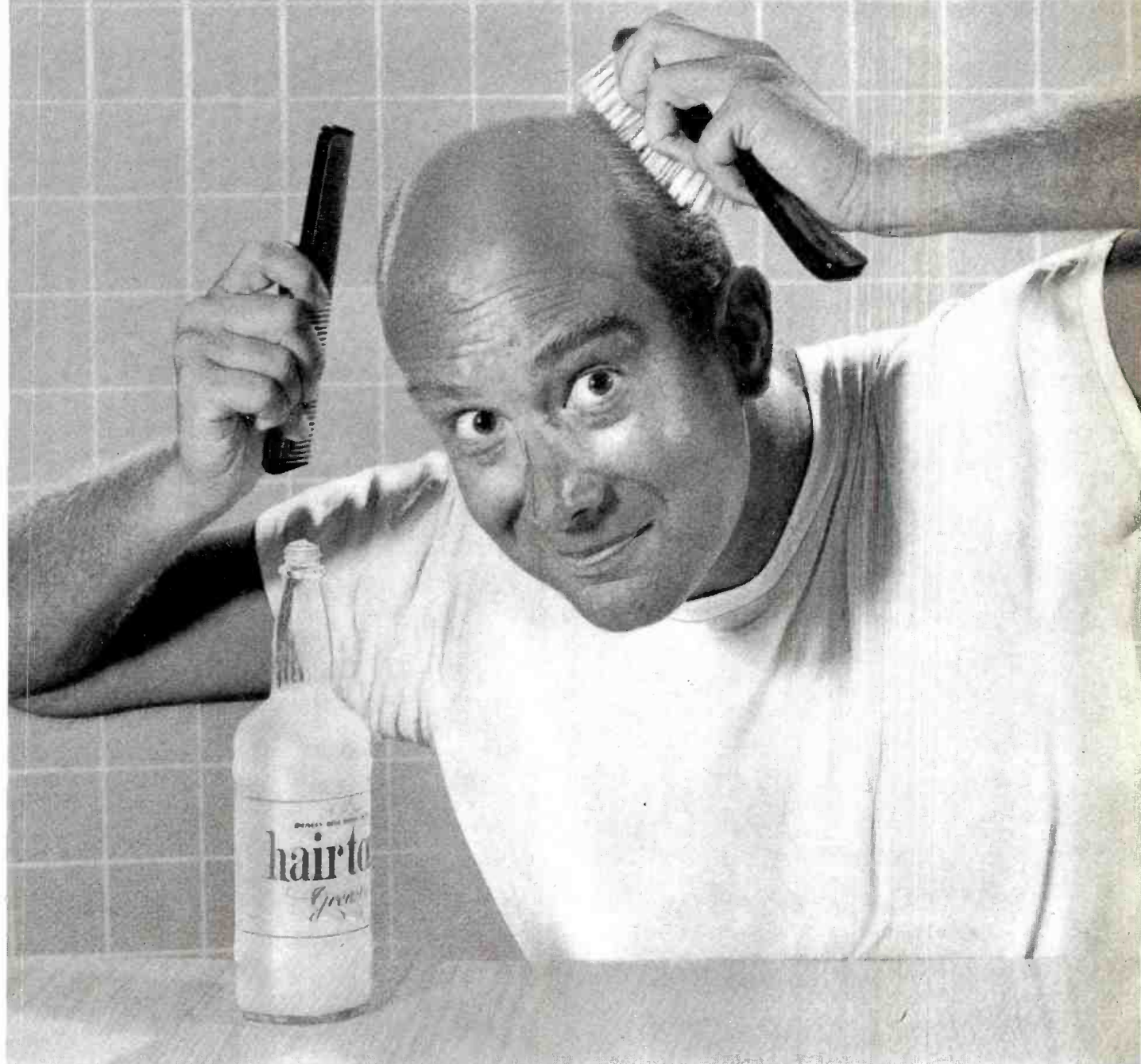
Among recommendations were two proposals already acted upon by some major tobacco companies: the discontinuance of cigarette endorsements by athletes and the removal of cigarette advertising from college publications and broadcast outlets (BROADCASTING, July 15, June 24).

More sweeping reform directed toward reducing cigarette appeal among adults as well as youths was also urged. The book suggested that the "FCC might rule on whether radio and TV licensees that carry cigarette commercials are indeed acting in the public interest.

"The medical statistics force one to ask whether any kind of advertising for a product so intimately connected with disease can be condoned, and if so, then precisely what kind," it was stated.

The book proposed Federal Trade Commission action "to bring cigarette advertising into conformity with fact . . . to require warning notices in cigarette advertising."

MAXIMUM RESPONSE
—that's advertising efficiency.



WBAL-TV₂₈ BALTIMORE

"MARYLAND'S NUMBER ONE CHANNEL OF COMMUNICATION"

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.

Two established hits bring more women viewers to ABC-TV Daytime starting this September



The Price Is Right—11:00-11:30 AM on ABC-TV Daytime
Bill Cullen with one of the most popular audience participation shows in the history of television. For six years running, it has attracted the largest audience in the 11:00-11:30 AM period.* It now moves to ABC-TV Daytime—in the same highly productive time period—starting September 9th.

*National Nielsen Television Index, season average, Sept.-Aug. 1957-1962, Sept.-May 1963, Average Audience Mon.-Fri.



Trailmaster—4:00-5:00 PM on ABC-TV Daytime

Ward Bond and Robert Horton star in repeat episodes of television's all-time dramatic hit with proven appeal for women. Each drama-packed episode features performers like Bette Davis, Charles Laughton, Shelley Winters and Cliff Robertson. Starts September 2nd on ABC-TV Daytime, 4:00-5:00 PM—the highest period of homes using television in the entire network daytime schedule.[†]

And in between—from 11:30 AM through 4:00 PM—a full schedule of shows and stars with proven ability to deliver women viewers... including this season's daytime TV hit, *General Hospital*.



The Price Is Right, with Bill Cullen 11:00-11:30

Seven Keys, with Jack Narz 11:30-12:00

The Tennessee Ernie Ford Show 12:00-12:30

Father Knows Best, starring Robert Young 12:30-1:00

General Hospital, starring John Beradino 1:00-1:30

Day In Court, with Judges Edgar Allan Jones, Jr. and William Gwinn 2:30-2:55

News With The Woman's Touch 2:55-3:00

Queen For A Day, with Jack Bailey 3:00-3:30

Who Do You Trust, with Woody Woodbury 3:30-4:00

Trailmaster, starring Ward Bond and Robert Horton 4:00-5:00

[†]National Nielsen Television Index, homes using television, Mon.-Fri., average per min., May 1962-Apr. 1963.

EXCURSION INTO EDITORIALIZING

Broadcasters get not-too-subtle congressional hint of more regulation in offing; FCC and legislators vie for 'honor'

Congressmen, broadcasters and the FCC generally agreed at a House communications subcommittee hearing on broadcast editorializing last week that licensees and the public need clearer guidelines if editorializing is to continue.

Togetherness was more elusive, however, when the Communications and

tee but alarmed members who were friendly to broadcasting's anti-regulation position (see story, page 37).

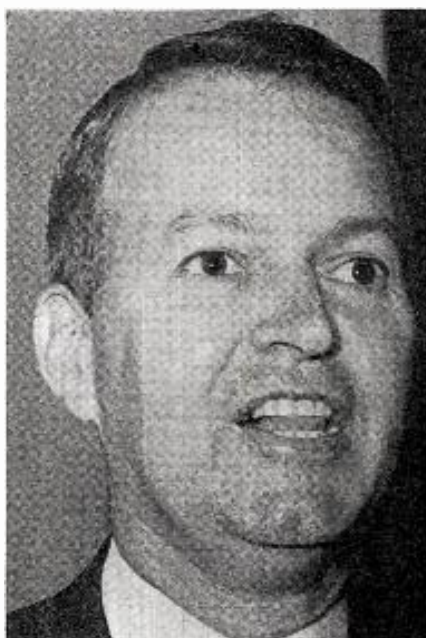
The broad congressional opposition to editorializing which some had expected didn't materialize. Only four congressmen accepted the subcommittee's invitation to testify, and just one of these, a

date should speak for himself, the subcommittee said.

Broadcasters and the FCC pleaded that such a practice would automatically invoke Section 315's requirement that other candidates must be aired if they want to be, even those not mentioned in the original editorial. The subcommit-



Representative Broyhill



Representative Van Deérin



Mr. McGannon

tee Power Subcommittee tried to determine what that guidance ought to be and who should provide it.

The FCC said it could handle the job by making rules or publishing a guide book of "do's and don't's."

The subcommittee indicated legislation would give Congress more direct control of the regulation.

Four long days of tenacious questioning leaped all over the spectrum of political broadcasting, a subject which held the congressmen completely fascinated.

However, nothing illuminated editorializing's inherent problems for them any better than the appearance of one witness—Sherwood R. Gordon, president of KSDO San Diego and KBUZ-AM-FM Mesa, Ariz. Mr. Gordon, a self-described "free-swinging" editorializer, came out swinging in defense of broadcast editorials, but in the minds of several subcommittee members his frank testimony not only failed to sway the subcommit-

tee but alarmed members who were friendly to broadcasting's anti-regulation position (see story, page 37).

Much of the time was spent on HR 7072, a bill offered by Representative John E. Moss (D-Calif.), which would "insure fairness in editorializing" by requiring equal time for political candidates opposed or not endorsed by licensees who take positions in political races (BROADCASTING, June 24). The subcommittee showed it was leery of political editorials and wondered whether they should be permitted at all.

Cloudy Guidelines ■ Testimony showed that neither the subcommittee nor broadcasters believe the FCC has provided clear guidance on how to handle rebuttals to political editorials. Congressional opposition to the FCC's 1962 decision that broadcasters may designate spokesmen to answer for candidates attacked by editorials practically doomed that policy for future use. The candi-

date promised to review the problem, but insisted that candidates be allowed to answer for themselves.

In the case of other kinds of editorials, the subcommittee said, broadcasters must do much more to seek out opposing points of view. Some members said they had never been notified by stations about editorials criticizing them, and they indicated some notification procedure would have to be provided.

Broadcasters advocated editorializing as a requirement in a democratic society which thrives on the give and take of opinions and the broadest possible discussion of conflicting views.

The demise of competition of daily newspapers is coincident with an increase in competition among broadcasters, they said. Broadcasters said they have an obligation to not only report news but to lend it dimension and perspective through carefully researched, balanced editorials.

A Short Break ■ The subcommittee

which heard from congressmen, the FCC, the National Association of Broadcasters and network spokesmen last week, recessed for this week's National Broadcast Editorial Conference to be held in Athens, Ga. (see page 42). Representative Oren Harris (D-Ark.), chairman of the Commerce Committee, which is the parent of the communications subcommittee, will keynote the conference.

Rather than tell the conference how editorializing should be done, Representative Harris is expected to present some of the broad and specific questions raised at last week's hearing.

The subcommittee's communications specialist, Kurt Borchardt, will partici-

pate. Plans are to resume the hearing shortly after the conference, but this could be delayed if the full committee becomes involved in the national railroad dispute.

Representative Walter E. Rogers (D-Tex.), subcommittee chairman, said two bills which were introduced last week and which propose amendments to Section 315, would be considered with HR 7072 in the review of editorializing.

The bills: HR 7550 by Representative John M. Slack Jr. (D-W.Va.) would eliminate the statutory requirements for equal time and substitute the fairness doctrine. HR 7612 by Representative F. Bradford Morse (R-Mass.) would require broadcasters to provide

"persons defamed during broadcast by political candidates . . . an opportunity to answer."

The Lawmakers Testify ■ The congressional testimony on editorializing ran from full support to complete opposition on Monday (July 15), the first day of the hearing.

None of the witnesses related stories of troubles they have had with broadcasters who either fought them fairly—with editorials—or unfairly—with slanted news. Some bitter griping had been anticipated after Representative Rogers wrote individual invitations to testify to all House members (BROADCASTING, July 1). But as some subcommittee members revealed privately, their col-

Sherwood Gordon makes an impression on Capitol Hill

The first broadcaster to testify at last week's House hearing on editorializing (see page 36) won't be forgotten by members of the Communications and Power Subcommittee for quite sometime.

Sherwood R. Gordon president of KSDO San Diego, Calif., and KBUZ-AM-FM Mesa, Ariz., began by charging the subcommittee with "a form of implied censorship" because it was holding the hearing in the first place.

He unsettled them a little more by asking if they intended to "throttle broadcast editorializing in its infancy and stand accused of fear of our voice . . . ?"

Then came the clincher. Mr. Gordon announced to the subcommittee, composed of congressmen who become candidates every two years, that at his stations he doesn't offer rebuttal time to his editorials, which include political endorsements, because presentation of the opposing side might "water down my point of view."

A hot round of questioning followed. Representative Glenn Cunningham (R-Neb.), who represents Omaha and is not known to be especially fond of some FCC policies, charged the witness was doing violence to the fairness doctrine. "I wasn't at all disturbed about editorializing—until Gordon," he told BROADCASTING. Now, he said, "I have become alarmed."

Despite his strong, "free-swinging" editorials, Mr. Gordon said, KSDO, where he personally airs the editorials, has never been asked for equal time to answer his views. Other voices are heard on *Opinion Please*, an hourly Monday evening program which he conducts and on

which telephone callers express themselves either on KSDO editorials or on other subjects. Mr. Gordon said.

A letter to the subcommittee received after Mr. Gordon's appearance said he sometimes hangs up on callers who disagree with him and calls them "kooks."

Not even San Diego Mayor Allen



Mr. Gordon

Hitch had sought reply time, he said. Mayor Hitch was described in a July 12 KSDO editorial as "irresponsible" for urging the city council to evict the United Nations Association from a public building the same day former U. S. Ambassador Henry Cabot Lodge was to visit the city. The action was termed "a cheap bid for votes," by Mr. Gordon.

The subcommittee was amazed.

When FCC Chairman E. William Henry testified the next day, he promised an investigation "to see if he's aware of our policies . . . I think he's dead wrong when he says he is not required to present contrasting viewpoints," the chairman said. The agency said last week KSDO's license had recently been renewed and there were no fairness complaints.

Representative Cunningham said he was concerned that Mr. Gordon's attitude may be typical of other editorializers and announced he would urge legislation to make sure other viewpoints can be heard on editorializing stations.

Later in the week Mr. Gordon wrote the subcommittee and the FCC to "clarify" his testimony. He said "it is our interpretation from the reading of existing rules, regulations and laws that the fairness doctrine pertains only to political candidates at election time." The station sincerely questions "whether it [fairness] covers editorials throughout the year," he said.

He wrote that because Mayor Hitch was a candidate for election he had been offered equal time and a reply was aired July 16.

However, Representative Cunningham said later in the week that the mayor had called him and said that he had requested rebuttal time but had been refused. The congressman said he spoke "to at least four other people" in the San Diego area who had called *Opinion Please* last Monday and had been refused an opportunity to speak. Representative Cunningham said he was told that the moderator of the program hung up on the callers once it became apparent they were going to discuss the mayor-KSDO situation.

leagues had told them they preferred not to "stir up trouble" and chose not to appear.

Representative Robert W. Hemphill (D-S.C.), who has supported broadcasters in seeking repeal of Section 315, argued at the hearing that editorials ought to be prohibited. Editorializing "is an area of abuse and will continue to be increasingly so," Representative Hemphill said.

Asked about HR 7072, Representative Hemphill said it was a good idea, but editorials in general are a "head-ache. . . . If the industry wants to be policed, let them come in and say so, but if they know what's good for them,

the American living room."

A member of the full Commerce Committee, Representative Van Deerlin warned the hearing might "tend to discourage, if not to intimidate, those licensees who have entered the field of editorializing. . . . The industry can hardly ignore the implication of views expressed here, no matter how extreme or how intemperate some of them may seem—and regardless whether any legislation results from this hearing."

Urging the subcommittee to look into both sides of any allegations, require complainants to be specific and give accused owners an opportunity to balance the record, Representative Van

tions is fine, but he complained that some network TV programs labeled "public affairs" were actually editorials favoring "liberal" viewpoints. "Can it be true," Representative Hall asked, "that all Madison Avenue has been bought off—or am I and thousands like me wrong?"

'Slanted' News ■ All the networks have been guilty of liberal bias in the guise of public affairs, he continued: A CBS Reports on the Trade Expansion Act of 1962 was "a 'snow job' of massive proportions"; an NBC White Paper on welfare problems in Newburgh, N. Y., was "distorted"; and Howard K. Smith's "Political Obituary



Dr. Stanton



Mr. Hurleigh



Representative Hall

they'll ask to be released" from the responsibility of editorializing.

(Banned in 1941 in the FCC's historic Mayflower Declaration, editorializing was given a green light in 1949 when the FCC said it "is not contrary to the public interest" and should be practiced within the bounds of fairness and balance [BROADCASTING, June 6, 1949]).

Support From Carolina ■ Another Carolinian, Representative James T. Broyhill (R-N.C.), who is a subcommittee member, defended editorializing and said that in his district "broadcasters afford the only competition editorializing-wise and newswise."

A fervent plea for editorials came from Representative Lionel Van Deerlin (D-Calif.), a former newsman and commentator from San Diego, an area he now represents in Congress. The "only possible result" of a ban "would be to vacate radio and television still further to cowboys, Indians and rock-'n'-roll—programing carefully tailored to exclude thought and discussion from

Deerlin argued that fair treatment by broadcasters already is assured by several "extensive protections":

- "The strictly policed limitation on station ownership which makes it impossible for any owner to build a radio or TV 'empire'";

- Review of station licenses every three years;

- Section 315's guarantee that political candidates must be given equal time with opponents;

- The fairness doctrine.

Another supporter of licensee advocacy, Representative W. J. Bryan Dorn (D-S.C.), said broadcasters have "reached their maturity" and should be allowed to editorialize. Despite his concern that some newsmen spend more time giving their own opinions instead of news ("I sometimes wonder if they're not spending as much time selling a philosophy as they are giving the news."), Representative Dorn said broadcasters are fair in their editorials.

Representative Durwood G. Hall (R-Mo.) said editorializing by local sta-

of Richard M. Nixon" on ABC was "slanted."

But Representative Hall also advocated broad diversity in editorializing and said he would consider urging the FCC grant low watt licenses in areas where only one editorial voice exists.

He said the NAB should help protect broadcasters by serving as a watchdog to prevent the FCC from being used by an administration to give licenses to its editorial "friends" and to reject its "enemies."

Representative Glenn Cunningham (R-Neb.), a subcommittee member, said the FCC reviews licensee editorial positions at renewal time as a lever for reward or punishment. Editorials ought to be sanctioned by Congress, not by "some bureaucrat downtown," he said.

The FCC's Turn ■ The FCC on Tuesday assured the subcommittee that "administrative" measures could handle editorializing problems.

But the subcommittee put commissioners on notice that Congress would more likely prefer to keep close control



Us Hayseeds are in ORBIT!

Why is it, you suppose, that for years and years, the Fargo-Moorhead "Metro Area Retail-Sales-Per-Household" are at or very near the top in Standard Rate & Data's entire list?

It's because us Hayseeds are just plain *rich*, that's why! Get out your Encyclopaedia Britannica and turn to the Red River Valley . . . "One of the most fertile agricultural areas in the United States," it says!

Yes, it's true. As a consequence, dozens of top national advertisers give WDAY and WDAY-TV bigger schedules than you'd expect — often the *same* kind of schedules they set up for top-50-market areas. Ask PGW for the facts.

WDAY

5000 WATTS • 970 KILOCYCLES • NBC

and

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.



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



Mr. Kops

in this area through specific legislation.

Moreover, the congressmen indicated they weren't inclined to scuttle HR 7072, criticized by the FCC, and they displayed considerable dissatisfaction with the agency's failure to give broadcasters clear guidance.

But FCC Chairman E. William Henry promised the commission would publish some statement before the 1964 political campaigns begin. The pledge was part of a 17-page statement which he said reflected most of the commission's thinking on editorializing. Commissioner Rosel H. Hyde did not concur, Chairman Henry said, and Representative Rogers said the subcommittee would like the dissenting commissioner's views and requested a statement from him.

Chairman Henry was accompanied by Commissioners Frederick W. Ford and Kenneth A. Cox and a group of agency staff members.

Some of the congressmen, notably Representative John B. Bennett (R-Mich.), ranking Republican on the Commerce Committee, challenged the FCC's authority to permit editorializing without specific permission from Congress or ruling from the courts.

Moss Hits Out ■ Defending the FCC's contention that it should be able to handle editorializing problems through rulemaking or a policy statement, Chairman Henry ran into a cold shoulder from Representative Moss who labeled "as far-fetched a reason as you could dig up" the chairman's argument that legislation would have "so many inherent problems so as to restrict discussion of controversial issues" and probably discourage editorializing altogether. The agency has not used the "tools" it was given in 1959 amendments to Section 315, Representative

Moss said, so he would "not be happy" about further administrative ruling in the area of informational programming.

The subcommittee disagreed sharply with the FCC's contention that spokesmen designated by editorializing licensees should represent attacked candidates. They said the commission's key decision on this point last fall was completely "off base even though the commission argued that permitting a candidate to appear to answer an editorial in person might set off a "merry-go-round" of equal time appearance by all candidates for that particular office, even those who were not affected by the editorial.

(The case grew from a complaint by the California State Democratic Committee against Times-Mirror Broadcasting Company, then licensee of KTTV[TV] Los Angeles. The commission ruled that the station must permit a spokesman for Governor Edmund [Pat] Brown to appear in answer to numerous statements made against him by KTTV personalities Tom Duggan and George Putnam [BROADCASTING, Nov. 5, 1962]).

Arguing against specific legislation in this area, the commission said it could regulate according to Congress's intentions through rulemaking. So far it has proceeded on a case-by-case basis on fairness complaints, Chairman Henry explained, and this approach is needed to meet the myriad of different circumstances with which the agency is confronted. The commission agrees with the subcommittee, he said, and it is now necessary to "sharpen" the agency's requirements where editorials involve personal attacks on individuals or organizations.

Some guides suggested in last week's testimony which members of the subcommittee thought would improve editorials and safeguard the rights of those affected by them:

- Licensees should open and close their editorials by stating that the FCC requires them to provide the public with an opportunity to reply with opposing views.

- All persons affected by editorials should be notified of their content, in advance if possible, and should be told when and how to reply if desirable.

- Stations carrying network editorials should review them, for they are held responsible for rebuttals.

- "Canned editorials," those prepared by others than the licensee or his agent, should not be permitted on a regular basis because editorials should be expressions on community issues.

- Broadcasters should provide professional assistance to persons wishing to rebut editorials but who do not have the skill to be as effective in their presentation as the licensee.

- Broadcasters should be properly staffed to editorialize and provide suffi-



Mr. Anello

cient impartial discussion and presentation of controversial issues before they make their personal views known.

An Advocate of Advocacy ■ Daniel W. Kops, chairman of the NAB's committee on editorializing and president of WAVZ New Haven, Conn., and WTRY Troy-Albany-Schenectady, pointed out that some of these suggestions are advocated in the association's revised edition of "Editorializing on the Air."

Editorializing among competing licensees is needed as "an assurance of the presence of advocates of diverse philosophies and views," Mr. Kops told the subcommittee. Congress should not extend regulation in this area "because it would discourage the growth and development of broadcast editorializing," he said. He also opposed HR 7072.

The congressmen were concerned whether Mr. Kops spoke for the NAB when he said his prepared statement had not been approved by its board, just by his committee. They asked why Governor LeRoy Collins, NAB president, an authorized spokesman, did not testify and were told Governor Collins was abroad.

Representative Moss was curious why his bill would discourage editorializing. Mr. Kops said it "could have the result of substituting a formulation of law for the editorial judgment of the broadcaster."

In a long discussion of censorship and the right to editorialize, Mr. Kops and Douglas A. Anello, NAB general counsel, said on the basis of the First Amendment protecting free speech, Congress could not constitutionally ban editorializing.

Representative Moss wanted to know if anything could be required of broadcasters. "Can you require public service time?" he asked. This would raise



**GROUP W MEANS A DIRECT NEWS LINE FROM THE WORLD
TO BOSTON, NEW YORK, CLEVELAND, PITTSBURGH, FORT WAYNE AND CHICAGO**

News is news. But Group W—Westinghouse Broadcasting Company's—national and international news is something more than headlines, bulletins, wire service copy. The Group W radio stations cover the news themselves. With their own news bureaus in Washington, London, and Berlin.* With correspondents around the world.

And the feeds come in thick and fast. Up to 20 one-minute "shorties" every day. A 15-minute wrap-up each evening from Washington. A 25-minute weekly panel

show. The Presidential News Conferences in their entirety. And Specials. Intensified coverage that ranges from space flights, to the Cuban crisis, the Papal Coronation, plus localized reports particular Group W stations are interested in. A Group W correspondent has covered virtually every Presidential trip for the last seven years. Daily, continuously, this broadcast news service is a direct lifeline between Group W radio stations and the world.

This service combined with each sta-

tion's own outstanding local and regional coverage makes for the special kind of broadcast journalism the Group W radio stations have always been noted for.



BOSTON WBZ • WBZ-TV
NEW YORK WINS
BALTIMORE WJZ-TV
PITTSBURGH KDKA • KDKA-TV
CLEVELAND KYW • KYW-TV
FORT WAYNE WOWD
CHICAGO WIND
SAN FRANCISCO KPIX

WESTINGHOUSE BROADCASTING COMPANY

*Jim Snyder, Group W's Washington chief. Rod MacLeish heads up Europe.

Hearing to recess for Georgia conference

Top "talent" in broadcasting, government and legal affairs will convene in Athens, Ga., Thursday-Saturday (July 25-27) for the first annual National Broadcast Editorial Conference. The workshop session on expressions of opinion by radio and TV stations is sponsored jointly by the Georgia Association of Broadcasters and the Henry W. Grady School of Journalism of the University of Georgia, Athens.

The conference has taken on added significance because of recent attacks in Congress on editorials and a hearing last week on the subject by the Communications Subcommittee of the House Commerce Committee (see page 36).

Broadcasters and radio-TV editorialists from 21 states, Canada and Puerto Rico had pre-registered for the conference by last Wednesday (July 17). Headlining the speakers list is Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, who will address the conference at a Friday night banquet.

In addition, the staff communications expert of Representative Harris's committee, Kurt Borchardt, will participate in a Friday afternoon panel on government relations. Other participants on this panel include Richard Cheverton (moderator), WOOD-AM-TV Grand Rapids,

Mich.; FCC Commissioner Kenneth A. Cox; Washington attorney Theodore Pierson, Pierson, Ball & Dowd, and Willard Schroeder, general manager, WOOD-AM-TV.

Howard K. Smith, ABC commentator, will give the conference keynote address at a Thursday night banquet, with Dick Mendenhall, editorial director of WSB-AM-TV Atlanta and conference chairman, presiding. Mr. Mendenhall and Dr. Mary Ann Cusack, assistant to the president of the National Association of Broadcasters, will highlight a Friday morning session on the "ABC's" and history of editorials.

Bryon Cowan, WSAC Fort Knox, Ky., will moderate a panel on research, investigation and information. Panelists include Jack Nelson, *Atlanta Constitution*; James Waller, chief of police, Winston-Salem, N.C., and Jack Jurey, WTOP-AM-TV Washington.

In light of the Washington hearing (which will resume next month following a recess for the GAB conference), one of the features of the Athens meeting promises to be a Saturday morning panel on political editorializing and handling reaction. Ralph Renick, WTVJ(TV) Miami, will be moderator and panelists include Eugene B. Dodson, WTVT(TV) Tampa; Mr. Cowan, and Roger Turner, WMCA New York.

questions whether broadcasters were being denied their property without due process, Mr. Anello answered.

That reply prompted Representative Moss to remark, "I'm interested because I want to know how far you people have gone in your custodial role to claiming an absolute property right." In later questioning, Mr. Anello agreed that the ether is not private property.

The People Judge ■ Repeal of Section 315 repeal came up when Representative Bennett inquired whether broadcasters advocating repeal wanted to reserve for themselves the right to determine who is a serious political candidate. Mr. Kops said licensees would inevitably be responsible to the people on this issue.

Representative Horace R. Kornegay (D-N.C.) wondered whether the NAB had any sanctions with which to back up its policies on editorializing. None but removal of NAB Code membership, Mr. Kops said.

Network Editorializing ■ Robert F. Hurleigh, president of Mutual Broadcasting System, which editorializes twice a day, echoed the broadcasters' lament

that they have been unable to tell what the FCC wants in editorializing practices.

His network tries to live up to the standard of fairness, Mr. Hurleigh said, and while it is not subject to FCC regulation (since it is not a licensee), "We probably adhere to it [the fairness doctrine] more than anyone else because we must." He explained that 128 of the network's 482 affiliates carry MBS editorials and are able to because the network follows a fair policy.

Representative Rogers, who asked several witnesses if they didn't think the FCC and other independent regulatory agencies were getting away from Congress's control, received support from Mr. Hurleigh who said the FCC at times goes beyond the power given it by Congress. He agreed that Congress should re-examine agency practices and policies to keep them in line with congressional desires. "That's one of the reasons we're having this hearing," Representative Rogers said.

Mr. Hurleigh told Representative Moss he opposed HR 7072 not for its

principles but because it meant more regulation. The bill is "only proposing fairness," and Mr. Hurleigh said, he certainly agreed with that.

(Representative Moss told BROADCASTING that he thought his bill had "a very good chance" of passing the committee and the House.)

With several witnesses the congressman had contended that most radio stations are inadequately staffed to properly handle editorializing. Mr. Hurleigh supported this in explaining why MBS got into the editorializing business: "A great number of the radio stations of this country do not have staffs large enough, or perhaps experienced enough, to bring forth a daily editorial." Asked for statistics, Mr. Hurleigh said he had made no survey, but thought the number of ill-prepared stations would be about 3,500 of the almost 4,000 radio stations on the air in the U.S.

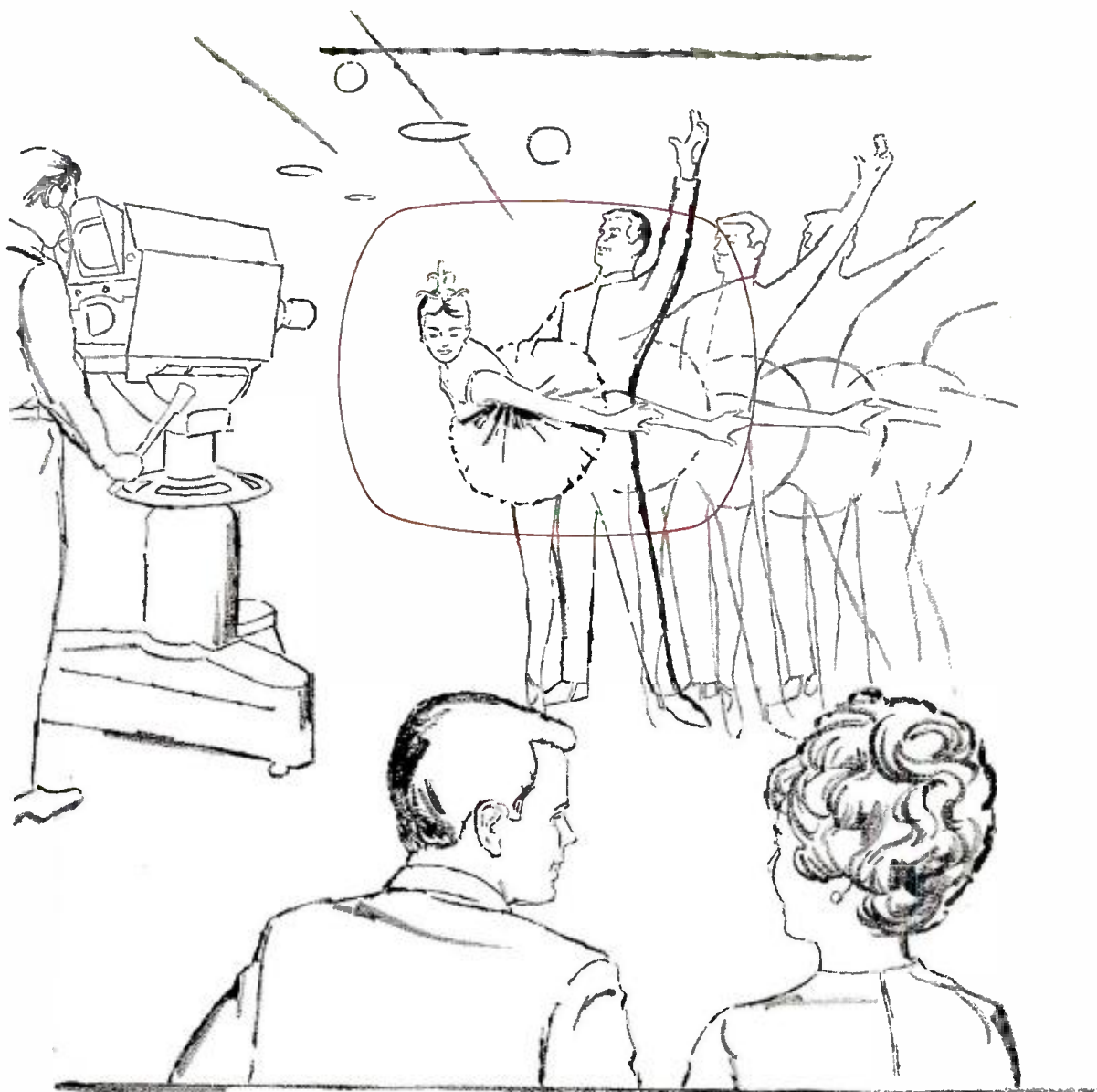
The subcommittee was pleased to learn that affiliates have an opportunity to review MBS editorials. They are transmitted by closed circuit at 10:35 a.m. EDT and stations may use them when and if they choose.

Not Appropriate ■ CBS Inc. President Frank Stanton told the subcommittee that legislation controlling broadcasting editorials or their subjects would be "inappropriate." However, after a lengthy colloquy with Representatives Bennett and Moss, he said the latter's bill could be a net improvement over what the industry now has if it includes an exemption for editorials from Section 315.

Dr. Stanton disputed Representative Bennett's contention that nothing in the Communications Act gives broadcasters the right to editorialize. "The totality of the act gives broadcasters the right to range across the whole spectrum of programming" in serving the public interest, Dr. Stanton said. The witness and the Michigan Republican also discussed at some length the extent of current FCC regulation of the networks.

In his prepared statement, Dr. Stanton said CBS bases its editorializing position on its conviction that electronic journalism, if it is fully to serve the American people, "must be free to carry out all the functions that any other form of journalism does in a free society." The function of a broadcast editorial is to stimulate forums of discussion, he said.

The CBS Radio and TV networks have broadcast four editorials since 1954, three of which were immediately answered by spokesmen for the opposing viewpoint. The network's five owned TV and seven radio stations began to seriously editorialize in 1960 and since then have broadcast 1,392 editorials, he said. The stations' editorials do not require prior approval by CBS Inc., Dr.



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Stanton said, except in the case of industry matters.

Ample Rules ■ In answer to questions by the congressmen, he said that the FCC's 1959 statement on editorializing and the fairness doctrine are adequate to meet all problems arising from broadcast editorials.

Representatives Moss and Bennett argued that the fairness doctrine does not provide ample protection for a political candidate attacked by a station in an editorial. Should a public official be guaranteed through legislation the "right to reply or is this a matter of the

individual discretion of the licensee?" Rep Bennett asked.

A licensee must have some discretion, Dr. Stanton maintained. He said that legislation, subject to Section 315, might well cause more abuses than any original existing ills. If a station were required to put on a candidate, he pointed out, that individual might attack his opponents, opening the door for countless demands for equal time.

"If you give a broadcaster the responsibility for what goes on the air, then you cannot give the right to program his station to someone else," the

CBS spokesman said.

To which, Representative Bennett countered: "What you are seeking is de-regulation in its entirety. Everytime you come here to testify before this committee, you ask for less and less regulation."

"I haven't asked for any de-regulation in this statement," Dr. Stanton replied. "I've just said we don't feel any further regulation is necessary in the area of editorializing."

'Inform And Contribute' ■ Donald H. McGannon, president of Westinghouse Broadcasting Co., said of all licensee responsibilities, "the obligation to inform and contribute to an editorial point of view is, in my opinion, by far the most important since it relates to all aspects of public life and is the most likely avenue to informed community achievement.

"I urge you therefore to oppose any legislation, rules, restrictions, or policies that will hamper editorialization as we know it," Mr. McGannon said.

Mr. McGannon outlined how Westinghouse, a group owner, editorializes in eight cities. He detailed various editorial campaigns the company's 11 radio and TV outlets have conducted, and stressed the safeguards "that have been employed in order to insure the general fulfillment of the public interest and the elimination of any distortion, unfairness or misleading result or impact." WBC does not editorialize for or against candidates for public office, he said.

Although he opposed HR 7072, Mr. McGannon told the subcommittee that individual abuses should be handled on their own but not through means which would destroy editorializing altogether. "Let us not cure the headache by amputating the head or by applying a tourniquet about the neck."

Just A Statement ■ NBC, which neither editorializes on its network or through its owned stations, did not testify but offered a statement for the hearing record intended to clarify its position on editorializing.

The network said government regulations on editorializing should be permissive, and let those licensees who wish to editorialize do so, but should not ban or require editorializing.

Some broadcasters may feel, NBC said, "that they can best contribute to public understanding of an issue by comprehensive and accurate coverage . . . and by balanced presentation" with spokesmen representing principal points of view instead of the broadcaster's own opinion.

"So far as NBC is concerned," the statement continued, "it believes that although a network should not be legally barred from editorializing, the function of presenting a corporate opinion

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National Representatives



Congress gets FCC backlog report

The license-renewal applications of 400 AM, FM and TV stations were in deferred status as of May 31, according to the monthly report on backlog of cases submitted to Congress last week by the FCC.

The report, required by statute, showed another 80 applications for assignments and transfers of licenses were pending.

Reasons for the pending status include staff studies of programing policies or of station operations,

questions about the applicants' technical operations, and failure of the applicants to provide additional information requested by the commission.

The report also showed that 583 applications were pending for new or changed facilities in AM stations. There were 286 such applications involving FM facilities. In television, there were 200 applications for new or changed facilities or for licenses to cover construction permits.

on public issues does not fall suitably under the network operation." Insofar as its stations are concerned, however, NBC said it is still studying whether to allow them to go ahead.

Stations which editorialize should be "given wide latitude of freedom and flexibility," NBC said.

Still To Come ■ ABC, some of whose owned stations editorialize, was scheduled to testify Friday (July 19) through its vice presidents for owned stations.

Individual broadcasters, who are expected to testify when the subcommittee resumes its hearing, began to offer statements and exhibits last week.

John Tyler, general manager of KPDA-TV Amarillo, Tex., offered information on the station's editorial policy and a random selection of editorials and viewer comments.

Charles H. Crutchfield, president of Jefferson Standard Broadcasting Company, wrote to Representative Broyhill that "broadcasting is a God-given right." Licensees who abuse existing ground rules "should be dealt with separately," Mr. Crutchfield wrote.

A. Lincoln Faulk, general manager of WCKB Dunn, N.C., also wrote Representative Broyhill and urged that editorializing be allowed to continue. Mr. Faulk pointed out, however, that his station does not endorse political candidates and he suggested stations could better use air time to discuss issues.

Minow reorganization not answer, says Lee

The organizational make-up of the FCC may not be perfect, but former Chairman Newton N. Minow's suggestion for remodeling it is not the way to improve it, in the opinion of FCC Commissioner Robert E. Lee.

Replacing the seven commissioners with a single administrator, as Mr. Minow suggested, would, according to Commissioner Lee, amount to imposing "a good dictator" on the communications industry.

The commissioner expressed his view

on a *Georgetown University Forum* program broadcast over WRC-TV Washington yesterday. Appearing with him was Douglas Anello, general counsel for the National Association of Broadcasters.

Mr. Minow, on his last day in office, June 1, recommended to President Kennedy that the multimember commission be abolished and its functions turned over to a single administrator and an administrative court that would perform judicial functions (BROADCASTING, June 10).

Mr. Anello agreed with the commissioner's views about a single administrator, but he saw merit in the proposal for an administrative court operating separately from the commission.

He said "it's unfortunate that the commissioners now act as judges, prosecutors and jury." He added that a separate court could "deliberate with a minimum of political considerations and could apply policy made by the commission in a more dispassionate man-

ner." The commissioner and the NAB counsel also engaged in a colloquy on the so-called "lifted-eyebrow" technique of regulation by the commission. Mr. Anello said the commission's letters to renewal applicants and the delays in granting renewals have the effect of forcing broadcasters to program in a manner they believe would be favored by the commission.

Commissioner Lee acknowledged that he could not "subscribe to some of the letters" sent renewal applicants. But he denied any attempt at dictation and said the commission "is entitled to rely on the promises" made by licensees.

Full court hearing requested on ch. 2

A rehearing by all nine judges of the U. S. Court of Appeals for the District of Columbia has been asked in the Springfield, Ill.-St. Louis channel 2 case.

Sangamon Valley Television Corp. and 220 Television Inc. last week asked the appeals court to rehear the case en banc. A similar request was submitted Friday (July 19) by the state of Illinois.

The circuit court last month by a 2-1 vote upheld the FCC's recommendations for a solution to the six-year-old case (BROADCASTING, July 1). The commission proposed to affirm its move of channel 2 from Springfield to St. Louis and Terre Haute, Ind., and to permit KTVI(TV) St. Louis to continue operating on the channel.

Circuit Judges David L. Bazelon and George T. Washington were the majority; Circuit Judge J. Skelly Wright dissented.

WYOMING AM APPLICANT WITHDRAWS

Charges FCC 'obviously' won't grant his 1960 application

An applicant for a new AM station in Riverton, Wyo., embittered as a result of his dealings with the FCC, has decided to stay out of the broadcasting business.

William L. Ross, who three years ago applied for a 1 kw daytime-only station to operate on 1370 kc, said he has concluded the commission has no intention of ever granting him a construction permit.

And, in a letter advising his Washington counsel to dismiss the application, Mr. Ross warned broadcasters to be on their guard lest they find themselves operating their businesses for the government rather than themselves.

Mr. Ross, who sent copies of his letter to the commission and Wyoming Senators Gale McGee (D) and Milward

L. Simpson (R), added that he doesn't want to operate a business regulated by the FCC until Congress asserts its jurisdiction and assures the "proper operation" of the agency.

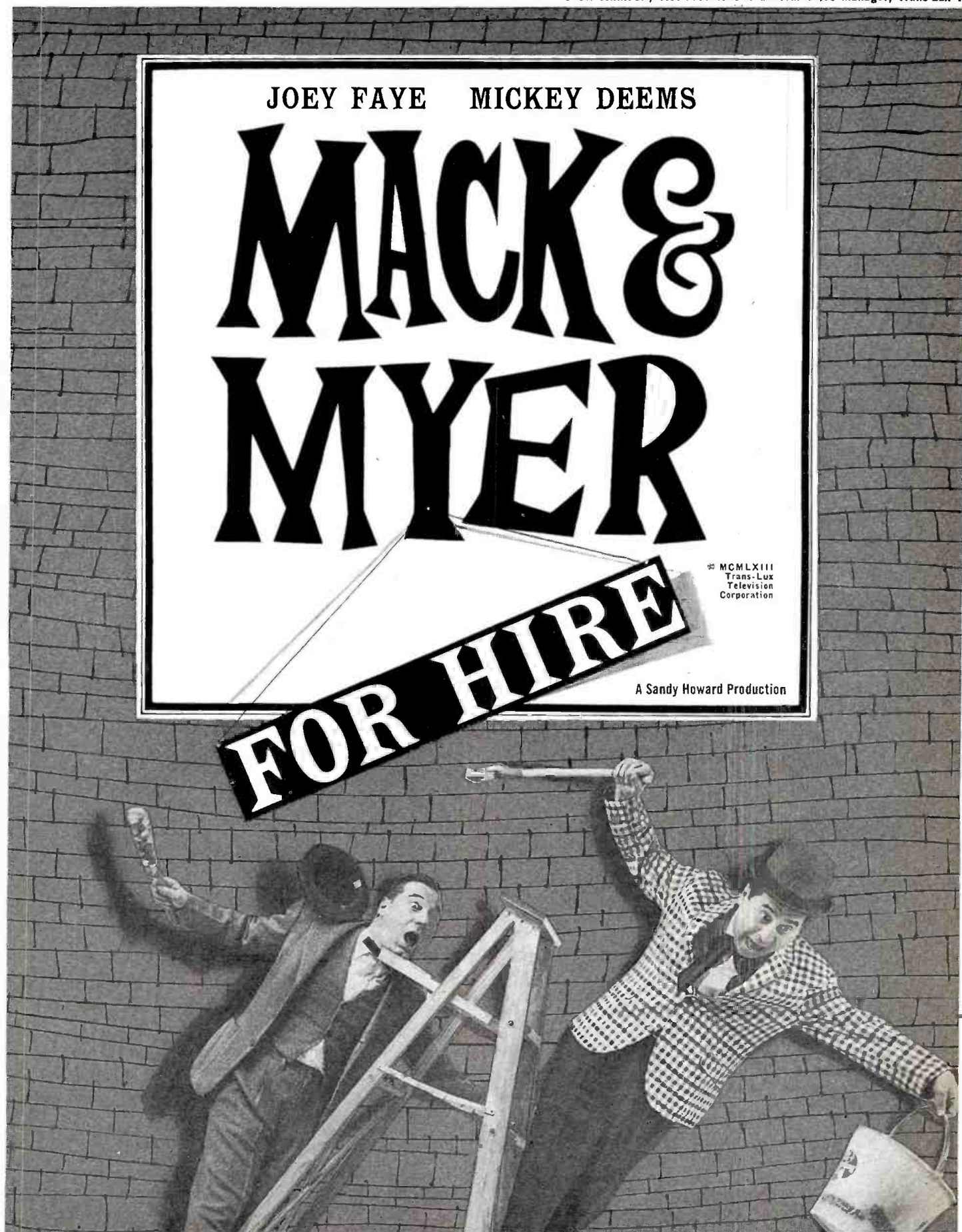
Application Opposed ■ Mr. Ross's application ran into trouble in August 1961, when KVOX Riverton, the only AM station in the community of 7,000, alleged that he lacked sufficient funds to construct the station.

Mr. Ross opposed these allegations and submitted several amendments to his application. The last was filed on Jan. 17, 1962, in response to a commission request that he justify his estimate of a first-year gross revenue of \$40,000.

The commission, unconvinced by Mr. Ross's pleadings, in July 1962 ordered

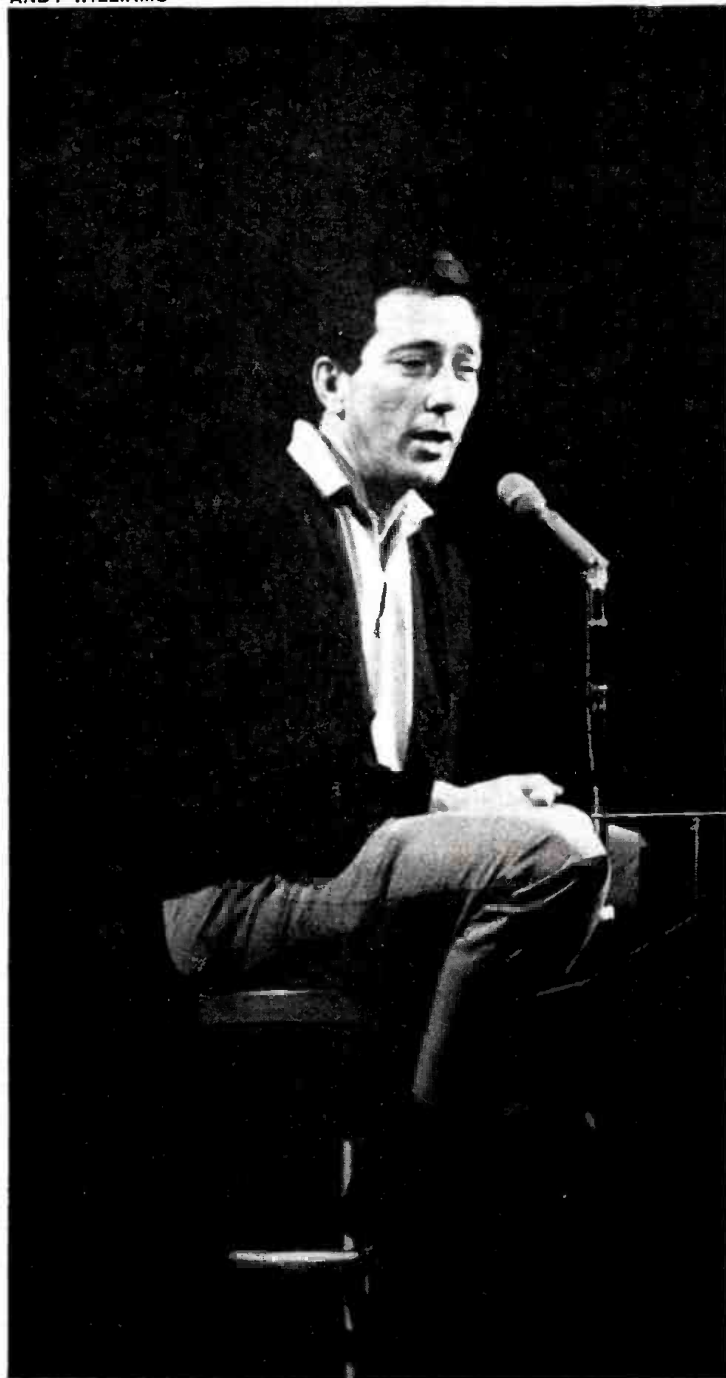
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There's "Hallmark of Fame," for which producer-director George Schaefer is planning to do six 90-minute plays (including a repeat of Shakespeare's "The Tempest").

One of "Hallmark's" TV-firsts will star Charlton Heston in a production of "The Patriots," Sidney Kingsley's absorbing stage play about the struggles of America's new democracy at the close of the 18th century. Also scheduled is Robert E. Sherwood's Pulitzer Prize drama, "Abe Lincoln in Illinois," and a December musical presentation of Handel's "Messiah." ("The Tempest," seen on "Hallmark" three years ago, stars Maurice Evans, Richard Burton and Lee Remick.)

From the world of music and the dance comes "Bell Telephone Hour" (see photos, above, of past

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ANDRES SEGOVIA



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"Bell" and "Hallmark" shows), whose expanded schedule calls for alternate-Tuesday programs right through next summer. Among the forthcoming "Bell" headliners: Maurice Chevalier, Yehudi Menuhin and Joan Sutherland.

Starring in other musical specials will be singers Perry Como and Andy Williams. There'll be seven broadcasts of "Perry Como's Kraft Music Hall" (in the same time spot as Thursday's "Kraft Suspense Theatre"); and a dozen Tuesday sessions of "The Andy Williams Show."

The eight Friday-night editions of "Chrysler

Presents a Bob Hope Special" will embrace five variety shows, a pair of comedy-dramas and a 90-minute Christmas program. (The star will also be seen as host of 26 color-filmed dramas on "Bob Hope Presents the Chrysler Theatre.")

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the application set for hearing to determine whether he was financially qualified and whether his estimate of first-year revenue was reasonable.

The commission at one time also proposed to consider whether Riverton could support more than one AM station without any resulting loss or degradation of service, but it later dropped this issue (BROADCASTING, July 23, 1962).

Mr. Ross last August petitioned for reconsideration, saying the commission should either grant his application without a hearing or, in the alternative, order KVOX to apply for an early renewal of its license so that the two ap-

plications could be considered in a comparative hearing. He added that another AM application in Riverton, submitted by Hugh Jordan Scott, should also be considered in the same hearing.

The commission last April denied his petition (BROADCASTING, May 6), and prehearing conferences in the proceeding began in May.

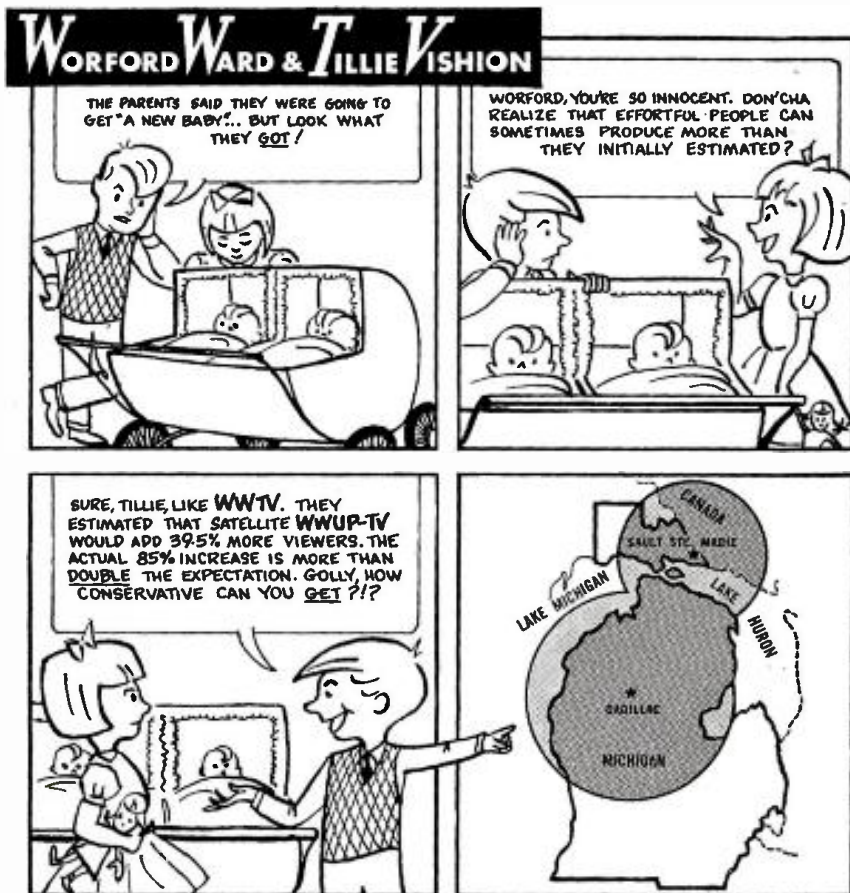
In his letter to his counsel, Vincent A. Pepper, Mr. Ross said that, after reviewing the various pleadings in the case, he finds it very obvious this federal agency has no intention of granting a construction permit . . . now or at any future date, regardless of how many hearings they may hold. . . .

License bill vetoed

Florida Governor Farris Bryant has vetoed a bill approved by the state legislature which would have required survey firms to obtain a license from the secretary of state to do business in Florida (BROADCASTING, July 1).

The bill, introduced by Senator Clayton Mapoles, owner of WEBY Milton, Fla., required each survey firm (including broadcast audience measurement companies) to get a \$50 license fee and post a \$500 bond.

The Florida Association of Broadcasters did not take a position on the bill.



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Microphone in court called prejudicial

A Georgia court has held that the use of a broadcast microphone in a courtroom prejudiced the rights of a defendant in an embezzlement trial. It ordered a new trial.

It is believed to be one of the first rulings adverse to broadcast coverage of a trial after permission had been granted for the microphone to be used by the trial judge.

Coverage of the trial of Miss Betty R. Hudson was by WGGA Gainesville, Ga. Miss Hudson was convicted of hiking checks while employed as a clerk of the Hall County Commission in Gainesville.

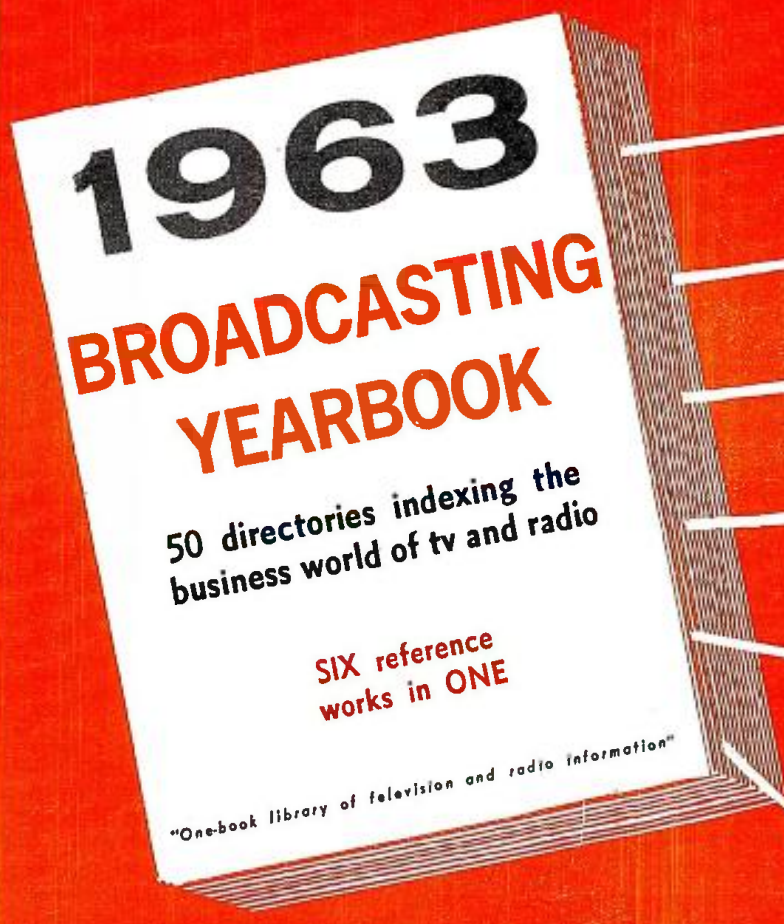
Permission to cover the trial was given to WGGA by the trial judge under two conditions: (1) WGGA was not to broadcast any part of the trial until it was completed, and (2) the delayed broadcast was to contain significant parts of trial, not just excerpts in news reports. The station agreed to these conditions and after Miss Hudson's conviction broadcast the salient excerpts of the trial as a special feature.

In the appeal to the state circuit court, Miss Hudson's attorney claimed that because the WGGA microphone was only five feet away from defense counsel table, he was inhibited from consulting with his client because he feared their conversation might be picked up.

The appeals court agreed with this argument:

Because of the apprehensiveness of the counsel and client, the court said, "we cannot say this was an unprejudiced trial." The presence of the microphone so close to the defendant, the circuit court said, was "calculated to prejudice the rights of the defendant to a fair and unprejudiced trial."

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Cox asked to sit this one out

AMST URGES COMMISSIONER'S ABSTENTION ON DROP-IN CASE

The Association of Maximum Service Telecasters has requested that Commissioner Kenneth A. Cox refrain from further participation in the drawn out and controversial drop-in case.

The association, in a motion filed with the FCC last week, based its request on the ground that Commissioner Cox was connected with the case while chief of the Broadcast Bureau before his appointment to the commission.

It also asserted that, regardless of its formal label as a rulemaking proceeding, the case is essentially adjudicatory in nature.

As a result, AMST said, Commissioner Cox should observe the requirements imposed on commission members in adjudicating matters and abstain from participation in the case.

The motion was one of two pleadings filed by AMST last week. In the other, it opposed the 15 petitions that have

been submitted seeking reconsideration by the commission of its decision to deny short-spaced VHF drop-ins in seven markets and a short-spaced VHF move-in in an eighth.

AMST has vigorously opposed the proposal, contending it would degrade existing VHF service and impede the development of UHF television. Commissioner Cox, on the other hand, has supported it as a means of bringing immediate service to markets that need it. The lengthy dissent he filed to the commission's action has been seized on by several potential applicants for the drop-ins as an additional reason the commission should reconsider its decision (BROADCASTING, July 15).

Effect Of Withdrawal — Commissioner Cox's removal from participation in the case would seal the fate of the drop-ins, which still have some life in them. They were denied by a 4-3 vote

last month (BROADCASTING, June 3). But since then, former Chairman Newton N. Minow, who voted with the majority, has departed, and his successor, Commissioner Lee Loewinger, represents the vote that could reverse the earlier decision.

Commissioner Cox has asked the general counsel's office for a ruling on the AMST request, and he is researching its legal arguments himself. No quick decision is likely. Commission attorneys studying the motion say they want to see the petitions that are expected to be filed in opposition to it.

The AMST motion is believed by veteran commission officials to be virtually unprecedented. The closest situation they can recall occurred in 1937 and involved a commissioner who was presiding at a hearing in which an attorney was the subject of a disciplinary proceeding. Counsel for the attorney

TV causes lottery law revisions in two states

The pull of prize purses on the air is beginning to cause states to reconsider lottery laws in the light of modern custom.

In the last few weeks, two states have revised their lottery laws to permit their citizens to participate in radio and TV contests. In both states the laws defining "consideration" have been liberalized so that listeners or viewers may send in postal cards with their names and addresses—so that they too will be included in the drawing of names.

Latest action took place in Florida earlier this month when a revision of the state's lottery law became effective. The act, sponsored by State Senator Tar Boyd, permits promotions involving prizes by chance, when no purchase is required, merely registration. It became law without the governor's signature on July 11.

Backed by the Florida Association of Broadcasters, the state's lottery laws now harmonize with the national legislation: Merely registering for a possible prize does not constitute consideration provided no purchase is required and the winner does not have to be present when the prize drawing is made.

Consideration is also the basic element modified by the Wisconsin legislature and signed by the governor June 18. The bill amends the

consideration factor in the state's lottery law to permit residents to enter a contest in which participation is determined by listening to or watching a radio or TV program, or



The winning card

reading about it in newspapers or magazines.

The Wisconsin revision is believed a good example of the new attitude.

In defining lotteries, both the national and state laws agree that there

must be three elements involved—consideration, prize and chance. Consideration has been the knotty determination in most lotteries. It is what most legislation calls the advantage to the promoter and the disadvantage to the participant which occurs when someone enters a contest.

In the Wisconsin law on lottery, this term was defined simply as meaning "anything which is a commercial or financial advantage to the promoter or a disadvantage to any participant."

If someone watched a contest program on TV, he was exposed to the commercial (advantage to the promoter) and he was giving his time (disadvantage to the participant).

The amended Wisconsin statute now has an exception added to the definition of consideration. It reads: . . . "but does not include any advantage to the promoter or disadvantage to any participant caused when any participant learns from newspapers, magazines and other periodicals, radio or television where to send his name and address to the promoter."

Thus, citizens of the dairy state can now join their brethren in other states in enjoying and participating in such top-flight TV shows as:

Seven Keys to Fortune, ABC-TV, 11:30-noon, Monday through Fri-

accused the commissioner of bias, and the commissioners eventually disqualified their colleague from participating in the case.

Integrity Not At Issue ■ AMST emphasized it was not questioning Commissioner Cox's integrity. The motion, it said, "is made with the highest personal respect and esteem" for the commissioner "and his inherent impartiality. We believe," it added, "that had the special nature of the instant proceedings occurred to Commissioner Cox, he would have abstained."

The association said it was "respectfully and reluctantly" raising the question of Commissioner Cox's further participation in the case "because it is convinced that due process, and the necessity of maintaining public confidence in the commission's own processes, requires nothing less."

The association noted that in ordinary rulemaking proceedings, which are essentially legislative in nature, there is no requirement that members of the commission have no prior connection with the merits of a case.

day; *Price Is Right*, NBC-TV, 11-11:30 a.m., Monday through Friday, and also 9:30-10 p.m., Friday; *Stump the Stars*, CBS-TV, 10:30-11 p.m., Monday only.

In *Seven Keys to Fortune*, the viewer is asked to send in a postcard with a number from one to seven on it plus his name and address. The master of ceremonies in the studio picks a number from one to seven by chance, and then draws from a barrel of post cards for the corresponding number. The name on the winning card wins merchandise or a cash prize.

In the *Price Is Right*, which is moving to ABC-TV in the fall (it will be shown 11-11:30 a.m. Monday through Friday, and 8:30-9 p.m., Wednesday, the viewing audience sends in post cards with the estimated value of merchandise to be given away on the program that day. The master of ceremonies pulls cards from a basket. The person with the closest estimate to the actual value of the merchandise wins the merchandise.

In *Stump the Stars*, viewers send in postal cards with phrases which panelists on the program must act out as charades. Depending on the degree of difficulty by which the stars are stumped, the sender receives prizes in the form of merchandise.

But, it said, this requirement does exist in adjudicatory matters—and the eight drop-in proposals, it added, are adjudicatory in nature, even though they are labeled "rulemaking" proceedings.

AMST cited decisions of the U. S. Court of Appeals and opinions of the Justice Department as basis for the view that "whatever formal label may be attached to television channel allocations proceedings such as the instant ones, they must be conducted in accordance with standards applicable to 'adjudicatory' proceedings because they involve the resolution of conflicting private claims to a valuable privilege.

"The closely and vigorously contested nature of these proceedings emphasizes their truly adversarial nature," AMST added.

Supporting Affidavit ■ The contention that Commissioner Cox was connected with the drop-in proceeding during his term as chief of the Broadcast Bureau, from April 10, 1961, to March 25, 1963, was supported by an affidavit filed by Edgar F. Czarra Jr., a member of the firm of Covington and Burling, counsel for AMST. The affidavit held that, as bureau chief, Commissioner Cox acted as "investigator," "prosecutor" and "proponent" in the proceeding.

Because of the criticism made of agencies in this respect, AMST said, "agencies and their members should be especially astute to avoid actions which could even hint at any prior connection in the discharge of adjudicatory functions," such as the decision in the drop-in case.

The association said it had not filed the motion earlier because it felt it wasn't needed before Commissioner Cox voted in the matter. "It was not reasonable to expect" that he would participate, AMST said, because of the nature of the case. "This was especially true," AMST added, in view of the commissioner's abstention "in other quasi-adjudicatory proceedings" in which he had been involved as Broadcast Bureau chief.

In opposing the petitions for reconsideration of the drop-in decision, AMST said the commission, by its action, "has taken a giant step toward fostering sound UHF development side-by-side with VHF as the Congress clearly directed, and has wisely avoided creating by short spacings a vast amount of co-channel and adjacent-channel interference destroying and degrading the existing VHF service."

Commission Held Consistent ■ AMST denied allegations of those opposing the decision that rejection of the drop-ins was inconsistent with past commission actions and the presentations the agency made to Congress. The drop-ins, AMST said, were intended only as

an "interim" measure. But, it added, enactment last year of the all-channel legislation—almost a year after the drop-in proceedings were initiated—ended the interim period. "The commission was required to re-evaluate its position on 'interim' VHF short-spacing proposals," AMST said.

There was no longer any need, AMST asserted, to adopt "the drastic short-spacing approach that had appeared necessary and desirable two years earlier."

The association also sought to rebut ABC's contention that denial of the drop-ins would threaten its viability. AMST said there is no "critical shortage" of stations "which could justify the tremendous loss of existing VHF service to the public which would result from . . . the short spacings . . . or which could justify sacrificing the early development of UHF side-by-side with VHF."

AMST noted that 94% of all television homes can choose from among at least three stations. Thus, it added, there is not a "critical shortage" of multiple services available. And ABC's 127 primary affiliates, AMST said, cover 92% of all U. S. television homes. This shows there is no lack of "substantial internetwork competitive equality," AMST added.

The association said that although ABC has pleaded "competitive disadvantage because of allocations" for eight years, "it has continuously grown and prospered." In any event, AMST said, ABC has more to gain from the development of UHF than from the VHF drop-ins because of the "very constricted service areas" that the short spacings would require.

Some opponents claimed that denial of the drop-ins would foster concentration of ownership by absentee owners. They argued that only large corporations financially able to withstand the losses that would be involved could afford to operate a UHF station.

But, AMST said, locally owned UHF stations are competing with VHF stations in two of the markets involved in the proceeding. It added, "It is wholly speculative to contend" that local groups would not apply for UHF stations in the others.

More Diversity ■ Furthermore, it said, "the opportunity for more diversity of ownership and more local ownership . . . lies in the sound development of UHF nationwide."

AMST said the proposal that Commissioner Cox and others made as an alternative to denial of the drop-ins—approving the short-spacings but for a limited period and with the proviso that the grantees be required to operate a parallel UHF station—runs counter to the "will of Congress."

The association quoted the House

Commerce Committee, in reporting on the all-channel bill, as saying that "It would not be in the public interest to waste valuable frequencies by using them to duplicate either in whole or in large part VHF commercial service."

If UHF development is to be spurred in the instant communities, AMST said, "it should be by the encouragement of UHF stations offering a program service not otherwise available in the market."

The petitions for reconsideration were opposed also by the consumer products division of Electronic Industries Association. EIA said reversal of the commission decision would be contrary to the intent of the all-channel receiver law and would discourage further investment in UHF stations.

The markets proposed for the drop-ins are Johnstown, Pa.; Baton Rouge, La.; Dayton, Ohio; Jacksonville, Fla.; Birmingham, Ala.; Knoxville, Tenn.; and Charlotte, N. C. In the eighth market, Oklahoma City, the commission approved a move-in from Enid but required that it be at standard spacing, rather than at short-spacing, as originally proposed.

Examiner frowning on Whiteley renewals

Robert C. Whiteley Jr. of Covington, Tenn., who went from part owner of one AM station to part owner of two stations five years ago, will be part owner of neither if an FCC hearing examiner has his way.

Mr. Whiteley and his wife, Katherine, purchased WKBL Covington in 1957. In 1959, he and John M. Latham took over WHEY Millington, Tenn.

Last week, Examiner Arthur A. Gladstone recommended that the commission deny the license-renewal applications of both stations.

He found that Messrs. Whiteley and Latham, in their acquisition and operation of WHEY, had engaged in unauthorized transfers of ownership and had made misrepresentations to the commission and, therefore, lacked the character qualifications to be licensees.

The examiner, in an initial decision, held that Messrs. Whiteley and Latham assumed control of WHEY on July 29, 1959, six months before they asked the commission to approve the transfer. He said they later turned control of the financially ailing station over to a Memphis businessman without the commission's knowledge or approval.

Examiner Gladstone also held that Messrs. Whiteley and Latham violated commission rules by failing to inform the agency they were issuing stock in the licensee corporation—Shelby County Broadcasters Inc.—to persons other than themselves. He added that the issuance of the stock amounted to re-

What vacation?

Several members of the FCC plan to spend part of their August vacation at the American Bar Association's convention at the Conrad Hilton hotel in Chicago.

Chairman E. William Henry is scheduled to speak Aug. 14 to the association's Communications Committee on space communications. That same day Commissioner Lee Loevinger will sit on a panel discussing the role of electronic computers in law. On Aug. 9 Commissioner Robert E. Lee will talk to the public relations panel of the ABA on UHF TV.

In preparation for the annual vacation period the agency granted James B. Sheridan, chief of the Broadcast Bureau, the authority to act next month on "certain broadcast applications" for sale of stations normally handled by the commissioners. Included are cases involving exceptions to the three-year rule that do not require a waiver of the rule.

The FCC is also planning meetings on Wednesday and Thursday of this week (July 24 and 25). The major matter of FM allocations is scheduled for consideration at the Thursday meeting. Pre-sunrise operation for daytime stations and an expanded UHF allocations table are also believed ready for commission review. The pending rulemaking to promote educational television use of channels in the 1990-2110 mc or 2500-2690 mc bands for closed-circuit instructional transmissions also may be handled.

Commissioners will hold the required monthly meeting Aug. 1 before vacationing.

linquishment of negative control—a transfer that, under commission rules and the Communications Act—requires FCC approval.

For Services Rendered ■ A total of 23 shares was issued. Five were turned over to an attorney for legal services rendered in forming the corporation. The remainder went to advertisers, the examiner said, as a "bonus" for buying time. In applying for assignment of the station's license from a partnership to the Shelby corporation, Messrs. Whiteley and Latham told the commission there would be no change in ownership.

The examiner also found that the licensee corporation was not qualified financially to continue operating WHEY. A trafficking issue involving Mr. La-

tham was not reached. The examiner said resolution of the issue wasn't necessary since "each of the adverse conclusions reached on the other issues would, in itself, require denial of the renewal application of WHEY, in which Latham is involved."

SCBA raps limits, calls them 'faulty'

The FCC's several faceted rulemaking to provide for the future development of AM and FM radio was strongly criticized last week as being detrimental to improvement of the services, rather than helpful. The South Carolina Broadcasters Association urged that the commission drop the whole idea.

The rulemaking, proposed this spring (BROADCASTING, May 20), would limit the number of AM stations in a community according to population, ending the current freeze on applications. It would break up some AM-FM duopolies and limit FM duplication of AM programming to 50%.

SCBA charged that limiting the number of AM stations was "a faulty and clumsy imposition upon the basic free enterprise system." Control should be based on the FCC's standards of good engineering practice, the association urged.

The 50% limitation on the duplicating of AM programs discriminates against the broadcaster who has kept solvent FM operations going, and could harm FM service, SCBA said.

Separation of AM-FM ownerships would be in violation of broadcasters' individual rights of property, an "unwholesome penalty" for AM owners who have taken financial losses to establish their FM outlets, according to SCBA. "Such a proposal will place present FM broadcasters very much in the same position as a man who has lived a noted Christian life only to have Saint Peter tell him to go Hell when he presents himself at the Pearly Gates—just because he had been a notable Christian," SCBA offered.

WJR right to contest application challenged

Transcontinent Television Corp., licensee of KFMB San Diego, told the FCC last week that WJR Detroit has waived any right to contest KFMB's application to operate on WJR's clear channel frequency of 760 kc.

WJR has requested a hearing, claiming the commission cannot duplicate the clear channel without the consent of the licensee operating the channel (BROADCASTING, July 8).

KFMB agreed that this is true under the rules but that WJR two years ago waived this right when it accepted its



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present license on the grounds the Detroit clear channel could expect no protection outside of the .5 mv/m 50% skywave, by an unlimited time co-channel operation in San Diego. KFMB said that two years ago was the time to challenge the provision, not now.

The San Diego station has to change from its present frequency (540 kc) due to a U. S.-Mexican agreement on broadcasting facilities, but has been assured comparable facilities.

WJR has offered no facts to warrant designating the KFMB application for hearing, the latter maintained, because WJR presented an old argument for retaining class I-A channels for super-power broadcasting, a proposal denied by the commission in September 1961. KFMB also discounted WJR's request that a decision on the change application be deferred until a court of appeals decision on the FCC's clear channel position. KFMB pointed out that the court did not suspend the commission's denial.

ABC heads for court to contest KOB case

ABC plans to take the FCC's latest effort to finalize a five-year-old decision in the KOB Albuquerque, N. M., case to court in order to insure that the network receives "treatment comparable to that accorded to other networks."

In a petition filed with the commis-

sion last week, ABC requested that it be granted a stay of the requirement that it file an application for directional antenna operation for WABC New York that would afford protection at night for KOB (AT DEADLINE, July 8). ABC said that it plans to go to court and if it filed the application it would lose the right to do so.

WABC and KOB operate on 770 kc, with 50 kw and 25 kw at night for the latter station. A 1950 decision by the commission required that WABC protect the nighttime operation of KOB. A 1961 court of appeals decision directed the FCC to assure that its duplication of WABC would not damage ABC as a network in view of the fact that NBC and CBS clear channel stations in New York are unduplicated. ABC is now seeking review on these grounds.

Space requests due Aug. 15

Broadcast news directors were notified last week that they should submit their requests for work space at the 1964 national political conventions by Aug. 15.

Estimates of square feet of work space required for the headquarters hotel and convention hall for the Democratic convention in Atlantic City and the Republican meeting in San Francisco should be submitted by that date to: Bill Henry, House Radio-TV Gallery, Room H-323, U. S. Capitol, Washington 25.

CBS, ABC positions attacked by SRA

The Station Representatives Association last week opposed petitions of ABC and CBS asking the FCC to reconsider its order banning option time.

SRA said the order didn't go far enough and that reconsideration by the commission would be a step in the wrong direction. The association had asked the commission not only to bar the venerable station-clearing technique but limit the amount of network programming stations could carry.

SRA said ABC produced no data to support its claim that the option-time order doesn't consider "the competitive imbalance" among networks.

CBS was concerned only with that part of the order outlawing the network's graduated affiliates compensation plan. CBS asserted that the section was so vague as to constitute a violation of the network's right to due process of law and that it was adopted without sufficient notice.

SRA, however, said the rule couldn't be considered vague, since option time has been a familiar part of broadcasting for more than 20 years. The association added that the commission gave ample notice of its proposed action when it invited comments on what form a rule banning the option time practice might take.

PROGRAMING

Hollywood: a Negro pressure point

NAACP OPENS DRIVE ON FILM INDUSTRY—AND MAKES SOME HEADWAY

An organized campaign by Negroes to get a better break in employment and representation in Hollywood films began to take shape last week.

Representatives of Hollywood producers and unions met with the labor secretary of the National Association for the Advancement of Colored People in an exchange that was later described as conciliatory. The meeting, last Thursday afternoon, took place only hours after the NAACP official, Herbert Hill, had described to a news conference a militant program for Negro recognition in both television and theatrical films.

After Thursday afternoon's meeting, Mr. Hill said he was pleased to learn that the producers, unions and guilds had a "general awareness of the problems." He said the meeting had established a "working relationship."

Charles Boren, executive vice president of the Association of Motion Picture Producers, called the session "informative" and said the producers had

pledged full cooperation to NAACP. Individual meetings with guilds and unions will follow. For the first time the International Alliance of Theatrical Stage Employees — the biggest craft union in the studios—has agreed to talk with the NAACP. The IATSE had earlier been singled out by the NAACP's Mr. Hill for special criticism as a union that had discriminated against Negroes.

Although none of the company or union representatives at last Thursday's meeting admitted to discriminatory practices, the producers' representative, Mr. Boren, said that "improvements can be made in relations."

Tough Talk ■ At his news conference last Thursday morning, the NAACP labor secretary had charged television and motion pictures with discriminating against Negroes both in employment opportunities and in representation in films.

Mr. Hill said films had been "artistically dishonest" in depicting the Negro "as a menial, an outworn stereotype, or

else he is the invisible man who just isn't there at all."

He also demanded the integration of Negroes and whites in the technical crews of all film productions. He said that Negroes had been denied admission to craft unions, and he threatened to bring decertification proceedings, before the National Labor Relations Board, against unions that continued to discourage Negro membership.

In advance of his meeting with the production representatives Mr. Hill said that if no progress was made, protest demonstrations would be conducted at Hollywood studios, at corporate headquarters in New York, at film distribution centers throughout the country and at major motion picture theaters. He said also the NAACP would petition the California State Fair Employment Commission for action against studios and unions that resisted NAACP demands. Token accommodations would be unacceptable, he said.

"The Negro has been denied the right



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TV film series
which use*

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Final days of Mussolini to be seen on WPIX (TV)

A dramatic film re-creation of the final days of Benito Mussolini has been acquired by WPIX(TV) New York and will have its world premiere on the station in November or December. The unusual twist: though the film was made 18 years ago, shortly after Mussolini's death, it never has been presented in a theater or on TV in any country.

William L. Cooper, manager of

film programs for WPIX, told BROADCASTING in an interview last week that the station has obtained the worldwide theatrical and TV rights to the film, *The Death of a Dictator*, and hopes to syndicate it to TV stations in the U.S. and distribute it to theaters throughout the world. He reported he originally saw the film more than a year ago when he was in Europe on a film procurement

trip, and obtained the rights from the Italian producer.

The film was shot in Northern Italy, shortly after Mussolini's death, in the vicinity of Dongo near the Swiss border. The film is a re-creation of the event and many of the actual partisans involved served as performers. Professional actors depicted Mussolini and his mistress.

Why wasn't the film shown before this? It's Mr. Cooper's belief that the producer was fearful of releasing the film in the months after the end of the war and in the subsequent years because of the changing political climate in Italy. Another reason: the film required considerable editing and rearranging. As part of its agreement, WPIX edited about seven hours of rough film to 53 minutes for an hour TV program, and also added an original music score.

WPIX used two minutes from the film, dealing with Mussolini's actual capture, in a one-hour documentary it recently produced titled *The Rise and Fall of Benito Mussolini*. "No other portion of the film has been shown," Mr. Cooper added.

"We think the film is going to create quite a stir," he ventured. "We are now working on a deal to show the film in Italy in theaters. We haven't decided whether it will be a one-hour or longer version for theaters."

to work," said Mr. Hill at his news conference, "and he must now be given an equal chance. And he must further be depicted on the screen and television in truth and honesty."

Menials Or Ignored ■ Whether the Negro is being discriminated against in Hollywood today was a matter of disagreement by interested organizations. No one, however, disputed the fact that he has been subject to discrimination in the past by the producers of motion pictures and TV films which presented Negroes generally as menials or ignored them altogether.

A meeting of some 300 actors, writers and other creative craftsmen, was held July 12 at the Beverly Hilton hotel, Beverly Hills, Calif., under the auspices of the American Civil Liberties Union. The meeting adopted a resolution after a hard-fought floor debate over its wording. The resolution acknowledged that discrimination against Negroes "has existed and continues to exist" and expressed the resolve that "we shall bring it to an end . . . We members of the creative guilds can insist that our organizations integrate in a full, not token, way, affording equal opportunities to all qualified personnel." The resolution con-

tinued, "And we call on studio heads to do the same."

On Monday (July 15), the Writers Guild of America, West, made public a letter addressed to the "motion picture and television industries," which noted that "from the very beginning of our guild . . . there was no question that its membership would be open to all working writers, free of any racial or religious qualifications." The letter expressed intent of WGAW to follow the counsel of its late president, Charles Schnee, for the membership "to notify the guild whenever a part written for a Negro was not played by a Negro."

"We now intend to go further," the WGAW letter stated. "As our first step, we will waive minimum payments to those of our members who so request and who volunteer their skills as writers to those organizations of our fellow citizens who are in the vanguard of the fight for Negro rights. Finally, we urge all branches of our industry to eradicate what remnants of discrimination may remain—in casting, in the labor force, in the studio offices—and to do this vigorously, publicly and immediately."

But another note was sounded Tuesday (July 16) by Caleb Peterson, Ne-

gro actor, singer and head of the Hollywood Race Relations Bureau, an organization which he said had been in the forefront of the fight to win recognition for the Negro from Hollywood. Two years ago, he told a news conference in Los Angeles, the HRRB had picketed theaters and studios and the Oscar award ceremonies of the Academy of Motion Picture Arts & Sciences, for which activity he had been jailed. But so much improvement has occurred in the past year, he said, that "we're honoring the Hollywood movie-television people for the good job they have done." (An awards ceremony was scheduled to be held yesterday [July 21] at the Memorial Christian Church in Los Angeles.)

NAACP 'All Wrong' ■ Statements of Herbert Hill of the National Association for the Advancement of Colored People charging that discrimination is rampant in Hollywood today (BROADCASTING, July 8, 1) "are all wrong," Mr. Peterson declared. "The NAACP doesn't really understand Hollywood."

Instead of attacking the unions and producers for an attitude that no longer exists, Mr. Peterson reported that the HRRB is negotiating with the studios

to establish a workshop to train Negroes as cameramen, electricians and in the other studio crafts and also as writers, directors and actors.

To back up his assertion that the movies and TV have changed, Mr. Peterson showed film clips from three TV shows—Fred Astaire's *Alcoa Premiere*, *Laramie* and *87th Precinct*—all showing Negro actors in prominent roles, portraying a scientist, a cowboy and a police officer in charge of investigating a crime. He said that in the past year there have been 80 motion picture and TV productions showing the Negro in all walks of life, as he actually is in today's society, and not solely as a stereotyped menial.

The resolution adopted at the ACLU meeting by the writers, directors and actors called for collective action in three ways:

"1. As employers and employees, as guilds and unions within the entertainment and communication industries, to insist upon and to institute procedures whereby equal opportunity for employment shall be guaranteed to Negroes and to members of all minority groups.

"2. As artists, to present an honest and realistic image of the Negro as he exists in modern American society, one in nine, bad and good, rich and poor, ubiquitous in metropolitan and rural America, a person taking his equal place in the society he shares.

"3. As individuals, to be alert to any injustices against any minority group, and to assume individual responsibility to correct them or to bring them to the attention of those who can."

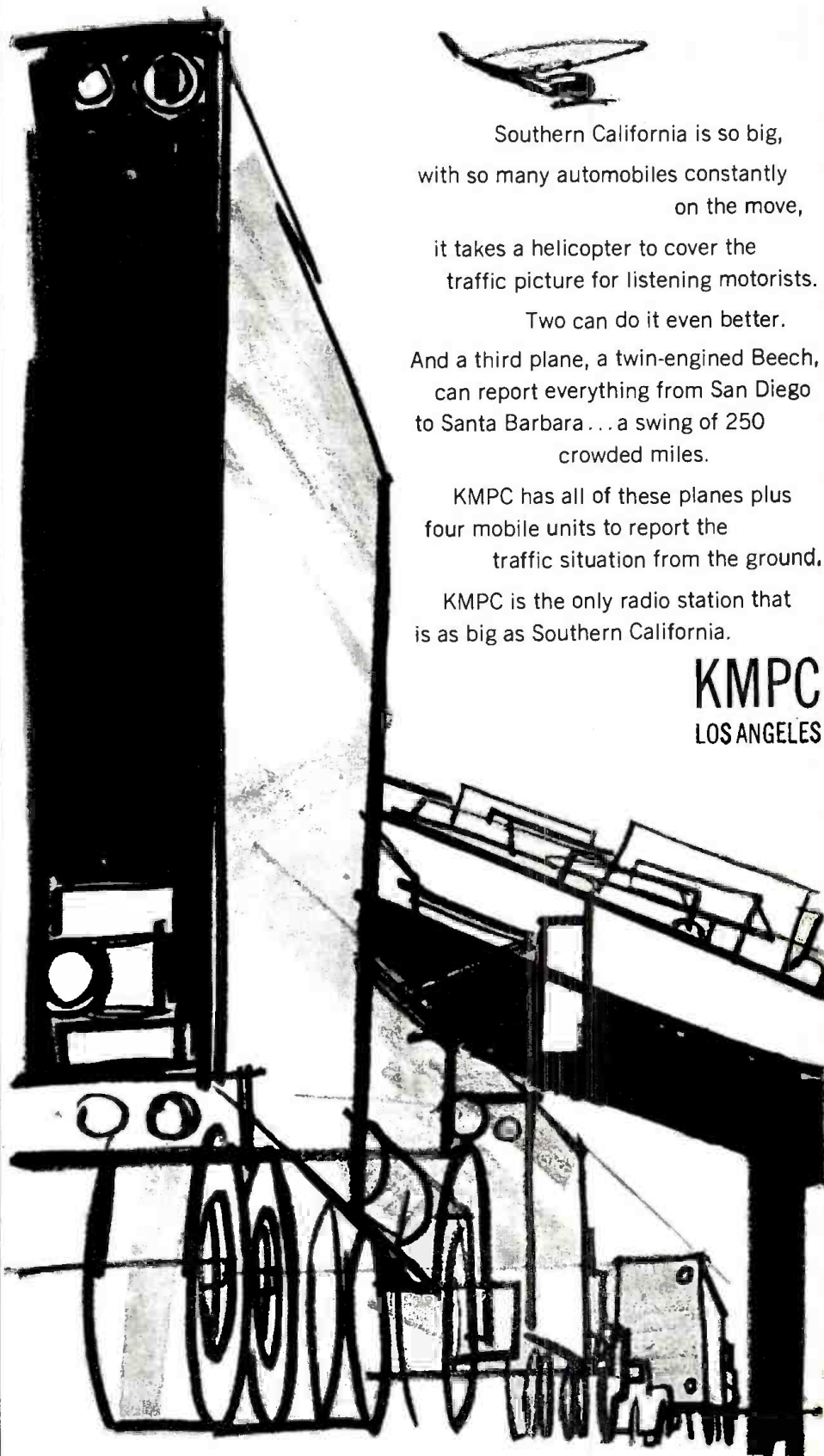
When the thought was expressed that the resolution should be gotten to everyone who was to attend last Thursday's meeting of union, guild and producer organization officials with the NAACP representatives, several individuals volunteered to underwrite the cost of having the resolution printed in full in the daily Hollywood entertainment industry trade papers in advance of that meeting.

Agriculture news available by wire

Leased wire reports of the Department of Agriculture's farm commodity market news service have been made available to radio and TV stations and others interested in buying the service on a day-long basis.

Most stations now get these reports from commercial wire services, but they are subject to the flow of other news. The 50-year-old market service can be obtained free plus cost of an AT&T line to one of some 200 connection points on the department's system.

Some stations get market reports in connection with regional wires of the Weather Bureau, but this is not provided nationally.



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BASEBALL, PAY TV REUNION?

Skiatron reported ready for Giant-Dodger comeback

Two major-league baseball teams in California were reported last week to be nearing an agreement to put their games on pay TV next year.

The report, attributed to an unidentified but "informed" source, was distributed last Thursday by the Associated Press in a dispatch from Los Angeles. The AP said its information was that the San Francisco Giants and Los Angeles Dodgers were negotiating with Skiatron Electronics and Television Corp., New York.

No other details were reported in the AP dispatch.

Other sources told BROADCASTING that there had been a revival of talks between the owners of the Giants and Dodgers and Matthew Fox, holder of a pay TV franchise issued by Skiatron. Mr. Fox, reached at his New York headquarters, said the reports were "premature."

A Long History ■ The Skiatron plan to open a pay TV system with Giant-Dodger baseball as the core of its programming goes back several years. In 1957 Mr. Fox, as head of Skiatron of America, a company licensed by Skiatron Electronics and Television Corp. to exploit pay TV systems using the electronics company's equipment, negotiated an agreement with the San Francisco Giants for exclusive rights to the team's games on pay TV. Mr. Fox's company paid the Giants \$750,000. That agreement has expired.

In December 1959 the Securities and Exchange Commission suspended public trading in the stock of Skiatron Electronics on the grounds the company's registration statement had been misleading. In October 1960 the SEC issued a stop order on the registration

statement itself. The SEC found that Skiatron Electronics and its licensee, Mr. Fox's Skiatron of America, lacked the capital to develop a wired pay TV system. According to testimony at SEC hearings, it was estimated that \$13 million would be needed as a minimum stake to set up a Skiatron system in Los Angeles or San Francisco.

Since the SEC's order of October 1960 Skiatron has been in eclipse.

After publication of last week's AP report, Mr. Fox said he had been "struggling" with the western pay TV project for more than nine years, and that although he was hopeful of eventually succeeding, he felt that published rumors at this stage would not "serve anybody."

Other sources in Los Angeles reported that Mr. Fox had enlisted at least one manufacturing company in his project, that there were active discussions with both baseball clubs and that the plan was for the formation of a new corporation, with substantial financial backing, that would tie up the baseball franchises for its pay TV system and then make a public offering of its stock.

The two California entries in the National League now show only nine road games each season on commercial TV. The Giant games in Los Angeles and the Dodger games in San Francisco are the only ones televised.

National Academy forms international group

An international organization has been formed by the The National Academy of Television Arts and Sciences.

The organization will be known as

the International Council and Academy of Television Arts and Sciences. Rod Serling, television playwright, has been appointed pro tem chairman of the group, and Ted Cott, head of Oakland Producing Ltd., pro tem president and Royal E. Blakeman, Redwing Productions, pro tem vice president.

Serving on a provisional board are: Evelyn F. Burke, executive director, Writers Guild of America, East; Roger Englander, producer-director; Richard Reinauer, academy trustee, Chicago; Louis F. Edelman, TV producer; Burl Adams, Revue Productions; and Lloyd Burns, Screen Gems.

The board of the International Council and Academy of Television Arts and Sciences will ultimately be made up of seven members from the board of trustees of the National Academy, seven members representing companies with international activities; and seven members from foreign broadcast organizations including Japan, England, France and Canada.

NAFBRAT gives TV, radio annual awards

A Portrait In Verse, a special on CBS-TV, was named the "best" TV program of the year last Tuesday (July 16) by the National Association for Better Radio and Television at its 13th annual awards banquet at the Wilshire Country Club in Los Angeles. A special award was given to *TV Guide* for its series on broadcasting responsibility and another to Robert Maxwell for more than 20 years of radio and television family programming.

Other national TV NAFBRAT awards for top programs in individual program classes were: situation comedy, *My Three Sons*; comedy, *Hazel*; popular music, *Sing Along With Mitch*; classical music, Leonard Bernstein program; drama, *Hallmark Hall of Fame*; entertainment, *Wonderful World of Color*; daytime, *Today*; adventure-travel, *Across the Seven Seas*; news, *Eye-witness*; news column, *David Brinkley's Journal*; discussion-interview, *At the Source*; children's (daily), *Discovery*; children's (weekly), *Exploring*; teenager's, *College Bowl*; documentary, *Twentieth Century*; education, *Accent*; public service, *NBC White Paper*.

National radio awards were: entertainment, *Family Theatre*; daytime, *Flair*; news, *The World Today*; interview-discussion, *Capitol Cloakroom*; education, *Invitation to Learning*; public service, *Dimension*.

Three Los Angeles TV stations and two radio stations were honored for "exceptional excellence" in programing.

KNXT(TV) received the award for "special events programing" and KABC-TV for "special recognition of commu-

An eyebrow lifted, a show dropped

NBC-TV unlocked its 1963-64 schedule last week to drop one hour show and substitute another.

Out went the *Robert Taylor Show*, a Four Star production that had been scheduled for Thursdays, 7:30-8:30 p.m. Into the period went *Temple Houston*, a Warner Bros. western that had been under consideration for the 1964-65 season. Reportedly the network abandoned the Taylor show because of a dispute between Four Star and the U. S. Department of Health, Education and Welfare. In the series Mr. Taylor plays a trouble-shooter for HEW. Four episodes have been shot.

Harvey A. Bush, HEW director of public information, said the department had found inaccuracies in two

of the filmed programs. Thomas McDermott, president of Four Star, met with HEW officials in Washington last week and took under consideration proposals for changes in the shows. HEW reportedly objected that the Taylor show failed to give adequate recognition to the role that state organizations play in HEW operations. Mr. Bush described Mr. McDermott's attitude as cooperative. As far as HEW knows, Four Star intends to continue production of the series despite NBC's cancellation.

The *Temple Houston* series, which starts in the Taylor slot Sept. 19, is a Jack Webb production. It features Jeffrey Hunter as a lawyer in the Southwest and Jack Elam as a gun-fighter who has turned U. S. marshal.

1963 Ted V. Rodgers Awards
for publication writers and radio/TV producers

\$8,000.00 IN AWARDS

*for published or broadcast reporting on
metropolitan transportation problems*

Writers of published articles or editorials and producers of radio/television programs that contribute to public understanding of metropolitan transportation problems—and possible solutions—are eligible for the 1963 Ted V. Rodgers Awards.

The Awards are sponsored jointly by the ATA Foundation (American Trucking Industry) and Trailmobile (manufacturers of truck trailers). As leading members of the nation's transportation complex, the sponsors' purpose in offering these awards is to recognize outstanding contributions toward community understanding of the

problems of transporting people and goods to and from, and within metropolitan areas.

Awards are offered for published articles in three media: Newspapers . . . magazines . . . and radio/TV public service programming on the subject (local or network). First Award in each category is \$1,500; second award \$700; third award \$300. Entries from *weekly newspapers* will compete in the general newspaper category but are also eligible for a special \$500 award reserved for weeklies only. *Plaques* will also be awarded to winners in all categories.

rules:

1. Entries will be judged on the basis of scope, thoroughness, writing and reportorial skills as they contribute to public understanding of the problems, planning and financing of transportation facilities responsive to the efficient movement of people and goods to and from and within metropolitan areas.

2. Entries in the 1963 Competition must have been published or broadcast on or between the dates of January 1, 1963, and December 31, 1963.

3. Articles, editorials and programs of any length are eligible. A series of articles or broadcasts will be considered a single entry.

4. There are three categories of participation: Magazines; daily/weekly newspapers; radio/television. Material printed in publications devoted primarily to the transportation industries is not eligible.

5. Awards will be the same in the three categories: First—\$1,500; Second—\$700; Third—\$300. There is also a special \$500 weekly newspaper award.

6. Entries will be accepted until December 31, 1963 (postmark). They should be mailed to:

Ted V. Rodgers Awards, The ATA Foundation, Inc., 1616 P Street, N. W., Washington 36, D. C.

7. Material submitted will be returned only when specifically requested. Radio/TV stations may submit in addition to scripts other supporting material such as audio tapes, video tapes, film clips, etc. Decision of the judges will be final. In event of ties, duplicate prizes will be awarded. This awards program is subject to state and national regulations. Winners will be notified by special letter. A complete list of winners will be available to all entrants and those requesting it.

nity interests, especially in the area of children's interests." Awards for "programming" went to KNX, CBS network affiliate, and KMPC, independent station.

Los Angeles regional TV "best of class" awards were: sports, KTTV for its sports specials; music-variety, KNXT for music specials; religious, KNXT's *Insight*; drama, KNBC(TV) for its uninterrupted broadcast of a college production of "Romeo and Juliet"; news, KNBC's *Comment*; discussion, KNBC's *Survey '62*; children's, *Romper Room* on KTLA; documentary (series), KNXT *Reports*; documentary (single), *Death of a Newspaper* on KTLA; education, *Communism: Myth vs Reality*, KNXT.

Program notes . . .

Programs on Ford ■ A new radio series of four programs on Henry Ford will be broadcast overseas through WRUL New York. The series, called *The Man from Dearborn*, is produced by the Dearborn public schools. It will begin July 30, on Mr. Ford's 100th birthday anniversary.

New SESAC recording ■ SESAC Inc., New York, producer of recordings for radio-TV stations, has released a new LP album, "Trombones After Five," featuring Warren Covington and his orchestra. SESAC's "Just a Minute" LP's are now carried on over 1,000 radio and TV stations.

New sports series ■ Moss-Herzfield Productions of New York has produced a new half-hour sports series, *Training with the Pros*, for syndication. The series will feature professional athletes from major sports. William Morris Agency is exclusive sales representative for the TV series.

Eisenhower returns, too ■ Former President Dwight Eisenhower will participate in an hour CBS-TV presentation commemorating the 20th anniversary of the D-Day invasion of World War II. The program, to be broadcast around June 6, 1964, will be filmed in France and England Aug. 4-Aug. 11 of this year at the Normandy beaches,

a cemetery nearby, and at Portsmouth, England, headquarters for allied forces prior to the invasion. The program, on which Walter Cronkite will also appear, will be titled *D-Day Plus 20 Years: Eisenhower Returns to Normandy*.

A pilot for Bunky ■ United Artists Television and Placebo Productions have announced co-production plans for *Bunky*, a half-hour situation comedy series. The show will be produced by Joshua Shelley with both pilot and series set for filming in New York City.

Situation comedy ■ Sylvan Productions has revealed plans for a pilot film for *Loveable Louie*, a proposed comedy series based on the exploits of a chimpanzee at a rocket launching installation. Charles Andrews has been named producer of the show.

Espionage series ■ A romantic espionage-adventure series, *John Stryker*, has been set as second TV project which Daystar Productions will produce for CBS-TV. New series will be

filmed in association with Walter Grauman Productions, with Daystar President Leslie Stevens producing the pilot which Mr. Grauman will direct. United Artists is partnered in the *Stryker* series as well as in *Magnificent Seven*.

Weekly music gala ■ WPIX(TV) New York has begun a weekly hour-length musical show, *Clay Cole at the Moon Bowl*, featuring interviews of recording artists, hit tunes and dancing. The program, of which Mr. Cole is host, is taped weekly at Freedomland amusement park and telecast Saturdays.

Background library ■ A new library of background music has been released by Capitol Library Services, Hollywood. The 14 album library of double-faced 33 1/3 discs, called Production Music Series, contains music suitable for all types of news, humor and dramatic shows. It is priced at \$85. Information is available from Capitol Library Services, Hollywood and Vine, Hollywood 28.

ASCAP pay structure probe continues

MUSIC PROGRAMING DETAILS SOUGHT IN QUESTIONNAIRE

On Oct. 6, 1961, John E. McGeehan, a New York attorney, wrote to broadcast stations asking them to supply logs of musical selections performed on the air. Mr. McGeehan had been named trustee by the U. S. District Court for the Southern District of New York to survey performances of the American Society of Composers, Authors and Publishers (BROADCASTING, Oct. 23, 1961).

Twenty-two months later he has written a second letter to the stations, reminding them of his original letter, thanking them for their responses and asking for answers to an enclosed questionnaire.

In 1961 a dissident ASCAP group, unhappy with the way the society was cutting up its annual receipts (estimated

at \$32 million at that time), began litigation to change the pay structure which is based on the ASCAP-conducted survey.

In his current letter Mr. McGeehan outlines his function as the court appointee to make an objective survey of stations. The purpose of the survey is to see if station log listings contain enough information for ASCAP to use as a base for payments to its members.

ASCAP now employs a survey firm which tapes station programming for performances of ASCAP-licensed works, and distributes performance fees based on the tapes.

The four-page questionnaire asks for information on affiliation, time on air, size of staff, hours and type of programming, what type of music is played, who picks it, music logs and top tune listings.

On music performance information, the attorney asks if the station keeps a music log and if so how extensive, if the log is kept on all music performed or only certain performances, if the information is made available to music licensing agencies and if "you were asked, could you furnish the information which you presently maintain—on a continuous basis?"

Mr. McGeehan asks for a sample copy of the type of information stations currently maintain on music performance and notes that the questions will be considered in detail "in order to develop and support my final recommendations to the court."





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PROMOTION IS A PRETTY GIRL

It could be the annual Kosher Dill Pickle Festival of Zebulon, Ga.; the monthly parade down Main Street in Winnemucca, Nev., or a station party to impress timebuyers. Whatever the occasion a pretty girl has always been considered an asset in attracting a crowd and helping a publicity man keep his job—especially in summer when a girl can wear a bathing suit without catching cold.

In tribute to all the Strawberry Festival queens yet unchosen, BROADCASTING presents this once-a-year tribute to the pretty girls and the men whose jobs they insure.



Rogers and Hammerstein said "There Is Nothing Like a Dame," and the disc jockeys of WABC New York seem to agree as they admire Eva Sloan, Miss

WABC Safe Boating. Second from right is Dan Ingram who won the station's 'round Manhattan Island boat race.



Kitten Tangee is one of six kittens who promote KIIX(TV) Los Angeles and help merchandise sponsors' products in drug, furniture and food

stores. At 23, Tangee is one of the older kittens, but reportedly does the station dance, the "Kiix," as well as any of her 22-year-old colleagues.



Milla McCord of Guntersville, Ala., is now representing WAPI-TV Birmingham as Miss Channel 13. At 36-23-36, she figures to win several contests.



Dianne Libby spent last week passing out news releases on KTTV(TV) Los Angeles's "In This Corner: Joe Louis." Dianne makes a pretty second.



Emily Simon of Malverne, N. Y., won the WINS New York-Allied Artists "Ava Gardner Look Alike" contest (note ribbon for verification).

BROADCASTING, July 22, 1963



Sue Shafer, Dairy Princess of WKIG-TV Fort Wayne, Ind., is crowned by Hilliard Gates, general manager of the station. Miss Shafer became the

title holder by winning a milking contest conducted in conjunction with a special Dairy Month program on the Indiana station.



Miss Kansas of 1964 is 19-year-old Karen Schwartz of Wichita, who won over a field of 30 girls in a local contest held by KAKE-TV Wichita.



Rosalie Bowman at 18 is "Iowa's Favorite Farmer's Daughter," the sixth winner of the annual contest sponsored by WMT-AM-TV Cedar Rapids.

Mobility becomes reality with the MVR

ABC-TV GETS PORTABLE RECORDER READY FOR AUSTRIA

ABC-TV claims a breakthrough in tape coverage mobility in its use of the new Machtronics portable tape recorder. The recorder, MVR, which weighs only 60 pounds, was announced this spring and placed into operation almost immediately by the network. It was developed by Machtronics Inc., Mountain View, Calif., with the help of ABC engineering division.

The recorder is about one-tenth the size of conventional tape machines, and in the past several weeks has been carted to such diverse places and events, as President Kennedy's European tour and the July 4 Daytona "Firecracker 400" stock car championship race. On July 28, the recorder will be in action at Hayward, Wis., for the "world's lumberjack championship contest," which is to be telecast on ABC's *Wide World of Sports*.

In late June when boxer Cassius Clay returned to New York after his victory in the ring in London, ABC engineers placed the machine in the back of a station wagon in the afternoon, connected it to a hand-held camera and taped an interview at the airport. The interview was seen that night on the network's news show.

Up And Away ■ The machine was carried aloft, held secure by standard safety belts, on the seat of a small three-man helicopter at Daytona, and along with a new Sylvania 800 portable

hand camera recorded the stock car race from above.

During the President's trip in Europe, the MVR was used as a backup for satellite transmissions, recording in case of transmission failure all material in London that ABC News sent by satellite. This use of the MVR, ABC engineers explain, was important in that it indicated the quality of the picture. Again, the machine was put to use for the network's coverage of the *All American Football Game* in Buffalo last month.

ABC plans to continue its field testing and development of the MVR and wants to use the machine for the 1964 Winter Olympics which will be held in Innsbruck, Austria.

TWINKLE, TWINKLE

Telstar II's silence leaves Relay as lone space voice

Almost on the eve of the second attempt to orbit a synchronous satellite for communications across a third of the earth (BROADCASTING, July 15), Telstar II went silent and AT&T engineers were working vigorously to re-start their communications satellite.

Telstar II ceased operating last Tuesday (July 16) in its 450th orbit while it was over the Indian Ocean. Attempts to trigger responses from the Bell Sys-

tem's 175-pound satellite were unavailable up to last Thursday night (July 18). These will be continued, AT&T said.

The second AT&T owned Telstar was put into orbit May 7 from Cape Canaveral. It circled the earth every 3 hours 45 minutes, ranging from a 6,600-mile apogee to a 600-mile perigee. It had been designed to overcome radiation effects which put Telstar I out of commission. Telstar I was launched July 10, 1962 and operated four-and-a-half months before failing completely.

Failure of Telstar II leaves Relay as the only operating active space satellite. Built by RCA for the National Aeronautics & Space Administration, Relay was placed in orbit last December. And after a few days of initial difficulty has been operating satisfactorily since.

Also still in orbit is Echo, a 100 foot high balloon which acts as a passive reflector for radio signals. It has been orbiting for three years, although its efficiency has been reduced as its spherical shape has become distorted through solar radiation. It is also slowly sinking toward the earth's atmosphere where it will begin to burn up.

Telstar II was used extensively for transoceanic TV programs; the latest for the one-hour CBS *Town Meeting of the World* (BROADCASTING, July 15). CBS is planning a second transatlantic talk among world leaders in the fall.

With Telstar dead and Relay's lower orbit (from 600 miles to 3,500 miles out in space) limiting its usefulness to short periods (15-20 minutes at a time), there is the possibility that the CBS plan may have to be shelved—unless Syncom II goes up successfully July 24.



ABC-TV's Pat Distasi (l) and Robert Lopes check out the MVR portable

tape recorder before recording Daytona 400 auto race from a helicopter.

Technical topics...

First showing ■ Storer Programs Inc., Miami, will hold its first demonstration of the Machtronics MVR-15, a 68-pound portable video tape recorder at WITI-TV Milwaukee, July 23-24. Similar demonstrations will be held in key cities in August, according to Hank Davis, SPI marketing manager (BROADCASTING, July 8).

Technicolor expansion ■ Technicolor Corporation of America, Beverly Hills, Calif., has expanded into the processing of color and black-and-white film for television. TCA plans to lease a building to be constructed by Music Corp. of America in Beverly Hills. It will be staffed and managed by TCA.

Reduced price ■ The Television Zoomar Co., New York, has redesigned its Angénie Zoomar 10-2-1 lens and reduced the price from \$8,300 to \$6,000. The firm's Super Universal, renamed the Hyper-Universal Zoomar, has been reduced from \$9,500 to \$6,000.

Equal time, commercial limits hit in Idaho

FCC'S RESTRICTIVE PROPOSALS SCORED BY SPEAKERS

Delegates to the 13th annual convention of the Idaho Broadcasters Association in Moscow, July 11-13, unanimously passed strong resolutions dealing with the FCC's actions and proposals affecting broadcasting.

One resolution seeks the repeal of the equal-time provisions of Section 315 of the Communications Act. It also opposes the pending congressional action limiting editorializing on radio and television stations. It stated: "Idaho broadcasters vigorously oppose any limitation of the individual broadcast licensee's right to express his views, through broadcasting, if, in his own judgment, such expression would serve to stimulate and inform the public."

Another resolution dealt with the commission's proposal to limit the amount of commercial time to be broadcast. The resolution said the association . . . "regorously opposes" any commercial time limits.

Earlier, the 90 delegates and associate members heard current FCC proposals described as a threat to "free enterprise." Douglas A. Anello, gen-

eral counsel of the National Association of Broadcasters, told the convention that the FCC's proposal to limit commercial time "will destroy free enterprise in broadcasting. If a federal agency has the right to determine advertising requirements of each town, it will give the federal government a stranglehold on every community," Mr. Anello said.

Threats to "our freedom not only come from the FCC, but from Congress," Mr. Anello added. The atmosphere on Capitol Hill, he said, "is basically not friendly"—and in some cases—"hostile towards broadcasting." Referring to editorializing, he noted that "congressmen seem aghast that a broadcaster should be able to take a stand." The congressman, he said, "thinks nothing of challenging the broadcaster's right to express himself." Mr. Anello continued, "if we are going to be called more than an entertainment medium, we must take a more active part in everyday activities. The FCC is more or less—and I say less—on our side of our right to editorialize. Editorializing

is a matter for the rights of each licensee." The NAB, Mr. Anello said, "would resist . . . and we hope the FCC will join us" in opposing a bill pending in Congress to restrict editorializing.

During an afternoon panel session devoted to FCC topics, Mr. Anello and FCC Commissioner Kenneth A. Cox debated over subjects undertaken by the commission which have brought protests from broadcasters. Included were limitation of commercial time, third-class operator's ticket requirements by all stations, broadcast of horse racing results and other topics.

Another featured speaker, Rex Howell, president and general manager of KREX, Grand Junction, Colo., and an NAB director, struck out at recent FCC proposals as "over-regulation and infringements of basic rights and freedoms" (BROADCASTING, July 15).

Robert Alter, Radio Advertising Bureau vice president, told the convention his group is embarking on studies to determine the actual audience of radio as it is today, based on "methodology studies." Mr. Alter said that "making radio more prosperous is our number one goal."

James Murphy, president of the

CLOSE CIRCUIT TELEVISION

FOR INTER-OFFICE COMMUNICATION
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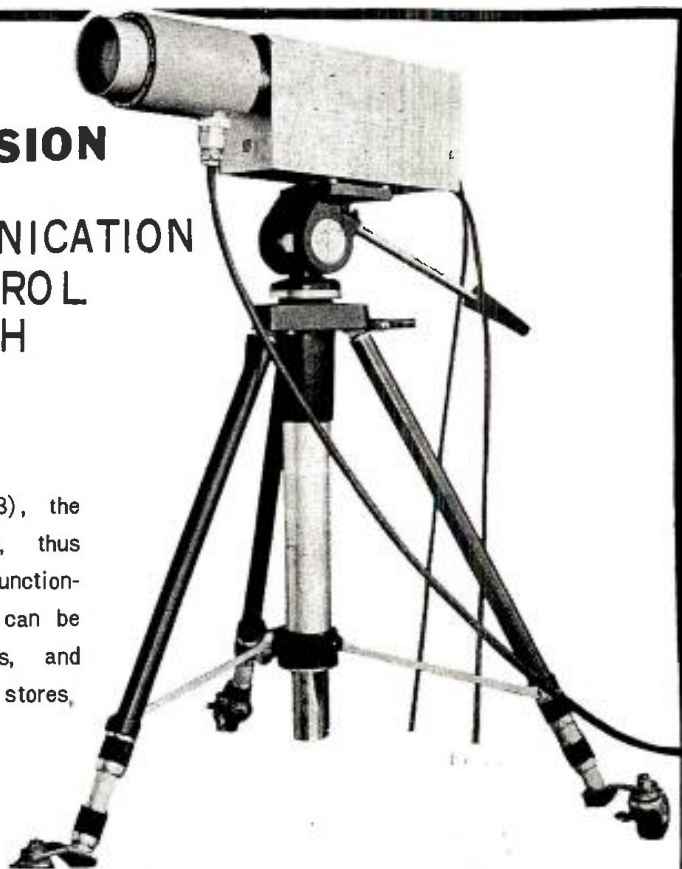
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With the exception of the image tube ("Visicon" 7038), the "Melvision" TV Camera is completely transistorized, thus assuring a more compact and lighter camera. Besides functioning as a completely self-contained unit, "Melvision" can be combined with various receivers, remote control units, and other accessories for use in plants, banks, offices, stores, laboratories, — almost anywhere, in or outdoors.



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Texas breeding another industry revolution

A large majority of the television stations in Texas expressed strong disapproval last week with the leadership provided by the Texas Association of Broadcasters and made tentative plans to form a TV-only group.

Thirty of 35 Texas TV stations met in Houston Monday (July 15) in a revolt against the TAB led by Jack Harris, vice president-general manager of KPRC-TV there (CLOSED CIRCUIT, June 10). The meeting was sponsored by KPRC-TV and the two other commercial TV stations in Houston—KHOU-TV and KTRK-TV.

The TV outlets reportedly agreed unanimously that the TAB is radio dominated and favors small market stations. TV is not adequately represented on the association's board,

according to the visual stations. Mr. Harris said there was "unanimity among those present that the TAB cannot adequately represent TV under its present setup."

A loosely formed organization was outlined by the TV stations to operate on an interim basis pending a final decision on forming a separate association. In the interim, TAB was served notice that the TV stations want a separate TV board in the association. But, Mr. Harris said, even if this condition is granted, the TV stations still may organize outside TAB. A final decision will not be made until October, he indicated, when TAB next meets.

"TV needs a firmer and stronger voice in Austin and in Washington,"

Mr. Harris said. The TV stations plan a second meeting within a month and Mr. Harris has been authorized to name a temporary committee to guide future actions.

Jack Roth, president of KONO San Antonio and of the TAB, was present at the meeting of the TV stations but was unavailable for comment last week. Mr. Roth has been waging a one-man revolt against the National Association of Broadcasters and has been trying to form a federation of state associations outside the aegis of the NAB (BROADCASTING, May 27).

He maintains the NAB is not providing effective leadership in Washington for broadcasting. To date, not a single state association has publicly joined his revolt.

Washington State Association of Broadcasters, spoke on his state's interpretation of music licensing and felt that the fees should be paid "at the source." Mr. Murphy went on to explain that his association took the stand that license fees should be included in the price of every record, eliminating the need for payment by individual sta-

tions and audits of their records to determine payment. He pointed out that "blanket fees" are illegal in Washington and reported that some 13 suits brought by music licensing agencies are currently in the courts of his state.

Later, J. Allen Jensen, vice president and general manager of KID-AM-TV, Idaho Falls, and a member of the All-

Industry Music Committee, reported that negotiations for a new music contract between ASCAP and the radio industry would begin shortly after the first of the year. He asked for support from individual stations to help finance the talks.

(For new officers of the Idaho association see page 78.)

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Changing hands

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

■ WHHM Memphis, Tenn.: Sold by William H. Grumbles and associates to Paglin-Ray group for \$135,000. Buyers already own WLOK Memphis and are negotiating to sell the 5 kw daytimer (on 1480 kc). Other Paglin-Ray stations: WBOK New Orleans, KAOK Lake Charles, wxok Baton Rouge, all Louisiana; KYOK Houston, and wgok Mobile, Ala. WHHM operates fulltime with 1 kw daytime and 250 w nighttime on 1340 kc.

■ WRON Ronceverte, W. Va.: Sold by Betty Ann Sanders and associates to Nash L. Tatum Jr. and group for \$135,000, including \$36,000 consulting and non-competing agreement. Mr. Tatum is with Duncan Advertising Inc. in Richmond, Va. WRON is a fulltime station with 1 kw daytime and 250 w nighttime on 1400 kc. Broker was Blackburn & Co.

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 82).

■ WDBO-AM-FM-TV Orlando, Fla.: Sold by the estate of the late William S.

Cherry Jr. to the Outlet Co. for \$6.1 million. Outlet Co., Providence, R. I., department store, owns WJAR-AM-TV in that city. The transaction does not include the Cherry-Plaza hotel in Orlando, which is owned by Cherry Broadcasting Co. WDBO-TV, on channel 6, is affiliated with CBS-TV. WDBO is a 5 kw fulltime station on 580 kc. WDBO-FM operates on 92.3 mc with 25 kw. Both radio stations are CBS affiliates.

Cross ownership ended in Wisconsin papers

Cross ownership between the *Appleton* (Wis.) *Post-Crescent* and the *Green Bay* (Wis.) *Press-Gazette* was ended last week when the Minahan family acquired controlling interest in the Appleton newspaper and the Turnbull family in the Green Bay publication.

The transaction occurred when the Turnbull family sold its interest in the Appleton firm to the Minahan family, and the Minahan family sold its interest in the Green Bay newspaper to the Turnbills. The Minahan family is composed of heirs of the late V. I. and Eben R. Minahan. The Turnbull family is comprised of the heirs of the late Andrew B. Turnbull.

The consideration involved was not announced.

The Appleton newspaper owns WEAU-TV Eau Claire, Wis. The Green Bay newspaper owns WJPG of that city..

WABC-FM stereo entry could set pattern

WABC-FM New York on Aug. 1 will become the first ABC-owned FM station to institute stereo broadcasts, with the possibility suggested that the other five ABC-owned FM's may follow suit.

In an announcement last week, Leonard Goldenson, president of American Broadcasting-Paramount Theaters, said further moves into stereo by the stations would hinge on advertiser reaction to the New York operation.

Alexander Smallens, director of WABC-FM estimated the cost of stereo equipment installation at \$25,000; about \$20,000 in equipment costs and the balance in engineering expenses. Mr. Smallens said the station would stereocast from 6 p.m. to midnight daily with programs of show music, classics, light classics, folk music and drama. He said principal advertiser interest to date had been expressed by stereo equipment manufacturers, banks, stock brokers, the automotive field and national carriers.

The New York metropolitan area now receives stereocast programs from WTFM-FM Lake Success (fulltime) and WQXR-FM (approximately four hours daily).

SCBA hears more on commercial limits

Wherever broadcasters gather these days, the principal topic of conversation nearly always centers around the FCC's threat to place a maximum on the number of commercials a radio or TV station can program.

And, the convention of the South Carolina Broadcasters Association in Myrtle Beach last week was no exception. "It well could be the deadliest battle in the whole history of American broadcasting," Harold Essex, National Association of Broadcasters board member from WSJS Winston-Salem, N. C., told the SCBA.

Charles M. Stone, radio manager of the NAB code authority, charged that government adoption of the radio and TV codes' time standards would end the industry's own self-regulatory efforts. Also, he said, the FCC proposal would do nothing to improve broadcasting or the quality of commercials.

Mr. Essex said that he is a "frightened broadcaster" because of the trend of government regulation. "If you're not frightened, then you don't understand what's going on in Washington," he told his audience. All of the FCC's recent attempts to encroach on the free-

dom of radio-TV "pale into comparative insignificance" in the face of rule-making which would adopt the industry's voluntary time standards as government rules (BROADCASTING, May 13), he said.

"If a federal agency were given power to determine the advertising requirements of every community in America and then relate these data to income requirements needed to support a broadcasting operation in the public interest, it would give the federal government a stranglehold over private business in every city, town and hamlet in this country," Mr. Essex charged. "This latest proposal leapfrogs gradualism and signals the beginning of an effort for complete takeover."

Once the FCC is allowed to limit commercial time on stations, it is then only a matter of time before the government will concern itself with rates and programing, the NAB director said. Then, he added, "your days as a free broadcaster will be over and you'll be a regulated public utility."

Mr. Stone said the FCC proposal would no more assure tasteful broadcasting than a Broadway play can be assured success by limiting the amount of dialogue delivered by a bad actor. The radio code, he said, points the way

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to broadcasters' leadership in public service. "We must resist—and with such resistance assure the rejection of a law which will only tear at broadcasting's throat until, inevitably, the free, enterprising voice of our great economy dies," he said.

The NAB and numerous state associations have launched an attack on the FCC rulemaking in a fight NAB President LeRoy Collins said the industry must win to remain free (BROADCASTING, July 15). Comments originally were due at the FCC July 30, but the date has been extended to Sept. 15.

SCBA also heard a speech on states rights from Alabama Governor George Wallace (D) and adopted a resolution praising Senator Strom Thurmond (D-S. C.). Other approved resolutions (1) denounced the FCC's new schedule of fees and asked "Congress to relieve broadcasters of this specific menace"; (2) asked the FCC to permit any holder of a first class operator's license to give tests in the field to applicants for a third class permit; (3) opposing the FCC's commercial time standards rulemaking, and (4) endorsing S 405, which would relieve broadcasters from copyright infringement liability if the copyright holder is not identified on the label of a recording (see this page).

FCC, HEW explaining processing technique

The joint processing technique to be employed by the Department of Health Education and Welfare and the FCC in handling applications for grants authorized by the Educational Television Facilities Act, is being explained at HEW regional offices.

Members of both agencies, on a national swing through the nine HEW regional offices, are explaining application procedures to interested parties. Dr. Lawrence Frymire, chief of the educational branch at FCC, and Dr. John Bystrom, assistant to the undersecretary of HEW, are describing the liaison activity between the two agencies which will prevent authorization of grants for ETV facilities by HEW without prior indication from the FCC that proposed projects will be approved.

Under the Educational Television Facilities Act, enacted in May 1962, \$32 million was authorized for allocation through 1968. However, a first appropriation of \$1.5 million under the act, became available only two months ago.

At the New York meeting last week, Dr. Bystrom said HEW was currently processing 16 applications, totaling

\$2.5 million in requested aid. The funds are provided on a matching grant basis.

Meetings still to be held in HEW offices are in San Francisco, July 26; Denver, July 29; Dallas, July 31; Kansas City, Mo., Aug. 1, and Chicago, Aug. 2. Earlier meetings were in Boston, Atlanta, and Charlottesville, Va., in addition to New York.

Jones charges SESAC with contract coercion

Clarence Jones, owner of wqiz St. George, S. C., has filed complaints with federal agencies against the Society of European Composers, Authors and Publishers (SESAC). He charges that SESAC is using coercion and threats of litigation as its chief means of securing performance licenses from stations.

Mr. Jones claims that SESAC monitored his station for a month and claimed wqiz used 17 SESAC songs. SESAC, he says, threatened to sue the station for \$4,200 unless the station signed a five-year, \$20 a month licensing contract. This wqiz did, Mr. Jones says, in return for an agreement by SESAC not to sue the station for purported infringement of copyright.

When he asked for a list of SESAC titles, Mr. Jones declares, he was told there is no complete listing which would be correct.

He also attacks the five-year term of the SESAC contract, alleging that since a station is licensed for only three years at a time, should it lose its license, it would be legally responsible for continuing payment for two years after it ceased broadcasting.

Mr. Jones persuaded the South Carolina Broadcasters Association to endorse a bill (S-405) by Senator Allen J. Ellender (D-La.) which would remove liability from broadcasters to pay for damages for performing rights unless the label of a composition bears the name of the proprietor of the copyright. The SCBA at its convention last week also voted to send a copy of its resolution to the state's congressional delegation.

NAB gets shortwave member

WRUL New York last week became the first commercial, shortwave station to become a member of the National Association of Broadcasters. The station, which beams Spanish and English programming to Europe, Africa and Latin America, broadcasts with five, 50 kw transmitters.

Ralf Brent, WRUL president, has asked other NAB members to loan WRUL its outstanding programs for international broadcast. "We want to go beyond our programming to reflect America and that is why we are asking domestic radio stations to lend us their best programs," he said.

89,000 earn their way from radio-TV

The radio-TV industry provided a livelihood for 89,000 men and women at the time of the 1960 U. S. Census, the Census Bureau disclosed last week. Of the total employed by radio-TV, 67,000 are men and 22,000 women.

Employment figures were contained in a bureau report, "Occupation by Industry," published last

week. In the 1960 census, broadcasting employees and executives were listed under the broader industry group "communications." Radio-TV were listed under "entertainment and recreation services" at the time of the 1950 census and then employed 47,000 men and 16,000 women.

Employees by occupation:

Occupation	Men	Women
Accountants and auditors	500	342
Actors and actresses	585	299
Artists	563	60
Authors	407	478
Editors and reporters	2,291	1,103
Technical engineers	6,511	21
*Entertainers	1,367	259
Musicians	743	362
Photographers	470	
Public relations men and publicity writers	403	179
Radio operators	2,421	
Electrical and electronic technicians	5,973	120
*Professional, technical, and kindred workers	13,539	982
*Managers, officials, and proprietors		
Salaried	14,579	3,201
Self-employed	1,393	139
Bookkeepers	101	1,703
Receptionists	20	1,259
Secretaries	82	5,628
Telephone operators	62	518
Typists	80	606
*Clerical and kindred workers	807	1,959
Advertising agents and salesmen	3,960	301
*Salesmen and sales clerks	1,191	79
Radio and television repairmen	678	
Stationary engineers	1,453	
Janitors	666	83
*Not elsewhere classified		

Record promoters bring grievances to NAB

Problems of record companies in bringing new recordings to the attention of radio stations were presented to the National Association of Broadcasters last week in a letter from the Recording Industry Promotion Association. Grievances and suggested reforms were also outlined by RIPA in a public statement on station and record company relations.

The statement said, among other things, that record promotion personnel "are gradually developing into high priced delivery people due to restrictions enforced upon them at many stations around the country." The letter to the NAB and the public statement, both drafted by Bob Kerr, chairman of the promotion association's steering committee, are said to reflect the opinion of an RIPA meeting held in Miami last month.

RIPA contends that the recording and broadcasting industries "operate far more removed from each other than should be." According to the association's statement, most record promotion people never get beyond a station's reception desk with their records and are forced to leave their product, never having a chance to talk to station personnel. The statement makes reference to recent years when "much of our competition was far from good or healthy." It is reported that RIPA feels that a number of smaller record companies are flailing the ear of stations by methods in which larger record companies would not indulge.

The RIPA statement suggests that record company representatives be invited to future NAB conventions as one method of solving mutual problems of the broadcasting and recording industries.

3 stations join CBS Radio

CBS Radio has signed three new affiliates in Monroe, La., Pittsburg, Kan. and Hot Springs, Ark. The stations, which will begin active affiliation with CBS on July 28, are KNOE Monroe; KSEK Pittsburg and KZNG Hot Springs.

KNOE operates on 540 kc with 5 kw day, 1 kw night; KSEK on 1340 kc with 1 kw day and 250 w night and KZNG, a daytimer, on 1470 kc with 1 kw.

XERF returns to air

Radio station XERF Villa Acuna, Mexico (Del Rio, Tex.), operating on 1570 kc with 250 kw, has resumed operating after a three-month shutdown due to a labor dispute. A spokesman said a dispute with employees had been settled and the station returned to the air July 12 with most of its old employees.

BROADCASTING, July 22, 1963

Goldwater vetoes CBS-TV political debate

A CBS-TV proposal for a debate this summer between Republicans Governor Nelson Rockefeller of New York and Senator Barry Goldwater of Arizona was declined last week by Senator Goldwater.

Both men, considered undeclared aspirants for the Republican presidential nomination in 1964, received telegrams on Wednesday from CBS News President Richard S. Salant suggesting the debate.

Senator Goldwater, in turning down the proposal, said he did not intend "to engage in any TV programs or other actions which would have the effect of contributing to disunity in the Republican Party."

Governor Rockefeller later said

that he felt a debate would strengthen the party.

Mr. Salant, in his invitation, described the proposed debate as dealing with "the appropriate policies" for the Republican Party in 1964 and "related subjects," and said he felt "such a discussion would have widespread public interest and would be an important service to American voters."

Mr. Salant suggested three possible dates for the debate—July 24, Aug. 7 and Aug. 21—7:30-8:30 p.m. EDT, and said that the format would be planned by CBS News in conjunction with representatives of the two participants.

Media reports...

New sound in Salinas ■ KRSA Salinas, Calif., a station programming country and western music exclusively, has gone on the air. The 250 w daytimer on 1570 kc is owned and operated by Robert T. McVay, who also owns KRKC King City, Calif. Sandeberg Co. is national representative.

Mountainous move ■ KBBI(FM) Los Angeles, on 107.5 mc, has begun transmitting from Mount Wilson with a new power of 34 kw. Its transmitter move and power increase gives the station five times its former geographical coverage and a potential of over 2 million more listeners, KBBI claims.

Schenectady green ■ WRGB(TV) Schenectady, N. Y., a General Electric station, has given \$3,000 to WMHT(TV), Schenectady's educational outlet. This brings to \$32,000 the total contributed by GE to the educational station in the past decade.

WEMP adds FM ■ WEMP-FM Milwaukee, which duplicates its AM outlet, has gone on the air on 99.1 mc with 25 kw. It is a fulltime station.

Church council position attacked by McKinney

At least one broadcaster has taken violent exception to the National Council of Churches' resolution of six weeks ago calling for stricter FCC regulation of radio and TV (BROADCASTING, July 1, June 8).

W. N. McKinney, general manager of KELD El Dorado, Ark., attacked the council's position in a letter to S. Franklin Mack, executive director of NCC. Mr. Mack had sent a memorandum to all stations explaining the council's posi-

tion because, he said, news accounts had given an inaccurate picture.

"We broadcasters do not, for a minute, judge all churches and ministers by the malpractice of a few," Mr. McKinney said. "We have not asked Congress or any other government body to pass rules and regulations because of the actions of a few pastors or religious groups." Maybe, he said, broadcasters

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Contract signed for WREX-TV purchase

Paul Miller, president of Gannett Co., Rochester, N. Y., is shown signing the contract with which Gannett bought WREX-TV Rockford, Ill., from the Greater Rockford Television Inc. The \$3.4 million sale was approved by the FCC June 26 (BROADCASTING, July 1).

Seated (l-r): Swan Hillman, former president of Greater Rockford, and Mr. Miller, president of new licensee, WREX-TV Inc.

Standing (l-r): Cyril Williams,

Gannett Co. treasurer; Justin Doyle, attorney, Rochester; Stanley H. Guyer, secretary and attorney, Greater Rockford; Lynn Bitner, general manager of the Gannett Co., and Joe M. Baisch, vice president, WREX.

Messrs. Miller, Williams, Bitner, Hillman and Baisch are directors of WREX-TV Inc.

Other Gannett stations are WHEC-AM-TV Rochester, WINR-AM-TV Binghamton, and WENY Elmira, all New York, and WDAN Danville, Ill.

have been derelict in not speaking out against the trends that some of the churches have taken in recent years.

Maintaining that the council had attacked the provisions of free speech in the First Amendment, Mr. McKinney wrote Mr. Mack that this same amendment "gives you and your group the very right to exist. . . . For the record, may I state that in over a quarter century of experience in the radio field, I have had less abuse of my facilities by

the commercial advertiser than by ministers using free time."

Paul Comstock, vice president of the National Association of Broadcasters, said last week that the NAB planned to arrange a series of meetings between the church council and broadcasters to discuss the former's stand on radio and TV regulation. Mr. Mack also has asked for these meetings but neither party is clear on what might be accomplished.

The NAB tried to forestall the church

resolution until such a series of discussions could be held between the two groups but the council rejected the industry plea.

NBC-TV outlines fall plans on closed circuit

NBC-TV last week held a special 45-minute closed-circuit color TV program for more than 200 affiliated stations to outline its advertising, promotion and publicity plans for the fall season.

The telecast was prompted by promotion manager response to previously held seminars in New York, Chicago, New Orleans and San Francisco. The promotion men had asked the network to repeat the regional presentations for station management and other key personnel.

On the program were Louis Hausman, vice president and general executive, who introduced the presentation; Al Rylander, vice president, promotion, who explained highlights of his department's planned events; Syd Eiges, vice president, public information, who described the new season promotional activity by NBC press and Lawrence Grossman, director, advertising, who covered advertising plans, including promotional announcements and print advertising. The program was produced by Gerald Rowe of the NBC advertising department.

New York's ETV Squeaks by first year

New York educational television station WNDT(TV) financially weathered its first year but chances are that the second year may be even more arduous.

WNDT president Dr. Samuel Gould reported last week that the station successfully met expenses which actually fell short of the projected budget of \$3,191,000. Expenses, said Dr. Gould, were slightly less than \$3 million, and he said the station met expenses "with a little room to spare."

Of the estimated \$3 million raised by the station, Dr. Gould reported that \$1,463,000 came from foundations, and \$463,000 from business and industry. Of the latter amount, some \$325,000 came from commercial broadcasters.

A gradual reduction in foundation gifts is expected during the next few years, with a drop of \$500,000 in foundation grants anticipated next year.

Dr. Gould stated that while he will try to avoid such a reduction in foundation gifts, he will seek to bolster gifts from business and industry, schools and individual viewers to compensate for the possible loss.

The station budget has also been reduced from the \$3 million of the first year to approximately \$2.7 million for next year.

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Rollins' leaders to sell stock to public

SALES SHOULD RAISE OVER \$3 MILLION FOR COMPANY

The sale of 166,376 shares of Rollins Broadcasting Inc. to the public by O. Wayne Rollins and John W. Rollins was announced last week following registration with the Securities & Exchange Commission.

The company expects to raise a maximum of \$3,327,520 at an estimated \$20 maximum per share. Rollins common stock has hit a high of 17 3/4 and a low of 16 1/8 in June on the American Stock Exchange. On July 18, it stood at 15 1/2 bid, 16 asked. Underwriters for the public offering are headed by New York Securities Co.

O. Wayne Rollins, president of RBI, is selling 7,780 shares of common and

609,400 shares of Class B common. John W. Rollins, is selling 12,696 shares of common and 200,000 of Class B. After the sales, O. Wayne Rollins will own 2.5% of common and 75.5% of Class B shares; John W. Rollins, 1.2% of common and 24.5% of Class B. Outstanding as of June 30 were 148,871 shares of common and 809,400 shares of Class B common.

Rollins Broadcasting owns seven AM and three TV stations. They are: WAMS Wilmington, Del.; WNJR Newark, N. J.; WBEE Harvey, Ill.; WRAP Norfolk, Va.; WGEE Indianapolis, Ind.; KDAY Santa Monica, Calif.; WCHS-AM-TV Charleston, W. Va.; WEAR-TV Pensacola, Fla., and WPTZ-TV Plattsburg, N. Y.

TV film sales raise Seven Arts '63 net

The sale of feature films and other programs for TV accounted for \$14,739,109 of the \$19.4 million grossed by Seven Arts Production Ltd. during the company's fiscal year ended Jan. 31, it was announced last week by Eliot Hyman, president.

Seven Arts Productions also earned \$3,409,893 from theatrical distribution and \$1,258,903 from producers' fees and interest.

Year ended Jan. 31:

	1963	1962
Earned per share*	\$ 1.08	\$ 0.85
Income	19,407,905.00	15,990,874.00
Expenses	6,461,918.00	5,597,734.00
Amortization of motion pictures in television and theatrical distribution	10,049,194.00	8,337,585.00
Earnings before income taxes	2,896,793.00	2,055,555.00
Net earnings	1,705,793.00	1,100,555.00

*Based on 1,576,998 shares outstanding in 1963 fiscal year, compared to 1,292,384 shares outstanding in 1962.

Home Entertainment cuts ties with Kahn

Home Entertainment Co. of America has severed all contractual relations with Bernard M. Kahn & Co., brokerage firm, which has been handling the public offering of 300,000 shares of HECA common stock (BROADCASTING, April 8).

HECA is the parent company of

Home Entertainment Co. of Los Angeles which plans to install a pay TV system covering Santa Monica, seaside neighbor of Los Angeles, scheduled to start early next year. The HECA board at a meeting called for Friday (July 19) planned to consider alternative plans for marketing the stock. Mr. Kahn has resigned as a member of the board of directors of HECA.

Wometco has dividend on increased earnings

Wometco Enterprises has declared regularly quarterly dividend on stock, payable Sept. 13, to stockholders of record Aug. 30. Class A stockholders will receive 15 cents; Class B stockholders, 5 1/2 cents.

Twenty-four weeks ended June 15:

	1963	1962
Earned per share*	\$ 0.72	\$ 0.64
Gross income	9,950,741.00	8,915,101.00
Net income before income taxes	2,022,459.00	1,752,397.00
Federal, state and foreign income taxes	979,000.00	836,200.00
Net income**	1,043,459.00	916,197.00

*Based on 1,448,839 shares of Class A and B stocks outstanding as of June 15, 1963, and 1,439,128 shares for comparable period in 1962 after adjustment for 30% stock dividend in December 1962.

**Includes operations of Shanks Distributing Co. acquired in 1963.

MGM reports loss in 3rd quarter

MGM Inc., whose third quarter ended June 6 resulted in an overall loss, slipped also in its television revenues and income.

In a report to stockholders dated July 8, gross revenues for TV for the three months were \$4,862,000 compared to 1962's same period of \$4,887,000. Income for TV also fell;

in the current three months it was \$1,107,000; in the 1962 period, \$1,738,000.

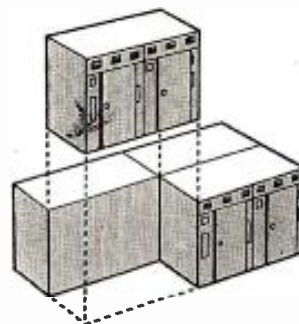
In his report, MGM President Robert H. O'Brien said that MGM-TV, in association with NBC-TV, is producing *Flipper*, a half-hour adventure series for the 1964-65 season. The series is based on the recently released MGM motion picture of the same title. Also announced by MGM-TV: *Science Kids*, half-hour series for ABC-TV in January, and a new one-hour series, *Great Stories from the Bible*, also for ABC-TV.

Mr. O'Brien said that extensive use of network television advertising will be a highlight of the national saturation pre-selling campaign for "The V.I.P.s," starring Elizabeth Taylor and Richard Burton among others (BROADCASTING, July 8).

Twelve weeks ended June 6:

	1963 () loss	1962
Earned per share	\$ (1.40)	\$ 0.30
Gross revenues	\$ 31,418,000.00	\$ 33,952,000.00
Net income before interest and taxes	(6,965,000.00)	1,964,000.00
Interest	407,000.00	259,000.00
Taxes (U.S. and foreign)	(3,750,000.00)	950,000.00
Net income	(3,622,000.00)	755,000.00

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SEC sale and purchase report for June

The following purchases and sales of common stock by officers and directors of registered companies in broadcasting and allied fields have been announced by the Security & Exchange Commission in its June *Official Summary*.

CBS—Peter Mead Abel acquired 297, holds 307; Samuel R. Dean, acquired 3,376, holds 3,376; Lewis Gordon, acquired 1,000, holds 2,116; Clarence H. Hopper, acquired 1,000, holds 1,483; Merle S. Jones, acquired 6,380, holds 9,071; E. K. Meade Jr.,

acquired 105, holds 105; Edmund W. Pugh Jr., acquired 4,502, holds 4,731. All acquired by option.

H&B American—Arnold H. Maremont, sold 88,455, holds none; sold \$377,305 in debentures, holds none; Video Independent Theatres Inc. (RKO General), bought 7,300, holds 343,855.

Macfadden-Bartell—David B. Bartell, bought 400, holds 222,638; Lee B. Bartell, bought 400, holds 221,672; Frederick A. Klein, as custodian, bought 300, holds 1,300.

Metromedia—John W. Kluge, sold 10,000, holds 110,275; sold \$24,000 debentures, holds none; Jean Apple & Co., bought 400, holds 400.

Plough reports dividend

A quarterly dividend of 15 cents a share was paid July 1 by Plough Inc. to stockholders of record June 12. The Memphis, Tenn., pharmaceutical house, which also owns five radio stations, reported that operations of the radio subsidiary "reflected marked improvement."

Six months 1963:

	1963	1962
Earned per share	\$ 0.80	\$ 0.71*
Sales	28,800,000.00	27,100,000.00
Net earnings before taxes	4,400,000.00	4,000,000.00
Federal income taxes	2,200,000.00	2,080,000.00
Net earnings	2,200,000.00	1,920,000.00

* Adjusted for July 2, 1962 stock split.

Universal declares dividend

Universal Pictures declared last week a quarterly dividend on its 4¼% cumulative preferred stock, and announced

plans for the redemption of all such shares outstanding in the public hands.

The redemption of the 14,800 shares at \$104 per share will be made on and after August 30. The dividend of \$1.0625 per share will be payable September 3 to stockholders of record at the close of business August 15.

Financial notes . . .

Gross net ■ Gross Telecasting Inc. reported revenue for the first six months of 1963 increased 15% to \$1,315,607 compared to \$1,145,517 in 1962. Directors declared the regular quarterly dividend of 40 cents a share on common stock and 7½ cents a share on Class B common, both payable Aug. 9 to stockholders of record July 25.

Stock dividend ■ National General Corp. has declared a 4% stock dividend, payable Sept. 20 to shareholders

of record Aug. 20. NGC owns 38% of National Telefilm Associates, five community TV systems and plans a nationwide system of closed circuit color TV in theaters in 1964 using a new General Electric projector.

24% increase in net reported

Increased shipments of UHF television tuners and military equipment contributed to a 24% increase in the net income of General Instrument Corp., New York, for the three months ended May 31, compared to the 1962 period.

Total corporate backlog of orders as of May 31, 1963 was \$44,467,000.

General Instrument is a leading producer of semiconductor devices and capacitors for entertainment, military and industrial use. Three months ended May 31:

	1963	1962
Earned per share \$	0.10	0.08
Sales	24,183,152.00	21,188,438.00
Pre-tax income	529,180.00	324,350.00
Net income	250,680.00	202,050.00

Banner goes Broadway

Bob Banner Associates Inc., TV production firm, will be the general partner in a company being put together for the production of "Apollo and Miss Agnes," a musical planned for the New York stage. In a registration statement filed with the Securities & Exchange Commission, the Apollo Co. is seeking to raise \$450,000 through public subscription. Investors will have no voice in production.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Norman



Mr. de Tarr

Henry J. Norman, marketing supervisor, and **James A. de Tarr**, account group head on Pepsi-Cola, elected VP's of BBDO, New York. Mr. Norman, who joined agency in 1960, is former general sales manager of Pharmaco division of Schering Corp. and VP and sales manager of Union Pharmaceutical Co., also a subsidiary of Schering. Mr. de Tarr joined Chicago office of BBDO as account executive

on Pepsi-Cola, later moving to New York as group head. He formerly was with Leo Burnett and Coca-Cola Co. as a district manager.

Perry L. Brand, who recently joined Klau-Van Pietersom-Dunlap as marketing VP and manager of branch offices,

elected senior VP and member of board of directors, with headquarters in Chicago. At same time agency announced new headquarters for Chicago operation are in Blair Building, 645 North Michigan Street. Firm's offices were formerly located at 520 North Michigan Street.

Rod Turner, previously VP and account supervisor at Benton and Bowles, New York, joins Colgate-Palmolive Co., that city, as group product manager in toilet articles division. Mr. Turner replaces **Larry Barnard**, who is taking new position with Colgate's international division in England.

John H. Morris elected VP of Smith, Dingwall Associates Inc., New York agency consultants. Mr. Morris was a vice president with Benton and Bowles for past eight years.

Albert S. White, former copy group head in New York offices of J. Walter Thompson and Dancer-Fitzgerald-Sample, joins Weightman Inc., Philadelphia advertising firm, as VP-copy director.

Warren C. Rossell named manager of TV-radio production at Ketchum,

MacLeod & Grove Inc., New York. Mr. Rossell was TV-radio production supervisor at agency.



Mr. Spiegel

Harvey Spiegel, VP in charge of research for Television Bureau of Advertising, elected president of Radio and Television Research Council. Mr. Spiegel succeeds **Henry Brenner**, president of Home Testing Institute. **Dr. Philip Eisenberg**, president of Motivation Analysis Inc., elected VP of Research Council and **Avery Gibson**, VP in charge of sales development for H-R Representatives, elected secretary-treasurer. Council has 60 active and 25 honorary members.

Harry B. Stoddart, former manager of commercial TV and radio production at Kenyon & Eckhardt, named creative services group head at agency.

Irwin (Ike) Feldman, VP and general merchandise manager of Davison-Paxon Co., one of Atlanta's larger department stores, joins Sealy Mattress

Co. of New York as VP and general manager for firm's marketing activities in New York metropolitan area.

Edward Libov and **Russ Alben** elected VP-account supervisor and copy chief, respectively, for Helitzer, Waring & Wayne, New York advertising agency. Most recently, Mr. Libov was VP of I. L. Candy & Tobacco Co. and I. L. Toy Co., both Baltimore, Md. Mr. Alben is former sales promotion manager of Ideal Toy Co.

John A. Broomhead elected assistant treasurer of Kenyon & Eckhardt, New York. He joined agency in 1945.

William M. Nagler, VP and account supervisor at Young & Rubicam, Chicago, joins client services division of Leo Burnett Co. Before joining Y&R seven years ago, Mr. Nagler served in Philadelphia, San Francisco and Chicago offices of N. W. Ayer & Son.

Charles E. Overholser elected VP of Young & Rubicam, New York. Mr. Overholser joined Y&R's research department as account executive in 1957 and was appointed director for research account management in 1960.

B. Russell Buck Jr., account supervisor at Needham, Louis and Brorby, Chicago, elected vice president. With exception of 1961 when he was with Aves Adv. Agency in Grand Rapids, Mich., Mr. Buck has been with NL&B for seven years. He has also served as executive trainee and account executive.



Mr. Buck

Jerome A. Friedland, product research manager in New York for *Look* magazine, joins D. P. Brother & Co., Detroit-based advertising agency, as senior project director in marketing and research department.

Wilbur E. Saylor, for past nine years director of advertising and sales promotion for Kelvinator division of American Motors Corp., joins Geyer, Morey, Ballard in Detroit as copy chief in charge of Kelvinator creative work.

James P. Clinton, associate media director at BBDO, New York, joins Charles W. Hoyt Co., that city, as director of media.

Joseph E. Barker, recently associated with Donahue & Coe, New York, joins Gray & Rogers, Philadelphia and Newark, as radio-TV time buyer.

Dave Nagata and **Aaron Ehrlich** join Doyle Dane Bernbach as TV producers. Mr. Nagata, who will be in Los Angeles office, was with Saul Bass Associates. Mr. Ehrlich, who will work in New York office, was producer with

Reps return Ed Codel



Mr. Codel

Edward Codel, VP of The Katz Agency, New York, re-elected to second term as president of Station Representatives Association. Also elected to office at SRA's annual membership meeting last week were **Adam Young**, president of Adam Young Inc., VP; **Robert E. Eastman**, president of Robert Eastman & Co., treasurer and **Bob Dore**, president of Bob Dore Associates, secretary. At meeting SRA received special award from American Cancer Society, recognizing broadcast time given to Cancer Society's fund raising and educational drives by U. S. radio and television stations.

Elliot, Unger & Elliot. Frank A. Yahner Jr., formerly with Young & Rubicam, joins DDB as account supervisor.

Francis G. Toth, former art director at MacManus, John & Adams, Los Angeles, joins Donahue & Coe, that city, in similar capacity.

William A. Smith, formerly with Vogeley & Taylor, Chicago art design house, joins Earle Ludgin & Co., Chicago, as art director.

William J. Steinmetz, public relations representative for General Electric Co., joins Rogers & Cowan, Beverly Hills public relations firm, as account executive on *The Danny Kaye Show* for Armstrong Cork Co.

Gerald Lawrence joins T. L. Reimel Adv., Philadelphia, as director of client's publicity and promotion.

THE MEDIA

Robert B. Beusse, advertising and promotion manager for WOR-AM-FM-TV New York, promoted to director of advertising and sales development, succeeding **Martin S. Fliesler**, recently elected VP and general manager of KHJ-AM-FM Los Angeles. Both facilities are owned by RKO General Inc. Mr. Beusse will be responsible for all advertising, research, sales promotion and public relations. He joined WOR-AM-FM-TV in 1960 in his present capacity from Schering Corp. where he had served as assistant advertising director.



Mr. Beusse

Donald E. Tykeson, general manager of KEZI-TV Eugene, Ore., elected VP of Liberty Television Inc., licensee of station. Mr. Tykeson joined KEZI-TV early this year from KPTV(TV) Portland, Ore., where he served as general sales manager since 1956.

Larry Mazursky, assistant general manager of KWKW Pasadena, Calif., assumes duties and responsibilities of national sales director.

Howard W. Meagle, general sales manager of WWVA-AM-FM Wheeling, W. Va., promoted to assistant general manager. WWVA is owned and operated by Basic Communications Inc.



Mr. Meagle

Irv Trachtenberg, account executive at KXL Portland, Ore., and former group sales manager in New York for Radio Advertising Bureau, joins KATU(TV) Portland, Ore., as account executive.

John R. Hibbard, account executive with WLPO LaSalle, Ill., joins WVMC Mt. Carmel, Ill., as general sales manager.

Brian Loughran, sales manager of KGMS Sacramento, Calif., appointed general sales manager of KXOA-AM-FM, that city. **Al Daneri**, KGMS program

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NAB selects 1964 convention committee

Richard W. Chapin, KFOR Lincoln, Neb., and **Glenn Marshall Jr.**, WJXT(TV) Jacksonville, Fla., appointed co-chairmen of National Association of Broadcasters' 1964 convention committee. Mr. Chapin is vice chairman of NAB radio board of directors, and Mr. Marshall is vice chairman of association's TV board of directors.

The committee is responsible for overall planning and operation of NAB's 1964 annual convention to be held April 5-8 at Conrad Hilton hotel in Chicago.

Other committee members are **Otto P. Brandt**, KING-TV Seattle; **George T. Frechette**, WFHR Wisconsin Rapids, Wis.; **Gordon Gray**, WKTV(TV) Utica, N. Y.; **Julian F.**



Mr. Chapin



Mr. Marshall

Haas, KAGH Crossett, Ark.; **Willard Schroeder**, WOOD Grand Rapids, Mich.; **Mike Shapiro**, WFAA-TV Dallas; **Loyd C. Sigmon**, KMPC Los Angeles; **Lester G. Spencer**, WKBV Richmond, Va.; and **Eugene S. Thomas**, KETV(TV) Omaha, Neb.

director, joins KXOA in same capacity. **Charles Preston** and **John LaGuardia** join KXOA's sales staff. **Ron Garner** and **Charles Holliday** named to KXOA's announcing staff.

William J. Mathews Jr., formerly of Young & Rubicam and Edward Petry & Co., named sales manager of WGHQ Kingston, N. Y.

Ed Dunbar, formerly on sales staff of KFRC San Francisco, joins KNBR, that city, as local account executive.

Michael Chipko, formerly of WIBF Jenkintown, Pa., joins Franklin Broadcasting Co. (WFLN-AM-FM Philadelphia and WFMZ-FM Allentown, Pa.) as account executive.

Clark Andrews, writer-producer-director with ABC for 17 years, named executive producer of afternoon programming for WCBS-AM-FM New York.

Dean Miller, star of *December Bride* and *Here's Hollywood*, joins WLWC(TV) Columbus, Ohio, as host of his own

show (weekdays, 9-10:30 a.m.) starting July 29.

Robert Norvet appointed to newly created post of general manager of film operations for CBS-TV network in Hollywood. Mr. Norvet joined network in 1960 and is former production executive with MGM Studios in Culver City, Calif.

Fran Balzer, formerly of advertising department of Music City, named exploitation and publicity assistant to Virgil Mitchell, director of advertising, promotion and publicity for KTLA(TV) Los Angeles and Paramount Television Productions.

Charles Peterson, formerly of WSGN Birmingham, Ala., joins air staff of WFLA Tampa-St. Petersburg, Fla.

Arthur Salzburgh, assistant director of research for TV stations division of CBS Inc., joins ABC Radio network in New York as research manager. Mr. Salzburgh is former special studies manager for American Research Bu-

reau in Washington and sales development manager for SRDS-Data Inc. in New York. **William A. Cummings**, most recently of New York sales staff of *This Week* magazine, joins ABC Radio as account executive. Mr. Cummings is former advertising manager of Sylvania Electric Products' photolamp division.

Thomas H. Hagner, account executive in Chicago for CBS-TV Stations National Sales, transfers to organization's New York office in similar capacity.

Joseph R. Dawson, formerly with promotion department of WBTV(TV) Charlotte, N. C., named research assistant and sales presentations writer for Jefferson Standard Broadcasting Co. and Jefferson Productions Inc. Jefferson Standard Stations are WBT and WBTV(TV) Charlotte; WBTW(TV) Florence, S. C.; WBIG and 19% of WMFY-TV Greensboro, N. C.



Mr. Dawson

Marion Dean and **Jasper Rowland** appointed to sales staff of KSOF Santa Monica, Calif., on fulltime basis.

Barnard B. Wilson and **George Utley** join local TV and radio sales staffs respectively of WFAA-AM-FM-TV Dallas-Fort Worth, Tex. **Terrence S. Ford**, former assistant promotion manager of WJW-TV Cleveland, appointed to WFAA's radio promotion department.



Mr. Metcalfe

Edwin C. Metcalfe, for past two years in charge of RKO General's national sales office in Los Angeles, appointed director of sales operations for organization's CKLW-AM-TV Windsor, Ont.-Detroit, Mich. Mr.

Metcalfe began his broadcast career with KDKA Pittsburgh in 1942 and subsequently held sales posts with CBS Radio and served as VP-general manager of Weed Television in New York. Norman Hawkins and Charles Gunn will continue to direct sales activities of CKLW-TV and CKLW, respectively, reporting to Mr. Metcalfe.

Raymond Padden joins Los Angeles staff of McGavren-Guild Co. Mr. Padden was formerly with Venard, Torbet and McConnell in Los Angeles.

Mike Greywitt, of KMPC Los Angeles, joins KNX-AM-FM, that city, as in-studio coordinator for *Megalopolis at Night*, four-hour evening show.

Albert L. Harmon, technical operations supervisor at WTTG(TV) Wash-

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ington, promoted to chief engineer. Mr. Harmon joined WTTG in 1947.

Roger Martin, former staff announcer at WYOS Liberty, N. Y., joins KGLA Los Angeles in same capacity.

Larry Dent joins announcing staff of WTMJ-AM-FM-TV Milwaukee.

Daniel Resh, formerly of WKVA Lewistown, Pa., joins announcing staff of WFBG-AM-TV Altoona, Pa.

Richard Siemanowski named executive producer of *Chronicle* series on CBS-TV network. Mr. Siemanowski has been with public affairs department of CBS News since 1956 and has produced such shows as *Americans: A Portrait in Verses*, *Russians: Self-Expressions*, and *John Brown's Body*.

Orrin Lahue, formerly of WUPI-FM Lynn, Mass., joins WCAT Orange, Mass., as air personality and newsman.

Thomas J. Knott, producer-director at WBZ-TV Boston, named public affairs director, succeeding **Albert Waller**, who resigned. **Robert Weinstein**, producer-director at WNEF-TV Binghamton, N.Y., joins WBZ-TV production department.

Bil Rodgers, for past three years copy chief and production manager for Dunshee & Co., Denver advertising agency, appointed promotion manager of KLZ-AM-FM, that city.

Cecil Woodland, general manager of WEJL Scranton, appointed chairman of national affairs committee of Pennsylvania Association of Broadcasters.

Stanley Zipperman named publicity-PR director of KPIX-TV Los Angeles.

John E. James, recently of WTAQ La Grande, Ill., and former station manager of KVFC Cortez, Colo., appointed Southern California assistant publicity officer for Bank of America.

Peter Stanley and **Kenneth Knecht** join WCRT Lima, Ohio, as community affairs director and engineer, respectively. New 250 w AM station on 940 kc has proposed target date of Aug. 15. **James B. Luck** is general manager.

Charlotte K. Sears, member of PR staff of Pacific Science Center Foundation, joins PR staff of William L. Simpson and Associates, regional station representatives, Seattle, Wash.

Michael B. Styer, member of promotion department of WSYR Syracuse, N. Y., joins public relations and promotion staff of WHC-TV Pittsburgh.

Dick Moreland appointed announcer and public service director of KRLA Pasadena, Calif., replacing **Bill Keffury**, who was called into military service.

Donald H. McGannon, president of Group W (Westinghouse Broadcasting Co.), appointed by Governor John N.

Snyder elected president



Mr. Snyder

Franklin C. Snyder, VP and general manager of WTAE-TV, elected president of Pittsburgh Radio and Television Club for 1963-64. Other officers elected

are **Bill Morrissey**, William Morrissey Adv., VP for programs; **Roger D. Rice**, WHC-TV, VP for membership; **B. B. Randolph**, Aluminum Co. of America, VP for social activities; **John D. Gibbs**, KQV-AM-FM, VP for publicity; **Eleanor Schano**, WTAE-TV, VP for women's activities; **Flurence Herlick**, Fuller & Smith & Ross, secretary; and **Harry Brooks**, WHC-TV, treasurer.

Dempsey to newly formed Connecticut Transportation Authority. According to announcement issued by governor's office, authority will have powers to keep New Haven Railroad running.

INTERNATIONAL

Everett Hart appointed director of European production for Filmex Inc., with headquarters in Paris. Prior to joining Filmex, Mr. Hart was senior producer at BBDO for 10 years. While there he produced commercials and/or sales presentations for Lever Brothers, Campbell Soup, Philco, U. S. Steel and others. Mr. Hart was TV advisor for President Eisenhower and Vice-President Nixon.



Mr. Hart

Bob Macpherson appointed promotion manager for Toronto offices of CTV Television Network Ltd. Mr. Macpherson replaces **Edward Hausmann**, who resigned.

ALLIED FIELDS

John M. Taff, engineer with Federal Communications Commission since 1949, appointed engineering assistant to FCC Commissioner Lee Loevinger.

Dr. Milton U. Clauser, former VP of Space Technological Labs, and **Dr. J. P. Ruina**, an electrical engineering professor at Massachusetts Institute of Technology, join Communications Satellite Corp., Washington, as fulltime consultants. The scientists will serve for several months and assist in technical evaluations in connection with

planning for development and operation of commercial communications satellite system.

Clarence A. Kellner, manager of midwest station services for American Research Bureau, appointed alumni representative to board of trustees for Doane College, Crete, Neb.

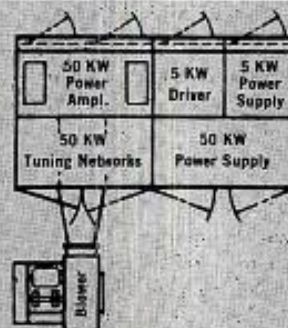
PROGRAMING

Robert D. Mitchell, VP in charge of operations for Association Films Inc., New York, elected president, succeeding **J. R. Bingham**, who becomes vice chairman of board and treasurer. Other executive changes announced are **A. L. Fredrick**, VP and midwestern representative; **Robert M. Finehout**, VP for corporate advertising and PR; and **Robert W. Bucher**, VP for association instructional materials. Mr. Mitchell joined AFI in 1958.

Ben Kranz, formerly of MPO, Screen Gems and Robert Lawrence Productions, joins VPI, New York production company, as general manager.

Phillip E. Schrage, producer-consultant on educational television, joins Daystar Productions as head of new ETV department. His first duties will be to explore field of in-school instructional television to determine where

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production organization can be of most assistance to educators.

Sam Leavitt joins Theatre-Vision Color Corp., Beverly Hills, Calif., as production consultant. Company is currently developing national closed-circuit color TV network for theaters.

Les Goldman resigns as producer at Quartet Films Inc., Hollywood producer of animated and live action TV commercials and related films.

B. F. Adcock appointed Dallas resident VP of Alexander Film Co. of Colorado Springs, Colo. Mr. Adcock served company as southwestern area manager prior to new appointment.

Milas Hinshaw, staff producer at Bill Burrud Enterprises, who covered Guadalcanal and other South Pacific islands last year for the special, *The Pacific Then and Now*, is on his way to Tarawa for two new Burrud projects, an hour special, *Tarawa Today*, and a syndicated series as yet untitled.

Malcolm Arnold, British composer and writer of motion picture scores, signed to compose and conduct music for *Espionage*, NBC-TV's new Wednesday night (9-10 p.m.) suspense-drama series that begins Oct. 2. Mr. Arnold won Oscar award in 1958 for scoring "Bridge On the River Kwai." *Espion-*

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Box H-81, BROADCASTING

IBA elects Ainsworth

David Ainsworth, president and general manager of KSRA Salmon, elected president of Idaho Broadcasters Association last week at association's 13th annual meeting in Moscow. He succeeds **Henry H. Fletcher**, president and general manager of KSEI Pocatello. Other officers elected are **Earl Glade Jr.**, KBOI Boise, VP; and **Shirley Mix**, KRPL Moscow, secretary-treasurer. New directors are **J. Allen Jensen**, KID Idaho Falls; **John Mix**, KRPL Moscow; **Ed Miller**, KWEI Weiser; **Robert Saxvik**, KBAR Burley; and **Tom Fairchild**, KTEE Idaho Falls.

age is being filmed in London and on location throughout Europe for Herbert Brodtkin's Plautus Productions.

Peter M. Roland, of ABC Films Inc., joins Jayark Films Corp., New York, as booking and operations manager.

Tom McHugh, producer-director-cameraman for Jack Douglas Productions, named producer for pilot film of organization's new nonfiction series, *America*, which will consist of 39 episodes yearly in color. **Joe Tiffenbach** named associate producer of pilot film.

Tony Regan named president of Screen Extras Guild, according to election returns certified by Nathan Cayton, retired chief judge of District of Columbia Court of Appeals, acting as an impartial referee. Judge Cayton rejected all challenges by both factions in the disputed election. Other new SEG officers are **Bob Burrows**, first VP; **Tex Brodus**, second VP; **Jack R. Clinton**, third VP; **John R. Albright**, recording secretary; and **Joseph Brooks**, treasurer.

Andrew M. Wiswell, executive producer for Capitol Record's east coast popular operations, appointed popular A&R producer for RCA Victor Records, New York. Before joining Capitol, Mr. Wiswell was VP in charge of recording for Muzak Inc., New York.

Robert Vale, formerly with Canadian Film Board, and **Bill Stout**, of ABC-TV, join Desilu Sales Inc. as sales representatives. Mr. Vale will cover mid-Atlantic region with headquarters in Pittsburgh. Mr. Stout will service South Atlantic states, with headquarters in Atlanta.

Goddard Lieberman, president of Columbia Records, re-appointed honorary curator for three years of Yale University collection of literature of American Musical Theater.

William Gordon, writer-producer, joins production staff of *The Richard*

Boone Show as special assistant to producer **Buck Houghton**. His writing credits include *Alfred Hitchcock*, *The Americans*, *The Outlaws* and *Thriller*.

Basil Rathbone, star of stage and screen, joins NBC Radio's *Monitor 63*, effective Aug. 3, as host of "Monitor Theatre Time" which will be heard at various times on Saturday and Sunday.

NEWS

Norm Woodruff, formerly of KRLA Pasadena news staff, appointed news director of KXOA-AM-FM Sacramento, both California.



Mr. Woodruff

Ken Rogers, program and news director of KITE San Antonio, Tex., joins WQMR Silver Spring, Md., and WGAY-FM Washington as news director. Mr. Rogers replaces **Paul Hallett**, who resigned to join The Extension Lay Volunteers, a missionary arm of Roman Catholic Church.

Don Richardson, assignment editor for CBS News, Washington, named assistant news director of bureau.

Charles Keller, executive director of film production unit at WFIL-TV Philadelphia, appointed director of news and special events for WFIL-AM-FM-TV. Mr. Keller replaces acting news and special events director, **Rex Morgan**, who will concentrate on program assignments.

Frank Wilson, member of news department of WTOP-AM-FM Washington, appointed to newly created post of general production manager, responsible for all of station's local and network programs. Prior to joining WTOP in April 1959, Mr. Wilson was with WRVA Richmond, Va.

Frank Leslie, news editor at WKBN Youngstown, Ohio, joins WERE Cleveland as news editor and announcer.

William E. Clayton Jr. named manager of Houston bureau of United Press International. Mr. Clayton, who was formerly with Texas bureau, succeeds **Alex K. Adwan**, who was named manager of Oklahoma City bureau.

Ed Hersch joins news department of WHK Cleveland.

Kay Jordan, former reporter for *Austin (Minn.) Daily Herald* and recent graduate from Fletcher School of Law and Diplomacy, joins news staff of KING-AM-FM-TV Seattle, Wash.

Charles E. Mahon, manager of United Press International's Richmond, Va., bureau, named Atlanta bureau manager. **Alfred McCormack**, Greensboro, N. C., manager, succeeds Mr.

Mahon. **Jack Walsh**, formerly member of *Charlotte Observer* staff, named manager of UPI's Nashville, Tenn., bureau. **Edward Hale**, member of UPI's Richmond staff, succeeds Mr. McCormack as Greensboro manager.

Gordon K. Thomas, former news director of WWPA Williamsport, Pa., joins news staff of WIP-AM-FM Philadelphia.

Regis D. Bobonis, executive editor of *Pittsburgh Courier*, joins news staff of WUC(TV) Pittsburgh to handle general news assignments and interviews.

Stanhope Gould, editor of *Six O'Clock Report* news program at WBBM-TV Chicago, promoted to supervising news and assignment editor, responsible for assignment of reporters and camera crews. **Walter Jacobson**, of *Chicago American*, and **Jerome M. Mallek**, former associate editor of *Elmhurst Press*, join WBBM-TV news staff as writers.

Randall Loutaine, news director, WHAY Hartford-New Britain, Conn., and **Douglas Cole**, WIRD Lake Placid, N. Y., join news staff of WPTR Albany, N. Y.

EQUIPMENT & ENGINEERING

Robert E. Allen, president of Fuller & Smith & Ross, New York-based advertising agency, elected to board of directors of Reeves Industries Inc., New York. Firm manufactures magnetic tape recording products, motion picture sound equipment, cables and specialized metal products for industry. Mr. Allen has been associated with FSR for 25 years and was elected president in 1953.



Mr. Allen

Ed Stern, advertising and sales promotion manager of Webcor Inc., Chicago, named to newly created post of marketing manager. He joined Webcor in 1958.

Robert W. Jennings, former manager of equipment assembly for video and instrumentation division of Ampex Corp., Redwood City, Calif., appointed division's manufacturing manager. Mr. Jennings succeeds **Robert Weismann**, recently named division's engineering manager.

Robert Hildebrand named product development manager for TV products division of Corning Glass Works, Corning, N. Y. Mr. Hildebrand joined Corning in 1954 and since 1962 has served as supervisor of product and applications engineering in firm's industrial bulb sales department.

William S. Hepner Jr. named director of public relations for Electronic Industries Association. Mr. Hepner was manager of EIA office of informa-

AFTRA elects Vicki Vola

Vicki Vola of New York has been elected president of American Federation of Television and Radio Artists for coming year. She succeeds **Art Gilmore** of Los Angeles. Other AFTRA national officers elected are: first VP: **Tyler McVey**, Los Angeles; second VP: **Arwin Schweit**, Chicago; third VP: **Dave Schnabel**, Kansas City; fourth VP: **Evelyn Freyman**, Washington; fifth VP: **Bill Deal**, Philadelphia; sixth VP: **Larry Ward**, St. Louis; seventh VP: **John M. Kennedy**, Los Angeles; recording secretary: **Jud Conlon**, Los Angeles; treasurer: **Ray Heatherton**, New York.

tion from 1960 to January of this year when he was appointed manager of special projects and publications and of industrial electronics marketing services. He succeeds **Robert T. Devore**, who resigned to join Washington bureau of Fairchild Publications.

Brian Keane appointed to engineering applications staff of data systems division of Harman-Kardon Inc., a subsidiary of Jerrold Corp., Philadelphia.

George A. Lubenow, for past two years regional manager in Minneapolis for Emerson Radio Co., joins Admiral Corp. as regional sales manager of Phoenix, Reno, Salt Lake City and Fresno, with headquarters in Phoenix.

DEATHS

Harry Johnston Grant, 81, board chairman of Journal Co., which publishes afternoon *Journal* and morning *Sentinel* and owns and operates WTMJ-AM-FM-TV Milwaukee, died July 12 at his Milwaukee apartment. Mr. Grant served as president and editor of Journal Co. from 1935 until 1937 when he initiated plan for employee ownership of paper. A total of about 1,050 employees now own 75% of Journal Co.'s capital stock.

Donald E. Allen, 50, manager of promotional services for NBC, West Coast, died July 15 at St. Joseph's Hospital in Burbank, Calif. Mr. Allen joined NBC in 1947 at KOA Denver. He was transferred to network's West Coast press department in September 1954.

Eugene Kuhne Jr., 47, senior TV commercial writer at J. Walter Thompson Co. since 1959, died July 7 at his home in New York City.

Sidney W. Winslow Jr., 83, chairman of Boston Herald-Traveler Corp., died July 15 at New England Deaconess Hospital in Boston. Mr. Winslow had been associated with Herald-Traveler

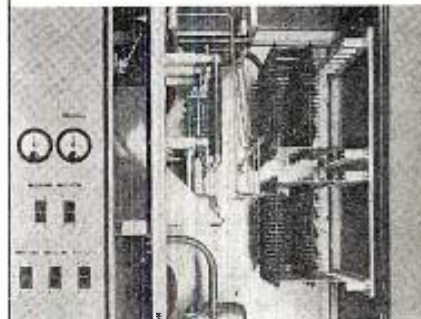
Corp. since 1917 and was its president and director before becoming board chairman in 1960. The corporation publishes morning *Herald* and afternoon *Traveler* and also owns and operates WHDH-AM-FM-TV Boston.

William B. Miller, 56, moderator of *The American Way* on KFI Los Angeles since program's inception in 1948, died July 11. Mr. Miller for 21 years had been executive VP of The Town Hall of Los Angeles, a position he held at time of his death.

Jacob L. Holtzmann, 75, senior member of law firm of Holtzmann, Wise & Shepard, New York, and active crusader for educational TV for many years, died July 11 at Columbia-Presbyterian Medical Center. Mr. Holtzmann's labors were largely responsible for daytime educational programs that began on WPIX(TV) New York (ch. 11) and are now shown on WNDT(TV) Newark-New York (ch. 13).

Frank J. A. McCarthy, 74, assistant general sales manager of Universal Pictures Co., died July 15 at his home in Pelham, N. Y. Mr. McCarthy joined Universal in 1931 and served successively as Eastern sales manager, Southern and Canadian sales manager, and was named assistant general sales manager in 1956.

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PARLIAMENT ATTACKS APPOINTMENT

Bevins supports naming of Lord Hill as ITA chairman

The appointment of Lord Hill, formerly conservative member of Parliament Dr. Charles Hill, as chairman of the Independent Television Authority has been attacked in the House of Commons and the House of Lords as political patronage.

Postmaster General Reginald Bevins defended the appointment, saying he was sure most of Lord Hill's critics would have to eat their words.

Labor leader Harold Wilson in the Commons suggested that Lord Hill should not have been appointed because ITA is responsible for "censorship and questions where political bias may be involved."

Unlike the U. S., appointments of this kind are not subject to ratification by any part of the legislature.

In the House of Lords, Labor peer Lord Morrison, speaking on the second reading of the new television bill, called the appointment "a public scandal." He said that Lord Hill had been a government minister in charge of the government information services. "He had a lot to do with publicity for the Conservative party. Is that his qualification for this job?"

Lord Hill later was made Minister of Housing and Local Government but lost this post in a government reshuffle carried out by the prime minister. Lord Morrison hinted that perhaps Lord Hill had been promised another post as recompense. He said the present appointment as ITA chairman was "a party appointment where that kind of suspicion ought not to exist."

Bad Precedent — "I do not say no politician should ever be considered for a post of this kind: it depends on the

politician. But this is bad. It is not good for the reputation of our country or the uprightness of our public administration that this kind of thing should take place."

Lord Balfour was supported by fellow Conservatives when he expressed regret that Lord Morrison had made "a most bitter personal attack on the ability and character of Lord Hill."

Earl Alexander, House of Lords Labor leader, said Lord Hill's previous post as a minister and the propaganda he had had to do did not qualify him to be head of ITA.

Lord Francis-Williams deplored the appointment of Lord Hill as the first time the chairman of either BBC or ITA had been a party political man. Hitherto the practice had been to pick men of independent public standing and experience who could be expected to look on their responsibilities from the basis of public interest, he said.

Lord Dundee, speaking for the government, said he regretted the reference to Lord Hill in the debate. He accepted that no attack on Lord Hill's character had been intended but it had been suggested that his appointment was "an unworthy example of what is sometimes called jobs for the boys."

He added that there were several examples of appointments to public boards and corporations of men with party backgrounds. "But all these gentlemen have divested themselves of their political associations and carried out their duties as they ought to have done."

The new television bill was given an unopposed second reading and is now a step nearer to becoming law.

Dual system is out

Postmaster General Reginald Bevins has decided that Britain will not adopt simultaneously both the FCC line standard of 525 lines and 60 pictures a second and the European system of 625 lines and 50 pictures a second. He has accepted the recommendation of the television advisory committee against adopting a dual standard.

Television in Britain is now broadcast on 405 lines, but there are plans for a gradual change-over to 625 lines.

German advertisers increase TV spending

German national advertisers spent a total of \$19.6 million during the first quarter of this year in commercial TV in West Germany and in West Berlin. This is a gain of 8.2% over the corresponding quarter in 1962.

The total number of German TV spots during the first quarter of 1963 was 24,404, a gain of 12.9% over the corresponding 1962 period. Total commercial time in German TV (local advertising excluded) was at 575,760 seconds during the 1963 quarter, an increase of 11.4% from the corresponding 1962 level.

German national advertisers' spending in commercial TV is: alcoholic beverages, \$2.1 million; nonalcoholic beverages, \$1.7 million; drugs, \$1.4 million; soaps and cleansers, \$1.55 million; cosmetics, \$1.15 million. This represents little change from the 1962 shares except the position of nonalcoholic beverages which moved up several points.

The growing importance of TV as an advertising medium in Germany has been opposed in public and at the government level by publishers, who want the government to curtail commercial TV activities.

Canada's independents show profit in 1962

Independent Canadian radio and television stations showed a profit last year, according to a report of the Board of Broadcast Governors. The report showed the second TV stations operating in nine of Canada's major markets had a profit of \$1 million, not counting depreciation, against a \$4.8 million loss in 1961.

The nine stations began operation in 1961. The 33 independent TV stations operating before that date showed a

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title/position* _____

address ☐ Business
☐ Home _____

city _____

zone _____ state _____

company name _____

*Occupation Required

gain in 1962 of 10% in revenue and an operating profit of 14%.

Returns from 125 independent radio stations showed an increase in 1962 of 8% in revenues, after dropping 3% in 1961.

Soviets planning TV color improvements

According to reports from Moscow, Soviet broadcasting authorities plan to expand existing black-and-white TV transmitting facilities considerably and to improve color television. Currently there are experimental color TV broadcasts every Thursday at 3:30 p.m. using the second Moscow channel. The number of sets in circulation is still reported at a very low level with most of them in public places.

German observers believe that the announced "improvements" in Soviet color TV could mean that Soviet standards will be adapted to the coming uniform European color TV standards. Other East European countries have indicated that they would follow the trend if it would be set by Moscow. No dateline for the introduction of a radically "improved" Soviet color TV service has been announced.

The first Moscow black-and-white channel starts broadcasts at 5 a.m. and stops after midnight. The second channel starts its operations at 6 p.m. and stops after midnight too. A third channel to be added this year will have a short daily schedule.

'The Great War' being produced by BBC

BBC-TV is making a \$392,000 documentary series on World War I in collaboration with 20th Century-Fox, Canadian Broadcasting Corp., Australian Broadcasting Commission and the Imperial War Museum in London.

The 26 half-hour episodes are scheduled to begin on the second BBC-TV network in May 1964.

The series is provisionally titled *The Great War* and research has started in Montreal, New York, Washington, Paris, Belgrade and London.

BBC-TV wants to draw on the memories of those who went through the war, whether as military personnel or civilians. It is also seeking unpublished photos and films from the period.

Dutch experiment with central antenna system

The Dutch Postal and Telegraph Services will start large-scale experiments shortly to connect some 6,000 television homes at The Hague to a central antenna system. A 120-foot high tower will be erected at a nearby site enabling 12 VHF radio programs and three TV

programs to be received by each home.

To date it has been possible to receive only one TV program in the western part of the Netherlands (and also in The Hague), but the central antenna system will enable those connected to receive, besides the Dutch program, a Flemish-Belgian and the first West German TV programs.

All programs other than the Dutch will be picked up somewhere in the south of the country and carried to The Hague via a UHF link network. The programs of the foreign VHF transmitters (three German, three Belgian, two British and two French) will be picked up at the Dutch borders and flashed to The Hague by cable. One effect of the central antenna system would be the gradual disappearance of rooftop TV antennas.

Britons cautioned on rush into color

A warning that Britain must not be rushed into making a quick decision on color TV has been given by Postmaster General Reginald Bevins. He was speaking at a lunch to launch the World Festival of Television which will be held in London from Nov. 26 to Dec. 4.

The postmaster general said there was an "awful lot of nonsense being talked about color television in this country."

"It would be quite wrong for the government to approve a color system which was different from that used in the rest of Europe. In the future we shall have far more programs transmitted from Europe and far more transmitted to Europe."

But Mr. Bevin said he hoped it would be possible to give the go-ahead to color TV in Britain by the early part of 1964. It would be on the new 625 line standard.

Welcoming the forthcoming festival, Mr. Bevin said that a festival of this kind would encourage the advance of new ideas and techniques. He was sure that it would be a great success and would show the best of television from every part of the world.

The festival is being presented by *Contrast*, the television quarterly of the British Film Institute, in association with BBC, Independent Television Authority, and the commercial TV companies. Its estimated cost is about \$22,000, of which BBC, ITA and the TV companies will provide \$16,800.

Although no awards will be made, programs shown will cover every category of television. They will be chosen by a selection committee of representatives of BBC, ITA, and the TV companies from nominations sent in during the next few months. The festival address is: World Festival of Television, 81 Dean Street, London W. 1.

Canadian allocations list agreed on by FCC

Canada has added 232 UHF allocations to its table of TV assignments in anticipation of similar action by the U. S. The FCC has published the expanded list in announcing agreement with the Canadian proposals.

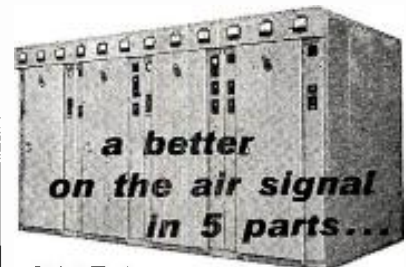
Canada's Department of Transport, which has jurisdiction over TV allocations in that country, submitted the expanded UHF list to the commission for review last November, in accordance with a U. S.-Canadian TV agreement.

A commission official said that Canada, in selecting its new assignments, observed U. S. domestic mileage separations with respect to across-the-border channels—155 miles in Zone 1 (northeast quadrant of U. S.) and 175 miles in Zone II (most of the remainder of the country).

The official said eight proposed assignments that would have been "short" were dropped by the Canadians. However, agreement between the two countries is yet to be reached on three other assignments.

Canada doesn't have any UHF stations. But it is expanding its UHF table in an effort to keep step with the U. S. The FCC plans to put out for rulemak-

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new assignments, most of them for educational television.

An FCC official noted the commission published the Canadian table largely for the benefit of those who plan to comment on the commission's proposed UHF table. Suggestions for assigning channels in the northern U. S. will have to be conditioned on the Canadian table, he said.

ITA financing study of TV on youth

A committee of 16 has been appointed by Home Secretary Henry Brooke to sponsor research into TV's impact on young people in Britain.

It has already begun work under its chairman, Fraser Noble, vice-chancellor of Leicester University. The committee will not carry out its own investigations but will initiate and coordinate research. The Independent Television Authority is financing the committee at an estimated cost of \$280,000.

Members of the committee are: Professor Richard Aaron, professor of philosophy, University College of Wales; Professor Maurice Bartlett, professor of statistics, London University; Dame Joyce Bishop, former headmistress of

Godolphin and Latymer School; Professor James Drever, professor of psychology, Edinburgh University; Professor Norman Haycocks, professor of education, Nottingham University; Dr. James Hemming, psychologist; Dr. Marie Jahoda, head of department of psychology and social science, Brunel College of Technology; Professor Alan Moncrieff, professor of child health, London University; Sir James Mountford, shortly retiring from the vice-chancellorship of Liverpool University; Alexander Neill, headmaster of Trinity Academy, Edinburgh; Canon Edward Patey, former secretary of youth department of British Council of Churches; Dr. Peter Scott, consulting psychiatrist at Stamford House remand home; Mrs. B. Serota, chairman of London county council children's committee; Lady Taylor, widow of the former principal of Aberdeen University; Nigel Walker, reader in criminology, Oxford University, and Mrs. R. F. St. Barbe Wayne, a member of Norfolk probation committee.

Trans-Lux plans Swiss office

An international sales office will be opened by Trans-Lux Television Corp., New York, in Zurich, Switzerland, on Sept. 1.

Rudi Witschi, a citizen of Switzer-

land, will manage the Zurich office. He will supervise sales activities in Europe, Great Britain, the Middle East and Far East.

Sales to foreign markets are currently handled by various foreign sub-distributors.

New transmitters approved for BBC, ITA

One million new viewers in Britain will be able to see commercial TV programs when six new VHF 405-line transmitters for the Independent Television Authority go on the air by the end of 1964 or early in 1965. Reception will be improved for some 600,000 existing viewers. The postmaster general has just approved construction of these transmitters which will be added to the ITA's network of 22 transmitters now bringing commercial programs to 97% of the population.

BBC-TV has been given permission to build 18 UHF transmitters for its second network. The first of these will be in London and will start operations next April. The rest are scheduled for completion by the end of 1966 when three-quarters of the country will be able to watch the second BBC television network, BBC-2, on the new 625 line standard.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING July 11 through July 17 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

Birmingham, Ala.—Chapman Radio & Television Co. UHF channel 48 (674-680 mc); ERP 19 kw vis., 9.5 kw aur. Ant. height

above average terrain 653 feet, above ground 303 feet. P.O. address Box 3297, Birmingham. Estimated construction cost \$98,250; first year operating cost \$50,000; revenue \$50,000. Studio and trans. locations both Birmingham. Geographic coordinates 33° 29' 11" North latitude, 86° 48' 18" West longitude. Type trans. RCA TTU-1B, type ant. RCA TFU-24BM. Consulting engineer Claude M. Gray, Birmingham. Principals: William A. and George K. Chapman (each 50%). Applicant owns WCRT-AM-FM Birmingham. Ann. July 15.

Wildwood, N. J.—Francis J. Matrangola. UHF channel 40 (626-632 mc); ERP 8 kw vis., 1.4 kw aur. Ant. height above average terrain 200 feet, above ground 223 feet. P.O. address 3010 New Jersey Avenue, Wildwood. Estimated construction cost \$140,127; first year operating cost \$55,000; revenue \$80,000. Studio and trans. location both Wildwood. Geographic coordinates 38° 59' 33" North latitude, 74° 48' 48" West longitude. Type trans. RCA TTU-1B, type ant. Co-El CO-20UD. Legal counsel Harry J. Daly, Washington; consulting engineer Glenn W. Winter, York, Pa. Mr. Matrangola, sole owner, is licensee of WCMC-AM-FM Wildwood. Ann. July 11.

New AM stations

ACTIONS BY FCC

Sylvester, Ga.—Worth County Broadcasters. Granted CP for new AM on 1540 kc, 1 kw-D. P.O. address Sylvester. Estimated construction cost \$15,500; first year operating cost \$24,000; revenue \$30,000. Principals: James M. Sutton Sr. and James M. Rouse (each 50%). Mr. Sutton and Mr. Rouse are both local businessmen. Action July 16.

Slidell, La.—Bill Garrett Chevrolet Inc. Granted CP for new AM on 1560 kc, 1 kw-

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, July 17

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,810	50	143	351
FM	1,091	29	88	190
TV	519 ¹	56	85	114

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, July 17

	VHF	UHF	TOTAL TV
Commercial	484	91	578
Non-commercial	47	21	68 ²

COMMERCIAL STATION BOXSCORE

Compiled by FCC, June 30

	AM	FM	TV
Licensed (all on air)	3,809	1,090	519
CP's on air (new stations)	51	30	56
CP's not on air (new stations)	137	87	85
Total authorized stations	3,997	1,207	660 ¹
Applications for new stations (not in hearing)	210	178	67
Applications for new stations (in hearing)	146	13	53
Total applications for new stations	356	191	120
Applications for major changes (not in hearing)	254	90	47
Applications for major changes (in hearing)	54	3	8
Total applications for major changes	308	93	55
Licenses deleted	0	2	0
CP's deleted	1	2	0

¹Does not include six licensed stations off air

²Includes three stations operating on unreserved channels

D. P.O. address 3401 Ponchartrain Bridge Road, Slidell. Estimated construction cost \$26,890; first year operating cost \$28,780; revenue \$32,000. Principals: W. C. Garrett (99.8%) and T. V. Sciacca and Ruth Garrett (each .1%). Mr. Garrett has auto dealerships in Slidell. Action July 16.

Westwego, La. — Jefferson Radio Co. Granted CP for new AM on 1540 kc, 500 w-D. P.O. address 359 Sala Avenue, Westwego. Estimated construction cost \$19,642; first year operating cost \$25,000; revenue \$35,000. Abraham Rosenstock, sole owner, is local merchant. Action July 16.

Hickory, N. C. — Piedmont Broadcasting Inc. Granted CP for new AM on 1000 kc, 1 kw-D; condition. P.O. address Box 1687, Hickory. Estimated construction cost \$30,284; first year operating cost \$54,000; revenue \$90,000. Principals: T. F. Digh (20%) and Willis Deal, Alfred E. Hill, Foy C. Hefner Sr., Barnett M. Signon, Marvin R. Wooten, Claude Rudisill and John J. Mull (each 10%). All principals are local business and professional men. Action July 10.

Existing AM stations

APPLICATIONS

WPRT Prestonsburg, Ky.—Mod. of CP (as modified and reinstated which authorized increased power; changed ant.-trans. and studio location; installation DA-D; changes in ground system; and new trans.) to change site and studio location and change from DA-D to non-DA operation. Ann. July 11.

WTXL West Springfield, Mass.—CP to change from DA-D to non-DA operation. Ann. July 11.

KVOP Plainview, Tex.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. July 17.

New FM stations

ACTION BY FCC

*Odessa, Tex.—Odessa College. Granted CP for new FM on 91.3 mc, channel 217. 1

kw. Ant. height above average terrain 253 feet. P.O. address Box 3752, c/o Dr. Jack Rodgers, Odessa. Estimated construction cost \$22,550; first year operating cost \$3,000. Principals: board of regents. Action July 10.

APPLICATION

*Greenville, Ill.—Greenville College. 89.3 mc, channel 207, 10 w. Ant. height above average terrain 70 feet. P.O. address Greenville. Estimated construction cost \$1,000; first year operating cost \$1,200. Principals: board of trustees. Ann. July 17.

Ownership changes

ACTION BY FCC

WPOP Hartford, Conn.—Granted assignment of license from H. Scott Killgore (50.7%) and others, d/b as Tele-Broadcasters of Connecticut Inc., to Joseph C. Amaturro (17% plus), Walter B. Dunn (13% plus) and others, tr/as WIRE Broadcasting Co. Consideration \$685,000. Applicant owns WIRE Indianapolis. Action July 10.

ACTIONS BY BROADCAST BUREAU

KYNO Fresno, Calif.—Granted assignment of license from Amelia Schuler (35%), Lester Chenault (50%) and Bert Williamson (15%), d/b as partnership Radio KYNO, to same persons tr/as Radio KYNO Inc. No consideration involved. Action July 12.

KKOK Lompoc, Calif.—Granted relinquishment of negative control of permittee corporation, Southland Broadcasting Co., by Paul C. Masterson and Aubrey H. Ison (each 50%) to Messrs. Masterson and Ison (each 37.328%) and Rod F. Farrell (25.344%). Consideration \$12,670. Mr. Farrell is announcer at KPOL Los Angeles. Action July 10.

WMNZ Montezuma, Ga.—Granted assignment of license from William E. Blizzard Jr. and Lewis H. McKenzie (each 50%), d/b as Macon County Broadcasting Co., to Mr. Blizzard (100%), tr/as company of same name. Consideration \$15,000. Action June 28.

WLTN Littleton, N. H.—Granted assignment of CP from John (52%) and Elizabeth (48%) Bowman, d/b as Berlin Broadcasting Co., to Mr. Bowman (100%), tr/as Littleton Broadcasting Inc. No financial consideration involved. Action July 10.

KTAT Frederick, Okla.—Granted assignment of license from W. C. Moss Jr. and David W. Ratliff (each 50%), d/b as Tillman Broadcasting Co., to Messrs. Moss and Ratliff (each 25½%) and Homer R. Holcomb and James R. Brewer (each 24½%). tr/as company of same name. Consideration \$12,404. Mr. Brewer is employee of KTAT. Action July 15.

WDAR Darlington, S. C.—Granted assignment of license from Walter P. Pearce (100%) to D. Carl Cook (100%), receiver. No financial consideration involved. Action July 10.

APPLICATIONS

KDES-AM-FM Palm Springs, Calif.—Seeks assignment of license from George E. Cameron Jr. (100%) to Mr. Cameron (100%), tr/as KDES Inc. No financial consideration involved. Ann. July 11.

KFIL(FM) Santa Ana, Calif.—Seeks assignment of license from Gus S. Malpee (100%), d/b as KFIL Broadcasting Co., to A. J. Bumb, trustee in bankruptcy. No financial consideration involved. Ann. July 16.

WPUP Gainesville, Fla.—Seeks assignment of license from John A. Dowdy (100%), d/b as Southern Broadcasting Co. of Marianna Inc., to Leon E. Mims (100%). Consideration \$132,000. Mr. Mims is employee of WGGG Gainesville, will disassociate on acquisition of WPUP. Ann. July 11.

WEAD College Park, Ga.—Seeks assignment of license from Ruth Sills (100%), trustee in bankruptcy, to Arthur P. Jackson, Bernard S. Lipman and Hubert C. Tant (each 20%) and Harvey J. Aderhold, Paul Jones, Frank M. Lokey Sr. and Frank M. Lokey Jr. (each 10%). Consideration \$42,500. Mr. Jackson is banker; Dr. Lipman is physician; Mr. Tant is president of broadcast tower company; Mr. Aderhold is chief engineer of Georgia educational TV stations WXGA-TV Waycross, WVAN-TV Savannah, WJSP-TV Columbus and WCLP-TV Chatsworth; Mr. Jones is retired; F. M. Lokey Sr. is manager of retail store; F. M. Lokey Jr. is general manager of WEAD. Ann. July 11.

WCBM-AM-FM Baltimore—Seeks assignment of license from John Elmer and George Roeder (approximately 67% collectively) and others, d/b as Baltimore Broadcasting Corp., to Metromedia Inc. Consideration \$2,000,000. Metromedia is owner of KMBC-AM-FM-TV Kansas City, Mo., WHK-AM-FM Cleveland, WIP-AM-FM Philadelphia, WNEW-AM-FM-TV New York, WTTG (TV) Washington, KTTV (TV) Los Angeles and WTVH (TV) Peoria and WTVF (TV) Decatur, both Illinois. Ann. July 15.

KNIM Maryville, Mo.—Seeks assignment of license from Roger (60%) and Zoe (40%) Moyer, d/b as Clark Broadcasting Co., to R. Moyer (100%), tr/as company of same name. Assignment was in terms of divorce settlement. Ann. July 16.

WTSN Dover, N. H.—Seeks acquisition of positive control of licensee corporation, WTSN Inc., from William F. Rust Jr. (69.5% before transfer, 42.5% after) by Ralph Gottlieb (57.5% after, 30.5% before). Consideration \$54,810. Also see WKBR-AM-FM Manchester, N. H. Ann. July 15.

WKBR-AM-FM Manchester, N. H.—Seeks acquisition of positive control of licensee corporation, Granite State Broadcasting Inc., from William F. Rust Jr. (32.5% after transfer, 69.4% before) by Ralph Gottlieb (67.5% after, 30.6% before). Consideration \$148,656. Also see WTSN Dover, N. H. Ann. July 15.

WDLR Delaware, Ohio—Seeks transfer of control of licensee corporation, Delaware Broadcasting Inc., from Carl R. Lee and T. H. Oppgaard (each 47.8%) and C. Robert Taylor (4.4%) to David L. and Catharine C. Rike (each 25%) and others, tr/as D. L. Rike and Co. Consideration \$90,000. Rike & Co. owns WOHP Bellefontaine, Ohio, and WKLC St. Albans, W. Va. Ann. July 17.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of WBUX Broadcasting Co. to increase power of WBUX Doylestown, Pa., from 1 kw to 5 kw, with DA, continued

BROADCASTING, July 22, 1963

operation on 1570 kc, D; conditions include precluding pre-sunrise operation with daytime facilities pending final decision in Doc. 14419. Action July 16.

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward granting application of Ridsen Allen Lyon for new AM on 1540 kc, 1 kw-D, in Charlotte, N. C.; conditions include precluding pre-sunrise operation with daytime facilities pending final decision in Doc. 14419. Action July 16.

■ Hearing Examiner Arthur A. Gladstone issued initial decision looking toward denying applications of Robert C. Whiteley Jr. and Katharine Whiteley, d/b as Tipton County Broadcasters, and Shelby County Broadcasters, Inc., owned by Robert C. Whiteley and John M. Latham, for renewal of licenses of WKBL Covington and WHEY Millington, both Tennessee, respectively. Action July 15.

■ Hearing Examiner Jay A. Kyle issued supplemental initial decision looking toward affirming ordering clause of June 7, 1962, initial decision which would (1) grant application of Radio Associates Inc. to change operation of WEER Warrenton, Va., from 1570 kc, 500 w-D, to 1250 kc, 1 kw-D, conditioned that pre-sunrise operation with daytime facilities is precluded, and (2) deny application of WNOW Inc. to increase power of WNOW York, Pa., from 1 kw to 5 kw, with DA, continued operation on 1250 kc, D. Action July 15.

OTHER ACTIONS

■ By order, commission denied application by Pioneer States Broadcasters Inc. for review of March 22 decision by Review Board which denied Pioneer's application for new daytime AM on 990 kc, 500 w, DA, in West Hartford, Conn. Comrs. Lee and Cox not participating. Action July 17.

■ By order, commission (1) denied request by licensee for extension of time to Sept. 2 to file summary of facts and suggested conclusions in investigatory inquiry involving McLendon Corp. (WYNR), Chicago, and (2), on own motion, extended time to Aug. 9. Action July 12.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Review Board, by members Berkemeyer (chairman), Pincock and Slone, adopted decision (1) denying application of Simon Geller for new AM on 1540 kc, 1 kw-D, DA, in Gloucester, Mass., and (2) did not deny application of Richmond Brothers Inc. to increase daytime power of WMEX Boston on 1510 kc from 5 kw to 50 kw, with DA-2, continued nighttime operation with 5 kw, but withheld action on application until dispositive action is taken by commission with respect to WMEX license renewal application and until further order of commission, and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Board Member Slone concurred and issued statement. July 19, 1962, initial decision looked toward denial. Action July 12.

■ By memorandum opinion and order in consolidated AM proceeding in Doc. 14425 et al. (1) denied petitions by applicants Saul M. Miller, Kutztown, and Bi-States Broadcasters, Annville-Cleona, both Pennsylvania, for reconsideration of April 24 action by Review Board which denied petition by Bi-States to enlarge hearing issues; and (2) on own motion, enlarged issues to determine (a) whether Miller misrepresented financial qualifications to commission in prosecution of application for new station in Kutztown or application for new station in Reading, Pa., since dismissed, (b) whether Miller, in prosecution of application filed false affidavits with commission and (c) if either of foregoing issues should be resolved in affirmative, whether Miller has requisite character qualifications to be licensee of commission. Action July 10.

■ By memorandum opinion and order in Miami TV channel 10 proceeding, denied joint appeal by L. B. Wilson Inc., Civic Television Inc. and Miami Television Corp. from examiner's April 10 order which granted petition by South Florida Television Corp. for leave to amend application to show availability of bank commitment in sum of \$1,900,000 to MacDonald Jr. Corp., which proposes to extend credit to South Florida. Action July 10.

ACTIONS ON MOTIONS

■ Commission extended time to July 18 for filing oppositions to all petitions for reconsideration of May 29 report and order

in TV "drop-in" proceedings in Docs. 14231-14238 concerning assignment of additional VHF channels to Oklahoma City; Johnstown, Pa.; Baton Rouge; Dayton, Ohio; Jacksonville, Fla.; Birmingham, Ala.; Knoxville, Tenn., and Charlotte, N. C. Adoption of single date for filing oppositions will permit filing of one pleading directed to all petitions for reconsideration. Association of Maximum Service Telecasters requested adoption of single date for filing oppositions, but asked that date set be no earlier than Aug. 9. Action July 11.

■ Commission, by Office of Opinions and Review, granted joint motion by West Michigan Telecasters Inc., MKO Broadcasting Corp. and Peninsular Broadcasting Co. to extend time from July 31 to Aug. 16 to file exceptions and briefs and from Sept. 30 to Oct. 16 for replies and reply briefs in Grand Rapids, Mich., TV channel 13 proceeding in Docs. 14407 et al. Action July 10.

■ Commission granted petition by Meredith Broadcasting Co. to extend time from July 8 to Aug. 8 to file comments and from July 22 to Aug. 22 for replies in TV rule-making proceeding involving Phoenix, Ariz., in Doc. 15096. Action July 9.

By Chief Hearing Examiner James D. Cunningham

■ Designated Examiner Elizabeth C. Smith to preside at hearing in proceeding on AM application of Clay Service Corp., Ashland, Ala.; scheduled prehearing conference for Sept. 5 and hearing for Sept. 26. Action July 15.

■ Designated Examiner Thomas H. Donahue to preside at hearing in proceeding on AM application of Stanley Helfman, Fontana, Calif.; scheduled prehearing conference for Sept. 10 and hearing for Oct. 3. Action July 9.

■ Designated Examiner Charles J. Frederick to preside at hearing in proceeding on AM application of Albert John Williams (KTYM), Inglewood, Calif.; scheduled prehearing conference for Sept. 10 and hearing for Oct. 3. Action July 9.

By Hearing Examiner Thomas H. Donahue

■ Granted request by James S. Rivers Inc. (WJAZ), Albany, Ga., to extend time from July 22 to July 24 for exchanging direct written presentations in proceeding on AM application. Action July 12.

■ In proceeding on AM application of James S. Rivers Inc. (WJAZ), Albany, Ga., formalized examiner's July 5 ruling which denied Broadcast Bureau's motion to quash Rivers notice to take depositions. Action July 8.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Wisconsin Citizens' Committee for Educational Television Inc. to extend time from July 11 to July 15 to file proposed findings in Wausau, Wis., TV channel 9 proceeding. Action July 10.

By Hearing Examiner Walther W. Guenther

■ Upon request by Bay Shore Broadcasting Co., Hayward, Calif., scheduled further hearing conference for July 15 in proceeding on AM application. Action July 12.

■ By memorandum opinion and order in proceeding on AM application of Western Broadcasters Inc., Cheyenne, Wyo., (1) denied applicant's June 6 petition for leave to amend application to specify DA, and June 24 supplement for retention in hearing of amended application, and (2) granted applicant's July 10 supplementary petition for alternative relief, accepted proffered amendment and returned amended application to processing line. Action July 12.

■ Granted request by Broadcast Bureau to extend time from July 15 to Aug. 2 to file proposed findings and from July 31 to Aug. 16 for replies in proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn., in Doc. 14577. Action July 10.

By Hearing Examiner Jay A. Kyle

■ Rescheduled from 9 a.m. to 2 p.m. July 19 prehearing conference in proceeding on AM application of Arthur D. Smith Jr., Murfreesboro, Tenn. Action July 15.

By Hearing Examiner Forest L. McClenning

■ On own motion and with oral agreement of all parties, continued Sept. 4 hearing to Sept. 6 in proceeding on AM application of Big Bear Broadcasting Co., Big Bear Lake, Calif. Action July 11.

■ Formalized by order certain procedural dates reached at July 11 prehearing conference in proceeding on AM applications of Ponce Broadcasting Corp., Cayey, and Abaco Radio Corp. (WMIA), Arecibo, both Puerto Rico, in Docs. 14994-5, and continued July 23 hearing to Sept. 3. Action July 11.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Formalized by order certain rulings made at July 12 hearing in proceeding on AM applications of Edina Corp., Edina, and Tedesco Inc., Bloomington, both Minnesota, in Docs. 14739-40, and continued July 15 hearing conference pending further order of hearing examiner. Action July 15.

■ Granted request by Pinellas Radio Co. for certain corrections to transcript in proceeding on application for new station in Pinellas Park, Fla. Action July 11.

■ By memorandum opinion and order in consolidated proceeding on applications of Edina Corp. and Tedesco Inc. for new AM stations in Edina and Bloomington, Minnesota, respectively, directed evidence will be adduced by applicants under hearing issues 4 and 11 and scheduled hearing conference for July 15 for purpose of determining method and timing of adduction of evidence. Action July 9.

■ Granted petition by Broadcast Bureau to extend time to July 31 to file proposed findings and to Aug. 9 for replies in proceeding on AM application of Golden Triangle Broadcasters Inc. (WEEF), Mt. Oliver, Pa. Action July 9.

■ Granted request by Broadcast Bureau to continue July 9 hearing to July 12 in proceeding on AM applications of Edina Corp., Edina, and Tedesco Inc., Bloomington, both Minnesota, in Docs. 14739-40. Action July 9.

By Hearing Examiner Herbert Sharfman

■ Struck from record in Docs. 14617 et al. exhibits 7, 8, 9, and 9 revised of SPA Broadcasters Inc. (WSPN), Saratoga Springs, N. Y. Action July 12.

■ Granted petition by Broadcast Bureau to extend time from July 12 to July 29 to file proposed findings and from July 30 to Aug. 16 for replies in proceeding on application of Beamon Advertising Inc. for new AM in Daingerfield, Texas. Action July 9.

■ Granted request by Broadcast Bureau to extend time from July 15 to July 19 to file proposed findings and from July 28 to July 29 for replies in proceeding on AM applications of Southern Radio & Television Co., Lehigh Acres, and Robert Hecksher (WMYR), Fort Myers, both Florida, in Docs. 14909-10. Action July 9.

By Hearing Examiner Elizabeth C. Smith

■ In proceeding on AM applications of Valparaiso Broadcasting Co. and Porter County Broadcasting Co., Valparaiso, Ind., in Docs. 14806-7, granted joint motion for certain specified corrections to transcript of hearing and, on own motion, made further corrections to transcript. Action July 12.

BROADCAST ACTIONS by Broadcast Bureau

Actions of July 16

WHAR Clarksburg, W. Va.—Granted increased daytime power on 1340 kc, from 250 w to 1 kw, continued nighttime operation with 250 w and install new trans.; remote control permitted; conditions.

KWBB-FM Wichita, Kan.—Granted license.

WCBM Baltimore—Granted license covering installation of alternate main trans.

K13FC Castella, Calif.—Granted license for VHF TV translator station.

K78AR Lihue, Kauai, Hawaii—Granted license for UHF TV translator station.

W08AB Guayama, P. R.—Granted mod. of license to change primary TV station to WAPA-TV (ch. 4) San Juan, P. R., for VHF TV translator station.

*WDCN-TV Nashville — Granted CP to change ERP to 100 kw vis. and 50 kw aur.; change type trans. and make changes in equipment.

KPRC-TV Houston—Granted CP to change trans. location, type ant. and ant. height to 1430 feet, and make changes in ant. structure and equipment (main trans. and ant.).

K75BA, K78AY, K82AS Childress, Tex.—Granted CP's to replace expired permits for new UHF TV translator stations.

■ Granted CP's to replace expired permits for following new VHF TV translator sta-

Continued on page 91

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 salespartner, 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 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 daytime 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**.

General manager strong in sales. Midwest. Successful record and good references essential. Box J-256, **BROADCASTING**.

Sales and station manager—West coast near major metropolitan area—1,000 watts full time—opportunity for investment—please write Box J-227, **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 past record. Write fully. Box J-43, **BROADCASTING**.

Ohio—creative salesman strong on programing. Position to be open soon. Mail background and picture to. Box J-243, **BROADCASTING**.

Salary plus commission . . . fringe benefits include paid hospitalization, group life, retirement, annual bonus, sick leave . . . located near Lake of Ozarks, good churches, schools, recreation. KMMO, Marshall, Mo., Harold Douglas, Manager.

Competent, reliable, non-alcoholic, non-gambling sales manager needed for booming station in outstanding market—music-news format. Salary open. Contact KONE, Reno, Nevada.

Help Wanted—(Cont'd)

Sales

Experienced salesman for WCLW am and fm. Send replies direct to WCLW, 771 McPherson, Mansfield, Ohio.

Pennsylvania group operation is expanding sales department. Openings exist at two different stations, both located in college and university towns. Please contact Al Dame, WCPA, Sales Manager, Laurel Network, Clearfield, Pa.

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, phone 3404, Huntington, Indiana.

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 Dahlsen, General Manager, WLPO, LaSalle, Illinois.

Announcers

Capable deejay newsmen. 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**.

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**.

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**.

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**.

Help Wanted—(Cont'd)

Announcers

Are you the top personality announcer in the business? Promotion man in the country? You are wanted by the powerhouse on the West coast. Send resume and tape to Box J-240, **BROADCASTING**.

Needed now . . . midwest . . . announcer for remote interview programs. Send photo, tape and resume. Box J-242, **BROADCASTING**.

Morning man . . . 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.

Competent, non-alcoholic, non-gambling operations and production manager needed for music-news format. Contact KONE, Reno, Nevada. Send resume and audition tape. Also man for working engineer-announcer combo.

Opening for announcer with restricted permit. Non-personality type operation. Good news and commercial delivery required. Want young, single man, KVWM, Showlow, Arizona.

2 staff positions now open radio-tv announcer and newsmen. Experience required. WBOC Inc., Salisbury, Md.

Albany, N. Y. 5 kw c&w format, announcer and or program director . . . must know country . . . reply A. F. DiBello, GM, WEEB.

Swinging deejay with 1st phone for #1 top 40 station. Minimum technical schedule. Immediate opening. Call or write C. A. Bengston, WENE, Endicott-Binghamton, New York. Phone Stillwell 5-3351.

Great opportunity for competent sports-dj, strong on play-by-play. Great sports and outdoors area. Send tape references and salary requirements to William Winn, Program Director, WESB, Bradford, Pa.

New major fulltime needs combo announcer. First phone required. No maintenance. Send resume, photo, tape to WISZ, 2113 N. Charles St., Baltimore, Md.

WLPM needs an announcer with 1st class license. No maintenance required. If interested in joining staff of stable, aggressive, well equipped station playing up tempo big band music, send tape picture and resume to: E. D. Beydush, WLPM, Suffolk, Va.

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.

Experienced disk jockey wanted by outstanding station in major New England market. Pleasant voice, fluid style, convincing commercial delivery, experienced in popular music format. Send complete resume and tape to Alan Tindal, WSPR, Springfield, Mass.

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 looters. Send tape & letter to Wm. B. Hill, radio station WTJH, East Point, Georgia.

Help Wanted—(Cont'd)

Announcers

Like to swing way out? Are you a real mad daddy . . . like that 7 to midnight sunburn? If young and fast, fast, fast . . . the Zoo needs you! Signal the Zoo at P.O.B. 1171, Spartanburg, S. C. Send tape and resume. Start at \$275.00 per month. Nothing covers Dixie like the Zoo.

It's a fact—First phone announcers earn more money. Secure your future with an FCC first class license. Five (5) weeks. Guaranteed. Free Placement for graduates of Radio Engineering Institute of Florida, Inc., 135 Pineapple Ave., P. O. B. 1058, Sarasota, Florida.

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.

Do you have a first ticket and good on maintenance? We are in a fine western New York market and can offer you program supervision or other radio opportunities to match your talent. Box J-231, BROADCASTING.

Top market station looking for negro personnel experienced in programing and engineering depts., both radio and television. College degree desired. 1st class license required for engineering. Box J-286, BROADCASTING.

Chief engineer—experienced with directional antenna to supervise construction and become permanent chief engineer of new am station WNDY, Indianapolis, Indiana. Send resume and particulars to Douglas Kahle, Box 491, Pacific Grove, California.

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.

Young single man, 1st phone, no experience, good voice. Write Charlie, Carpenter, 7354 Dave St. Sacramento 28, Calif.

First phone, beginner, no maintenance experience. Prefer some announcing. Late 30s. Write or call M. Levy, 180 Avenue E., Congress 6-5277, Rochester, N. Y. 14621.

Production—Programing, Others

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-178, BROADCASTING.

Top market station looking for negro personnel experienced in programing and engineering depts., both radio and television. College degree desired. 1st class license required for engineering. Box J-287, BROADCASTING.

Experienced person for copy writing and traffic. University town near Chicago. Fine working conditions. Send resume, salary requirements. WLBK, DeKalb, Ill.

Help Wanted—(Cont'd)

Production—Programing, Others

Top flight newsman wanted by top rated independent radio station. Two-way 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.

Farm director—To voice and sell award-winning farm program at established 1-kilowatt southwest Michigan independent on shores of Lake Michigan. Immediate opening. Send photo, tape, resume. WHFB, Benton Harbor, Michigan.

SITUATIONS WANTED

Management

Top sales manager in tough competitive small market. Ready to move up to management in Kansas, Oklahoma, Nebraska, Colorado, Texas or vicinity. Married. Seven years radio sales. Can program with the best. Top professional and credit references. Versatile, stable, educated and a SALESMAN par excellence. Would arrange personal interview on request. Box J-4, BROADCASTING.

General Manager. Sales background. First phone. 17 years broadcasting. Top references. Box J-163, 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.

Manager-engineer. Small market station. I can handle your engineering problems, sell, sell, sell, program, and keep your announcers happy. Experienced in all phases of Broadcasting. Box J-214, BROADCASTING.

Experienced—Small station operation. Prefer management of station in South, 37. Box J-234, BROADCASTING.

Manager . . . small market . . . experience in sales, news & programing. Good record, hard worker. Reply to Box J-239, BROADCASTING.

Need a manager or program director . . . 4 years experience in successful management . . . 6 years as dj . . . interested in seeking modern format only . . . heavy on sales and promotion . . . family man, college grad., aged 34 . . . excellent references . . . will consider all locations. Available August 15th. Box J-247, BROADCASTING.

Metro-market experienced "go-get-em" sales manager looking for next rung up on ladder. All past references open for inspection. Money's worth guaranteed. Box J-254, BROADCASTING.

Station manager. Will buy interest or control small station to secure management or sales position in profitable station. 25 years experience in all phases broadcasting. Box J-273, BROADCASTING.

Experienced, sales oriented manager available immediately to take over your station. Stable 34, family man. Box J-275, BROADCASTING.

Selling manager for medium or single market. Will give your station the sound, the harmonious operation, the sales and promotion, essential to increased profits. Not a miracle worker, but a worker with professional, mature knowhow and energy. College grad., married, 29, proficient all phases. Best references. Box J-277, BROADCASTING.

Successful 50 kw salesman in major market seeks sales manager or general manager position. Seven years in both sales and programing. Degree. Family. Minimum, five figures. Box J-285, BROADCASTING.

Situations Wanted—(Cont'd)

Sales

Salesman—first license—minor announcing. Excellent references—progressive station anywhere. Box J-152, BROADCASTING.

10 years radio/tv announcing and sales. Fluent Spanish. Experience in Venezuela and Mexico. Desires film sales or agency connection. Box J-210, BROADCASTING.

Salesman, capable of doing play-by-play. 8 years experience. Box J-261, BROADCASTING.

Announcers

Boston Area. Announcer/dj with first phone seeks part-time work while attending college. Box J-19, BROADCASTING.

First phone personality announcer with 7 years experience, tight board, production conscious. Ready to move up. Want \$160 to start. Box J-117, BROADCASTING.

Midwest—all night man—adult music—prefer jazz—experienced—medium or major market—available in August—\$115 minimum. Box J-134, 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.

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.

Young dj-announcer with first phone for top-40 or adult format. Strong on news, will relocate. Box J-211, BROADCASTING.

Top 40 jock, married, 22, seeks bigger market. Currently #1 in medium market. Box J-223, BROADCASTING.

Experienced announcer/dj, young. For medium or major market. Box J-226, BROADCASTING.

Chicago area—Illinois or Indiana. 7½ years sound experience. Married. Box J-230, BROADCASTING.

Dj/announcer, announcer/dj. Air personality. Announcer newscaster. Experienced. Box J-232, BROADCASTING.

Join me. I have fun with records, production voices, commercials, creative comedy features. Box J-237, BROADCASTING.

Morning personality with consistant first ratings, not top 40, looking to step up with the big guys. Are you a big guy? Box J-241, BROADCASTING.

Announcer, dj, pleasant, tight board, authoritative news, negro, first phone. Box J-248, BROADCASTING.

Young, experienced swinger. Bright, tight, creative. Crack newsmen. Professional sound, professional ideas. Will travel immediately. Box J-258, BROADCASTING.

11 yrs. Experience. All phases. First phone. 36 yrs. old. 6 yrs. play-by-play; football, track, golf, sports cars, one yr. baseball. Good so far? 5 yrs. present job. Change of Management—Change of Policy—Change of Personnel. Want Permanent position. Currently on West coast. Prefer to stay. \$165 wk. minimum. Mimeographed inquiries go in File 13. Box J-259, BROADCASTING.

Experienced, bright, young top forty dj looking for work. Prefer northeast but will consider all offers. Box J-263, BROADCASTING.

Afternoon top disc jockey-vocalist—entertainer radio television. Presently employed same metropolitan station eight years. Twenty years experience age 43—family. Present salary 5 figures. Desires good music location. Box J-264, BROADCASTING.

Negro announcer, 1st class training, no experience. Need 1st job. Willing worker. Box J-268, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Ohio-Indiana; versatile announcer—first phone, available immediately, personal interview. Box J-269, BROADCASTING.

Did you know: that according to postal regulations, elephants cannot be shipped by Parcel Post! Original or is it "ab-original" personality dj, recently offered job by NBC in the animal cracker division but turned it down! Prepares show in advance—first phone. Box J-270, BROADCASTING.

Disc-jockey, authoritative newsmen, experienced, tight board, bright sound, available immediately, Box J-272, BROADCASTING.

Magnificent voice, first phone, experienced announcer for quality music and news operation. Will relocate family for right job. Box J-274, BROADCASTING.

Sports announcer with 8 years experience including sales. Excellent references. Strong on news. Capable dj. Box J-276, BROADCASTING.

Experienced top forty jock—live wire sound—let my tape speak for me. Box J-278, BROADCASTING.

Personality jock, experienced, authoritative newscaster. Not prima donna, or floater. Dependable. Box J-280, BROADCASTING.

Listen to my tape—tight board, smooth news, personable commercials. It's sad, I'm trained but inexperienced. Maybe you'll try me anyhow. Box J-281, BROADCASTING.

Top 40 jock. Swing from the word go. Major market experience. 1st phone. Swift, smooth, happy, clever, funny, sums me up. Lots of teen appeal. Box J-282, BROADCASTING.

Swingin' jock, top 40, major market experience, teen appeal. Box J-283, BROADCASTING.

Announcing school graduate. Limited experience. Eager to learn radio bit. Single, 22 and able to relocate. Prefer Michigan, consider all. Bob Flotte, 27034 West Rd., Flat Rock, Michigan.

First ticket, degree, good voice, creative, music expert. Wants first radio job. P.O. Box 261, Lomita, Calif.

Announcer experienced. Good, mature, resonant voice. Sales, first class license, if required. 227½ Maple St., Ashland, Ohio. Phone 4-8262.

Swingin' dj-w/7-yr. format exp. news, copy, production, promo-ideas & programming. Family man wanting to help make or keep you number one. Will consider all reasonable offers. Bruce McKay 503-382-4564.

Swingin' dj—news-production-ideas and programming. Want metro market. 7 years experience. Married, 2 children. For information call 503-382-4564.

Attention Philadelphia area! Experienced staff announcer with college degree is looking. Call Code 609-UL-8-1609.

Ex-program director, music director, announcer looking for position with stable facility. Good, rich versatile voice, college graduate, with excess 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.

Look—bright, young recent broadcast graduate—excellent all around delivery—anywhere in U. S. Bob Brandel, 5806 W. Fullerton Ave., Chicago, Illinois: Phone ME 7-7960.

Announcer-dj with pd and production background, 7 years experience, mature (33), pleasant voice, smooth delivery. Seeking good music operation (no top 40) in medium to major markets. Available immediately. Call 215-253-0014.

Situations Wanted—(Cont'd)

Technical

1st phone, now chief at daytimer, wishes to relocate, mid-Atlantic or south. Staff or chief. Can help in other phases if needed. Box J-235, BROADCASTING.

First phone—radar endorsed. Heavy Navy electronics experience. Desire job radio, tv, east USA. Box J-245, BROADCASTING.

Former engineer in charge all maintenance mega watt uhf transmitter complex, desires new construction and/or maintenance position Con. U. S. or overseas. U. S. citizen, presently employed in private industry and holds security clearance. Box J-271, BROADCASTING.

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.

Newsmen wants position in southern or midwestern market. One year's experience including editorial writing. Have college degree. Box J-164, BROADCASTING.

Wanted: Medium market, \$600 monthly, and p.d. position. Well qualified! Box J-182, BROADCASTING.

News—Top delivery, editing, copy, able, experienced and literate. Experienced panel and participation work. Larger market, northeast preferred. Box J-194, BROADCASTING.

Aggressive, capable newsmen, B.A. (radio journalism), commercial experience, four years AF information officer (newspaper, AFRS). Leaving service. Qualified to handle documentaries, interviews, features, editorials. Write attention-holding copy. Interesting, authoritative delivery. Married, 26, excellent references. Can add potency to programming of news conscious station. Interview during August. Box J-213, BROADCASTING.

Sportscaster with writing ability for aggressive local coverage. Can double in news. Box J-221, BROADCASTING.

Newsmen. Employed major eastern market. Seeks more news-minded operation. Experienced. Married. Box J-222, BROADCASTING.

Male copywriter. Mature, experienced professional seeking a dominate major-market eastern radio, television station. Box J-229, BROADCASTING.

Consider broadcaster with over 10 years experience in radio-tv. Experience in news, special events, production, programming, announcing. Married and employed. Dedicated, loyal, hard working. Box J-233, BROADCASTING.

This is "hire an executive week!" Programming, production-creative, imaginative, decisive. Network background. Salary commensurate with ability—both high. Box J-236, BROADCASTING.

News director . . . 7 years broadcasting experience. Presently employed. \$130 per wk. Reply Box J-238, BROADCASTING.

Radio & tv—do you need?—Experience (10 yrs.)? Mature family man, top rated metro area? Com. production, voice characterizations & dialects, news dj, sports, play-by-play. Box J-249, BROADCASTING.

Excellent experienced sportscaster, newscaster, disc jockey, radio or television. References. Box J-250, BROADCASTING.

Please see "Because" ad under television situations wanted, production, programming.

Situations Wanted—(Cont'd)

Production, Programing & Others

Sports Editor. Believe in complete coverage. Objective interviews with coaches, players, etc. Write own stories. First ticket. Play by play, football, track, golf (6 years), some baseball. Excellent working knowledge of other major sports. Over 10 years in radio. Looking for a permanent position with station that believes in aggressive sports coverage. Complete brochure, pictures, tape on request. Box J-260, BROADCASTING.

Leapin' lizards! Open-end comedy bits. Original scripts & tapes. Send \$1 for sample tape to Funnybit Productions, 938 Jones St., Bettendorf, Iowa.

Newsmen . . . age 30, family, college graduate. Member metropolitan news staff in K.C. Mo. Solid news background plus 3 years newspaper reporting. Write own copy and deliver in authoritative manner. Major market only. Tom Dresselhuys, 6601 Nall Dr., Mission, Kansas, HE 2-6753.

TELEVISION

Help Wanted—Management

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.

Midwest television station, in two-station market, desires account executive. Minimum three years experience. Excellent salary, plus commission. High earning potential. Top technical and production facilities. This is fast operation. You will be fifth salesman. Answer in detail. Box J-216, BROADCASTING.

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.

Versatile announcer for commercials, news, interviews, kid show. Send tape and picture program manager, WFIE-TV, Evansville, Ind.

Technical

Probably not many men can meet challenge as head of our engineering department. We're young men on the move and looking for an alert engineer with organization, pride in work, proficiency in engineering and bent for research and construction, capable of contributing ideas. AM-TV-FM, VTR, Micro-wave, General Electric transmitters. Box H-253, BROADCASTING.

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 programming and engineering departments, both radio and television. College degree desired. 1st class license required for engineering. Box J-203, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Need engineer familiar with good construction practice for studio and transmitter construction. Must be able to plan and carry out. Opportunity to stay as chief of vhf station. Located in Minnesota recreational and lake country. Box J-215, 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.

A vhf station needs man for transmitter operation. First phone required. Send photo, complete resume, first letter. WLVA-TV, Lynchburg, Va.

Immediate openings for experienced tv engineers in Ampex vtr's, camera, video and maintenance. Please forward resume and references to Mr. Cliff Paul, Tele-Prompter Corporation, Sands Office center, South Memorial Parkway, Huntsville, Alabama.

Very unusual opportunity for several aggressive and qualified electronics men to own and operate franchised branches of our 17-year-old electronics home-study school. Write for free details. CSOE, Box 10634, Jackson 9, Miss.

Production—Programing, Others

Top market station looking for negro personnel experienced in programing and engineering departments, both radio and television. College degree desired. 1st class license required for engineering. Box J-204, BROADCASTING.

Wanted: Aggressive newsman-writer for tv-radio news operation in major eastern city. 16mm camera savvy desirable. We'll take ability and potential as well as experience. State qualifications. Box J-266, BROADCASTING.

SITUATIONS WANTED

Management

Major market commercial manager. Excellent sales-management record and references. Want responsible position no flunky. I can straighten out your sales problems. Box J-255, BROADCASTING.

Announcers

Experienced television announcer-newsman. Employed good market; desire advancement. Consider good radio. Married, relocate. Box J-251, BROADCASTING.

Announcer, 30 yrs. old, married and family, experienced in most phases of radio and tv and presently in top 50 market, seeking advancement. Phone 402-345-8600. Box J-262, BROADCASTING.

Television/radio experienced announcer. Let my tape do the talking. Box J-279, BROADCASTING.

Production, Programing & Others

Photographer . . . motion picture and still. Specialty in tv news; also great in studio advertising. Box J-218, BROADCASTING.

Production director . . . fully experienced seeks greater opportunity. College degree in film and television. News and special events a specialty. Will accept assistant directorship. Box J-219, BROADCASTING.

Copywriter, both creative and reliable—seeks money, hard work, a realistic future in sales-oriented tv station. 15 years rich experience throughout the medium; strong on copy. Box J-224, BROADCASTING.

Situations Wanted—(Cont'd)

Production, Programing & Others

Because of my ability, background, education, experience, I'm a top-flight newsman who wants to report. If your station because of public interest, FCC, money, wants the best news coverage, let's work together, Box J-252, BROADCASTING.

Capable experienced newsman. 15 years experience radio and tv, as news director-editor. Degree. Write and deliver editorials, can film and script to fit. Box J-225, BROADCASTING.

WANTED TO BUY

Equipment

Wanted: 150 foot tower console, microphones and other related equipment. Building new station, Box H-149, 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.

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.

Automation equipment; recent model only; complete or partial for monaural am; Bill Bigley, KVMA, Magnolia, Arkansas.

Need, General radio type 681B frequency deviation meter, must be operational. Call or write Chief Engineer, WJLK, Asbury Park, N. J., 201-774-7000. Ex 310.

For Sale

Equipment

Webcor Minicorder 4½ pounds, complete fine condition. Cost \$151.00 will sell \$65.00. KROX, Crookston, Minn.

Modulation transformer UTC type 89864, 2KVA, 30-20,000 cps, 12/4 Kohm pri/sec, \$125.00. Tecmar, Box 833, Hawthorne, Calif.

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.

Xmission Line; Teflon insulated, 1½" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

New stock replacement parts for TT-5A transmitter available, also new and used 8D21 tubes, at discounted prices, list available. John Gort, C/E, KDLO-TV, Garden City, South Dakota.

ITA-RCFMA-1A FM RF amplifier used two weeks. New price \$395. We want \$200. Forty feet 1½ inch Prodelin line for \$100. First offer buys it. KQIP, Odessa, Tex.

For Sale—(Cont'd)

Equipment

ATC Cartridge tape units—Two PB 190 playback units, \$220 each, and one AB 190 record amplifier, \$150. In perfect working order, we changed our system and offer a bargain you can't afford to pass up. Bill Dahlsen, WLFO, LaSalle, Illinois.

1 200' self standing Ideco tower complete. World-Wide-Steeplejacks, 119 W. Walnut, San Diego 3.

3 guyed towers 315' each, complete. Base insulator, beacon & obstruction lights. Write for information. World-Wide-Steeplejacks, 119 W. Walnut, San Diego 3.

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.

TV stations: Tell the importance of television with your own monthly newsletter. Personalized with your call letters. A great local promotion, low as \$59.50 monthly. Write TV Reports Newsletter, 1186 Arlington Lane, San Jose 29, Calif.

Increase your employment opportunities! Audition tapes recorded duplicated, edited in modern sound studio. Resumes written, edited, printed by professional copywriters. 24-hour mail service. For information: Darden Associates, P.O.B. 231, Roosevelt, N. Y.

1,000 simulated business cards \$4.95! Rate cards lifetime protected! 50 cents. Box 425, Sharon, Pa.

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.

INSTRUCTIONS—(Cont'd)

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 class starting October 9. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Announcing, programming, 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. 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.

Help Wanted—Sales

SALES MANAGER WANTED

A PROFESSIONAL MID-WESTERN RADIO STATION WILL INTERVIEW APPLICANTS FOR THE POSITION AS SALES MANAGER AND EXECUTIVE ASSISTANT TO THE PRESIDENT. THE MAN WILL HAVE HAD EXPERIENCE IN MULTIPLE STATION MARKETS AS A STATION MANAGER OR AS SALES MANAGER. HE WILL BE A PROVEN LEADER AND SALESMAN. COMPENSATION AND POSSIBILITY OF STOCK OWNERSHIP WILL BE DISCUSSED. SEND CREDENTIALS AND DETAILS IN FIRST LETTER. ALL CORRESPONDENCE WILL BE TREATED CONFIDENTIALLY.
BOX J-257 BROADCASTING.

Help Wanted—Announcers

Network O & O

in major market offers challenge, hard work, little pay, great opportunity to start with new all-talk format. Send resume, tape, to
BOX J-220, BROADCASTING.

BUSINESS OPPORTUNITY

BROADCASTING transmitter ENGINEERS

Are you beginning to tire of your present position? Have you ever considered applying your experience in industry? Eimac needs men with the Ability to do senior level applications engineering on power grid tubes. These positions involve considerable customer contact investigating customer inquiries and applications problems. You will also provide sales assistance to our field offices and major customers. These positions are located in San Carlos, California. Excellent relocation and fringe benefits are available.

If you are now a Chief Engineer of a 5 to 50 kw AM, FM or TV station with a BSEE degree, or equivalent in experience, please send a resume or letter including your salary requirements to M. B. Shattuck.



Eitel-McCullough, Inc.
San Carlos, California

An Equal Opportunity Employer

Help Wanted

Production—Programing, Others

NEWSMAN

Responsible midwest network affiliate in metropolitan market seeking experienced professional newsmen for important staff position. Strong air delivery necessary. Photograph, tape, resume, and salary requirements.

BOX J-284, BROADCASTING.

Situations Wanted—Announcers

SPORTSCASTER

15 YRS., NOW FREELANCE N.Y. AVAILABLE COLLEGE FOOTBALL, BASKETBALL; BASEBALL '84. RADIO-TV OP. GOOD MARKET. INT. OWN EXPENSE. AIRCHECK. TOP REFS. MIN. \$200 WK.

BOX J-153, BROADCASTING.

TELEVISION

Situation Wanted—Announcers

CHILDREN'S EMCEE

MEET THE CHALLENGE WITH CREATIVE DAILY PROGRAM. TV personality, 10 years experience, will produce with entertainment, education, high ratings. Available 1st of August for interview.

BOX J-246, BROADCASTING.

Employment Service

MOVE AHEAD

ALL BROADCAST PERSONNEL PLACED
MOST MAJOR U. S. MARKETS
MINOR-MARKET MIDWEST SATURATION
WRITE FOR APPLICATION NOW
BROADCAST
EMPLOYMENT SERVICE
4825 10th Ave. So. Minneapolis 17, Minn.

For Sale

Equipment

NEED 'EM YESTERDAY?

Get same day shipment on Fidelipac tape cartridges and re-loading service.

GUARANTEED LOWEST PRICES

Try us! Send this coupon with your order now and get postage paid!

**SPARTA ELECTRONIC
CORPORATION**

6450 FREEPORT BOULEVARD
SACRAMENTO 22, CALIFORNIA
GA 1-2070



Miscellaneous

PUBLIC RELATIONS

OPPORTUNITY FOR BRIGHT, AGGRESSIVE YOUNG MEN WITH WRITING AND CONTACT ABILITY. NEW YORK OR RELOCATE. \$8,000 PER YEAR. WRITE DETAILS
BOX J-228, BROADCASTING.

NOTICE!

Recommended Reliable Retailer; The "S. R.'s" of Broadcast Advertising Ready for Distribution NOW

CONTACT

CLEM MORGAN, PRATT, KANSAS

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.

PROFITABLE FULLTIME

SOUTHEAST STATION WANTS TO MERGE WITH STATION HAVING ABSENTEE MANAGEMENT OR ONE WHOSE OWNER WANTS TO RETIRE. CAN PROVIDE EXCELLENT MANAGEMENT. SEND FULL DETAILS WHICH WILL BE HELD IN STRICTEST CONFIDENCE.
BOX J-217 BROADCASTING

WANTED TO BUY

Stations

WANT TO BUY STATION

Expanding Group looking for a medium size market in Central or Western Pennsylvania; Western New York; Central or Eastern Ohio; Western Maryland. Will pay cash. Reply held in strict confidence. Box J-265, BROADCASTING

For Sale

Stations

FULLTIME 5 KILOWATT

Located in stable market of 300,000 in Middle Atlantic states. Presently absentee-owned and can be improved greatly. Grossed near \$200,000 in 1962. Price \$300,000 with half cash and good terms on balance.

BOX J-212, BROADCASTING.

PITTSBURGH, PA.

FM STATION

40,000 WATTS

Reasonable price, terms
BOX J-267, BROADCASTING

FULL TIME FM-STEREO

Station in Expanding Coastal Florida City. No competition of This Type Within 200 Miles.

New Building—Modern Equipment—SCA Sub Channel Installed—Low Operating Costs.

Absentee Management Restricts Full Development. Fine Opportunity for Owner/Manager.

Box J-244, BROADCASTING.

GUNZENDORFER

NEVADA—5000 W. DAYTIMER—Great Mkt. Asking \$175,000 with 1/2 Down. "A GUNZENDORFER Exclusive."

CALIFORNIA—SOUTH DAYTIMER Growing Mkt. asking \$75,000 assume \$9,000 contract—"A GUNZENDORFER Exclusive."

WASHINGTON 1 STATION Mkt. with real estate asking \$122,000 with \$18,500 down. "A GUNZENDORFER Exclusive."

WILT GUNZENDORFER AND ASSOCIATES

Licensed Brokers Phone OL 2-8800
864 So. Robertson, Los Angeles 35, Calif.

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 56, TEXAS

Continued from page 85

tions: K07DN, K09DN, K11FE, K13DO, Yosemite Park and Curry Co., Yosemite National Park, Calif.; K13FD, City of Cabool, Cabool, Mo.

Actions of July 15

WLAG-FM La Grange, Ga.—Granted SCA on sub-carrier frequency of 67 kc and make changes in transmitting equipment.

WGTN Georgetown, S. C.—Granted increased daytime power on 1400 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

■ Granted CP's to change type trans. and make changes in ant. system for UHF TV translator stations: K83AJ, Quincy Valley T.V. Inc., Quincy, Wash.; K74AB, K77AE, Jefferson County Television Inc., Madras, Ore.

K09CT Philip, S. D.—Granted license for VHF TV translator station.

K10AX, K13BE Harlowton, Mont.—Granted CP's to make changes in ant. system for VHF TV translator stations, and change primary TV station call sign to KULR-TV for K13BE.

Actions of July 12

KCLR Ralls, Tex.—Granted license and specify type trans.

WWOM New Orleans—Granted CP to change ant.-trans. location, type trans. and make changes in ground system and ant. system (decrease height); condition.

KCAP Helena, Mont.—Granted CP to install aux. trans. at new main trans. location; remote control permitted.

WIZE Springfield, Ohio—Granted CP to install old main trans. as aux. trans. at new main trans. site.

WCSM Celina, Ohio—Granted extension of completion date to Sept. 6.

Actions of July 10

WJRC Joliet, Ill.—Granted mod. of CP to change type trans. and ant.-trans. location; completion date extended to Dec. 1.

W08AA, W11AC, Midland and Lonaconing, both Maryland—Granted assignment of CP's

For Sale

Stations

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.

STATIONS FOR SALE

1. NEW ENGLAND. Exclusive. Full time. Priced at \$125,000. 29% down.
2. CALIFORNIA. Medium market. Daytime. Priced at \$78,000. Terms to be agreed upon.

JACK L. STOLL & ASSOCS.
6381 Hollywood Blvd.
Los Angeles 28, California

Ga.	single	fulltime	\$ 85M	cash
N.Y.	single	daytime	125M	terms
Fla.	single	daytime	23M	SOLD
Ky.	single	daytime	68M	15M
Ala.	medium	fulltime	110M	cash
N.Y.	medium	fulltime	185M	SOLD
Ky.	medium	regional	225M	35M
La.	metro	daytime	125M	50%

And others.

CHAPMAN COMPANY
2045 Peachtree Rd. N.E., Atlanta 9, Ga.

for VHF TV translator stations to Homestead Television Translators Inc.

KALB-FM Alexandria, La.—Granted CP to change ant.-trans. location to KALB-TV tower at same site; install new ant. and new trans.; make changes in ant. system; and increase ERP to 100 kw and ant. height to 440 feet.

WGAT Gate City, Va.—Granted increased power on 1050 kc, D, from 250 w to 1 kw and install new trans.; remote control permitted; condition.

KKIT Taos, N. M.—Granted increased daytime power on 1340 kc, from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions.

KROC Rochester, Minn.—Granted CP to change daytime operation on 1340 kc, 250 w-N, 1 kw-LS, from DA to non-DA; remote control permitted; conditions.

■ Granted renewal of licenses for following for normal license term: WADP Kane, Pa.; WKOK Sunbury, Pa.; WAMS Wilmington, Del.; WKPA New Kensington-Tarentum; WARD Johnstown; WKST New Castle; WARM Scranton; WLAN Lancaster; WARO Canonsburg; WLER Lebanon; WBAX Wilkes-Barre; WLOA Braddock; WBRX Berwick; WMAJ State College; WBUK Doylestown; WMBS Uniontown; WBVP Beaver Falls; WMBF Lewistown; WNAE Warren; WCDL Carbonade; WNBZ Wellsboro; WCED DuBois; WNOW York; WCPA Clearfield; WNPV Lansdale; WDAO Indiana; WOTR Curry; WEEU Reading; WPEN Philadelphia; WEEZ Easton; WPME Punxsutawney; WEJL Scranton; WQTV Latrobe; WEND Ebensburg; WRAK Williamsport; WFRF Franklin; WRTA Altoona; WFRM Coudersport; WSAN Allentown; WGAL Lancaster; WSHF Shippensburg; WGET Gettysburg; WTVV Titusville; WGRP Greenville; WTRN Tyrone; WGSF Ephrata; WTTT Towanda; WHIM Bloomsburg; WVPO Stroudsburg; WHUN Huntingdon; WVSC Somerset; WHVR Hanover; WWPB Williamsport, all Pennsylvania; KAPP (FM) Redondo Beach, Calif.; WISR Butler, Pa.; KATY-FM San Luis Obispo, Calif.; WJET Erie, Pa.; *KCWS-FM Ellensburg, Wash.; *WCFM (FM) Williamstown, Mass.; WJUN Mexico, Pa.; WCRB Waltham, Mass.; WKBI St. Marys, Pa.; *WENH-TV Durham, N. H.; WKBO Harrisburg, Pa.; WJRW Newark, N. J.; WSET Glens Falls, N. Y.; WKNE Keene, N. H.; WLOL Minneapolis.

Action of July 9

K11FK Ganado, Ariz.—Granted license for VHF TV translator station.

Actions of July 8

K06CR, K10EH, Mercury, Rainier Mesa and Area 12, all Nev.—Granted licenses for VHF TV translator stations.

Actions of June 28

■ Granted CP's for following new VHF TV translator stations: Crystal Falls Translator TV Co., on channel 8, Crystal Falls, Alpha and Amasa, all Michigan, to translate programs of WFRV (TV) (ch. 5) Green Bay, Wis.; Mono County Television Corp., on channel 12, June Lake, Fern Creek, Gull Lake and Silver Lake, California, KOLO-TV (ch. 8) Reno; condition.

Action of June 14

K06AS Martinsdale, Mont.—Waived Sect. 1.323(b) of rules and granted CP to replace expired permit for new VHF TV translator station.

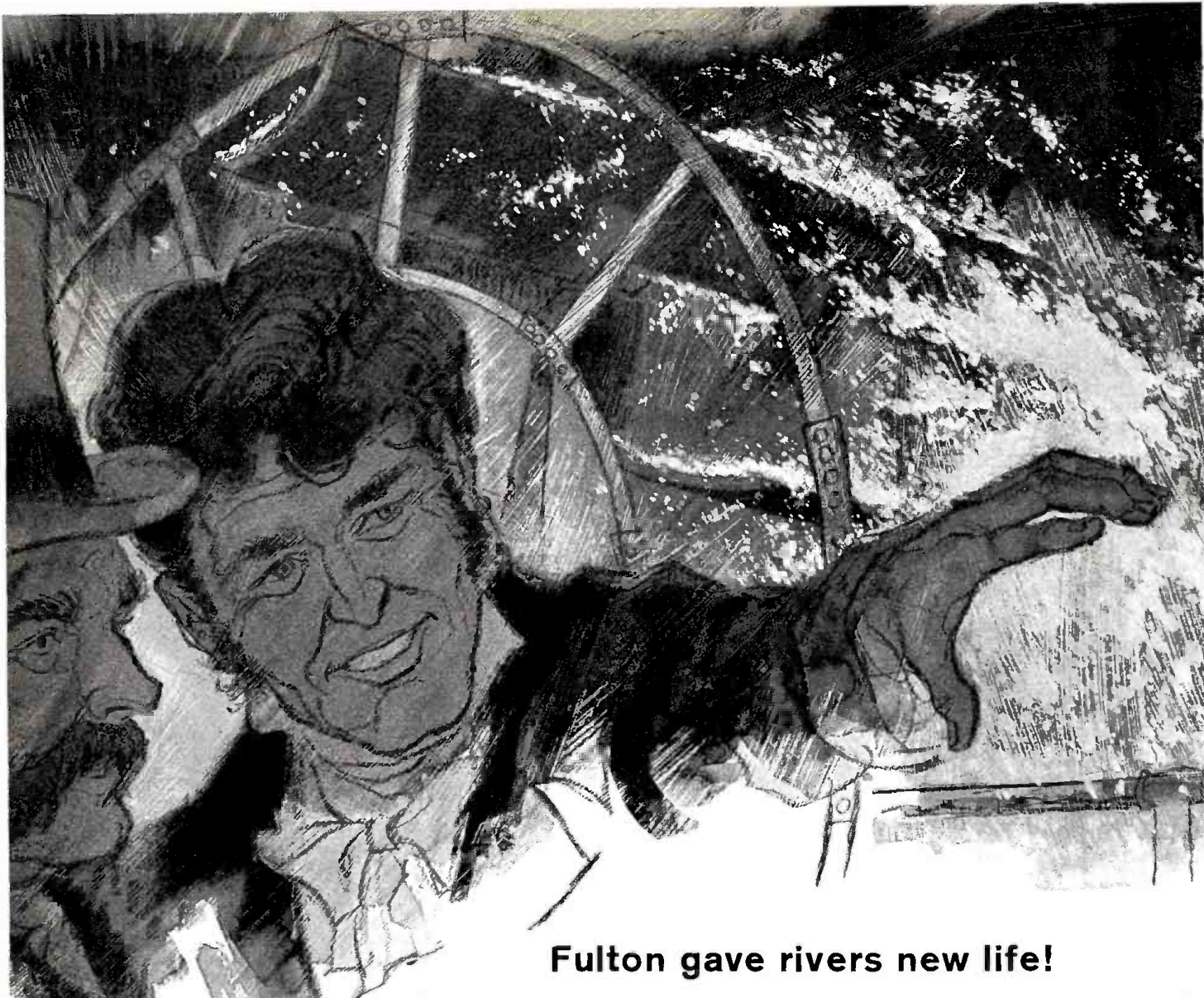
Rulemakings

AMENDED

■ By memorandum opinion and order, commission clarified certain portions of rules governing use of automatic logging devices by AM, FM, and TV stations. Amendments stem from various petitions for reconsideration of Feb. 20 report and order which provided for permissive use of automatic devices for keeping station operating logs, required new station maintenance log and consolidated all technical logging requirements under certain sections of rules. Action July 10.

PETITIONS FOR RULEMAKING FILED

■ City of Los Angeles—Requests amendment of rules to allocate additional TV channel to Los Angeles area for use by city to meet immediate need in discharging responsibilities to citizens or alternatively for reallocation of TV channel 40 from Riverside to Los Angeles. Received July 9.



Fulton gave rivers new life!

Just as Fulton's steamboat gave new purpose and vitality to American rivers, rural electrification brings new life to long dormant natural and human resources in America's rural areas.

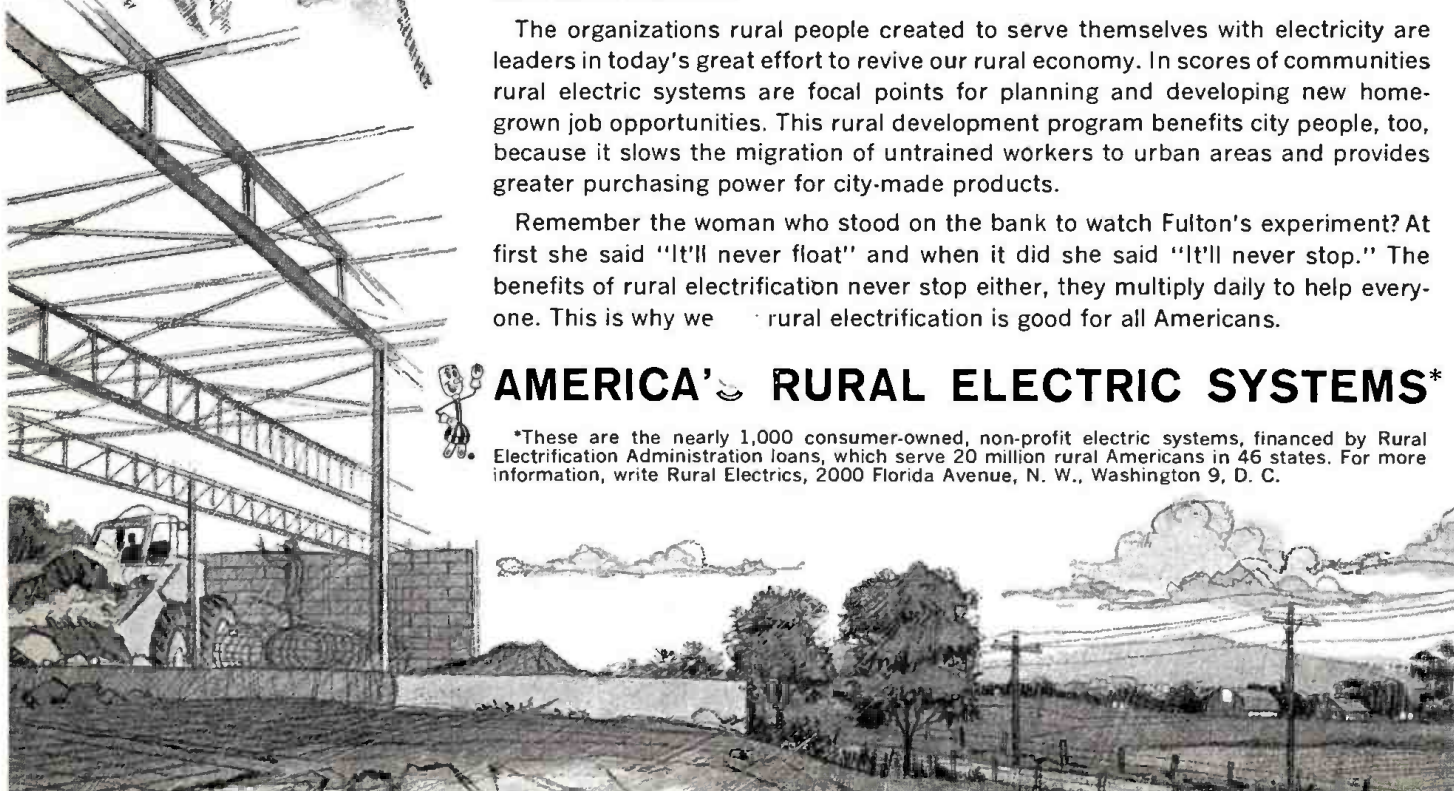
The organizations rural people created to serve themselves with electricity are leaders in today's great effort to revive our rural economy. In scores of communities rural electric systems are focal points for planning and developing new home-grown job opportunities. This rural development program benefits city people, too, because it slows the migration of untrained workers to urban areas and provides greater purchasing power for city-made products.

Remember the woman who stood on the bank to watch Fulton's experiment? At first she said "It'll never float" and when it did she said "It'll never stop." The benefits of rural electrification never stop either, they multiply daily to help everyone. This is why we rural electrification is good for all Americans.



AMERICA'S RURAL ELECTRIC SYSTEMS*

*These are the nearly 1,000 consumer-owned, non-profit electric systems, financed by Rural Electrification Administration loans, which serve 20 million rural Americans in 46 states. For more information, write Rural Electrics, 2000 Florida Avenue, N. W., Washington 9, D. C.



OUR RESPECTS to Peggy Stone

Charm and decorative hats in a 'man's world'

Any resemblance between Peggy Stone, president of the newly christened Stone Representatives Inc., and Mrs. Leon Gilbert, wife of a New York advertising executive, is purely intentional.

They're one and the same person, and while Miss Stone doesn't believe in mixing her two roles, she does maintain that a woman need not lose her identity simply because she goes into a field predominantly occupied by males. "Too many career women," she explains, "feel compelled to act like men in the business world, and here they're sadly mistaken. A woman should remain a woman, and use such qualities as charm and kindness."

Recently, in tribute to this woman who remained a woman in a so-called man's world, they tore down the shingle, Radio-TV Representatives, and replaced it with the one bearing Miss Stone's name—Stone Representatives Inc. Some thought was given to making it "Peggy Stone Representatives," but associates felt the broadcast world wasn't quite ready for that much femininity. At any rate, the woman who directs the still-young firm (15 years) in representing 33 stations wears her gaily decorative hats to work each day ("People expect it of me") and conducts business with the charm of a woman, and not in the stereotype of the "career woman."

Time was, however, and in the not-too-distant past, when Peggy Stone could cast quite a few doubts about the woman's role in broadcasting. Disillusioned at what she considered a tendency to funnel women into office jobs, rather than giving them free reign as advertising sales people, Miss Stone had helped to launch in September 1948, Radio Representatives Inc., a firm of which the late Harry Goodman was president.

Nothing Overnight ■ As vice president in charge of the firm's New York office, Miss Stone recalls that success was hardly what might be termed instantaneous. In fact, she remembers that for one year she had but one station—WMPs Memphis. So identified did she become with the Southern station that New York-bred Peggy became known in the trade as "The Memphis Belle," and when WVOX Birmingham, Ala., became her second station it did nothing to alter the image.

Just as a football coach may often describe a losing season as "good for character-building," Miss Stone recalls that she lived with integrity—and little else. Her first sale for WVOX Birmingham—a year after she had signed with the station—was sliced almost in half

because of "too much honesty."

"It was embarrassing for us that we hadn't sold any advertising for the station, and finally we sold three 15-minute spots to Certo "Sure-jell," convincing them that Birmingham would make a fine radio market for homemade gelatin. They took three 15-minute sponsorships, and I dashed right away to phone the Birmingham people and give them the good news.

"Well, you can imagine my amazement when the station manager told me quite calmly that he thought that instead of three 15-minute spots, five 5-minute announcements would be more effective. He was reducing the sale from 45 minutes to 25 minutes, but he thought it would be better for the advertiser. I was heartbroken, but the incident left a lasting impression on me."

Today, both WMPs and WVOX are Stone-represented stations, as well as 31 others obtained largely through the expansion of group ownership.

"When we got into the business in 1948," she recalls, "network radio was the big thing, and since we were a new firm we had to settle primarily for independent stations. Since that time, however, the trend has been toward individual programming by stations, even by network stations. The result was that independent stations were better able to cope with this trend, and the network stations may have been a little slow in adapting. Independent radio has grown, and our growth has been associated with it."

Still A Seller ■ Today Peggy Stone



Miss Stone

still prides herself as being "the only president of a rep firm who still is active as a salesman," and it's likely to remain that way. She explains that she spent too many years fighting to become a salesman to give it up now. And while she still spends much of her time in the East 47th Street offices of her firm, Miss Stone is described by one of her associates as "a ball of fire when it comes to selling."

Born in New York, Peggy Stone attended the Columbia extension school. In broadcasting for 34 years, she joined CBS in 1929, and when she left in 1938, she was executive assistant to the vice president in charge of station relations and was well-educated in the principles of station operation. For a year she was vice president in charge of station relations of the Hearst stations, and then in 1939 she branched out into sales—serving for four years as a sales executive at Spot Sales Inc. From 1944 to 1946 she was owner of Broadcast Sales, then for two more years served as sales executive at Taylor Howe Snowden. It was in 1948 that she cast her lot with the new Radio Representatives Inc.

In the meantime, she found time to raise a family of two boys and a girl, and to make certain that her business and her family don't conflict. (She maintains a private line into her office for her husband, and insists that "No matter what, I must take a vacation every year.")

Fears 'Chaos' ■ As a broadcast executive, Miss Stone views darkly the departure of A. C. Nielsen from the local radio ratings field, fearing a possible "chaos" resulting in radio selling. She refuses, however, to become pessimistic about the future of the medium. Her remedy is a subscription to Benjamin Franklin's belief that "We must all hang together, or surely we shall all hang separately." Stations, she maintains, must sell the medium itself, as well as themselves. "Stations must continue to be aggressive, and must sell on a positive basis, and not by criticizing their competitors. This only tends to reduce the status of the whole medium. I have utmost confidence in radio as a selling medium."

Somehow you get the idea that Stone Representatives will be as solid as the new name indicates. As a grateful executive at one of her stations, WSLI Jackson, Miss., wrote to her recently, paraphrasing Ralph Waldo Emerson, "An institution is the lengthened shadow of one man"—in this case—"one woman."

EDITORIALS

Pressures

BROADCASTERS at last are fighting mad. And for good reason.

Because of constantly increasing government pressures explosions are inevitable. One is in sight.

If there is anything good about this frightening condition it is the timing. Congress probably will be in session all year. It thus will have the opportunity, if broadcasters continue aroused, to inquire into what its creature, the Federal Communications Commission, is doing to destroy free enterprise broadcasting. And, at the same time, Congress might introspectively examine itself and its own failure to place a check-rein on bureaucracy running riot.

Commercial code limitations, station freezes, filing fees, license renewals, local live programs in prime time, are only a part of the bewildering story. These have been out in the open. What is being wrought by inaction are aspects that ordinarily do not get attention.

Congress should know how many station sales have been dropped or have lapsed because the FCC failed to act, mainly because its staff persisted in writing letters seeking "clarifications." Within the last fortnight, a newspaper which proposed to buy a station (WVIR Mt. Kisco, N.Y.) for \$350,000 allowed the deal to lapse because the FCC staff persisted in a commitment that the purchaser would not sell at combination rates. No law precludes combination rates, which are not antitrust violations per se. It was just the FCC staff's idea.

Last week the applicant for a radio station in Riverton, Wyo., which became embroiled in an "economic injury" issue, threw in the sponge after three years. He did it with an indictment of the FCC and of his own congressional delegation for failure to "control" the FCC.

Under the law the FCC is required to clear transfer and renewal applications, when no hearing is involved, in 90 days. Congress should know how many transfer cases run 120 days and longer without action, as well as those which have been allowed to lapse.

Transcending in importance all of the dollar issues is that pertaining to editorializing. Hearings were held last week before the House Commerce subcommittee on the Moss Bill (HR 7072) to require stations to guarantee equal time to opposing viewpoints whenever they editorialize in political campaigns.

The FCC had an answer. It opposed the legislation but agreed with its purpose. All Chairman E. William Henry wants is the money and the personnel to ride herd on stations to see that they adhere strictly to the "fairness" doctrine. What is fair has never been defined, nor can it be. Moreover, if broadcasting is to enjoy the benefits of the First Amendment as a journalism medium, neither Congress nor the FCC can restrict it in the area of free speech and free press.

Last week's hearings were revealing. It is evident that individual members of Congress, whatever their party, resent most newspaper editorials. They fear the printed press. They feel that somehow they can prevent the broadcast media from becoming partisan, through interposition of the "scarcity" or licensing deceptions. But they must know that they are tampering with censorship and with the constitutional guarantees.

If broadcasters lose the editorializing battle they will have lost their claim to membership in free and unfettered journalism. Yet the only difference between the broadcaster and the publisher (whose realm is declining) is the mechanical printing press as against the electronic "presses" of radio and television.

Kingtree at the bar

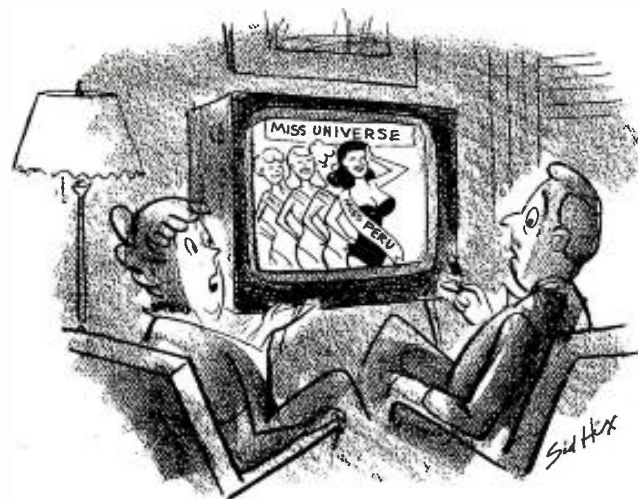
AT some point, if the present trend of government regulation continues, broadcasters will have to turn to the courts for a settlement of the question of whether radio and television enjoy the same First Amendment protection that the press enjoys. Not in recent history has that question been put squarely to the test of litigation.

There is a chance, however, that a test will come about soon. As reported in this publication last week, the constitutionality of the FCC's denial of a license renewal to WDKD Kingtree, S.C., has been disputed in an appeal to the U.S. Circuit Court of Appeals in Washington. It is possible that this case could make some benchmark law for broadcasting.

The WDKD case was precipitated by complaints of a rival station that a WDKD disc jockey, Charlie Walker, was broadcasting obscene remarks. After a hearing, the FCC concluded that although the broadcasts were not obscene, they were "coarse, vulgar suggestive and of indecent double meaning" and that they therefore were "contrary to the public interest." It decided that the licensee was unqualified to hold the license because he failed to exercise proper supervision over programming and made misrepresentations to the commission.

A good many persons, including the editors of BROADCASTING, would agree with the FCC that the samples of Charlie Walker broadcasts that were introduced in evidence were indeed offensive. But others, including reputable residents of Kingtree, did not find them so. A standard of "offensiveness" is far too vague to be used as the basis for prescribing a death penalty for a broadcasting station. It is the kind of standard that, once allowed to be invoked, could be stretched to cover almost any situation that a majority of commissioners wished to settle by removing a station from the air.

Charlie Walker is hardly a heroic figure to be the symbol of the broadcasters' struggle for their constitutional rights. But the case that he unwittingly precipitated just might free radio and television from the noose that the FCC and some members of Congress now are tightening to the strangling point. If so, Charlie Walker will have performed a greater service than many more respected broadcasters have performed.



Drawn for BROADCASTING by Sid Hix

"But I thought Peru was an underdeveloped country!"



Miss Texas, Penny Lee Rudd

NINE

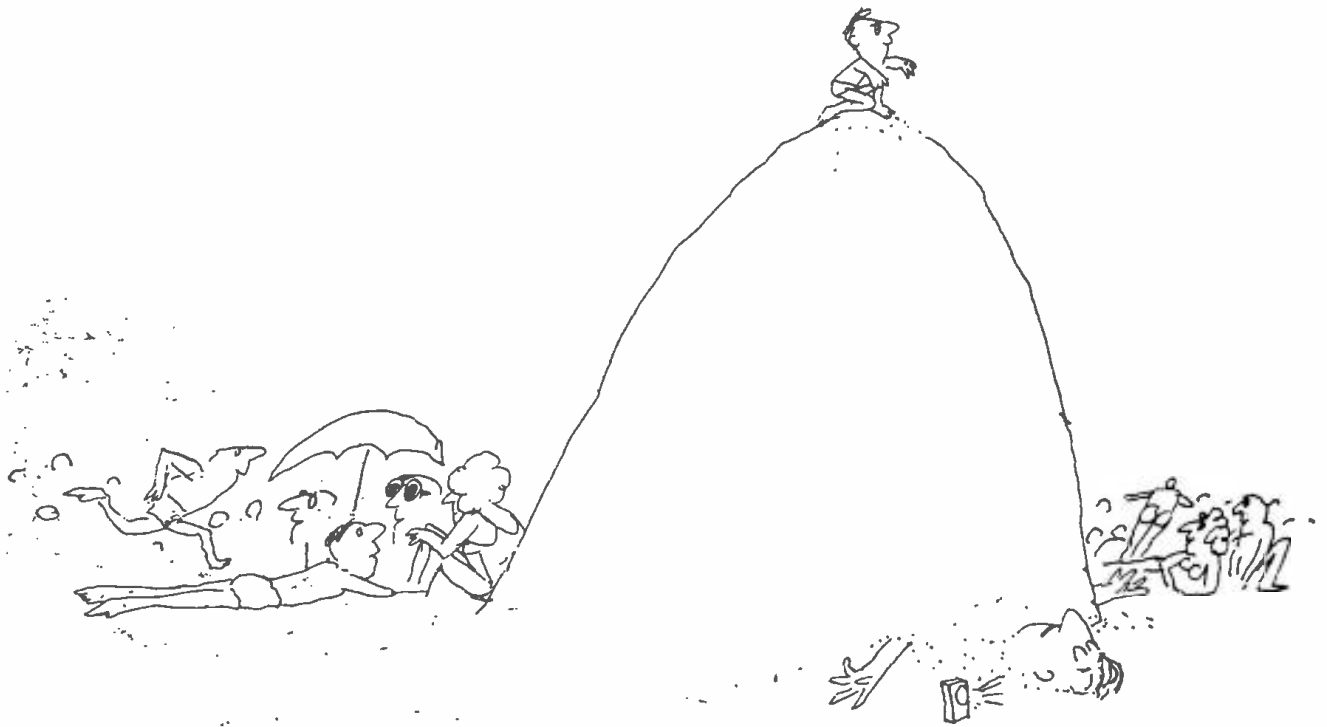
WBAP-TV

5



**DALLAS-
FORT WORTH**

**YEARS IN
COLOR**



WEEKEND

AT HOME...ON THE FARM...ON THE ROAD...IN THE PARK...IN A BOAT...FISHING...AT THE BEACH

MONITOR

COMEDY...NEWS...ENTERTAINMENT...INTERVIEWS...SPORTS...MUSIC...AND JUST PLAIN FUN

NBC RADIO