



BROADCASTING

THE BROADCASTING

AND RADIO

U S Air Force
Air University Lib
63-8999
Serial Acq Section
Maxwell AFB Ala

NEWSPAPER

2/2/63
3Y 10C
F1515
MAY64 CIN

AUGUST 19, 1963

Advertisers have no hesitancy in making
football a TV power 35

Swezey makes resignation from NAB official;
no successor in sight 66

Shell, out of TV for over a year, is now TV's
No. 2 petroleum advertiser 44

All-Industry TV Committee files another
ASCAP appeal in Supreme Court 56

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Keep close to your customers with Spot Radio

Selling floor wax? Reach her with Radio now—while she's using the product. Spot Radio can "position" your message at the most opportune time. Put a high gloss on your sales with Spot Radio on these outstanding stations.

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

RADIO DIVISION

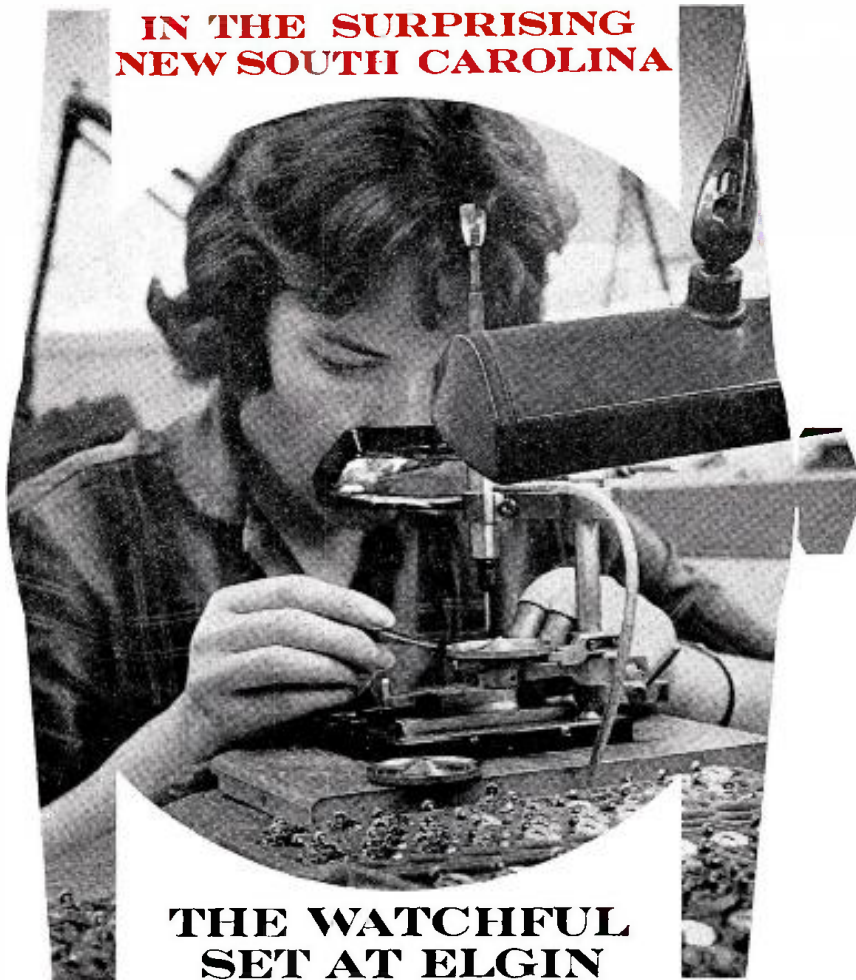
EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

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



**IN THE SURPRISING
NEW SOUTH CAROLINA**



THE WATCHFUL SET AT ELGIN

What did South Carolina do to attract Elgin? More than merely change the name of a town to Elgin. Among other things, it trained South Carolinians as technicians, without cost to Elgin, in State-operated technical schools designed to produce employees for *any* new industry's requirements—an idea attractive to many. For examples: General Electric, Argus Camera, Allied Chemical, Du Pont, Smith-Corona Marchant, Utica Drop Forge, Horsman Doll, and others. The surprising new South Carolina is soaring as an industrial economy—far outstripping the nation as a whole, nearly doubling the personal incomes of South Carolinians in the 1950's.

What does this have to do with WIS-Television? This station—which reaches the majority of South Carolina counties without peripheral buys, knows South Carolinians' preferences best, after 31 years of broadcasting from the hub-like capital city—now serves a *surprising new kind* of South Carolina—alert, aware, selective of the best in information and entertainment, and *able to buy*. It reaches the watchful set, of course, as it reaches other South Carolinians who watch the best.

WIS
TELEVISION

Charles A. Batson, Managing Director

a station of The Broadcasting Company of the South



G. Richard Shafto, Executive Vice President

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

All represented by Peters, Griffin, Woodward, Inc.

STEVE ALLEN

DIVORCE COURT

CHILLER THEATRE

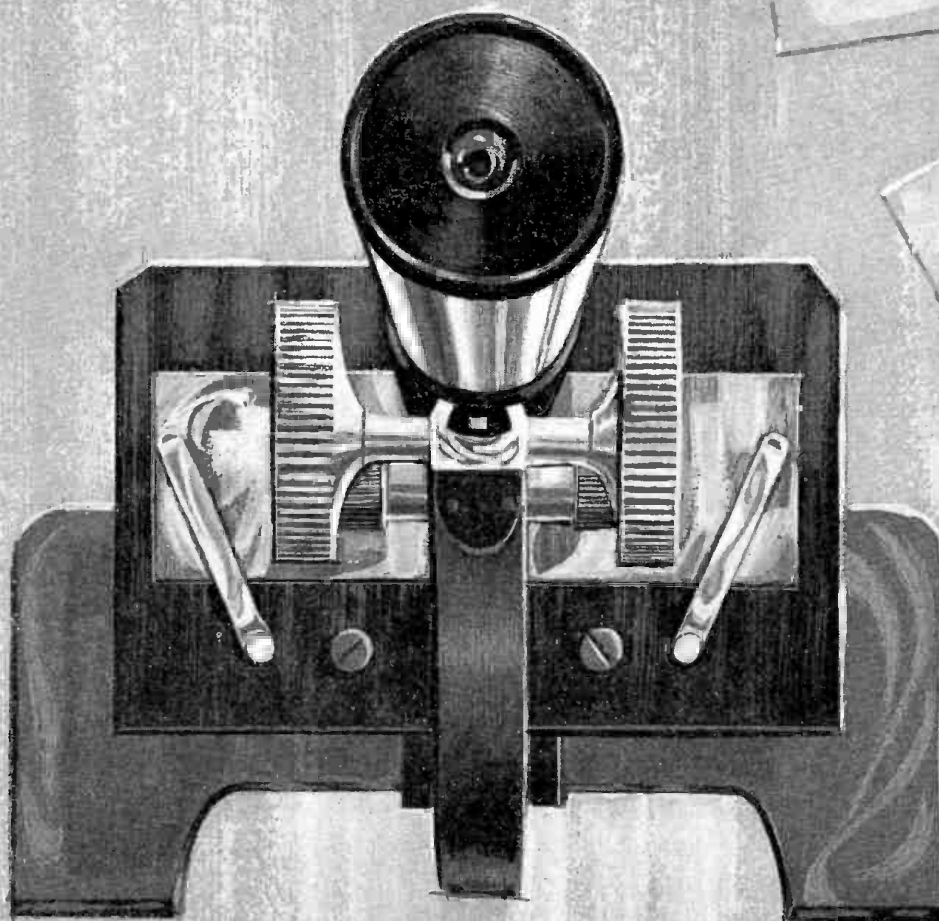
TRUE ADVENTURE

CITY CAMERA

STRIKE-IT-LUCKY

GIRL TALK

**A
CLOSE
LOOK
IS
REQUIRED**



It focuses down to this: You pay for attention. And the concept guiding KTVI's programming is to keep all eyes on the screen. We design our programming to be provocative, exciting, stimulating. KTVI features linked to the ABC line-up attract the younger, buying families that you want to reach. Your commercial ready to sell? We deliver a St. Louis audience that's ready to watch, listen, and buy!

KTVI

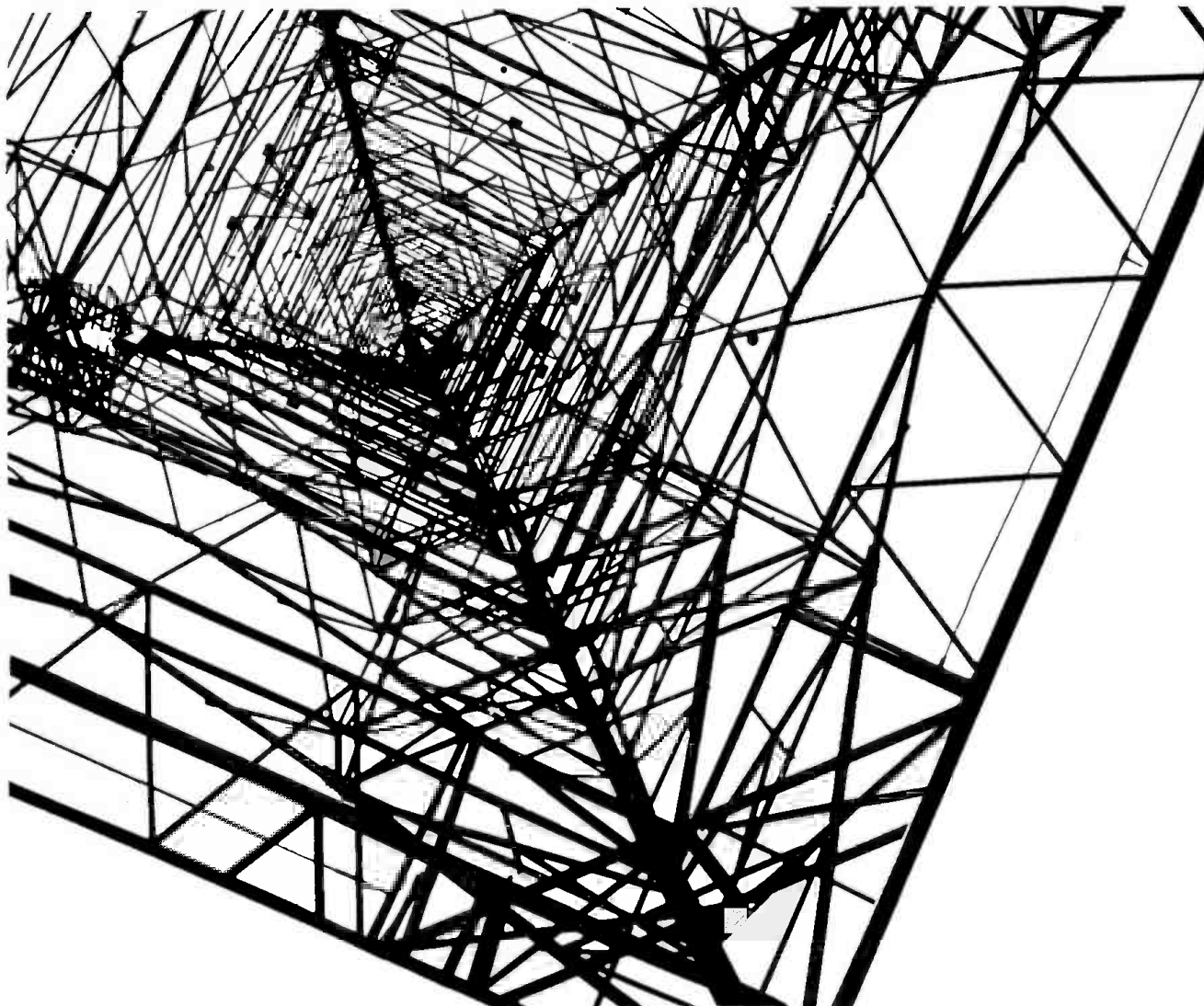


Television, Inc.

2

ST. LOUIS



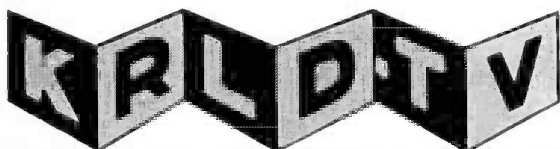


4-STATION MARKET 40% METRO SHARE

The May/June, 1963, ARB Market Report indicates that KRLD-TV delivers approximately 40% Metro Share of Audience, 9 a.m. to Midnight, Monday thru Sunday, while at the same time delivering approximately 41% of the Sets In Use in the Dallas - Fort Worth 4-station market.

Why not spend your ad dollar where it goes further and reaches more — on a Channel 4 schedule.

See your ADVERTISING TIME SALES representative — soon.



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

Lunch with the President

Twenty-two well known broadcasters have been invited to off-the-record luncheon with President Kennedy this Thursday (Aug. 22) marking first such meeting with broadcaster group. President, since he assumed office, has had periodic luncheons for newspaper and magazine editors and publishers, principally on state-by-state basis.

Although guest list has not been released, it's understood to include cross-section of owners and directing heads of stations, including group owners. Network heads are not included, having met periodically with President in past. Luncheon may be forerunner of others. It's presumed Pierre Salinger, news secretary to President, asked J. Leonard Reinsch, executive director of Cox stations and President's informal advisor on communications, to supply list of broadcasters from which selections were made.

'Canned' editorial scrutiny

House Communications and Power Subcommittee, which is looking into broadcast editorializing, is showing interest in firms that provide "canned editorials." Subcommittee feels editorials should be expressions of licensee opinion and wonders how material, prepared by syndicates seeking to serve broadest possible market, can provide incisive viewpoints on issues, especially local subjects. Subcommittee is in touch with at least two editorial syndicates and may ask them to testify when hearing, which recessed last month, resumes.

Resumption date for editorializing hearings is likely to be after Labor Day. Parent Commerce Committee is preoccupied by railroad dispute. Senate Commerce Committee, which still is considering various ways to suspend or repeal Section 315, also probably won't act until some time next month.

Two big catches

Announcements are expected this week that two major radio-TV station groups have joined National Association of Broadcasters. Joining NAB and increasing association's annual income by \$50,000-\$75,000 are Metropolitan Broadcasting Stations (division of Metromedia Inc.) and RKO General Inc. Stations, division of General Tire & Rubber Co. NAB took unusual step of accepting both groups into membership at its June board meeting before either had submitted formal applications. So far neither group has indicated intention of also subscribing to NAB codes. Metropolitan owns seven TV, five AM

and four FM stations; RKO is licensee of four TV, five AM and four FM stations, including channel 18 WHCT Hartford, Conn., nation's only operating pay TV station. RKO also has interest in CKLW-AM-FM-TV Windsor, Ontario.

Radio spot index

Plans to collect and publish spot radio spending figures for leading brand advertisers are reported moving smartly forward, with encouraging first results from unannounced pilot study currently under way in New York market. Project is being conducted by Radio Advertising Bureau and Station Representatives Association, and they've already devised one change in tactics: Instead of getting billings data mainly from stations, as originally contemplated, plan now is to rely on combination of station representatives and major-market stations.

New York test, covering 1963 second-quarter spending, calls for submission of reports by end of August, and project leaders say stations of all sizes have agreed—practically unanimously—to participate. Independent accounting firm handles collection and tabulation. It's expected first national report will cover significant portion of 1963 spot spending.

New CATV rules?

Tough regulations covering community antenna systems—via FCC's control over microwave relays—are being drafted by Henry Geller, FCC associate general counsel, for submission to commission in September when agency reconvenes. Staff feels FCC has authority now, following victory in Carter Mountain case where commission power to protect local TV stations was upheld by U. S. Court of Appeals.

Rules being drafted will primarily be codification of conditions already being imposed on CATV microwave users to protect local TV stations. But there may be some modifications—nonduplication within 30 days of program carried by local station may be shortened to more modest period. FCC proposed rule-making on subject last December and comments were filed last February.

Audimeters on the move

Reports circulated last week that A. C. Nielsen Co. was "disconnecting" its Audimeters in New York, but they were denied—or clarified—by ACN

officials with explanation that firm is in process of "selectively replacing" about 100 homes in its TV sample, not only in New York but throughout U. S. This, they said, is part of program disclosed some months ago for annual turnovers within sample, which totals about 1,100 TV homes. Since Nielsen's TV and radio samples generally use same homes, radio sample inevitably is being changed, too, but company says project is purely TV, is being done now in preparation for new fall TV season—and involves no reduction in sample size.

UA expanding first runs

United Artists Television is said to have given green light to production of six more David Wolper one-hour specials, and another 32 Lee Marvin shows for first-run syndication to stations next season.

Now the world

International symposium on radio and TV may be held in U. S. next year in, of all places, Atlanta. Its another project of Georgia Association of Broadcasters, and it already has backing of governor of Georgia, mayor of Atlanta and several members of state's congressional delegation. Georgia broadcasters, led by Raymond Carow, WALB Albany, president of GAB and governor's spokesman will meet Friday (Aug. 23) with State Department officials in Washington to seek federal backing. If symposium is held, tentative plans are to bring foreign broadcasters to Atlanta either just before or just after convention of National Association of Broadcasters in Chicago next April so they also could attend latter. NAB representative has been invited to Friday meeting.

Elman's FTC status

Don't count out reappointment of Philip Elman to Federal Trade Commission. Commissioner Elman, whose term expires Sept. 25, was slated for replacement few weeks ago (BROADCASTING, July 22) but inside word last week was that 45-year-old political independent (he carries neither Republican or Democratic label) might get nod from President Kennedy after all. Complaint had been that he was maverick who didn't work well with incumbent chairman, Paul Rand Dixon, although his abilities as commissioner and legal craftsman are admitted. Daniel T. Coughlin, 34, former FTC attorney, now assistant dean of Boston College law school, had been mentioned as likely Elman successor.

WWDC ^{radio} salutes Washington's finest

Back in 1927, a young man came from the ranch lands of Utah to Washington and opened a small root beer stand with \$500 in savings. Today, the root beer stand opened by that young Westerner—J. Willard Marriott, president of Hot Shoppes, Inc.—has mushroomed into a national chain of 114 restaurants, cafeterias, luxury motor hotels and airline and institutional feeding services. Mr. Marriott has made Hot Shoppes' "Food for the Whole Family" a dining-out tradition for more than three decades with the help of hard-hitting advertising programs, including saturation usage of highly distinctive radio spots. WWDC thanks Hot Shoppes and its agency, M. Belmont Ver Standig, Inc., for the privilege of playing an important part in this success story through the years. Hot Shoppes restaurants and cafeterias have a family appeal—and WWDC is "the station that keeps *people* in mind."

Represented nationally by John Blair & Company



WEEK IN BRIEF

Football, professional and collegiate, stands to gain \$14¾ million from TV and radio rights this fall with sponsors prepared to spend up to \$85 million for their advertising messages. See . . .

FOOTBALL KING ON TV . . . 35

Shell Oil changed its media use three years ago, putting almost all its advertising eggs in newspaper basket. Today it's spending more on TV than ever before. A study of advertising strategy. See . . .

SHELL'S CHANGING AD PICTURE . . . 44

Advertising agencies suggest broadcasters underwrite basic research to determine how best to measure radio's whole audience. AAAA report seen bolstering RAB approach on methodology study. See . . .

WAYS TO IMPROVE RESEARCH . . . 48

Florida Citrus Commission adds \$1 million to fall advertising budget, bringing total for November-June billings to \$3.5 million. Unit approves over \$1 million for TV spot commitments. See . . .

BONANZA FROM CITRUS GROVES . . . 54

Swezey resigns as code director and there's immediate speculation whether position will be continued, and if so, who'll be his successor. Contract expires Oct. 15, but Swezey will remain on call. See . . .

'DEAR ROY: GOODBYE, BOB' . . . 66

West Coast pay TV entrepreneurs expected to seek okay for public offering of \$22 million in stock. Basic program fare will be Los Angeles and San Francisco baseball games. See . . .

PUBLIC STOCK OFFER FOR PAY TV . . . 70

NAACP leaders urge broadcasters to make more of an effort to hire Negroes. Call for apprentice training if necessary. At Hollywood meeting they charge radio and TV has discriminated. See . . .

'WE'RE IN FONE BOOK' . . . 58

Communications via satellite will be one of the first U.S.-Soviet ventures in space cooperation. Echo II, passive radio reflector due to be launched late this year, will be the vehicle. See . . .

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All Music Committee goes back to U. S. Supreme Court in attempt to untangle legal jurisdictional problem. Aim is to force appeals court to take jurisdiction. This is second plea to high tribunal. See . . .

ANOTHER MUSIC APPEAL . . . 56

Change of programing at WYNR Chicago came after McLendon took over and studied market, station says in filing proposed conclusions in misrepresentation hearing. No discussion before, it's claimed. See . . .

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

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

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

when you think

NEW YORK
RADIO

think

wmca

570

REPRESENTED BY ROBERT E. EASTMAN & CO., INC.

NETS SHOOT DOWN A WHITE HORSE

Collins runs into trouble in move for TV ad reform

LeRoy Collins, National Association of Broadcasters president, has been rebuffed in unpublicized attempt to lead crusade for reform of TV advertising.

Governor Collins proposed off-record, "no holds barred" meeting of three television network heads, selected advertisers and agencies and command of Television Bureau of Advertising to discuss what he described as "mounting difficulties" facing television commercial practices. Meeting, he hoped, would lead to "concerted action," though he was not specific about nature of difficulties he said television advertising faced or of action he had in mind.

Proposal was made in identical letters to Leonard Goldenson, ABC; Frank Stanton, CBS, and Robert Sarnoff, NBC. Governor Collins, in letter, offered to be "host."

All three networks have reportedly turned him down on number of grounds, though not all cited same reasons.

Here are some points cited by networks in rejecting Collins invitation:

- In his letter no mention was made of television code or Code Authority. Network fear is that off-record meeting of kind Governor Collins proposed would damage prestige of Code Authority and of code. Commercial practices, viewed on industrywide basis, in network view, properly are responsibility of television code review board.

Refusal of networks to attend Collins meeting came in same week that Robert Swezey resigned as director of Code Authority, after disagreements with NAB president (see story page 66).

- Networks also told Governor Collins if meeting involving them, advertisers, agencies, TVB and NAB did lead to any kind of "concerted action," anti-trust prosecution would be almost sure to ensue.

- In at least some network quarters fear was expressed that Governor Collins hoped, in proposed meeting, to discuss techniques of commercial clustering as practiced by British commercial TV system which strings numbers of ads together only at natural program breaks. Upon recent return from vacation in England, Governor Collins publicly complimented principle of clustering (BROADCASTING, Aug. 5).

At least one network reportedly told NAB president foreign patterns were inapplicable to U. S. and if full competition among rival commercial TV systems were ever to develop abroad,

chances are it would lead to adoption of U. S. system of commercial placement.

- Networks also said commercial problems involved stations at least as much as networks, and no stations were in meeting list Mr. Collins proposed.

- Also questioned was propriety of inviting advertising customers to meeting intended to decide how broadcasters would handle commercials. Point was made that commercial placement and volume are inescapably responsibility of broadcasters.

In some network quarters it was suggested informal meeting of networks alone with Governor Collins would be acceptable for purpose of exchange of views. One network proposed its own executive in charge of standards and practices accompany its president if such meeting were held.

In letter to television network heads, Governor Collins said he was as concerned about problems of radio advertising as about those in TV, but he said radio ought to be discussed in separate conference.

Plans announced for NBC-TV series

NBC-TV plans new 90-minute weekly comedy series, *90 Bristol Court*, and is going ahead also with two-hour film, both projects developed with Revue Productions and targeted for 1964-65 season.

Comedy will be made up of three 30-minute situation comedies, each complete but linked with others through locale as well as in interchange of situations and people. Writer-producer: Joseph Connolly. New film, "Johnny North," is based on Ernest Hemingway's *The Killers*. This is first test of idea of producing for feature film type entertainment for network exposure first and release to theaters later.

NBC-TV said Aug. 16 it had 10 hour shows on film for its new *Richard Boone Show* (Tuesday, 9-10 p.m.) that starts next month. Two of these episodes were written by Clifford Odets, who died in Los Angeles Aug. 15. Mr. Odets was head writer and story consultant on series before his death. Bill Gordon, who was acting as story chief when Mr. Odets was hospitalized, continues as story editor on series.

In other network program developments, United Artists TV has announced

One Man's Opinion

FCC Commissioner Lee Loevinger tonight (Monday) may reveal more of how he thinks about broadcasting during *Open Mike* show on WCCO Minneapolis. It was but week before in talk there he said he didn't personally care much about TV; he preferred to read a book. Mr. Loevinger said Friday (Aug. 16), however, his first major exploration of radio-TV views will come Aug. 26 in talk at Lincoln, Neb., before Association for Education in Journalism. His topic: "Broadcasting and the Journalistic Function."

Gilligan's Island to be produced with Gladasya Productions. Writer-creator: Sherwood Schwartz. CBS-TV said it was considering series in its 1964-65 planning.

Also, playwright William Inge was reported to have decided not to go along with scripts on one-hour series, *All Over Town*, he had been doing for CBS-TV for 1964-65. He was to write opening script and as many as 10 in all. CBS-TV said network now was awaiting second drafts of initial roughs submitted by Mr. Inge.

Vick Chemical switches agencies

Vick Chemical division of Richardson-Merrell Inc. has announced two agency account switches estimated to involve some \$5 million in billings.

Morse International lost Clearasil, Lavis oral spray, and Vicks Vapo-steam accounts to Leo Burnett Co., a switch estimated to involve more than \$2 million in billings, of which more than half is in broadcast.

Morse agency at same time picked up Tri-Span cold tablets, Sinex nasal spray, and Va-Tro-Nol nose drops accounts from Sullivan, Stauffer, Colwell and Bayles because of what was called "impending product conflicts." Account bills between \$2.5 million and \$3 million, of which approximately two-thirds is in broadcast. Changes are effective Nov. 1.

ASCAP outlines plan to realign distribution

System by which American Society of Composers, Authors and Publishers distributes its revenues among its members would be overhauled under pro-

WEEK'S HEADLINERS

Peter G. Levathes, who resigned from 20th Century-Fox late last year, returns to advertising business as senior VP and general executive of Maxon Inc., New York. Mr. Levathes in 1959



Mr. Levathes

left Young & Rubicam where he was VP and director of media and TV to

become president of 20th Century-Fox's television division, and in early 1961 took over all production, both motion picture and TV, as executive VP of company. Maxon and Post-Keyes-Gardner agencies are now in process of working out merger arrangements (also see story, page 54).

Robert D. Swezey, director of code authority of National Association of Broadcasters, announced last week that he would not seek renewal of his contract when it expires Oct. 15 (see story, page 66).

For other personnel changes of the week see FATES & FORTUNES

posals announced by ASCAP Friday (Aug. 16). Distribution system has long been subject of controversy within membership.

Both writer and publisher members would be affected by changes, which include limitations on credits allowed to members for use of their works on radio-TV network or station promotional announcements.

Proposals are slated to go into effect in October, but some require changes in consent decree governing ASCAP's operations and court hearing on these was set for Sept. 4 in New York. ASCAP said Justice Department endorsed proposed changes.

Audio Devices buys SCA; to market tape products

Audio Devices Inc., New York, is announcing today (Aug. 19) it has concluded arrangements to purchase assets of Sound Corporation of America (SCA), Worcester, Mass. SCA's facilities will be moved to Stamford, Conn. Firm produces endless-loop cartridges, transports, and playback units.

Audio plans to supply SCA's small cartridge to radio industry with Audio's new lubricated tape, as well as without tape, early in fall. Cartridges have been marketed for about six months. Purchase price of SCA was not disclosed.

Agency merger to affect \$14 million in billings

Buchen Advertising, Chicago-New York, today (Monday) will announce merger with Doyle, Kitchen & McCormick, New York-Denver, effective immediately. Name will continue to be Buchen Advertising. Combined billing will be about \$14 million.

Leon Morgan is president of Buchen which was founded in 1923. Harry B. Doyle Sr., who founded Doyle agency and has been board chairman, retired Aug. 15 but will continue as consultant

to Buchen. Buchen's New York office moves to Doyle's present location, 60 West 49th Street in Rockefeller Center.

Emery E. Dobbins, senior vice president of Buchen at South Orange, N. J., office, becomes executive vice president-eastern division. Harry B. Doyle Jr. of Doyle becomes senior vice president-director of Buchen. David Grant continues as manager of Denver office.

Coast pay TV plan dies; going public is blamed

Deal between Home Entertainment Co. of America, which has wired system of pay TV and franchise to use it in Santa Monica, Calif., and Lear Siegler Inc., Santa Monica electronics manufacturer, has fallen through after nearly reaching fruition. Collapse is presumably for legal reasons with application for public sale of stock in California pay TV operation that Lear Siegler and Reuben H. Donnelley Corp. are preparing to file with Security & Exchange Commission (see earlier story, page 70).

"Businessmen make deals; lawyers break them," Oliver A. Unger, HECA president, commented Friday (Aug. 16). Mr. Unger reported that negotia-

Coming soon

FCC's annual financial reports on radio and television for calendar year 1962 running a little behind schedule this year, according to commission source. Television report not expected until end of September and radio compilation will be released about month later.

tions with Texas group for HECA installation in Houston "are going ahead full blast" (CLOSED CIRCUIT, July 29). Demonstration is planned in that city in October, with probable start of full scale operations there by mid-1964.

Few broadcasting books in White House library

Eight books out of 1,780 titles selected for White House library by expert group deal with overall subject of communications and of these only half are related to broadcasting. List, announced last Friday (Aug. 16) by James T. Babb, Yale University librarian, was result of more than year of study and covers 32 categories. Four books related to broadcasting:

Commission on Freedom of the Press. *The American Radio*, a report on the broadcasting industry in the United States. Chicago, 1947.

Bogart, Leo. *The Age of Television*, F. Ungar, 1953.

Kraus, Sidney. *The Great Debates*, Indiana, 1962.

Steiner, Gary Albert. *The People Look at Television*. Knopf, 1963.

Howell recuperating

Rex G. Howell, president of KREX-AM-FM-TV Grand Junction and KGLN Glenwood Springs, both Colorado, and member of NAB radio board, is recuperating from spinal surgery at Queen's Hospital, Honolulu. His convalescence is expected to take about six weeks.

Cigarette ads killed in 'personal crusade'

Cigarette advertising has been banned on WCAM Camden, N. J. as part of what newly appointed station General Manager Doug Warren called his "personal crusade against cigarette smoking and advertising."

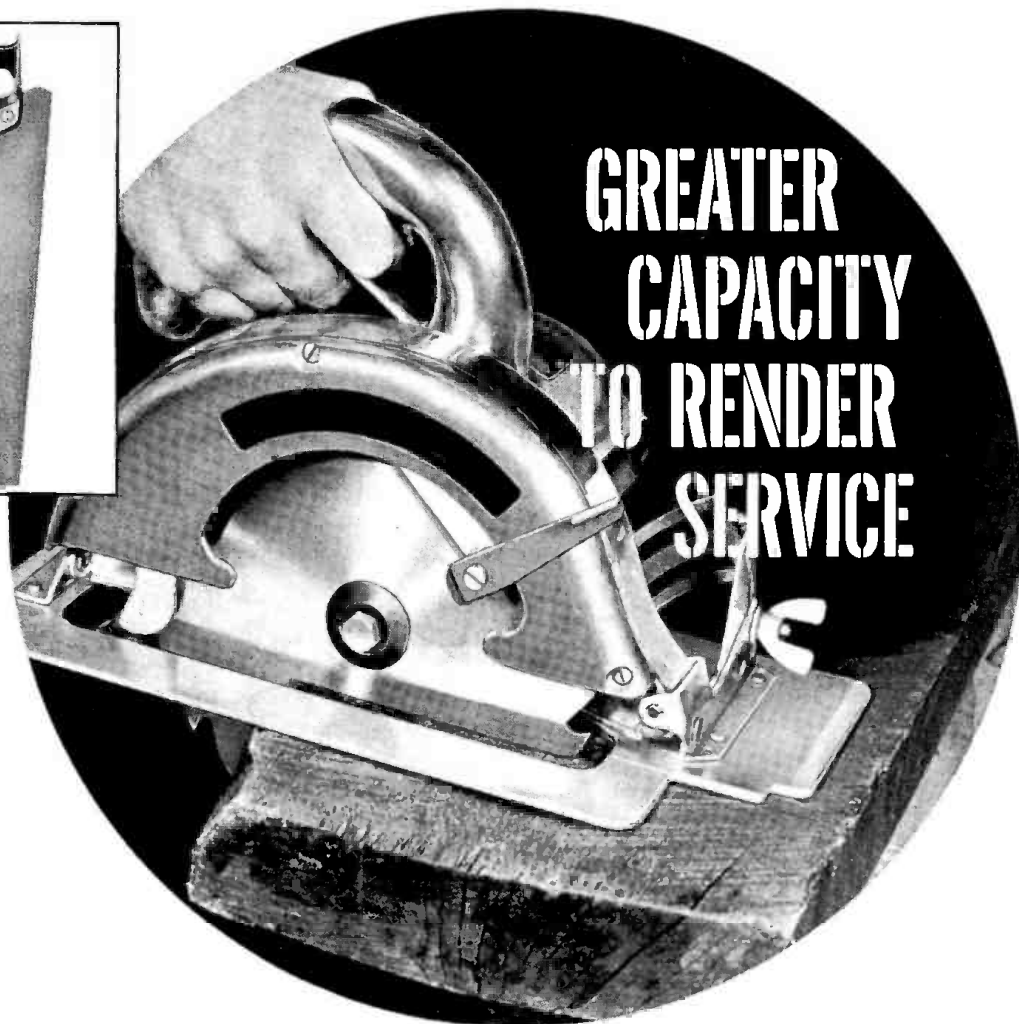
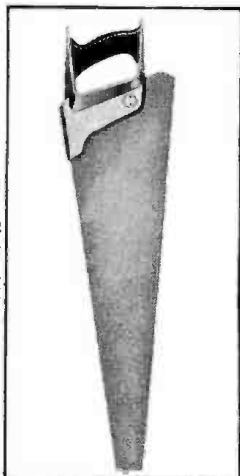
Mr. Warren on Friday (Aug. 16) said cigarette ban, which went into effect on previous day, would cost station \$13,000 in annual billings, "and quite obviously," he said, "that amounts to a stalwart part of our budget."

Station has been undergoing pro-

gramming changeover from "middle-ground rock 'n' roll-jazz" to "good music" format since Mr. Warren became general manager Aug. 1, and station is billing itself as "family radio."

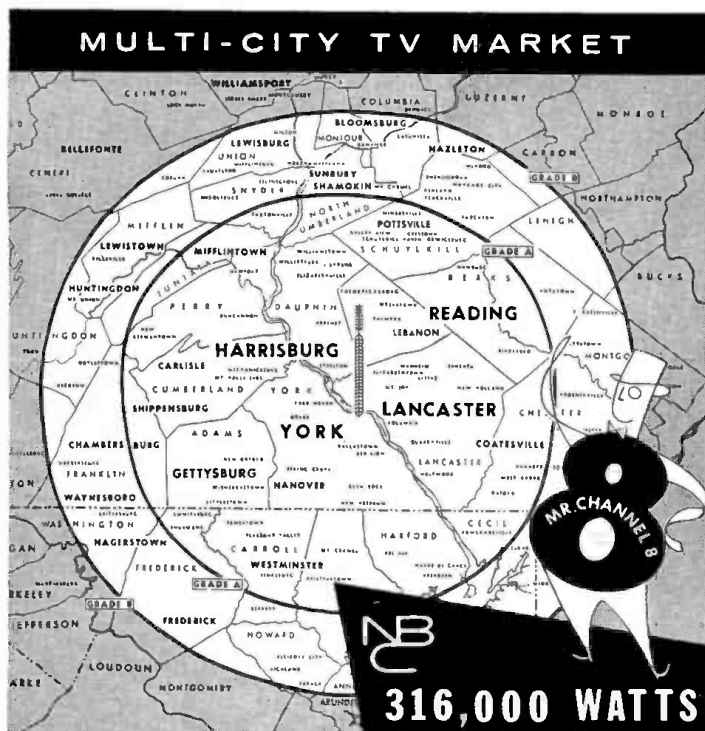
Mr. Warren indicated he plans to continue conducting radio program against cigarette smoking also, and emphasized station cigarette ban decision was done "without pressure," and "with cooperation of station officials." WCAM is owned by city of Camden.

Disston Division, K.K. Porter Company, Inc.



**GREATER
CAPACITY
TO RENDER
SERVICE**

WGAL-TV does the BIG-selling job



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

WGAL-TV
Channel 8
Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

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



The Embassy of Lebanon

His Excellency Ibrahim El-Ahdab,
Ambassador of Lebanon, and Mrs. El-Ahdab,
on the Embassy lawn . . . another
in the WTOP-TV series on the
Washington diplomatic scene.

WTOP-TV

WASHINGTON, D. C.



Represented by TvAR

POST-NEWSWEEK

STATIONS A DIVISION OF
THE WASHINGTON POST COMPANY

Photograph by Fred Maroon



THESE ARE TIMES THAT TRY MEN'S SOULS

(Time Buyers' Souls, That Is)

Every time buyer wants to buy the best availabilities on the best stations for his clients. There isn't a doubt that if a time buyer had time to go forth in the land and watch and listen in each market he could buy the best availabilities on the best stations. But he doesn't have the time. To paraphrase—A time buyer is without time in his own country.

He has leaned heavily on research to take the place of on-the-spot listening and viewing. Now rightly or wrongly some of his research is questioned. The Congress of the United States spent months investigating ratings, and the newspapers spent months in front page reporting of these investigations. Out of this toil and turmoil and smoke and fire there comes a growing appreciation of many other factors in the profile of a good station, and most time buyers search for these factors.

Although historically KRNT and KRNT-TV have had tremendous ratings and have them now, we set down here some other factors which most people consider of great value.

1. We at KRNT Radio and TV recognize our responsibility to our community. We are kind and gentle people in this phase of our operation. And not just in the city of Des Moines. For example, our Sunday worship service is put on by churches from all over our prime 26-county area as well as Des Moines. Over 150 out-of-Des Moines churches have participated.

It's a lot harder for us to work with this many churches, but it's a lot more satisfying and provides the kind of service we think a television station should provide. You should read the letters! And this is only one of scores of our dedicated eleemosynary activities.

Last year on KRNT-TV we broadcast 4,600 public service announcements and gave 480 program hours to public service organizations. On KRNT Radio we broadcast 20,450 announcements and gave 596 program hours. In addition, many hours were spent counseling with these groups and many good deeds done.

2. Wherever you go News and Sports are the two commodities by which smart people judge radio and television stations. We're rough, tough competitors in this area of operation. We've got a big-time News and Sports operation. We measure up. Nine full-time professional newsmen. All can shoot and edit their own film . . . run their own audio-tape machines . . . write their own stories . . . and present them on the air. This represents over a hundred years combined experience.

Ours is a fabulously successful news operation. Our 10 o'clock TV News is one of the most watched newscasts in a multiple-station market in America. It has the same two sponsors now as when it went on the air eight years ago!

Most people in Central Iowa get their sports news on our stations. Last season our two top sportscasters did over 87 football and basketball play-by-play broadcasts in addition to two daily sportscasts on radio and two on TV. Soon again they'll start their play-by-play coverage. And again this Fall the three football coaches of the largest universities in Iowa will be seen exclusively on KRNT-TV in the Des Moines market.

3. It's a fact that eight of our present TV Personalities were with us when we went on the air eight years ago. On KRNT Radio we have seven air people who have been with us fifteen of our twenty-eight years. This includes our News Director and Managing News Editor for Radio and TV. That's real stability. You need stability to build audience loyalty to the stations . . . loyalty to the personalities . . . loyalty to the products they represent. Knowledgeable tradesmen agree that programs with such permanent adult air personalities will do a better job than the ones that may have three, four or five personalities popping in and out within a few years. We've proved that people are loyal to people, and out here in our country they're loyal to our people and our people are loyal to them.

(CONTINUED ON PAGE 57)

BROADCASTING, August 19, 1963

DATEBOOK

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

*Indicates first or revised listing

AUGUST

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—Annual stockholders meeting, Desilu Productions Inc., Hollywood.

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. 25-29—Annual convention of American journalism educators at Center for Continuing Education, University of Nebraska, Lincoln. Participating will be members of Association for Education in Journalism and its two coordinating organizations—the American Association of Schools and Departments of Journalism and the American Society of Journalism School Administrators. Speakers in addition to FCC Commissioner Lee Loevinger are Milton Fairman, vice president of The Borden Co.; Donald J. Martin, vice president of J. Walter Thompson Co., Chicago; Frank Eyerly, managing editor of the *Des Moines (Iowa) Register and Tribune*; and Arnold Gingrich, New York, publisher of *Esquire* Magazine. Commissioner Loevinger will speak on "Broadcasting and the Journalistic Function" at Monday night banquet.

Aug. 26-27—Television Affiliates Corp. West Coast programing conference, Hilton Inn, San Francisco.

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

SEPTEMBER

Sept. 1—Deadline for comments on FAA proposed criteria for establishment of television antenna farms.

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

*Sept. 6—Screen Extras Guild, annual mem-

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, Cosmopolitan hotel,
Denver.

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

WAPI-Radio and TV won more UPI awards than all other Alabama stations combined

7



**WON BY BIRMINGHAM'S
WAPI - TV AND RADIO
FOR NEWS AND SPORTS
COVERAGE**

WAPI's "award winning" team scores again! Seven United Press International awards for News and Sports coverage. Up-to-the-second news, play by play sports . . . team them together on WAPI and all Birmingham tunes in. By the way, there's room for you on this award winning team . . . if you haven't already joined.

WAPI Radio UPI Awards

1. Overall News Coverage
2. Overall Sports Coverage
3. Continuing Coverage, Single Story
4. Feature News

WAPI-TV UPI Awards

1. Overall News Coverage
2. Overall Sports Coverage
3. Continuing Coverage, Single Story

WAPI-TV **BIRMINGHAM**
WAPI-RADIO **ALABAMA**

WAPI-TV: represented by Harrington, Richter and Parsons, Inc.
WAPI-Radio: represented by Henry I. Christal Company, Inc.

KCEN-TV CHANNEL



IS THE ONLY MAXIMUM POWER STATION IN THE WACO TEMPLE MARKET

100 KW POWER
LOW BAND CH. 6
PLUS
TALL TOWER
GIVES
KCEN-TV's
ADVERTISERS
COMPLETE
ONE STATION
COVERAGE OF THE
WACO TEMPLE
MARKET

Midway between the Dal-
las, Fort Worth, Houston
and San Antonio markets.



BLAIR TELEVISION ASSOCIATES
National Representatives

bership meeting, 8 p.m., Grand Ballroom, Beverly Hilton hotel, Beverly Hills, Calif.

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. 7—American Women in Radio and Television's Educational Foundation board of trustees meeting, New York City.

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

Sept. 9—Effective date of new instructional television service using 31 channels in 2500-2690 mc band.

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—Fifteenth annual fall convention of the Michigan Association of Broadcasters, Hidden Valley, Gaylord, Mich. Panelists on advertising restrictions and on the ratings controversy include Dwight Reed, H-R Representatives; John Phillips, Marathon Oil Co.; William Wyatt, A. C. Nielsen Co.; Dr. Seymour Banks, Leo Burnett Co.; Robert Dearth, Kenyon & Eckhardt. Speakers include Paul B. Comstock, vice president for government relations of National Association of Broadcasters.

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

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

Sept. 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 United States 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. 19—Meeting of the Tennessee AP Radio-Television Association, Memphis.

*Sept. 19—Meeting of the Connecticut AP Broadcasters Association, Waverly Inn, New Haven.

Sept. 20-22—American Women in Radio and Television southern area conference, Columbus, Ga.

Sept. 23-25—Nevada Broadcasters Associa-

RAB 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, Mich.

tion first annual convention, Hotel Sahara, Las Vegas.

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

Sept. 29-Oct. 2—Eighteenth annual Transportation and Logistics Forum of the National Defense Transportation Association, Chicago. Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, will be presented the association's National Transportation Award.

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

Sept. 30-Oct. 4—Georgia Association of Broadcasters' regional meetings (Athens, Rome, Thomaston, Albany, Statesboro) featuring sales clinic with Fred A. Palmer.

OCTOBER

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

Oct. 1-2—Tenth annual convention of CBS Radio Affiliates Association, New York Hilton hotel, New York City.

Oct. 3-4—Annual fall convention of Missouri Broadcasters Association, Missouri hotel, Jefferson City.

Oct. 4-6—American Women in Radio and Television east-central area conference, Coach House Inn, Milwaukee.

Oct. 4-6—American Women in Radio and Television New England conference, Chatham Bars Inn, Cape Cod, Mass.

*Oct. 6-8—Annual convention of the Nebraska Broadcasters Association, Town Park hotel, Scottsbluff. Les Hilliard, president of KOLT Scottsbluff, is convention chairman.

Oct. 7-9—Annual fall meeting of the Kentucky Broadcasters Association, Owensboro Downtown Motel, Owensboro, Ky. The program begins at 5 p.m. Oct. 7 with a meeting of the board of directors.

Oct. 8-10—International Film Festival, Barbizon Plaza hotel, New York.

Oct. 11-13—American Women in Radio and Television west-central area conference, Holiday Inn South, Des Moines, Iowa.

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 Ad-



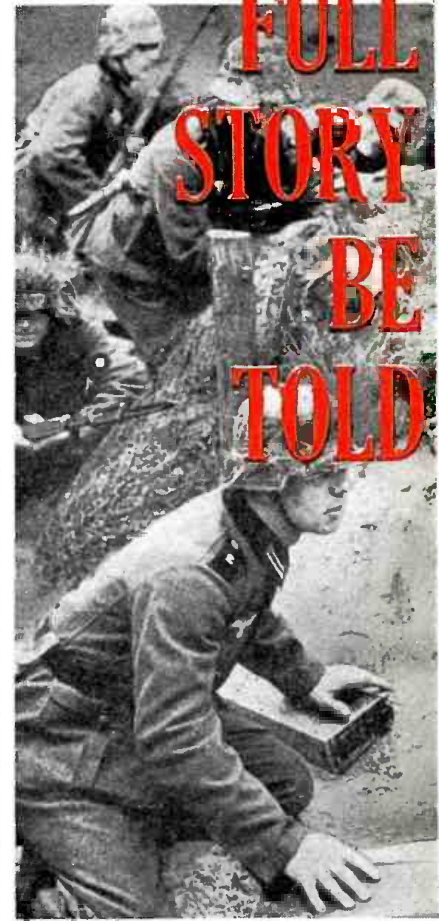
the triumphs . . .

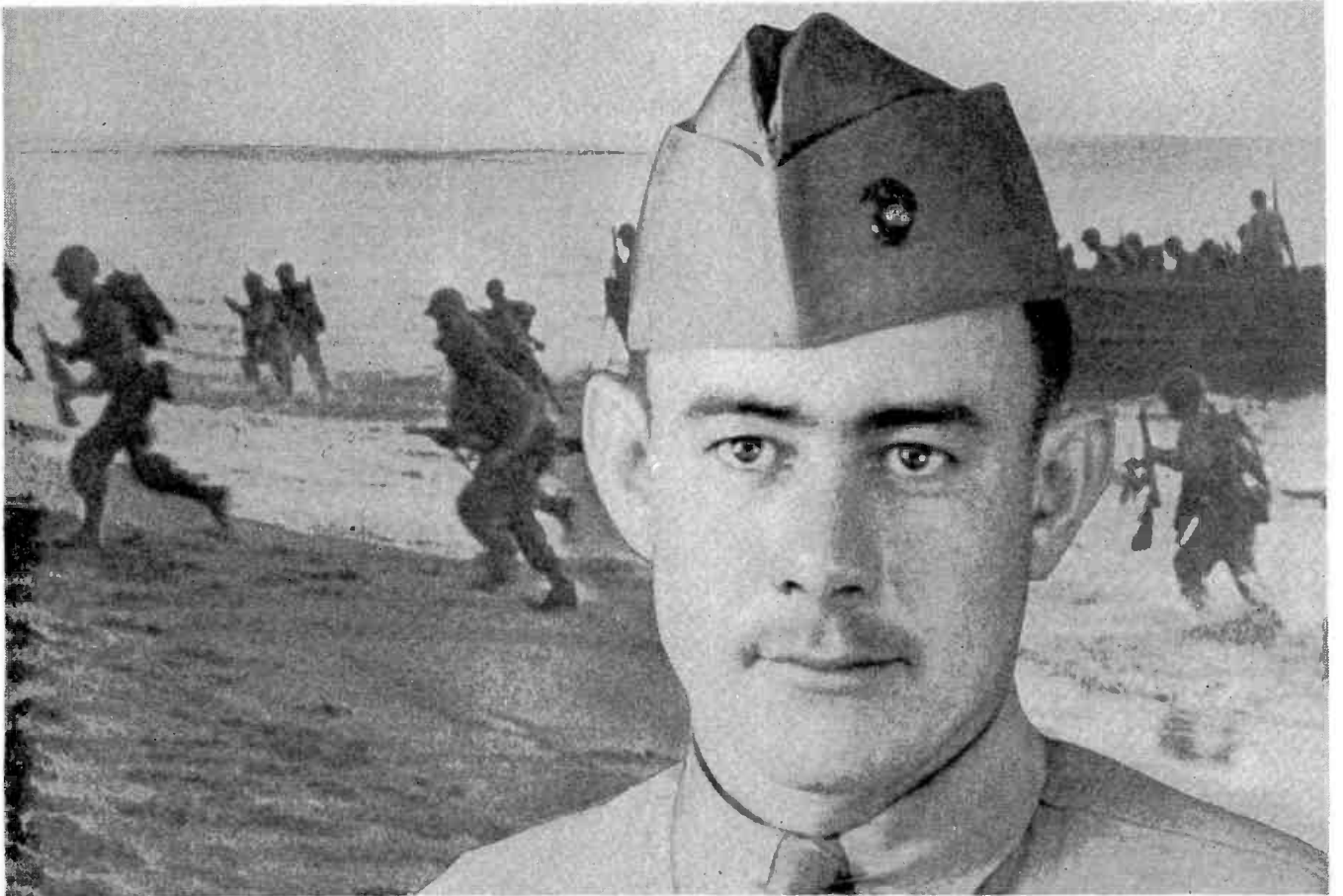


the tragedies . . .



**ONLY
NOW
CAN
THE
FULL
STORY
BE
TOLD**





of World War II as seen through the eyes of the fighting men



Here at last is the story of World War II, told by the men who were there on both sides of the **BATTLE LINE**. This is war in the words and deeds of men who fought the battles — retold for the first time. Years of research were spent in finding the surviving combatants of World War II's most important campaigns . . . Pearl Harbor, The Bismarck, The Kamikaza, and U-Boat raids, Salerno, Iwo Jima, Stalingrad . . . these men — Allied and Axis — now come before camera to tell you of these shattering events. The background for their words and deeds is the world's finest war film footage — devotedly, painstakingly collected by producer Sherman Grinberg. **WAR FILM NEVER BEFORE SEEN** — much of it locked behind the Iron and Bamboo curtains — film depicting war in all its truth — war as it was — stripped of its pomp, glory and pageantry — war as it was fought by the men who were there on both sides of the

on both sides of the

BATTLE LINE



Narrating each of the 39 half-hour episodes is Jim Bishop, popular historian and author of "The Day Lincoln Was Shot" and "The Day Christ Died." During World War II Jim Bishop, as War Editor of Colliers, had access to the key stories of the day. Yet because of official secrecy and wartime censorship, much of this vital information could not be transmitted to the public. Now at last this popular correspondent can reveal information that tells of some of the early staggering defeats that all but destroyed the Allied and American Armed Forces . . . information that puts in its full perspective the courage and determination of the fighting men who ultimately won victory. Jim Bishop, with his first hand knowledge, historic perspective and insight of the human spirit weaves this unprecedented series with the exactly right blend of compassion and understanding.

OFFICIAL FILMS INC. 724 FIFTH AVENUE NEW YORK 19, N.Y. • PL 7-0100





WLW COLOR TELEVISION

We're the national color TV leader. And our big color TV survey startled the industry when we proved that color programs rate double the popularity of the same programs in black and white. And color commercials rate 3½ times the impression as the same commercials in black and white.

WLW Television is ranked at the top in all phases of color TV—programs, production, talent, direction, sales, engineering. So let us tune your products to color programs and color commercials with all their golden rewards!

Call your WLW TV man!

CROSLLEY COLOR TV NETWORK

WLW-D	WLW-C	WLW-T	WLW-I
Television Dayton	Television Columbus	Television Cincinnati	Television Indianapolis

WLW Radio—Nation's Highest Fidelity Radio Station

CROSLLEY BROADCASTING CORPORATION
a subsidiary of *Arco*

vertising Agencies (AAAA) central region meeting, Sheraton hotel, Chicago.

Oct. 18—Effective date of FCC rule allowing employment of part-time engineers at certain AM and FM stations. Extended from former date of Aug. 19.

Oct. 18—Indiana Associated Press Radio-TV Association, French Lick.

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

Oct. 24—Fourth Armed Forces Television Conference, sponsored by U. S. Air Force, Lowry Air Force Base, Denver, Colo. The conference will deal primarily with educational and technical uses of television by the military services. A trip to the Air Force Academy's closed-circuit television installation is also planned.

Oct. 25-27—American Women in Radio and Television board of directors meeting, Mayo hotel, Tulsa, Okla.

Oct. 28-30—National Electronics Conference, McCormick Place, Chicago.

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—WSM's Grand Ole Opry 38th anniversary celebration, Nashville, Tenn.

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. 6-9—National convention of Sigma Delta Chi, professional journalistic society, Golden Triangle Motel, Norfolk, Va. Dr. Glenn T. Seaborg, chairman of the Atomic Energy Commission, will be featured speaker at the Nov. 7 luncheon.

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. 16—Second annual Wyoming Associated Press Broadcast News Clinic, Gladstone hotel, Casper, Wyo.

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. 19-21—Television Bureau of Advertising holds its annual membership meeting, Sheraton-Blackstone hotel, Chicago.

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

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

Nov. 22-23—Combined meeting of Wisconsin Associated Press newspaper and

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO
Executive and publication headquarters:
BROADCASTING-TELECASTING Bldg., 1735 DeSales
Street, N.W., Washington, D. C. ZIP code
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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U. S. Patent Office

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BROADCASTING, August 19, 1963



Only the sunshine covers South Florida better than WTVJ



South Florida's Largest Daily Circulation

WTVJ



A WOMETCO ENTERPRISES, INC. Station

Represented Nationally by Peters, Griffin, Woodward, Inc.

WTVJ
WLOS-TV



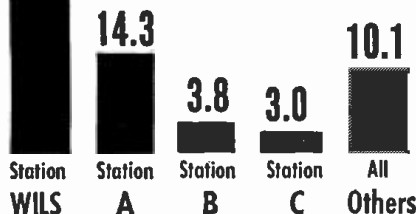
KVOS-TV
WFGA-TV
(Affiliate)

RADIO
WILS
ANSING
1320

WHOOPING NEW 1963 HOOPER JAN MAR '63 ...

68.8%*

More than three times the total audience of all other commercial Lansing Metro Radio stations combined.



* Jan.-Mar. '63 Hooper (Noon to 6 p.m.)

LANSING Metro (3 counties)

- 14th in \$ sales per household
- State Capitol
- Michigan State University
- Oldsmobile plus other industry

**MID-MICHIGAN'S BIG
NO. 1 RADIO BUY**

RADIO
WILS
ANSING
1320 (5000 WATTS)

Representatives:

Venard, Torbet & McConnell, Inc.

broadcasting members, Milwaukee.

DECEMBER

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

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

Dec. 6—Association of National Advertisers' workshop on planning and evaluation, The Plaza, New York City.

JANUARY 1964

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

Jan. 21-23—Nineteenth annual Georgia Radio-TV Institute, co-sponsored by the Georgia Association of Broadcasters and the Henry Grady School of Journalism, University of Georgia, Athens.

Jan. 24-26—Mid-winter convention of the Advertising Association of the West, Bakersfield, Calif.

Jan. 24-26—American Women in Radio and Television board of directors meeting, New York Hilton hotel.

FEBRUARY

Feb. 5-7—National Winter Convention on Military Electronics, Ambassador hotel, Los Angeles. C. D. Perrine, executive vice president of General Dynamics/Pomona, is convention chairman.

Feb. 26-28—Ninth Scintillation and Semiconductor Counter Symposium, under the sponsorship of the Institute of Electrical and Electronics Engineers, the Atomic Energy Commission, and the National Bureau of Standards, Hotel Shoreham, Washington, D. C. Program committee chairman is W. A. Higinbotham, Brookhaven National Laboratory, Upton, L. I., N. Y. The deadline for abstracts is Dec. 1.

APRIL

April 5-8—Annual convention of the National Association of Broadcasters, Conrad Hilton hotel, Chicago.

April 30-May 3—Thirteenth annual convention of the American Women in Radio and Television, Mayo hotel, Tulsa, Okla.

JUNE

June 13-16—Summer convention of the Georgia Association of Broadcasters, Callaway Gardens, Ga.

OPEN MIKE

Tallest may not be highest

EDITOR: Your Aug. 5 cartoon about the tall towers was excellent. The "babel of towers" which now rages across the country is most interesting.

It is a little embarrassing for us at WLOS-TV. Our puny little tower is only 380 feet but—and this is what counts—the bottom of our tower is 5,790 feet above sea level and the traveling wave antenna at the top is 2,800 feet above average terrain. It is the height above average terrain that makes the difference and we've got it.

We don't even have an elevator in our tower. Who needs one for only 380 feet? But, we have to ride a cable car railroad to get up the mountain to the tower.—Morton S. Cohn, vice president-general manager, WLOS-TV Asheville, N. C.—Greenville-Spartanburg, S. C.

Alive and selling

EDITOR: RE THE AUG. 12 ARTICLE [ON THE PROPOSED REVOCATION OF THREE NEW YORK STATE STATIONS] WHICH STATES THAT "BOTH SARATOGA SPRINGS STATIONS ARE DARK," WE ARE NOT OFF THE AIR. FURTHERMORE, BUSINESS IS BETTER THAN IT HAS BEEN FOR SEVERAL YEARS AND THE STATION'S POPULARITY IS AT A HIGH LEVEL. . . —CHET JONES, GENERAL MANAGER, WSPN SARATOGA SPRINGS, N. Y.

(WSPN indeed is still operating, a fact that was misunderstood during the FCC check on the status of the stations.)

UN spots questioned

EDITOR: Just in case it has not come to your attention, The Advertising Council has recently put out a series of film an-

nouncements promoting the United Nations. . .

There are a great many people in this country who believe that the United Nations is leading the United States of America down the road to oblivion. Certainly many broadcasters feel this way, and I hope that you will do something about bringing this situation to the attention of station owners. Otherwise, programming departments will schedule this drivel without giving it a second thought.—William H. Weldon, president, KRCG-TV Jefferson City, Mo.

GEL's products for FM

EDITOR: IN BROADCASTING July 29 under the services and equipment manufacturers and the FM equipment they furnish to the fm broadcast industry, General Electronics Laboratories Inc., Cambridge, Mass., was conspicuous by its absence. The 15 kw, 5 kw and 1 kw FM stereo broadcast transmitters and the FM Stere-O Exciter are typical of the type of equipment which GEL supplies to the broadcasting industry.

In any future roundup article would you please mention GEL and the equipment it furnishes.—Louis K. Frank, Louis K. Frank Co., 56 Elmwood Street, Newton 58, Mass.

Quick to say 'thanks'

EDITOR: I have just written the governors of North Carolina and South Carolina regarding their action on Section 315 . . .

For some reason or other, most of us in broadcasting scream our heads off when votes or endorsements are in opposition to our industry, but we seldom take the time to express appreciation

**Only WGN-TV
can offer advertisers
balanced programming
to reach all Chicago!**

[So choose your New Year's entertainment now!]



Exciting first run films!

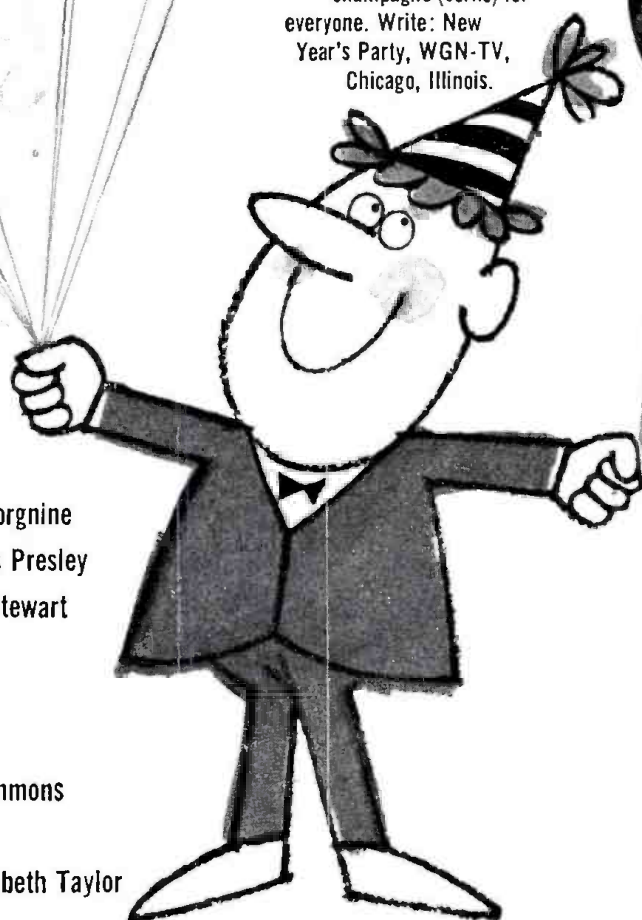
WILL SUCCESS SPOIL ROCK HUNTER, Jayne Mansfield
DESK SET, Spencer Tracy • DREAM WIFE, Cary Grant
HATFUL OF RAIN, Eva Marie Saint • LATIN LOVERS,
Lana Turner • EAST SIDE WEST SIDE, James Mason
IT'S ALWAYS FAIR WEATHER, Gene Kelly • AMBUSH,
Robert Taylor • BEST THINGS IN LIFE ARE FREE, Ernest Borgnine
SILK STOCKINGS, Fred Astaire • LOVE ME TENDER, Elvis Presley
ANY NUMBER CAN PLAY, Clark Gable • MALAYA, James Stewart
GO FOR BROKE, Van Johnson • BLACKBOARD JUNGLE,
Glenn Ford • Other Top Film Features with Marilyn Monroe
Marlon Brando • Joanne Woodward • Paul Newman
Ava Gardner • Robert Mitchum • Clifton Webb • Jean Simmons
Jane Russell • Richard Burton • Shirley Jones
Burt Lancaster • Dana Andrews • Elizabeth Taylor

Best foreign films!



UMBERTO D, Carlo Battisti
TIME OUT/FOR LOVE, Jean Seberg
RASHOMON, Machiko Kyo
CONCERT OF INTRIGUE, Brigitte Bardot
DUEL IN THE FOREST, Maria Schell
RAISING A RIOT, Kenneth More
TIME RUNNING OUT, Simone Signoret

free: Party hats, favors,
noisemakers and
champagne (corks) for
everyone. Write: New
Year's Party, WGN-TV,
Chicago, Illinois.



What Station Men are saying about THE RCA "TRAVELING WAVE" ANTENNA

**At WMTW-TV, Poland Springs, Me.
Parker Vincent, Chief Engineer, says:**
"We decided on our Travelling Wave TV Antenna for the specific purpose of operation under the severe icing conditions we encounter on Mt. Washington (N.H.). We could not operate without it. Aside from the special properties of strength and ability to operate within a radome, the field of the antenna is very uniform."

**At KROC-TV, Rochester, Minn.
Robert W. Cross, Chief Engineer, says:**
"During installation and erection of our Travelling Wave Antenna, I was most favorably impressed with the mechanical simplicity and ease of assembly. Subsequent electrical check-out of the antenna and its 1300-ft. transmission line proved it to have the lowest VSWR of any system encountered."

**At KTSM-TV, El Paso, Texas
Karl O. Wyler, President, says:**
"I believe that KTSM-TV was one of the first stations to order the RCA Travelling Wave Antenna. It has been in service on Range Peak since December 1959, and we are completely pleased with its performance. We like it because there is practically no maintenance, no bolts to tighten, and fewer inspections. Overall efficiency is very good."

**At WLOS-TV, Asheville, Greenville, Spartansburg
Mitchell Wolfson, President, says:**
"WLOS-TV is extremely well satisfied with the Travelling Wave Antenna installation. Physical and electrical advantages met every promise and the increased signal strength throughout the station's 82-county, 6 state area exceeded all expectations."

**At KGIN-TV, Grand Island, Nebraska
D. Raymond Taylor, Chief Engineer, says:**
"Field strength measurements show that the signal far exceeds the predictions of the FCC 50:50 Field Strength Curve. Reports from viewers on the fringe area substantiate these measurements. The standing wave ratio is very good and no ghosting is present."

**At KOAM-TV, Pittsburg, Kansas
Leo S. Stafford, Chief Engineer, says:**
"I have viewed KOAM-TV from some 85 miles away and was amazed at the picture quality. The antenna has increased our area coverage by 63 percent, while at the same time it gives us 316 ERP on less transmitter power. This reduces primary power requirements and increases tube life."

Favorite Antenna of High-Band Stations!

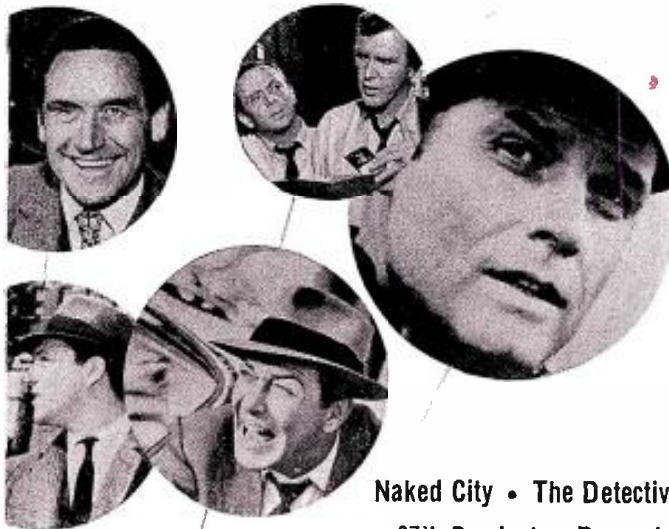
CH 7	CH 8	CH 9	CH 10	CH 11	CH 12	CH 13
CJAY	KGHL	KLRN	KROC	CHCH	KCND	CKCO
KCMT	KSWs	KTSM	KXTV	KCBD	KEYC	KMSO
KOAM	WKBT	WAFB	WCBB	KGIN	KFVS	KOVR
WNAC	WMTW	WWTW	WIS	WBAL	KNMT	KSOO
WPBN	WOOD		WLBW	WLWA	KTVH	WGAN
WTRF	WQAD		WPTT		KVAR	WIBW
WXYZ	WXGA				WEAT	WJZ
					WMEB	WLOS
					WPRO	WOKR

If you want more facts about this VHF High-Band Antenna, your RCA Broadcast Representative can help you. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, New Jersey.



The Most Trusted Name in Television

Every week action and drama!



Naked City • The Detectives
87th Precinct • Dragnet
The Lee Marvin Show • The Law and
Mr. Jones • Hawaiian Eye • Thriller • Sea Hunt
SurfSide Six • Maverick • Checkmate • Roaring 20's
Wanted Dead or Alive • Adventures in Paradise
Stoney Burke • Men and War • The Rebel



Plus these returning favorites!

Biography II • Mickey Mouse Club • Bozo's Circus
Garfield Goose • Breakfast with Bugs Bunny
Treetop House • Hockey • Basketball • Baseball • The Arts

Your **WGN-TV representative will tell you
more about the big New TV Year on **WGN**
See him soon and make your
New Year reservations!!**

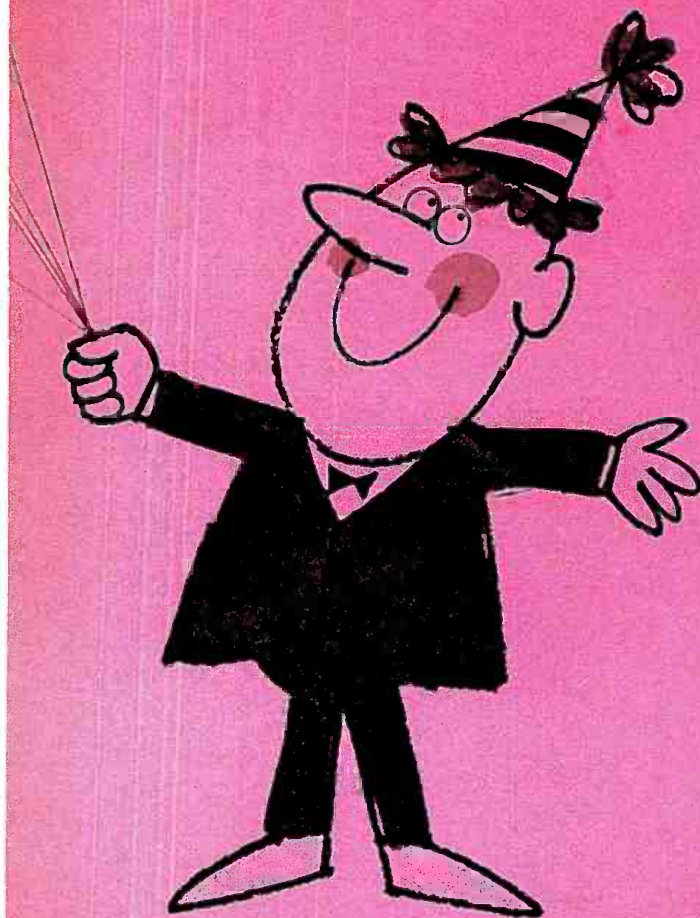
WGN knows Chicago best...sells Chicago best...
with the programs Chicago likes best!



2501 Bradley Pl., Chicago 18, Illinois
Telephone LA 8-2311

Happy New Year!

WGN-TV is celebrating the New TV Year right now with new programming...dozens of all-new shows and stars for the whole family...programs for every advertiser to reach every audience! And in keeping with the New Year you'll find more programs than ever are in color.





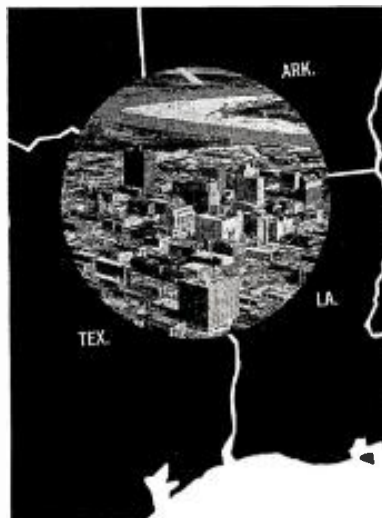
**"Jethro, what in heck's
a Ark-La-Tex?"**

Jethro: "Ark-La-Tex is where
over 342,000 folks watch us
on the TV."

(Let us take it from there)

Ark-La-Tex is a rich chunk of
three states . . . nation's 68th TV
market . . . lots of oil and
gas . . . manufacturing . . . rich
cotton farms . . . major military
installations . . . distribution center
. . . a diversified economy. Folks
here live it up . . . and love it!
Call your Harrington, Righter and
Parsons representative for
prime time minutes and choice
local news participations.

KSLA-TV
tenth year of leadership
SHREVEPORT



*ARB Mar. 1963 and Television Mag.

when these same people try to help us. I believe that this situation simply must be corrected.—*Charles H. Crutchfield, president, Jefferson Standard Broadcasting Co., Charlotte, N. C.*

[Mr. Crutchfield's letters to North Carolina's Terry Sanford and South Carolina's Donald Russell expressed satisfaction that the governors had gone on record along with 28 other governors in favoring suspension of the equal time requirements for political candidates for gubernatorial and congressional races, as well as for presidential and vice presidential races (BROADCASTING, Aug. 12)].

Echoes to a strong report

EDITOR: Time and content of the July 29 FM story could not be better. Please rush 500 reprints.—*Karl S. Kritz, vice president-general manager, WXCN(FM) Providence, R. I.*

EDITOR: PLEASE INCREASE ORDER SPECIAL FM REPORT REPRINTS FROM 100 TO 500—*John Coyle, president, KVIL-FM Dallas.*

EDITOR: Please send us 25 reprints of article on FM in BROADCASTING, July 29.—*Nicholas Farinella, general manager, WXHR-FM Cocoa Beach, Fla.*

EDITOR: I would like 100 reprints of your special report of FM broadcasting.—*Durward J. Tucker, WRR Dallas*

EDITOR: I enjoyed the article on FM very much and would appreciate you forwarding reprints of the special report.—*Byron W. Boothe, Harry Crow Advertising Agency, Wichita, Kan.*

[Reprints are available of the July 29 special FM report at 30¢ each, 25¢ each in quantities of 100 to 500 and 20¢ each in quantities over 500, plus shipping and handling]

EDITOR: Once again your special report is substantial, informative and appears to reflect the picture of FM broadcasting. My own theses work on the economics of setting up a financially successful FM station in the Utica, N. Y., area came up with pretty much the same findings.—FM has a promising future for those who work to make it so. I would like permission to quote from your report in substantiating my own continuing research.—*Michael B. Levine, Arlington, Va.*

[Permission granted.]

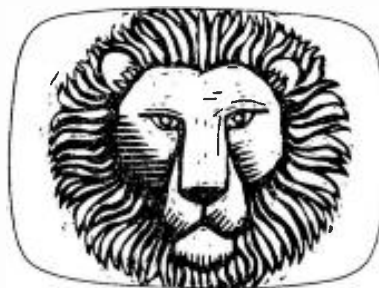
Bravo, hooray and good luck

EDITOR: Since BROADCASTING is the "other" media, it is gratifying to read such editorials as "Time to send in the pros" in the Aug. 5 issue.

The editorial, "Backsliding" in the same issue and Mr. Brooks' letter in OPEN MIKE tie together so completely it is difficult to comprehend that other broadcasters cannot see the handwriting on the wall and act accordingly.

That Ed Petry & Co. would print an ad such as the one on page 105 of the

METRO-GOLDWYN-MAYER TELEVISION PRESENTS



View from the Lion's Den

Decision Dilemma Can Be Cured

■ "I watch THE ELEVENTH HOUR every Wednesday at 10 o'clock because_____". If we ran a contest in 25 words or less for this, or any other television series, all answers could be grouped by three types: regular, occasional and non viewers. (Some people will enter every contest they can lay their hands on.) These viewer separations are important, for it immediately poses the question of how people decided to view—or not—or sometimes—a regular series. Obviously, the movement of viewers from one camp to another can spell the d-i-f-f-e-r-e-n-c-e between a hit and a not-so-hit program.

■ The regular viewer is hooked rather quickly by the continuing appeal of the star, the story, the sound of hooves, the sight of gags—or the simple fact that he's awake at this time and competing shows are offering all the things the viewer dislikes.

■ That puts our focus on the volatile viewer who watches once in a while or never. He has made a decision. Rather, he is in a dilemma as to what to watch until something helps him arrive at a decision. So, MGM-TV tucked in a special question along with some program analysis research conducted by TvQ. It asked specifically *which sources the viewer found most helpful in deciding which programs to watch THAT WERE NOT HIS REGULAR FAVORITES.*

■ The results are really not surprising. More than one source is used, but on-air announcements came up number one, closely followed by TV Guide, and then newspapers. The best combination was on-air and/or TV Guide—the media used by 70% of those replying.

■ Now, if all station managers will write in 25 words or less why they do believe in promotion, perhaps the dilemma of too small ad budgets will be cured.

THE PERFECT PLAY



FOR THE NEW 1963-64 SEASON

Over 60 selections of rousing football, collegiate and marching band music for your immediate sports programming.

featuring

▶ THE PURDUE UNIVERSITY BAND

▶ THE KARL KING BAND

▶ THE ALL-AMERICAN BAND

and a "JUST A MINUTE!" album of
60 second football show stoppers by

▶ WARREN COVINGTON

AND HIS MARCHING BAND

These spirited, exciting numbers are perfect for themes, pre-game warm-ups, half-time color, forecast and scoreboard shows and many other uses.

COMPLETE
INSTANT SPORTS MUSIC
PACKAGE

5 SESAC RECORDINGS LP ALBUMS...



For an audition disc and additional information contact:

SESAC RECORDINGS 10 COLUMBUS CIRCLE, NEW YORK 19, N.Y. 212-JU 6-3450



same issue is enough to make an old-timer wonder about the solidity of the whole industry. To please Minow/Henry is one thing, top local ratings another.

Bravo, Mr. Brooks! Hooray, BROADCASTING! Good luck, Edward Petry & Co.—John Arthur Bloomquist, Box 764, Palmdale, Calif.

[Mr. Bloomquist, an ex-broadcaster, refers to one editorial supporting the professional approach to broadcast journalism and opposing government restrictions on editorializing and another criticizing the National Council of Churches resolution calling for stricter government controls of radio and TV. He also mentions an OPEN MIKE letter which was critical of the council. The classified help-wanted advertisement referred to asks for a program manager capable of getting top local ratings and at the same time satisfying program desires of former FCC Chairman Newton Minow and present Chairman William E. Henry.]

Interest and support

EDITOR: The members of the board of directors and the staff of Radio Free Europe Fund join me in thanking you for the help you have given to Radio Free Europe during the past year. Radio Free Europe's main purpose is to send undistorted news and information behind the Iron Curtain to the 80 million captive people of East Europe. It is only through the interest and support of individual Americans that RFE can continue to act as one of the important lines of communication between the free world and those people now living under Communist domination.—Theodore C. Streibert, president, Radio Free Europe Fund Inc., New York.

Freedom fighters

EDITOR: I want to express my personal appreciation for the way your magazine supports the broadcasting industry in its fight for freedom.—George W. Patton, vice president, WBML Macon, Ga.

BOOK NOTES

"Volume 3 — AM-FM Broadcast Maintenance," by Harold E. Ennes. Howard W. Sams & Co., 4300 West 62nd Street, Indianapolis 6, Ind. 256 pp. \$5.95.

This particular volume discusses the maintenance procedures necessary for the satisfactory operation of radio station equipment. The first two sections provide a review of basic theory applicable to broadcasting. Then maintenance procedures at the studio and transmitter are covered. A fifth section outlines the duties of the chief engineer.

The author has been associated with various phases of radio engineering since 1930. Since 1958 Mr. Ennes has been maintenance supervisor for WTAE (TV) Pittsburgh.

How to be all things to all people

(and never make a sale)

To start off, may we suggest the following: program some rock 'n roll, some Broadway show tunes, a little schmaltz and, of course, Frank Sinatra. Always have a new contest going, preferably one whose prize value diminishes rapidly. Employ teenage d-j's, a "country" voice, a pear-shaped announcer, and a self-styled wit. If the news isn't startling enough, improve it with embellishments. Interrupt often with screaming sound effects or a few well-chosen bits of philosophy.

Your salesmen will then be able to tell prospective time buyers "we've got the perfect audience for your product"—whether it's soup or nuts.

At WFAA, however, we've developed a much narrower concept with a more defined appeal and distinctive edge for advertisers. We call it Southwest Central. It's basically a news and music format, but people listen because the sound rings true.

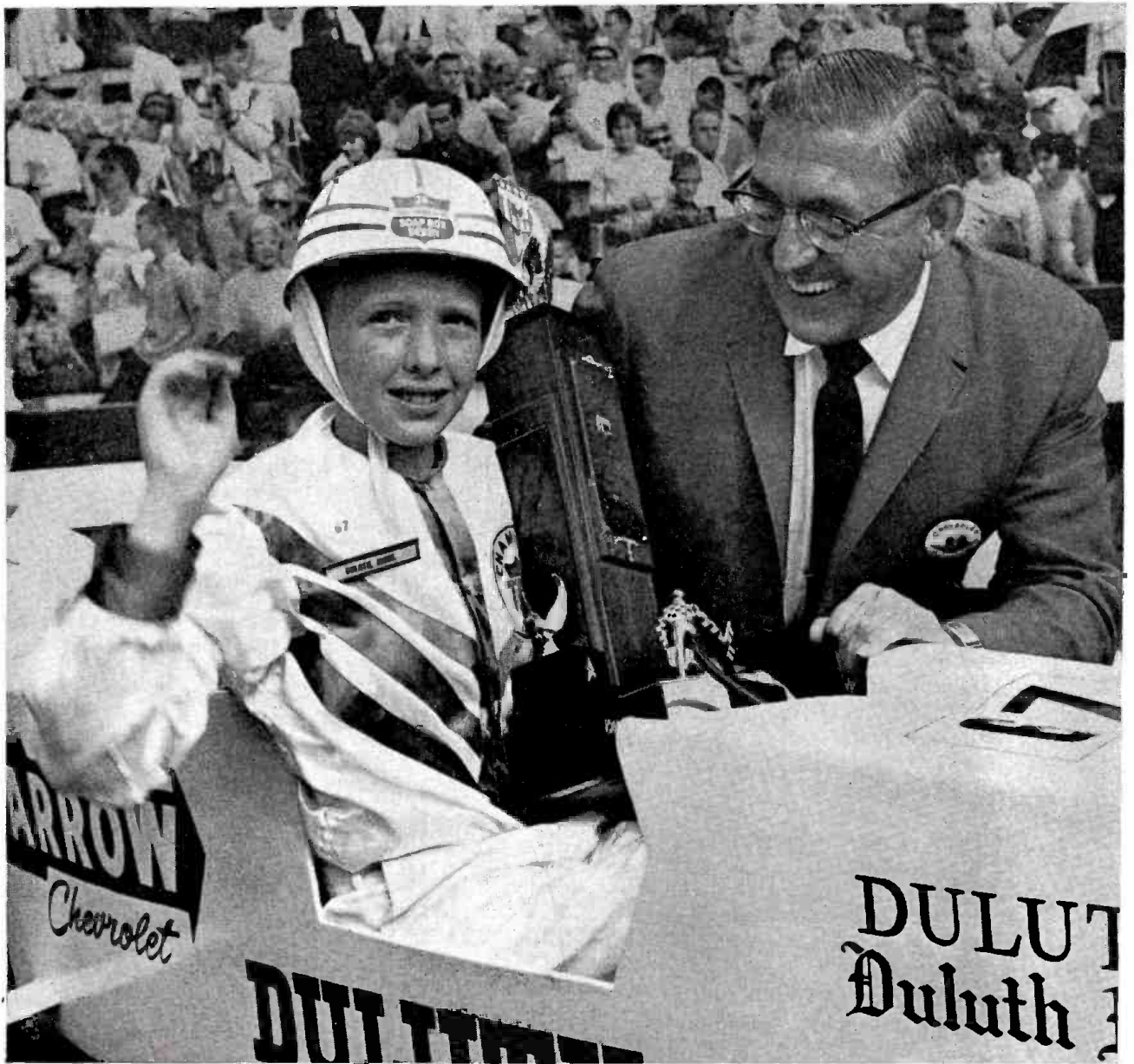
They can believe our calibre of network, regional, local news... sports, farm, business, entertainment, women's, weather. They can quote it in conversation, use it in making plans. And they never tire of the interludes of good popular music in between.

So there's really no reason to switch the dial. If this non-dial switching audience seems right for your product, call your Petryman. He'll let you have them for 13, 26, 52 weeks or more!



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

Meet the 1963 Soap Box Derby Champion



Harold "Bo" Conrad, All-American Soap Box Derby Champion from Duluth, Minnesota, receives the Winner's Trophy and congratulations from Semon E. Knudsen, General Manager, Chevrolet Division of General Motors. "Bo" also wins a \$7,500 scholarship. The Duluth Herald and News-Tribune sponsored the 12-year-old National Champion.



The press at work covering the Derby finals on August 3, 1963.



Downtown press room facilities in Akron, Ohio.

and the Sponsors who made it all possible!

A record turnout! 239 excited youngsters went to the post this year for the 26th annual All-American Soap Box Derby. Judging from the packed stands, Derby Day was a real thrill for everybody—including the proud sponsors of the individual entrants. Without your enthu-

siastic support and publicity, some 50,000 boys would have been disappointed. If your entry didn't cop the laurels this time, wait'll next year! Until then, a hearty "Thank you!" . . . for making it all possible. . . . Chevrolet Division of General Motors, Detroit, Michigan.

The Newspapers, Radio and TV Stations who sponsored

or co-sponsored the local champions at the 1963 All-American Soap Box Derby:

Aberdeen, Washington
Aberdeen Daily World

Akron, Ohio
Akron Beacon Journal

Albuquerque, New Mexico
Albuquerque Tribune

Amarillo, Texas
KFDA-TV

Ambridge, Pennsylvania
Beaver County Times

Anderson, Indiana
Anderson Herald

Bangor, Maine
Bangor Daily News

Bel Air, Maryland
The Aegis

Beloit, Wisconsin
Beloit Daily News

Belvidere, Illinois
Belvidere Daily Republican

Bergen-Passaic (Paramus), N. J.
The Herald News

Bethpage, L. I., New York
Levittown Tribune
Litmore Publications

Birmingham, Alabama
Birmingham News & Post Herald

Bloomington, Illinois
WJBC Radio

Bloomington, Indiana
Bloomington Daily Herald
Telephone

Bowling Green, Kentucky
Park City Daily News

Boynton Beach, Florida
Boynton Beach Star
The Delray Beach News Journal

Bradford, Pennsylvania
Bradford Journal

Bremerton, Washington
Bremerton Sun

Carlsbad, New Mexico
Carlsbad Current Argus

Charleston, West Virginia
The Charleston Gazette
WCAW Radio

Charlotte, North Carolina
The Charlotte News

Cheyenne, Wyoming
Cheyenne Newspapers, Inc.

Chicago, Illinois
Life Newspapers

Cincinnati, Ohio
WLW-T

Cleveland, Ohio
The Forest City Publishing Company

Clinton, Iowa
The Clinton Herald

Colorado Springs, Colorado
Pikes Peak Broadcasting Company (KRDO Radio & TV)

Columbia, Missouri
The Columbia Missourian

Columbus, Ohio
WLWC Radio

Corpus Christi, Texas
KZTV-TV

Coshocton, Ohio
Coshocton Tribune Company
WTNS Radio

Dallas, Texas
Dallas Times Herald

Deadwood, South Dakota
Seaton Publishing Company

Decatur, Georgia
Decatur-DeKalb News

Denver, Colorado
Denver Post
KBTV-TV and KBTR Radio

Detroit, Michigan
Detroit News

Duluth, Minnesota
Duluth Herald and News-Tribune

Durango, Colorado
Durango Herald

Durham, North Carolina
Herald & Sun Papers

Ellwood City, Pennsylvania
Ellwood City Ledger

El Paso, Texas
Newspaper Printing Corp.

Endicott, New York
Southern Tier Radio, Inc.

Erie, Pennsylvania
Times Publishing Company

Eugene, Oregon
KORE-Radio

Evansville, Indiana
WTVW-TV

Fargo, North Dakota
Forum Publishing Company (Fargo Forum)

Flint, Michigan
The Flint Journal

Fort Lauderdale, Florida
Fort Lauderdale News

Fort Worth, Texas
Fort Worth Star Telegram

Fredericksburg, Virginia
The Free Lance-Star

Garden City, Kansas
KIUL-Radio

Glen Burnie, Maryland
The Ann Arundel Star

Grand Junction, Colorado
The Daily Sentinel

Grand Rapids, Michigan
WOOD-Radio, WOOD-TV

Greeley, Colorado
KYOU-Radio

Greenville, South Carolina
WFBL-TV

Hartford, Connecticut
The Hartford Times

Henryetta, Oklahoma
Henryetta Daily Free Lance
KHEN-Radio

High Point, North Carolina
High Point Enterprise

Hudson, New York
Hudson Register Star

Indiana, Pennsylvania
Indiana Evening Gazette

Indianapolis, Indiana
The Indianapolis Star

Jacksonville, Florida
WJXT-TV

Jefferson City, Missouri
News Tribune Company

Kalamazoo, Michigan
WKZO-AM-TV

Knoxville, Tennessee
WBIR-TV

Kokomo, Indiana
Kokomo Tribune

Lancaster, Ohio
Eagle Gazette

Laredo, Texas
Laredo Times

Levittown, Pennsylvania
Bristol-Levittown
Courier Times

Lockport, New York
Lockport Union Sun & Journal

Loveland, Colorado
Loveland Reporter Herald

Mankato, Minnesota
Mankato Free Press

Mansfield, Ohio
Mansfield News Journal

Marion, Indiana
WTAF-TV
WMRI-Radio

McKeesport, Pennsylvania
The Daily News Publishing Co.

Meadville, Pennsylvania
Meadville Tribune

Meridian, Mississippi
The Meridian Star

Midland, Texas
Midland Reporter Telegram

Mission City, B. C., Canada
Fraser Valley Record Ltd.

Morristown, New Jersey
Morristown Record
Recorder Publishing Company
WMTR-Radio

Newark, Ohio
Newark Advocate

New Orleans, Louisiana
New Orleans States-Item

New Philadelphia, Ohio
Daily Times
Dover Daily Reporter

Newport News, Virginia
Daily Press & Times Herald
WGH-Radio

Norfolk, Virginia
The Virginian-Pilot

Norristown, Pennsylvania
The "Times Herald"

Old Saybrook, Connecticut
WLIS-Radio

Orange, Virginia
The Orange Review

Owensboro, Kentucky
Owensboro Messenger & Inquirer

Parsons, Kansas
The Parsons Sun

Petersburg, Virginia
The Progress-Index

Phoenix, Arizona
Phoenix Gazette

Portland, Oregon
KPTV-TV

Providence, Rhode Island
Providence Broadcasting Co.

Provo, Utah
The Daily Herald

Pueblo, Colorado
Pueblo Star Journal & Pueblo Chieftain
KOA-TV

Pulaski, Virginia
Southwest Times

Quincy, Illinois
Quincy Newspapers, Inc.

Ravenna-Kent, Ohio
The Record Courier

Roanoke, Virginia
Times-World Corporation

Rochester, Minnesota
Southern Minnesota
Broadcasting Co. (KROC)

Rochester, New York
Rochester Times Union

Rockford, Illinois
Rockford Morning Star & Register-Republic

Rock Island, Illinois
Davenport Newspapers

Roswell, New Mexico
Roswell Daily Record

Sacramento, California
KCRA-TV

St. Catharines, Ontario, Canada
St. Catharines Standard
Limited

St. Cloud, Minnesota
St. Cloud Daily Times

St. Marys, Pennsylvania
Daily Press Publishing Co.

Salem, Oregon
KBZY-Radio

Salisbury, North Carolina
Salisbury Post

San Antonio, Texas
San Antonio Light

Sheboygan, Wisconsin
The Sheboygan Press

Sidney, Nebraska
KSID-Radio
Sidney Telegraph

Sidney, Ohio
Sidney Daily News

Sioux Falls, South Dakota
Sioux Falls Argus-Leader

South Boston, Virginia
WHLF-Radio

Syracuse, New York
WHEN-Radio-TV

Tacoma, Washington
The Tacoma News Tribune

Tampa, Florida
WTVT-TV

Temple, Texas
Temple Daily Telegram

Valparaiso, Indiana
The Vidette-Messenger

Ventura, California
Ventura County Star-Free Press

Warren, Ohio
The Tribune Company

Washington, D. C.
WTOP-Radio

Watertown, South Dakota
Watertown Public Opinion

Waynesboro, Virginia
News Virginian

West Palm Beach, Florida
Palm Beach Post-Times
WPTV-TV

Wichita, Kansas
Wichita Eagle-Beacon

Wichita Falls, Texas
Wichita Falls Times and Record News

Winston-Salem, North Carolina
Winston-Salem Journal
Twin City Sentinel

Wooster, Ohio
The Daily Record

Zanesville, Ohio
Times Recorder



A good children's show appeals to adults, too

There's a line in the Broadway play, "A Thousand Clowns" in which a frustrated writer of children's TV shows shouts out, "Hey, I got a great idea for a new kid's show. It's for adults."

Like all humor, this is funny because it's true. Why this truth hasn't been accepted as gospel in TV's 17-year commercial development is something I've never been able to understand.

A good children's show is an adult show which just happens to be shown during kids' time. A bad children's show is generally one which was designed "just for kids."

As soon as a writer, producer or advertiser decides that any program idea is not good enough for adults but good enough for kids, he's certain to end up with a terrible show.

Let's look at two recent network shows, *The Flintstones* (ABC-TV) and *The Shirley Temple Storybook* (NBC-TV).

Adult Level ■ Hanna and Barbera of *Flintstones* are great artists, and even more distinguished because of their story telling and their wisdom in keeping their program product on an adult level. Their humor, situations and language are aimed at adults. Joe Barbera told me, "I have to laugh at it or the line goes out." And Joe Barbera is one of the few literate individuals left in Hollywood.

Despite the scheduling in the East, at least, of *Flintstones* at the un-child-like period of 8:30-9 p.m., every poll indicates that the program is the children's favorite.

High-Priced Series ■ *Storybook* was one of the highest-priced series on NBC. Besides the famous star-hostess, the producers used boxoffice names, casts of hundreds and lavish sets while also experimenting in colorcasting. They should have spent the money on good writing.

I remember visiting the set in Burbank one day as a guest of Miss Temple. I was permitted to sit in on a conference between writers and director regarding a last-minute problem. "Forget it," said the writer, who was asked to come up with some meaningful dialogue. "The kids won't notice the difference."

Did the kids know the difference? If you watched closely what was happening, as I did, you would have noticed the continuing drop in ratings and after-show interest.

Insulting Crop ■ For those among you who are interested—sponsor, agency, broadcaster or PTA member—we can only report that the 1963-64 crop

follows precedent: each offering is uniformly insulting to children.

A good children's show should have a strong adult audience, just as a good adult adventure or situation comedy program should have a wide appeal to children. In Houston, an enterprising used car salesman has used a local kids' show, *Bomba the Jungle Boy*, to sell cars. In Norfolk and Memphis, local children's shows have been sponsored by a moving van company. The results were fine when the programs were high-quality syndicated properties.

Check to see what children are viewing these days. The highest rated network shows are not the *Mighty Mouse*, *Roy Rogers* or *Top Cat* series which run on Saturday morning. Among the older children, the favorites are such shows as *The Beverly Hillbillies* (CBS-TV), *Hazel* (NBC-TV), *Combat* (ABC-TV), *Dr. Kildare* (NBC-TV), *Disney* (NBC-TV) and a few westerns. On the syndicated list you'll find their favorite personalities are Lucille Ball, Danny Thomas, Phil Silvers, Groucho Marx, Lloyd Bridges, Red Skelton, Andy Griffith and Dick Van Dyke.

There are at least two different children's viewing groups: toddlers from 3 to 6 and the school group from 7 to 14. Pre-schoolers are famous dial-twisters. They seek action cartoons and adventure because most other children's programs forget one cardinal principle: you must involve the viewer.

A good adult program does just that since the viewer identifies with a familiar character or plot and reacts vicariously to the dramatic turn of events. With no living experience to guide him, a child must be pointedly involved and asked to participate.

How to get involvement?

■ Dr. Frances Horwich, Miss Frances of *Ding Dong School*, was effective because she spoke directly to the child at

home. One of the best pre-school programs on WQED(TV) (educational ch. 13) Pittsburgh was school teacher Frances doing the same thing today.

■ Last year, a survey found that children reacted best to commercials which featured a variation of the bouncing ball encouraging a community-sing of the jingle.

■ Ratings of *Lassie* last year jumped 40% when the producers attempted a two-part cliff-hanger which gave viewers an entire week to guess and discuss the story's outcome.

■ Eight years ago, nearly 10 million sets of crayons and colored plastic sheeting were sold for \$1-\$2 and were used by children to draw on the TV screen itself while participating in *Winky-Dink and You*.

The agency is currently working on a project in which children will be asked to buy a similar crayon set to enjoy a mystery commercial.

This, in turn, would sell the crayon set which, again, would be used in the next day's commercial etc. etc.

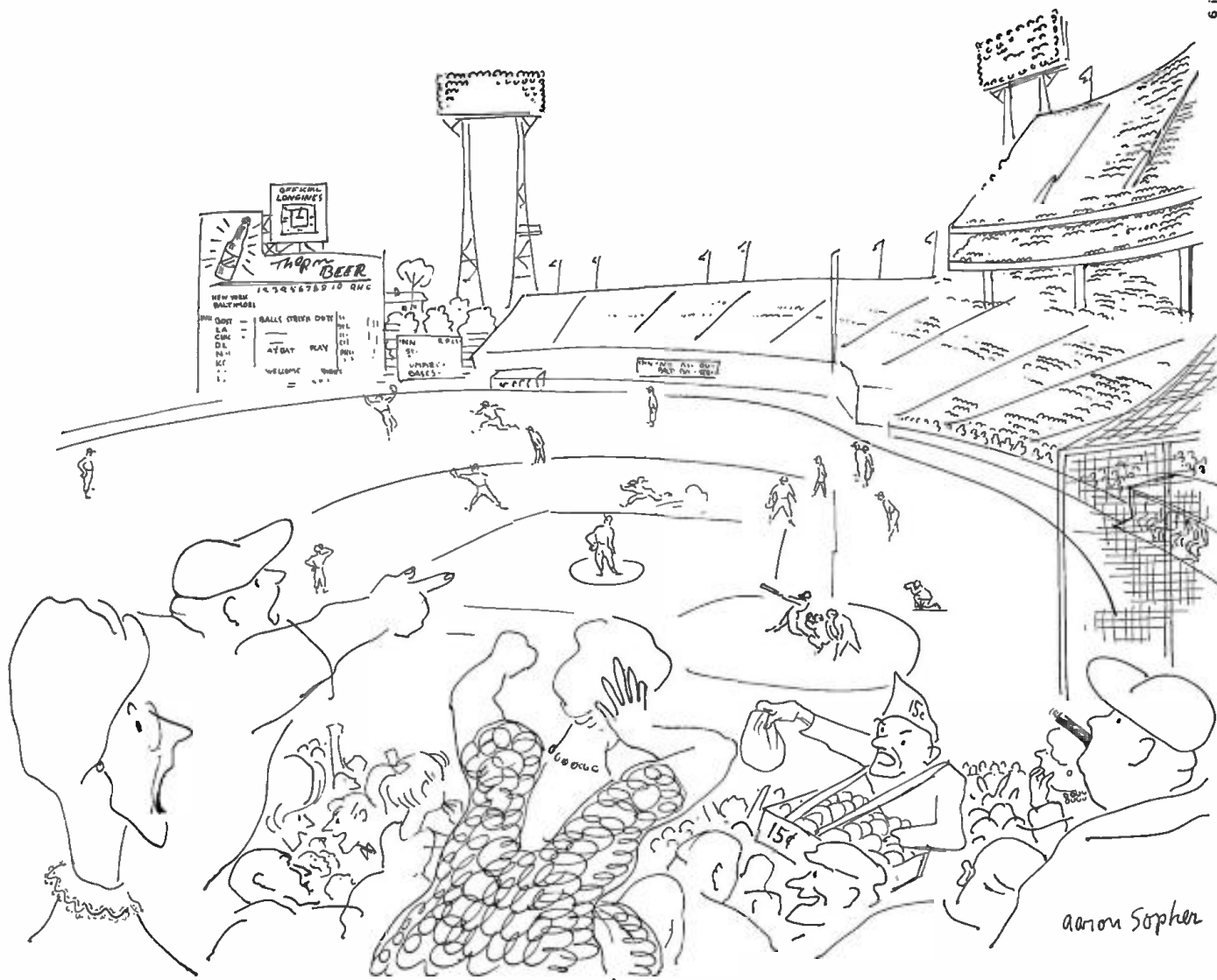
For this fall, the agency has commissioned Sonny Fox Productions to produce an all-family musical TV special, *The Cowboy and the Tiger*, which will be seen on Thanksgiving Day afternoon in more than 25 markets. The program was 70% sponsored by The Nestle Co., The Transogram Corp. and The Irwin Corp. within days after we placed the time order.

Reviewers undoubtedly will classify the show as a children's musical, but the only thing child-like is that one member of the cast, the boy lead, is under 12 years old.

We believe so strongly in the ingredients of good TV fare for children that we're betting much of our agency's future reputation on this show. It's easy to be a critic. This time we're putting our message where our money is.

Melvin Helitzer is president of Helitzer, Waring & Wayne, New York advertising agency formed in January 1963, to specialize in marketing and advertising children's products. Before he started his own agency, Mr. Helitzer was advertising director of Ideal Toy Corp. for eight years. There, he administered ad budgets of \$3 million a year. He was public relations director for The Toy Guidance Council, 1949-53, and also has served as promotion-PR consultant to several children's merchandisers.





FAVORITE THROUGHOUT MARYLAND MEMORIAL STADIUM, HOME OF THE BALTIMORE ORIOLES

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

THE POWER OF PEOPLE, not machines, or technology, or formula, but interested, thinking, warm-hearted and loyal people are selling your products and services every day at the Balaban Stations. Nothing sells people like people and at Balaban, we've got people... the right kind... the right amount to sell for you. Meet just a sampling of our key personnel.

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

THE MOST EXPERIENCED FLAGSHIP STATIONS IN THE NATION

nothing sells people like

people

John F. Box, Jr.
Managing Director
The Balaban Stations

John Lyden
Director of Marketing, WIL

Mike Blashaw
Internal Auditor,
The Balaban Stations

Gary Reeves
Programmer, WIL

Bobbie French
Programmer, KBOX

Bruce Salt
Production Director, WIL

Irene Runnels
Merchandising Dir., KBOX

Carol Rupp
Accounting, WIL

Jack West
Programming, KBOX

Larry Kane
Action Central News, WIL

Jack O'Day
Programming, KBOX

Bill Addison
Action Central News, WIL

Tom Heppen
Sales, WIL

Jerry Kunkel
Programming, KBOX

Gary Mack
Production, KBOX

Dave Diamond
Programming, WIL

Tom Murphy
Operations Director, KBOX

Harriet Baker
Administrative Assistant
The Balaban Stations

Ed Wilson
Programming, WIL

Nat Steinberg
Sales, WIL

Ron Lundy
Programming, WIL

Barbara Starr
Sales, KBOX

Peter R. Farrelly
Sales Manager, WIL

David R. Elman
Director of Promotions
The Balaban Stations

Dick Moore
News Director, KBOX

Merry Block
Women's Director, WIL

Edward Sheridan, Jr.
General Manager, KBOX

Nelson Kirkwood
National News Director
The Balaban Stations

Bill McKibben
Asst. to Man. Dir.
The Balaban Stations

Danny Dark
Programmer, WIL

Milton C. Rittala
Comptroller
The Balaban Stations

Alan Golden
Sales Manager, KBOX

FOOTBALL KING AT TV BOX OFFICE

- Advertisers pay \$85 million for 184 pro and college games
- Networks, in turn, spend nearly \$14 million for telecast rights
- Sponsors quick to snatch up most popular sports attractions

The purists may still refer to baseball as the national pasttime, but in the accounting offices of radio and television, football has moved into the favored spot.

A BROADCASTING survey shows that the networks will broadcast 184 professional and college football games this season and will contribute \$13.9 million to the National Football League, American Football League, National Collegiate Athletic Association and—for its championship game—the Canadian Football League. In addition the NFL and AFL teams which sell their radio rights individually will get another \$837,500.

Most of the 253 football-playing major colleges also have radio coverage and they will get an estimated \$150,000.

While the rights figure is taking on the semblance of a miniature defense budget, the income from sponsors, eager to pay for messages at timeouts and halftimes, estimated at \$85 million for radio-TV, looks like the national debt.

The sold-out signs are up on most of the network plums and ABC-TV, CBS-TV and NBC-TV report no concern over the few segments still open.

Big Spenders ■ The biggest network buys this year again belong to Ford through J. Walter Thompson and Philip Morris (Marlboro) through Leo Burnett. Each has one-quarter of the full NFL schedule on CBS-TV and one-quarter of the NFL championship game on NBC-TV.

Another major sponsor is the United Motors Division of General Motors through Campbell-Ewald, which has bought into the pregame and postgame shows of ABC Radio's Notre Dame schedule, the Bluebonnet, Gator and Cotton Bowls package on CBS-TV and NBC-TV's Pro Bowl, Liberty and Sugar Bowls.

Bristol-Myers through Doherty, Clifford, Shenfield & Steers; Sun Oil through William Esty, and Texaco through Benton and Bowles have also made tri-network purchases.

Petroleum, beer and tobacco sponsors again make up the bulk of the advertisers' roll.

American Oil, Standard Oil of Cali-

fornia, Standard Oil of Ohio, Ballantine, Carling, Falstaff, Hamm's, National, Pearl, Wiedemann, Brown & Williamson, General Cigar, Liggett & Myers, Lorillard and R. J. Reynolds are continuing as active sports backers.

Biggest Price ■ NBC-TV, which has been left out in the cold for a regular schedule, has already paid the highest single price for any event—the \$926,000 for the NFL championship game.

CBS-TV, which is in the second year of two-year contracts with the NFL and NCAA will be hard pressed to retain the contracts when bidding time rolls around after Jan. 1. ABC-TV, com-

mitted to the current season and 1964 on its five-year contract with the AFL will stay out of the NFL bidding picture, leaving NBC-TV and CBS-TV to battle it out.

But when the NCAA opens its sealed envelopes all three networks will be in there with considerably more than the \$10.2 million CBS-TV is paying for two years. The NCAA games have now made the circuit of the networks and the lucrative college games brighten up an otherwise feature movie-filled Saturday for affiliates.

With NBC's record price for the championship game a public fact, the

What networks pay for radio-television rights

ABC Radio	Notre Dame Football	\$ 150,000	Sept. 28
	American Football League	1,920,000	Sept. 8
	Grey Cup Game (Canada)	75,000	Nov. 30
	North-South game	27,500	Dec. 21
	AFL championship	(1)	Dec. 29 (tent.)
	Orange Bowl	205,000	Jan. 1
	AFL All-Star game	25,000	(no date)
Total		\$2,252,500	
CBS-TV	Hall of Fame game (preseason)	\$ 45,000	Sept. 8
	NCAA college football	5,100,000	Sept. 14
	National Football League	4,690,000	Sept. 15
	Bluebonnet Bowl	20,000	Dec. 21
	Gator Bowl	65,000	Dec. 28
	Cotton Bowl	70,000	Jan. 1
	NFL Playoff Bowl	125,000	Jan. 5
	Total	\$10,115,000	
MBS	Army-Navy game	\$35,000	Nov. 30
NBC-TV	Liberty Bowl	\$ 20,000	Dec. 21
	Blue-Gray game	40,000	Dec. 28
	East-West Shrine game	65,000	Dec. 28
	NFL championship	926,000	Dec. 29
	Sugar Bowl	65,000	Jan. 1
	Rose Bowl	125,000	Jan. 1
	Senior Bowl	35,000	Jan. 4
	NFL Pro Bowl	75,000	Jan. 12
Total		\$ 1,351,000	
Network Total		\$13,903,500	

(1) The AFL championship game is part of a package including the AFL regular season games.

FOOTBALL KING AT TV BOX OFFICE continued

NFL is expected to be looking for a contract in the neighborhood of \$12 million, compared to the \$9.3 million two-year pact with CBS-TV. The 14 NFL clubs will each get \$335,000 this year.

Tie At Start ■ The 40-game AFL TV schedule which begins a day ahead of the NFL's, Sept. 14 to Sept. 15, is, in fact, being beaten by the senior circuit. CBS-TV will telecast the pre-season Hall of Fame game from the Football Hall of Fame in Canton, Ohio, apart from its NFL package. Chris Schenkel, Ken Coleman and Johnny Lujack will broadcast the game which dedicates the hall.

After that it's neck and neck with both leagues scheduling their championship games on Dec. 29. This marks the first time in the four-year existence of the AFL that it has challenged the NFL on the latter's big attraction.

The AFL championship is part of the package which ABC-TV has bought in its contract, which this year provides \$240,000 for each of the eight teams.

The new New York Jets play the Boston Patriots in the AFL opener. Two other games will be seen nationally and on 13 dates ABC-TV will show two or three games on a regional basis. On games fed to the East Curt Gowdy and Paul Christman will be the air team; Jack Buck and George Ratterman will be the western team and for the third games, when shown, Charlie Jones will do play-by-play.

CBS-TV begins its two league schedules back-to-back with the NCAA national opener Florida-Georgia Tech, Sept. 14 and the full slate of NFL games on Sept. 15.

The only three NFL games set for national television all feature Green Bay, last year's league champions, as one of the participants. They are the annual Thanksgiving morning Green Bay-Detroit contest and two Saturday afternoon games with Los Angeles and San Francisco from the West Coast in December.

Nine of the collegiate contests will be shown nationally including the Army-Navy game Nov. 30, and 15 will be shown regionally on five Saturdays.

Announcing the national and one set of regional games will be Lindsey Nelson, Terry Brennan and Jim Simpson. Red Barber and Johnny Lujack will team on another regional and Bill Fleming and Frankie Albert will cover the remainder.

The Other Games ■ ABC-TV will televise the Grey Cup championship game from Vancouver, Canada, Nov. 30; the North-South game from Miami, Dec. 21; the Orange Bowl with regatta and parade from Miami, Jan. 1, and the AFL All-Star game on a date to be

announced.

CBS-TV has the Bluebonnet Bowl from Houston, Dec. 21; the Gator Bowl from Jacksonville, Fla., Dec. 28, the Cotton Bowl from Dallas, Jan. 1 and the NFL Playoff Bowl with the runners-up in the league's eastern and western divisions from Miami, Jan. 5.

NBC-TV which has been able to offer advertisers only the extra games has the Liberty Bowl from Philadelphia, Dec. 21; the Blue-Gray game from Mobile, Ala., and the East-West Shrine game from San Francisco, Dec. 28; the Sugar Bowl from New Orleans and Rose Bowl (preceded by parade) from Pasadena, Calif., Jan. 1; the Senior Bowl from Mobile, Jan. 4 and the NFL



Pro Bowl from Los Angeles, Jan. 12.

Packages Galore ■ NBC-TV will present *NFL Highlights* on Saturdays from Sept. 21-Dec. 21. The half-hour program containing filmed highlights of the previous week's seven NFL games will be packaged for the network by Tel Ra Productions with Jim Leaming as sportscaster. Georgia-Pacific Corp. through McCann-Erickson and Monroe Auto Equipment Co. through Aitkin-Knyett, Philadelphia, are sponsors.

ABC-TV is back with the *AFL All-Pro Scoreboard* following its league games. Sponsors are Bristol-Myers

through Doherty, Clifford, Steers & Shenfield; General Mills through Knox-Reeves and Skil Corp. through Fuller & Smith & Ross.

On CBS-TV the college games will be sandwiched between the 15-minute *Football with Paul Dietzel and Ara Parseghian* and *College Football Scoreboard* with Chris Schenkel and Jack Whitaker.

Preceding each of the network's 17 NFL telecasts it will have *Pro Football Kickoff* with Kyle Rote.

Action In Radio ■ ABC Radio will again broadcast the 10-game Notre Dame schedule on the full network. Household Finance through Needham, Louis & Brorby will sponsor the network's half of the game. Pregame and postgame shows will be sponsored on the network half by United Motors Division of General Motors through Campbell-Ewald.

MBS will broadcast the Army-Navy game, but no sponsors have been signed yet.

CBS Radio will broadcast five-minute scores broadcasts with Jack Drees on Saturday and Sunday evenings.

Canadian Picture ■ Canadian Broadcasting Corp. and CTV Television Network Ltd. will share the CFL games this season.

CBC-TV is broadcasting the Saturday games under rights purchased by John Bassett of CFTO-TV Toronto for \$401,000. CTV purchased its rights for \$200,000 and CBC and CTV will jointly broadcast the Grey Cup game for rights purchased for \$175,000.

National League

Baltimore Colts ■ WBAL Baltimore will originate exhibition and regular season games for 27 stations in Pennsylvania, Delaware, South Carolina, North Carolina, Maryland and Washington, D. C. National Brewing Co. through W. B. Doner is sponsoring one-half of all games on the radio network. The remaining half is open for local sponsorship. WMAR-TV Baltimore, which will show the Colts road games, also is televising three exhibition games. Jim Mutscheller, former Notre Dame and Baltimore end and now a coach for the Colts, will do 15-minute pregame shows and postgame wrapups for each of the NCAA and NFL games on WMAR-TV. Joe Groghan and Chuck Thompson will do the radio coverage with Mr. Thompson and Jim Simpson on TV.

Chicago Bears ■ The Bears are the lone NFL team without a radio network. Their games will be heard only on WGN Chicago. Standard Oil of Indiana, which has had the radio rights for 17 years, will sponsor one-half of each game for its American Oil division, through D'Arcy Advertising. Heilman Brewing Company through Mc-

These sponsors' millions buy football for radio-TV audience

Aqua-Velva (Parkson)	CBS	NFL	Hartford Ins. (M-M)	CBS	Gator, Cotton, Bluebonnet Bowls
American Gas Association (L&N)	ABC	AFL	Heritage House (Wermen & Schorr)	CBS	Hall of Fame game
American Oil (D'Arcy)	CBS	NFL	Household Finance (NL&B)	ABC	Radio Notre Dame games
Ballantine (Esty)	NBC	NFL championship	Inst. of Life Ins. (JWT)	CBS	NCAA
Bristol-Myers (DCSS)	CBS	NFL	Liberty Mutual (BBDO)	ABC	AFL
	NBC	NFL championship	Liggett & Myers (JWT)	NBC	NFL Pro Bowl
	ABC	AFL scoreboard, Orange Bowl	Lincoln-Mercury (K&E)	ABC	AFL
	CBS	Gator, Bluebonnet, Cotton Bowls	P. Lorillard (Grey)	ABC	AFL
	NBC	Liberty Bowl		CBS	Gator, Cotton, Bluebonnet Bowls
Brown & Williamson (Bates)	NBC	Sugar, Senior Bowls	Monroe Auto Equip. (Aitken-Kynett)	NBC	NFL Highlights
Buick (M-E)	ABC	Orange Bowl	National Beer (Doner)	CBS	NFL
Carling (LF&S)	CBS	NFL		NBC	NFL championship
	NBC	NFL championship	Norelco Shavers (C. J. LaRoche)	CBS	NCAA
Carter Products (SSC&B)	CBS	Gator, Cotton, Bluebonnet Bowls	Pearl Brewing (Tracy-Locke)	ABC	AFL
	NBC	NFL Pro Bowl	Philip Morris (Burnett)	CBS	NFL
Chesebrough-Pond's (NC&K)	ABC	AFL		NBC	NFL championship
Chrysler (Y&R)	NBC	Rose Bowl, Blue-Gray game	R. J. Reynolds (Esty)	NBC	East-West game
Colgate-Palmolive (Bates)	CBS	Hall of Fame game	Savings & Loan Foundation (M-E)	NBC	East-West game
	NBC	Senior, Sugar Bowls, East-West game	Skil Corp. (FSR)	ABC	AFL scoreboard
Falstaff (DFS)	CBS	NFL	Std. Oil Calif. (BBDO)	CBS	NFL
	NBC	NFL championship	Std. Oil Ohio (M-M)	CBS	NFL
Farah Mfg. (White & Shuford)	NBC	NFL championship	Sun Oil (Esty)	ABC	AFL
Firestone (Sweeney & James)	CBS	NCAA		CBS	NFL
Folgers Coffee (FRC&H)	CBS	NFL		NBC	NFL championship
	NBC	NFL championship	Texaco (B&B)	ABC	Orange Bowl
Ford (JWT)	CBS	NFL		CBS	NCAA games
	NBC	NFL championship		NBC	Senior Bowl
General Mills (Knox-Reeves)	ABC	AFL scoreboard	Union Carbide (Esty)	ABC	AFL
General Cigar (Y&R)	CBS	NCAA	United Motors Div. GM (C-E)	ABC	Radio
Georgia Pacific (M-E)	NBC	Sugar Bowl, NFL Highlights		CBS	Pregame, Postgame, Bluebonnet, Gator, Cotton Bowls
Gillette (Maxon)	ABC	AFL		NBC	NFL Pro Bowl, Liberty, Sugar Bowls
	NBC	Rose Bowl, Blue-Gray game	Whitehall Labs (Bates)	NBC	Liberty Bowl
Goodyear (Y&R)	ABC	AFL	Wiedemann Brewery (DCSS)	NBC	NFL championship
Hamm's (C-M)	CBS	NFL			
	NBC	NFL championship			

Cann-Erickson will be the co-sponsor. A warmup show will be sponsored by Fairfield Savings and Loan through Charles Elwen Hayes Advertising, and Household Finance through Needham, Louis & Brorby will sponsor the post-game scoreboard. Play-by-play on radio will be handled by Jack Brickhouse and the TV coverage over WBBM-TV and CBS by Red Grange with George Connor doing color. All of the preseason games will be shown, three of them taped broadcasts.

Cleveland Browns ■ WERE Cleveland

will feed the Browns games to a 55-station network in Ohio, Indiana, Kentucky, West Virginia, Pennsylvania, New York and Massachusetts. Sponsors on WERE will be Carling Brewing through Lang, Fisher and Stashower; Standard Oil of Ohio through McCann-Marschalk; Giant Tiger Stores through Marcus Advertising and Household Finance placed direct. None of the sponsors will be on the full network. Three preseason and three league games will be heard live on WGAR Cleveland and the network and rebroadcast on

WERE. The station switch is an annual event occurring when the Cleveland Indians baseball games on WERE conflict with coverage of the Browns. Gib Shanley and Jim Graner will do radio play-by-play and color and Ken Coleman and Warren Lahr will be their television counterparts on CBS and KYW-TV. Blanton Collier, head coach of the Browns will be heard on a 15-minute pregame show and will have a five-minute show at 5:55 p.m. Monday-Friday, both on WERE.

Dallas Cowboys ■ KLIF Highland

Tape network for Green Bay exhibition games

The day of the taped TV football game has dawned brighter this season. While many stations carrying pro football are showing the exhibition games in an edited version—elimination of half-time ceremonies and reduction in time outs—WBAY-TV Green Bay, Wis., appears to have undertaken the most ambitious project for the local Packers.

A four-station network has been lined up to show five taped games the day after they're played. Four of the games will be played Saturday night and shown Sunday afternoon. The fifth game to be played on Labor Day will be shown Tuesday night.

WBAY-TV is using a chartered plane to insure the tape arrival in

time for editing, dubbing and sending of the edited version to the other stations. Al Samson and Tony Canadeo are doing the play-by-play and color on the games.

The games are shown on WISN-TV Milwaukee, WSAU-TV Wausau, WISC-TV Madison, all Wisconsin, and WLUC-TV Marquette, Mich. WLUC-TV shows the game via microwave feed from WBAY-TV, and sponsors it locally.

On the four Wisconsin stations one-quarter of the game is sold to Hamm's Beer through Campbell-Mithun. On three of the stations Wisconsin Telephone through Cramer-Krasselt has purchased one quarter. The remainder of the games are sold locally.

Park-Dallas originates the 19 Cowboys games for an 18-station regional network and feeds locally to KVIL-FM Highland Park. Regular season games will be sponsored on the network by Household Finance placed direct (one-half) and in several cities by Hamm's Beer through Campbell Mithun. The open segments are available for local sale. KRLD-TV, the Dallas outlet for the Cowboys games will present a Saturday show highlighting the previous Sunday's game with film clips and interviews. The program will be locally sponsored. Rick Weaver will do radio play-by-play and on TV Frank Glierer and Jim Morse will cover the action and color.

Detroit Lions ■ WJR Detroit will feed Lions games, including four exhibitions, to a network of three Michigan stations. Marathon Oil through Campbell-Ewald and National Brewing Co. through W. B. Doner for Altes Beer, will be co-sponsors on the games. A pregame *Lions Press Box* sponsored by the Detroit region Plymouth Dealers Advertising Association through N. W. Ayer, and a postgame scores and highlight show, sponsored by Packer Pontiac through MacManus, John and Adams will be heard only on WJR. Bob Reynolds and Bruce Martyn will broadcast the league games and Van Patrick and Russ Thomas will describe the TV games over WJBK-TV. Messrs. Patrick and Reynolds will do the preseason games on radio.

Green Bay Packers ■ WTMJ Milwaukee is feeding a six-station regional network the 19-game exhibition and regular season schedule. The network sponsors are Thorpe Finance Corp. through Klau-Van Pietersom-Dunlap (one-half), La Palina Cigars through Compton and Employers Mutual of Wausau through

J. Walter Thompson (one-quarter each). A pregame *Packers Preview* sponsored by Humble Oil through McCann-Erickson and a postgame *Packers Scoreboard* sponsored by Delco Battery Division of General Motors through Campbell-Ewald will be heard only on WTMJ. Play-by-play will be handled on radio by Ted Moore and on TV over WBAY-TV Green Bay by Ray Scott and Tony Canadeo.

Los Angeles Rams ■ KMPC Los Angeles is feeding the Rams schedule to a four-state 17-station network, which includes Hawaii. Sponsors of the games and pre-and-post-game shows have bought the full network. Purchasing one quarter of the games are Folgers Coffee through Fletcher Richards, Calkins & Holden; Corina Cigars through Edward Weiss; Burgermeister Beer through Post-Keyes-Gardner, and Standard Oil of California through BBDO. Sponsors on pregame and postgame pro-

grams are Sun City, Ariz., through the Garland Agency and Bonanza Airlines through Hal Stebbins Inc. The five exhibition games will be seen on KTTV(TV) Los Angeles; one live and the remainder taped for delayed broadcast. The KTTV games are sponsored by Ford Dealers of Southern California and Liggett & Myers, both through J. Walter Thompson; Northwestern Mutual of Seattle through Miller, Mackay, Hoeck & Hartung; and Kellogg through Leo Burnett. Dick Schad will announce them. The regular season games will be seen on KNXT(TV) Los Angeles. Bill Keene and Don Paul will do *Pro Football Preview* before and *Extra Point* after the Rams games. The 15-minute pregame show will be sponsored by Hamilton Watch through N. W. Ayer, Carters Products through Sullivan, Stauffer, Colwell & Bayles and Bristol Myers through Doherty, Clifford, Shenfield & Steers. Bob Kelly will handle radio and TV play-by-play and will be assisted on radio by Bill Brundige and Steve Bailey and on television by Gil Stratton.

Minnesota Vikings ■ WCCO Minneapolis will feed the 14 regular season games of the Vikings to a 28-station regional network. The network is set up by North Star Features of Minneapolis, an independent packager, and games on the network stations are sold locally. On WCCO the games are sponsored by Minneapolis Federal Savings and Loan through M. R. Bolin (one-half), Fels Naptha through S. E. Zubrow, and Northwest Ford Dealers Association through J. Walter Thompson (one-quarter each). Warmup and scoreboard programs on WCCO are not yet sold. Dick Enroth and Paul Giel will broadcast the games and Herb Carneal and Clayton Tonnenmaker will do the games on WCCO-TV.

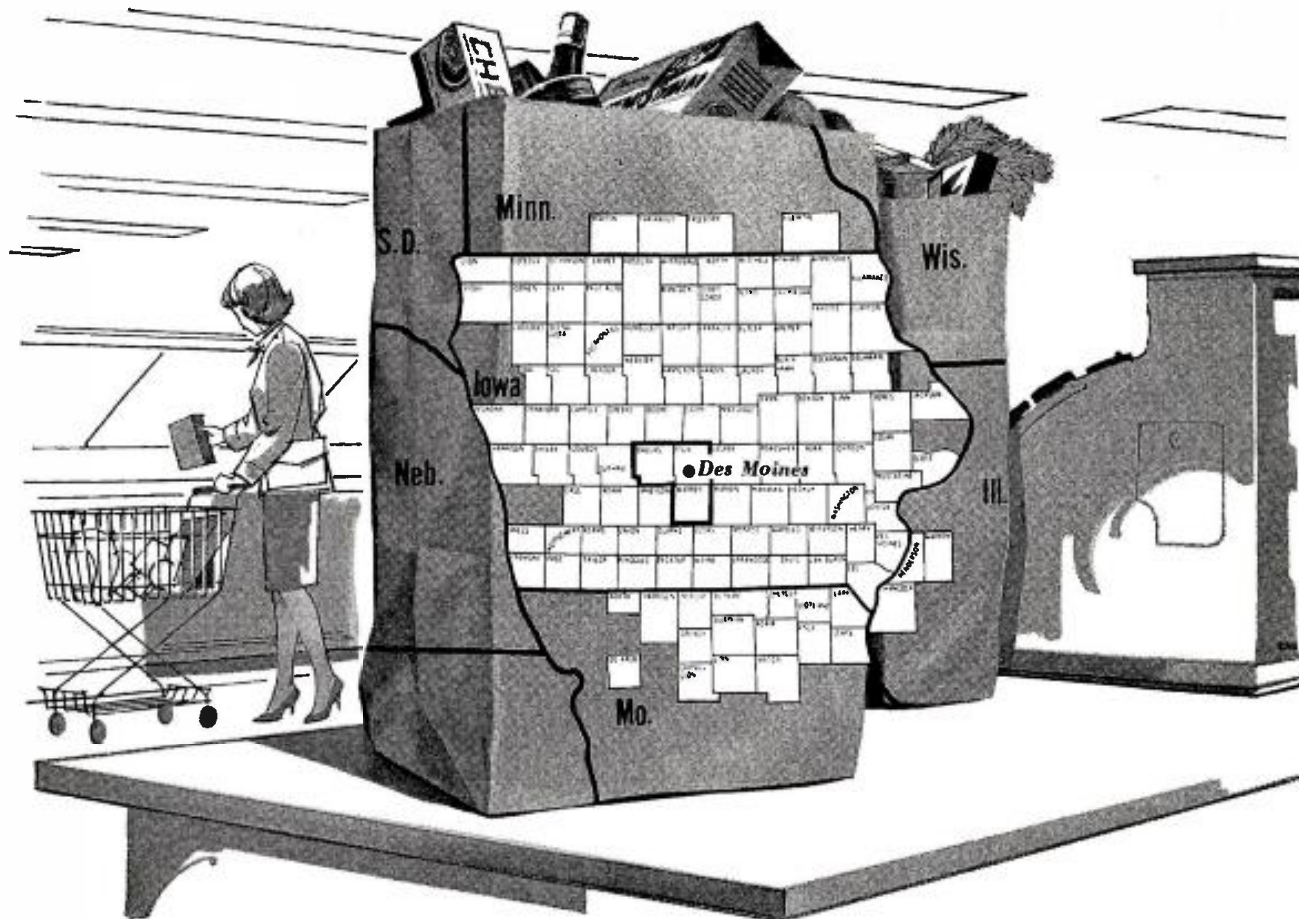
New York Giants ■ The Giants through WNEW New York and the Northeast Radio Network division of Ivy Broadcasting Co., Ithaca N. Y., are currently boasting one of the largest radio networks in professional football. Fifty-three stations in New York, Pennsylvania and New England, including the Yankee Network, are carrying the Giants exhibition games. Several additional stations are expected to be added for the 14-game league schedule. The radio package including a 25-minute *Pro Football Preview* (pregame) and a 15-minute *Locker Room Report* (postgame) is being produced by WNEW for broadcast beyond the New York City area for the first time in the station's three-year contract with the Giants. This is the last year of the contract. The station lineup includes four 50-kw stations: WNEW, WTIC Hartford, Conn., WNAC Boston and WGY Schenectady, N. Y.

On WNEW the games are sponsored

SNI active in football

Sports Network Inc., New York, will televise 10 preseason National Football League games and two regular games, both Saturday night contests which are not being carried by CBS-TV. SNI will handle special radio networks for five NFL teams and one in the American Football League.

A half-hour filmed show, *Big Ten Football Highlights*, is being produced for midwestern stations and SNI anticipates coverage of some closed circuit or pay TV college games.



Des Moines Area accounts for only 13.5% of the FOOD SALES in "Iowa Plus"

Des Moines is a *good* market for food products—yet no matter how thoroughly you saturate the 3-county Des Moines Metro Area with local or regional radio, you've still got a long way to go in selling *Iowa*.

In fact, all *eight* of Iowa's Metro Areas, *combined*, account for but 49.6% of the food purchases made in WHO Radio's 117-county Nielsen Coverage Area shown above. (Sales Management, June 10, 1963.*)

WHO Radio covers "*Iowa Plus*"—actually reaches 42% of all the 805,000 homes in that 117-county area, weekly (NCS '62). As a matter of fact, WHO Radio gives you America's 23rd radio market—there are only 22 others in the U.S. that equal or exceed it!

Yes, you can do a better, more economical marketing job with WHO Radio than with any other medium in Iowa. Ask PGW for the dollars and cents.

*These figures are for Sales Management's newly-defined and frequently larger Metro Areas, as found in the June 10 Survey of Buying Power Issue.

WHO

RADIO

for Iowa PLUS!

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



Peters, Griffin, Woodward, Inc., National Representatives

FOOTBALL KING AT TV BOX OFFICE continued

by Howard Clothes through Mogul, Williams & Saylor; A&P Food Stores through Gardner Advertising; Ballantine Beer through William Esty, and Liggett & Myers through J. Walter Thompson. Ballantine has bought participations on the network. The pregame and postgame shows handled by Kyle Rote are sponsored by Emerson Radio Associates through Robert Whitehill and Schick Shaver Repair Shops through Norman, Craig & Kummel. Announcers on the games will be Marty Glickman, Joe Hasel and Al DeRogatis.

The Giants' TV schedule which will be carried by WCBS-TV will be broadcast by Chris Schenkel and Pat Summerall. A one-hour special on WOR-TV, *The New York Football Giants Preview: 1963*, will be shown on Saturday, Sept. 14, the eve of the team's first regular season game. It will be narrated by Mr. Schenkel.

Philadelphia Eagles ■ WCAU Philadelphia is originating the Eagles games for an 11-station network in Pennsylvania and Delaware. Nationwide Insurance through Ben Sackheim and Carling Brewing Co. through Lang, Fisher & Stashower have each bought one-quarter of the games on the network. The remaining half is sold locally. Bill Campbell and Tom Brookshire will do the radio coverage and Jack Whitaker and Bosh Pritchard will do TV action and color for WCAU-TV.

Pittsburgh Steelers ■ WWSW Pittsburgh and a 40-station, four-state network are carrying the Steelers games.

Carling Brewing Co. through Lang, Fisher & Stashower and Phillies Cigars through Wermen & Schorr, Philadelphia, have each bought one-quarter. The remaining half is still open. Joe Tucker will do the play-by-play on both radio and TV (KDKA-TV) with Jack Fleming doing color on radio and John Sauer on television.

San Francisco 49ers ■ KSFO and 23 stations of the Golden West Radio Network are presenting the 49ers contests. One-quarter sponsors of the games are Standard Oil of California through BBDO; Burgermeister Beer through Post-Keyes-Gardner; Chrysler-Plymouth Dealers through Young and Rubicam and N. W. Ayer, and Corina Cigars through Edward Weiss. The pregame *Clubhouse* is sponsored by Bay Area Chrysler Dealers through Y&R and the postgame program is sponsored by Armour & Co. through Y&R. Bob Fouts will do radio-TV play-by-play with Lon Simmons and Russ Hodges on radio and Gordon Soltau on KPX(TV).

St. Louis Cardinals ■ KMox St. Louis is feeding a regional network of more than 40 stations with sponsorship by Falstaff Brewing Co. through Dancer-Fitzgerald-Sample and Household Finance placed direct, each one-half. A local pregame show is not fed to the network. J. C. Politz and Jim Butler are broadcasting the games.

KMox, which is carrying the Cardinals games, is presenting the four exhibition games on tape. Falstaff is part

sponsor of these preseason telecasts. Jack Drees and Bill Fischer are heard on the TV coverage.

Washington Redskins ■ A 50-station network stretching from Maryland to Florida will hear the Redskins games originated by WWDC-AM-FM Washington. The previous high for Washington games was a 14-station lineup. The new network is part of Empire Sports Network, Buffalo, which is supplying stations with a pregame and postgame show. National Brewing Co. through W. B. Doner is sponsoring one-quarter on the full network. The remaining sponsorship is sold locally. A pregame show, *Redskins Preview*, and a postgame show, both with Bob Will on WWDC, is sponsored by Phillies Cigars through Wermen & Schorr. The station also carries a pregame show with Bobby Mitchell of the Redskins and a locker room show following the wrapup with Redskins' head coach Bill McPeak. Exhibition games are sponsored locally. Bill McColgan and Morrie Siegel will broadcast the regular season games.

WTOP-TV Washington, which is carrying the Redskins games, also is telecasting two exhibition games. Sponsors include Consolidated Cigar through Papert, Koenig, Lois and National Brewing, each one-quarter, Colgate-Palmolive through Ted Bates, and Safeway Stores handled direct, one-eighth each. One-quarter is still open.

The same sponsors will also back the Redskins regular season game with Los Angeles on Saturday, Sept. 21. The game, which is not being carried by CBS, will be fed to WTOP-TV through Sports Network at 11:15 p.m. EDT and an edited version will be shown the following morning at 11 a.m. Broadcasting the TV games will be Jim Gibbons and Eddie Gallaheer.

HAMILTON WILL COURT THE PRO FAN

Watch company returns to TV after 10 years

Hamilton Watch Co. of Lancaster, Pa., a long-time user of magazine advertising, makes its first network television buy this fall with a partial sponsorship of CBS-TV's *Pro Football Kick-off*, a 15-minute broadcast preceding the National Football League *Game of the Week* each Sunday.

The broadcast, featuring former New York Giant player Kyle Rote, begins Sept. 15 and runs for 14 weeks through the regular NFL season, and is currently cleared on more than 175 CBS-TV stations.

In addition, the Hamilton Co. has purchased adjacencies to pro football telecasts in areas where no pregame broadcasts will be carried.

Estimated cost of the venture is almost \$200,000, with the order being placed through N. W. Ayer, Philadelphia.

Hamilton's last television excursion came in 1952-53, with the 26-week

sponsorship of a Stuart Reynolds-produced variety show titled *Your Jeweler's Showcase*, on a local basis only.

Since that time, the company has limited its advertising to a "mixture of mass and class magazines," according to Hamilton Watch's advertising manager, E. L. Jones.

The pro football buy, he indicated, however, fits into the company's market profile, as well as its marketing time schedule.

"Our big sales push is normally from mid-September till Christmas, and the pro football schedule fits those plans perfectly.

"In addition, our buy stems from the appreciation that pro football is a booming thing, and the pro football fan of today fits our market profile. He's the kind of fellow who's going to shell out \$60 a year for a season's ticket, and not the guy who sits out in the bleachers eating peanuts."

American League

Boston Patriots ■ WEEI Boston begins a three-year contract with the Patriots and will feed a 10-station New England network. Sponsors are Zayre Department Stores through Bo Bernstein, Providence; Lincoln-Mercury Dealers of New England through Kenyon & Eckhardt, and Schaefer Brewing Co. through BBDO. Bob Gallagher and Fred Cusick will do the games. AFL games will be on WNAC-TV Boston.

Buffalo Bills ■ WBBN Buffalo and a seven-station network in Pennsylvania and New York are carrying the Bills games. Iroquois Brewery division of International Breweries through Marcus Advertising, Cleveland, has purchased one-half of the games on the full network. The remaining half is sold locally. Van Miller and Ralph Hubbell are broadcasting the games. WKBW-TV Buffalo will show the AFL games.

Denver Broncos ■ The Broncos, which

**this
is
Atlanta...**



... where more than 350,000 Georgians cheered! Air Force jets flew overhead as 30 floats, 20 bands, countless marching units and nationally known stars paraded down Peachtree Street in WSB-TV's 3rd Annual Fourth of July Parade. Thousands more watched on television. WSB-TV is proud to be the host when a great city celebrates Independence Day.

WSB-TV

Channel 2 Atlanta



Represented by
NBC affiliate. Associated with WSOC-AM-FM-TV, Charlotte;
WHIO-AM-FM-TV, Dayton; WIOD-AM-FM, Miami.

FOOTBALL KING AT TV BOX OFFICE continued

operated without a radio network last year, have a 15-station lineup for the current season fed by KBTR Denver. Sponsors for one-quarter each are Site Oil Co. through Weintraub & Associates, St. Louis; Rainbo Bread through Ekberg, DeGroff & Hunter, Denver; Johnny Haas Mercury through Boccard-Nordeen, Denver, and Ward Terry through Marshall Robertson Advertising, Denver. Pregame *Warmup* and *Post Game Feature* are both locally sponsored. Lee Harris and Al Helfer will do play-by-play and color. KBTV (TV) will originate six Bronco games for ABC-TV and take the 11 games fed by the network.

KOA-TV Denver is presenting a one-hour *Bronco Highlights* in color on Saturdays following the Bronco's Sunday games. The program, featuring game footage and interviews, is narrated by John Henry. They began Aug. 10 and will continue to Dec. 22. On Jan. 18 the programs will return as winter reruns.

Houston Oilers ■ KXYZ Houston originates the 19-game Oilers schedule on a 10-station regional network. Hamm's Beer through Campbell-Mithun has full sponsorship of the games. Frank Fallon and Al Jamieson broadcast the games. KTRK-TV Houston will originate Houston games for ABC-TV and take the AFL television schedule.

Kansas City Chiefs ■ The newest team in professional football, having moved from Dallas, the Chiefs will be heard on 27 stations in Kansas, Oklahoma, Nebraska, Iowa and Missouri fed by KCMO Kansas City, Mo. Two exhibition games and the 14-game regular schedule will be broadcast with three quarters sold. Quarter sponsors are Schlitz Beer through Leo Burnett, Chrysler Corp. through Young & Rubicam, and Interstate Securities through Rogers and Smith, Kansas City. Pre-game and postgame shows on the network are sponsored by Businessmen's Assurance Co. through Potts-Woodbury, Kansas City, and the local Coca-Cola bottlers. Merle Harmon and Bill Grigsby will broadcast the games and KMBC-TV will televise the network schedule.

New York Jets ■ Arrangements for radio coverage of the Jets had not been completed by last Thursday (Aug. 15). WABC-TV New York will show the AFL games.

Oakland Raiders ■ The Raiders which was the doormat of the AFL western division the past two years is having its games broadcast on a new station this season. KDIA Oakland will air the games and there is no network. The games are being sold on a participation basis. Bob Blum will be the announcer.

KGO-TV San Francisco will carry the televised AFL games.

San Diego Chargers ■ KFMB San Diego is feeding the Chargers schedule to a network of about a dozen stations. A 15-minute pregame warmup and 15-minute postgame wrapup are part of a network package which is being sponsored by Union Oil of California through Smock, Debnam & Waddell, Los Angeles and Home Federal Savings and Loan Association of San Diego through Lane-Huff Advertising, San Diego. Lyle Bond and Lute Mason will handle the broadcasts. XETV (TV) Tijuana, Mexico, will televise the AFL games on ABC-TV.

American Oil steady football sponsor

The American Oil Company marketing division of Standard Oil of Indiana through D'Arcy Advertising, Chicago, has been a major sponsor of football in radio and television for many years but slowly has been swinging emphasis from radio to TV. This year radio sponsorship is limited to the Chicago Bears on WGN Chicago, reported earlier.

American Oil will sponsor televised games of nine National Football League teams on a 148-station CBS-TV network during the season beginning Sept. 15 and will also sponsor the National Football League championship game Dec. 29 on NBC-TV, as well as the

Big Eight asked to delete radio fees

Thad M. Sandstrom, general manager of WIBW-AM-FM-TV Topeka, Kan., has suggested that the Big Eight Conference eliminate radio origination fees for its football contests.

In a letter to Wayne Duke, executive director of the conference, Mr. Sandstrom said he understood that the schools are "somewhat concerned about the effect the advent of professional football in Kansas City may have on attendance at football games" of the Big Eight. The Kansas City (Mo.) Chiefs recently moved to the city from Dallas (where its team name was the Texans). Mr. Sandstrom's letter noted that the fees have long been opposed by Kansas State University and Kansas University, and suggested that the conference re-evaluate the stand of the schools.

NFL play-off game Jan. 5 on CBS-TV.

American Oil also will partially sponsor the Cleveland-Pittsburgh game at Cleveland Oct. 5 over a special Sports Network Inc. hookup. American Oil shares sponsorship of the Baltimore Colts and Washington Redskins games over a 44-station regional CBS-TV network in the Southeast; the Chicago Bears over a 41-station regional CBS-TV network in the Midwest, and the St. Louis Cardinals over a 29-station regional CBS-TV network in that area. American Oil also is picking up sponsorships on smaller regional CBS-TV networks for games played by the Green Bay Packers, the Minnesota Vikings, the New York Giants, the Pittsburgh Steelers and the Cleveland Browns.

American Oil has sponsored the Washington Redskins on radio or TV for 19 years and Chicago Bear games for 16 years.

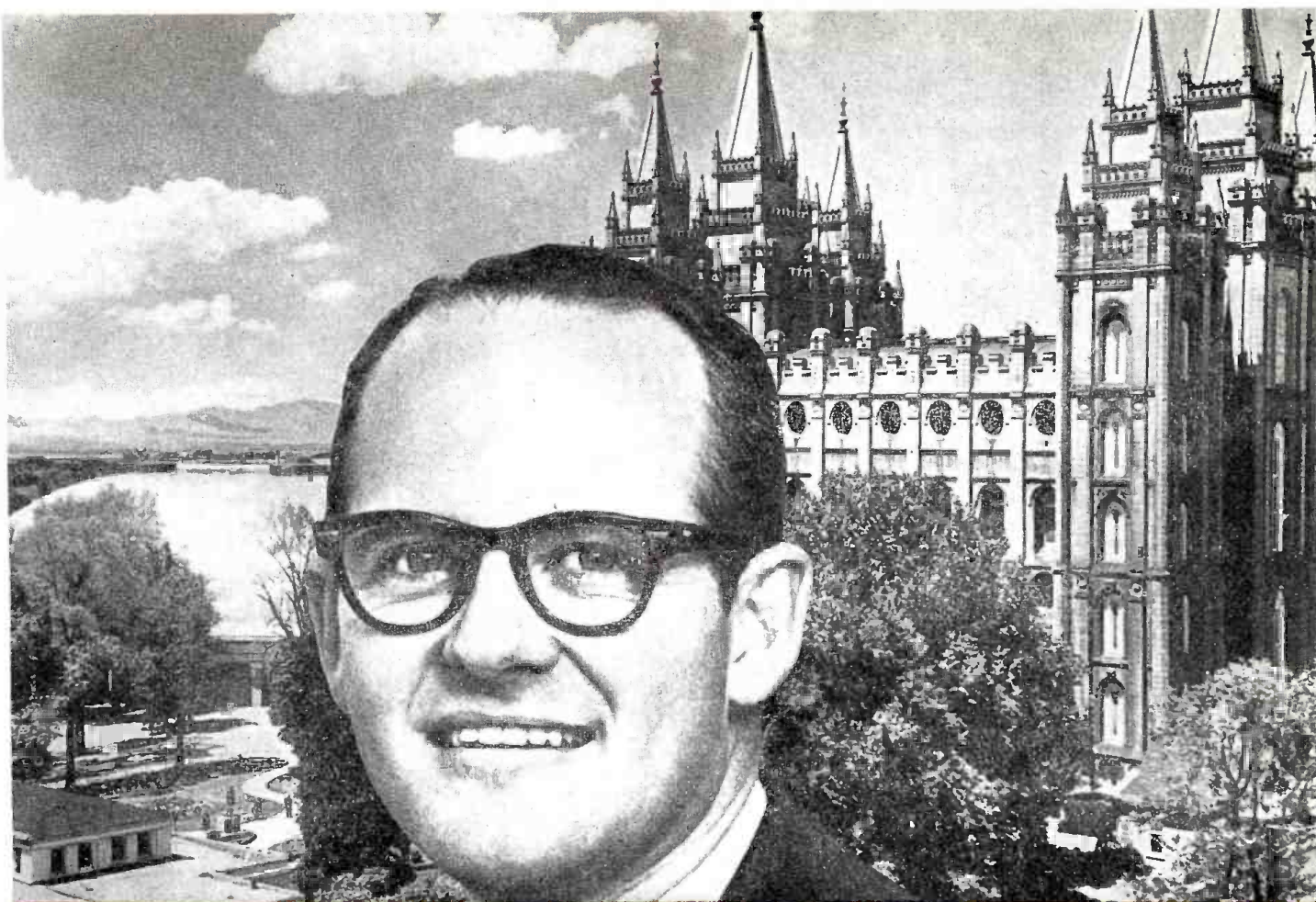
CBS-TV tells WPSD-TV it's bound by NFL pact

Sorry, CBS said last week to WPSD-TV Paducah, Ky., which has been complaining to the FCC and the Department of Justice because it is not allowed to telecast the St. Louis Cardinal pro football home games (BROADCASTING, Aug. 12, July 15, 8), but we're just abiding by our contract with the National Football League and really can't do a thing about it.

The network in an Aug. 14 letter to the FCC—which had forwarded the WPSD-TV complaint for comment—pointed out that its contract with NFL permitted each club to blackout its home games within an area of 75 miles from the stadium in which the game is played.

Although Paducah is 135 miles from St. Louis, CBS pointed out, there is "substantial" penetration of the Kentucky TV station's signal within a 75-mile radius of St. Louis. This is true also of the signal of KFVS-TV Cape Girardeau, Mo., a CBS affiliate, which technically is 85 miles away, the network added. The so-called 75-mile rule is part of the 1953 consent order involving the NFL, the network pointed out, and presumably has the blessing of Congress because this was not changed when Congress passed Public Law 87-333 permitting TV package sales of rights.

Although CBS does not support programming blackouts such as this, the network said, it recognizes that there may be an economic requirement for them. If the Cardinals can be persuaded to waive the blackout, CBS said, it intends to seek permission for its own affiliate in Cape Girardeau to carry the games.



Historic Temple Square, Salt Lake City, Utah

Why KSL-TV bought Volumes 3,4 and 5 of Seven Arts' "Films of the 50's"...

Says Lloyd Cooney:

Vice President and General Manager of KSL-TV, Salt Lake City, Utah.

...**"because of the financial success we had with Seven Arts' Volumes 1 & 2!"**

"Features have always been good in this market, and as you know, the other stations here have programmed prime time network movies. We wanted to provide a prime time exposure for local sponsors, so we bought Seven Arts' films and upped our rate card from section two to premium rate. It's been that way ever since.

"Ratings for our Friday night (7:30-9:00 P.M.) time slot in which we program our Seven Arts' 'Films of the 50's' show us now to be #1 in the market. This was a jump from third spot over strong competition from the other two network stations. And, with the help of the 'Films of the 50's' we're going to stay #1 in our market for a long time to come."



**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)

SHELL OIL'S CHANGING AD COURSE

Three years ago Shell dumped TV for a staggering newspaper campaign; now it's back as TV's No. 2 petroleum advertiser

In mid-1960, Shell Oil Co. created something of a mild stir by withdrawing its \$11.7 million advertising account from J. Walter Thompson agency, and bestowing it upon smaller, but rapidly growing Ogilvy, Benson & Mather.

Agency switches hardly can be considered rare occurrences. By the winter of 1960, however, excitement over the event had all but died down.

That's when the bombshell exploded. In what has since been termed the "most exciting event in advertising in recent years," OB&M swept clean the Shell advertising slate, toppling such sacred cows for petroleum advertising as TV news and weather franchises and a profusion of outdoor poster advertisements.

Shell withdrew \$3 million from outdoor advertising, \$2.3 million from television, and in place of these came what many considered to be most-improbable—the now-famous \$11 million

newspaper campaign.

In effect, Ogilvy, it appeared to the TV industry, was undoing everything the Thompson agency had sought to accomplish—not only in media, but in content, style, tone—the works.

Where Thompson had happily proclaimed in television jingles that "cars love Shell," Ogilvy sternly lectured consumers on components of gasoline with copy-filled advertisements. And where Thompson had distributed its advertising budget among several media, Ogilvy earmarked 77% of a record Shell advertising budget of \$14.2 million into newspapers and spent precious few cents in TV.

The company was in a mood to change images, and the metamorphosis which ensued couldn't have been more complete if Shell had decided to stop producing petroleum products and go into baby food. Even the internal structure of the company was revamped, re-

ducing the local autonomy which had been enjoyed by 17 divisions, and vesting the authority in the company's main offices, specifically in the hands of a former division head, Cy Martineau, advertising manager.

Mr. Martineau was one of four men who screened prospective successors to the Thompson agency as custodian of Shell's advertising millions, and he said, "We hired an expert, and left everything within reason in the agency's hands."

What resulted was the \$11 million newspaper campaign, and scarcely before type had touched newsprint, the battle lines were drawn between the competing advertising media. The Television Bureau of Advertising marshalled its forces silently and prepared for a long winter of research. The Bureau of Advertising, promotion arm of the American Newspaper Publishers Association, likewise went into battle, armed

Petroleum companies increased TV billing 7.2% in 1962

Petroleum companies' expenditures in television advertising rose by 7.2% in 1962 over the previous year, with spot accounting for the increase.

Figures released today by the Television Bureau of Advertising indicated an increase from \$40,606,956 total television spending in 1961 to

\$43,523,598 in 1962.

For the same period, spot billings rose from \$21,746,000 to \$26,118,000, while network business trailed off from \$18,860,956 in 1961 to \$17,405,598 in 1962, while Shell, returning to television in 1962 after a year's absence, moved ahead of Gulf

into second place.

Among the 15 leading television petroleum advertisers, billings rose from \$37.2 million 1961 to \$39.7 million in 1962, and the 1962 figures accounted for 58.7% of the advertising budgets in measured media for the top 15.

GASOLINE AND LUBRICANTS GROSS TIME AND SPACE BILLINGS LEADING TELEVISION ADVERTISERS

TV Rank	1962 Network TV	1962 Spot TV	1962 Total TV	1961 Total TV	1962 Magazines	1962 Outdoor	1962 Newspapers	1962 Total	1962 TV %
1. Texaco, Inc.	\$ 6,785,609	\$ 1,427,380	\$ 8,212,989	\$ 9,872,217	\$ 383,137	\$	\$ 243,581	\$ 8,839,707	92.9
2. Shell Oil Co.	1,918,511	3,426,850	5,345,361	778,817	1,133,110	419,284	3,194,669	10,092,424	53.0
3. Gulf Oil Corp.	2,393,721	1,588,700	3,982,421	3,743,484	389,803	246,051	4,043,741	8,662,016	46.0
4. Socony Mobil Oil	1,901,272	1,374,850	3,276,122	2,929,637	455,994		402,139	4,134,255	79.2
5. Humble Oil Co.	635,330	2,337,420	2,972,750	3,422,941	2,420,756	1,737,649	1,625,411	8,756,566	33.9
6. Am. Oil (Std. Ind.)	591,592	2,278,360	2,869,952	2,510,568		2,040,524	1,601,850	6,512,326	44.1
7. Sun Oil Co.	1,651,136	1,024,220	2,675,356	2,317,513	347,235	61,662	706,224	3,790,477	70.6
8. Phillips Petroleum	48,380	2,186,760	2,235,140	2,323,589	5,385	1,019,767	802,239	4,062,531	55.0
9. Sinclair Refining		2,008,280	2,008,280	2,103,213	318,926		64,839	2,392,045	84.0
10. Std. Oil of Ohio	42,062	1,289,760	1,331,822	960,654		309,500	68,949	1,710,271	77.9
11. Pure Oil Co.		1,283,750	1,283,750	808,880		486,151	413,073	2,182,974	58.8
12. Atlantic Refining		1,229,190	1,229,190	1,712,290			161,687	1,390,877	88.4
13. Cities Service Co.	124,460	743,300	867,760	961,895	164,842	879,767	118,180	2,030,549	42.7
14. Tidewater Oil Co.	507,275	270,080	777,355	369,740	72,950	65,647	269,670	1,185,622	65.6
15. Continental Oil Co.		675,280	675,280	565,890	318,670	665,908	296,859	1,956,717	34.5
Total	\$16,599,348	\$23,144,180	\$39,743,528	\$35,381,328	\$6,010,808	\$7,931,910	\$14,013,111	\$67,699,357	58.7

Sources: Television: TvB-Rorabaugh and LNA-BAR
Newspapers: Bureau of Advertising

Magazines: Leading National Advertisers
Outdoor: Outdoor Advertising Inc.

to the teeth.

A year later, the great experiment was over, Shell returned to television on a larger basis than ever before, and maintained its newspaper spending as if 1961 had never happened.

Both sides claimed victory, while Shell and the Ogilvy agency claimed there had never been a battle. One publication said the Ogilvy agency had "stubbed its creative toe." Another said the campaign had been designed to "tickle the fancy and soothe the ego of a certain type of high-level oil company executive," and TvB's research noted that Shell had been advertising more, and enjoying it less.

Today's Standing ■ Whatever the verdict, Shell today stands second among petroleum company television advertisers, according to TvB figures for 1962 released today (see chart, page 44). But it also is second among petroleum advertisers in newspapers. Its 1962 television budget of \$5,345,361 is \$2 million more than it ever spent in TV, and 53% of its total advertising budget, while its newspaper budget remains at its 1960 level of \$3.2 million, \$1.1 million is in magazines and \$419,284 is in outdoor advertising.

Agency and advertiser projections for 1963 call for "substantially the same" media mix, and Mr. Martineau talks excitedly about a new TV campaign which he claims "will catch those people as they're leaving the room to avoid the commercial and bring them back." (See picture of Shell commercial above).

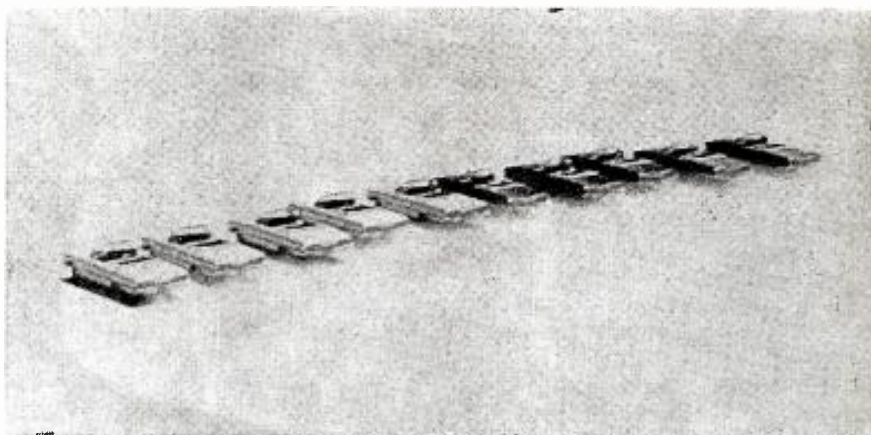
What really happened during the 1961 campaign? Did the Ogilvy agency stub its creative toe? Did Shell find out it couldn't do without television? Or did it know it all along?

From several recent interviews conducted with authorities involved with Shell's campaigns both then and now, two deductions may be made: (1) that few agencies would have had the courage to move as drastically as did Ogilvy, as one official put it, and (2) the campaign stands out for its uniqueness, so much so that marketing and advertising students at Harvard last year adopted it as a research project.

Beyond that, you pay your money and you take your choice.

TvB, for its part, made the following assertions after the campaign: (1) that the newspaper advertising campaign had encountered lack of repeat readership, even among avid readers, and (2) the campaign had produced limited readership and perception of its advertising messages among a majority of motorists.

Bruskin Findings ■ TvB opinion was supported by research it had commissioned during the newspaper campaign by R. H. Bruskin Associates. In newly disclosed results of the surveys conducted during the first five months of



Shell Oil has dramatized all nine working ingredients of its Super Shell gasoline in a series of commercials. This scene—shot from helicopter—is from a commercial filmed in the California desert area. Used were 10 Chevrolets, each checked to engineering specifications. The cars were evenly divided, black and white, one set filled with regular gasoline, the other with

the 1961 advertising, Bruskin concluded that:

- Among the four leading brands of gasoline mentioned, only Shell showed a decline while others increased in brand awareness.

- Among the 1,495 respondents males showed a greater degree of awareness than females in both studies. The brand awareness of Shell dropped substantially among the female respondents while males showed a lesser decline.

- Brand awareness of Shell is higher among light-driving homes. In this instance, Shell again exhibited a decline from December (1961) with those doing the most driving indicating the greatest decline.

- In those markets where Shell's TV advertising was replaced by other petroleum companies, Shell's diminishing awareness was higher.

- The decline in Shell's awareness may make itself felt in the area of sales. In December 1960, 7.5% said they used Shell "most often" while five months later 7% reported they used Shell most often.

- Though TvB at the time kept the report quiet, it was revealed that on 57 stations which reported back to TvB, 16 competing petroleum companies had bought 72 news franchises abandoned by Shell.

TvB at the time took the reception to be a refutation of the TV axiom that competitive products must be well-separated, and noted that (1) if you drop a TV schedule, you may not be able to get it back even minutes later; (2) if your competitor has a good TV schedule, try to obtain first refusal rights to it, should he cancel; (3) when your

Super Shell. After a run at same, controlled speeds, the Super Shell-fed autos were shown outperforming the others. For the commercial—using the demonstration technique of the entire Shell campaign—production house MPO and agency Ogilvy, Benson & Mather (Lincoln Diamant of agency supervised) used four cameras running continuously.

competitor drops out, rush in, and (4) perhaps one should look closer at the separation of competitive products in print media.

- As early as the winter of 1960, TvB concluded that the move to newspapers was a temporary one, for the purpose of image-building, that Shell was not unhappy with TV, and that when Shell did return to TV, it would be on a larger basis than before. The conclusion was borne out in the ensuing two years.

- Midway through 1961, the newspapers, rumored to be somewhat nervous that their medium had been placed on the spot with the "go-it-alone campaign," trotted out their research, primarily in the form of Daniel Starch readership studies, which Mr. Martineau called "highly reliable," and American Research Bureau studies.

Jack Kauffman, Bureau of Advertising vice president for sales and marketing, said in August 1961 that "every single one of the 10 ads in the Shell campaign that were measured by Starch exceeded the eight-year average on noting for petroleum advertising," and added modestly that "we can certainly conclude that petroleum is and can be a high interest subject to readers."

ARB conducted research in Burlington, Vt., and Providence, R. I., and noted that spontaneous mentions of Shell as a company doing gasoline and motor oil advertising rose two-and-a-half times among men motorists at the start of the campaign, and three months later, a large part of the gain was still evident.

Further studies told the newspaper bureau that the advertisements were

clear, easily understandable, and in one pointed skirmish with TV, the bureau claimed that "while 24% of the people surveyed still remembered Shell as a television advertiser due to Shell's many years in TV, almost as many people—23%—associated Shell with newspapers during the very first month of the campaign."

It remained for the newspaper experiment to run its course, and as TvB had privately predicted, Shell was back in TV in 1962—bigger than ever. It was hailed as a victory for the television medium, what one industry official called "one of the most significant testimonials to television in recent media history."

But Mr. Martineau, who said during the campaign that "few dealers have seen a dramatic increase in their sales," and that "results in this advertising will come slowly but steadily," came to the defense of the newspaper campaign. In April 1962 he told the ANPA convention in New York that "whatever advertising is doing, it is certainly not holding us back. . . . For whatever part the advertising may have played in it, Shell in 1961 appears to have outstripped the industry by a very substantial margin."

He cited figures on the petroleum industry which indicated that 1961 sales increased over the previous year by less than 1½%. Shell's increase, by con-

trast, was about four times as great.

Advertiser Reflects ■ Last week, as both agency and advertiser looked in retrospect upon the campaign, neither expressed regret. Said Samuel Frey, vice president and media director at Ogilvy:

"If we stubbed our creative toe, then we are still stubbing our creative toe all over the place, because our basic format for the newspaper ads has not changed."

"The goal of the newspaper campaign was to change the image of the company, and for what it was meant to accomplish, we feel the campaign was highly successful. We created the image as a basic backdrop for future campaigns. Then we got into the more efficient broadcast media to expand the message."

"We didn't turn our back on television in 1961, and we didn't turn our back on newspapers when we got back into television in 1962. The campaign now is a continuation of the 1961 newspaper campaign and not an alteration of our course."

"I'll say this—the 1961 newspaper campaign created more excitement not only in the advertising world, but among consumers as well, than anything we could have done with those \$11 million."

Mr. Martineau said last week he

never "second guessed" the agency on its decision and was "completely satisfied with the newspaper accomplishments."

"We use the media which are best suited to our particular purpose. Our newspaper advertising now is directed toward the more service-type ads, information for the motorist, rather than educational material about gasoline. Our television advertising is of the demonstration nature. You cannot judge media simply as ends in themselves. For instance, how could we place a demonstration ad on radio?"

"But we use radio in areas such as Los Angeles where there is considerable listening on car radios during certain hours."

"We think we have a winning combination, and like someone with a winning race horse, we won't stop backing it until it starts losing."

Business briefly . . .

Metro-Goldwyn-Mayer has purchased sponsorship in nine NBC-TV programs to advertise the release of its motion picture, "The V.I.P.'s" in September. The purchase, which includes five nighttime shows, marks MGM's first participations in prime time network television (BROADCASTING, July 8). The evening programs are *The Lieutenant*, *Mr. Novak*, *Monday Night at the Movies*, *Saturday Night at the Movies*, *Tonight Show Starring Johnny Carson*. Daytime programs to be used are *Missing Links*, *Loretta Young Theater*, *You Don't Say* and *People Will Talk*. Agency: Donahue & Coe, New York.

Exquisite Form Industries through Papert, Koenig, Lois beginning in the fall will participate in ABC-TV's *Jerry Lewis Show* and *Jimmy Dean Show* supplemented with daytime scatter plan in *General Hospital*, *Father Knows Best*, *Queen for a Day*, *Who Do You Trust?* and *Day in Court*.

Hastings Manufacturing Co., Hastings, Mich. has purchased sponsorship of Mutual's weekday *Bill Stern Sports* show (5:30.-5:35 p.m. NYT). Advertising agency: Bozell and Jacobs, Indianapolis.

New commercial producers

Formation of a new commercial production company, JLN Productions Inc., has been announced. The firm will produce TV commercials and business films.

Partners are John H. Humphrey, a partner in John H. Humphrey Associates, communications consultation and production firm; Lee Jones, a partner in Three Seal Productions, and Norton Gretzler, president of Ad Rem Sight & Sound Co. Offices are at 124 East 40th Street, New York. Telephone TN 7-7135.



An 'integrated' commercial from Lever Bros.

In an effort to use "a broader representation of America in its advertising" Lever Brothers last week introduced a new commercial for its Wisk detergent showing a Negro youngster in a Little League ball game. The commercial was telecast last Wednesday (Aug. 14) on CBS-TV's *Password*. Shown is James Arthur Martin Jr., taking a throw at third base as an opposing runner

slides in. The next scene takes place in the runner's home where his mother shows how Wisk removes dirt from soiled Little League uniforms. Lever Bros. is sending out letters to its six advertising agencies informing them of its decision to "take affirmative action" in the representation of minority races on TV (BROADCASTING, Aug. 12). Advertising agency for Wisk is BBDO.



It takes first-class entertainment to charm audiences. Like the exciting program line-up coming up this Fall on the five CBS Owned television stations. From the CBS Television Network, there'll be brand-new shows starring Judy Garland, Danny Kaye, Phil Silvers, Glynis Johns. In addition to "East Side/West Side," "My Favorite Martian," "Petticoat Junction," and "The Great Adventure." Plus the return of such favorites as "The Beverly Hillbillies," "Candid Camera," "Gunsmoke," "The Nurses," "The Defenders," "Rawhide," "Perry Mason." All of this backed by a solid array of local programs produced by the five stations. Better call your CTS National Sales representative. He'll gladly show you how your advertising can make customers sit up and take notice.

Entertainment makes the difference!



© CBS TELEVISION STATIONS NATIONAL SALES

REPRESENTING CBS OWNED WCBS-TV NEW YORK, KNXT LOS ANGELES,
WBBM-TV CHICAGO, WCAU-TV PHILADELPHIA, KMOX-TV ST. LOUIS

WAYS TO IMPROVE RADIO RESEARCH

AAAA report suggests study of ratings methodology

The country's leading advertising agencies told radio broadcasters last week how they thought radio research ought to be improved.

One of the key proposals was that broadcasters underwrite basic research to find the best method of measuring radio's complete audience. Officials of the Radio Advertising Bureau saw this as clear endorsement of their plan for a radio audience research methodology study, currently getting under way and expected to cost \$200,000, and the first reactions of other radio sales leaders to the whole report were generally approving (see story below).

The agency suggestions were issued by the American Association of Advertising Agencies in a 20-page report, "How Advertising Agencies Evaluate Various Types of Radio Research." The report was developed by the AAAA committees on research and on broad-

cast media and was approved by the AAAA board.

In calling for basic research on radio audience measurement methods, the report said "radio ratings data are absolutely essential for the intelligent purchase of radio time." It also warned that "at present, radio broadcasters do themselves a severe disservice in risking underestimates of their actual audiences."

The committees suggested that "perhaps the central problem in radio audience ratings research is the present multiplicity of services, with no agreement as to which provides the most valid results. This situation is inimical to the usefulness of radio research, and all interested parties suffer—ratings services, broadcasters, advertisers and agencies."

The report said this was "not a plea for a single ratings service" but a call

for a "systematic and objective" investigation of technology.

The report said out-of-home listening may have to be determined by "very different measurement methods" than those in use now. This, it continued, should be studied as part of the basic research program.

In the ratings area, the committees also called for "quicker updating of audience ratings studies to reflect significant changes in program schedules"; urged that, "to reflect radio's volatility," rating reports show audiences "by the shortest time segments of the broadcast day which are economically feasible to report," and asked that thought be given to extending ratings surveys to many smaller but important markets not now measured.

In calling for methodology research the report referred to and endorsed the "Madow Committee" recommendations, submitted to a congressional committee, that an "office of research methodology" be set up by broadcasting interests. The study, according to the

David says AAAA study endorses RAB's plans

Officials of the Radio Advertising Bureau were delighted and other radio sales executives appeared generally satisfied with the report issued by the American Association of Advertising Agencies last week on radio research (see story above).

Miles David, administrative vice president of RAB, hailed the report's call for an industry-supported radio audience research methodology study as the highest sort of endorsement of RAB's own methodology study plans.

These plans have met with occasional criticism or skepticism, and despite RAB's most persuasive efforts they have not yet won the financial support of the National Association of Broadcasters. NAB authorities have reserved decision on the RAB project, currently getting under way and expected to involve an outlay of about \$200,000.

The stated purpose of RAB's project—and one of the undertakings the AAAA report said is needed—is to find or develop the best possible methods of measuring radio's complete audience, out of home as well as in home.

Mr. David cited especially the AAAA report's observations that present measurements probably underestimate radio's audience, that a "new approach" is needed to make sure that "total radio listening" will be measured, and that "this does not appear possible if thinking remains



Mr. David

anchored to concepts perhaps suited to the early radio medium but which are unable to keep pace with its changed mobility and role in American life."

Mr. David said that in developing its project the RAB had worked closely with advertising agencies and would continue to do so, including those represented in drafting the AAAA report.

Among other radio sales executives who had seen the report the general reaction was described by another trade association executive as reflecting belief that as a whole the report seemed "sensible" and "worthwhile" and a positive step toward further recognition—and, hopefully, solution—of problems in broadcast research.

A number of sales researchers said they had not had a chance to give adequate study to the report, which went into distribution the first of last week.

One passage in the report was deemed uniquely unapt to be challenged by time salesmen. After noting that "the present state of radio research" is pretty frustrating and annoying, the report acknowledged that agencies sometimes give as well as receive frustration:

"Certain agencies are known to favor one research service technique, while other agencies have taken a different position on that technique. In addition to this existence of conflicting viewpoints among agencies, there frequently is a notable variation of acceptance of various research services within a given agency. Compounding the confusion is the 'heretic' timebuyer who takes exception to his agency's 'official' position. Pity the poor station representative—he doesn't know which set of figures to pull out of his pocket."



Us Hayseeds Get Around!

Maybe you'll never believe it until you see it—but though some of our pastimes may seem rather rural, *the Red River Valley is one of the highest-living, richest-spending areas in the U.S.A.**

Since almost the very beginning of radio and/or television, WDAY and WDAY-TV have been the favorite, leadership stations in the Red River Valley. Ask PGW to show you the list of schedules we are carrying from top-notch national advertisers — and the reasons why.

*Fargo-Moorhead is always among the very top leaders in Standard Rate & Data's ranking of Metro Area Retail-Sales-Per-Household. Why? Well, as the Encyclopaedia Britannica says (see "Red River Valley") — this is one of the most fertile agricultural areas in the United States. Look up *both* these references, and see for yourself!

BROADCASTING, August 19, 1963

WDAY
5000 WATTS • 970 KILOCYCLES • NBC
and
WDAY-TV
AFFILIATED WITH NBC • CHANNEL 6
FARGO, N. D.



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

AAAA report, might be initiated by a committee of "experienced and inventive" radio people who would appoint either a new or an established organization to do the work and then advise the researchers on the practicality of various approaches.

The AAAA groups made clear their feeling that improving methodology for various types of radio research is the responsibility of the broadcasters and their representatives, and that "those who pay for the research should exercise vigilance" over the conduct of it.

Highlights of other views and recommendations advanced in the report:

- Basic market data that stations submit to agencies should be drawn from reputable sources rather than "unnamed or potentially biased sources."

- Station coverage data is essential to agencies, but the reporting procedures should be standardized and preferably based on consumer coverage reports of actual listening to specific stations in a given period of time (rather than on mail or millivolt contour maps). Stations were advised to obtain listening data on three different levels (average daily, average weekly, average monthly) so that "individual agencies can then determine which is preferable for their purposes." In all cases, coverage data should be reported on a county-by-county basis so that agencies can make comparisons among stations.

- Broadcasting "can perform a service for itself" by setting up procedures for updating coverage information on stations whose overall coverage patterns are affected by their own or a competitor's changes in programming, power or frequency. The committees said it may not be feasible to set a six-month or other specific time lapse within which such updatings should be made, but that

the possibility "warrants study." County-by-county mail surveys of station tuning in specified time periods, the committee said, are "not expensive."

- Standardize, and make as specific as possible, the list of station and program characteristics about which listener attitude, or qualitative audience, studies are conducted. Adoption of a standard, industry-wide format might be considered. It is "essential" that such qualitative data be provided on a comparable basis for competing stations. It would be helpful if such research could be expanded into more markets than now, and if it could be reported frequently enough to reflect any significant changes in station practices, etc.

- Develop "more critical measures" of the effect of a station's image on the audience's receptivity to its commercials. "Perhaps research, using such

methods as controlled experiments for testing listener receptivity to identical commercials in different station environments, could go a long way" toward validating claims that a station's image can improve its advertising effectiveness.

The AAAA groups indicated that the report should not be considered entirely "a blanket, negative appraisal of the condition of radio research." Actually, the report noted, useful and encouraging contributions by today's research have been found, and the fact that "many radio industry people" have shown an awareness of research problems is a "promising" sign for further improvement.

Final draft of the report was by William Weilbacher of C. J. LaRoche & Co. and Richard Baxter of Cunningham & Walsh, serving as a subcommittee of the AAAA research committee.

ANA will help, not control, ratings audits

TERMED 'VALUABLE' TO SPONSORS, 'VITAL' TO RADIO-TV

The Association of National Advertisers' position that advertisers are glad to help in but not control the auditing and accrediting of rating services was reiterated yesterday (Aug. 18) by Harry F. Schroeter of National Biscuit Co., the president of ANA.

He said ratings are "valuable" to sponsors but "vital" to broadcasters in pointing up audience preferences.

"Some people," he said, "contend that there are not enough cultural events on the air. Others argue that there are not enough public affairs programs. Some maintain there are not enough local originations. They say there is far too much film production concentrated on

mass appeal—like westerns. Still others protest that uniformity across the country is enforced by network domination of programming, particularly in prime evening time.

"Only the broadcaster can determine the validity of such charges, or act on them, as the decision on the full spectrum of a station's program content rests with him. Reliable ratings, like the theatre box office, are an essential tool to help him fulfill this responsibility in the public interest.

"While advertisers and agencies can assist and will wish to contribute their thinking on many of the steps involved, control over procedures to audit and accredit TV rating services should be in the hands of broadcasters as long as they, in their capacity as licensees, are legally responsible for the program content of their stations."

Elaboration ■ Mr. Schroeter's observations appeared in a "guest column" he prepared for Joe Kaselow, advertising columnist of the *New York Herald-Tribune*, for publication yesterday. In general they repeated and elaborated on positions previously expressed by other ANA officials (BROADCASTING, May 27).

ANA is working closely with the National Association of Broadcasters Rating Council but has declined to become a member of the council.

Mr. Schroeter also wrote that civil rights is "very much in the forefront of ANA's thinking." He noted that ANA helped formulate the non-discriminatory employment policy recently signed by major elements in the broadcasting, advertising and recording fields (BROADCASTING, June 10).

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.

Alexander Film Co., Colorado Springs.

Ford Motor Co. (trucks), two 60's for TV. Agency: J. Walter Thompson. Don Franz, agency producer.

Helene Curtis (hair spray), three 60's for TV. Agency: McCann-Erickson. Ed Maroney, agency producer.

Philip Morris (Marlboro), one 60 and one 40 for TV. Agency: Leo Burnett. Frank Martello, agency producer.

Alberto-Culver (shave cream and shampoo), three 30's for TV. Agency: Compton. Shep Chartoc, agency producer.

Carling Brewing Co., one 60 for TV. Agency:

Lang, Fisher & Stashower. Wayne Schakel, agency producer.

Curlee Clothing Co. (men's suits), six 40's for TV.

Mobil Oil Co. (gas), one 60 for TV. Agency: Ted Bates. Julius Edelman, agency producer.

Quaker Oats, one 60 and one 8 for TV. Agency: Compton. Robert Steen, agency producer.

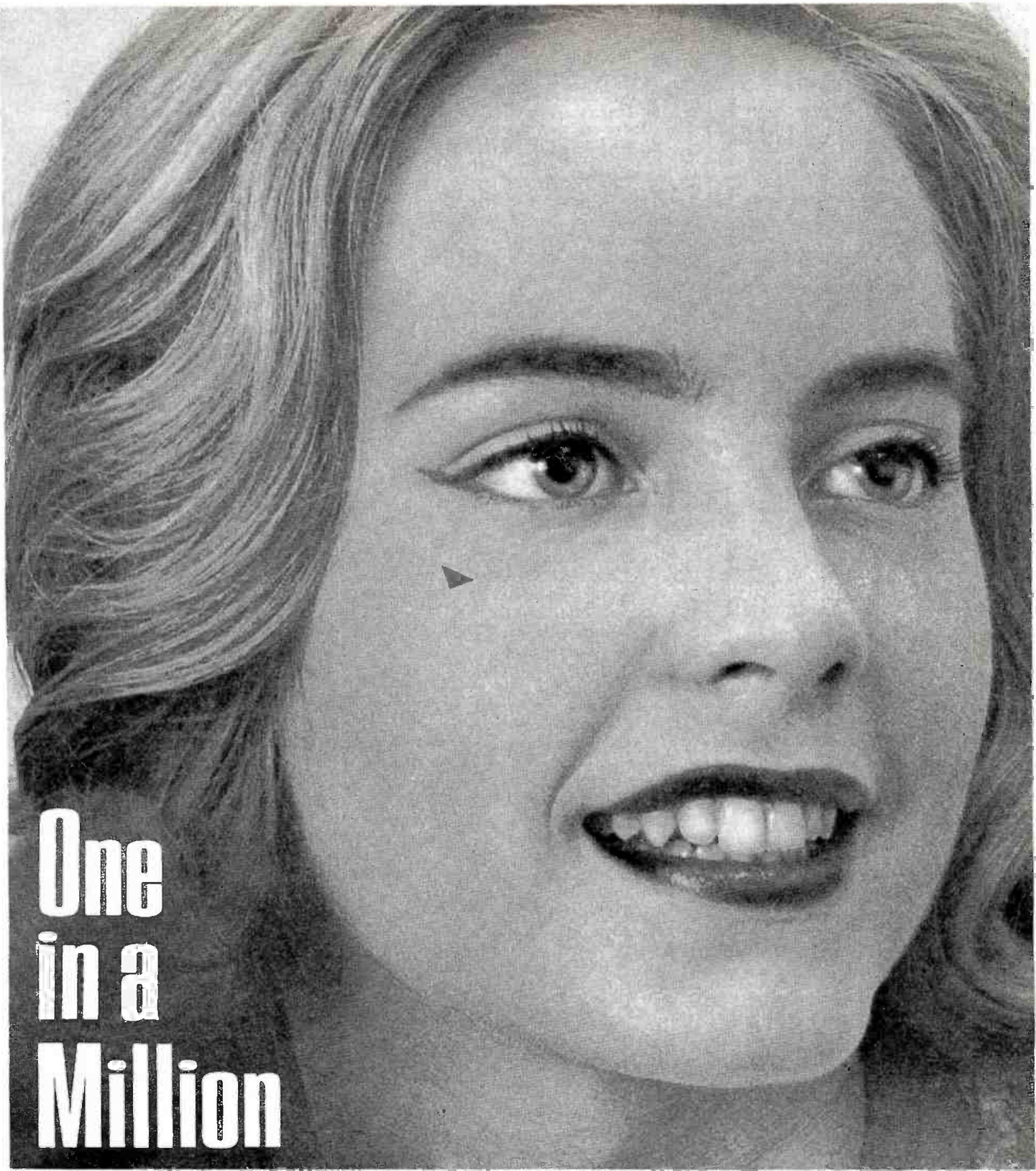
Pontiac (used cars), two 60's for TV. Agency: MacManus, John & Adams. Hamilton Nelson, agency producer.

PAMS Productions, 4141 Office Parkway, Dallas 4.

Durkee Foods (dressing), one 58 music score for TV, animated on film. Bob Farrar, production manager. Larry Herndon producer for Keitz & Hendon Film Co.

Valleydale Packers Inc. (meats), four jingles for TV (60, 58, 18, 8). Bob Farrar, production manager. Agency: Noble-Dury & Associates. Barker Lockett, agency producer.

Seidlitz Paints, three jingles for TV (60, 30, 10). Bob Farrar, production manager. J. F. Parenteau, company producer.



One
in a
Million

... 1,360,000 to be more exact. That's the population of the prosperous 33-county area served by WSJS Television. Buy the Golden Triangle, No. 1 market in North Carolina.

North Carolina's
Golden
Triangle

NO. 1 MARKET IN THE NO. 12 STATE

WSJS
TELEVISION 

WINSTON-SALEM / GREENSBORO / HIGH POINT

Represented by Peters, Griffin, Woodward

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



Delivers a large and responsive child audience with an exceptionally large bonus of women viewers, at new weekly rate.

HERE'S HOW IT WORKS

YOU BUY a strip of 5 one-minute announcements weekly in "Birthday House," 9-9:30 AM Monday-Friday.

YOU GET the benefit of the strip rate which brings the cost per spot down to \$252 or \$1,260 per week.

AND you get the tremendous sales response which comes when children and mothers together see your messages.

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

A new ad medium in Chicago: bus transfers WGN INC. OBTAINS FRANCHISE FROM TRANSIT COMPANY

Chicago's bus and elevated train patrons who pay an extra nickle each day to buy more than 800,000 transfers are a captive mass advertising audience which soon will be tapped by a new division of WGN Inc., operator of WGN-AM-TV. WGN Inc. is a subsidiary of The Tribune Co. which also owns *The Chicago Tribune*.

Advertisers and agencies who wish to sell, test market or "coupon" their products to these mass-transit riding consumers will be able to advertise on the backs of the transfers starting in November, WGN Inc. announced Thursday (Aug. 15). The transfer backs also will contain daily funny sayings and public service messages.

The new transfer advertising medium will be available to other radio and TV stations too for program promotion, WGN Inc., said, the same as any other advertiser. There are no combination rates with the WGN stations. WGN-AM-TV, however, will give the plan heavy on-the-air promotion.

WGN Inc. has obtained an exclusive franchise for the plan from the Chicago Transit Authority which operates some 4,000 buses and trains in that city carrying over 1.5 million people daily. Transfers are not free and require an extra 5 cent fare to be paid. The CTA will get 35% of the gross revenues from the transfer advertising plan with WGN Inc. providing and paying for all sales, promotion and other expenses. WGN Inc.'s new subsidiary is called Chicago Transfer Advertising.

Rates ■ A transfer advertiser will receive full and exclusive exposure on the CTA transfer for the day he purchases with the one-time rate of \$600 discounted to \$450 on frequencies of 25 or more. Daily weekday paid transfers average 812,743. Saturday (493,325 average transfers) and Sunday-holiday (289,174 transfers) rates are lower. Regular agency commissions apply.

Originator of the transfer advertising plan is Marvin H. Astrin, WGN sales manager, who will handle sales for the plan along with Richard E. Jungers, WGN-TV sales manager. Co-managers of the plan will be Charles E. Gates, WGN station manager, and Ben H. Berentson, WGN-TV station manager. James G. Hanlon, WGN Inc. manager of promotion and research, will handle sales promotion and advertising for the new subsidiary.

Mr. Hanlon admitted Thursday the transfer advertising plan really isn't new: he showed a transfer a friend had sent from Milan, Italy. On its reverse side—an ad for Coca-Cola. But, he

pointed out, the concept of the ad, plus the "entertainment" feature or public service message and the sales organization equipped to fully develop it are unique. Plans for other cities also may evolve, he indicated.

WGN Inc. is already well diversified. Besides WGN-AM-TV, it also operates KDAL-AM-TV Duluth-Superior, Minn.; Mid-America Video-Tape Productions, Chicago, and WGN-Televents Inc., a CATV firm at Houghton-Hancock, Mich.

Lincoln-Mercury plans big radio push

Planned radio schedules of the Lincoln-Mercury Division of Ford Motor Co. for 1964 will be increased an estimated 150% over the division's radio effort this year.

The auto company's advertising cycle which runs from September to September, this year consists of four spot flights, the longest running approximately seven weeks. Lineups have run from 60 to 70 stations with saturation ranging between 20 and 100 announcements per week. Lengths of announcements have been 20-, 30- and 60-seconds.

The 1964 schedules which are described by the division's agency, Kenyon & Eckhardt, Detroit, as constituting a major part of the total advertising effort will be supplemented by network radio, possibly on more than one network.

J. Clifford Wilson, vice president and media director of K&E, said last week "the planned rate of activity in the radio medium is evidence of the confidence the division has in radio's ability to play a major role in the advertising mix."

Spot schedules for the coming year will be placed in over 100 markets with frequency reaching as high as 125 announcements per week and the number of flights to be increased substantially.

Rep appointments . . .

■ **WVON Cicero, Ill. (Chicago):** Bernard Howard & Co. named national representative, effective immediately. Bob Dore Associates continues as WVON representative in New York and Dora-Clayton Agency continues in the South.

■ **KWKY Des Moines, Iowa:** Midwest Time Sales, Kansas City, Mo., as regional sales representative.

■ **WBAB Babylon, N. Y.:** Prestige Representation Organization, New York, as exclusive national representative.

THE ILLUSION OF POWER

Which line is longer—the thin vertical one or the thick horizontal one?

Which station broadcasts a more satisfactory signal to a greater radius—one with 5,000 watts or one with 50,000 watts? You can't answer accurately without considering frequency.

The distance to which any radio station can broadcast a satisfactory signal is a function of power AND frequency, combined with other variables such as ground conductivity, directionalization, interference and efficiency of facilities. WMAL's 5,000 watts at 630 kc offer more effective coverage than stations with ten times the power at the top of the broadcast dial.

Don't be power mad. Like the lines illustrated, power alone is illusory. (Now measure the lines.)



WMAL RADIO  **WASHINGTON, D.C.**

630 KC ■ 5,000 POWERFUL WATTS ■ WASHINGTON'S BEST FULLTIME RADIO SIGNAL

Represented Nationally by McGavren-Guild Co., Inc.

The Evening Star Broadcasting Company

BONANZA FROM THE CITRUS GROVES

Florida group to spend \$1 million extra for advertising

Encouraged by the surprise addition of a million dollars to the advertising budget, staff members and advertising agency personnel of the Florida Citrus Commission are busy expanding plans for the new citrus season just around the corner.

Instead of \$2.5 million to spend in the period between Nov. 1 and June 30, Campbell-Ewald Co. was advised by the citrus commission at a meeting last weekend that \$3.5 million is expected to be available. This is in addition to the current \$500,000 summer campaign on processed products, which will make a total of \$4 million in advertising funds for the fiscal year which began July 1.

Along with approving the advertising fund increase, the commission also authorized the agency to buy more than a million dollars worth of television availabilities on which commitments had been received from ABC and CBS. This portion of the campaign, involving a total of 218 minutes of commercial participation on both daytime and night shows, will be augmented by substantial magazine advertising and probably

additional TV and radio time.

The form of the new campaign should become apparent when a meeting of the commission's advertising committee is held in Lakeland, Fla., Sept. 4 to review staff and agency recommendations for the season. The whole program will be presented to the full commission and the industry at a Sept. 11 meeting.

Last weekend's special meeting was called in Lakeland in lieu of a proposed session Aug. 22 in Asheville, N.C., where many citrus men are vacationing. It was felt that a larger industry group would be available to discuss the changing advertising plans if the meeting were held at Lakeland headquarters.

Agency appointments . . .

■ Apsco Products, pencil sharpeners, appoints Enyart & Rose Advertising, Los Angeles, as its agency. Alfred D. Rose will supervise the account team.

■ California Packing Corp. has named Fletcher Richards, Calkins & Holden, San Francisco, as agency for a new line

of Del Monte brand carbonated beverages. McCann-Erickson continues as agency for the Del Monte canned and dried fruits, vegetables and seafoods.

■ Radson Engineering Co., Macon, Ill., and Farm Line Manufacturing Co., King City, Mo., have named Fletcher, Wessel & Enright Advertising Inc., St. Joseph, Mo., to handle advertising.

■ Cobblers Inc., Los Angeles-based manufacturer of women's casual shoes, has named Grey Advertising Inc., Beverly Hills, Calif., to handle advertising.

P-K-G, Maxon to join agencies

Post-Keyes-Gardner, Chicago, and Maxon Inc., Detroit-New York, are working as "associated agencies" providing the services of each to all clients under an interim agreement pending completion of plans for full merger. When combined, total billing will be about \$80 million with heavy concentration in TV and radio.

Carl M. Post, president of Post-Keyes-Gardner, was in New York last week to continue merger discussions with C. Terence Clyne, Maxon Inc. executive vice president. Details of the eventual agency name and executive structure have not been settled.

Part of the merger talks also involves Maxon equities held by employees of that agency. Post-Keyes-Gardner is owned by Mr. Post and other principals there. Maxon was founded in Detroit by Lou R. Maxon in 1929. Mr. Maxon is president and chief executive officer.

Maxon's account list includes Gillette Safety Razor Co., H. J. Heinz Co., Pittsburgh Plate Glass Co., McKesson & Robbins Inc. and Revere Copper & Brass Inc. plus others. Among Post clients are Brown & Williamson Tobacco Corp., Jos. Schlitz Brewing Co., Household Products Division of American Cyanamid Co., Frito-Lay Inc., Field Enterprises, General Finance Co. and Maybelline Co.

Commercial bank group buys time on ABC-TV

Commercial banks, emphasizing the use of what they call "full service" banking, will carry their message to the public by television for the first time this fall.

The Foundation for Commercial Banks, a nonprofit promotional organization representing 5,200 banks and 70% of the nation's deposits, will use a 12-week participation sponsorship in ABC-TV's *Wide World of Sports*, on Saturday afternoon, beginning Oct. 5, at an expected cost of \$200,000. Agency is Guild, Bascom & Bonfigli.

White vs. Negro buying habits studied

An insight into relative buying habits of white and Negro families in New York City was offered last week in a brand purchase and consumption study commissioned by WWRL New York. The station released results of a survey conducted for it by The Pulse Inc. which analyzed potential consumption by Negro and white families in nine product categories.

The study of consumer habits was conducted throughout New York City during February 1963 using a base of 256 Negro homes and 260 white homes. The sampling used an "area cluster design" and employed Negro interviewers in Negro homes and white interviewers in white homes.

According to the report "product potential" per household for seven of the nine products measured was greater in Negro than in white households. The "product potential" figure is arrived at by multiplying the percentage of total households purchasing a product by the average amount of the item bought per purchase.

Categories measured were household laundry products, deodorants, insecticides, soft drinks, soups, mar-

garines, toothpastes, shoe polishes and shortenings.

Only household laundry products and toothpastes showed smaller consumption potential per household in Negro than in white homes. Selvin Donneson, vice president in charge of sales at WWRL said product categories had been chosen as those which represented to the station an essentially untapped potential of radio buyers. WWRL airs 120 hours of Negro-oriented programming weekly.

The study measured six basic groups, divided on "family cycle" criteria: those households with no children under 18 living at home, those with the youngest child between 6 and 17 years and those with the youngest child under 6 years. Each of these household groupings was divided among those with income under \$5,000 and those with income over \$5,000. Information offered for each of the six breakdowns included number of households purchasing, brand shares, number of uses of product per week per household, average amount of product purchased weekly, consumer potential per household and other information related to specific products



Our way of life

Like a goldfish bowl, there's very little privacy at a television station. And when everything you do is seen by thousands of people, you can't just keep your fingers crossed and hope that what you produce will come out all right. You have to make a conscious effort to make sure that your product, television entertainment and information, is the best you're capable of producing. WFGA-TV works hard and long at injecting as much quality and interest as possible into local productions. We're grateful for the response, in the form of commendations and awards, that our efforts have brought us.



Jacksonville's FULL COLOR Station

WFGA-TV

IN FLORIDA



REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

WTVJ
WLOR-TV

KVOS-TV

WFGA-TV
(Affiliate)

MORE CHESS WITH ASCAP

All-industry TV license group takes fight for limited licenses back to Supreme Court

The All-Industry Television Stations Music License Committee has gone back to the U. S. Supreme Court in its fight with the American Society of Composers, Authors and Publishers.

The fight is over the committee's efforts to get limited licenses for the use of ASCAP music by television stations. But for several months it has been hung up on procedural points of law.

In the latest appeal the committee asked the Supreme Court to review the refusal of the U. S. Second Circuit Court of Appeals to pass upon an earlier appeal. That appeal was from a District Court decision which held that ASCAP could not be forced to grant the type of licenses the committee is seeking.

After the original adverse decision in

the District Court, the committee appealed directly to the Supreme Court under the Expediting Act. The Supreme Court dismissed that appeal on grounds that it lacked jurisdiction. The committee then asked the Court of Appeals to upset the District Court's decision, but the Court of Appeals refused on grounds that only the Supreme Court had jurisdiction.

Now the committee has gone back to the Supreme Court and petitioned for a hearing there to determine, among other legal points, whether the Court of Appeals does or does not have jurisdiction.

Merits Of Case ■ If the Supreme Court agrees to hear the arguments, the committee will also ask it to pass upon the merits of the case—that is, whether

TV stations are entitled, under the consent decree that governs ASCAP's operations, to get the limited license they're seeking.

What the stations want is licenses that would require them to pay ASCAP for only such ASCAP music as they use in locally originated programs. They argue that music played in syndicated and feature films produced in the future should be licensed to and paid for by the producers, not the stations, just as network music is now covered in licenses between ASCAP and the networks.

The new appeal to the Supreme Court was not entirely unexpected. It had been considered a possible alternative to the announced plan to seek a declaratory judgment, probably in a District Court, holding that the antitrust law requires ASCAP to grant the requested form of license (BROADCASTING, June 10).

If the Supreme Court refuses to hear the new appeal, or hears it and rules against the committee, then the declara-

Six new NBC programs are on the drawing boards

Burgeoning NBC Productions, set up in Hollywood only last spring to develop new TV properties for NBC-TV, now has at least six programs as possibilities for the 1964-65 season.

A rundown on its planning was presented in an interview in New York last week by Felix Jackson, who was put in charge of the new development unit in May. Mr. Jackson, previously vice president for NBC-TV programs on the West Coast, is a veteran of motion pictures and TV (among his credits: *Studio One* on CBS-TV).

NBC Productions is remaking a pilot on *Kentucky's Kid*, a story about a horse trainer (Dennis Weaver of *Gunsmoke* plays the leading role) and an adopted Chinese child (Rocky Der, 10-year-old Chinese boy from San Francisco who has a seven-year acting contract with NBC). Filming of the pilot for the half-hour series begins Aug. 26. Albert Beich and William H. Wright created and wrote the script.

The unit is developing another one-hour action-adventure that bears the title *Magic Touch*. George and Lillian Burns Sidney have been named to direct the pilot. The series as projected would be centered on two brothers who run a photographic agency in New York.

A third project is a half-hour situ-

ation comedy that Hubbell Robinson, former CBS-TV program executive, is working on. A script is expected in about two weeks.

Fourth project is a science fiction series that's in the one-hour format,



Mr. Jackson

to be written and produced by Bob Barbash.

Fifth on the drawing board is *Yankee Rebel*, which is seen by Mr. Jackson as a "creative western." The program would be a one-hour series. Sam Peeples, who came up with the idea, is writing the script. It's set in a Civil War period when the Union and the Confederacy in a truce joined hands for a joint venture to

battle marauding Indians in the West.

A sixth project is another one-hour dramatic show, about which Mr. Jackson said he could not disclose details, and a seventh series—half-hour comedy—is a possibility.

Views On Speedup ■ Why the speedup in Hollywood? Mr. Jackson explains that it stems from the need for earlier network decisions, for time to develop properties and to obtain the right talent.

The importance of talent cannot be minimized in planning TV entertainment, no matter what form or direction the idea takes, Mr. Jackson noted.

The plethora of scripts and program ideas, would-be imitators of already successful shows, and new approaches is staggering, Mr. Jackson said, adding that an essential in new TV program planning is a concept that has "interesting people and background" but with a "series potential."

So many projects become failures because they may have been "deceptive," Mr. Jackson emphasized. "They get to a first good pilot stage but go no further—they have no series potential."

How many of his projected series will "make it" in 1964-65 by gaining a spot on the NBC-TV schedule? Mr. Jackson has a quick answer: "I hope all six."

THESE ARE TIMES THAT TRY MEN'S SOULS

(Time Buyers' Souls, That Is)

(CONTINUED FROM PAGE 14)

4. We promote all this heavily . . . a lot of on-the-air and newspaper promotion where we deal out specifics. We've got a nightly 5-minute TV program which lets people know the schedule highlights and guest stars for that night . . . and what specials and cultural and civic programs are coming up. How many stations do this?

How many stations own a legitimate theater? Our KRNT Theater seats 4,200—the largest in the country. It's the "Show Place for All Iowa." People from all over the state come to see Grand Ole Opry, or closed-circuit prizefights, or symphony orchestras, or New York road shows. In September, thousands of our Iowa friends are coming to see one of the nine performances of "Camelot." KRNT Theater helps promote our radio and television stations. Radio promotes TV and TV promotes radio and we learn about show business from all three. Every day there's a lot of cross-promotion. Most operations keep radio and television separated. Ours embrace each other. Air personalities appear on both radio and television. In our opinion, both media and personalities are far better off for it. Psychologists call this the Inter-media Motivation Factor!

5. We stand like the Rock of Gibraltar for the same fair dealings for everyone. You pay the same price as your competition on our stations. We have no PI deals, no special merchandising deals and no cut rates. We sell advertising on these fine stations at fair prices. Twenty-eight years have built us our great broadcasting reputation and we're not going to sell our birthright for a mess of pottage—now or ever.
6. For a long time we've been telling you how around 80% of the local television dollar is spent on our one-rate television station. Government figures for this three-station market have shown it for a long time. We do the most local radio, too. Probably the initial impact of this statement

by now has worn off for some of you over the years. But think a minute. How many other markets could you go into and find this to be true? How many other stations command that kind of commercial respect? Such popularity must be deserved. These local clients have had years of battle experience with "Anniversary Sales" . . . "Weekend Specials" . . . "Year-end Closeouts" . . . "Grand Openings" . . . "Premium Offers" . . . and just regular week-in-and-week-out programs. These local advertisers have to get results NOW and they do. They've tried about everything, we suppose, but the solid fact remains that when you count the local advertising bucks spent each year, we receive by far the lion's share. Isn't this a truly unique endorsement that should be considered? 'Tis The Till That Tells That Tale of advertising effectiveness!

A time buyer reading this might say to himself that perhaps there is a little poetic license taken here on these pages. But if you came to our town and you listened and watched and visited with some of our local citizens and you dealt with us, you would find out that what we say is absolutely true. We're not out for a quick buck. We're here to stay. We live here. We're an integral part of this Community . . . have been for twenty-eight years . . . have dealt with many of the same advertisers for twenty-eight years. You, too, can buy with confidence. Our reputation is our most priceless asset and your guarantee of complete business satisfaction.

KRNT

KRNT-TV

Des Moines

An Operation of Cowles Magazines & Broadcasting, Inc.

Represented by The Katz Agency, Inc.

tory-judgment proceeding will be initiated, according to committee sources.

Hamilton Shea of wsva-TV Harrisonburg, Va., is chairman of the committee. It is supported by 364 TV stations, according to the petition filed in the Supreme Court. ASCAP TV licenses expired Dec. 31, 1961, but have remained in force with the understanding that the new agreements, when reached, will be retroactive to that date.

Judge rules release is 'against public policy'

Agreements whereby a creator waives or limits his rights to a program storyline or an advertising slogan or other such material are going to get close scrutiny, following a court ruling that one such agreement is "void as against public policy."

The agreement was signed by Clyde Ware on April 19, 1961, when he submitted a TV script titled "The 13th Mannequin" to Cayuga Productions, producer of CBS-TV's *Twilight Zone*. Mr. Ware is now suing Cayuga, CBS, Rod Serling (creator-producer of the series), the Ashley-Steiner Agency (through which the script was submitted) and Charles Beaumont, writer of a "miniature," a program broadcast as one of the *Twilight Zone* series, which Mr. Ware asserts plagiarizes his script. His suit in Los Angeles Superior Court asks for \$65,000 in damages, \$15,000 for the story and \$50,000 for the story credit he did not get.

The agreement Mr. Ware signed states that any dispute arising in connection with the material or the agreement shall be submitted to arbitration, "but it is expressly agreed between us that the jurisdiction of the arbitrators shall be limited to a total maximum award of \$250. . ." The defendants used this agreement as the basis for a request that the court send the matter to arbitration.

Los Angeles Superior Court Judge Leon T. David dismissed the motion, stating: "The contract upon which the right to arbitrate and to limit damages is predicated is void as against public policy. One may not contract against liability for any future tort which in essence is a willful wrong. The arbitration clause is so linked to the limitation as to fall with it." Leanse & Janger is the law firm for Mr. Ware, with Lillick, Geary, McHose, Roethke & Myers representing the defendants.

Attorneys asked to comment on Judge David's ruling noted that it is based on the wording of one particular release form and does not necessarily apply to other releases of rights to creative material. The legality of any release, should it come to a court test, would be judged on its own individual wording.

NAACP is listed in the telephone book

BROADCASTERS TOLD TO CALL AND DISCUSS INTEGRATION

Broadcasters were blasted by the National Association for the Advancement of Colored People for employment practices that are "flagrantly and openly discriminatory where Negroes are concerned" at a meeting held Aug. 9 in Los Angeles. An invited audience of about 125 executives from the city's radio and TV stations and advertising agencies were told by representatives of the NAACP that, "unlike other industries," broadcasting has shown "pitifully few indications of even token hiring" of Negroes and that agencies and sponsors have been "equally guilty in perpetrating racial discrimination in the [broadcasting] industry."

To correct the situation, the NAACP presented recommendations drafted by the radio and live television committee of the Hollywood-Beverly Hills branch of the NAACP calling for "an open door employment policy in all phases of the broadcasting industry, including all apprenticeship training, in on the job training or orientation programs."

The NAACP recommended further that "the broadcasting industry, including management, sponsors and labor . . . seek and employ Negro personnel . . . [with] the elimination of job requirements which have the effect of denying fair employment opportunities for Negroes." Advertisers and agencies were urged to use Negroes in their radio and TV commercials. Both broadcasters and agencies were advised to establish apprentice training programs where they are not already in existence to provide technical training for Negroes and where such programs are already in operation that special efforts be made to recruit Negroes.

Use Competent Negroes ■ "We're only asking for a fair shake," Roy Wilkins, national executive secretary of the NAACP, told the meeting, for which he had traveled from New York to Los Angeles. "We don't want the receptionist to say 'no' automatically when a Negro steps out of the elevator." He urged that in employing Negroes the broadcasters and agencies get "competent Negroes" capable of doing the job for which they are employed and not "showcase Negroes" hired solely because of the color of their skins. "We don't want to displace white workers with Negroes," Mr. Wilkins stated. "We want more jobs for more people."

Citing examples of what the NAACP is doing to get more Negroes employed in the building trades in New York, the automotive industry in Detroit, the steel mills in Pittsburgh and Gary, Mr. Wilkins assured the meeting that "Hollywood is not being singled out;

you're just being reached in your turn." Nor is the effort to expand employment opportunities for Negroes in Hollywood anything new, he said, reminding that as far back as 1942 Walter White, then the executive secretary of the NAACP, and Wendell Willkie, then board chairman of 20th Century-Fox, met to work out plans for improving both the employment situation for Negroes in motion pictures and the image of Negroes presented by the movies. "Some progress has been made but more is needed," he said.

Charging that "racial discrimination has been a fact of life in the radio broadcasting business since its inception," Johnny Otis, chairman of the radio committee of NAACP's Hollywood-Beverly Hills branch, cited the NAB Radio Code of Good Practice requirements that station operators "respect the rights and sensitivities of all people" and "protect and uphold the dignity and brotherhood of all mankind." "Does this mean all people except Negroes?" he asked, "all mankind except Negroes? If you really believe what you say in your code, don't you practice what you believe?"

Fairness Is Good Business ■ James Tolbert, president of the Hollywood-Beverly Hills branch, said that "today, moral issues are being decided in accordance with good business principles. The primary purpose of radio and television advertising is to buy good will for the product. We Negroes watch *Bonanza* and buy Chevrolets. We watch Disney shows on RCA sets. Jack Benny entertains us and we buy General Foods products. Our babies eat Gerber baby foods and we photograph them with Polaroid cameras. . . We buy all the advertised products, the same as you do. . ."

Asking the broadcasters and agency men to become allies of the NAACP, Mr. Tolbert said: "We can demonstrate that business characterized by fairness is good business and that the continued exclusion of Negroes from radio and television will result in bad business."

Noting that a large meeting was no place for negotiations, Mr. Tolbert told the gathering, "We're in the phone book and we'll be glad to hear from you if you have anything to discuss."

Illiteracy series on N.Y. TV

A series of programs to teach reading and writing to adult illiterates will be presented daily by three New York television stations, beginning Sept. 30. The stations are WPIX, which already has been showing the series, WNDT and WNYC-TV.



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Radio-TV get set for Aug. 28 rights march

NETWORKS, STATIONS PLAN BIG CREWS IN WASHINGTON

Broadcasters began intensive planning last week for coverage of the Aug. 28 civil rights march in Washington.

At a meeting Wednesday (Aug. 14) ABC, CBS and NBC agreed to pool radio and TV coverage at the main sites of the march: the Washington Monument where the marchers are to gather beginning at 4 a.m., the parade route and the Lincoln Memorial, where the speeches and other events are scheduled at 2 p.m.

CBS-TV will be in charge of the pool arrangements and 22 cameras will be utilized in addition to individual camera locations for each network. Art Kane, CBS-TV, will be pool producer and pool technical center will be located at the Capitol.

All the networks reported their plans were still in a state of flux. However, each said they would send most of their manpower and technical equipment from New York.

ABC-TV said it would report the march "as it happens." CBS-TV will broadcast its *Calendar* show (10-10:30 a.m.) live from the Monument grounds and will have a special on the march from 7:30-8:30 p.m. NBC-TV plans a 45-minute wrapup on the march 11:15 p.m.-12 midnight, in addition to live coverage during the day.

The Canadian Broadcasting Corp. reportedly has leased the mobile equipment of WTTG-TV Washington to pro-

duce its own coverage and Westinghouse Broadcasting Co. TV stations plan to have a reporter and film cameraman follow the activities of delegations from their respective cities.

WBC radio stations will also send a reporter with the delegations and will augment the regular daily feeds by the Westinghouse Washington news bureau.

MBS is planning to bolster its Washington staff with 15-20 reporters and technicians from New York. The network will place two crews at the Washington Monument, Lincoln Memorial and on the line of march. In addition, it will have two mobile units in use.

WNEW New York will send a 10-man news team to Washington for the march and will set up a complete newsroom and studios in a downtown hotel. Another mobile unit and three newsmen will provide coverage for WOR New York.

Other New York stations sending personnel include WINS, WNYC, WHN, WWRL and WLIB.

A spokesman for AT&T called the march an "instant inauguration." He said there had been an unprecedented number of inquiries from stations in South Carolina, Georgia and Alabama regarding facilities and feeds from Washington.

The march is due to begin at noon. Tentative plans call for ending the day's activities at 5:30 p.m.

casting Corp. as live television specials. The series will be scheduled as specials during the 1963-1964 season. The plays, will star performers from the Old Vic Company, the Royal Court Theater and the Royal Shakespeare Company.

Consolidation ■ Walter Reade-Sterling on Aug. 15 moved its three New York offices into the company's new facilities at 241 East 34th Street. The move brought together for the first time its television and theatrical film production and distribution, as well as its 16 mm and educational sales divisions, the Screen News Digest division and the New York office of the exhibition department of the company.

Unions plan merger ■ A plan to merge the Film Unit Production Managers Guild with the Directors Guild of America has been approved by the memberships of both organizations. The move to combine stemmed from the fact that a number of production managers are also assistant directors and were members of both unions.

News agency ■ A new all-audio news service, Republic News International, has been formed in Washington. Operating from offices at 132 3d Street, S. E., Washington, the company has signed WEER Warrenton, Va.

Just folks ■ W. Averell Harriman, U. S. under secretary of state for political affairs who recently made news by negotiating a nuclear test-ban pact with Russia, will be the first of a distinguished list of guests scheduled for *Town Meeting*, a new series to be telecast by WWJ-TV Detroit. Produced in conjunction with the Detroit League of Women Voters, the series, planned to begin Sept. 5, will offer the studio audience a chance to discuss topical issues with the guests.

Church show ■ *Let's Go to Church*, a syndicated series of 2 minute sermonettes, is being produced by the Hayden Huddleston Advertising Agency, Roanoke, Va. Each program is taped with open end for local sponsor identification. The show is now on 33 stations in 11 states.

NBC-TV color special ■ The Southern Baptist Convention in cooperation with the NBC-TV religious program unit has produced an hour color special for telecast next May entitled *The Apostle Paul*. The NBC-SBC team spent seven weeks this summer following the New Testament trail of Paul's missionary journey through the deserts and mountains of the Middle East, across Turkey and into Greece and Italy. Telecast date will be announced soon.

Film on handicapped ■ A new 15-minute documentary film on the hiring of

Program notes . . .

New TAC subscribers ■ KCEN-TV Temple-Waco, Tex. and KRCG-TV Jefferson City, Mo. have joined Television Affiliates Corp., New York, becoming the 62d and 63d subscribers. WDBJ-TV Roanoke, Va., a charter subscriber of TAC, has renewed its membership in the industry organization.

Film and TV meets ■ An annual series of film and television symposia have been planned by the Documentary Film and Tape Committee of the Hollywood Museum and the Annenberg School of Communications (University of Pennsylvania). The first symposium, planned for spring of 1964, will discuss "The Documentary Film: Issues and Prospects."

Music biz ■ Loren Stanton Productions, Hollywood, is preparing a new TV series, *Music Town*, featuring Louis Quinn, the Four Preps and Christine Nelson in what is described as "a mad conception of the music business in New York."

Book purchased ■ Revue Studios has

purchased *The Drowner*, latest novel by John D. MacDonald, whose more than 40 books have sold over 18 million copies. Robert Blees will produce the novel's adaptation for NBC-TV's *Kraft Suspense Theatre*.

Advance evaluation ■ The new half-hour series, *The Farmer's Daughter*, that Screen Gems is producing for ABC-TV, which will start it Sept. 20 as a Friday 9:30-10 p.m., program, will be given a preview evaluation by an opinion-leader group of the National Audience Board. Some 75 community, civic and religious leaders, representing organizations with a combined membership of 40 million, will attend the screening, to be held in the near future at Columbia Studios in Hollywood (Screen Gems is a subsidiary of Columbia Pictures). Mrs. Jerri Teasley, West Coast representative of the National Audience Board, will conduct the session.

BBC-TV dramas on WOR-TV ■ WOR-TV New York will present a series of 90-minute dramas by famous writers, originally produced by the British Broad-



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handicapped workers is being made available to television stations on a free run basis by Gerald Productions, New York. The film called *They Have What It Takes* is sponsored by the AFL-CIO on behalf of the President's Committee for Employment of the Handicapped. President Kennedy introduces the film, which also features George Meany, president of the AFL-CIO, and Gordon M. Freeman, president of the International Brotherhood of Electrical Workers.

Civil problems series ■ A series of 13 half-hour programs, *City Club Closeup*,

on problems facing residents in the New York City area, will be presented by WNEW New York monthly beginning Sept. 1, at 7:30 p.m. WNEW aired the first segment of *Portrait of a Ghetto: The Bedford Stuyvesant Story*, a two-part series on a neighborhood in Brooklyn, Sunday (Aug. 18). Part two will be presented next Sunday, Aug. 25 at 7:35 p.m.

'Doodles' to Desilu ■ Desilu Sales, syndication branch of Desilu Productions, has acquired worldwide TV distribution rights to *A Day With Doodles*, children's comedy series starring

Doodles Weaver. Morgan-Esty Productions is putting the *Doodles* TV series of 130 five-minute color programs into production this month.

Radio drama ■ Beginning Sept. 2, KABC Los Angeles will present seven half-hour dramatic series, broadcast on a basis of two each night, Monday-Saturday, starting at 11:15 p.m. and three on Sunday afternoon, 3:30-5 p.m. The programs, obtained through Continental-International Productions and Video-Tel International, include: *Horatio Hornblower*, starring Michael Redgrave; *Lives and Harry Lime and Black Museum*, both starring Orson Welles; *Secrets of Scotland Yard* with Clive Brook; *Queen's Men* (stories of the Canadian Mounted Police) and an anthology series, *Theatre Royal*.

Lilly to produce programs ■ Lou Lilly Productions, Hollywood producer of TV commercials, has entered the program field with two children's shows, *Little Gertie*, a travel-adventure series now being filmed in many locations all over the world, and *The Fun Show*, a variety program combining live action, animation and stop motion. Both are being produced in color.

SESAC sports series ■ SESAC Inc., New York, has released a new series for radio-TV stations entitled *The Perfect Play*. Sub-titled "Instant Sports Music for Your Immediate Sports Programming," the series offers four LP albums of musical selections to be used for pre-game warm-ups, half-time color, forecast and scoreboard shows and related uses. A bonus album of "Just a Minute" marching tunes completes the package now available from SESAC.

New production outfit ■ AFD Motion Picture & Television Distributors has been formed as a production-distribution firm by Sam Ford, head of Hiway House Hotels; Mrs. Rocky D. E. DuPont and Alex Alexander. Mr. Alexander will serve as executive vice president, and general manager of the firm, which has established headquarters at 9107 Wilshire Boulevard, Beverly Hills, Calif. Phone: Crestview 3-8121. Sam Nathanson is general sales manager; June Starr is secretary-treasurer. The Goodman Organization, Hollywood, is advertising-public relations agency.

Mays special ■ Lee Mendelson Film Productions, Burlingame, Calif., has produced an hour-long sports documentary, *A Man Named Mays*, detailing the life and career of the star fielder of the San Francisco Giants with historic footage of the World Series of 1951, 1954 and 1962 and 1963 season games in various cities. Exclusive interviews with Willie Mays (edited from three hours of tape), Casey Stengel, Leo Durocher and Alvin Dark are included



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If you have a good product, there's no one who can get people to eat it up like Arthur Godfrey. Try him. He's good.

in the program, which is being offered to stations on a first-run basis by the production company.

Hootenanny radio ■ Harry O'Connor Associates, Dallas, brings the hootenanny craze to radio in station promotion jingles with folk-tune themes. The package includes 10- to 20-second formats and is being sold on an exclusive basis to one station per market. It features 16 performers, 10 instrumentalists and six vocalists. The jingles were produced in Hollywood.

Pilot for ABC-TV ■ United Artists Television and Edgewater Productions have announced plans for co-production of a half hour pilot film for ABC-TV. The film based on Richard Powell's novel, *Pioneer, Go Home*, is projected for the 1964-65 season.

Expanded news ■ KGO-TV San Francisco Monday (Aug. 12) began its new *90 For News* program, 90-minute news show to be broadcast each weekday at 7:30-9 a.m. The program, as described by Roger Grimsby, KGO-TV news director, is divided into three 30-minute segments, each containing full and comprehensive coverage of local, national and international news.

'Wake Up' on pay TV ■ The Pay TV operation in Hartford on WHCT(TV) is offering a taped stage play, "Wake Up, Darling," over its facilities on Aug. 10, 13 and 16. The play, starring Michael Rennie, was taped during a stopover of the comedy troupe at the Ivoryton Playhouse in Connecticut last month. The taping was produced for RKO General Phonevision, which is supplying the production for pay TV, by VHF Inc. along with cooperation of the parties involved.

NBC-TV to originate 'Today' from fair site

NBC-TV revealed plans last week for originations of its early morning *Today* show from the New York World's Fair site following the opening of the exposition in April 1964.

Through the 1964 fair season—due to run through mid-October—a half-hour segment of the program will originate at the fairgrounds each week covering the various international exhibits.

To date, NBC-TV is the only network to announce definite plans for World's Fair originations although it has been reported that ABC-TV has tentative plans for one or more specials of *The Jerry Lewis Show* to be telecast from the Flushing Meadows site.

WNYC-AM-FM-TV reportedly plans to transfer most of its operations to the city's building at the grounds during the fair season. Operation of the municipal stations would be open to inspection by fair visitors.

NTA to syndicate six MGM pictures

National Telefilm Associates has acquired six post-'58 MGM motion pictures never before shown on television, and in theatrical release as late as last year, Bernard Tabakin, NTA president, announced. The pictures to be packaged as the "Big 6," were produced by Albert Zugsmith. They will be released first to television, starting immediately, and possibly later to theaters. In the "Big 6" package are: "The Big Operator," starring Mickey Rooney, Mel Torme and Mamie Van Doren; "Platinum High School," with Mickey Rooney and Dan Duryea; "High School Confidential," with Mamie Van Doren, Jackie Coogan, Diana Jergens and Russ Tamblyn; "The Beat Generation," with Fay Spain, Ray Danton and Steve Cochran; "Girls Town," with Mamie Van Doren, Maggie Hayes and Eleanor Donahue, and "Night of the Quarter Moon," with Julie London, Agnes Moorehead and John Barrymore Jr.

Broadcasters seek ETV advisory group

Georgia broadcasters, meeting last week with the state board of regents, asked for the appointment of an advisory committee on educational TV in their efforts to curtail "entertainment" programming on Georgia's three ETV stations (BROADCASTING, Aug. 12, May 6).

And, FCC Commissioner Kenneth A. Cox entered the dispute with a letter to James Dunlap, chairman of the regents, pointing out that the commission considers entertainment programming on ETV "a proper part of the program service of such a station."

The regents held a special meeting last week to consider the protests of Georgia commercial broadcasters against the use of feature movies on the ETV stations—WGTV Athens, WETV Atlanta and WXGA-TV Waycross. Raymond Carow, WALB-TV Albany and president of the Georgia Association of Broadcasters, presented the GAB proposal for an advisory committee to be composed of regents, broadcasters, educators and businessmen.

Dr. O. C. Aderhold, president of the University of Georgia (licensee of WGTV), said the ETV stations present movies which have a cultural as well as entertainment value. WGTV programs for both WETV and WXGA-TV during evening hours, when the movies are shown. The latter two stations are licensed to the state board of education.

Mr. Carow questioned the cultural advantages of a Gina Lollobrigida movie and "Captain's Paradise," a comedy about a ship captain with wives in two

ports. Some of the movies shown on Georgia's ETV stations had been purchased by commercial outlets in the state, according to Mr. Carow.

Commissioner Cox's participation came in answer to four questions submitted by Mr. Dunlap prior to last week's meeting. No FCC rule is violated by the telecasting of feature films on ETV, the commissioner said. He said the FCC's renewal form makes clear that the agency expects ETV stations to normally present programs in a variety of fields.

The regents took no action on the GAB protest against movies in prime time or on the request for representation on an advisory committee on ETV programming.

20th Century-Fox plans new package

Twentieth Century-Fox Television last week announced it was placing its second group of feature films into syndication this fall, the package to be titled, Century II.

The 46-film group is currently appearing on NBC-TV's *Saturday Night at the Movies*, and *Monday Night at the Movies*, and, following completion of the network run in September, the films will go into syndication. Century II has been sold in 18 markets so far.

Twentieth Century-Fox Television's first group of features, Century I, was placed in syndication in September 1962, following a network run on *Saturday Night at the Movies*, which began September 1961. The group contained 30 features.

ABC Films extends 'Girl Talk'

ABC Films announced last week it is committed for production of 26 more weeks of its syndicated daytime *Girl Talk* series. Announcing plans for moving production of the program into its second year, Henry G. Plitt, ABC Films president, said the show has already had renewals in 16 of the 31 markets that originally signed for it.

Film sales ...

Hennesey (NBC Films): Sold to WMCT(TV) Memphis; WAVE-TV Louisville, Ky.; WJRT(TV) Flint, Mich.; WNCT(TV) Greenville, N. C.; WLBT(TV) Jackson, Miss., and KOOK-TV Billings, Mont., and renewed by WSB-TV Atlanta, WRCV-TV Philadelphia and WEWS(TV) Cleveland. Now sold in 111 markets.

Laramie (NBC Films): Sold to WUHF(TV) Milwaukee; WTCN-TV Minneapolis-St. Paul; WNYs(TV) Syracuse, N. Y.; WSJS-TV Winston-Salem, N. C.; WTHI-TV Terre Haute, Ind., and WIS-TV Columbia, S. C. Now in 35 markets.

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'DEAR BOB: GOODBYE, ROY'

Swezey announces resignation as NAB code director; Collins has no one in mind to succeed him

Robert D. Swezey officially announced last week that he would not seek renewal of his contract as director of the code authority of the National Association of Broadcasters when it expires Oct. 15.

Mr. Swezey's departure had been expected as he and NAB President LeRoy Collins have not been in agreement on several code matters in recent months (CLOSED CIRCUIT, Aug. 5). In accepting the resignation, Governor Collins said that Mr. Swezey's decision "is a source of regret to all of us here at NAB. . . . Differences between us have reflected sincerity of purpose and . . . have been without rancor or personal animosity."

A code authority directorship was established by the NAB in the fall of 1961 and Mr. Swezey is the first and only man to fill that post. He was signed to a two-year contract at \$40,000 a year. Speculation immediately began as to whether the post would be continued at the NAB following Mr. Swezey's departure, with some board members stating that they have received correspondence recommending that the position be abolished.

Governor Collins, however, said last week the "concept of a code authority director is a splendid one and I expect this plan to be continued." The executive committee of the NAB board (formed last June) holds its first formal meeting in Washington this week and discussion of the future of the job Mr. Swezey now holds will be high on the agenda (see page 70).

Move Expected ■ Both the code director and Governor Collins spoke last week of the disagreements on code matters between them but both stressed that they are dissolving their professional association as the best of friends personally. Because of these differences, Mr. Swezey's resignation has been a foregone conclusion for several months. The resignation was accepted in a "Dear Bob" letter signed "Roy."

Their first split was publicized last fall following Governor Collins's speech in Portland, Ore., condemning cigarette advertising allegedly directed toward minors (BROADCASTING, Nov. 26). It was known that Mr. Swezey tried to dissuade the NAB president from questioning the cigarette industry, which bills \$134 million annually in radio and TV.

Open speculation began on Mr.

Swezey's future at the NAB when he played no major role in the association's annual convention last spring. Their opposing viewpoints broke into the open at the NAB board meeting in June when Governor Collins opposed amendments to the radio and television codes which Mr. Swezey enthusiastically backed (BROADCASTING, July 1).

Mr. Swezey said last week, however, that he had informed Governor Collins prior to the board meeting that he did not intend to remain as code director after his present contract expires. In a memorandum to members of the NAB radio and TV code boards, dated Aug.



Mr. Swezey

9, Mr. Swezey said: "I told Governor Collins some time ago that I would not seek or consider an extension of my contract beyond its expiration date of Oct. 15. By that time, I shall have accomplished all I can expect to as director of the code authority.

"I have never regarded this as a career; it is a prickly industry assignment which should be passed on periodically in order that it may have the continuing benefit of the best energies and ideas of various qualified people. . . . I am particularly appreciative of the free hand which Governor Collins has given my administration even at times when he and I were unable to see eye-to-eye on a particular policy or procedure."

Collins's Reply ■ In a letter dated

Aug. 14, Governor Collins told Mr. Swezey that his decision "is a source of regret to all of us here at NAB. You will be missed personally and as a co-worker. You have brought prestige and conspicuous competence to the NAB code program. Your work has provided foundations for the further advancement of this self-regulatory effort which serves not only broadcasting, but the whole free enterprise in our country."

Governor Collins asked Mr. Swezey to assist in the preparations for code board meetings prior to the annual NAB fall conferences and to assist until a successor is named. "It is extremely unlikely that a successor can be available before late fall, and until he is, we would like to have as much of your time as your own future plans will allow."

Mr. Swezey agreed to both requests. He said that he will be on call as long as needed. "I shall always be interested in the code effort and if there is ever anything I can reasonably do to assist in any respect, I will be available," he said.

As to his future plans, Mr. Swezey said that "I haven't any. I am toying with a number of things." A former executive vice president-general manager and part owner of WDSU-AM-FM-TV New Orleans, he said that at this time he is not considering re-entering station ownership or operation on a day-to-day basis. He is 56 years old.

Mr. Swezey owns a 270-acre farm near Leesburg, Va., and has been spending considerable time there in recent weeks. He is working on a "final report" to be submitted to Governor Collins in which he said he would make recommendations as to the future administration of the code.

His successor should be a practical broadcaster, Mr. Swezey said, because the job would be much easier for someone who knows the business. He has suggested the names of possible successors to Governor Collins but the NAB president said he has no one in mind and has contacted no one as a possible replacement for Mr. Swezey.

Presidential Selection ■ The president of the NAB is empowered to select a new code authority director with the consent of the board. Governor Collins said that he thought the job should be continued rather than reverting to the pre-1961 system whereby code matters were handled by the president through separate managers for radio (Charles Stone) and TV (Ed Bronson). He said the president of the NAB has too many other responsibilities to try to function also as code authority director.

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be a household name recognized throughout America," he said. Governor Collins said he did not think Mr. Swezey's successor would necessarily have to be a practical broadcaster because many special qualifications for the job might be found in a nonbroadcaster.

While Mr. Swezey had a two-year contract and an annual salary of \$40,000, most of which was due to his stature in the industry prior to becoming code director, the NAB is not bound to either provision in selecting a successor. In all probability, the new man will be paid somewhat less at the beginning.

Mr. Swezey, an attorney, entered broadcasting in 1939 with NBC. He was general counsel of the Blue Network when, under FCC edict, it was divorced from NBC in 1942 and became ABC. He was prominent in the drafting of both the radio and TV codes of the NAB—as chairman of special committees which revised the radio code in 1947 and wrote the TV code in 1952.

Following World War II, he was vice president-general manager of Mutual and in 1948 joined WDSU-AM-FM-TV. He sold his interest in the New Orleans stations in 1960 and served during the last year of the Eisenhower Administra-

tion as special assistant to the Secretary of Labor.

In resigning officially last week, Mr. Swezey said that he thought the code authority has done "a reasonably good job during the past two years. On the other hand, maybe someone else can now do a better one and I am all for giving him a chance to do so."

Under Attack ■ Mr. Swezey's departure comes at a time when the industry codes face their most serious attack through a threat by the FCC to adopt as federal rules their limitations on the amount of commercial time. Critics of the codes maintain that these same time standards keep many more stations from becoming subscribers. Radio subscribers now number 1,840 and there are 409 TV stations which belong to the TV code. Radio had 1,450 code members and TV 389 when Mr. Swezey was appointed in 1961.

In a talk last spring before the Pennsylvania Association of Broadcasters, Mr. Swezey said the time standards are ineffective and have outlived their usefulness (BROADCASTING, May 27). He said the emphasis should be placed on "quality" rather than "quantity" and recommended a joint broadcasting-advertising study to come up with a solution.

Both the radio and TV code boards

recommended changes in the time standards to place the emphasis on a percentage rather than the present numerical limitations on number of commercials per hour. However, the NAB radio and TV boards rejected the proposed changes last June in Washington after President Collins said the amendments would be a mistake in the face of the government rulemaking. Code Director Swezey did not know that the NAB president opposed the code changes until the latter spoke up at the board meeting. Mr. Swezey told the TV board that he had not had a chance to discuss the amendments with Governor Collins.

Changing hands

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

■ **KTOP-AM-FM Topeka, Kan.:** Sold by Bailey Axton to Publishing Enterprises for \$250,000 plus \$50,000 consultancy and noncompeting agreement. Publishing Enterprises is headed by John P. Harris who has controlling interests in KIUL Garden City, Kan.; KBUR Burlington and KMCD Fairfield, both Iowa, and publishes group of newspapers in Kansas and Iowa. KTOP was established in 1947, operates on 1490 kc with 250 w fulltime. KTOP-FM operates on 100.3 mc with 3.3 kw. Broker was Edwin Tornberg & Co.

■ **WOLE-TV Arecibo, P. R.:** One third sold by Hector Reichard to Du-Art Film Laboratories Inc., New York, for \$165,000. Du-Art is headed by Irwin Young and is in film processing business. Screen Gems Inc. also owns one-third of WOLE-TV. Station, on channel 12, covers Mayaguez and Aguadilla as well as Arecibo.

APPROVED ■ The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 93).

■ **WBRY Waterbury, Conn.:** Sold by Gustav Nathanson and associates to a group headed by Kenneth A. Wood Jr. for \$222,826. WBRY is fulltime on 1590 kc with 5 kw.

■ **KHOW Denver:** Sold by Resort Airlines Corp. (Townsend Growth Co.) to the Trigg-Vaughn group for \$570,000. Trigg-Vaughn owns or controls KROD-AM-TV El Paso, KOSA-AM-TV Odessa, both Texas; KRNO San Bernardino, Calif.; and KVII-TV Amarillo, Tex. (recently sold to John B. Walton Jr. for \$1.25 million [BROADCASTING, Aug. 12]). Jack C. Vaughn also owns a community antenna system in Tyler, Tex. KHOW operates fulltime on 630 kc with 5 kw.

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Internal problems delay CATV meeting

A planned meeting of community antenna TV systems outside the aegis of the National Community TV Association was postponed last week as factions within the industry disagreed on whether there was a move underway to form a splinter group in opposition to NCTA.

The meeting reportedly had been called for last Thursday (Aug. 15) in Washington but Leon Papernow, executive vice president of H & B American Corp. and one of the organizers, denied that there were any plans to form an organization outside the NCTA. "There are no such efforts, no plans or no intentions along that line," he said.

Mr. Papernow said the meeting will be held early in September to discuss problems connected with the FCC's moves into regulation of CATV systems. He said the industry cannot rely entirely on the NCTA for representation in Washington and that the national trade association would be invited to the meeting.

A strong NCTA supporter saw the planned meeting as an attempt to form an anti-NCTA organization of large CATV operators. He pointed out that H & B's 20-plus systems withdrew from the national association earlier this year.

NCTA has been negotiating with the FCC for several months on the shape of proposed legislation empowering the FCC to directly regulate CATV systems. The commission currently has outstanding a rulemaking which would require CATV systems served by microwave facilities to not duplicate a local station's programming for 30 days and to place the local station on its cable.

While this rulemaking is pending, the commission has been conditioning microwave grants on the acceptance of the above conditions.

NCTA has refused to agree to the 30-day delay on the grounds that a single local station could tie up the programs of all three networks. Unofficially, the FCC is reported ready to adopt the rulemaking with a 7-10 day delay but NCTA members say this also is unacceptable to them.

Educational FM aids two commercial outlets

Educational stations long have been on the receiving end of assistance from commercial broadcasters but last week a noncommercial public school station in Flint, Mich., WFBE(FM), had a chance to return the favors after a major hotel fire there Aug. 11.

Post-fire demolition Monday forced

The indoor sport

Most of the radio listening during the winter of 1962-63 was done, not surprisingly, indoors, according to national radio data released by A. C. Nielsen and Co.

Fixing the average amount of listening time by the radio-equipped home at 18 hours, 53 minutes a week, Nielsen estimated that 54% of the listening was done on line-cord radios. Portable radios—both at home and away from home—accounted for 27% of the time, and auto radio listening for the remaining 19%.

As of September 1962, Nielsen estimated that 51.7 million U. S. homes had at least one line-cord radio, and 36.3 million U. S. homes had cars with auto radios. A Nielsen sample of January 1963 also estimated that 36% of homes equipped with line-cord radios also owned battery-operated portables.

evacuation of an adjacent building housing the studios of both WGMZ(FM) and WAMM Flint, two separately owned commercial outlets, requiring them to move operations to their combined

transmitter site. WAMM used its mobile unit at the transmitter while WGMZ, the Flint outlet for the Mid-State FM Network, patched into the transmitter its off-air FM network monitor rescued from the studios.

Offices temporarily were relocated in space provided by a local church and WAMM's accountant. Both equipment and studio facilities needed by WGMZ were made available by WFBE which is not on the air during school vacation. Both commercial outlets hoped to be back in their own quarters this week.

Media reports...

Hyphenated studios ■ WTVT(TV) Tampa-St. Petersburg, Fla., with main studios in Tampa, has set Aug. 26 as the target date for its first show from its new auxiliary studio in St. Petersburg. The new studio will at first concentrate on local news, later will originate a wider range of programming.

New publication ■ A new regional weekly general advertising publication, *SAM*, will start in Chicago Sept. 20, it was announced last week by Fred Livingston, editor-publisher. Mr. Livingston heads Livingston & Associates, public relations firm. Publication's title means "serving advertisers in the Midwest," he said.

"Thank you for the nice way you handled the sale"

Some months ago Hamilton-Landis and Associates exclusively brokered the sale of KSTB, Breckenridge, Texas. The above was taken from an unsolicited letter recently received by Dewitt "Judge" Landis in our Dallas office from the seller of that station—Hugh M. McBeath.

We immodestly trust that our efforts will someday result in the same sort of a letter from you!

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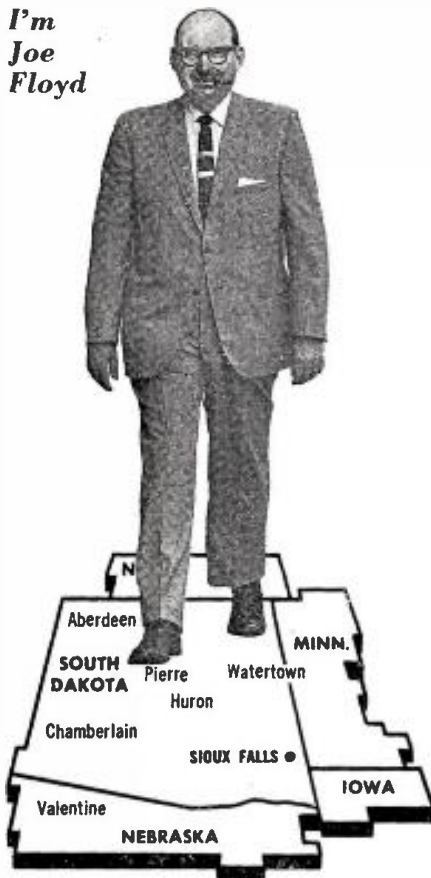
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I CONSIDER MYSELF A HELLUVA SALESMAN!

To prove it, I tackled a market with some 282,000 front doors. The SIOUX FALLS-KELO-LAND market takes in more counties than there are states in the U.S.A.—96 counties by ARB count, even more on the SRDS KELO-LAND map.

A market this big is not a one-man selling job. I've surrounded myself with other live-wires who measure up to my idea of a helluva salesman—in television programming and product merchandising.

A market this big isn't a "lone-station" selling job either. Nor can it be covered piecemeal from unrelated "local-reach" stations.

Only KELO-TV* gives you a clean sweep of the market. Only KELO-TV has built a television medium as big as the market. There just isn't any other time buy to match it!

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PAY TV TO OFFER PUBLIC STOCK

West Coast outfit would telecast baseball games

A public offering of stock in a new corporation planning to inaugurate pay TV over telephone lines in Los Angeles and San Francisco is scheduled to be made public this week.

A \$22-million stock offering registration with the Securities & Exchange Commission in Washington is expected to be made tomorrow by promoters of a subscription television service in the two West Coast cities via telephone lines. Backers include Lear-Siegler Inc., West Coast electronics manufacturer; R. H. Donnelley Corp., major commercial printer and directory publisher; Matthew Fox, whose Skiatron of America once held a franchise to feecast the San Francisco Giants, and others (BROADCASTING, July 22: CLOSED CIRCUIT, July 29).

The principal group will put up \$6 million for the initial capitalization of the pay TV company to be called Subscription Television Inc. The major attraction, it is understood, will be the telecasting of the Giants and the Los Angeles Dodgers baseball games. The two clubs have granted these rights, it is said.

Although all concerned were maintaining silence, Arthur Patterson, assistant general manager of the Dodgers, told BROADCASTING last week:

"The Dodgers have always admitted their interest in closed circuit television. A qualified group now appears to be serious in obtaining the necessary permission to start in the business of subscription television. This undertaking has our full support and we are willing to cooperate to offer our baseball games to this new medium in addition to our present broadcasting programs. There is nothing further we can add until and unless this latest development becomes real."

Second Public Offering ■ The Subscription Television Inc. public offering will be the second by a pay TV firm. Earlier this year, Home Entertainment Co., which plans a wired subscription television service in Santa Monica, Calif., offered 300,000 shares of 50 cents par common stock at \$10 (BROADCASTING, April 8). Last month the company canceled its contract with Bernard M. Kahn & Co., the brokerage firm which was handling the offering (BROADCASTING, July 22).

At present there are only two operating pay TV systems in existence. The oldest, operating for three years, is the International Telemeter wired system in Toronto.

Recently celebrating its first birthday is the only over-the-air system, operated by RKO General in Hartford, Conn., using the facilities of its owned

WHCT(TV) on channel 18. The Hartford system uses the Zenith Phonevision method, sending a scrambled signal over the air which is decoded by subscribers with special attachments to their sets.

Scheduled for fall operation is the Teleglobe system which is also an over-the-air operation to be established in Denver, using the facilities of KCTO(TV) on channel 2. In the Teleglobe system, the picture is transmitted in the clear, with the audio coming over special telephone lines.

A request from KVUE(TV) Sacramento, Calif., principal owner Melvyn E. Lucas to try out a pay TV system using the dark channel 40 facility was returned by the FCC last month because of a question regarding financial feasibility. The Sacramento plan proposed the sale of stock to raise \$379,000 (BROADCASTING July 29).

NAB executive group to hold first meeting

The five-man executive committee of the National Association of Broadcasters will hold its first formal meeting in Washington this week. The committee, formed by the NAB board last June (BROADCASTING, July 1), consists of William B. Quarton, WMT-TV Cedar Rapids, Iowa, NAB board chairman; Ben Strouse, wwdc Washington, radio board chairman; Richard Chapin, KFOR Lincoln, Neb., radio vice chairman; James D. Russell, KKT(TV) Colorado Springs, TV chairman, and Glenn Marshall Jr., WJXT(TV) Jacksonville, Fla., TV vice chairman.

Mr. Quarton said the committee has no formal agenda and probably will discuss most of the major problems facing the NAB. He said a prominent subject will be the future of the position of radio code authority director following the resignation last week of Robert D. Swezey (see page 66). Some NAB members have questioned whether the position should be continued but President LeRoy Collins strongly favors maintaining it.

Executive committee members also will be brought up to date on plans for the NAB fall conference and the association's fight against federal government encroachment on broadcasting in several areas. At its last meeting, the board directed the NAB president and staff to give top priority to "recent proposals for greater government control of broadcasting." Introduced by John Coyle, KVIL Dallas, the resolution directed that NAB curtail other less urgent activities if necessary during the state of emergency.

GROUP W MEANS HISTORIC PRECEDENT

A BROADWAY OPENING ON TELEVISION

This fall television audiences in Boston, Baltimore, Cleveland, Pittsburgh and San Francisco will share with the opening night theatre audience in New York an unprecedented excitement. On opening night, all five stations of Group W—Westinghouse Broadcasting Company—will present a telecast of the William Hammerstein-Michael Ellis production of "The Advocate," a new play by Robert Noah, starring James Daly. "The Advocate" has been selected by the American National Theatre & Academy for presentation this October at the ANTA Playhouse. ■ For the first time a telecast will coincide with the actual opening of a play on Broadway. ■ Here is an event of major significance to the theatre and to television. It is the result of a joint venture without precedent in broadcast and theatrical history. For Group W particularly, it is a journey into an exciting area... one that represents a new source of programming for television.



BOSTON WBZ - WBZ-TV
NEW YORK WINS
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PITTSBURGH KDKA - KDKA-TV
CLEVELAND KYW - KYW-TV
FORT WAYNE WDWB
CHICAGO WNDZ
SAN FRANCISCO KPIX

WESTINGHOUSE BROADCASTING COMPANY

Rust Craft stations plan expansion

John J. Laux, operating chief of the Rust Craft radio and television stations, with headquarters at WSTV Steubenville, Ohio, since 1940, is setting up a new office in California next month to look into the expansion of Rust Craft Broadcasting to the West Coast. Mr. Laux, executive vice president of the broadcast properties, will handle his executive duties from his California office, which will be in the Los Angeles area.

The announcement of the move and Rust Craft expansion plans was made by Jack N. Berkman, president of Rust Craft Broadcasting and vice chairman of Rust Craft Greeting Cards Inc., the parent company. Rust Craft Greeting Cards, with major plants in Dedham, Mass., and Joliet, Ill., has offices and warehouses in Los Angeles and San Francisco. Mr. Laux is also a vice president and director of the parent company.

There are no negotiations going on at the present time for the purchase of new

stations, Mr. Berkman said last Thursday, "but a couple have been thrown at us," he explained. With Mr. Laux on the West Coast, he added, "it will be easier for us to have the benefit of a first hand report when we are faced with a decision." Mr. Berkman also stressed that the executive offices of the Rust Craft stations will remain in Steubenville. "With plane travel so easy," he said, "there will be no problem at all for Mr. Laux to return to the home office whenever it's necessary."

Rust Craft stations are WSTV-AM-FM-TV Steubenville; WRCB-TV Chattanooga; WRDW-TV Augusta, Ga.; WBOY-AM-TV Clarksburg, W. Va.; WPIT-AM-FM Pittsburgh; WSOL Tampa, Fla.; WWOL-AM-FM Buffalo, and 40% interest in WVUE-TV New Orleans. The Clarksburg stations are being sold to the Fortnightly Corp. (*Reporter* magazine, CATV systems) for \$950,000.

The parent company also has greeting card plants in Cincinnati, Detroit, New York, Toronto, Leeds (England), Frankfurt am Main (West Germany), Monaco and Rome. Its executive sales offices are in New York.

NBC Radio affiliates told of network progress

A strengthened sales record and the injection of new talent in the weekend *Monitor* program service on NBC Radio were reported last week as highlights of an Aug. 10 weekend meeting of the NBC Radio Affiliates Committee and network executives at Carmel, Calif.

Reviewed were sales for the first six months of the year, during which, NBC Radio said, the network hit a high of 43.3% of all measured commercial time in network radio. News specials and "hot line" reports totaled over 126 hours during the period.

On the talent side, David Wayne has replaced Mel Allen as host of the Saturday morning segment of *Monitor*, Mr. Allen now conducting a sports show as part of the weekend service. Jonathan Winters has been added to the lineup (*Monitor* "Comedy Time") as has Basil Rathbone (*Monitor* "Theater Time").

Lyell Bremser, KFAB Omaha, is chairman of the committee which met at the

FINANCIAL REPORTS

BEST FIRST HALF AT CBS

Net income up \$4.7 million as all divisions with exception of international, show gains

A bright financial report issued by CBS last week called the first half of 1963 the best in the company's history. A stockholders' report from Board Chairman William S. Paley and President Frank Stanton showed net income for the six months up \$4,782,297 over the 1962 first half. Not included in reported income is a net gain of \$1,499,014 from disposition of real estate.

Leading the list of gains over the period was revenue from CBS-TV sales which were said to be substantially above last year's record-breaking first half. Income figures by division were not available in the report.

Sales for the CBS owned TV stations division also were reported well above last year's first half. Radio network sales for the year to date, combined with current orders, are said to exceed by more than one-third the network's revenues for all of 1962 (CLOSED CIRCUIT, July 8).

Columbia Records division had six month sales figures approximating last year's first half.

The only division with revenues reported below those of last year's first half was CBS International. The drop here was attributed to the loss of sales

in Argentina due to political instability. Six months ended June 29:

	1963	1962
Earned per share	\$ 2.11	\$ 1.59
Net sales	273,276,969.00	253,135,149.00
Cost of sales	177,369,664.00	170,425,427.00
Selling, general and administrative expenses	56,845,920.00	52,215,119.00
Operating income	39,061,385.00	30,494,603.00
Other income	3,770,381.00	2,921,345.00
Other deductions	2,096,749.00	1,475,228.00
Income before income taxes	40,735,017.00	31,940,720.00
Income taxes	21,365,000.00	17,353,000.00
Net income	19,370,017.00	14,587,720.00

Walt Disney Productions

Film and television revenues received by Walt Disney Productions for the first nine months of this year were up by \$1,516,194, it was announced last week. The increase was attributed primarily to the syndication of the *Mickey Mouse Club* programs.

Nine months ended June 29:

	1963	1962
Earned per share*	\$ 2.58	\$ 2.06
Gross income	53,709,831.00	49,716,429.00
Net profit	4,453,692.00	3,452,223.00

* Based on 1,725,049 shares as of June 29, compared to 1,674,804 at the same time last year.

MCA's first half

A financial statement issued by MCA Inc. board chairman Jules C. Stein last week showed consolidated net earnings by MCA in the first half of 1963 up \$558,000 over the first six months of 1962. The first-half report includes the company's interest in Decca Records earnings.

Six months ended June 30:

	1963	1962
Earned per share after preferred dividends	\$ 1.45	\$ 1.38*
Consolidated net earnings	7,189,000.00	6,631,000.00
Common shares outstanding	4,538,770	4,519,603

*Exclusive of nonrecurring item of \$0.46 per share.

Universal Pictures Corp.

A decline in net earnings of over \$1 million was noted by Universal Pictures Inc. for the 26-week period ending June 29, as compared to figures for a similar period last year.

The company's reported figures for 1962, due to a change in the fiscal accounting period, contain earnings for the first 25 weeks of the year, ending June 23. The report:

	1963	1962
Net earnings per share after dividends on preferred stock	\$ 2.94	\$ 3.99
Consolidated net operating earnings	2,566,520.00	3,567,570.00
Shares of common stock outstanding excluding shares in company treasury	861,351	881,270

BROADCASTING, August 19, 1963

Highlands Inn in Carmel. Top NBC Radio executives, including William K. McDaniel, president, were in attendance at the meeting.

McLendon's WYSL joining ABC Radio

WYSL Buffalo, the first McLendon Corp. station to affiliate with a radio network, will join ABC Radio Sept. 1, station and network officials announced last week.

Robert R. Pauley, ABC Radio president, hailed the step as having "great significance to the entire radio industry in that a station representing the No. 1 independent group in the country has become a network affiliate."

Gordon B. McLendon, president of the McLendon Corp., who was joined in the announcement by Chairman B. R. McLendon, said at a reception for advertisers and newsmen in Buffalo that there were three reasons for the move: Both the news reporting of ABC News and the entertainment values of *Flair Reports* for the "abnormally high" calibre of WYSL's adult audience; ABC



On hand for the announcement were (l to r) Mr. Pauley; Leonard H. Goldenson, president of American Broad-

casting-Paramount Theatres, and Mr. McLendon. Affiliation is effective Sept. 1.

Radio's sports coverage, supplementing the station's and "the adult programming policy" and aggressive nature of the network.

WYSL operates with 1 kw daytime

and 250 w nighttime on 1400 kc. Other McLendon stations are KLIF Dallas, KILT Houston, KTSA San Antonio, KABL Oakland-San Francisco, and WYNR Chicago.

TTC earnings fall in half-year report

Transcontinent Television Corp. reported its revenues and net income for the half-year last week.

Six months ended June 30:

	1963	1962
Earned per share	\$ 0.42	\$ 0.49
Broadcasting and other revenues, less agency commissions	7,996,391.00	7,879,380.00
Total expenses	6,456,642.00	5,900,440.00
Operating, selling and administrative	5,738,110.00	5,179,148.00
Depreciation	454,784.00	419,402.00
Interest	263,748.00	301,890.00
Income before federal income taxes	1,539,749.00	1,978,940.00
Provision for federal income tax	784,000.00	1,106,000.00
Net income	755,749.00	872,940.00

Oak Manufacturing Co.

Oak Manufacturing Co., maker of UHF tuners among other products, declared a regular quarterly dividend of 7½ cents a share, payable Sept. 16 to stockholders of record Sept. 3.

Six months ended June 30:

	1963 (loss)	1962
Earned per share*	\$ 0.74	\$ 0.95
Net sales	19,999,283.00	15,769,956.00
Income from operations	1,091,154.00	1,132,306.00
Other income, net	(14,663.00)	130,712.00
Income before income taxes	1,076,491.00	1,263,018.00
Provision for income taxes	571,000.00	642,450.00
Net income	505,491.00	620,568.00

* Based on 687,074 shares as of June 30 and 655,794 shares as of same date last year.

National General Corp.

National General Corp. plan to start big screen theater TV in color using a new General Electric projector next year is making steady progress, the company said last week in issuing its six month earnings statement. NGC owns 38% of National Telefilm Associates, five community antenna systems as well as a chain of theaters, mobile rental service and a fruit packing company.

39 weeks ended June 25:

	1963	1962
Earned per share*	\$ 0.65	\$ 0.47
Total income	35,005,832.00	33,438,567.00
Operating earnings	2,156,342.00	1,570,995.00**

* Based on 3,313,363 shares as of June 25.
** Excludes nonrecurring gain of \$637,876.

Gross Telecasting shows increase in net income

Dividends of \$190,000 have been paid by Gross Telecasting Inc., Lansing, Mich., in the first six months of 1963, the company reported in announcing half-year financial figures last week.

The company report for six months ended June 30:

	1963	1962
Operating revenue	\$1,315,607	\$1,145,517
Costs and expenses	688,600	626,286
Other income	79,529	71,062
Provision for federal income tax	361,899	301,463
Net income	344,637	288,850

Ampex registers record 1st quarter

Introduction of six new products, including a fully transistorized medium priced Videotape television recorder, VR-1100, helped Ampex Corp. to set new first-quarter records for sales, earnings and order backlogs in the three months ended July 31, first quarter of Ampex's fiscal 1964. New orders for the quarter amounted to \$26,307,000, second highest level of any quarter in Ampex history, resulting in a current backlog of \$40,810,000, up 8% from \$37,916,000 at the beginning of the quarter and up 22% from \$33,600,000 in the first quarter of last year.

Commenting on the first quarter results, William E. Roberts, Ampex president, noted that "our substantial investment in research and development continues to result in very satisfactory returns. This year we will expend more than \$9 million for company sponsored research and development, from which there will be a continuous flow of interesting and profitable new products."

Three months ended July 31:

	1963	1962
Earned per share* \$	0.12	0.11
Sales	23,413,000.00	21,513,000.00
Net income before taxes	1,795,000.00	1,483,000.00
Net earnings after taxes	993,000.00	878,000.00

*Based on 7,827,282 shares outstanding, July 31, 1963, and 7,798,757 shares outstanding, July 31, 1962.

HARRIS MAY INVESTIGATE COMSAT

Want's to know what's been going on in past year

A congressman who has done his share of scrutinizing broadcasting is preparing an investigation and possible public hearing on where the U.S. stands in the development of a commercial space communications system by a government-chartered private monopoly.

Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, has asked the Communications Satellite Corp. and five government agencies having responsibility in this field to explain what they have been doing about developing an operational system since approval of the Communications Satellite Act last summer.

Noting that Aug. 28 marks the first anniversary of the satellite law, Representative Harris explained that his committee is required by statute to exercise legislative oversight on the act, Public Law 87-624.

It was learned last week that Representative Harris has written to these agencies and the corporation: the FCC, the National Aeronautics and Space Administration, the State Department, Department of Justice and the office of the telecommunications advisor to the President.

His interest, he explained, was in three areas:

1. Economic and technical aspects of developing a workable system.
2. Negotiations with foreign nations.
3. The issuance of stock by the corporation.

Leo D. Welch, Comsat chairman, wrote FCC Chairman E. William Henry two weeks ago that the company was

working toward making a stock offering as soon as such action becomes practicable (BROADCASTING, Aug. 12). Chairman Henry prodded Comsat with a letter late in July which implied that the company was moving slowly and that its incorporators were making decisions which ought to be handled by directors elected by stockholders.

Only two weeks ago a group of senators which has been fighting the corporation since passage of its establishing legislation failed to write new, stiffer reimbursement requirements into NASA's 1964 budget (BROADCASTING, Aug. 12). The group, led by the late Senator Estes Kefauver (D-Tenn.) (see page 92), argued that Comsat, being a monopoly, would be the sole beneficiary of almost \$44 million in research planned by the NASA. The agency's \$5.5 billion authorization bill was passed Aug. 9 with a modified version of the reimbursement provision: Comsat would have to pay for "exclusive" benefits from the NASA research and development program.

A House-Senate conference group was to work out minor differences between two versions of the 1964 NASA authorization now passed by both houses of Congress.

Information wanted on information given

A congressman and a House subcommittee opened new and separate attacks on access to information in government agencies last week.

The Foreign Operations and Govern-

ment Information Subcommittee mailed out detailed questionnaires to 117 federal agencies in an attempt to learn how much they spend on information activities and what they do about helping the public get "necessary" information.

The questions fall into four categories: public and congressional information, classification of security information and practices of special commissions and boards in providing information about decisions and rulings.

Last week's subcommittee action apparently grew in part from a request made in June 1962 by Representative George Meader (R-Mich.), a subcommittee member who asked Representative John E. Moss (D-Calif.), chairman, to conduct "an investigation of the publicity, publication and propaganda activities of agencies of the federal government." Noting that the government's information activities would seem to be "enormously costly" and that an estimate of its extent would be valuable, Representative Meader said the study should assess "the importance of these activities in shaping public opinion and influencing legislative and national policies."

He also pointed out that "it is possible by releasing a partial, distorted or slanted account to make an impact upon public and congressional opinion totally different from the impact which would result from accurate and complete information on the subject."

Representative Dante B. Fascell (D-Fla.), another subcommittee member, introduced a freedom of information bill (HR 8046) last week as a companion to a Senate bill (S 1666) introduced by Senator Edward V. Long (D-Mo.) (BROADCASTING, June 10).

The legislation would invalidate any law or agency ruling or procedure not published in the *Federal Register* or not indexed in a listing of opinions, orders rules or statements made available to the public. Agencies would have to publicize how their records may be inspected. Votes of individual members in all proceeding would also be made public.

Washington UHF granted

The FCC last week granted an application by Capital Broadcasting Co. for a new television station on channel 20 in Washington, dismissing a competing request for the channel by Automated Electronics Inc., which wanted to locate the station in Arlington, Va., adjacent to Washington. In return for withdrawing its application, Automated was paid \$2,500 by Capital for out-of-pocket expenses. Part owner of the new station is Milton Grant, Washington broadcast personality (see FOR THE RECORD, page 93).

The senator had bad memories of the night before

Tennessee broadcasters who went to Washington to ask the state congressional delegation to oppose proposed FCC rules limiting commercial time got little sympathy from Senator Albert Gore (D-Tenn.).

Senator Gore told the broadcasters he went along with FCC Chairman E. William Henry, who favors a limitation. The senator said that the night before he met with the group he had to sit through "six or seven minutes of commercials to get only two or three minutes of news" on a Washington television station.

The broadcasters were given a warmer welcome by Representative W. E. (Bill) Brock (R-Tenn.), who

said that he thought Chairman Henry's proposal would infringe on private property. Senator Gore, countered with a statement that "the space over which television signals are sent is not private property."

F. C. Sowell, chairman of the government affairs committee of the Tennessee Association of Broadcasters, said last week that the organization was "going all out" to block Chairman Henry's proposal.

In comments on the proposed rulemaking filed with the FCC, the association asked whether the commission intended to sacrifice constitutional freedom for the improvement of public entertainment (see page 78).

IMPETUS

IMPACT

IMAGE



WOC-TV 6

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

DAVENPORT, IOWA

THE QUINT CITIES —

DAVENPORT • BETTENDORF • ROCK ISLAND • MOLINE • EAST MOLINE

IMAGE IS A LOOKING GLASS WORD

Webster says " . . . a mental representation . . . a symbol."

It's our representation of ourselves to loyal and responsive viewers as an informative and entertaining neighbor. It is WOC-TV's constant aim to be a respected member of a fine community by always providing responsible programming.

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.

M'LENDON DEFENDS WYNR PROGRAMING

Tells FCC that changes were decided after the sale

The McLendon Corp. didn't decide to change the programing of WYNR Chicago until after it acquired the station (then WGES), and thus it didn't misrepresent its proposed programing. The evidence revealed at the hearing on the matter proves this point, the company said in its "sugggested conclusions" submitted to the FCC last week.

The fact that the programing of WYNR did change abruptly after the McLendon group acquired the facility caused Representative Roman C. Pucinski (D-Ill.) to seek an order from the commission requesting WYNR to show cause why its license should not be revoked. The commission acted last January by ordering an investigation to determine if McLendon had been honest in its program proposals for WYNR (BROADCASTING, Jan. 28).

Representative Pucinski, whose mother had long conducted a program in Polish on WGES, was incensed over WYNR's increase of its 80-85% Negro oriented programing to 100%. The commission, at the time it ordered the investigation, noted that McLendon had proposed to keep some 32 hours weekly of German, Italian and Polish language programs.

Only Vaguely ■ McLendon told the commission that during the negotiations for WGES the future program plans for the station were mentioned only vaguely whenever the question arose. Gordon McLendon, who handles programing

decisions for the group's stations, was not present at the purchase negotiations, the company said. At that time he was busy surveying the Chicago area for ideas, but had made no specific decisions on programing.

Although the company had made no plans for changes, during the sale negotiations rumors started in Chicago that the programing and personnel would change under the McLendon group. The former owners, Mrs. Elizabeth Hinzman and her brother, Dr. John Dyer, became worried that the rumors would injure the business of WGES and asked Gordon McLendon to issue a press release to the effect that there were no changes planned, which he did on Aug. 22, 1961, the company said.

When the rumors persisted, the firm said, Mr. McLendon took more steps to discount them and at no time were any alterations discussed.

What Was Missing ■ McLendon Corp. said the report written by FCC investigators about their interview with Mrs. Hinzman failed to include her statement that there had been no discussion of changing the WGES format.

Mrs. Hinzman testified at the hearing held in Chicago that she had been reluctant to sign the statement presented to her by the investigators because of factual errors (BROADCASTING, April 15). However, she said, she was assured that the document was not of a great deal

of importance.

McLendon quoted from the FCC investigators' notes which quoted Mrs. Hinzman as saying "I don't think foreign-language programing was ever alluded to in our conversations with McLendon. We were all thinking of Negro programing as our primary product." These statements, McLendon added, are inconsistent with the commission's report which indicated that she had said the McLendons were thinking of discontinuing the foreign language broadcasts.

McLendon pointed out that the portion of the interview which was quoted above was the only substantial part of the interview that was not included in the investigators' report. To credit the statement, the commission would find it "necessary, in view of later evidence, to indict both Dr. Dyer and Mrs. Hinzman as members of a pervading conspiracy to deceive not only the commission, but also every single person who ever did business with . . . WGES," the company said. However, McLendon said, this is hardly likely in view of the letters of concern they sent to Gordon McLendon in an effort to put an end to rumors of a format change.

McLendon noted that in any case it was likely that WGES was soon to become all-Negro oriented. It said that when Mrs. Hinzman and Dr. Dyer bought the station in 1946 it was almost all foreign-language programed, but that in August 1963 it had become as much as 85% Negro programed. The change to a Negro format was a definite effort on the part of the licensee, McLendon said.

A Rigid Policy ■ McLendon noted that many factors lead to its decision to do away with the foreign-language broadcasts. Primary among them was the brokerage plan under which time for them had been sold. Brokers were sold time on a flat rate basis which they in turn sold for whatever price they could. McLendon policy has never allowed such a practice, the company said, and it dictated the discontinuance of such contracts.

McLendon said that at no time during negotiations for WGES did it become aware that the practice of brokerage was used, that references had always been to bulk time sales or similar terms.

McLendon told the commission that when it surveyed the area for programing ideas the company found that it could better serve Chicago if WYNR were all-Negro programed, but this was after the grant from the commission had been obtained. The time just prior to the grant was taken up by engineering problems arising from the renewal application for WGES, McLendon said. The surveys which were made indicated that Chicago Negroes considered most of the programing aimed at them



Keystone day in Washington

Listening to talk about the Commonwealth of Pennsylvania last week were some Keystone State figures: (l-r) Representative Joseph M. McDade (R-Pa.); John Stilli Jr., general manager, WFBG-AM-FM Altoona; Senator Hugh D. Scott (R-Pa.) and Roger W. Clipp, vice president and

general manager of the radio-TV division, Triangle Publications Inc. The occasion was a Triangle Stations' reception in Washington honoring Anne Blair, its Washington news correspondent, who is the new president of the American Newspaper Women's Club.

to be "Uncle Tom." Mr. McLendon also concluded that there was a lack of good news for the Negro community of Chicago. He found the existing programs over WGES to be distasteful, the music of a poor quality and the announcing "illiterate."

Mr. McLendon had also become convinced that Chicago needed a first radio station to program fulltime to Negro audience.

McLendon called the commission's attention to the findings that Commissioner Robert E. Lee made at the Chicago television programming hearing held in Chicago in March and April 1962. Commissioner Lee concluded that the Negro audience was not adequately served. The company said that there is plenty of foreign language broadcasting in Chicago.

McLendon also told the commission that at all times the company was candid with commission investigators and to agency inquiries. Mr. McLendon really didn't have prior knowledge of the brokerage contracts, and the FCC should determine if its investigators took proper note of the fact, the company said. The revised format for WYNR was an attempt to better serve the community, it added.

Other Problems ■ WYNR's licensee was also faced with defending its promotional tactics. The commission said that there had been complaints that treasure hunts and other promotional contests had caused damage to public property and that a "Mystery Phone" contest annoyed private citizens.

McLendon denied that any real damage had been done and that, as it had in the past when it held a treasure hunt, WYNR took repeated caution that no ill would come of it. For instance, the company said, it actually hid four separate treasures in distant caches so that large crowds would not gather in one place and that the Chicago park officials were satisfied with the station's repeated broadcasts urging participants to respect regulations and property.

McLendon said that the "Mystery Phone" contest in actuality caused little trouble and that where this did occur, WYNR broadcast appeals to cease this harassment. WYNR broadcast telephone numbers that were repeatedly harassed by callers.

McLendon defended its "School Spirit" signature contest by citing the praise WYNR received for the way it handled the contest and the dances that were given to the winning schools. Both school and juvenile authorities were quoted as saying that there was nothing harmful about the promotion.

McLendon concluded that the commission's investigation has shown the company to be a "responsible and respected licensee" and that there is no basis for continuing the proceeding.

New Pentagon policy on TV and motion pictures

The Department of Defense is coming up with an updated policy on the cooperation it will provide for motion picture films and there will be a section on TV in it.

The policy directive, first issued in 1954, was the subject of a special meeting last week at the Pentagon between Arthur Sylvester, defense under secretary for public affairs, and delegates of the major motion picture producers. No television representatives were present, although most of the producing companies have TV subsidiaries or do TV work.

Earlier in the year, it was explained by Donald Baruch, chief of the department's motion picture division, a meeting took place in Hollywood with motion picture film producers and representatives of the Alliance of TV Producers.

The revision, expected to be issued soon, requires greater justification for the use of troops and other assistance by the military in motion picture productions, and also insists on more details on how they are to be used.

Meeting with Mr. Sylvester and his staff were the following: Charles Boren, Association of Motion Picture Producers; Milton Lipsner, Allied Artists; J. Raymond Bell and Gordon Stulberg, Columbia Pictures; Orville Crouch and Howard W. Horton, MGM; Robert Denton, Paramount; Frank H. Ferguson and Ellen McDonnell, 20th Century-Fox; Edwin Bigley, United Artists; Marshall Green and John Horton, Universal Pictures; Bill L. Hendricks, Warner Bros., and Ken Clark, Motion Picture Association of America.

Bar warned of agencies' power grab

HENRY, LOEVINGER, LEE SPEAK AT ABA CONVENTION

Although the American Bar Association was instrumental in obtaining passage of the Administrative Procedure Act of 1946 to help contain the federal administrative agencies, alarm was voiced at ABA's convention in Chicago last week that agency growth and power are getting still further out of bounds. No agency was singled out however.

The warning was given by Sylvester C. Smith Jr., retiring president of the ABA, before the opening assembly of the annual meeting which was attended by some 15,000 of the nation's lawyers and judges. Several members of the FCC, Federal Trade Commission and other government agencies were among the more than 300 officials and others who addressed the convention on a host of subjects, but none had occasion to answer the issue.

"There is every indication that the federal administrative agencies are again reaching out for power, extending their jurisdiction beyond the intended delegation granted by the Congress," Mr. Smith said. "I have grave doubt that the top executive leaders or the leaders in the Congress are fully aware of these grasps for power."

E. William Henry, FCC chairman, explored satellite communication progress and problems in a talk before the ABA standing committee on communications. He pointed to the growing international communications needs which require full development of a communication satellite system in addition to existing and proposed earth facilities.

Mr. Henry urged a prompt, broad-

gauged study of the organizational framework of the U. S. international communication services and suggested that the international record (telegraph, facsimile) carriers be equipped to provide broadband services capable of mixed voice and record traffic use.

Commissioner Lee Loevinger discussed computer problems in the legal field before ABA's special committee on electronic data retrieval. Commissioner Robert E. Lee outlined UHF-VHF television allocation progress before a bar public relations institute (BROADCASTING, Aug. 12).

Silver To Gold ■ CBS was presented the ABA "Gold Gavel" award for having won the bar group's "Silver Gavel" award three times, the third being this year for the CBS News division's two-part TV documentary "Storm Over the Supreme Court." The documentary was part of the *CBS Reports* series.

A Silver Gavel also was presented to NBC for the drama "The Judge" which was a part of the NBC-TV *Sam Benedict* series. Two radio stations also won Silver Gavels from ABA: WMAQ Chicago and KYW Cleveland. Certificates of merit went to WJBK-TV Detroit and WLW Cincinnati.

Actor E. G. Marshall, who portrays Lawrence Preston in the CBS-TV series *The Defenders*, told ABA's section on family law that TV has reunited the American family and comprises "one of the few areas of common experience shared on a day-to-day basis." He noted that TV also has served to upgrade the nation's folk heroes and has given new

status to scientists, policemen, teachers, etc., through portrayal in entertainment programs.

Mass Criticism ■ TV and other mass media as well as advertising in general came in for some critical comment during talks on teen-age marriages before an ABA affiliate group, the National Association of Women Lawyers. Several times speakers cited overemphasis of sex and other materialistic values in the mass media as contributing factors to the growing teen-age problems.

The legal field of defamation by broadcast is explored in an article in the August issue of the American Bar Association *Journal* distributed at the meeting. The author, New York lawyer Herbert J. Korb, calls for a federal statute on defamation by radio or TV with a rule of "absolute liability" for the broadcaster. A uniform federal law, he contends, would replace the patchwork of state laws.

Absolute liability, Mr. Korb wrote, is "social insurance" and imposes the loss on the person "who is in the best position to distribute it." The broadcaster would bear the loss only initially, though, he noted, since the broadcaster would have insurance, and the premium cost would be passed along to sponsors and by them in turn to the general public.

Tennessee broadcasters oppose FCC time limit

The Tennessee Association of Broadcasters last week attacked the FCC for proposing what it called the sacrifice of constitutional freedoms to improve the quality of entertainment on radio and television stations.

TAB ire was directed at the commission's proposed rulemaking to adopt the National Association of Broadcasters' radio and television code commercial time standards as its own rules (BROADCASTING, May 20).

TAB said that the commission lacks the legal power to adopt the NAB code. Congress granted it the right to control the traffic of common carriers, but not broadcasters, it said. There is no fear of monopolizing a service because broadcasters are not paid by the public they serve, it said.

The association said the rulemaking proposes a new kind of censorship—"Not what you can say, but how much you can say." The proposed limitations on the freedom of speech of broadcasters is not designed to protect the welfare of the public, TAB said.

TAB said that it would seem the rules have been proposed to increase the public's enjoyment. "Are inroads on constitutional freedom to be predicted upon a vague standard equated to an individual's assumed enjoyment?" it asked. TAB further asked if the democratic

Deductible tax booklet

The Internal Revenue Service announced last week that a booklet on deductible travel, entertainment and gift expenses now is available from the Government Printing Office, Washington 25. The booklet, "Questions and Answers for the Businessman," explains in nonlegal terms the new IRS regulations which became effective in July. Single copy price is 5 cents with a 25% discount on quantities of 100 or more.

way had deteriorated to the point where an individual's enjoyment is more important than basic rights.

The Public As Regulator ■ TAB said the broadcast station that is enjoyed by the public will be the station to succeed and that the station will fail to succeed to the degree the public disapproves of it. The public pressure is a strong regulator, the association said.

The association said that if the code is adopted as a rule the next "logical" step would be for the commission to regulate the amount of news coverage as well as commercial time.

The proposed rules would destroy the laissez faire under which the economy and the broadcast industry have developed, TAB said. Any attempts to improve the quality of programming should not be made by curtailing business freedom, it added.

The rules, if adopted, would force the commercial rates to increase and could injure the small businessman. The commission would then have to set maximum rates so that every one could afford to advertise, the association said. The final result of this cycle would be the injury of some broadcasters because of competition, ultimately forcing them out of business.

TAB told the commission that the variables of markets and station operations would make it "difficult if not impossible" to formulate a single standard. If the commission allowed for exceptions to fit every region the result would be a great complexity of administrative problems. The only alternative would be to handle each station on a case-by-case basis.

In conclusion the association said that presently there are three sources regulating broadcast commercials: the NAB code, which to an extent even regulates nonsubscribers; the FCC studies of the amount of commercial time logged at license renewal time, and the public disapproval of over-commercialized stations. If this is not enough, a rule adopting the NAB code won't help, TAB said.

House passes D.C. obscenity bill

The House passed and sent to the Senate Monday (Aug. 12) a controversial omnibus crime bill for the District of Columbia that includes a section on indecency which could affect all communications media.

The bill, HR 7525, will be given a public hearing before the Senate District Committee, but probably not until some time after Labor Day, it was learned last week.

House opponents said the bill incorporates prior censorship, is unconstitutional and "combines in one bill many of the worst conceptions of law enforcement and morals . . . sponsored in many years."

The indecency section, a reworked version of an indecency bill which was vetoed by President Kennedy last year (BROADCASTING, Oct. 22, 1962), would permit temporary restraining orders against broadcast, exhibition or publication of indecent or lewd material and would authorize police to seize equipment without a hearing.

Proponents said the bill is aimed at "a thriving traffic in indecent and obscene literature and materials within the District of Columbia." It is an effort to modernize the District's obscenity laws by covering electronic media, said Representative John Dowdy, prime mover and author of the section.

The Senate committee has requested interested government agencies to prepare comments on the bill, however the Justice Department, Bureau of Budget and the D.C. Corporation Counsel already are on record in opposition to many sections of the legislation.

Representative Dowdy has said the bill is intended as a model for other communities (BROADCASTING, Aug. 12).

Uniform time bill sent back to committee

A bill to establish uniform time standards was sent back to the Senate Commerce Committee for reconsideration Wednesday (Aug. 14).

The legislation, a compromise version of several time bills, was reported favorably in June (BROADCASTING, June 17), but the Senate leadership apparently found it unsatisfactory and sent it back. Usually this means it failed to please the Democratic Policy Committee, headed by Senator Mike Mansfield (D-Mont.).

The bill, S 1033, would establish new time zones and provide uniformity in daylight saving time. Federally regulated business, such as broadcasting, would be required to abide by federal time.

A proposal rejected by the Commerce Committee in June would have required all business, even intrastate, to go by the national time standards.



Evansville, Indiana
is the hub of a tri-state
market of more than
\$1.76 billion in income.
It is also the home of...

WTVW, a Polaris station,
(James L. Ritter, Station Manager;
Robert D. Ossenberg,
National Sales Manager).
WTVW now appoints...



**BLAIR TELEVISION,
BTA Division,** as its
exclusive national representative
and adds its selling power
to the list of dynamic stations
represented by Blair Television.

Television's worldwide role as a political tool

TV has played an increasingly important role in American politics, but the medium's power is by no means restricted to the United States. *Newsweek* magazine's Aug. 19 issue contains an around-the-world wrapup of the political role of television, which, the article claims, "has blossomed into a super weapon in the world's political arsenal."

In Iraq last February, for instance, a children's show telecasting a Mickey Mouse film was interrupted by a picture of "the mangled face of Abdul Karim Kassem, until that morning the revolutionary leader of Iraq." Rumors that the ex-political leader was still alive were effectively scotched.

The Middle East is an extreme example, the article said, but virtually every country with television facilities recognizes the medium's

power. President Charles de Gaulle of France has selected TV as his "chosen means of communication with the nation," the magazine said. During two separate crises, "de Gaulle's words were virtually the only things standing between order and civil war." Order, with the decided help of TV, prevailed.

The West German government, the report said, bears its recent history in mind and tries to play down personalities in its political broadcasts. Many of its shows are picked up in East Germany, where politics are painted an unrelieved Red.

Newsweek said that in Russia "TV, politically, is a cut-and-dried affair. Khrushchev speaks between three and five times a year, but other party bigwigs are seldom on TV."

In Red China, a set-scarce nation, "the party values TV highly. The leaders themselves seldom appear,"

but programs stress the success of Communism.

In last spring's Italian elections, the "Christian Democrats seemed, on TV, the most stiff of all parties. [Their] plurality dropped, and many people credit TV with helping them lose the votes. The recent surge of Italy's Communist Party has also been traced to TV," which carries its message to sections of the populace previously remote from their propaganda.

"The medium has, in fact, altered the art of politicking. . . . It hurts the orator and helps the personality," *Newsweek* said, and England is a prime example. "The Labor Party has embraced television" rather than print to speak to the people, and many British politicians fear the prospect of televised House of Commons debates, as they fear personalities will be emphasized.

Raises recommended for government leaders

FCC COMMISSIONERS WOULD GET \$35,000 ANNUALLY

FCC commissioners would have their salaries raised to \$35,000 yearly, with the chairman to receive \$40,000, under proposals submitted to President Kennedy by a special advisory panel on federal salary systems. The group is headed by Clarence B. Randall, former board chairman of Inland Steel Co.

The committee's report was made public last week at the same time that Civil Service Commission Chairman John W. Macy advocated pay raises for federal government employees before the House Post Office and Civil Service Committee.

FCC commissioners now receive \$20,000 yearly, with the chairman receiving \$500 extra.

The Randall report urges a revision of executive pay scales to bring them more in line with emoluments paid by private industry and state and local governments. Included are suggestions that cabinet officers be raised to \$50,000 yearly (from \$25,000); justices of the U. S. Supreme Court, \$60,000 (from \$35,000); speaker and Vice President, \$60,000 with allowances of \$15,000 (from \$35,000 and \$10,000), and members of Congress, \$35,000 with \$5,000 tax deductible (from \$22,500).

The group also recommended among other things that presidential appointees be reimbursed for the expense of moving to Washington and returning to their homes, that they receive "severance" pay equal to one month's salary

for every year of service with a three-month ceiling; that they receive \$50 a day for official travel.

In addition to Mr. Randall, members of the committee were: General Omar Bradley, retired; John J. Corson, Princeton University; Marion B. Folsom, Eastman Kodak Co.; Theodore V. Houser, Sears, Roebuck Co. (retired); Robert A. Lovett, Brown Bros.-Harriman; George Meany, AFL-CIO; Don K. Price, Harvard University; Robert Ramspeck, former member of Congress from Georgia; Stanley F. Reed, retired associate justice of the Supreme Court, and Sydney Stein Jr., Stein, Roe & Farnham.

FCC complies with Ross request for dismissal

William L. Ross, disillusioned applicant for a new AM station in Riverton, Wyo., was granted his request for dismissal of his application by the FCC last week—but with prejudice.

Mr. Ross requested the dismissal charging that the commission had never planned to grant his application which had been on file for three years (BROADCASTING, July 22). Mr. Ross warned other businessmen to beware lest they find themselves operating for the government rather than themselves.

The FCC's Broadcast Bureau last week disagreed with Mr. Ross's opinion. The bureau said he had been afforded every opportunity to show his financial

qualifications, but he had failed to do so. The charge that the commission never intended to make a grant is supported by no evidence, the bureau said. It recommended dismissal with prejudice for failure to prosecute.

The bureau put the blame for the slowness with which Mr. Ross's application progressed not with the commission, but with the applicant.

Questionnaires sent for emergency radio

All standard broadcast stations will be receiving a questionnaire this week from the FCC's Office of Emergency Communications which asks for information on facilities. The answers may have a bearing on how quickly a station may receive a national defense emergency authorization, making it a part of the Emergency Broadcast System (EBS).

The answers will be correlated with requirements being drawn up by the Office of Civil Defense, and early next year it is expected that county, state and regional civil defense units will be "married" to similar broadcast stations for local and national information in the event of a war or emergency period.

The new EBS, successor to Conelrad, went into effect Aug. 5. It is planned to permit all radio stations to remain on the air in the event of an emergency.

Broadcasters who are volunteering for EBS are being asked to delay their applications until the end of the year when the civil defense requirements will be known.



You're checked out on \$892 million in retail sales when you add it up like this

Or when WJRT adds it up for you.

For, you see, when we turn our transmitter on, Flint, Saginaw and Bay City come together as the 37th metropolitan television market.

A market, indeed, that spends \$4,527 a year per household on retail sales—or about \$275 more per year than the national average. And a market whose

metropolitan area *alone* has the wherewithal for an annual \$892 million worth of cars, refrigerators, cleansers, drugs and what-have-you.

Sound good? A Harrington, Righter and Parsons man will not only happily tell you more about FLINTSAGINAWBAYCITY—he'll tell you the best way of selling it, too: WJRT/Channel 12/ABC Primary/Division: The Goodwill Stations, Inc.

WJRT

GOING ON 27!



Swimsuit styling by Catalina

More top-name shows are going on Ch. 27—to make WKOW-TV's new local film lineup the biggest and brightest in Madison market history!

Every-week favorites like HENNESSEY, starring Jackie Cooper . . . BIOGRAPHY with Mike Wallace . . . TRAILS WEST, brand new to the Madison market.

And right across the board, Monday thru Friday, GROUCHO MARX . . . ART LINKLETTER'S PEOPLE ARE FUNNY . . . ADVENTURES IN PARADISE . . . THE REBEL . . . THE RIFLEMAN, with Chuck Connors.

And an exciting new format for WKOW-TV's legions of late evening viewers. THE NEW BREED . . . 87TH PRECINCT . . . and the star-studded DICK POWELL THEATRE.

For participations in these strong local shows — and adjacencies to ABC-TV's exciting new network lineup—now's the time to switch your pitch to WKOW-TV. Why don't you get going on 27.



Wisconsin's Most Powerful Full Time Station

TONY MOE, Vice-Pres. & Gen. Mgr.
Ben Hovel, Gen. Sales Mgr.
Larry Bentson, Pres.
Joe Floyd, Vice-Pres.

represented nationally by H-R

MIDCO

Midcontinent Broadcasting Group

WKOW-AM and TV Madison • KELO-LAND
TV and RADIO Sioux Falls, S. D. • WLOL-
AM, FM Mpls.-St. Paul • KSO Des Moines

FCC bill on transfers introduced in Senate

Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, introduced legislation last week requested by the FCC to amend the Communications Act and give it greater flexibility when passing on transfer or assignment of a license. The bill, S 2052, would permit the commission to consider whether someone other than a proposed transferee could better serve the public interest.

The measure is the same as HR 7477,

introduced in the House last month by Representative Oren Harris (D-Ark.).

Senator Magnuson said FCC Chairman E. William Henry had written that the effect of the present provision of Section 310(b) "has been to permit a licensee to choose his successor." Persons with "minimal qualifications" have in some cases lost comparative hearings, but because of the present law become the only ones whose qualifications the FCC can consider.

The FCC has authority to choose the best qualified applicant "in all other instances involving licensing functions," Chairman Henry said.

EQUIPMENT & ENGINEERING

NEW PARTNERS IN SPACE

Passive reflector, Echo II, will join U.S., Russia in communications transmission

The first joint venture in space with Russia is going to be with Echo II, it was announced last week by U.S. space officials.

The second passive reflector balloon for bouncing radio signals halfway around the earth is scheduled to be launched late this year.

Echo II will be 135 feet in diameter, weighing 580 pounds. The balloon will be made of Mylar plastic and aluminum—and it will be rigidized to hold its shape under the buffeting of space meteorites. It will be placed in polar orbit, about 1,000 miles above the earth and will be used for teletype, facsimile, voice and data transmission.

The Soviet-American project proposes to use Echo II for communications and is part of the agreement signed last May between Hugh Dryden, deputy administrator of the National Aeronautics & Space Administration, and Soviet Academician A. A. Blagonravov.

Since Echo II is not expected to be in line of sight between the U.S. and Russia, the U.S. transmission will be sent to England's Jodrell Bank Observatory by cable or shortwave radio. Jodrell Bank will beam these signals to Echo II using 162 mc. The transmission will be reflected off Echo II to the Zimenky Observatory at Gorky State University at Gorky.

Contract Let ■ Last week NASA placed a \$362,000 order for the construction of three Echo II's with the G. T. Schjeldahl Co. of Northfield, Minn. The first will be used for an inflation test; the second for the launch, and the third as backup for the launch.

Meanwhile, Echo I celebrated its third birthday on Aug. 12. Launched in 1960, the 100-foot, 132-pound balloon has traveled 417,431,506 miles in 13,555 orbits and although its skin is somewhat wrinkled from its bombardment by

meteorites it is still usable for communications—primarily teletype, but also to a degree for facsimile and voice.

One of the results of the Echo I travels has been the knowledge of the effect of solar winds. These have changed Echo I's orbit from its original 1,000 mile high altitude to a more elliptical orbit ranging from 600 miles to 1,600 miles. This phenomenon occurs every six months, but the orbit returns to its circular pattern by the end of the second six months.

Why NASA's preoccupation with passive reflectors when the active satellites have proven so successful? Space spokesman quote Leonard Jaffe, director of communications systems for NASA:

"The passive reflector is a simple solution to the multiple access problem. Any number of ground stations can use the reflector simultaneously.

"The reliability of the passive reflector is inherently good. There are no electronic circuits to fail in space."

Other space communications activities last week:

■ Syncom II was goosed into position at 55 degrees west longitude last week and is in perfect position as the first hanging satellite. Syncom II is rotating at 22,300 miles in sync with the earth's revolutions and therefore appears to be stationary to a spot on earth.

Gas jets on the 86-pound spacecraft were fired Aug. 15 to stabilize it over Brazil and enable 24-hour communications over the Atlantic Ocean. It already has been used for teletype, and facsimile between Lakehurst, N.J., and the USS Kingsport, a Navy communications ship anchored in the port of Lagos, Nigeria.

Because of the irregularity of the earth's orbit, the satellite will perform a figure eight pattern between 33 de-

grees north and 33 degrees south latitude.

Syncom II was built for NASA by Hughes Aircraft Co. and launched July 26.

▪ After being silent since July 16, two months after its launch, Telstar II spoke up last week.

AT&T scientists at Andover, Me., who have been interrogating their satellite every pass for a month, reported that on Aug. 12 Telstar answered. The response, for which no explanation is known, was confirmed with a picture and sound program sent from Andover and returned by the satellite. This was on Telstar II's 622th orbit.

Further rise reported in FM stereo receivers

The production of radio-TV and radio-phonograph combinations capable of receiving FM stereo broadcasts has moved up again, the Electronic Industries Association announced last week.

For the second quarter of this year, 57% of all such combinations had this facility; in the first quarter 50% produced were capable of receiving FM stereo. For the first six months of this year, the FM stereo proportion is 46%.

Radio-TV and radio-phonograph combinations totaled 354,824 for the April-June period of this year. Having FM stereo capability were 203,324. This breaks down to: radio-TV combinations, 57,829 total, 27,017 with FM stereo; radio-phonograph combinations, 296,995 total, 176,307 with FM stereo.

Technical topics...

Penney's Color ▪ J. C. Penney Co., New York, which has been marketing its own line of black-and-white TV sets under private label of Penncrest, will add color sets with 21-inch round tube starting this month in some stores. Wells-Gardner Electronics Co. will make Penney's color set.

Analyzer ▪ General Radio Co., West Concord, Mass., has announced the production of a new portable, transistorized sound and vibration analyzer which features one-tenth octave, one-third octave and all-pass bandwidths. Price is \$1,150, f.o.b.

Orr, Cousino merge

The merger of Cousino Electronics, Toledo, Ohio, with J. Herbert Orr Enterprises, Opelika, Ala., has been announced. Bernard Cousino, head of the Cousino company, is a pioneer in the development of continuous-play tape cartridges. The Orr company is the successor to ORRadio Industries, magnetic tape manufacturer (Irish Brand), which was sold to Ampex in

All-channel sets hit high production mark

June 1963 may be the month when all-channel television set production took hold. For the first time TV receivers with UHF broke the 100,000 mark—there were 107,500 made—compared to almost half that number (57,208) in May. The previous high month for all-channel set production this year was March when 76,481 were made.

Radio production at half year was behind the units manufactured in the

six months of 1962.

Cumulatively, in the first six months of this year over 200,000 more TV sets were sold than during the first half of 1962. In radio sales slumped; EIA figures showed sales were almost 900,000 this year than for the same period in 1962.

The six-months sales and production figures, as reported by the Electronic Industries Association last week:

Period	TV	SALES (with UHF)	Radio	(FM)
Jan.-June 1963	2,956,808		3,935,670*	
Jan.-June 1962	2,724,038		4,800,574	
		PRODUCTION		
Jan.-June 1963	3,459,921	433,339	8,585,238**	640,907
Jan.-June 1962	3,295,501	275,446	9,264,445	459,508

* Excludes auto radios.

** Includes 3,752,626 auto radios compared with 3,271,477 in same period in 1962.

1958, and is the parent company of Orrtronic, maker of tape cartridge recorders and programs. Last June Orr Enterprises successfully offered 200,000 shares of common stock to the public at \$5.25 per share.

Wescon opens tomorrow

The 1963 Western Electronic Show and Convention gets under way tomorrow (Aug. 20) in San Francisco's Cow Palace, where more than 800 exhibits of the latest technical product developments will compete with a 20-session technical program for attention from the 35,000 engineers and scientists ex-

pected to attend the four-day meeting.

The session of most interest to broadcast engineers will be the one on active communications satellites, in which engineers from Bell Telephone Laboratories, RCA, Hughes Aircraft, Aerospace Corp. and Spindletop Research, will discuss Telstar, Relay, Syncom, Comsat and commercial communications satellites in general.

There is no session on any phase of broadcasting, but one of the technical tours to be held in conjunction with Wescon is a visit to the transmitter of KPEN(FM) San Francisco, which was completely customized specifically for FM multiplex broadcasting.

TELEPROMPTER TO SELL 3 DIVISIONS

Defiance Industries buying them in \$1.5 million deal

Teleprompter Corp. last week announced plans to sell in early September three of its operating divisions to Defiance Industries for what is called a potential return in excess of \$1.5 million.

The transaction involves the Weathers, Conley Electronics, and Audio-Visual divisions of the company, which manufacture Conley endless loop magnetic tape cartridges, Weathers high fidelity components and the basic Teleprompter branded products sold both as individual equipment and as part of large-screen display systems.

Teleprompter chairman and president Irving B. Kahn noted that the divisions to be sold accounted for approximately 40% of Teleprompter's gross revenues, but represented less than 10% of the company's assets. Unaudited net earnings for the retained divisions, he said, were in excess of \$380,000 in 1962, and

for the first six months of this year were \$340,000, including a non-recurring gain of \$140,000 from the sale of property.

Following the September transaction, Mr. Kahn stated, Teleprompter will concentrate upon the expansion of its community antenna television holdings, and its related closed-circuit television and meeting production services. It will also retain its contract to supply audio-visual support and operate educational television facilities for the Army Ordnance guided missile school.

The only major personnel change involved in the transaction will be the resignation of H. J. Schlafly Jr. as vice president, engineering, of Teleprompter, to become executive head of the divisions under the new owners. Mr. Schlafly will continue as a Teleprompter director and will retain stock holdings in the company.

BROADCAST ADVERTISING



Mr. Keating



Mr. Aiston



Mr. Johnson

Thomas P. Keating, James W. Johnson and William C. Aiston, account group heads at BBDO, New York, elected VP's. Mr. Keating joined Buffalo office of BBDO in 1952 from The Biow Co. Mr. Johnson, a group head on DuPont account, joined agency in 1957. He had been account supervisor at Young & Rubicam and VP of former Rickard & Co. Mr. Aiston joins BBDO's Chicago office to work on Alberto-Culver account. He had been VP of Compton Adv. and account executive with Tatham-Laird.

Joseph H. Caro, senior VP and treasurer of Buchen Adv., Chicago-New York, elected executive VP. **J. Wesley Rosberg** elected treasurer in addition to present duties as senior VP and director of marketing services division.

Charles Dunkin, former advertising director of Beech-Nut Life Savers Inc., joins New York office of McCann-Erickson as VP and vice chairman of marketing plans board. Mr. Dunkin is former VP of Ted Bates & Co.

Irving Sonn, former copy group head at Compton Adv., joins Ogilvy, Benson & Mather, New York, as vice president and copy group head.

Richard L. Olanoff, Philadelphia advertising and PR executive, joins Firestone-Rosen Adv. as VP in charge of agency's new public relations division. Mr. Olanoff has been operating his own agency for past three years.

Carlton Malcolm Jr., account executive, and **Louis F. Jacob Jr.**, research manager, elected VP and VP-marketing, respectively, for Tucker Wayne & Co., Atlanta advertising agency. **Hortense R. Callaway** appointed agency's secretary-treasurer.

Marvin Shore, principal of Aron and Shore Adv., joins Gresh and Kramer, Philadelphia, as VP and creative director. Agency has moved to larger quarters at 1528 Walnut Street.



Mr. Sonn

Charles E. Wickard, account executive and administrative director at Johnstone Inc., a subsidiary of Interpublic Inc., New York, elected VP.

Ronald G. Vrba, assistant distributor advertising manager for Falstaff Brewing Co., St. Louis, named to newly created position of administrative assistant to brewing firm's director of advertising. Mr. Vrba joined firm in 1960.

George R. Frerichs, marketing executive with Pure Oil Co. and earlier with Leo Burnett Co., joins Earle Ludgin & Co., Chicago, as director of research.

Bob Kavet, formerly western regional sales manager of Airwick Brands, joins Los Angeles office of Foote, Cone & Belding's merchandising staff.



Mr. Shapiro

Marvin L. Shapiro, eastern sales manager for Television Advertising Representatives Inc., elected VP. Mr. Shapiro has been with TvAR since May 1961, and has worked in broadcasting 15 years, after serving with Harrington, Richter and Parsons, CBS-TV Spot Sales and WCAU-TV Philadelphia. He will continue in his capacity as eastern sales manager.

Martin F. Puris, in charge of radio-TV advertising with Bonsib Inc., Fort Wayne, Ind., joins Detroit office of N. W. Ayer & Son as copywriter on Plymouth and Valiant dealer accounts.

Vic Rowland resigns as public relations director for Los Angeles office of Fuller & Smith & Ross.

John P. Lynch, formerly of Alex T. Franz Adv., Chicago, joins Frank Block Associates, St. Louis advertising-PR firm, as PR field representative.

John J. Manning, former media and research director for Kircher, Helton & Collett, Dayton, joins Perry-Brown Inc., Cincinnati, as director of market research and media.

THE MEDIA

C. B. (Rik) Rogers, general manager of WIST Charlotte, N. C., elected VP and assumes added duties as national accounts representative. **Barbara Harding** elected VP in charge of PR at WIST in addition to her duties as supervisor and consultant on public relations for WIST and other stations of Belk Radio Group. **Douglas G. Bell** named general manager of WORD Spartanburg, S. C. (Belk station), succeeding **Thomas Thuman**, who has resigned.

W. R. (Bill) Lastinger, general manager of Carlsbad Cablevision in Carlsbad, N. M., appointed general manager of TV Cable of Austin Inc.

Tom Elkins, formerly president of Mexia Broadcasting Inc. (KBUS Mexia, Tex.), elected president of Marti Broadcasting Corp. and assumes full responsibility for operation of KKJO St. Joseph, Mo.

Luther R. Strittmatter, Albert M. Fiala and Herbert M. Levin appointed general manager, national sales manager and local sales manager, respectively, at WICE Providence, R. I.

James J. Wychor, account executive at KSTP Minneapolis, elected vice president and general manager of KWOA-AM-FM Worthington, Minn. Before joining KSTP, Mr. Wychor was general manager of WKEE-AM-FM Huntington, W. Va.



Mr. Wychor

William G. Evans, operations manager of WZZM-TV Grand Rapids, Mich., promoted to station manager.

Ralph Klein, station manager of WCCC Hartford, Conn., joins WINF Manchester, Conn., as general manager.

Charles Park Jr., program director of WBRB-AM-FM Mount Clemens, Mich., promoted to managing director of station. Mr. Park joined WBRB in 1959 as news director.



Mr. Sklar

Rick Sklar, director of production and community services for WABC-AM-FM New York, promoted to program manager, succeeding **Sam Holman**, who remains with station to host his own records show.

Donn E. Winther, formerly assistant sales manager of WBZ-TV Boston, joins WABC as advertising and promotion manager. Mr. Winther earlier served as advertising and sales promotion manager of WFIL-AM-FM-TV Philadelphia.

James S. Lafferty, formerly of WNCT(TV) Greenville, N. C., appointed regional sales manager of WNBE-TV New Bern, N. C. **George Sustek** joins WNBE-TV as account executive.

Marvin Mirvis, previously general manager of WITH Baltimore, appointed sales manager of WEBB, that city.

John O'Connell, former sales manager at WMEX Boston, joins WNAC, that city, as account executive.

Ed Hawkins, formerly northwest regional sales and merchandising man-



Courtesy of The Detroit Institute of Arts

**"PORTRAIT
OF A MAN"**

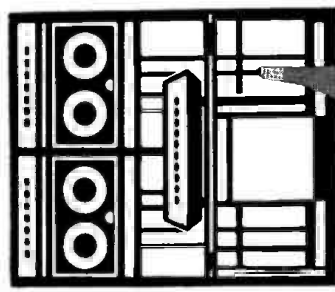
by Diego Velázquez is a famous character study of a Spanish nobleman in the court of Philip IV. Notable features are its fluid technique and soft pictorial style.

in a class by itself

Masterpiece — *exceptional skill, far-reaching values.* This is the quality of WWJ radio-television service—in entertainment, news, sports, information, and public affairs programming. The results are impressive—in audience loyalty and community stature, and in sales impact for the advertiser on WWJ Radio and Television.

WWJ and WWJ-TV
THE NEWS STATIONS

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



The **audience** of SELECTING MEDIA

...Seasoned Judgment,
SRDS Information
and Consumer/Audience
Profile Data

These are the kinds of Consumer/Audience data you have sought and asked for...these are the data which allow you to pinpoint advertising pressure by answering the question "cost per thousand WHAT"?

AUDIENCE PROFILES (Selected Products)

	TV Shows				Consumer Magazines		News- papers	Radio	Newsp. Supple.
	Daytime		Prime Time		"A"	"B"			
	"A"	"B"	"A"	"B"					
PRODUCTS: OWN/USE*	INDV. (000)	INDV. (000)	INDV. (000)	INDV. (000)	INDV. (000)	INDV. (000)	INDV. (000)	INDV. (000)	INDV. (000)
	Appliances								
	Dishwasher	321	1,167	807	1,356	1,806	2,758	2,070	1,428
	Room Air Conditioner	1,194	4,268	3,045	3,720	4,207	7,272	6,735	3,954
	Wringer Clothes Washer	7,402	12,950	5,848	6,973	5,261	9,502	10,339	7,028
	Refrigerator with Freezer	19,636	31,006	16,980	17,098	19,548	34,592	30,975	18,845
	Electric Clothes Dryer	2,767	3,509	3,227	4,049	4,778	6,716	6,694	4,569
	Food								
	Instant Coffee	6,910	18,421	9,377	9,885	11,432	20,721	17,638	10,718
	Regular Coffee	15,660	24,769	14,963	14,324	17,102	26,883	25,577	16,890
Frozen Orange Juice	8,676	14,992	8,974	10,234	12,026	17,839	15,792	9,774	
Margarine	16,209	25,936	14,378	15,290	16,850	29,294	24,341	16,166	
PRODUCTS: INTEND TO BUY	Appliances								
	Dishwasher	26	219	242	267	274	469	282	198
	Room Air Conditioner	527	730	665	514	937	1,487	434	351
	Automatic Clothes Washer	1,120	295	1,021	1,109	986	1,519	1,549	1,010
	Separate Freezer	439	372	365	343	226	650	723	242
	Color TV	549	438	403	493	320	435	605	417
	Food								
	Instant Coffee	3,583	9,448	4,779	5,056	4,504	9,474	8,506	5,118
	Regular Coffee	9,730	14,883	10,002	8,816	11,249	16,663	15,524	10,279
	Powdered or Dry Milk	1,977	1,734	2,955	1,633	1,806	2,508	2,632	813
Cake Mix	4,898	2,787	6,238	4,114	4,706	7,838	6,523	3,866	
DEMOGRAPHIC CHARACTERISTICS:**									
	Age								
	15-17	1,743	1,332	2,812	2,178	2,117	3,379	3,269	1,955
	18-34	6,932	4,718	8,215	8,469	7,974	11,000	13,788	7,424
	35-49	5,497	2,053	9,713	5,909	5,528	12,632	9,268	6,457
	50-64	4,812	2,867	9,130	2,158	3,411	8,665	6,276	3,625
	65 and over	2,980	1,874	6,608	1,452	1,521	4,399	4,134	2,503
TOTAL AUDIENCE:	21,964	12,844	36,478	20,166	20,551	22,863	40,075	36,735	21,964

*Fifty products profiled across ALL media in every Consumer Audience Profile Service Study
WITH BRAND INFORMATION OBTAINED FOR EACH PRODUCT LINE.

**Fifteen additional Demographic Characteristics available.

Data
INCORPORATED

The media selection process has, for years, been long on seasoned judgment, well provided with accurate, up-to-date rate information, but woefully short on reliable, current and comparable consumer-audience data.

Now the Consumer/Audience Profile Service, announced in August, 1962, field tested in September, 1962 and launched in February, 1963, is offering the industry the most comprehensive consumer and media audience data available. Based on personal interviews conducted in 100 sampling points throughout the continental U.S., the C/AP data profiles the buying and media habits of all individuals fifteen years of age and older. The C/AP Service studies 50 product lines and 200 media vehicles from the same sample at the same time.

The tables opposite present "live data" from the National Spring Sweep. The many ways of combining these data prohibit any attempt at comprehensive presentation here. However, we do welcome your inquiry.

The household characteristics of total income, number of residents, education level, etc., which have been most often used to profile a medium's audience, were very helpful but required assumptions that an audience meeting these measurements actually used the product to be advertised. Now Consumer/Audience Profile data adds to demographic characteristics the heretofore unavailable specifics of product purchase and usage, directly related to the media exposure of the individuals who comprise your market.

Today, the combined services of SRDS and its subsidiary, Data, Inc., provide the required data and the data processing facilities that offer exciting new creative scope to the ART of selecting media.

Consumer/Audience Profiles
AN EXCLUSIVE SERVICE OF
SRDS Data
INCORPORATED
A SUBSIDIARY OF SRDS

Created to further the art of selecting media through research and computer utilization.

235 EAST 42 STREET, NEW YORK 17, N. Y.
AREA CODE 212 MU 9-6250

The question of "cost per thousand WHAT?" becomes even more penetrating when the additional detail of C/AP data is used. This type of product-market analysis can be also carried to the brand level.

CONSUMER PROFILES (Cigarette Smokers)

	TOTAL AUD.	TOTAL CIGAR-ETTE SMKRS.	DAILY CIGARETTE CONSUMPTION				TYPE OF CIGARETTE USUALLY SMOKED				
			Less than a pack	About a pack	More than a pack		Non-Filter		Filter	Menthol	
							Total	Regular	King		
	INDV. (000)	INDV. (000)	INDV. (000)	INDV. (000)	INDV. (000)	INDV. (000)	INDV. (000)	INDV. (000)	INDV. (000)	INDV. (000)	INDV. (000)
TV SHOWS											
Daytime											
Show "A"	21,964	9,341	3,801	2,976	2,564		4,153	1,819	2,623	4,150	1,572
Show "B"	12,844	4,556	2,696	1,269	591		1,980	1,071	1,062	1,746	996
Prime Time											
Show "A"	36,478	16,902	6,788	5,389	4,725		6,761	3,900	3,173	7,895	2,987
Show "B"	20,166	11,076	3,704	3,891	3,481		4,467	2,517	2,099	5,921	1,445
CONS. MAGS.											
Magazine "A"	20,551	9,450	3,142	3,371	2,937		3,694	1,819	2,050	4,555	2,138
Magazine "B"	22,863	9,268	4,073	3,392	1,803		2,560	1,022	1,562	4,757	2,714
NEWSPAPERS											
Audience "A"	40,075	17,073	6,381	6,263	4,429		7,172	3,912	3,404	8,552	3,290
RADIO											
Audience "A"	36,735	15,126	5,334	5,285	4,507		6,230	2,940	3,441	7,970	2,538
NEWSPAPER SUPS.											
Supplement "A"	21,964	9,731	3,045	3,329	3,357		4,008	1,744	2,282	4,782	1,669
DEMOGRAPHIC CHARACTERISTICS*											
Age											
15-17	13,230	1,920	1,416	333	171		1,014	673	342	557	420
18-34	38,405	21,516	7,874	8,031	5,611		8,427	3,538	4,978	10,879	4,246
35-49	34,937	18,637	5,004	7,075	6,558		7,824	4,311	3,587	9,413	2,528
50-64	25,047	9,812	3,685	3,267	2,860		4,854	2,567	2,526	3,062	2,011
65 and over	16,825	3,860	1,416	2,102	342		2,028	1,370	769	1,392	547
TOTAL CONSUMERS	128,444	55,745	19,395	20,808	15,542		24,147	12,459	12,202	25,303	9,762

*Fifteen additional Demographic Characteristics available.
Media combinations showing unduplicated Consumer/Audience Profiles across more than one vehicle are also available.

Data
INCORPORATED

ager for KTTV(TV) Los Angeles, joins RKO General Broadcasting as TV sales executive in San Francisco office. Mr. Hawkins served as director of merchandising on national food accounts for Lennen & Newell from 1958 to 1962. **George Whitney**, TV sales executive in RKO's San Francisco office, moves to organization's New York office in similar capacity.

Robert F. Neece, regional sales manager for ABC Films and Official Films, joins Ohio Station Representatives, Cleveland, as account executive.

Howard N. Johansen, formerly national sales manager of WHIM Providence, R. I., joins WEEI Boston as account executive.

Doug Wildfoerster, sales manager of KACY Oxnard, Calif., joins KCPX Salt Lake City as account executive.

Frank G. Potts, of sales staff of WWL-TV New Orleans, joins WBRC-TV Birmingham, Ala., as account executive.

Warren L. Gamble, formerly of Nelson Roberts and Associates, newspaper representatives, joins KFAC Los Angeles as account executive.

Doug Slye, radio-TV timebuyer at D'Arcy Adv., Chicago, for All American Oil Co. products, joins Chicago sales department of Robert E. Eastman & Co., station representative.

John L. Sunderland, regional sales manager of C. W. Stuart and Co., and **Joel Flemming**, general manager of WOLF Syracuse, N. Y., join television and radio sales departments respectively of WSYR-AM-FM-TV Syracuse as account executives.

Clyde H. Reid, director of public relations for Brooklyn Tuberculosis and Health Association, named editorial writer at WINS New York, effective today (Aug. 19).

Stanly D. Tinsley, sales representative for past 10 years at KHOU-TV Houston, Tex., promoted to local sales manager.

Bruce C. Blevins, national sales representative for KEX Portland, Ore., for past three years, joins KSFO San Francisco, in similar capacity. Mr. Blevins replaces **Pat Hodges**, who joined San Francisco office of AM Radio Sales.

Bob Wilson, former sales representative for KGLO-TV Mason City, Iowa, joins sales staff of wow-TV Omaha.

Donn B. Duffy joins WTTG(TV) Washington in newly created post of national sales service coordinator.

Marvin Earl Hill, technician for Voice of America at Greenville, N. C.,

ASCAP's personnel shift

George A. Hoffman, controller of American Society of Composers, Authors and Publishers, named to newly created position of special assistant to Stanley Adams, ASCAP president. **Carl Levinton**, Mr. Hoffman's assistant, named controller. Mr. Levinton has been in charge of society's auditing department. Other promotions included **Clarence C. Rubin**, formerly New York division manager, appointed assistant sales manager in charge of general licensing; and **Louis E. Weber**, manager of radio-TV department, appointed assistant sales manager in charge of radio and TV.

joins WNBE-TV New Bern, N. C., as chief engineer. **Donald F. Harling** and **Richard H. Hite** appointed WNBE-TV photographic director and film director, respectively.



Mr. Arnold

David H. Arnold, staff producer-director and coordinator of special program features for WEWS(TV) Cleveland, promoted to publicity-promotion director. He succeeds **Robert K. Doerr**, who resigned to join NBC publicity department in New York. Mr. Arnold joined WEWS in 1960.

Steve Markstrom, program coordinator at WHA-TV (educational ch. 21) Madison, Wis., appointed assistant to manager. Other appointments: **Theodore Nielsen**, program director, and **Karl Schmidt**, special projects director.

Lee Leonard, program manager at WAVY Norfolk, Va., appointed operations manager of WHH, that city.

Don Steele, formerly of KOIL Omaha, appointed program director of KISN Portland, Ore.

Ron MacDonald, air personality at KIRO Seattle, assumes added duties as program director. He is former program director of KREM Spokane, Wash.

Tony Arnone, public relations director of KHJ-TV Los Angeles, promoted to assistant director of programming.

Dave Archard, formerly of WALT Tampa, Fla., joins WFUN South Miami as production and continuity director.

Walter H. Simon joins KMCS-FM Seattle as merchandising manager.

Jerry Gross, member of St. Louis Cardinals baseball broadcasting team for past three years on KMOX and KSD-TV St. Louis, named announcer for St.

Louis Hawks professional basketball games for 1963-64 National Basketball Association season.

John A. Schneider, CBS VP and general manager of WCAU-TV Philadelphia, named chairman of radio-TV committee of 1964 United Fund Torch Drive. **Alan Bobbe**, radio-TV director at Aitken-Kynett Co., appointed chairman of UFTD's sponsor and advertising agencies committee, and **Murray Arnold**, general manager of WPEN Philadelphia, to chairman of radio sub-committee.

Richard Greene, former news and farm director at WOI-TV Ames, Iowa, appointed farm director for WQAD-TV Moline, Ill.



Mr. Greene

Harry Brawley, director of public affairs for WCHS-TV Charleston, appointed to new nine-member West Virginia Educational Broadcasting Authority. Other appointments include **Dr. Stephen Buell**, director of radio-TV at Marshall University, and **C. Gregory VanCamp**, director, educational broadcasting at West Virginia University.

Elmer A. Knopf, president and general manager of WFDF Flint, Mich., elected to Flint Board of Education, replacing **S. S. Stewart**, who resigned.

PROGRAMING

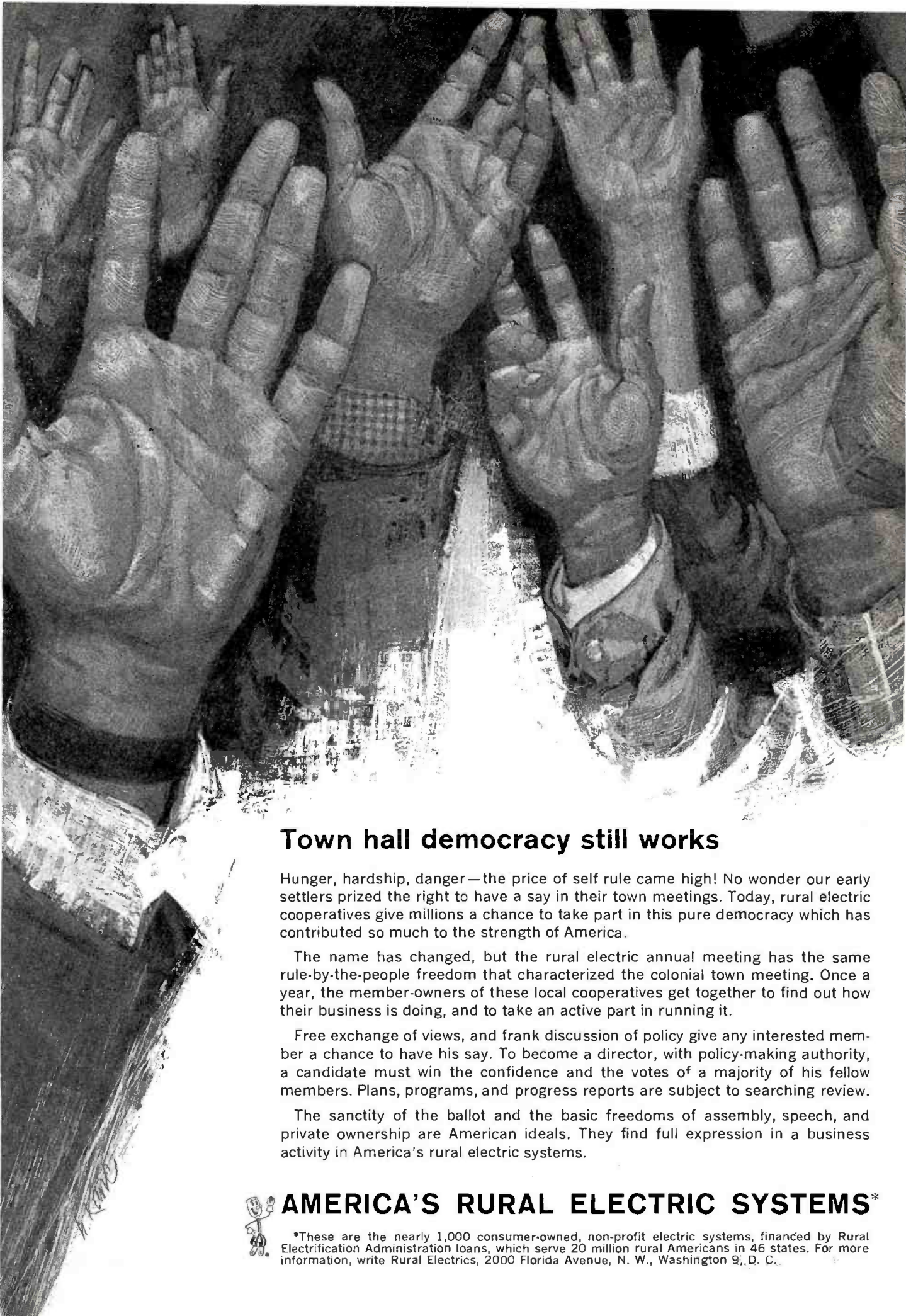


Mr. Bercovici

Julian Bercovici, director of daytime programming for ABC-TV, resigns to accept post of VP and director of program development for Larry Thomas Productions, New York. Mr. Bercovici, who had been with ABC since 1958, previously held executive positions at CBS and NBC. Mr. Bercovici is second ABC executive to join Larry Thomas Productions in recent weeks. **John B. Green**, formerly network executive producer, is now producer of 100 Grand quiz show which will make its debut on ABC-TV network Sept. 15.

Larry Lowenstein, VP of General Artists Corp., New York, resigns. Mr. Lowenstein joined GAC as head of advertising and publications relations, and at one time had been with CBS, National Telefilm Associates and Benton and Bowles.

Norman Abbott appointed director of CBS-TV's *General Foods Opening Night* special to be presented Monday, Sept. 23 (9-10 p.m. EDT). Show will star Lucille Ball, Jack Benny, Andy Griffith, Garry Moore, Phil Silvers and Danny Thomas.



Town hall democracy still works

Hunger, hardship, danger—the price of self rule came high! No wonder our early settlers prized the right to have a say in their town meetings. Today, rural electric cooperatives give millions a chance to take part in this pure democracy which has contributed so much to the strength of America.

The name has changed, but the rural electric annual meeting has the same rule-by-the-people freedom that characterized the colonial town meeting. Once a year, the member-owners of these local cooperatives get together to find out how their business is doing, and to take an active part in running it.

Free exchange of views, and frank discussion of policy give any interested member a chance to have his say. To become a director, with policy-making authority, a candidate must win the confidence and the votes of a majority of his fellow members. Plans, programs, and progress reports are subject to searching review.

The sanctity of the ballot and the basic freedoms of assembly, speech, and private ownership are American ideals. They find full expression in a business activity in America's rural electric systems.



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.

Indiana Toll Road . . .
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WSBT AM/FM/TV . . .

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Robert Edmonds, for past three years business representative of Screen Directors International Guild, elected executive secretary, succeeding George L. George, who resigned to become administrator of SDIG Trust Fund.



Mr. Maguire

Frank Maguire, co-producer of ABC Radio's *Flair Reports*, appointed director of radio network's newly created Special Program Features Service, responsible for creation of programs solely for ABC Radio stations for sales on local level. Mr. Maguire will deal directly with station managers in effort to help stations solve their local programming problems. Before joining ABC Radio programming department, Mr. Maguire was advertising administrative assistant to president of AB-PT's Paramount Gulf Corp.

David Wynshaw, manager of Los Angeles branch of Columbia Record Distributors, appointed director of artists relations for Columbia Records Sales Corp. Mr. Wynshaw joined Columbia Records in 1960.

Sidney Lansfield named producer of several segments of *McHale's Navy* for 1963-64 season on ABC-TV network.

William Froug appointed producer of *Twilight Zone* on CBS-TV network, succeeding Bert Granet, recently named producer of new hour-long series, *The Great Adventure*, also on CBS-TV.



Mr. O'Leary

Raymond O'Leary, former director of Science Films division of Texas Industrial Films Co., organizes his own medical motion picture firm, Vital Research Films, with offices at 2510 Tangley Ave., Houston.

Stanley Chase, director of program development at ABC in New York, joins Screen Gems Inc., TV subsidiary of Columbia Pictures Corp., as production executive. Ron Kaiser, East Coast studio representative for Screen Gems, promoted to assistant to Mr. Chase.

Dennis C. Marlas, formerly of Fred Niles Communications Center, Chicago, joins The Film-Makers Inc., that city, as producer-director.

Frank Comstock has been signed to write an original score for *Temple Houston*, series being produced by Warner Brothers for broadcast on NBC-TV network starting this fall.

Don Ingalls appointed producer of MGM-TV's *The Travels of Jaimie McPheeters*, succeeding Robert Sparks,

who died three weeks ago. Joseph Calvelli succeeds Mr. Ingalls as associate producer of series which premieres Sept. 15 on ABC-TV network.

Al DeRise, former senior editor at MPO, New York, joins SIB Productions of New York as supervising editor.

NEWS

Mary Worth Warren, for past four years aide in office of Senator Paul Douglas (D-Ill.), appointed executive assistant to John Edwards, bureau manager-correspondent of CBS-owned TV stations' Washington news bureau. James W. Rhodes, NBC cameraman in Washington since 1961, named cameraman for news bureau.



Mr. Cunningham

Thomas E. Cunningham appointed radio-TV sales manager for United Press International. Mr. Cunningham's assignment will include coordination and supervision of sales activities for UPI's news, newsfilm, newscasters and audio news. He joined UPI last year and has served at New York headquarters as general sales manager handling newspaper and broadcast groups.

James Karyan, former film producer at KTTV(TV) Los Angeles, signs with NBC News' Washington bureau to produce series of documentaries.

Norman Waggy named news and editorial director of WJW-TV Cleveland, effective today (Aug. 19). Ken Armstrong, news and public affairs director, and Warren Guthrie, resign. Joel Daly joins station's news department as reporter and on-the-air personality, effective Aug. 26.

George Palmer, executive news director and newscaster at WKRC-TV Cincinnati, discontinues his on-the-air announcing duties to concentrate on production of series of local program specials. Edward Marks, WKRC-TV writer-photographer, will assist Mr. Palmer in producing series.

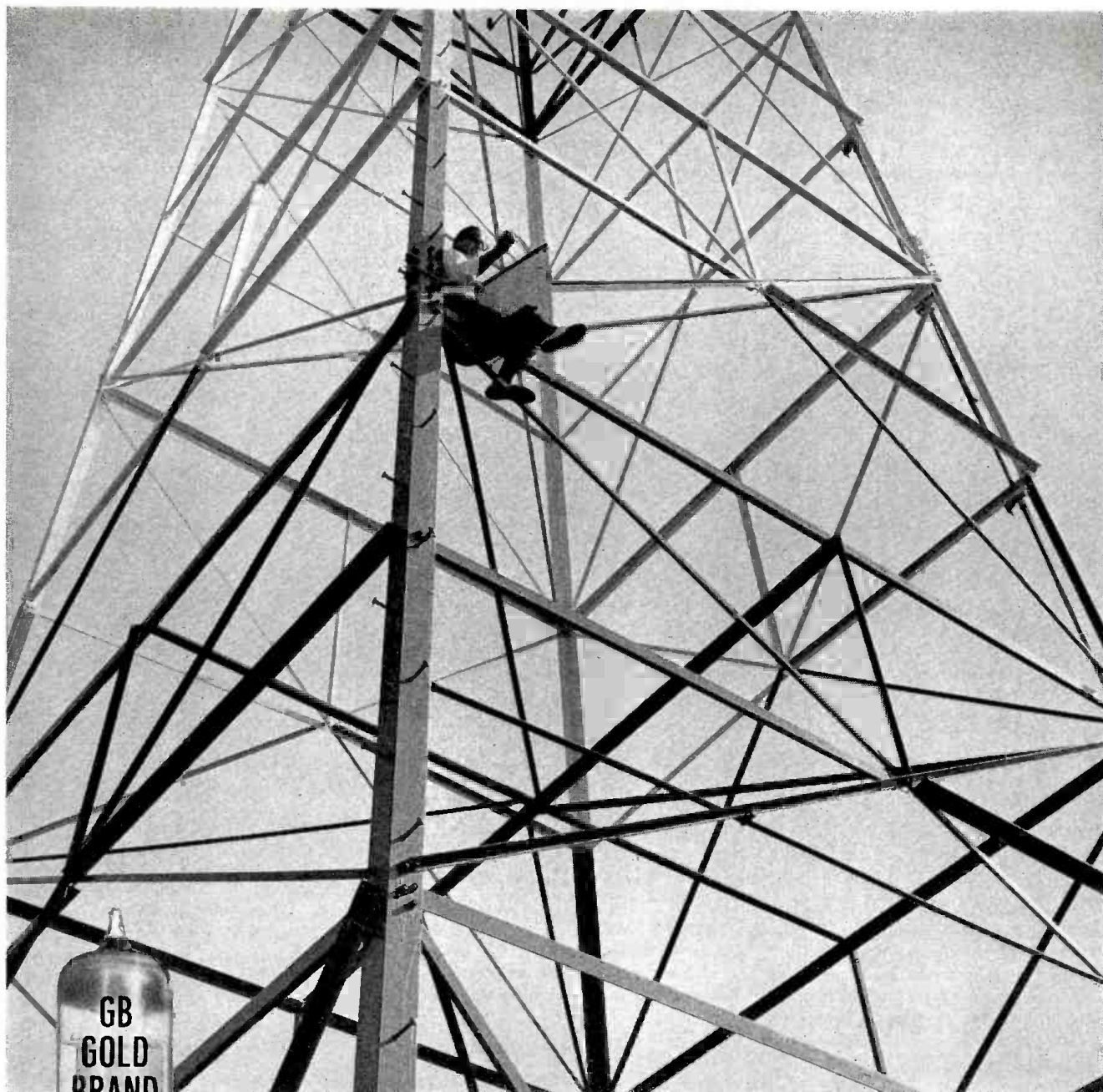
Chet Brower, former producer of *Panorama Pacific* for KNXT(TV) Los Angeles and *Sundown* for ABC-TV, named producer of live segments of *L.A. Today* on KTLA(TV) Los Angeles. Stan Chambers appointed host of *L.A. Today* show, replacing Jack Barry, who

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Kefauver death recalls early committee telecasts

Senator Estes Kefauver (D-Tenn.), 60, who catapulted to national fame by live television coverage of an investigation into organized crime in 1950-51, died Aug. 10 of a massive coronary at Bethesda (Md.) Naval Medical Center.

His rackets investigation hearing drew one of television's first multi-million viewer daytime audiences and gave the young medium a chance to demonstrate its enormous public service potential. He also helped establish the Juvenile Delinquency Subcommittee, a Senate unit which was later to give television some of its most painful hours.

Senator Kefauver, a liberal Southerner whose principles caused him to back many unpopular causes, died while he and a small group of senators were waging another unsuccessful fight against the Communications Satellite Corp. (see page 82 and BROADCASTING, Aug. 12).

He was the only man to beat John F. Kennedy in a political race, winning the Democratic nomination for Vice President in a party contest in 1956.

At the time of his death he was



These are the expressive, nervous hands of gambler Frank Costello—all that a nationwide TV audience was allowed to see of him on March 13, 1951, as he testified in the Kefauver committee's investigation of organized crime. On Mr. Costello's objection to being televised, Senator Kefauver, committee chairman, ruled that the witness's face could not be shown. Instead, cameras focused on his hands.

chairman of the Senate Antitrust and Monopoly Subcommittee, and a member of both the Judiciary and Appropriations committees.

He is survived by his widow, Nancy, and their four children.

Dr. Stanley E. Rauch, professor of applied mathematics at University of California, joins electronics research department of Melpar Inc., Falls Church, Va., as director. Melpar is subsidiary of Westinghouse Air Brake Co.

Charles E. Shaw Jr., assistant manager of industrial relations for Rohm & Haas Co., Philadelphia, joins consumer products division of Philco Corp., that city, in newly created position of industrial relations manager.

INTERNATIONAL

Robert A. Grant, VP of Lennen & Newell, New York, since January 1960, elected senior VP and coordinator of international operations, a newly created position. Mr. Grant will be responsible for overseas branch operations and accounts and expansion into new foreign markets. Before joining L&N, Mr. Grant was general manager and account supervisor at Robert Otto & Co., New York.



Mr. Grant

W. C. Townsend, assistant manager of media services for Cockfield, Brown & Co. Ltd., Toronto, promoted to manager of media services.

leaves to devote more time to production of pilots for KTLA, Paramount Television Productions Inc.

Jack McCarthy, manager of daytime sales service at ABC News, named manager of nighttime sales service. **Richard Masilotti**, formerly assistant manager of daytime sales, succeeds Mr. McCarthy. **Wendell Barnes**, daytime availabilities coordinator, replaces Mr. Masilotti.

Jack Gilmour, announcer at WKBW Buffalo, N. Y., joins news department of WGR-AM-FM, that city. **Robert H. Ingalsbe**, system sales representative for Royal McBee Corp., appointed to WGR's sales department.

Bernard Shusman, **Robert Buchanan** and **John Pierson** join WRCV-AM-FM-TV Philadelphia as reporters. Mr. Shusman is former news director at WAST-TV Albany, N. Y.; Mr. Buchanan formerly served on staff of *York (Pa.) Gazette and Daily*; Mr. Pierson had been with WHO-TV Des Moines, Iowa.

Bob Palmer, with KOA-TV Denver news department for past six years, assumes reporting duties on station's 10 O'Clock News show.

Sam Saran, news commentator with NBC, Chicago, named director of public relations department of Northwestern University, effective Sept. 1. **Raymond C. Nelson**, assistant director of

press, radio and TV at National Education Association, Washington, named assistant director of public relations at NU. Both are NU graduates.

Donald Foley, member of news staff of KFBK Sacramento, Calif., appointed public information officer for city of Sacramento, effective Aug. 26.

ALLIED FIELDS

Edgar F. Czarrar Jr. named partner of Washington communications law firm of Covington & Burling. Mr. Czarrar joined firm in 1952 after graduating from Yale University Law School and has been associate since then except for three years in Navy (1952-55).

Charles A. Hobbs, an associate of Wilkinson, Cragun & Barker, Washington, D. C., communications law firm, named partner. **Jerry C. Straus**, formerly with appellate section, civil division, Department of Justice, joins Wilkinson, Cragun & Barker.

EQUIPMENT & ENGINEERING

Clifford Warner, chief applications engineer for power grid marketing at Eitel-McCullough Inc., San Carlos, Calif., named manager of firm's southwestern district sales office at Inglewood, Calif. Mr. Warner succeeds **Ben Allgood**, who resigned.

DEATHS

Clifford Odets, 57, noted dramatist who was doing his first work for television as head writer and story consultant for *Richard Boone Show*, anthology series to start this fall on NBC-TV, died Aug. 14 of cancer at Cedars of Lebanon Hospital in Hollywood.



Mr. Hahn

Paul M. Hahn, 68, who retired last March as president and chief executive officer of American Tobacco Co., died Aug. 9 at Doctors Hospital in Washington. Mr. Hahn joined company in 1931 as assistant to late George Washington Hill, whose hard-sell radio commercials contributed to the sales success of Lucky Strikes. Following year Mr. Hahn was elected VP of company and in 1940 he was elected president of American Cigarette and Cigar Co., then a subsidiary. It was merged with parent company in 1953. Mr. Hahn was among tobacco industry's first leaders to speak out against medical charges that associated cigarette smoking with lung cancer.

David F. Shoop, 54, music director at WHP-AM-TV Harrisburg, Pa., died Aug. 14 in Harrisburg Osteopathic Hospital. He joined WHP in 1932.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Aug. 8 through Aug. 14 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

ACTIONS BY FCC

Washington—Capital Broadcasting Co. UHF channel 20 (506-512 mc); ERP 600.2 kw vis., 300.1 kw aur. Ant. height above average terrain 513.45 feet, above ground 373.6 feet. P. O. address c/o Milton Grant, Suite 5, 2480 16th St., N.W., Washington. Estimated construction cost \$495,175; first year operating cost \$650,000; revenue \$700,000. Studio location Washington, trans. location Arlington, Va. Geographic coordinates 38° 53' 48" north latitude, 77° 08' 05" west longitude. Type trans. RCA TTU-25B, type ant. RCA TFU-27J. Legal counsel Mallyck & Bernton, consulting engineer Silliman, Moffet & Kowalski, both Washington. Principals: Milton Grant and Walt Kay (each 25%), A. Dana Hodgdon (26%), Guy A. Luttrell (19%) and Drs. Emerson A. Williams and Robert M. Williams Jr. (each 2½%). Mr. Grant owns radio-TV production company and music publishing company; Mr. Kay is vp in Mr. Grant's production company; Mr. Hodgdon is stock broker; Mr. Luttrell is real estate investor; Dr. E. A. Williams is physician; Dr. R. M. Williams is dentist. Action Aug. 13.

*Bloomington, Ind.—Trustees of Indiana University. Granted CP for new TV on UHF channel 30 (566-572 mc); ERP 14.4 kw vis., 7.8 kw aur. Ant. height above average terrain 720 feet, above ground 647 feet. P. O. address Bloomington. Estimated construction cost \$156,870; first year operating cost \$30,000. Studio location Bloomington, trans. location Sare Road near Bloomington. Geographic coordinates 39° 08' 32" north latitude, 86° 29' 43" west longitude. Type trans. RCA TTU-1B, type ant. RCA TFU-24-DL. Consulting engineer Martin R. Williams Sr. Principals are board of trustees. Action Aug. 8.

APPLICATIONS

Santa Rosa, Calif.—Santa Rosa Enterprises. UHF channel 50 (686-692 mc); ERP 5.11 kw vis., 2.76 kw aur. Ant. height above average terrain minus 123.5 feet, above ground 199 feet. P. O. address Box 2325, Santa Rosa. Estimated construction cost \$140,562; first year operating cost \$150,000; revenue \$160,000. Studio and trans. locations both Santa Rosa. Geographic coordinates 38° 27' 22" north latitude, 122° 44' 06" west longitude. Type trans. RCA TTU-1B, type ant. RCA TFU-6B. Legal counsel Lester W. Spillane, consulting engineer A. E. Towne Associates Inc., both San Francisco. Principals: Hugh B. and Nellie W. Coddington (22%) and others. Applicant is in real estate business. Ann. Aug. 8.

*Orlando, Fla.—Florida Central East Coast Educational Television Inc. UHF channel 24 (530-538 mc); ERP 255 kw vis., 138 kw aur. Ant. height above average terrain 817 feet, above ground 829 feet. P. O. address c/o A. F. Edmunds, Director of ETV, Box 271, Orlando. Estimated construction cost \$599,358; first year operating cost \$116,758. Studio location Orlando, trans. location Winter Garden, Fla. Geographic

coordinates 28° 33' 30.9" north latitude, 81° 35' 37.5" west longitude. Type trans. GE TT-56-A, type ant. GE TY-25-B. Legal counsel Norman E. Jorgensen, consulting engineer George P. Adair Engineering Co., both Washington. Principals: board of directors. Ann. Aug. 12.

Existing TV station

CALL LETTERS ASSIGNED

*WNJE-TV Glen Ridge, N. J.—New Jersey Educational Television Corp.

Existing AM stations

CALL LETTERS ASSIGNED

*WGUL New Port Richey, Fla.—Jasmin Properties Inc.
*KANS Larned, Kan.—Hoagland-Downie.
*WBGSL Slidell, La.—Bill Garrett Chevrolet Inc.
*WMKR Millinocket, Me.—Mid-Maine Broadcasters Inc.
*KOLM Rochester, Minn.—WBIZ Inc. Changed from KFAV.
*WKER Pompton Lakes, N. J.—Upper Passaic County Radio.
*WMVR Sidney, Ohio—Van Wert Broadcasting Co.
*KVYL Holdenville, Okla.—Canadian River Broadcasting Co.
*WUPR Utuado, P. R.—Central Broadcasting Corp.
*KDRY Alamo Heights, Tex.—National Enterprises Inc.
*WMIR Lake Geneva, Wis.—Southern Wisconsin Inc.

New FM stations

APPLICATIONS

Santa Rosa, Calif.—Thomas L. Brennen. 100.1 mc, channel 261, 2.58 kw. Ant. height above average terrain minus 259 feet. P. O. address 2555 Bennett Valley Road. Estimated construction cost \$13,100; first year operating cost \$15,000; revenue \$14,000-16,000. Mr. Brennen is ½ owner of KVRB Santa Rosa. Ann. Aug. 14.

Blacksburg, Va.—WBCR Inc. 101.7 mc, channel 269A, 2.77 kw. Ant. height above average terrain 296 feet. P. O. address Box 1260, Christiansburg, Va. Estimated construction cost \$16,465; first year operating cost \$10,200; revenue \$12,000. Applicant owns WBCR Blacksburg. Ann. Aug. 14.

Existing FM stations

CALL LETTERS ASSIGNED

*KGVW-FM Belgrade, Mont.—Christian Enterprises Inc.
*KURL-FM Billings, Mont.—Christian Enterprises Inc.
*KEWC-FM Cheney, Wash.—Eastern Washington State College.

APPLICATION

KNDX(FM) Yakima, Wash.—CP to change frequency from 106.3 mc, channel 292, to 107.3 mc, channel 297; increase ERP from 890 w to 11.03 kw. Ann. Aug. 14.

Ownership changes

ACTIONS BY FCC

KFGT Flagstaff, Ariz.—Granted assignment of license from E. G. Phillippi (100%) to Guy Christian (100%). Consideration \$12,595. Mr. Christian is majority owner of KKAN Phillipsburg, Kan. Action Aug. 12.
KBLU-AM-TV Yuma, Ariz.—Granted assignment of license (AM) from Robert W. Crites (100%), tr/as Desert Broadcasting Co., and CP (TV) from Mr. Crites and Robert H. Langill (each 50%), d/b as Desert Telecasting Co., to Mr. Crites, Patricia A. Crites, John Noga and Helen Noga (each 25%), tr/as Desert Telecasting Inc. Consideration \$25,000. Mr. and Mrs. Noga own entertainment agencies. Action Aug. 9.

KDES-AM-FM Palm Springs, Calif.—Granted assignment of license from George E. Cameron Jr. (100%) to Mr. Cameron (100%), tr/as KDES Inc. No financial consideration involved. Action Aug. 7.

KKIS Pittsburg, Calif.—Granted transfer of negative control of licensee corporation, Pace-Shear Radio Inc., from John H. and Bedford F. Pace (each 25%) to Roy L. Cordell and Sherry B. Pace (each 25%). No financial consideration involved. Action Aug. 12.

KFIL(FM) Santa Ana, Calif.—Granted 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. Action Aug. 9.

KFML-AM-FM Denver—Granted assignment of license and CP from Winston L. Cox, Carl M. Williams and Robert W. Daniels (each 33 ⅓%), d/b as Fine Arts Broadcasting Co. (Colorado Televents Inc.), to Messrs. Cox and Daniels (50%), tr/as as Fine Arts Broadcasting Inc. Consideration \$100 and assumption of debt. Action Aug. 8.

KHOW Denver—Granted transfer of control of licensee corporation, TCA Broadcasting Corp., from Resort Airlines Inc. to Cecil L. Trigg (27.72%), Jack C. Vaughn (24.2%) and others, tr/as Southwest States Inc. Consideration \$570,000. Southwest owns KROP-AM-TV El Paso, KOSA-TV Odessa and KVII-TV Amarillo, all Texas, and controls KOSA Odessa. Action Aug. 12.

KFKA Greeley, Colo.—Granted transfer of control of licensee corporation, Mid-Western Radio Corp., from H. E. Green (55.4%) to Harry E. Green Jr. and Ralph H. Green, executors of estate (55.4%) of H. E. Green; other ownership remains same. No financial consideration involved. Action Aug. 8.

WBRV Waterbury, Conn.—Granted transfer of control of licensee corporation, Crystal-Tone Broadcasting Inc. (100 shares before transfer, 80 shares after), from Gustave Nathan (100) to Kenneth A. Wood Jr. (25 shares), Emily W. Underhill, Walter S. Robbins, Alden H. Sulger Jr. (each 10 shares) and others. Consideration \$222,826. Mr. Wood is account supervisor at Young

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Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

& Rubicam Inc., but will resign since sale is consummated; Mrs. Underhill, sister of Mr. Wood, is housewife; Mr. Robbins is insurance agent; Mr. Sulger is VP of Ted Bates & Co. Action Aug. 9.

WKYO Caro, Mich.—Granted assignment of license from Robert F. Benkelman (66 2/3%) and James A. McCoy (33 1/3%), d/b as Tuscola Broadcasting Co., to same persons in same proportion tr/as company of same name. No financial consideration involved. Action Aug. 7.

KNIM Maryville, Mo.—Granted assignment of license from Roger (80%) 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. Action Aug. 7.

KHDN Hardin, Mont.—Granted relinquishment of positive control of licensee corporation, Hardin Broadcasting Co., by Conrad E. Bales (55% before transfer, 45.6% after) through sale of stock to Henry S. Ruegamer (12.2% before, 21.6% after). Consideration \$4,125. Action Aug. 8.

WTSN Dover, N. H.—Granted acquisition of positive control of licensee corporation, WTSN Inc., from William F. Rust Jr. (69.5% before transfer, 42.5% after) by Ralph Gottlieb (37.5% after, 30.5% before). Consideration \$54,810. Action Aug. 12.

WOHO Toledo, Ohio.—Granted transfer of control of licensee corporation, Midwestern Broadcasting Co., from Sebastian N. Sloan (37.48%) to Samuel W. Sloan (22.48% individually and 37.48% as executor of estate of S. N. Sloan). No financial consideration involved. Action Aug. 7.

WKRM Columbia, Tenn.—Granted acquisition of positive control of licensee corporation, Middle Tennessee Broadcasting Co., from R. M. McKay Sr. (70%) by R. M. McKay Jr. (99% after transfer, 29% before). No financial consideration involved. Action Aug. 9.

KBUY Amarillo, Tex.—Granted transfer of control of licensee corporation, Radio KBUY Inc., from G. E. Miller & Co. to stockholders of Miller & Co. No financial consideration involved. Also see KPCN Grand Prairie, Tex., grant below. Action Aug. 7.

KPCN Grand Prairie, Tex.—Granted

transfer of control of licensee corporation, Radio KPCN Inc., from G. E. Miller & Co. to stockholders of Miller & Co. No financial consideration involved. Also see KBUY Amarillo, Tex., grant above. Action Aug. 7.

APPLICATIONS

KPMC Bakersfield, Calif.—Seeks acquisition of positive control of licensee corporation, Pioneer Mercantile Co., by Frank G. R. Schamblin, individually and as executor of estate of Florence Schamblin, through sale of minority shares to licensee; ownership remains essentially same. Consideration \$12,498. Ann. Aug. 8.

KCLB(FM) Carlsbad, Calif.—Seeks assignment of CP from Patrick F. Michaels (100%) to Assembly of God of Pacific Beach (100%), non-profit charitable organization. Consideration \$380. Ann. Aug. 8.

WINF-AM-FM Manchester, Conn.—Seeks assignment of license (AM) and CP (FM) from John Deme (100%), d/b as Manchester Broadcasting Co., to Sidney and Marjorie Walton (each 47.5%) and others, tr/as Information Radio Inc. Consideration \$225,000. Assignee is subsidiary of Profit Research Inc., book publishing house; Mr. Walton is radio business information commentator. Ann. Aug. 12.

WFFG Marathon, Fla.—Seeks assignment of license from Gilmore N. Nunn (33.33%), John W. Betts, Charles P. Clarke and James M. Finch Jr. (each 22.22%), d/b as Key Broadcasting Inc., to G. D. Kincaid (57.7%), Ken Hart, Frank G. Trimble (each 14.2%), Ralph G. Worster (8.4%) and John T. Rutledge (4.5%), tr/as WHOO Radio Inc. Consideration \$250,000. WHOO and parent company, Bluegrass Broadcasting Inc., own WHOO-AM-FM Orlando, Fla. and WVLK-AM-FM Lexington, Va. WINN Louisville and WCMJ-AM-FM Asland, all Kentucky. Ann. Aug. 12.

KSWI Council Bluffs, Iowa.—Seeks assignment of license from O'Brien family and others, d/b as Nonpareil Broadcasting Co., to Clair J. Gross and Abe Slusky (each 50%), tr/as Council Bluffs Broadcasting Co. Consideration \$50,000. Mr. Gross is radio-TV sales consultant; Mr. Slusky is real estate developer. Ann. Aug. 14.

KOLM Rochester, Minn.—Seeks assignment of CP from Howard G. Bill (100%), d/b as WBIZ Inc., to Mr. Bill (100%), tr/as Olmstead County Broadcasting Co. No financial consideration involved. Ann. Aug. 8.

KBMN Bozeman, Mont.—Seeks transfer of control of licensee corporation, Penn Engineering Inc. (287 shares issued), from Dale G. Moore (186 shares), William A. Merrick (100 shares) and Shirley M. Moore (1 share) to Mr. Merrick and family (100%), d/b as KBMN Inc. Consideration, \$135,000. Also see application below. Ann. Aug. 14.

KBMN Bozeman, Mont.—Seeks assignment of license from Penn Engineering Inc. to KBMN Inc. Contingent on grant of application above. Ann. Aug. 14.

KABR-AM-FM Great Falls, Mont.—Seeks assignment of licenses from Pat M. Goodover (100%) to Mr. Goodover (87% plus), Erma N. Goodover (12.5%) and William E. Murray (less than 1%), tr/as Radio-TV Enterprises Inc. No financial consideration involved. Ann. Aug. 14.

WMBL Morehead City, N. C.—Seeks transfer of negative control of licensee corporation, Carteret Broadcasting Co. (360 shares issued), from Samuel M. Jones, Sherman T. Lewis (each 75 shares) and Skinner A. Chalk (20 shares) by Grover C. Menden and Robert L. Pate (each 50% of company after transfer, 95 shares before). Consideration \$24,700. Ann. Aug. 14.

KELR El Reno, Okla.—Seeks transfer of control of licensee corporation, C P Corp., from Charles L. (49%) and Jessie Mae (1%) Cain and Joseph M. Price (50%) to Mr. and Mrs. Cain (34% and 1% respectively), Mr. Price (35%), Bill B. Marshall and Clifton R. Gardiner (each 15%). Consideration \$26,700. Messrs. Marshall and Gardiner are co-managers of station. Ann. Aug. 14.

KREK Sapulpa, Okla.—Seeks acquisition of negative control of licensee corporation, Creek County Broadcasting Co., from Melwyn E. Klar and William E. Minshall (each 25%) by R. B. and Bernice Bell (each 50% after transfer, 25% before). Consideration \$29,500. Ann. Aug. 8.

KRAF Reedsport, Ore.—Seeks assignment of license from Walter J. Kraus (100%), tr/as Oregon Coast Broadcasters, to Gless Connoy (100%). Consideration \$48,000. Mr. Connoy is KRAF station manager. Ann. Aug. 14.

WTND Orangeburg, S. C.—Seeks transfer of control of licensee corporation, WTND

Inc., from Sims family (100%) to James H. Grassetto and John B. Rembert, trustees of estate of James I. Sims (33 1/5% before transfer, 100% after). Consideration \$46,666. Ann. Aug. 12.

WZXR-FM Cookeville, Tenn.—Seeks assignment of license from Helen L. Cunningham (100%) to Redman L. Turner, J. B. Crawley, William B. Kelly (each 25%), Mrs. Redman L. Turner and Mrs. Louise Keltner (each 12 1/2%). Consideration \$12,000. Mr. Turner has interest in WTCO Campbellsville, WLCK Scottsville, WMSK Morganfield and WCND Shelbyville, all Kentucky, and WPTN Cookeville; Mr. Crawley has interest in same stations, also WPHN Liberty, Ky.; Mr. Kelly's holdings are same as Mr. Crawley's, except he has no interest in WTCO; Mrs. Turner and Keltner each have interest in WLCK and WPTN. Ann. Aug. 8.

KRRV Sherman, Tex.—Seeks assignment of license from A. Boyd Kelley (92%) and others, d/b as Red River Broadcasting Co., to William Wayne Phelps (100%). Consideration \$180,000. Mr. Phelps owns KALG Alamogordo, N. M. Ann. Aug. 9.

WMTD Hinton, W. Va.—Seeks assignment of license from David B. Jordan (100%) to Mr. Jordan (74%) and wife, Margaret E. Jordan (1%), and Lonnie R. Mullins (25%), tr/as Bluestone Broadcasters Inc. Consideration \$10,400. Mr. Mullins is manager of WMTD. Ann. Aug. 12.

Hearing cases

INITIAL DECISION

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward revoking CP of Martin R. Karig for WIZR Johnstown, N. Y., and denying applications of Spa Broadcasters Inc. for renewal of license and change of operation to 1280 kc. 1 kw-D, both for WSPN Saratoga Springs, N. Y., and application of Radio Station WRSR Inc. for new AM on 900 kc. 250 w-D, in Troy, N. Y. As result of consolidated hearings, largely held in Saratoga Springs, hearing examiner held that Karig's interest in all applications indicated willful violations of rules and false testimony and statements to commission. Action Aug. 9.

OTHER ACTIONS

■ Commission gives notice June 21 initial decision which looked toward granting application of Star Broadcasting Corp. to increase power of WFLS Fredericksburg, Va., from 500 w to 1 kw, continued operation on 1350 kc. D; condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419, became effective Aug. 12 pursuant to Sec. 1.153 of rules. Action Aug. 14.

■ By memorandum opinion and order, commission (1) granted application of Frontier Broadcasting Co. for mod. of CP for KTVS(TV) (ch. 3) Sterling, Colo., to change authorized trans. site to site about 9.7 miles east southeast of Sterling, without prejudice to whatever action commission deems appropriate as result of decision of U. S. Court of Appeals for District of Columbia Circuit in May Broadcasting Company vs. FCC, case No. 17,730, and (2) dismissed opposing petition by May Broadcasting Co. (KMTV(TV) [ch. 3]) Omaha. Action Aug. 12.

■ By memorandum opinion and order, granted joint motion by West Michigan Telecasters Inc., MKO Broadcasting Corp. and Peninsular Broadcasting Co. to extent of extending to Aug. 21 time to file exceptions and briefs to initial decision and to Oct. 21 for replies in Grand Rapids, Mich., TV channel 13 comparative proceeding. Action Aug. 12.

■ By order in investigatory proceeding involving McLendon Corp. (WYNR), Chicago, commission granted licensee's request to extend time from Aug. 9 to Aug. 12 to file summary of facts and suggested conclusions. Action Aug. 12.

■ Commission gives notice that June 13 initial decision which looked toward granting application by R. M. Chamberlin for renewal of license of WAKE Vero Beach, Fla., became effective Aug. 2 pursuant to Sec. 1.153 of rules. Action Aug. 12.

■ By second supplement to third report, memorandum opinion and order in Doc. 14185, commission, on own motion, modified action of July 25 in adopting table of FM channel assignments by addition of channel 252A to Spearman, Tex. Action Aug. 8.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order (1) granted petition by James S. Rivers Inc.

BROADCASTING, August 19, 1963

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Aug. 14

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,817	43	158	336
FM	1,096	24	90	192
TV	522 ¹	53	86	115

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Aug. 14

	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

(WJAZ), Albany, Ga., for waiver of Sec. 1.362 of rules insofar as it requires publication and broadcast immediately following release of order specifying time and place of commencement of hearing in proceeding on AM application, and (2) accepted tendered notice. Action Aug. 13.

■ By memorandum opinion and order in proceeding on AM application of Denver Area Broadcasters (KDAB), Arvada, Colo., in Doc. 14817, (1) granted petition by Broadcast Bureau and enlarged hearing issues to determine whether nighttime interference-free contour of proposed operation of KDAB would encompass most distant residential area of Arvada as required by Sec. 3.188(b) (2) and 3.30(c) of rules and, if not, whether circumstances exist which would warrant waiver of the sections, and (2) denied KDAB's petition to temporarily withhold action on petition to enlarge issues. Board Member Nelson not participat-

ing. Action Aug. 13.

■ By memorandum opinion and order, granted joint petition by North Atlanta Broadcasting Co. and J. Lee Friedman, applicants for new AM stations in North Atlanta, Ga., for approval of agreement whereby Friedman's application would be dismissed; application dismissed with prejudice; and North Atlanta application retained in hearing status. Action Aug. 13.

■ By memorandum opinion and order, granted joint petition by Automated Electronics Inc. and Capital Broadcasting Co., applicants for new UHF TV station in Arlington, Va., and Washington, respectively, for approval of agreement whereby Automated would be reimbursed \$2,500 for partial expenses incurred in connection with application in return for withdrawal; application dismissed with prejudice; and granted Capital's application for new UHF TV station to operate on channel 20 in

Washington; proceeding terminated. Action Aug. 13.

■ By members Nelson, Pincock and Slone, adopted decision (1) denying for failure to prosecute application of Magic City Broadcasting Corp. for additional time to construct WBHM Birmingham, Ala.; and (2) denied request by respondent Voice of Dixie Inc. (WVOK), Birmingham, for oral argument. April 23 initial decision looked toward denial. Action Aug. 9.

ACTIONS ON MOTIONS

■ Commission, by office of opinions and review, granted petition by Broadcast Bureau for extension of time from Aug. 12 to Sept. 3 to file replies to exceptions to initial decision in Kent-Canton-Kent-Ravenna, Ohio, AM proceeding. Action Aug. 12.

■ Commission, by office of opinions and review, granted petition by Windber Community Broadcasting System to extend time to Sept. 16 to file oppositions to application by Ridge Radio Corp. for review in proceeding on applications for new AM stations in Windber, Pa. Action Aug. 13.

■ Commission, by office of opinions and review, granted motion by Onondaga Broadcasting Inc. to extend time from Aug. 9 to Aug. 12 to file replies to exceptions to initial decision in Syracuse, N. Y., TV channel 9 proceeding in Doc. 14367 et al. Action Aug. 8.

By Acting Chief Hearing Examiner
Jay A. Kyle

■ Granted petition by William L. Ross to extent of dismissing but with prejudice application for new AM in Riverton, Wyo., and terminated proceeding. Action Aug. 9.

By Hearing Examiner Isadore A. Honig

■ Granted request by Delaware Valley Broadcasting Co. (WAAT), Trenton, N. J., to extend time from Aug. 9 to Aug. 14 to file proposed findings and from Aug. 23 to Aug. 28 for replies in proceeding on AM application. Action Aug. 9.

■ Granted petition by Broadcast Bureau to extend time from Aug. 8 to Aug. 19 to file proposed findings and conclusions and from Aug. 19 to Sept. 3 for replies in proceeding on AM application of Brainerd Broadcasting Co. (KLIZ), Brainerd, Minn. Action Aug. 8.

By Hearing Examiner H. Gifford Irion

■ On own motion, continued Oct. 21 hearing to Oct. 28 in proceeding on applications of D & E Broadcasting Co. and Great State Broadcasters Inc. for new AM stations in San Antonio, Tex. Action Aug. 13.

■ Granted petition by Van Wert Broadcasting Co. for leave to amend application for new AM in Plymouth, Ind., to reflect death of minority stockholder and issuance of letters testamentary appointing executor of estate. Action Aug. 6.

By Hearing Examiner Forest L. McClinching

■ Granted petition by Big Bear Broadcasting Co. for leave to amend financial showing in application for new AM in Big Bear Lake, Calif. Action Aug. 6.

By Hearing Examiner Herbert Sharfman

■ Reopened record in proceeding on AM applications of Southern Radio & Television Co., Lehigh Acres, and Robert Hecksher (WMYR), Fort Myers, both Florida, in Docs. 14909-10 and canceled Aug. 12 date for filing replies to initial proposed findings, and scheduled further hearing for Sept. 6; and by separate order, granted petition by Broadcast Bureau to accept for filing late filed proposed findings of fact. Action Aug. 7.

BROADCAST ACTIONS by Broadcast Bureau Action Aug. 13

WRVC(FM) Norfolk, Va.—Granted license covering change in frequency and specify type trans.

WONO(FM) Syracuse, N. Y.—Granted mod. of license to change studio location and remote control point.

WBBQ Augusta, Ga.—Waived Sec. 3.30(a) of rules and granted CP to extent of permitting establishment of main studio beyond corporate limits of Augusta at North Augusta, S. C.; change ant.-trans. location, make changes in ground system and ant. (reduce height); remote control permitted.

WOKR(FM) Oxford, Ohio—Granted CP to change main studio and ant.-trans. location; increase ERP to 3 kw, decrease ant. height to 85 feet, install new trans. and make changes in ant. system; conditions.

KEND-TV Fargo, N. D.—Granted mod. of CP to change ERP to 304 kw vis., and 152 kw aur.; type trans. and type ant., and

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make changes in ant. system and other equipment.

WEFF-FM Highland Park, Ill.—Granted mod. of CP to change type ant.

Actions of Aug. 12

WGCD Chester, S. C.—Granted increased daytime power on 1490 kc. from 250 w to 1 kw, continued nighttime operation with 250 w and installation of new trans.; delete remote control operation; conditions.

WSVM Valdese, N. C.—Granted increased daytime power on 1490 kc. from 250 w to 1 kw, continued nighttime operation with 250 w and installation of new trans.; conditions.

KIKI Honolulu—Granted CP to make changes in ground system; condition.

***WYSO(FM) Yellow Springs, Ohio**—Granted CP to replace expired permit to make changes in ant., ERP, ant. height and ant. system.

***WLFM(FM) Appleton, Wis.**—Granted CP to move ant.-trans. location 90 feet east of present site and make changes in ant. system (decrease height); ant. height 120 feet.

***WHA-FM Madison, Wis.**—Granted CP to replace expired permit to make changes in ant. height, ant. system, alternate main trans. location, trans. equipment and type ant. (alternate main trans.).

K83AL Windom, Minn.—Granted CP for new UHF TV translator station on channel 83 to translate programs of KELO-TV (ch. 11) Sioux Falls, S. D.

KZOO Honolulu—Granted mod. of CP to change ant.-trans. location to KIKI Honolulu site, make changes in ground system and change type trans.; condition.

WRYM-FM New Britain, Conn.—Granted mod. of CP to install new ant. and specify ant. height as 135 feet.

KTVS(TV) Sterling, Colo.—Reconsidered and set aside July 30 action granting mod. of CP to change facilities.

WRYM-FM New Britain, Conn.—Granted extension of completion date to Dec. 15.

Action Aug. 9

KMUR Murray, Utah—Granted increased daytime power on 1230 kc. from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

KBAR Burley, Idaho—Granted increased daytime power on 1230 kc. from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

KCEE Tucson, Ariz.—Granted mod. of CP to change hours of operation to unl. on 790 kc, 500 w-N, 5 kw-D, make changes in DA system (add 1 tower), and change from DA-D to DA-2; conditions.

K04AH, K06AT, K11B, K13BO, Story, Sheridan and Fort MacKenzie, all, Wyoming—Granted assignment of licenses for VHF TV translator stations to Sheridan T. V. Translator Inc.

WVNA-TV Tusculum, Ala.—Granted CP to replace expired permit for new TV.

KHOU-TV Houston—Granted CP to change trans. location, type ant., ant. height to 1440 feet and make changes in ant. structure and equipment (main trans. and ant.).

KMLA(FM) Los Angeles—Granted CP to install new ant.; ERP 58 kw (horizontal polarization) and 3.7 kw (vertical polarization); ant. height 1180 feet.

WDDO-FM Chattanooga—Granted CP to install new ant. and decrease ERP to 11.5 kw.

WGPC-FM Albany, Ga.—Granted CP to install new ant.; condition.

WIBF-TV Jenkintown, Pa.—Waived Sec. 3.613(a) of rules and granted mod. of CP to change station location to Philadelphia; ERP to 1150 kw vis. and 630 kw aur.; change type trans., type ant., and ant. height to 330 feet and make changes in ant. system.

KCND-TV Pembina, N. D.—Granted mod. of CP to change type trans. and make changes in transmission line and equipment.

***WNTV(TV) Greenville, S. C.**—Granted mod. of CP to change type trans. and make other equipment changes; condition.

WTHI Terre Haute, Ind.—Granted mod. of CP to change ant.-trans. site.

WOLF Syracuse, N. Y.—Granted mod. of CP to make changes in DA system and ground system; condition.

K03CC Cortez, Colo.—Granted mod. of CP to change frequency to channel 3, type trans. and make changes in ant. system for VHF TV translator station; condition.

WKLA Ludington, Mich.—Denied request for waiver of Sec. 17.43 of rules, governing tower painting, in accordance with commission policy effective Dec. 31, 1960, and directed completion of required specification to repaint tower by Nov. 1.

KUKA San Antonio, Tex.—Granted request to continue existing pre-sunrise operation with non-DA and reduced power of 500 w between 4 a.m. and local sunrise until

final decision is reached in Doc. 14419 or until directed to terminate such operation, whichever occurs first.

Actions of Aug. 8

***KRVS(FM) Lafayette, La.**—Granted license.

WNUE Fort Walton Beach, Fla.—Granted license covering change of frequency, hours of operation, and deletion of remote control operation.

KGER Long Beach, Calif.—Granted license covering installation of aux. trans.

***KTOY(FM) Tacoma, Wash.**—Granted license covering change in ant. location, ant. height, and installation new trans. (specify type trans.).

WJBC-FM Bloomington, Ill.—Granted license covering changes in ERP, ant. height, and installation new trans. and ant.

WCRA-FM Effingham, Ill.—Granted license covering changes in ERP, ant. height, ant.-trans., studio, and remote control location, and installation new ant.

WCRT-FM Birmingham, Ala.—Granted license covering change of type trans.

KTAL-FM Texarkana, Tex.-Shreveport, La.—Granted license covering installation of new ant.

WLBH-FM Mattoon, Ill.—Granted license covering installation new ant. and trans.

WJBK-FM Detroit—Granted license covering installation of new aux. trans.

WSNJ Bridgeton, N. J.—Granted license covering use of old main trans. as aux. trans. at present main trans. location.

WILX-TV Onondaga, Mich.—Granted mod. of license to change main studio location to 1510 Springport Road.

KSRO Santa Rosa, Calif.—Granted mod. of license to operate trans. by remote control; conditions.

WCSH-TV Portland, Me.—Granted extension of completion date to Dec. 6.

■ Granted renewal of licenses for following: ***KTOY(FM) Tacoma, Wash.**; ***WFUV(FM) New York**; ***WIRQ(FM) Rochester, N. Y.**; ***WMHT(TV) Schenectady, N. Y.**; ***WSHS(FM) Floral Park, N. Y.**; ***KTPS(TV) Tacoma, Wash.**; ***KAMP El Centro, Calif.**; **KAGO Klamath Falls, Ore.**; **KHEY El Paso**; **WFBL Syracuse, N. Y.**; ***WFMU(FM) East Orange, N. J.**; **KWPC-FM Muscatine, Iowa**; **WAWZ Zarephath, N. J.**; **WDVL Vineland, N. J.**

Actions of Aug. 7

KGIL San Fernando, Calif.—Granted license covering increase in nighttime power, change in DA system and nighttime pattern, use of nighttime DA pattern during day when KPCC Pasadena, Calif., operates, and changes in daytime DA pattern (main); and use of old alternate main trans. as aux. trans. with DA (DA-2) at main trans. site.

WOKS Columbus, Ga.—Granted license covering installation of old main trans. as aux. daytime and alternate main nighttime trans.

WJGM Richmond, Va.—Granted license covering increase in radiation by addition of top loading to present tower; remote control permitted.

WJEF Grand Rapids, Mich.—Granted license covering use of old main trans. as aux. daytime and alternate main nighttime trans.; remote control permitted.

KSET El Paso—Granted license covering change in trans. location.

WJEF Grand Rapids, Mich.—Granted license covering an increase in daytime power (main trans.) and changes in ant. system.

KSD St. Louis—Granted license covering installation of aux. trans.; specify geographic coordinates.

WMIN St. Paul—Granted mod. of license to change name to WMIN Inc.

K08CZ Park River, N. D.—Granted CP to change trans. location 534 feet south of original site and change ant. height for VHF TV translator station.

K09AN Valier, Mont.—Granted mod. of CP to change type trans. and make changes in ant. system for VHF TV translator station.

■ Granted licenses for following: **WRTL Rantoul, Ill.**; condition; **WMET Shenandoah, Pa.**, and redescribe main studio and trans. location as West Mahaney, Pa.; **WRPM Poplarville, Miss.**; **WLUX Baton Rouge**, specify type trans., redescribe main studio location and change ground system.

■ Granted licenses covering increase in daytime power and installation of new trans. for following: **KTSM El Paso**; **WALR Winston-Salem, N. C.**, and specify type trans.; **WRKD Rockland, Me.**, and specify type trans.; **WMOP Ocala, Fla.**, and specify type trans. and geographic coordinates.

■ Granted licenses covering increase in power for following: **WRKM Carthage, Tenn.**, condition; **WOAP Owosso, Mich.**; **WRWJ Selma, Ala.**, and installation of new

trans.; **WNJH Hammonton, N. J.**, installation of new trans. and specify type trans.

■ Following stations were granted extensions of completion dates as shown: **WREM Remsen, N. Y.**, to Jan. 3, 1964; **KCHJ Delano, Calif.**, to Sept. 30; **KCTY Salinas, Calif.**, to Aug. 31; **WRKL New City, N. Y.**, to Feb. 11, 1964; **WIVI-FM Christiansted, St. Croix, V. I.**, to Feb. 1, 1964; **WBRD-FM Bradenton, Fla.**, to Aug. 31; **WDJK(FM) Smyrna, Ga.**, to Aug. 31; **WITN-FM Grifton, N. C.**, to Dec. 31; **WLTA-FM Atlanta**, to Nov. 8; **KBOX-FM Dallas**, to Oct. 31; **WOLA(FM) San Juan, P. R.**, to Dec. 10; **KCRA-FM Sacramento, Calif.**, to Nov. 1; **WBLK-FM Depew, N. Y.**, to Jan. 1, 1964; **WHUB-FM Cookeville, Tenn.**, to Jan. 30, 1964; **WAPI-FM Birmingham, Ala.**, to Aug. 31; **WMNC-FM Morganton, N. C.**, to Feb. 7, 1964; **KIFM(FM) Bakersfield, Calif.**, to Dec. 30; **KLFM(FM) Long Beach, Calif.**, to Sept. 15; ***KUID(FM) Moscow, Idaho**, to Aug. 30; **K09FI Key Club of Dunsmuir, Calif.**, **Castella, Calif.**, to Dec. 10.

Actions of Aug. 6

Cokeville Television Corp., Cokeville Town and Smiths Fork, both Wyoming—Granted CP's for new VHF TV translators on channels 3, 6, and 13, to translate programs of KCPX-TV (ch. 7), KUTV (ch. 11) and KSL-TV (ch. 9), all Salt Lake City.

Trans-Tel-Co., Aberdeen, Hoquiam, Montesano and Central Park, all Washington—Granted CP for new UHF TV translator on channel 83 to translate programs of KATU (TV) (ch. 2) Portland, Ore.

Actions of August 5

Aztec Non-Profit TV Association Inc., Aztec, N. M.—Granted CP for new VHF TV translator on channel 12 to translate programs of KOAT-TV (ch. 7) Albuquerque, N. M.

■ Granted CP's for following new VHF TV translator stations: **Robert A. Neish, channel 2, Grants Pass, Ore.**, to translate programs of KMED-TV (ch. 10) Medford, Ore.; **Skyway Broadcasting Co., channel 8, Bryson City, N. C.**; **WLOS-TV (ch. 13) Asheville, N. C.**; **Barbourville Area Television Corp., channel 4, Barbourville, Ky.**; **WBIR-TV (ch. 10) Knoxville, Tenn.**; **Custer T.V. Association, channel 12, Custer, S. D.**; **KTWO-TV (ch. 2) Casper, Wyo.**; condition.

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If you have \$25,000 cash! Move to beautiful Colorado and enjoy living while operating your own radio station. Husband and wife operation. High net. Write R. W. Schmidt, 9693 E. Colfax, Denver, Colo. Cline & Hardesty, Inc.

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 markets. Box H-128, *BROADCASTING*.

Salesman, combo engineer/announcer, salary, talent, commission. Hard intelligent work will earn ever increasing large income. N.Y. state fulltimer. Box K-83, *BROADCASTING*.

Experienced salesman . . . Excellent permanent opportunity for idea man with solid background capable of working with top regional station. Send photo, resume. Box K-157, *BROADCASTING*

Help Wanted—(Cont'd)

Sales

Experienced salesmen needed for good music operations in Boston, Charlotte, N.C. and Los Angeles county area. Send complete resume to Box K-170, *BROADCASTING*.

Opening for experienced radio-salesman-announcer Rocky Mountain 5kw. Growing organization, growing area. Must be creative, aggressive. Salary plus. Box K-214, *BROADCASTING*.

KRSA County radio needs another salesman to handle increasing business. Guarantee and gas plus 15% commission. Personal interview required. P.O.B. 2138, Salinas, Calif. Phone 424-1428.

Experienced salesman for 24 hour good music Florida am station. Reply to WTRL, Bradenton, Fla.

Wanted immediately a salesman/announcer who is capable of selling good radio in medium competitive market. We want you to make a career of our operation. Lee Nolan, WVTR, White River, Vt. 802-295-3167.

Announcers

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*.

Top rated station in eastern Pennsylvania with heavy accent on news, sports, special events and specialized programming has an immediate opening for topnotch announcer with solid experience authoritative voice and ad lib ability. Excellent salary and talent. Send resume tape and picture to Box K-1, *BROADCASTING*.

Announcer with versatility who likes small town living and can settle into small market Pennsylvania operation. Married man preferred. Send tape, details of experience, salary requirements. Box K-5, *BROADCASTING*.

Grand opportunity for experienced morning man to join progressive good music multiple station organization in upper midwest. Immediate opening. Salary open for right man. Send air-check, picture and resume. Box K-8, *BROADCASTING*.

September opening for staff announcer for upstate New York collegetown station. dj and news experience a must. Send tape and resume. Box K-11, *BROADCASTING*.

The big opportunity . . . one of the nations fastest growing stations in small middle Atlantic community with a big market . . . needs announcer-salesman at once. If you have guts and imagination and want to grow, send tape and resume to Box K-142, *BROADCASTING*.

Announcer . . . experienced "big" voice, full-time for stable operation. Tight board, good sound. Send tape, photo, resume. Box K-159, *BROADCASTING*.

Bright lively morning man. Experience necessary. Warm the year round. Send tape and resume immediately. State salary requirements. Box K-185, *BROADCASTING*.

Need experienced announcer with 1st class ticket to locate permanently with adult good music format station in Florida. Good salary, no maintenance. Send tape and resume. Box K-190, *BROADCASTING*.

Help Wanted—(Cont'd)

Announcers

Middle of the road radio personality, live sound, sharp production, good judgment on amount of talk. Start at \$115 weekly, fringe benefits. Great Lakes medium large market. Photo and tape required for consideration—will return. Box K-199, *BROADCASTING*.

Strong morning man for medium market Pennsylvania. Must be three years or more veteran. Salary open. Good music sound. Modern equipment with good working conditions. Send tape and complete background first letter. Box K-212, *BROADCASTING*.

First phone announcer. Middle of road format. Salary depends on ability. No maintenance—we have a good chief engineer. Fine opportunity for young, aggressive man. E. H. Whitehead, KTLU, Rusk, Texas.

Wanted: Announcer with first class license. Station WAMD, Aberdeen, Md.

Immediate opening for good morning man. Send tape, resume & salary requirements: WASA, Havre de Grace, Md.

Top forty announcer, 1st phone, immediate opening rush tape, resume. WBRD, Bradenton, Fla.

Suburban Chicago. Combo first class. Permanent. Tape, complete information now. WEAW, Evanston, Ill.

Experienced afternoon man wanted for pop music station in medium Michigan market. Fast paced but no screamers. Send tape resume & photo to John Moss, WIBM, Jackson, Mich.

WIRK, West Palm Beach, has immediate opening for a real pro. Must be strong on production and news. Send tape of dj, news and production, plus resume. Full time, format, pop music operation.

WIRL, Peoria, Illinois needs an afternoon drive-time, seasoned, clever personality. Send resume and tape immediately.

WLPM needs an engineer-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.

WRMF, Titusville, Fla. (Cape Canaveral) has opening for announcer. Permanent and immediate.

Immediate opening for experienced man. Mid-morning and traffic shift. Adult music with good equipment. Clean air-conditioned control room. No beginners please. Send air check and full background. All tapes returned. WRTA, Altoona, Penna.

Announcer-salesman-Florida single station market. Ideal opportunity for right man. Football play-by-play helpful. Rush taped audition, resume, references, and salary expected to: Chuck Grant, Station Manager, WSLC, P. O. B. 606, Clermont, Fla.

Help Wanted—(Conf'd)

Announcers

Experienced newsman-deejay for Illinois good-music kilowatt. Excellent opportunity—gather, write, broadcast news and present music programs. Send tape, full resume to WSOY, Decatur, Ill.

Sharp announcer needed now by top-rated, tight production, modern format station. Good opportunity for experienced man with good voice. Send tape, resume to WSPT, Stevens Point, Wis.

All night first phone announcer wanted by modern central New York operation. Contact Bill Quinn, WTLB, Utica, N. Y.

Wanted immediately a salesman/announcer who is capable of selling good radio in medium competitive market. We want you to make a career of our operation. Lee Nolan, WVTR, White River, Vt., 802-295-3167.

Announcers needed! A complete service. Audition tapes duplicated, edited, recorded. 20 tapes \$25. Resumes written, edited, printed. 1000 resumes \$15. Check with the mad men at: Darden Associates, Box 231, Roosevelt, N. Y.

DJ's learn the professional way to introduce a record. 300 interchangeable, intelligent intros by excellent writers for vocals and instrumentals. \$3.95. Broadcast Intros, 975 North 35th, Milwaukee 8, Wisconsin.

Technical

Alert, responsible engineer-announcer-citizen. Small market, Kansas am/fm station. Good job. Send complete application. Box K-36, BROADCASTING.

Chief engineer, 1kw, 100 miles from New York, \$125. Box K-77, BROADCASTING.

Chief engineer. No announcing. Top rated station. Major market. Must know all phases maintenance. Prefer man with Schafer automation experience. Stable, highly respected group. Box K-113, BROADCASTING.

Chief engineer for long-established Virginia fulltime station in small market. Position offers security and many benefits. Announcing or sales ability helpful but not essential. Theory, technical and practical ability a must. This is a settled, hard working, friendly operation, and we want a man with the same qualities. Box K-169, BROADCASTING.

Chief engineer for major radio station in southeast. Require broad experience with emphasis on preventive maintenance. Box K-210, BROADCASTING.

New York state 5 kilowatt non-directional wants first phone engineer for maintenance and light announcing. Box K-233, BROADCASTING.

Chief engineer, 1kw daytimer, full maintenance control room, transmitter, mobile unit. New equipment, excellent condition. Announcing shift, must be competent engineer, will train beginning announcer. Send recent photo, resume, references. E. J. Patrick, GM, KAVI, Rocky Ford, Colorado.

Experienced chief engineer for Alaska am-tv. Light announcing. Send resume to KINY, 231 S. Franklin St., Juneau, Alaska.

Chief engineer with some announcing duties. An ideal spot for the right man in a good, efficient small market station. Recently moved to new studios and offices, with improved equipment, in a new building. Write KTTN, Trenton, Missouri or call Elmwood 9-2261 for details.

Immediate opening for first class engineer capable of maintaining 10 kw transmitter and studio equipment. Rush resume, photo, references. Include experience in any other phases of radio. WPAQ, Mt. Airy, N. C.

Help Wanted—(Conf'd)

Technical

Radio Transmitter and Receiver Operating and Maintenance Technicians. The United States Information Agency (Voice of America) needs Radio Transmitter and Receiver Operating and Maintenance Technicians for relay stations in Greenville, North Carolina; Marathon, Florida; Dixon and Delano, California; and Bethany, Ohio. These positions for operation and maintenance of high power transmitters and receiver stations require a minimum of five years of responsible technical operating and maintenance experience. Experience at commercial point-to-point communication transmitter stations or as a transmitter development and/or test engineer is also qualifying. Salary determined by applicant's experience and ability. Present rate range is \$6344 to \$10,504 per year; promotional opportunity. Positions are in Career Civil Service, and therefore, appointments are made thru competitive examination. Must be American citizen. To apply for this nonwritten examination, please request Announcement No. 283B and application forms from your nearest U. S. Civil Service Commission Representative's Office or write to The Executive Secretary, Board of U. S. Civil Service Examiners, U. S. Information Agency, Washington 25, D. C.

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.

Top news personality for Florida market. Must be authoritative newscaster for on air work with growing department. Write Box K-92, BROADCASTING, giving experience, salary requirements, and include photograph, audiotape, and film or vtr if available.

Virginia radio-tv station needs manager for news department. Must be 35 or over and have radio—not necessarily tv—experience. Write Box K-125, BROADCASTING.

Major Michigan radio and TV combo needs capable newscaster-reporter strong on civic and government affairs. Send resume, tape and expected salary range to Box K-130, BROADCASTING.

Major station on NYC fringe—We concentrate on news, are looking for experienced man to do same. Must have polished, authoritative delivery, must be able to gather and write local news. Opportunity to do news specials, editorials, sports, too. Only replies which include audition tape, not less than 5" reel and preferably air check, will be considered. Complete resume to Box K-141, BROADCASTING.

A genius-of-all-trades: a creative production man with first phone license and ability to handle personality format with middle-of-the-road music. Starting salary \$127.50 per five-day week with excellent opportunities for advancement. Here's your golden opportunity to locate permanently in one of California's choicest cities. Please send air-check or audition tape sample copy, and taped production spots. Box K-156, BROADCASTING.

Program Director . . . Need fully experienced mature man for top community station. Permanent position with unlimited opportunities for stable operation. Send photo, resume. Box K-158, BROADCASTING.

Help wanted—Newscaster for network affiliate, leading station in large, progressive southeastern city. Need good air man with news background. \$140 to \$160 week. Box K-167, BROADCASTING.

Metropolitan southwest station desires aggressive young radio newsmen eager to work and willing to take direction. Complete resume, picture and tape in first letter to Box K-191, BROADCASTING.

Experienced copywriter, three in department. Write KSAL, Box 180, Salina, Kansas.

Help Wanted—(Conf'd)

Production, Programing & Others

Production director for group operation, excellent working conditions, headquarters at one station with occasional field trips to others in group—good starting salary. Must have experience, talent and ability to help create top-notch promos, clever contests and hip sounds. Writing ability secondary but must be a master with tape and have know how to make productions that are noticed. Send resume and sample of work to Box K-231, BROADCASTING.

News director for top 40 operation in large Ohio city, must have desire to dig for news, write and deliver concise, fast paced newscasts. Fine working conditions, great crew, opportunity to editorialize, good starting salary. Send tape and facts to Box K-232, BROADCASTING.

Independent Los Angeles TV station needs experienced cameraman with own 16mm equipment for shooting silent footage—commercial film clips. Must have own transportation. Send resume and salary desired to Box K-234, BROADCASTING.

New station, fall target date now accepting applications announcers and news director. Send resume, photo, salary requirements, tape, Box 66, Shakopee, Minnesota. No material returned.

ETV producer-director, minimum salary \$7,000 for experience and masters degree. Position available now. Contact L. Rhodes, Central Michigan University, Mt. Pleasant, Michigan.

Writers: Scripts wanted for half hour dramatic radio programs. For further information write Satellite Broadcasting Company, 5935 SW. 8th Street, Miami, Fla.

Experienced reliable man as continuity director immediately. Prefer man who can develop and record production spots but will consider woman. Excellent working conditions. Contact Jim Heaton, KVGB, Great Bend, Kan.

Come blow your horn . . . I'm looking for my own replacement. Have just moved into radio pd spot in top quality, dominant 5 kw CBS affiliate in northeast. Want a heads-up, creative, polished pro—one who can produce solid commercial work on the air—experienced in tight production—and not afraid of six-day week. There's a future here—and money, too. Our TV operation will welcome this pro with open accounts. Must be available for on-camera audition. Send tape, full resume, pix and sof, if available, to: Tom Whalen, P.D., WNEF Radio, Binghamton, New York.

Immediate opening for experienced newsmen with ability to gather, write and make strong presentation of local news. Play-by-play sports experience desirable but not necessary. KAOR Radio, Oroville, Calif.

Wanted intelligent and experienced newsmen for afternoon shift at top-rated station in central New York, only those willing to dig for their stories need apply. Rush tape and resume to WTLB, Utica, N. Y.

SITUATIONS WANTED

Management

Pittsburgh program director strong in promotion, production, news and sales, desires station manager's position in metropolitan market. College graduate, married, 35-years old, references. Box J-367, BROADCASTING.

Experienced selling manager desires to relocate in Arizona. More than doubled billings present location. Box K-203, BROADCASTING.

Situations Wanted—(Cont'd)

Management

I know the industry. Have proved it for about 20 years in sales, management consulting and management. Am out of the industry for about 1 year. Got to get back in. Looking for major market to sell or manage. About all, I want back in and work. I do not want idle talk. If your want action, Act. I'll do the same. Box K-161, BROADCASTING.

General manager, former owner, strong sales, top announcer, 20 years broadcasting, can invest. Box K-177, BROADCASTING.

I will put your station close to or on top in 90 days. Very successful commercial manager in one of U.S.'s toughest markets wants to manage station in small or medium market. Top notch salesman, thoroughly experienced all phases of radio. 39, college graduate, married, best references. Box K-180, BROADCASTING.

Aggressive manager—with successful record also handles top flight play-by-play, news & special events and programming. \$200 minimum, plus moving expenses. Can invest. Prefer New England, Missouri or Illinois, but will consider others. Box K-195, BROADCASTING.

Management—young, aggressive family man—ownership interests—prefer New England. Box K-196, BROADCASTING.

Desire manager or sales manager position with west Texas station. References, 9 yrs. experience radio, all phases, except engineering. Married, civic minded and ambitious. Available Sept. 30. Only consider station giving priority to advertising results. Box K-220, BROADCASTING.

Station manager, experienced all phases of phases of small market station operation. First class license. Management, sales, programming. Presently employed but seeking change. Best of references. All offers considered. Box K-224, BROADCASTING.

Top manager, pd, commercial manager. 13 years experience. I know all phases. Presently employed, 5 kw in San Francisco. Seek S-W, midwest, Pacific northwest stable position. Write or wire Box 5004, Vallejo, Calif.

Manager. 15 years radio sales at one station. Creative, with imagination. Twelve thousand or more. Merlin H. Smith, 3014 Barnhart, Fort Wayne, Ind. Phone 483-3861.

Sales

Salesman, dedicated, competent, 6 years radio, license, 5 year chain station reference, capable with copy, radio school graduate, anywhere. Box K-108, BROADCASTING.

Experienced selling manager desires to relocate in Arizona. More than doubled billings present location. Box K-204, BROADCASTING.

Announcers

Boston area. Announcer/dj, 27, with first phone seeks part-time work while attending college. Box J-297, BROADCASTING.

Sportscaster, dj. First phone. Experienced. Personality. College graduate. Any format. Box K-70, BROADCASTING.

Energetic sportsman who can double as dj now available. Box K-75, BROADCASTING.

Top 40 dj-announcer, tight production and fast board. A broadcast graduate and wants to swing. Box K-98, BROADCASTING.

First phone announcer—limited experience; 6 to midnight shift only. Box K-104, BROADCASTING.

Attention: Tennessee and Kentucky! Announcer, dj-combo: Three (3) years experience. Presently employed, but would like to relocate within 150 miles of Nashville, Tenn. Good references including present employers. Veteran, married and reliable. Good board, cut all shows. Available: Dec. 1st. Box K-149, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Hating your rating? I'm the doctor of the air-waves . . . I'll boost your Pulse and give you a super-duper Hooper. Top-40 personality now employed in medium market looking for swingin' station. Box K-154, BROADCASTING.

Dj-5 years experience . . . all areas considered . . . modern format. Box K-110, BROADCASTING.

Available October 1st—Professional network—quality newscaster, also middle of road record show. Sixteen years exp. Former general manager and station owner, desires position away from front desk and back on board or news mike. Prefer New England or middle Atlantic area, will consider any offer. If personal interview required, will share expense. If out of requested area, the trip at your expense. Tape available immediately. Will sell on own time at 20% commission. Exp. in all phases of radio. Minimum salary \$150.00 week. Box K-140, BROADCASTING.

Mature voice, 31, 5 years experience. Family man, northeast. (dj-announcer). Box K-165, BROADCASTING.

1st phone personality—college, draft free, 6 years experience in the top 50 markets. Box K-172, BROADCASTING.

Staff announcer-newsman presently employed by leading southeastern NBC radio-TV affiliate desires position with progressive organization. Box K-174, BROADCASTING.

Washington, D. C. area . . . Announcer-newsman currently employed at top-rated 5,000 watt NBC affiliate seeks position with leading Washington radio or television station. Box K-176, BROADCASTING.

I want to be your all-night man. If you do the hiring for an important station in a metropolitan market, you'll want to read my story: Saturdays and Sundays, I do a late-night record show on a network-owned, 50-thousand watt station in one of the five largest markets. During the week, I'm the summer replacement man for an independent station in the same market. I'm 24, married, a college graduate with a degree in radio and television. I'm young and good. I know music—really know it. That's why I've got to play good music. I'll play Sinatra, and Ella, and Les Elgart, sure, but let me go with Mel Torme, Nancy Wilson and Count Basie once in a while. And I'll program better—and with more taste—than anyone you've heard lately. My voice is soothing, warm and well-trained. My approach is easy, uncluttered, smooth, and believable—adult. I'm available now. But I'm prepared to wait for the right offer. If your station's immune to middle-of-the-road thinking, listen to my tape, read the rest of my story, then let's get together. Box K-179, BROADCASTING.

At liberty—c&w personality dj. Also can work as salesman. Box K-181, BROADCASTING.

Announcer, dj play-by-play, engineer with first phone, some TV, 7 years experience. Box K-184, BROADCASTING.

Disc-Jockey—experienced, looking to settle. Can do play-by-play baseball. Box K-186, BROADCASTING.

Four years in radio announcing, copywriting. Want to learn news. Box K-192, BROADCASTING.

Attention Florida, announcer-1st ticket. Available September. Experienced with CBS affiliate, tight board. Box K-52, BROADCASTING.

Announcer with first phone available now. News or personality. Box K-205, BROADCASTING.

3 years experience. (1½ c & w). First phone. Upper midwest preferred. Box K-208, BROADCASTING.

Newscaster-dj. 21-year old veteran. Announcing school graduate, beginner but ambitious. Call 312-226-0963 or Write Box K-218, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

First phone, family man, 23 years background in industrial electronics, seeks opportunity in broadcasting. Available immediately. Box K-226, BROADCASTING.

Now in large city, seeks less frantic life for family and self. If you need an exceptional voice (not a prima donna) with first ticket, strong on good music and news. Sober, mature, family man, Contact Box K-227, BROADCASTING.

California—Help! Am trapped in a tape cartridge! Release me! Early morning air personality not only does an impersonation of John F. Kennedy but also President Sukarno of Indonesia! Box K-229, BROADCASTING.

Announcer-newsman. Gathering, writing, editing, beeper, mobile unit. Excellent delivery and announcing. Available because of change of format. Best references from station owner. B. S. Communications. Prefer Long Island, New York, Box K-230, BROADCASTING.

Personable. Service not remuneration. R. Land, Box 231, Roosevelt, N. Y.

Top San Francisco jock, with 26 voices presently employed, seeking s-w, or Pacific n-w with top 40 or tv gig. Write or wire box 5004, Vallejo, Calif.

Age 20, two years college, one year experience in nation's 28th market. Al Sherouse: 7020 N. Dakota, Tampa, Fla.

Are you looking for a fast pace wild top 40 dj—"Dick Bianti the second?" Write today. 3rd class ticket. Box K-236, BROADCASTING.

First phone—Emerson college alumni—good voice—articulate—can write copy. Experienced fine music and smooth sound. Will travel. Paul Scott, 86 Morgan St., New Bedford, Mass. 02740.

Hank Navin, 17, unemployed, inexperienced and unlicensed must have immediate employment paying \$80. Telephone 271-7116. 9325 Beacon Ave., Cleveland, Ohio.

7 years radio, TV currently TV chief announcer. Prefer radio, seeking east coast top 40. \$125 minimum. Spence Allen, 223-22 65th Ave., Bayside, N. Y.

1st phone announcer, currently employed at 50 kw in one of top 10 markets. 5 years experience. Desire midwest small market radio. Others considered also. Phone 618-877-6510.

Negro, female, recent announcing school graduate. Spirituals preferred, consider other. Please call or write Eula Coss, Orchard 3-1918, 5101 Crane St., Houston 26, Tex.

Top notch jock/chief engineer combination. Major market experience, draft free, available immediately. Call Jim Meeker after 5 cst. at 913-843-7291 or write Box 1321, Topeka, Kan. \$650 minimum.

Technical

Engineer would like chief job, experienced am-fm maintenance. Also mobile communications service. Prefer western, southwestern, plains or midwest states. First phone. Box K-88, BROADCASTING.

50 kw am experienced newscaster seeks hot am or tv assignment. Box K-107, BROADCASTING.

Approximately 13 years experience as radio/tv announcer, director. Wish to utilize experience as program director or executive position. Would consider investing modest amount. Box K-160, BROADCASTING.

Chief engineer: with 12 years high power directional antenna experience. License renewals, proofs, am-fm construction and maintenance ability. Know how on cutting costs and getting top efficiency with less technical personnel. References available from professional men in the broadcast field. Box K-150, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Engineer, capable, experienced, southeast, available soon due to chain reorganization. Box K-114, BROADCASTING.

Chief engineer: 14 years experience with excellent references. Have done directional construction and proofs. All round supervision in installing am-fm stations from foundations up. Desires personal interview. Will travel at own expense. Box K-151, BROADCASTING.

Transmitter position, two years experience, dir., 1st radio telephone, amateur. Box K-183, BROADCASTING.

Competent chief engineer with broad experience and top references seeks permanent position in or near college city. Available mid-September. Box K-200, BROADCASTING.

Thoroughly experienced announcer—first class licensed chief engineer. Immediately. \$100 forty hours. Tapeless. Good references. Box K-201, BROADCASTING.

First phone. 13 years experience am-fm 2 1/4 years as chief engineer. Maintenance. Construction. Production. Box K-219, BROADCASTING.

Chief engineer/personality jock, with directional experience and all types of am maintenance and installation. Available immediately. Minimum \$650. Call Jim Meeker for full details after 5 est. at 913-843-7291 or write Box 1321, Topeka, Kan.

Engineer, some announcing 10 years experience. Jack Daley Alpine 2-8455, Phoenix, Arizona.

Production—Programing, Others

Experienced sports announcer specializing in play-by-play basketball, please note, will do sports only and will make season commitment only. Will consider any market big or small any locality. Prefer Indiana. Box K-2, BROADCASTING.

Needed—a permanent position with established radio-tv operation, preferably in news and sports—over 10 years radio, some tv. Box K-80, BROADCASTING.

News director: 11-years experience; no rock-roll, please: 2 1/2 years directing crack news operation in major market. Honesty-loyalty and professional pride among my qualifications. Box K-163, BROADCASTING.

Program director available September 1st. Ten years experience in all phases of broadcasting. Completely experienced in top 40 type and good music programing. Production a specialty. Currently employed in a ten station market. Top references. Box K-168, BROADCASTING.

News minded stations would appreciate this employed two man news team. We will produce in market over 300,000. Write Box K-178, BROADCASTING.

First phone newsmen. Extensive local coverage. Board and play-by-play. Sixty mile radius N.Y.C. Box K-187, BROADCASTING.

Newsman who knows how to find the important stories and report them in the most informative and interesting way, wants to work for major market station that cares about its public. K-193, BROADCASTING.

Combine-save. I'll take your sports and program directorships and combine them into one successful department. Available in September. Seven years experience. Box K-197, BROADCASTING.

Newsman's newsmen: Top stations East. I report with a flair—intelligence—sincerity, few match. Journalism background. Eleven years broadcasting. Box K-207, BROADCASTING.

College grad. radio tv broadcasting. Graduate electronics. First phone, microwave experience. Want start in production, engineering. Box K-215, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programing, Others

Production manager. Extensive major market experience in all production functions. First phone. 33 years old—married. Box K-216, BROADCASTING.

News director . . . San Francisco employed looking for position in s-w or Pacific northwest. Box 5004, Vallejo, Calif.

TELEVISION

Help Wanted—Technical

Studio-transmitter engineer for progressive upstate New York TV station. Permanent. Must have first class license, experience preferred. Box K-171, BROADCASTING.

Experienced technicians—dedicated to quality productions are always needed at the videotape center; 101 W. 87th Street, N.Y.C. —TR 3-5800—cameramen, videomen, video tape operators, audio man and maintenance men—qualified personnel may call collect—Don Collins, Chief Engineer.

Group owner seeking S.M. No. 2 position at WPTZ-TV. Contact George Barenbregge, V.P. Television division, P.O.B. 2167, Wilmington, Del.

Announcers

Southeast network affiliate needs man with experience in public affairs programing and news. Please send resume, picture, references and audio tape to Box K-13, BROADCASTING.

Technical

Transmitter operator—Central Texas max. power vhf, RCA equipment. New installation—near large lake. Contact Bob L'Roy, KLRN-TV, Star Rt. 2, New Braunfels, Tex.

Master control technical operator with experience desired. New telecast facility RCA equipment. Please contact Lad Hlavaty, Director of Engineering, WQAD-TV, Moline, Ill.

TV engineer. Station expanding technical facilities has opening for young man thoroughly grounded installation and maintenance tv equipment or who has fundamental knowledge and capability learn quickly under guidance of chief engineer. WSAV TV, Savannah, Ga.

Production, Programing & Others

Attention present director-cameramen, director-announcer in medium or small TV market in Minnesota, Wisconsin, Illinois, Iowa, Missouri, Nebraska area. Operations manager opening for creative strong supervisor. Prefer on-camera announcing ability. Box K-155, BROADCASTING.

News director—Top station midwest market needs man with superior background and ability with mature, authoritative personality. Send resume, picture, audio tape and salary requirements. Box K-162, BROADCASTING.

Female traffic coordinator for fast growing central Florida television station. Well versed in all phases of traffic. Reply stating experience and salary requirements. Box K-166, BROADCASTING.

Promotion director—man or woman capable of executing on-the-air, newspaper, TV Guide, and all other local audience promotion activities for CBS-ABC TV affiliate and independent radio station in medium southwestern market. Rush full details to Walter M. Windsor, KLBK AM-TV, Lubbock, Texas.

Newsman-legman, writer. Opportunity for airwork depends on individual. Must learn to handle 16mm camera. Will consider promising beginner. Salary open. Contact Jon Poston, News Director, KTIV-TV, Sioux City, Iowa.

TELEVISION

Situations Wanted—Management

Ready? Announcing, news, sports, programming, writing, promotion, sales, sales-management, major group operation, national syndicated film sales and sales management. Knows all major stations in depth. Agency, rep. and network contacts galore. Informed professional with top reputation. Whoever has a problem this background can solve, write Box K-152, BROADCASTING.

TV operations or program manager available. Heavy programming, production, sales, film, vtr, film buying and public affairs experience. For resume and exceptional industry references, write or wire: Box K-153, BROADCASTING.

Aggressive salesman with 10 years radio-tv sales experience seeking sales management position. Top tv salesman in 3-station market. National and regional sales experience plus agency background. Top references. Resume and photo on request. Box K-235, BROADCASTING.

Many ads have appeared in this publication for positions. Mine is no exception. Presently employed as commercial manager. I want a position as general manager . . . tv/radio or tv. Perhaps one exception. Interested only in station that has forward and positive thinking ownership, and history of good business principles and practices. Box K-221, BROADCASTING.

Sales

Executive position as sales manager in mountain states television station, fast growing, progressive communities serving over sixty thousand homes. Salary guarantee with unusually fine commission incentive. \$12,000 per year earnings will be no problem to right man with ideas and initiative. Adjacent to great hunting, fishing, winter sports. Excellent area for raising children. Four season climate. References, please. Write Box K-173, BROADCASTING.

50 year old broadcaster—30 years experience 15 years tv sales—experienced management, production, news, community relations—seeks relocation in moderate climate, medium market with good earnings. Box K-211, BROADCASTING.

Technical

Chief engineer position wanted. 8 years experience am-fm-tv. 2 years as chief. Qualified to install, operate and maintain any television station. Presently in computer field. Box K-93, BROADCASTING.

Engineer, six years television operations, technical director, construction maintenance. Videotape experience. Box K-182, BROADCASTING.

Production, Programing & Others

Television sports director available. Complete knowledge of film; authoritative play-by-play; intelligent editorialist. Will create excellent image in sports minded market. Box J-296, BROADCASTING.

Television childrens show personality with proven format. A top rated, easy to sell entertaining show for kids. Available September first. Box J-306, BROADCASTING.

Public affairs—news . . . producer, photographer, writer. 7 yrs. wire-service & news magazine experience, award winning in both. M.A. degree broadcasting & film now final stage. Available September. Box J-332, BROADCASTING.

Experienced news director: Now heading vhf-am newsmen. Top-rated newscaster, investigative reporter. Seek news directorship/staff job major market. Box K-80, BROADCASTING.

If your station wants the important areas in your city covered the way they should be covered on daily newscasts and in documentaries, why not hire a newsmen who can do the job. K-194, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programing, Others

Due to program emphasis changes this tv station has a top kid personality available effective mid-August. I can strongly recommend John Stikes as a popular emcee of live kid shows and an individual of excellent moral character. His availability does not reflect a lack of commercial success with his show or any personality conflict with station personnel, but is due to all-over program changes in our early evening period. If interested in a strong children's personality please call either John Stikes or me collect. Phone FA 2-8828, Columbus, Georgia. Joe Windsor, G.M.

Director of photography . . . Seeking responsible position with organization producing tv films and documentaries. Ten years tv experience, over forty documentaries, many awards. Strong production background includes editing, directing, animation, commercials. Opportunity for advancement essential. Married, age 35, degree. Samples and resume upon request. Box K-106, BROADCASTING.

Experienced. Good music, production, news, TV. Like to make move to more challenging position. Presently working in large mid-western AM/TV network station. No hurry to leave, will wait for the right position. Box K-164, BROADCASTING.

Very personable Cyleonese, RCA TV graduate, with studio experience, will appreciate any offer of TV programing, studio operations. Willing to start at bottom any part U.S.A. Box K-175, BROADCASTING.

Northwestern U. grad. Children's performer. Young women, B.S. degree speech, radio-television major, would like to do Saturday children's program "Saturday Fun" Chicago area or will commute from Chicago. Currently employed Monday through Friday (and have been for past five years) in television production in Chicago. Program to include interesting cooking ideas for children, creative art and craft projects, children's books old and new. Able to write and produce own show or would like to hostess program with your ideas. Can supply recipes and craft instructions in quantity for mail pull. Background in teaching, acting, writing, story telling, little theatre work and television production. Would like to come for audition or interview at my expense to see if I might fill a need in your programing. All replies will be answered. Box K-188, BROADCASTING.

Young, willing to work to learn, graduate in radio TV film (Northwestern U. June 63). Fresh, imaginative approach to production-direction. Excellent references, for resume write Box K-189, BROADCASTING.

I'm dead. . . I'm not a specialist in this world of specialization . . . merely possess overall expert knowledge and experience in: tv, print advertising (newspaper, consumer, trade), film, radio, direct mail, research, sales promotion, public relations, plus administrative capacity to "get things done." Top univ. Degree, best references and proven success in nation's 2nd and 3rd largest markets. Resume on request. Box K-228, BROADCASTING.

Young radio personality wants to start in television; childrens shows, hops, booth etc. Presently employed in radio. Box K-198, BROADCASTING.

Mature successful radio announcer wishes to get into television. Have ratings and some tv background. Prefer production and directing. College degree. Box K-206, BROADCASTING.

One of radio's best newsmen for seven years wants to switch to tv while he has some hair left. VTR available. Box K-222, BROADCASTING.

TV copywriter: Over 7 years broadcasting experience. Prestige and gimmick copy. Production, public relations, key account servicing. Single. Evenings 217-122-40154. Box K-223, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programing, Others

Public affairs/Special projects producer with energy, ideas, and proven ability. Can assume full responsibility for developing and producing documentaries, realities, and editorials of distinction. Twelve years as producer, director, writer, and manager in tv, films, and theatre. Network, local; commercial and etv credits. M. A., 33, veteran, married. Can relocate for challenge: currently employed in New York, Box K-225, BROADCASTING.

WANTED TO BUY

Equipment

Wanted: 150 foot tower console, microphones and other related equipment. Building new station, Box H-149, BROADCASTING.

Records wanted! Top dollar for all lp's and 45's! Pop, r & r, c & w, classical, etc. Cash for all. Send approximate/library for our bid. M.T.S., 1518 Broadway, Sacramento 18, Calif.

Help, help—we need monitors, amplifiers, field intensity meter, console, cartridge machine for new station. Please contact Great Lakes Broadcasting, P.O.B. #1, Port Washington, Wis.

AM frequency and modulation monitors in operational condition, 20 years old maximum. W. S. Cook, 2423 Airport Rd., Colorado Springs, Colorado.

Need 3 TK-31 (RCA) field camera control chassis. Contact WCCO-TV Eng. Dir., 50 South 9 Street, Minneapolis 2, Minn.

Wanted for ready cash—New and used transmitting tubes. Write Coloramic Electronics, 243 Harrison Ave., Garfield, N. J., 471-2022.

For Sale

Equipment

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.

Recording/film studio equipment/parts. List. Ken-Del Productions, 515 Shipley, Wilmington, Del.

For immediate sale: Complete 4 camera chain audio & video equipment with all accessories now in operation in New York City. Write to Mr. McKenzie—34th Floor, 149 Broadway, New York. WO 4-3710.

Allied 83Y297J Intercom system. Already built. Complete with one master, 3 remotes and all inter-connecting cable. Make an offer. Write Chief engineer WWDS, Everett, Penna.

Gates "Yard" console M5526A nearly new—\$1,000.00. Shrader Sound Inc., 2803 M St. NW., Washington 7, D. C. 965-1300.

Used Tape-a-thon for sale. Model 702-10 agc control. "Best offer." Please contact Dynamic Broadcasting Inc., P. O. B. 860, Pittsburgh 30, Penna.

RCA type BA-25A AGC program amplifier currently in use, complete with schismatic and instruction book, 1st check for \$100 buys it. FOB WXVA, Charles Town, W. Va.

1 200' self standing Ideco tower complete. Write for information World-Wide-Steeplejacks, 119 W. Walnut, San Diego 3.

2 guyed towers 315' each, complete. Base insulator, beacon & obstruction lights. Write for information. World-Wide-Steeplejacks, 119 W. Walnut, San Diego 3.

For Sale—(Cont'd)

Equipment

RCA TT5A tuned to channel 2. Priced to sell quickly. Box K-84, BROADCASTING.

Package deal—all equipment like new. Gates "Gateway" audio console & desk, Gates CB 525 turntable & cabinet, Ampex model 351 recorder console, RCA model 77D microphone, 2—RCA 12 inch speakers & slopedwall enclosure. Total: \$3600.00. Box J-136, BROADCASTING.

RCA TTU 1B uhf tv transmitter complete except for meters and blower. Needs approximately \$1000 in parts and 100 hrs. of engineers labor. Sold as is or will rebuild under contract. For info call W. S. Ward, JO 2-2000, 7505 Carroll St., Tacoma Park, Md.

Business Opportunity

Religious/patriotic broadcasters . . . your message presented to over 300,000 coverage . . . 1,000 watts, low frequency . . . 15 minutes \$5.00. Box K-217, BROADCASTING.

Miscellaneous

30,000 Professional Comedy Lines! Topical laugh service featuring deeJay comment, introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications. 2221, Steiner St., San Francisco.

Want a sizzling women's show for \$10.00 a week? Sports show same price. Customized commercial for the man you can't sell? We do it all. Write: Six Twenty Nine Productions, Pensacola, Fla.

First class broadcast production (radio & TV). Original music, lyrics and scripts. Tailored for you or your clients. Inexpensive? No! Fair price? Yes! Top notch national background. LG Productions, Box K-213, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write: Dept. 3-K, Grantham Schools, 3123 Gillham Road, Kansas City, Missouri.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

INSTRUCTIONS—(Cont'd)

San Francisco's Chris Borden School graduates are in constant demand. 1st phone and "modern" sound. Plenty of jobs. Free placement. Illustrated brochure. 259 Geary St. Next class Sept. 16th.

Save time! Save money! You get an FCC first class license in just five (5) weeks with R. E. I. training in beautiful Sarasota. Affiliated with modern, commercial station. Free placement. Radio Engineering Institute of Florida, Inc., 135 Pineapple Ave., P. O. B. 1058, Sarasota, Florida.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting October 8 and January 8. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering the proven Grantham first class license course in a special accelerated schedule. Taught by a top notch instructor, this class is "success tested" for the man who must get his first phone in a hurry. 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.

Pittsburgh. FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

Help Wanted—Sales

EXPERIENCED

ADVERTISING SALESMAN (3)
Fort Lauderdale area on Florida's
Gold Coast. \$150.00 per week. Phone
area code 305-566-4215, Florida Ra-
dio-TV Production.

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MINOR-MARKET MIDWEST SATURATION
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Minneapolis, Minn. 55417

Help Wanted—Technical

BETTER CHIEF ENGINEER

than we can afford! (And we pay more than our market's NAB average). Our "Fringe benefits:" HIGH, DRY, COOL, HEALTHFUL & Something of a SPORTSMEN'S paradise.

We're a small university town midway between Chicago & Los Angeles on the Santa Fe; Midway between Denver and El Paso on hwy. 85.

If you have a health problem in your family, If you want out of a rat race, If you yearn for the wide open spaces, including lakes & high mountains; If you really like a small town in a cultural setting, and...

If you are a good chief engineer, airmail us direct:

KFUN RADIO, Box 710, Las Vegas, N. M. 87701

TELEVISION

Situations Wanted

Production—Programing, Others

ONE OF THE NATION'S Top TV Promotion Men

interested in upgrading his market connection and salary opportunities. Winner of four promotion awards and many station awards. Rich background in radio and TV. Full of ideas that will work for an aggressive management. Excellent references. For further information contact
Box K-237, BROADCASTING

For Sale Equipment

USED

ITA 5,000-B

FM Transmitters, \$4,995.
Box K-242, BROADCASTING

Nearly New

RUST 108-OF and 108-IF AM Remote Control System. New price \$995 . . . these for only \$750. New Collins 26J-1 Auto-Level Amplifier \$195.
Box K-243, BROADCASTING

WANTED TO BUY

Stations

MEDIUM to MEDIUM—LARGE market, good facility, growth potential, preferably North East. To be second station in planned expansion. We're large company with diversified interests, able and ready to buy. Replies confidential.
Box K-64, BROADCASTING

WANTS TO PURCHASE

Daytime radio station located in Northeast. Quote full price and all details available, 1st reply.
Box K-240, BROADCASTING

For Sale Stations

DETROIT MICHIGAN

FM Priced for immediate sale. Established independent in operation black. Purchase all or control. Nonqualified parties need not apply. Full details by writing Box K-238, BROADCASTING.

Midwest Fulltime Station

Adult programed network station located in large active growth market with fewer than average radio stations for its size. 1963 gross running ahead of 1962's \$250,000. Priced at \$300,000 cash plus a consultancy fee or \$400,000 on terms.

Box K-239, BROADCASTING

WISCONSIN FULLTIMER

Owner-operator can realize \$40-50,000 annually. Single station market, solid farm economy. Valuable real estate is included. \$400,000 on terms.

Box K-241, BROADCASTING

CALIFORNIA KILOWATT

Daytime station in active growth area needs resident owner-manager for development of full potential. Total price of \$125,000 is 1 1/2 times average annual gross. Excellent terms available.

BOX K-144, BROADCASTING

RACE STATIONS

Chain operation spinning off 3 stations in top metro markets Eastern half United States—Competitive and non-competitive situations. Answer only if financially qualified.

BOX K-85, BROADCASTING

New England Daytimer

Profitable Small Market 250w \$100,000 includes valuable land and physical assets all owned by station. 29% down and favorable terms on balance. Ideal for husband-wife owner combination.

Box K-147, BROADCASTING

To buy or sell Radio and/or TV properties contact:

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 56, TEXAS

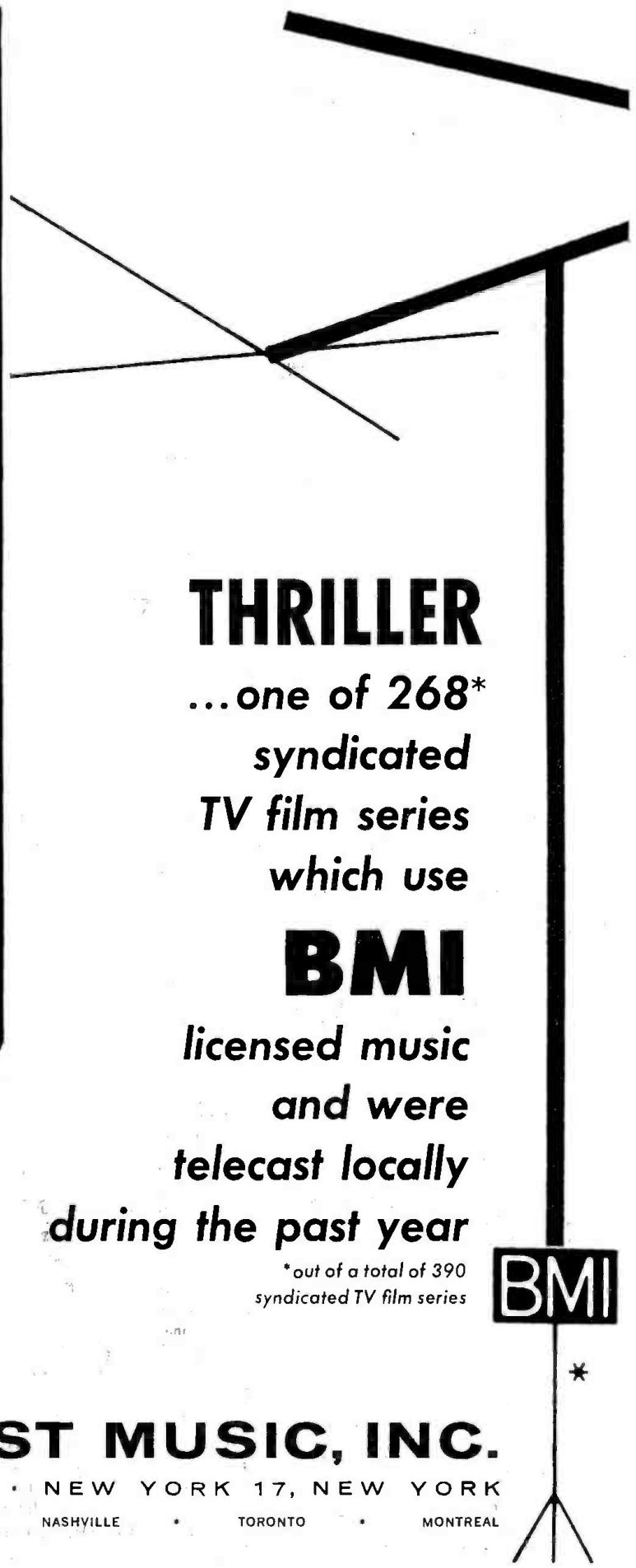
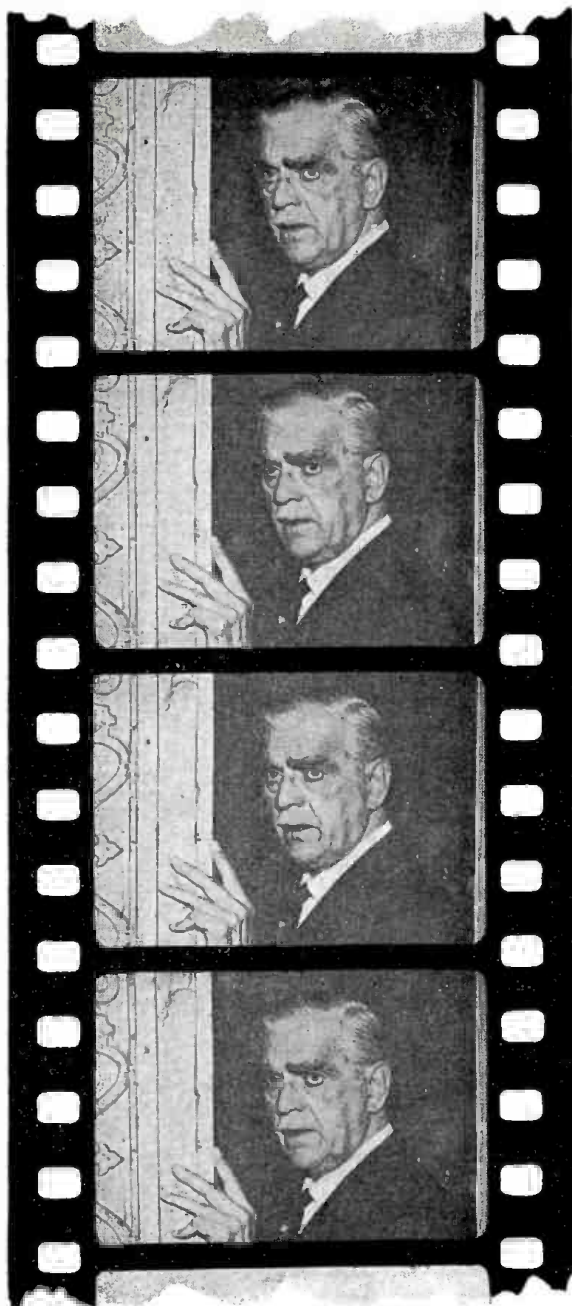
STATIONS FOR SALE

NEW ENGLAND. Exclusive. Fulltime. Priced at \$125,000. 29% down.
GROWING WESTERN MARKET. Fulltime. Volume \$200,000. Priced at \$300,000.

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Fla.	single	daytime	\$ 70M	terms
Ill.	small	daytime	85M	terms
Vt.	small	fulltime	100M	29%
S. E.	small	profitable	90M	cash
Mass.	medium	regional	185M	29%
Pa.	metro	daytime	155M	25M
S. E.	metro	race	275M	29%

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OUR RESPECTS to Joseph Kotler

First in sales—last in sails

Joseph Kotler, who last month turned in a sales report showing the biggest sales figure for any single month in the history of Warner Brothers Television—over \$3.9 million—claims a dubious distinction among TV film salesmen. In that category he believes he's the only one who, the day after reporting for work, ever announced to his management that as a result of his first day's efforts his company was indebted to the tune of close to \$3 million.

As it happened, Mr. Kotler, who is vice president of Warner Brothers Television Division, had gone out on a long limb. He decided to release six series of one-hour off-network programs at once and, in effect, committed the company to \$2.9 million in residual payments. In taking this step Mr. Kotler had abandoned the normal cautious approach in the industry. To protect themselves, distributors usually release one series at a time, working it for every last drop of sales potential before releasing others. In his first day with Warner Brothers Mr. Kotler had sold all six shows in the TV division's portfolio in one or more markets. But within a month he had justified the brash move by personally accounting for sales of \$3.6 million for *Maverick*, *Sugarfoot*, *Bronco*, *Surfside 6*, *The Roaring 20's* and *Bourbon Street Beat*.

Mr. Kotler gave early notice that he was not tradition-bound and he has continued to demonstrate his individuality. Since joining Warner Brothers in May 1962 as head of its then new TV distribution arm, he's worked with a remarkably small staff. Even now it numbers only 12 and only five of these are directly involved in sales. He says that "most film distribution companies operate with too large a sales staff which results in unnecessary distribution costs. They call on stations so frequently that they tend to become a nuisance."

He's set on building a different image for his company's distribution. "Look at our advertising" he says. "You'll never see the word 'syndication' used." He feels that the term has come to be associated with something less than first-class products and for Warner Brothers he prefers "market-by-market selling."

Under Mr. Kotler's direction, Warner Brothers TV has committed itself to a feature-release policy under which small packages of "high quality" films will be made available. He says the decision was guided by the needs of many stations who want to acquire "small packages with only top-flight films" as a means of protecting heavy

investments in large backlogs of films. In line with this policy the division recently released a package of 25 first-run features called "Warner Bros. One."

Sales Psychology ■ At the NAB convention last spring Mr. Kotler issued a strict directive to his sales executives: "Under no circumstances will you attempt to sell anything to anyone who visits our hospitality suite. If any of our guests want to talk business, just tell them you'll be happy to see them in their offices after the convention." The soft-sell-without-soft-soap approach evidently pays off in dollar signs. In his first year as head of the division he turned in sales of over \$10 million for off-network shows alone.

Mr. Kotler was born in 1919 in New York City. As a boy, he says, all his pocket money went into tickets for Broadway shows. His attraction to show business was evident in his choice of career. After graduation from the University of Georgia in 1938 with a Bachelor of Arts degree he chose the field of theatrical law. Graduating from St. Lawrence University Law School in 1940 he returned to New York to set up a partnership in the city with a law school friend, George Kunen, the firm handling the diverse contract problems of actors. The young law practice was interrupted the following year with Mr. Kotler's enlistment in the Army, four months after Pearl Harbor.

Seemingly destined for action, he was shipped off to Commando Training School at Camp Walters, Tex. But while

there, he wrote an Army show, "Life Begins at 5:30," which made a tour of camps in the Southwest. The show made such an impression on the adjutant-general that Mr. Kotler was shortly on his way to the Adjutant-General School in Washington. Following his commissioning as a 2d lieutenant he was moved to Cincinnati, assigned to the Air Transport Command.

Siren On The Air ■ While rising to the rank of major at his new post, Mr. Kotler was fascinated by a singing voice he heard each week on W.L.W. Cincinnati. The voice belonged to his future wife, Barbara Cameron, featured soloist on the station's *Moon River* program. He met her at a farewell party when he left the service and in 1949 they were married.

The siren that had attracted him had also talked him into getting a job in Cincinnati and in 1947 he had gone to work as a sales promotion man for WSAI. Moving into sales at the station, he crossed paths with Frederic Ziv, who then headed Ziv Radio Transcriptions. He attracted the attention of Mr. Ziv when he beat out the production company boss in a sale to a department store. The incident bred respect rather than animosity. In 1949 Mr. Ziv hired him as account executive for radio shows and in 1952 he was switched into Ziv Television division as spot sales manager for the Midwest. Later, he became midwestern sales manager and special projects sales manager and in 1958 was transferred to his hometown as New York sales manager. He became a vice president of Ziv in 1959, a title he held until joining Warner Brothers in May of last year.

A Not-So-Old Salt ■ Of all Mr. Kotler's extra-office activities, he is most devoted to sailing. In anticipation of sailing trophies he built a cabinet for them three years ago in his home in Rye. Acquisitions for the cabinet to date, he says are nonexistent. His wife has bought some silver cups to fill the void but the only inscription they've thought of so far to decorate them is "forever last."

Mrs. Kotler, who is a commercial jingles singer and the lead female vocalist of a singing group called the "Satisfiers," has some boasts of her own. She's the first commercial jingle singer ever to perform as guest soloist with the Cincinnati Symphony Orchestra. She made her third appearance with the orchestra last January. The Kotlers have two children, Cammy, age 10, who sings and plays the guitar, and Douglas, 7, who is also musically inclined and has taken to the violin.



Mr. Kotler

EDITORIALS

One way street

THE attitude of the American Bar Association toward television is a little like that of a stuffy banker toward a mistress. The ABA likes to use television on occasions that suit its own purpose, but it doesn't want to invite it into the house.

As reported in this publication last week, the ABA is cheerfully accepting some \$400,000 worth of free time each month from television stations that broadcast animated spots about legal problems. This is the same ABA that has persistently refused to let television enter its courtrooms to cover public trials.

The ABA spots may be of public interest, and we are not suggesting that broadcasters throw them into the streets, even as their camera crews are thrown out whenever they try to enter a courtroom. It does seem, however, that the eminent members of the bar ought to be reminded that television will not forever go on giving the lawyers whatever they ask and getting public rebuffs in return.

Overdue raises

IT HAS been seven years since there have been pay increases for executives in government, including the FCC. In 1956, after two years of delay, FCC members received a pay boost from \$15,000 to \$20,000 (\$500 extra for the chairman).

In the intervening years there have been a series of raises for FCC career employees so that the three highest paid now receive salaries equal to those of the commissioners.

As our readers know, we have not been among the FCC's cheerleaders and nothing has happened lately that encourages us to turn cartwheels for it now. But there is something wrong in a system where the bosses, who have the policy responsibility (badly though it may be exercised), receive no more pay than their appointed department heads.

Whether the increases should be from \$20,000 to \$35,000 for commissioners (\$40,000 for the chairman) as recommended by a presidential advisory panel, or something less, we aren't prepared to say. That's a job for Congress. But, at least, they are entitled to a cost-of-living increase since their last one in 1956.

Hopefully, improved pay should attract an improved type of commissioner. And hopefully, too, bigger and more contented men wouldn't be so high-handed in their ministrations. They might even recommend to Congress that broadcast licenses be extended, say, to seven years, which is the "license term" of a commissioner.

Television as a weapon

TELEVISION's capabilities as a political instrument are no longer questioned. The "Great Debates" of 1960 have become the classic, textbook proof.

Newsweek, then, is not making a particularly new point in its detailed examination of this subject under the title "Small Screen, Super Weapon" in its current (Aug. 19) issue. But the details that *Newsweek* has marshaled make an awesome if not frightening prospect.

What *Newsweek* shows, as described elsewhere in these pages, is that in country after country television is being used more and more as a political tool. The extent to which it is manipulated varies, but inevitably those in power are best able to manipulate, and invariably the purpose of their manipulation is to perpetuate themselves in power.

Television can, of course—and obviously should—be used by government officials in many ways to inform the public, and in this country the Kennedy administration has shown

that it knows most of the ways. The presidential news conference can both report conditions and drastically change them; ask Roger Blough. The presidential address on TV can invoke national purpose, as after Mr. Kennedy's first confrontation with Premier Khrushchev; or it can alert and steady, as during the Cuban missile crisis.

At another level a Newton Minow or an E. William Henry can discuss programing in an interview on a local station and have his words heard—and in many cases heeded—by broadcasters throughout the land.

The line between proper and improper uses of television by political leaders is often fine and hard to see, and the temptation to overstep and promote personal ideas and ambitions will be present in any administration. Thus the record of what can happen in countries where television is bent to political purposes is worth reviewing from time to time. It is the best argument that can be made for vigilance against government inroads on broadcasting in this country.

Wise coverage

INTENSIVE plans are being made by all news media for coverage of the civil rights march on Washington on Aug. 28. It is likely to be one of the biggest mass concentrations of people—both marchers and spectators—along historic Washington's avenues in history.

It is a big story, and its coverage will be difficult—particularly for the broadcast media. Lack of organization by the organizers of the march has hampered advance planning.

Many broadcasters, in their zeal to provide exclusive and full coverage, may be planning special assignments for members of their headquarters news staffs. This could prove inadvisable.

Four radio and three television networks will be on the job. Some 500 members of the Washington radio-TV galleries representing stations and group owners, flanked by accredited photographers and cameramen, also will be on the scene. So will the press and news associations. All are professionals.

Unless there are sound reasons for special coverage, we suggest that stations would do well to rely on those experienced in the ways of Washington news for coverage of the freedom march. Washington will be hot, overcrowded and probably more confused than usual on Aug. 28.



Drawn for BROADCASTING by Sid Hix

"... and when you say, 'Patronize the Boar's Head Inn,' raise your voice a little!"

Starting 15 October: less to look at.

This fall our viewers for the first time in television will have *less* to look at and more to *see*./ For months our designers, Ikonogenics Incorporated, of Dallas, have been redesigning WBAP-TV for the eye as well as the ear./ We've tried to bring our viewers in out of the communication blizzard. Our graphics have been moved out of the showcard era into the mid-Twentieth Century. And our sets, too, are among the very first conceived only for TV. Throughout, there's more "white space" surrounding everything. (In some cases we've eliminated more than 90 per cent of the visual elements that weren't doing anything anyway.) The result is a new high in "signal-to-noise ratio." Less to look at. More to *see*. More *worth* seeing./ It could start a revolution in TV. It ought to.

WBAP-TV 
Fort Worth Dallas 



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