


BROADCASTING
THE BROADCASTING

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NEWSPAPER

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BROADCASTING
IN AND RADIO
SEPTEMBER 9, 1963

Stations report a surge in purchase of TV spots for new season 31

The pointed pen of Oren Harris tells FCC to reverse its field 76

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MODEL OF THE RCA EXHIBIT BUILDING
FOR THE 1964-1965 NEW YORK WORLD'S FAIR.

SPOT TV

MODERN SELLING IN MODERN AMERICA

TELEVISION DIVISION

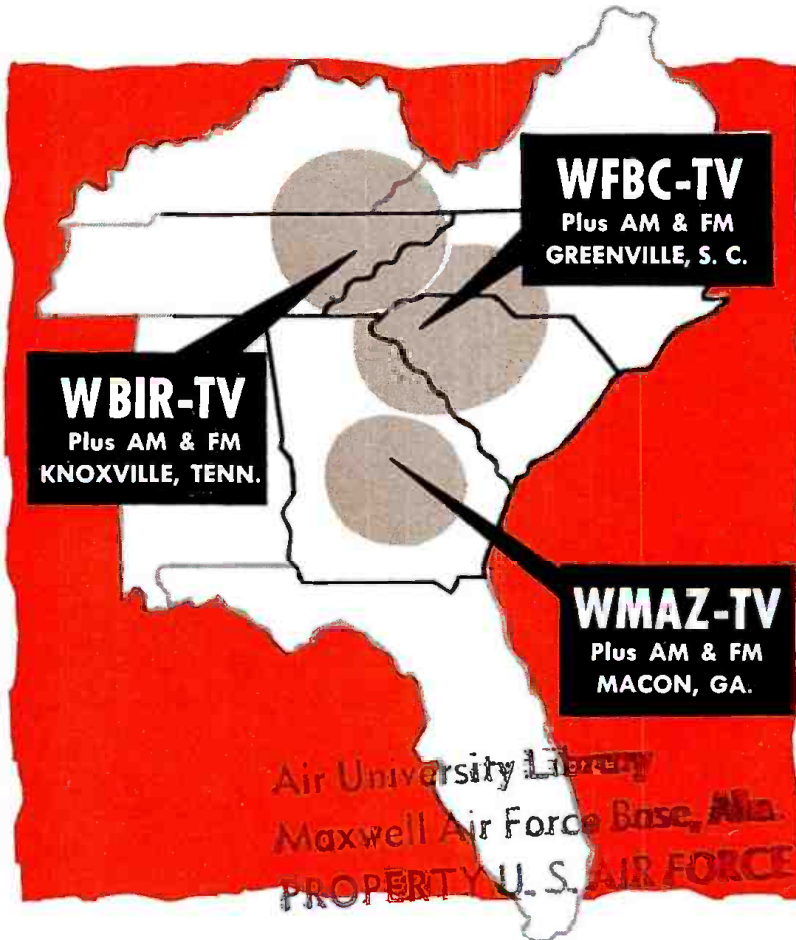
THE ORIGINAL STATION REPRESENTATIVE

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

The use of color is one exciting chapter in the growth of Television. The rapidly increasing use of Spot Television by national advertisers is another. The success stories of new companies who rely almost exclusively on Spot TV are dramatic proof of its effectiveness. These quality stations offer the best of Spot Television in their markets.

KOB-TV	Albuquerque	WISN-TV	Milwaukee
WSB-TV	Atlanta	KSTP-TV	Minneapolis-St. Paul
KERO-TV	Bakersfield	WSM-TV	Nashville
WBAL-TV	Baltimore	WVUE	New Orleans
WGR-TV	Buffalo	WTAR-TV	Norfolk-Newport News
WGN-TV	Chicago	KWTV	Oklahoma City
WLW-T	Cincinnati	KMTV	Omaha
WLW-C	Columbus	KPTV	Portland, Ore.
WFAA-TV	Dallas	WJAR-TV	Providence
WLW-D	Dayton	WROC-TV	Rochester
KDAL-TV	Duluth-Superior	KCRA-TV	Sacramento
WNEM-TV	Flint-Bay City	KUTV	Salt Lake City
KPRC-TV	Houston	WOAI-TV	San Antonio
WLW-I	Indianapolis	KFMB-TV	San Diego
WDAF-TV	Kansas City	WNEP-TV	Scranton-Wilkes Barre
KARD-TV	Kansas State Network	KREM-TV	Spokane
KARK-TV	Little Rock	WTHI-TV	Terre Haute
KCOP	Los Angeles	KVOO-TV	Tulsa

Signal Coverage in the Southeast...



Now united under the strong and progressive ownership of SOUTHEASTERN BROADCASTING CORPORATION, with general offices in Greenville, South Carolina, these three television stations and their AM and FM affiliates offer to advertisers signal coverage of approximately 1-million homes in five of the prosperous states in the Southeast!

Each of the three stations is a long established and well managed broadcasting organization, and an integral part of the regional area it serves. The stations invite your inquiries individually; or, we welcome your interest in advertising in all three markets through the national representation of Avery-Knodel, Inc.

WBIR-TV

World's Tallest Tower
KNOXVILLE, TENNESSEE

WFBC-TV

Giant of Southern Skies
GREENVILLE, SOUTH CAROLINA

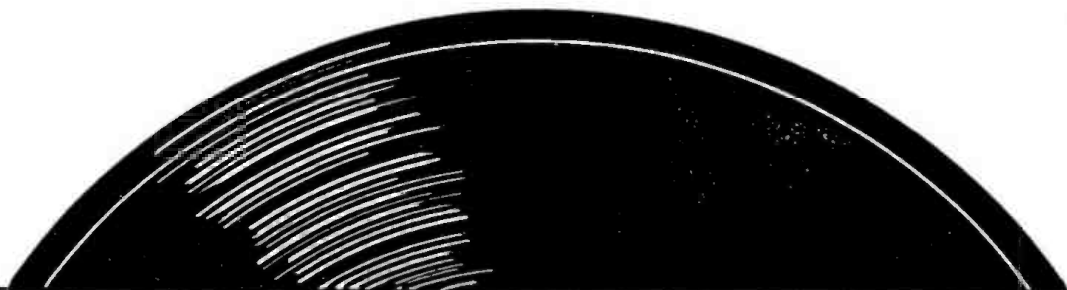
WMAZ-TV

The Rich Middle Georgia Market
MACON, GEORGIA

SOUTHEASTERN BROADCASTING CORPORATION

Greenville, South Carolina

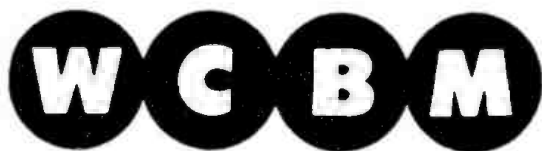
Represented by
Avery-Knodel, Inc.



Music for Adults

... popular music ... show tunes ... semi-classical ... classical music ... carefully selected good music has always played an important part in WCBM's adult-level programming policy. Adult music ... *plus* likeable personalities ... *plus* news—local and regional covered in depth by WCBM's

top staff of legmen—along with reports from national and international news services ... *plus* CBS features ... combine to reach the audience with the power to buy your products or services. Adult-wise, WCBM rates the very top spot in your Baltimore radio schedule!



National Sales Representative

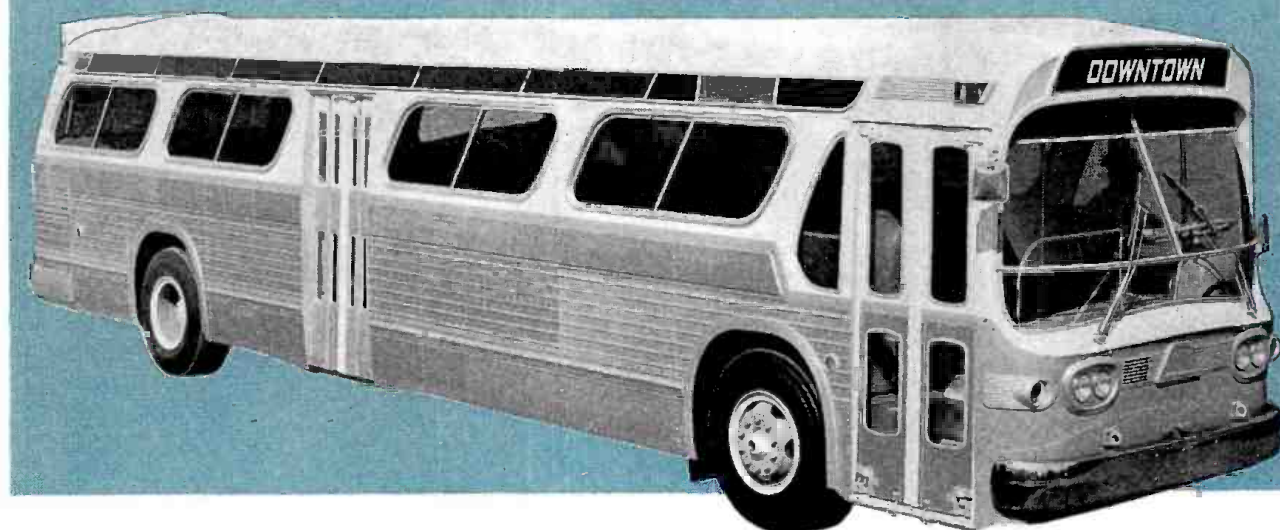
Metro Radio Sales

A SERVICE OF METROPOLITAN BROADCASTING

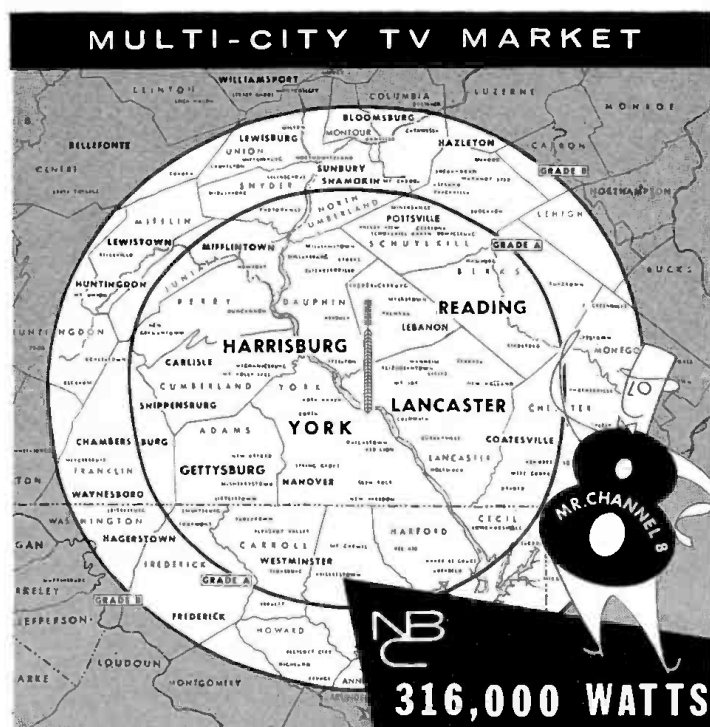
A CBS RADIO AFFILIATE • 10,000 Watts on 68 KC & 106.5 FM • Baltimore 13, Maryland



**GREATER
CAPACITY
TO RENDER SERVICE**



WGAL-TV does the *BIG*-selling job



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

WGAL-TV
Channel 8
Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

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

Storm brewing?

NAB television code board's fall meeting is set for Sept. 30, and indications are that it'll be rouser. Strong letters already have been dispatched by some code board members to NAB President LeRoy Collins. One protested that NAB's TV board didn't tighten code drastically enough last time, suggested NAB start anew by eliminating option that lets stations be NAB members without subscribing to code (and vice versa). Another member complained that TV board rejected code board's "realistic" proposals last time around, then asked broadcasters to "pull the chestnuts out of the fire" by lobbying against FCC plan to adopt code's commercial limits into FCC rules. He suggested code board has no choice but to ask for resignations of all code violators at Sept. 30 meeting.

In response to latter complaint, Governor Collins has composed conciliatory letter. As to calling for code violators' resignations at Sept. 30 meeting, however, he didn't commit himself. Rather, he said he saw no alternative to resignation "if any broadcaster finds that he simply cannot comply with any restriction [in the code] and exhausts his efforts to obtain relief by amendment."

Henry abroad

FCC Chairman E. William Henry tentatively plans to leave for Geneva as member of U. S. delegation to International Radio Conference on Space Allocations on Oct. 9. Conference, to conclude deliberations begun in 1959, would settle assignments for all modes of outer space communications and is scheduled to run until Nov. 8. Chairman of U. S. delegation is Joseph H. McConnell, president of Reynolds Metals Co., Richmond, and former president of NBC (1949-53).

If usual procedures are followed, Rosel H. Hyde, senior FCC member, will serve as acting chairman. It will be Mr. Henry's first absence from country since he assumed chairmanship last June 2.

Priority on fairness

Presumably in line with administration's wishes, FCC Chairman E. William Henry has ordered Broadcast Bureau to give top priority to fairness doctrine as applied to right-wing groups (H. L. Hunt's *Life Line*; Rev. Carl McIntire; Clarence Manion) who buy time. At last Wednesday's commission meeting—first since its August hiatus—Chairman Henry told Broadcast Bureau to concentrate on

application of fairness doctrine in this area and not let secondary things stand in way. Last Thursday he told Senate Communications Subcommittee he felt stations would have to provide "reasonable opportunity" for presentation of contrasting views on controversial issues, whether paid for or not, and that ruling should be forthcoming within fortnight.

Hot week

ABC-TV, which reports it's "over" 94% sold for fourth quarter, has just picked up another advertiser, Simonize, for scattered minutes in four nighttime shows during "premiere week" of new season plus minutes in four daytime programs. Idea of "premiere week" package is for advertiser to buy minute availabilities in nighttime schedule during Sept. 15-21, week that all shows on ABC-TV will start new season's run. For this purchase, advertiser rides on network's big promotional campaign kicking off season.

One up, one out

Al King, veteran chief of National Association of Broadcasters' field representatives, has been tapped to head new office designed to improve NAB relationships with state broadcaster associations (CLOSED CIRCUIT, Sept. 2). Mr. King now headquarters in St. Louis but will operate out of Washington in new post. In years of traveling for NAB to sign new members and keep old ones happy, he has come in direct contact with hundreds of broadcasters at their stations, making him ideal choice for new job, NAB feels.

Art Stamler, originator and producer of special presentations at 1963 convention of NAB, has resigned from public relations staff. Last spring was first time NAB has gone in for elaborate productions at convention, and Mr. Stamler was praised for his creations, particularly staging of award to Bob Hope.

Five-year licenses—but

FCC Commissioner Robert E. Lee intends to do more than talk about his proposal that broadcasters be given five-year licenses. He will ask commission colleagues to include it in package of legislative requests agency will send Congress next session. Legislation is required since Communications Act now limits license term for broadcasters to three years.

In present stage of Commissioner Lee's thinking, however, proposal isn't likely to leave broadcasters overjoyed.

CLOSED CIRCUIT®

It would, for instance, provide that new operators be given short-term licenses, perhaps only one year, with full-term license to be awarded after broadcaster has proven himself. Also, commissioner would favor commission, either through law or rulemaking, having authority to call up license for renewal hearing at any time. This would be aimed at inhibiting broadcasters with five-year licenses from straying off straight and narrow. Commissioner feels his proposal would simplify agency's administrative processes and, at same time, enable commission to devote more attention "to marginal" operators.

Charlie Walker test

Effort may be made to have all nine judges of U. S. Court of Appeals for District of Columbia hear argument on celebrated Charlie Walker case. Feeling is that First Amendment issue is so critical that all members of circuit bench should be in on case from beginning. Motion for en banc hearing being studied by attorneys for E. G. Robinson Jr., owner of WDKD Kingstree, S.C., whose license was denied renewal by FCC last year (see page 78).

Postponement ahead

Although FCC isn't likely to postpone "indefinitely" rulemaking on imposition of code commercial time limitations, there's prospect it will yield to requests for deferment from Sept. 16 until some time in October for comments. Senator John G. Tower (R-Tex.) had asked FCC to postpone rulemaking "indefinitely" which would have meant shelving, but Chairman E. William Henry replied that commission wouldn't do that. (See editorial, page 114).

One way to diversify

Possibility of direct confrontation on newspaper ownership issue in FCC action setting for hearing pending purchase of KGLC Miami, Okla., only station in community, by *Miami News-Record*, only newspaper in area, is beginning to vanish. C. C. Woodson, owner of newspaper, has been advised by attorneys that he shouldn't subject his newspaper to hazards of regulatory hearing. At moment Mr. Woodson is weighing advice. Mr. Woodson owns string of southwestern newspapers, and has varying interests in KTOK Oklahoma City; KTFO Seminole, Tex.; WACO-AM-FM Waco, Tex.; KXOL-AM-FM Fort Worth.



These food and related advertisers have discovered the moving power of WSPD-Radio.

WSPD-RADIO, TOLEDO MOVES THE GROCERIES / off the shelves

... and into the households of Northwestern Ohio and Southeastern Michigan. 275,600 households with over \$298,000,000 in food sales are in the prime circulation area of WSPD-Radio—First in this bustling marketplace by every audience measurement. WSPD-Radio's morning audience equals the other 3 Toledo stations combined. In the afternoon, WSPD-Radio's audience share is 69% greater than the 2nd place station.

(April-May, 1963, Hooper)—WSPD-Radio, 7:00 A.M. to Noon, 44.5% share; Noon to 6:00 P.M., 36.1% share.

WS17



THE KATZ AGENCY, INC.

National Representatives

This audience domination throughout the day is achieved by adult programming built with integrity, imagination and insight—an audience domination which gives you an effective and established selling media for your goods—an audience domination which reaches the adult consumer who *buys* the goods and *pays* the bills.

And—WSPD's merchandising program adds extra sales wallop for food and drug advertisers.

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

WEEK IN BRIEF

TV spot business for fall ahead of last year, say 80% of stations in survey. 90% say spot time buying is equal to last September's. Station representatives are also bullish on new season. See . . .

BRISK BUSINESS FOR FALL . . . 31

RAB instituting innovations at conferences this year. Present will be government observer. Advertising agency representative will talk on radio media. Ratings is subject of FTC aide. See . . .

NEW LOOK FOR RAB MEETINGS . . . 34

Harris tells FCC it's off base on fairness doctrine, proposed commercial time limits, suggested horseracing ban. Congressman lets go with both pens—one to Henry, other to broadcaster. See . . .

TURN AROUND, HARRIS TO FCC . . . 76

Collins tells Arkansas broadcasters that function of NAB is to keep them free. He warns, however, that there are problems that must be met and they involve changes if broadcasters want to be unshackled. See . . .

STATION FREEDOM: NAB AIM . . . 44

Congressmen light into FCC on fairness doctrine at Hill hearing. Henry says commission is studying question whether broadcasters must offer free time to rebut position taken in paid time. See . . .

FAIRNESS POLICY ATTACKED . . . 68

Politicians and broadcasters get ready for political conventions next year. With eyes on TV, stage managers for both conventions seek to streamline events. Broadcasters plan to keep things lively. See . . .

POLITICAL SHOWS SHAPING UP . . . 86

Refusing to reconsider its decision to abolish option time, FCC claims again it isn't necessary for networking, is restraint on stations and is abdication of licensee responsibility. See . . .

FCC STICKS BY GUNS . . . 67

CBC prime time TV is heavy with familiar programs. Large list of Canadian and U.S. shows is sponsored on national network. Very few unsold and those that are won't be for long. See . . .

HILLBILLIES AND HOCKEY . . . 100

Commission maintains it has right to look at programming; that it's part of "public service" evaluation of stations. Key issue in Charlie Walker case is defended by agency in final brief to court. See . . .

SMUT WAS INCIDENTAL . . . 78

Jingle and ID producer enters transcription library field for radio stations. Dallas firm has 1,000 cuts in portfolio, including promotion, background, seasonal and sound effects items. See . . .

CRC INTO LIBRARY FIELD . . . 84

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BROADCASTING

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WHAT IS THE MEASURE OF A BROADCASTING STATION?



How does a golf pro measure a putt?

How does an advertising pro measure a station?

- One measure of a broadcasting station—the events of signal local importance it brings to the air.
- One such—Hartford's \$40,000.00 **Insurance City Open** broadcast live by WTIC Television and Radio 1959, 1960, 1961, 1962, 1963.
- TV Anchor Man 1959, 1960, 1961, 1962, 1963—Claude Harmon, 1948 Masters winner.
- Staff—eight WTIC and WTIC-TV reporters—forty-eight technicians and production personnel.
- Equipment—six cameras—fourteen microphones—five walkie-talkies—one mile of television cable.
- Network radio—Fed to NBC's Monitor.
- Sponsors—The Connecticut Bank & Trust Company, The Hartford Insurance Group, 1961, 1962, 1963 and, very likely, 1964.

WTIC  **TV3/AM/FM**

Broadcast House, 3 Constitution Plaza, Hartford, Connecticut 06115

WTIC-TV is represented by Harrington*, Righter* and Parsons*, Incorporated

WTIC AM-FM is represented by the Henry I. Christal† Company

*Handicaps—15, 18 and 5, respectively.

†Guernsey and Morgan breeder.

Negroes poised to integrate agencies

NAACP OUTLINES PROGRAM PLANS IN MEET WITH AAAA

Six-point program calling for "greater utilization" of Negro performers and other personnel in advertisements in all mass media was presented by spokesmen for National Association For Advancement of Colored People to 102 representatives of 56 major advertising agencies at closed meeting in New York Sept. 5.

Details of meeting were released today (Sept. 9) by NAACP and American Association of Advertising Agencies which arranged session at request of NAACP. Agencies that were represented accounted for more than two-thirds of U. S. broadcast advertising volume.

After meeting with NAACP, AAAA officials noted that advertising agencies representing "preponderance" of broadcast volume already have agreed to joint policy statement against discrimination in employment of talent. This statement, issued last June by American Federation of Television and Radio Artists and broadcasting and recording industries, restates no-discrimination provisions in talent union codes to which agencies "long have adhered" (BROADCASTING, June 10). It also provides procedures for casting of performers "in all types of roles so that the American scene may be portrayed realistically."

AAAA also reported it is pursuing separate subject of employment of Negroes on advertising agency staffs, and said meetings have been held in New York with New York State Commission on Human Rights, Urban League of Greater New York, and New York Association of Marketing Specialists.

NAACP's program called for:

- Depiction of 20 million U. S. Negroes in future advertising as consumers representing every strata of American life, ranging from unskilled laborers to highest paid professionals and technicians.

- Dropping of "present racial barriers" in all sponsored TV and radio programs and commercials and adoption of policy of unrestricted use of Negro performers.

- Policy of merit employment to be instituted by advertising agencies within their organization.

- Use of Negro models in all forms of advertising.

- Recognition that Negro press in large measure serves substantial portion of Negro consumer market and, therefore, advertising in all available media

is essential.

Establishment with 4-A's of continuing group or committee with whom NAACP can maintain contact for immediate negotiations concerning implementation of these demands and for resolving any problems that may arise in future.

In related development, acting Labor Commissioner James J. McFadden of New York reported in interview to be broadcast on WLIB New York last Saturday (Sept. 7) that by end of this month 40 advertisers will be using integrated campaigns in radio, TV, newspapers, magazines and billboards.

Mr. McFadden did not mention advertisers specifically on program, but BROADCASTING learned his list included Sinclair Oil, Equitable Life, Eastern Air Lines, Procter & Gamble, AT&T, New York Telephone Co., Consolidated Edison, RCA, General Electric Co., American Airlines and Trans-World Airlines.

Friends of network radio to be feted

CBS Radio said Friday (Sept. 6) it was setting new precedent for network at CBS Radio Affiliates Association convention in New York Oct. 1-2 by giving special recognition to advertising agencies' role in "resurgence of network radio."

Acceptances for places of honor at Oct. 1 luncheon already have been received from S. Heagan Bayles, board chairman, Sullivan, Stauffer, Colwell & Bayles; Edward L. Bond Jr., president of Young & Rubicam; Charles H. Brower, president of BBDO; Marion Harper Jr., chairman of board and president, Interpublic Inc.; William B. Lewis, board chairman of Kenyon & Eckhardt.

Also, Robert E. Lusk, board chairman of Benton & Bowles; Kenneth G. Manuel, president of D. P. Brother & Co.; Ray Mithun, board chairman of Campbell-Mithun; Carl W. Nichols Jr., president of Cunningham & Walsh; David Ogilvy, board chairman of Ogilvy, Benson & Mather; Warner S. Shelly, president of N. W. Ayer & Son; William E. Steers, president of Doherty, Clifford, Steers & Shenfield; Norman H. Strouse, president of J. Walter Thompson Co.; Adolph J. Toigo, president of Lennen & Newell, and Lawrence Valenstein, chairman, executive committee, Grey Advertising.

They walked thataway

It's all the fault of the cowboys walking the 21-inch range, according to a Glasgow, Scotland, health service report.

Dr. James M. Parker, a school medical officer, said many Glasgow school children are imitating the walk of TV cowboys—hands permanently in the front pockets of their jeans. As a result, Dr. Parker said, the boys are getting rounded shoulders and this is becoming a permanent defect.

Texans to testify at Rogers hearing

Editorializing broadcasters from chairman's own congressional district will lead off House Communications Subcommittee editorializing hearing when it resumes Sept. 18.

Representative Walter Rogers (D-Tex.), chairman, conducted a week's hearing in June which was followed by FCC's issuance of controversial public notice on fairness (see page 68) (BROADCASTING, July 1).

Tentative witness list as of Friday (Sept. 6):

- Sept. 18: John S. Tyler, general manager, and Tom Martin, editorial director, KFDA-TV Amarillo, Tex.; Gerald H. Sanders, owner, KZZN Littlefield, Tex.; Leon Goldstein, American Civil Liberties Union and former program director, WMCA New York.

- Sept. 19: Clarence Jones, president, WQIZ St. George, S. C.; Ben Strouse, president and general manager, WWDC-AM-FM Washington.

- Sept. 20: Harry M. Thayer, general manager, WGHQ Kingston, N. Y.

Extension on comments

FCC has extended for two weeks deadline for comments on proposal to limit amount of time broadcasters can devote to commercials.

Deadline for comments has been moved back from Sept. 16 to Sept. 30. New deadline for replies is Oct. 15, instead of Sept. 30.

Extension was granted as result of petition from Colorado Broadcasters Association. State association, however, asked for month's extension.

Festival buys Canadian firm

Festival Cinema Ltd. has purchased all assets and business of Film Laboratories of Canada Ltd., Toronto, according to announcement made last Friday

(Sept. 6). Festival is wholly owned subsidiary of Atlas Telefilm Ltd., Toronto.

Film Laboratories, with estimated worth of \$1.8 million, rents facilities and services to film producers of all types. Atlas said purchase, price of which was not announced, is in furtherance of company plans for theater TV. David H. Coplan will be managing director of Film Labs under new ownership.

Atlas Telefilm is major distributor of motion picture feature films to Canadian TV, mostly of British origin.

FCC will answer Harris, NAB blasts

FCC Chairman E. William Henry indicates commission won't retreat from position it took in controversial July 26 statement on fairness doctrine, despite criticism of key congressmen.

Chairman Henry said Friday (Sept. 6) commission will issue "full reply" soon to letters from Chairman Oren Harris (D-Ark.) of House Commerce Committee (story page 76), NAB and others. They contend FCC, in its statement, is seeking to extend its authority over broadcasters. These letters are now "under study" by commission, Chairman Henry said.

However, he added that fairness doctrine statement wasn't designed to announce new policy and doesn't do so.

He said commission has been faced with fairness problems since its 1949 policy statement authorizing broadcasters to editorialize.

That statement, he said, consists essentially of one principle—that broadcasters who choose to carry one side of controversial issue are responsible for affording reasonable opportunity for reply to spokesmen for contrasting points of view.

Commission's July 26 statement, he said, merely sought to bring fairness doctrine to bear "on several areas of current concern."

British manufacturer backs NTSC color

Champion for U.S. color TV standards has spoken up. Dudley Saward, managing director of England's Rank-Bush Murphy Ltd., radio-TV manufacturer, said it would be regarded by many as Europe's folly if any other color system than National Television System Committee's were chosen.

Speaking at London opening of exhibition of his company's products, Mr. Saward said that just when Britain was planning to adopt NTSC, two further systems had been thrown in and confused the issue. Other two systems are French SECAM and German PAL, both of which were demonstrated in July, together with NTSC system, to delegates of European Broadcasting Union (BROADCASTING, Sept. 2).

Clearly comparisons had to be made, Mr. Saward said, but it was little hard to regard tests as strictly comparative since total transmitting and receiving experience with SECAM amounts to about year, and with PAL to only few months. NTSC standards, he pointed out, have been used in America for 10 years, and British engineers have had eight years of experience with it.

British television could be set back several years, Mr. Saward warned, by continued delay in choosing color TV system.

Slate urges editorials; warns use of discretion

Sam J. Slate, CBS Radio vice president and general manager of wcbn New York, addressing West Virginia Broadcasters Association Friday (Sept. 6), urged radio stations to fulfill community responsibility by editorializing, but to do so with discrimination, wisdom and logic.

Mr. Slate called editorial function "vital," especially in smaller communities where public is subjected to limited

amount of conflicting expression due to scarcity of editorial voices in print.

General manager of wcbn station which has carried editorials for several years, referred to editorials on controversial community topics as "a force for good."

Program that flunked may take course again

Program that failed miserably first time around is going to get another chance—if its sponsor can raise more money.

Operation Alphabet, ETV series of 100 lessons, was shown five times weekly on WTOP-TV and WETA-TV (educational outlet), both Washington, last July. School officials hoped at least 6,000 of city's 33,000 illiterates would attend showings at 41 viewing centers, but response was so slim only 12 such centers continue to show programs.

District of Columbia adult education staff has asked Department of Health, Education & Welfare for \$35,000 to continue program.

Increased dividend continued by RCA

RCA has declared quarterly dividend of 35 cents a share on common stock payable Oct. 28 to stockholders of record Sept. 20.

RCA board of directors raised quarterly payment from 25 to 35 cents March 1. At board meeting Friday (Sept. 6) RCA also declared cumulative first preferred stock dividend of 87½ cents a share for Oct. 1-Dec. 31 period payable Jan. 2, 1964 to holders of record Dec. 16, 1963.

'Face the Nation' back on CBS

CBS's *Face the Nation*, radio-TV news interview panel program missing from network schedule since January 1961, returns Sunday (Sept. 15, 12:30-1 p.m., EDT) with Senator J. W. Fulbright (D-Ark.), chairman of Senate Foreign Relations Committee, as panelist on premiere broadcast. Prentiss Childs and Ellen Wadley are producers for public affairs department of CBS News.

Former CBS-TV VP dies

Frank B. Falknor, 66, who retired in 1956 as vice president in charge of operations, CBS-TV, died Friday (Sept. 6) at his home in Boiceville, N. Y. Mr. Falknor joined WBBM Chicago in 1933 and served also with KMOX St. Louis. He became CBS-TV's vice president in charge of operations in 1950. He leaves his widow, Jean Falknor, two daughters and a son.

Three new VP's named at NBC today

Three new vice presidents are to be elected today (Sept. 9) at NBC: Lawrence K. Grossman, advertising; Robert D. Kasmire, corporate information; Merryly S. Rukeyser Jr., press and publicity.

Mr. Grossman joined NBC's advertising department in August 1962 after six years with CBS-TV as executive in advertising and sales promotion. Mr. Kasmire moved up to coordinator, corporate information,

for NBC after having been coordinator of special projects in network's corporate planning department, which he joined in 1959. Mr. Rukeyser has been with NBC's press unit since 1958, as staff writer, press editor, manager of business and trade publicity and as director of news information in Washington. He was named director, program publicity, year ago, and director of press and publicity last July.

MADE TO ORDER!

HALF-HOUR PROGRAMS

for that late afternoon or early evening spot • Both first run off the network • Check on details and availabilities in your market today.



THE THIN MAN

stars
Peter Lawford
Phyllis Kirk
America's favorite
light-hearted
sleuths
72 episodes



NORTHWEST PASSAGE

stars
Buddy Ebsen • Keith Larsen • Don Burnett
the exciting exploits of Rogers Rangers

24 episodes—in color

Currently No. 1 syndicated show in New York City, 7 p.m., M-F/ARB



NEW YORK/CHICAGO
CULVER CITY/TORONTO



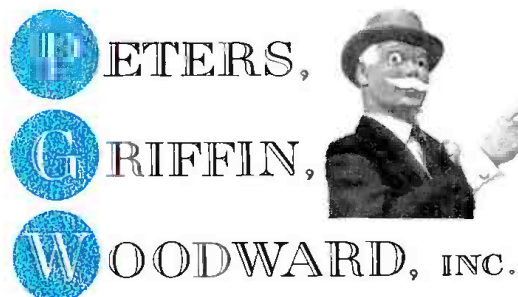
A PICTURE OF GOOD SELLING

Oil moves the finished products and raw materials that salesmen sell, and when trains, trucks, planes, ships and factories call for fuel—and more fuel—THAT is a sign of good business...a sign of good selling.

Good selling has never been so important to so many Americans as it is today...but America has never had a salesman quite like television...spot television.

The television stations represented by Peters, Griffin, Woodward are welcomed regularly into MILLIONS of American homes where they spend more than 5 hours each day entertaining, informing and selling...selling by demonstrating and displaying the goods and services that keep our economy rolling.

In SPOT TELEVISION the advertiser can specify the number, the timing and the type of his television salescalls in EVERY market...and THAT is good selling!



Pioneer Station Representatives Since 1932

NEW YORK / CHICAGO / DETROIT / PHILADELPHIA
ATLANTA / MINNEAPOLIS / DALLAS-FORT WORTH
ST. LOUIS / LOS ANGELES / SAN FRANCISCO



REPRESENTS THESE TELEVISION STATIONS:

EAST-SOUTHEAST

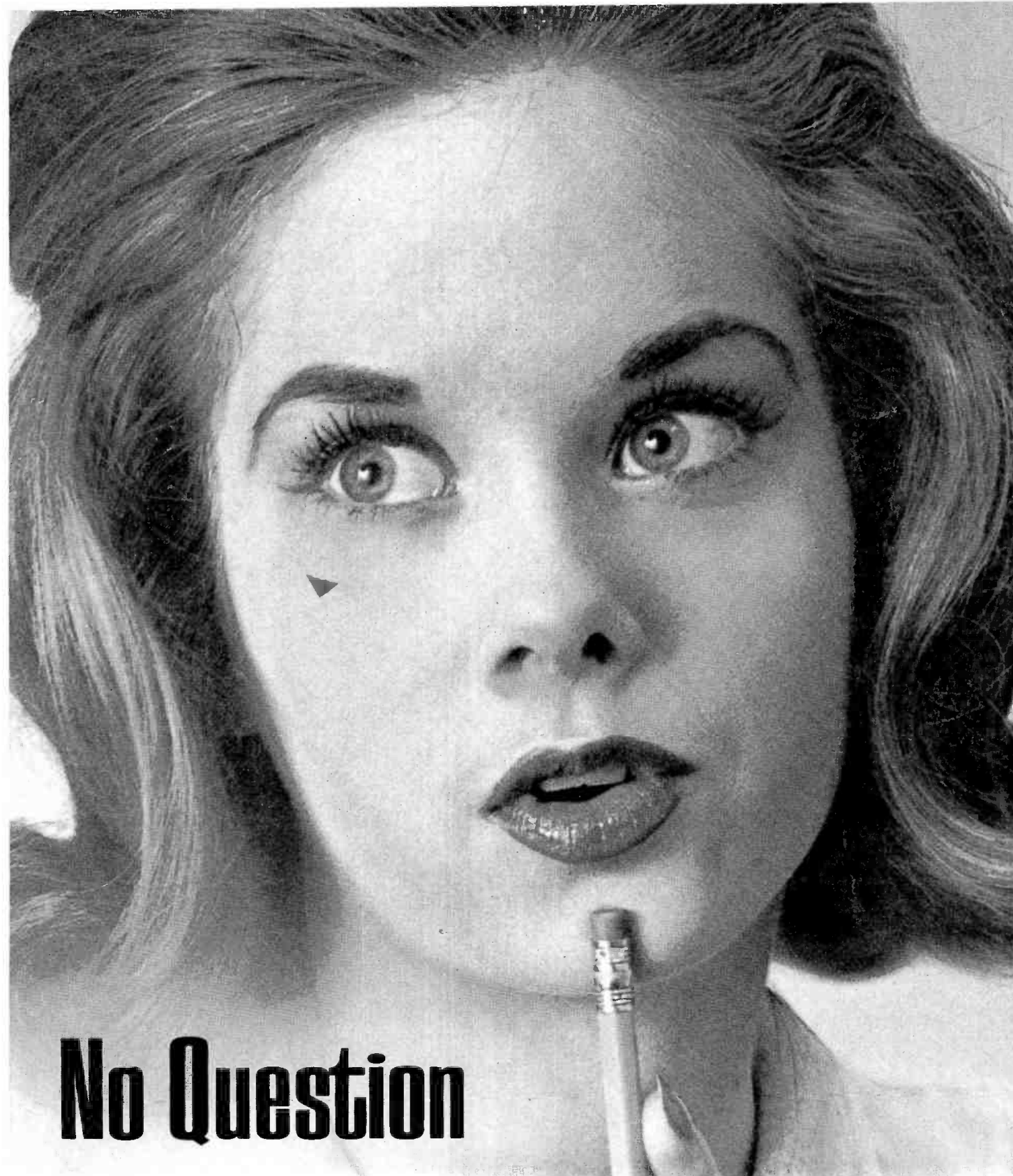
WAST	Albany-Schenectady-Troy	ABC
WWJ-TV	Detroit	NBC
WZZM-TV	Grand Rapids-Kalamazoo-Muskegon	ABC
WPIX	New York	IND
WSTV-TV	Steubenville-Wheeling	CBS-ABC
WNYS-TV	Syracuse	ABC
.....		
WCSC-TV	Charleston, S.C.	CBS
WIS-TV	Columbia, S.C.	NBC
WLOS-TV	Greenville, Asheville, Spartanburg	ABC
WFGA-TV	Jacksonville	NBC
WTVJ	Miami	CBS
WSFA-TV	Montgomery	NBC-ABC
WSIX-TV	Nashville	ABC
WDBJ-TV	Roanoke	CBS
WSJS-TV	Winston-Salem - Greensboro	NBC

MIDWEST-SOUTHWEST

WCIA-TV	Champaign-Urbana	CBS
WOC-TV	Davenport-Rock Island	NBC
WHO-TV	Des Moines	NBC
WDSM-TV	Duluth-Superior	NBC
WDAY-TV	Fargo	NBC
WISC-TV	Madison, Wisc.	CBS
WCCO-TV	Minneapolis-St. Paul	CBS
WMBD-TV	Peoria	CBS
KPLR-TV	St. Louis	IND
.....		
KFDM-TV	Beaumont	CBS
KRIS-TV	Corpus Christi	NBC
WBAP-TV	Fort Worth-Dallas	NBC
KENS-TV	San Antonio	CBS

MOUNTAIN AND WEST

KVOS-TV	Bellingham (Vancouver-Victoria)	CBS
KBOI-TV	Boise	CBS
KBTB	Denver	ABC
KGMB-TV	Honolulu	CBS
KMAU-KHBC-TV	Hawaii	
KTLA	Los Angeles	IND
KSL-TV	Salt Lake City	CBS
KRON-TV	San Francisco	NBC
KIRO-TV	Seattle-Tacoma	CBS



No Question

When it comes to influencing buying decisions WSJS Television aims your message at more buying prospects in North Carolina. Why? Because its big Golden Triangle Market is North Carolina's No. 1 in population.

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

DATEBOOK

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

*Indicates first or revised listing

SEPTEMBER

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

Sept. 9—ABC Radio regional affiliate meetings start in San Francisco at Fairmont hotel. Business meeting at 10 a.m., followed by buffet luncheon at 5 p.m.

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—Hollywood Press Club dinner meeting, 6:30 p.m., Hollywood Roosevelt. "The New Television Season" will be discussed by Lucille Ball, Desilu; Bill Dozier, Screen Gems; Norm Felton, MGM-TV; Roy Huggins, Revue; Tom McDermott, Four Star; David Wolper, Wolper Productions.

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. 10-15—New York Hi Fidelity Music Show, New York Trade Show Building, 35th St. and Eighth Ave.

Sept. 11—ABC Radio regional affiliate meeting, Sheraton-Chicago hotel in Chicago. Business meeting at 10 a.m., buffet luncheon at 12:30 and reception at 5 p.m.

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, VP 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. Speakers include Ted Koop, vice president of CBS Inc.; Robert Hurleigh, president of Mutual Broadcasting System; and Sol Talshoff, editor-publisher of BROADCASTING Magazine.

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

*Sept. 12—Fall meeting of the Los Angeles Advertising Women, Gold Room, Chapman Park hotel.

Sept. 13—ABC Radio regional affiliate meeting, Fontainebleau hotel in New Orleans. Business meeting at 10 a.m., buffet luncheon at 12:30 and reception at 5 p.m.

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.

Sept. 13-14—New York State Broadcast Institute, for high school juniors and seniors, at Ithaca College, Ithaca, N. Y. The institute is designed to acquaint high school students with the opportunities in broadcasting and allied fields. Guest speakers include Donald H. McGannon, president of Westinghouse Broadcasting Co. (Group W); Robert Earl, moderator of General Electric College Bowl; Paul Adanti, general manager of WHEN-AM-TV Syracuse, N. Y.; William Thompson, general manager of WKRT-AM-FM Cortland, N. Y.; and Edward Kane, news director of WNBC-AM-TV Binghamton, N. Y.

*Sept. 13-15—Southwest regional conference of the American Women in Radio and Television, Sheraton-Lincoln hotel, Houston. Keynote speaker will be Lee Fondren, manager of KLZ-AM-FM Denver. Taking part in a panel discussion on "What's New" in various fields will be Paul Taft, president of Taft Broadcasting Co., Houston; J. C. Kellam, president of LBJ Co. (KTBC-TV Austin); Robert Eastman, president of Robert Eastman Co., New York, and B.W.S. Dodge, director of advertising and marketing for Gulf Oil Co., Houston.

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. 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—ABC Radio regional affiliate meeting, St. Regis hotel in New York. Business meeting at 10 a.m., buffet luncheon at 12:30 and reception at 5 p.m.

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. 18-20—House Communications and Power Subcommittee to resume public hearing on broadcast editorializing. Broadcasters to testify.

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. 19-20—Fall meeting of the Tennessee Association of Broadcasters, Hotel Peabody, Memphis. Speakers include FCC Commissioner Robert T. Bartley; James C. Hagerty, RCA; Douglas Anello, National Association of Broadcasters; Edmund Bunker, Radio Advertising Bureau; Pete Cash, Television Bureau of Advertising; and Tennessee Governor Frank Clement.

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

Sept. 21—Fall conference and board meeting of the Florida Association of Broadcasters, Grand Bahama hotel, West End, Grand Bahama Island.

Sept. 23-25—Nevada Broadcasters Association

EVERY ACCOUNT

We know of every account on every station in the markets we rep... and we call on them all through the year... not just when a buy is coming up.

Our salesmen visit our stations.

Station Reps

BOB DORE

A S S O C I A T E S

11 WEST 42nd STREET, NEW YORK 36, N. Y.
CHICAGO LOS ANGELES SAN FRANCISCO

Luxury Living!
Sensible Location!

Specify The New Weston, in the heart of the advertising and broadcasting belt, as your in-town address. Our splendid rooms and suites make an ideal environment for living or entertaining. Theatres, clubs, shops are advantageously close. NOW COMPLETELY AIR CONDITIONED.

In the distinguished world of the
HOTEL New Weston
Madison Ave. at 50th St.
New York • PLaza 3-4800

World-Famous
NEW WESTON BAR & ENGLISH DINING ROOM

Here you rub shoulders with the smartest people any time of day. Come in for cocktails and hot canapes. The cuisine is skillfully prepared to Continental tastes. Try it some day soon... at lunch or dinner.

IN ROCHESTER, N.Y., WE ARE THE...

BIG 10

BIG IN AUDIENCE: The ARB estimate for Feb.-Mar. and May-June, 1963, awards us most "total homes" average, 9:00 a.m. to midnight, Monday through Saturday. (*)

BIG IN NEWS SERVICE: As a Gannett station we take very special pride in producing outstanding local-area newscasts and public service features.

BIG IN PROGRAM PROMOTION: We back our CBS and all programs not only on-air but also with heavy newspaper lineage EVERY week of the year!

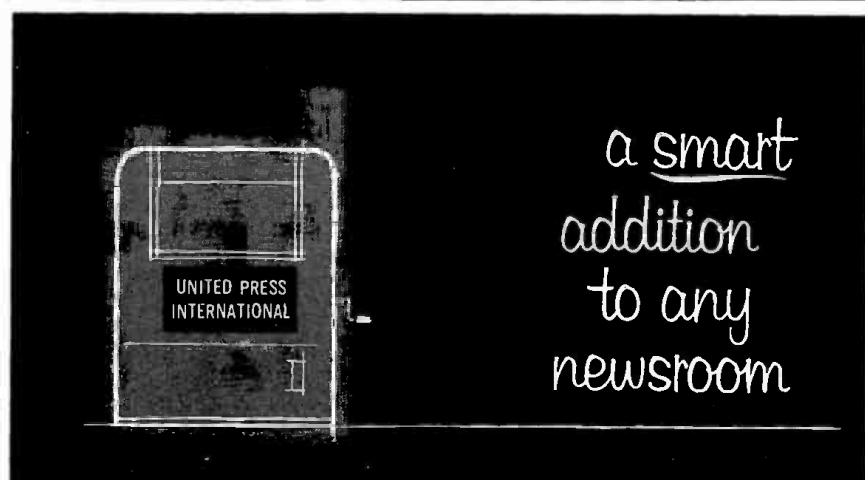
A BIG STATION WITH BIG VALUE

WHEC-TV CHANNEL 10

ROCHESTER, N.Y.

A GANNETT STATION • BASIC CBS • REPRESENTED BY H-R

(*) Audience measurement data are estimates only—subject to defects and limitations of source material and methods. Hence, they may not be accurate of the true audience.



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.

tion first annual convention, Hotel Sahara, Las Vegas.

*Sept. 24—The Advertising Council's board of directors banquet, St. Francis hotel, San Francisco. Speaker will be Secretary of the Treasury Douglas Dillon.

*Sept. 24—FCC Chairman E. William Henry makes first major address to broadcast industry. Newsmaker Luncheon of International Radio & Television Society, Grand Ballroom of Waldorf-Astoria, New York.

Sept. 26-27—Association of National Advertisers' workshop on advertising planning and administration, Nassau Inn, Princeton, N. J. program includes discussion of "Controlling the Cost of TV Commercial Production," led by John Camp of Kraft Foods and William Wesson of Scott Paper, and session on "Financial Aspects of Television Advertising," with Frank J. Harvey of General Foods, Shelby H. Page Sr. of Ogilvy, Benston & Mather, and Harold J. Saz, Ted Bates & Co.

Sept. 26-27—Annual convention of the Minnesota State Broadcasters Association, Leamington hotel, Minneapolis.

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. 4-5—Thirteenth annual Broadcast Symposium of the IEEE Professional Technical Group on Broadcasting, Willard hotel, Washington, D. C.

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



Helpful, competent service and "The Voice With a Smile," whatever your needs may be. Photo shows Mrs. Barbara C. Fandel, a Bell Service Representative, talking to a customer.

"It isn't enough that people should merely accept what we do. Our job is to give them service they positively enjoy. And this is no little challenge. It is a great one."

FREDERICK R. KAPPEL, Chairman of the Board, American Telephone and Telegraph Co.

The challenge is with us every day, in everything we do.

As new speed and efficiency are added, there is an increased obligation for courtesy and the

utmost consideration for the needs and wishes of every one we serve.

We try very hard to make that policy come true.



BELL TELEPHONE SYSTEM

SERVING YOU

4

SIOUX CITY'S KTIV REACHES HOMES IN

Iowa, Nebraska, South Dakota and Minnesota!

KTIV (Channel 4) covers more than just Sioux City, Iowa. SRDS July '63 study shows that KTIV's market includes over 207,000 TV homes (TV Factbook '63—251,100 homes) in a 4-state area! And the 1962 spendable income in this market has grown to 1¼ billion dollars.

You not only reach, but *score* in this rich market with KTIV! ARB's March '63 study reveals that 11 of Sioux City's top 15 shows are on KTIV. This viewership, plus KTIV's proven sales ability, makes KTIV the 1st choice station for your Siouxland schedule!



NBC • ABC

KTIV CHANNEL 4

Sioux City, Iowa

National Representative:
George P. Hollingbery

Regional Representatives:
Harry S. Hyett Co.,
Minneapolis
Soderlund Co., Omaha
Eugene F. Gray Co.,
Kansas City, Mo.



**WAVE RADIO AND TV
ARE
INvariably
EFFECTIVE**

LOUISVILLE

BOTH NBC

BOTH REPRESENTED BY THE KATZ AGENCY

(Antique type from the Robinson-Pforzheimer Collection.)

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. 9-10—Two-day seminar on Pay-TV, sponsored by the Hollywood Press Club. Registration fee is \$50 and by invitation to the trade only. Further information may be obtained from Bruce Robertson, director of BROADCASTING Magazine's Hollywood office.

*Oct. 10-12—Annual fall conference of Alabama Broadcasters Association, Hotel Stafford, Tuscaloosa. Registration begins 3 p.m. Oct. 10, followed by social hour and meetings of board of directors and past presidents. Part of the program on Oct. 11-12 will be held in the Union Building on campus of University of Alabama, with members attending the Alabama-Florida football game on afternoon of Oct. 12.

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

*Oct. 12-13—Meeting of Missouri Associated Press Radio-TV Association, Arrowhead Lodge, Lake Ozark, Mo.

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. 14-15—Twelfth annual convention of the North Dakota Broadcasters Association, Ray hotel, Dickinson.

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. 15-17—Ninth Tri-Service Conference on Electromagnetic Compatibility at Museum of Science and Industry, Chicago. Leading scientists will discuss the growing problem of radio frequency interference. Lieutenant General James D. O'Connell (USA-Ret.), director of the joint advisory committee of the Institute of Electrical and Electronic Engineers and the Electronic Industries Association, will give a luncheon address Oct. 15 on "Teamwork in Spectrum Conservation."

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

Oct. 17-18—Annual meeting and election of officers of the Indiana Broadcasters Association, French Lick Sheraton hotel.

Oct. 17-18—American Association of Advertising 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—Meeting of the Alabama AP Broadcasters Association, Birmingham.

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

*Oct. 20—Hollywood Museum groundbreaking ceremonies, 2 p.m., at museum site across from the Hollywood Bowl. Loyd Sigmon, KMPC Los Angeles; Walt Disney, Walt Disney Studios; Otto K. Olesen, former postmaster, and Jack L. Warner, Warner Brothers Pictures, are co-chairmen.

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

MAXIMUM RESPONSE

—that's advertising efficiency.



WBAL-TV, BALTIMORE

"MARYLAND'S NUMBER ONE CHANNEL OF COMMUNICATION"

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.



PILLARS OF THE COMMUNITY:

mother
(whose arms
is she in tonight?)

Isn't that Mrs. Rod Browning, who has a six-year-old son, Mitchell, and is a member of the Edgar Allan Poe PTA in Houston?

And that cad with the artful eyes— isn't he Bob Magruder, vestryman, husband of charming Patsy, father of three, and salesman-about-Houston?

She is, indeed. And so, indeed, is he.

And the two of them, on KHOU-TV, are playing the leads in "The Importance of Being Earnest" with



such flair that Houston may be pardoned for feeling that there never was a better production of Oscar's play in London or New York.

Gifted amateur theatrical groups have always been a popular part of community life. But, by putting them on the air in prime time, CORINTHIAN stations bring them to the whole community. In doing so, they build a warm, valuable rapport between station and community.

	 KHOU-TV HOUSTON
	 KOTV TULSA
	 KXTV SACRAMENTO
	 WANE-TV FORT WAYNE
	 WISH-TV INDIANAPOLIS
	 WANE-AM FORT WAYNE

THE CORINTHIAN STATIONS
RESPONSIBILITY IN BROADCASTING

LOS ANGELES (and advertisers) LIKE US BECAUSE...

*we keep Los Angeles
informed with 3 full
hours of news twice
daily (6 to 9 am-4 to 7
pm) plus 15 minutes
of news every hour
on the hour.*

*As a result, advertisers
like us because they
know that an informed
audience is the buying
audience.*

Represented Nationally
by the Katz Agency

KABC

conversation
RADIO 79

AN ABC OWNED RADIO STATION

the military services. A trip to the Air Force Academy's closed-circuit television installation is also planned.

*Oct. 24-26—Meeting of the Mutual Advertising Agency Network, Palmer House, Chicago.

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. Speakers include Pete Cash, president of the Television Bureau of Advertising, "Television Today and Tomorrow;" Edmund Bunker, president of the Radio Advertising Bureau, "Radio Today and Tomorrow;" Robert Kingston, partner in Ernst and Ernst, New York, "Internal Control;" and Warde Ogden, partner in Price Waterhouse & Co., New York, "Broadcasting Accounting—New Theory and Practices."

*Oct. 30—Newsmaker luncheon, International Radio & Television Society, Grand Ballroom of Waldorf Astoria, New York. John Crichton, president of the American Association of Advertising Agencies, is speaker.

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. Featured speaker will be FCC Commissioner Lee Loevinger.

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. Key-note speaker will be Barry Bingham, editor and publisher of the Louisville Courier-Journal & Times. Other speakers include Dr. Glenn Seaborg, chairman of the Atomic Energy Commission; Turner Catledge, managing editor of the New York Times; Blair Clark, vice president and general manager of CBS News; Palmer Hoyt, publisher of the Denver Post; Walter Cronkite, CBS news correspondent; Gardner Cowles, publisher of the Des Moines Register & Tribune and Look Magazine; and Charles Ferguson, senior editor of Reader's Digest.

*Nov. 7-9—Annual fall meeting of the Washington State Association of Broadcasters, Ridpath hotel, Spokane.

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.

*Feb. 8-18—International TV and Equipment Market, Lyons, France.

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 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. 8—Newsmaker luncheon, International Radio & Television Society, Grand Ballroom of Waldorf Astoria, New York. News analysis and forecast by a panel of Chet Huntley, Walter Cronkite and Ron Cochran.

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—Newsmaker luncheon, International Radio & Television Society, Grand Ballroom of Waldorf Astoria, New York. National Association of Broadcasters President LeRoy Collins is speaker.

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.

MARCH

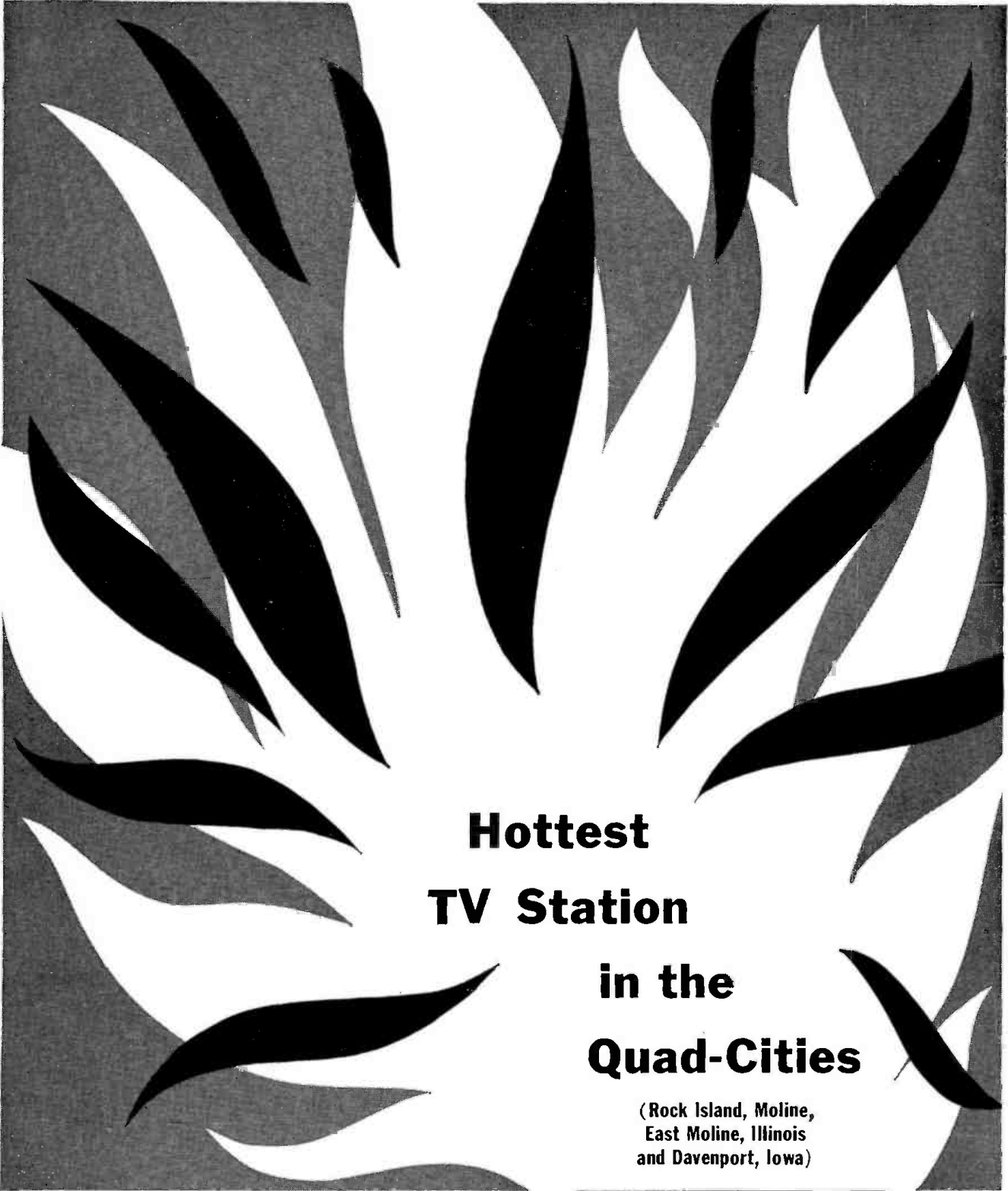
*March 23-26—International convention of the Institute of Electrical and Electronics Engineers, New York Hilton hotel and New York Coliseum, New York City.

APRIL

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

*April 13—Newsmaker luncheon, International Radio & Television Society, Grand Ballroom of Waldorf Astoria, New York. Robert Moses, president of New York World's Fair 1964-1965 Corp., is speaker.

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



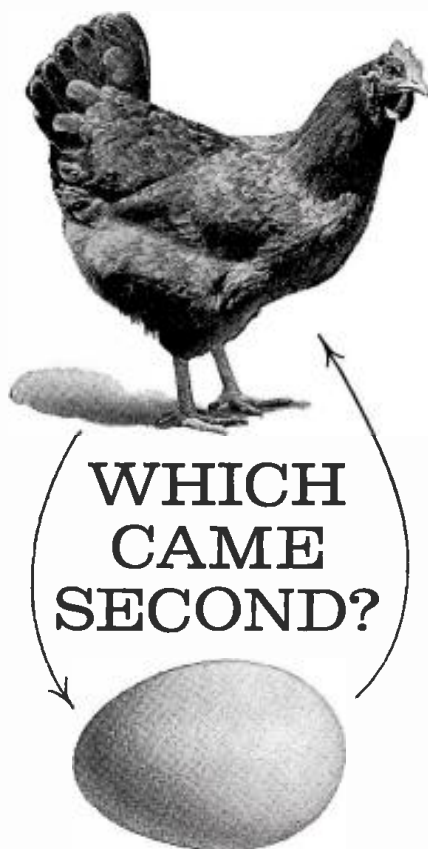
Hottest TV Station in the Quad-Cities

**(Rock Island, Moline,
East Moline, Illinois
and Davenport, Iowa)**

We're burning all the old record books for business activity. Availabilities have been nearly SRO for first half of 1963. Reasons for our banner year: (1) audience knowledge that Channel 4 is WORTH WATCHING! (2) outstanding sales results for local and national advertisers (3) affiliation with CBS, a scorching good network. One more item: the Quad-Cities market. No cold potato, this one! Employment has just hit a new ten-year high, and business is terrific. Call Avery-Knodel, or Maurice Corken at WHBF-TV, Rock Island, Illinois.



**Nothing like it
in broadcasting—
anywhere, anytime,
anyhow!**



They still don't know the answer at Everybody's Farm, but they have all the other answers for farmers.

Everybody's Farm is a 385-acre farm operated by clear-channel WLW Radio. A fountainhead of information for one of the most important agricultural areas in the country. Most of the WLW farm programs originate right there. No wonder WLW was chosen as the outstanding farm station by the American Farm Bureau.

Everybody's Farm is one of the reasons why WLW is among the most heard, most talked about stations in the United States.

CROSLY COLOR TV NETWORK

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

WLW Radio—Nation's Highest Fidelity Radio Station

CROSLY BROADCASTING CORPORATION
a subsidiary of **Avco**

OPEN MIKE ^R

Excellent story

EDITOR: . . . we greatly appreciated the excellent story on our "quick cut" commercials produced for United Federal Savings of Des Moines (BROADCASTING, July 29).—*Edward LaGrave Jr., LaGrave Advertising Agency, Des Moines, Iowa.*

'Futility' or 'hypocrisy'?

EDITOR: In your editorial "Up in smoke" (BROADCASTING, Aug. 12) you succumb to faulty thinking when you state that tobacco companies attempt to "articulate an impossible policy" when they try to appeal only to adult smokers.

There is another way to look at the matter. The companies could stop using copy that is obviously directed toward youth, as is the example cited. The fact that the word "adult" is used while actually plugging for young people is nothing more than sheer blather. In another day it would have been called "hypocrisy." Today it may be called "futility" but it is still hypocrisy.

For some BROADCASTING readers, cigarettes may not yet be proved guilty of causing health problems, as asserted by the editorial. But not for those who have checked with their doctors recently. The answer is clear to the vast majority of physicians around the world. That answer provides good reason why the tobacco companies should run scared.—*Herbert Ford, public relations director, Southern California Conference of Seventh Day Adventists, Glendale, Calif.*

Congratulations . . . but

EDITOR: A bus transfer advertising project (BROADCASTING, Aug. 19) along similar lines has been gestating in the files of CBS for some eight years. It was originated by the undersigned and turned over legally to CBS for an honorarium. I am not at liberty to give the details as I surrendered all rights, forever. But the CBS legal department is in a position to confirm the foregoing. WGN Inc. is to be congratulated, but it is not the originator of the plan.—*Leonard Traube, administrator, corporate projects, NBC, New York.*

[The story stated that transfer advertising was not new and had been a practice in foreign countries for some time.]

A real 'zinger'

EDITOR: From a grass roots up and at 'em talk on local radio at a Kiwanis meeting in a small Georgia town of 9,000, to originating, organizing and successfully putting on the first Annual National Broadcast Editorial Conference, the Georgia Association of Broadcasters' Jack Williams has "made the

grade" with every broadcaster in the state. Jack not only has outdone every other spokesman in this industry, but he has done so in a manner that, in every case, has paid direct dividends to every member in the GAB. Top this off with the fact that, unlike the high salaried National Association of Broadcasters' executives, Jack Williams literally promotes a large portion of his own income through personal appearances, etc., and you've got a real zinger for radio.

NAB's Mr. Bell may "have the ball" (BROADCASTING, Aug. 26), but if he looks at the scoreboard he may find that, as far as many broadcasters are concerned, the clock is running out . . . NAB is behind . . . and it's fourth down and a hell of a long way to go . . . all uphill! This industry needs organizations and men to promote broadcasting. We do not need to spend time and money promoting an organ of idealistic national strategy that is preoccupied with steering committees, advertising restrictions, sewing circles, etc., all calculated to keep us in suspense.—*Paul Reehling WFPM Fort Valley, Ga.*

Comics need encouragement

EDITOR: Where have all the comics gone? Where will they come from?

The great ones are aging fast: Jimmy Durante, 75; Jack Benny, 70; George Burns, 68; Groucho Marx, 68, and even the young Bob Hope is over 60. In five years, where will they be? Who will be left to carry on the laughmaking? Red Skelton, Jackie Gleason, Phil Silvers, Danny Kaye—all will be over 50.

Where are the new ones? Probably learning their trade at the Gagwriters-Comedy Workshop in New York.

The workshop is not a school. It's a humor exchange. And I think every radio and TV station should try to initiate a comedy development program like that [of] the workshop.

Every city has funny men—laugh-makers, gagwriters—who need training. If properly encouraged they will develop. If not, they will disappear. Encouragement? All they want is to be heard—at least once. If they warrant encouragement, they should be encouraged. If they should be discouraged, discourage them. But radio and television are the training grounds for the future funnymen of America. The other outlets are fast disappearing. Radio and TV are the only outlets that operate seven days a week, that need constant material, that need new faces.

We'd like every radio and television individual who visits New York to attend our Gagwriters-Comedy Workshop meeting, every Tuesday and Thursday at 225 West 46th Street, so they can

"Sounds like
the same old
line to me."

"I could
get you
some good
connections."



Try Television 4 in Jacksonville . . . the right number to connect you with the entire North Florida/South Georgia *regional* market! Some of the best numbers in the book are on WJXT: 42 out of the top 50 breaks . . . 307% more television homes reached outside the metro area, *in addition* to a lead of 17% inside Jacksonville itself. The same old line? Can't be; too many busy signals!

Source: June 1963 ARB, Mon.-Sun., 9 a.m. to Midnight

Represented by TvAR

WJXT



JACKSONVILLE, FLORIDA

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

**FACTS PROVE
CONCLUSIVELY!
K-NUZ
IS HOUSTON'S
No.1 ADULT
AUDIENCE
BUY!**

Here are the latest facts and figures on cost per thousand—

**TOTAL ADULT
MEN
IN MORNING
TRAFFIC TIME**

delivered by Houston radio stations. K-NUZ again is conclusively Houston's NO. 1 BUY!

MON.-FRI. — 6-9 AM

STATION	COST PER THOUSAND
K-NUZ	\$2.38
Ind. "A"	\$2.63
Net. "A"	\$3.92
Ind. "B"	\$3.86
Ind. "C"	\$6.05

SOURCE:

First Houston LQR-100 Metro Area Pulse, Oct., 1962. Based on schedule of 12 one-minute announcements per week for 13 weeks, from rates published in SDDS, Feb., 1963.

**THE
KATZ AGENCY
INC.**

NATIONAL REPRESENTATIVE

IN HOUSTON call

DAVE MORRIS JA 3-2581

K-NUZ

examine our viewpoints on comedy development. — *George Q. Lewis, 360 First Avenue, New York 10.*

SESAC replies

EDITOR: SESAC Inc. wishes to point out that it does not own the repertory which it licenses (BROADCASTING, Sept. 3). It merely represents the performance, mechanical and synchronization rights assigned to it by the copyright owners whose music comprises the SESAC repertory. Further, SESAC's repertory is predominately American and only a small part is European.

SESAC does not know what, if any, complaints Mr. Clarence Jones of WQIZ St. George, S. C., has made to the senators and the federal agencies mentioned in your article. SESAC has had no inquiries from anyone or any agency in Washington. However, SESAC would welcome an investigation by any authority and is certain that, if such an investigation should take place, the persons and/or agencies making the investigation will be satisfied that SESAC conducts and has conducted its business for 32 years in an ethical and legal manner.

Concerning Mr. Jones's station, the actual facts are that, after spot monitoring WQIZ and ascertaining that it played, in violation of the copyright law, 17 compositions owned by publishers represented by SESAC, penalties as provided in the copyright law of \$4,250 could be assessed against the outlet. However, rather than employing the legal remedies that were available, SESAC offered Mr. Jones the opportunity of settling his differences with SESAC by the signing of a performance license which totaled \$1,200 for five years. This is the standard rate charged other AM stations similar to WQIZ. SESAC further offered to waive claim to all infringements. Mr. Jones accepted SESAC's offer. SESAC does not believe that this, as Mr. Jones charges, constitutes "tampering" with a federally licensed radio station or causing that station financial hardship.

Contrary to what Mr. Jones said, SESAC is at all times ready and able to provide an accurate index card file of its compositions if and when any interested person visits SESAC's offices at 10 Columbus Circle, New York. Moreover, SESAC will promptly answer all inquiries concerning particular works regarding whether or not such works are in the SESAC repertory. SESAC also publishes a Schedule "A," which is a list of SESAC publisher-affiliates, and will assist anyone in obtaining catalogs from its affiliates.—*John Koshel Jr., assistant to the president, SESAC Inc., 10 Columbus Circle, New York.*

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BROADCASTING

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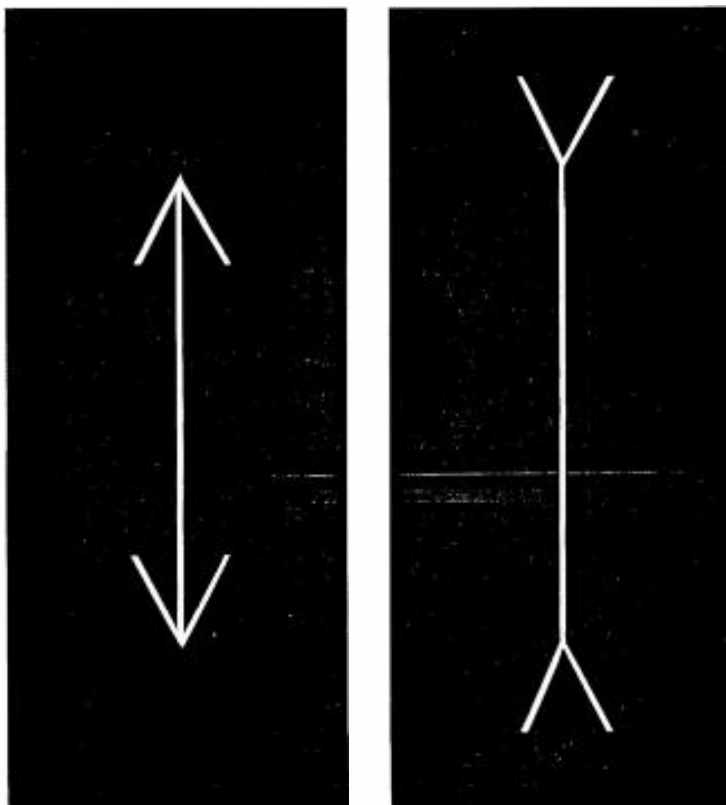
BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932. Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg U. S. Patent Office

Copyright 1963: Broadcasting Publications Inc.

BROADCASTING, September 9, 1963

The one on the right is Harden; Weaver's left.



Harden is taller than Weaver—but their audience is the same size, which is what counts when you're buying time in Washington.

When radio stopped being furniture, the illusion that it was dead became rife. Harden & Weaver didn't bring radio back double-handedly. But they contributed. Now that radio is a personal companion instead of a piece of furniture, H&W are in there pitching, personal as all get out. In fact, if you're not on H&W, your complete coverage of Washington radio is illusory. An illusion like the two lines illustrated. They're the same length.

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

MONDAY MEMO

from RAY BARNETT, The Garland Agency, Los Angeles

Radio's sound worth a thousand pictures?

A picture may be "worth a thousand words," but did you ever think that a "sound" could be "worth a thousand pictures?" Ridiculous? Not necessarily.

During the halcyon days of the radio soap opera, drama and thriller, if you had asked 1,000 listeners to describe the lumberyard office of Ma Perkins or the foreboding confines of the Inner Sanctum, chances are you would get about 1,000 different descriptions of each one.

Imagination Helps ■ To a broadcast advertiser, this imagination of the listener can be one of his most potent resources. It's no earth-shaking secret that people tend to identify themselves with certain situations based on their own past experience to a large degree. Sounds, words or music may suggest a picture to one person with which the next listener could no more identify than he could make that proverbial moon trip under his own steam.

It's also pretty generally accepted that most of us feel more at ease and at home in familiar surroundings than we do in strange ones. We are more prone to believe information given us by a friend than that which we get from a total stranger. These things all work to the advantage of a broadcast advertiser when the listener can put himself in his own "familiar" surroundings via his imagination.

The Unspoken Message ■ In 60 seconds, we surely can't go into any detailed descriptions or lengthy dissertations to "paint" a picture for even one listener, let alone thousands. It would take an hour or more to even begin. However, through the proper selection of music, instruments, artists, sounds and arrangements, a great deal can be accomplished without actually "saying" anything.

A short time ago, the Southern California Broadcasters Association presented the Garland Agency with the "Sunny Sound Award" for a radio jingle produced for one of our clients, the Del E. Webb Corporation. Specifically, it was for "radio commercial excellence, a major contribution to the sunny sound of Southern California Radio." The subject matter was the Del Webb retirement community, Sun City, and with an "edge" like that in this category (sunny sounds), it must have almost put us at the finish line to start with.

The "sunny sound," however, incorporated a number of things we wanted to get across, without using up valuable

words to do it. Right here, let me say that Vick Knight and Bob Bane of Ad-vertunes deserve the kudos for actually producing this spot. They came up with precisely what we wanted and it certainly did the intended job.

Specific Target ■ Since the age limitation alone reduces our primary market to about 23% of the population, it's even more necessary to do a thorough sales job. Because happiness and pleasant associations are basic benefits offered by the particular product involved, this sort of climate had to be transmitted. The spot also had to be tailored specifically to this small segment of the market.

Studies had shown that the Lawrence Welk show was quite popular with this segment of the market. Hence, in order to identify with this and at the same time use a "voice" which is distinctive and well known to our market, the deep bass voice of Larry Hooper was used. Prominently backing the vocalist was a banjo, an instrument commonly associated with "the good old days," barber shop quartets and nickel beer. The tempo was upbeat and "happy." All in all, this "setting" for the actual song lyrics and spoken commercial was designed to recall pleasant memories and situations without specifically stating so through descriptive words and phrases. Judging from the reaction to this spot in the form of traffic and sales, it was pretty much on target.

The Right Climate ■ The ingredients for the proper setting become all the more important when we realize that it's usually unwise to try to make too many different sales points in the actual copy or lyrics. Therefore, the more things we can impart through the overall "climate" of the spot, the better off we'll be—saving those valuable words

for the points which really demand them.

The correct placement of such a message on a station or in programing, which also tends to transmit this same general "climate," can lend even more mileage to the spot wherever this is possible.

The public today is probably more cynical about advertising than it has ever been. Consequently, confidence and believability are more important. Everything which can be done to promote this believability takes us one step closer to a sale, and in the long run gives us that extra impact so vital to a successful campaign.

Certainly, many of the things stated here are not news to most broadcasters or mature agency personnel and advertisers. However, it's often easy to get so deep into a problem that some of radio's most obvious advantages can be overlooked. The advent of television has had something of a tendency to color our thinking about broadcast media in general. A football game on television does not require nearly as much verbal comment as a game on radio only. The point is, when we get used to having a picture displayed before us which requires little or no strain on the imagination, we can begin to forget what a truly powerful force imagination can be.

The obvious advantages of a television picture and its impact on a viewer are undeniable and well recognized. The purpose of this MONDAY MEMO is simply to ask ourselves if we are taking full advantage of the inherent resources of radio when we use it. In the realm of creating a mood or a "climate" on radio, a thought now and then about the way it was done when sounds were the only things broadcast can often put us on the right track.



Ray Barnett is vice president of The Garland Agency and general manager of the Los Angeles office. Before joining Garland, he was with CBS. Prior to that time, Mr. Barnett spent two years with Independent Television Corp. and for five years was associated with The Katz Agency. In addition, Mr. Barnett has had six years experience in local radio, adding weight to his views on that medium. He is a graduate of Arizona University.



It Takes RPM To Move The Goods!

Ratings ...

Programming ...

Merchandising ...



... the three-way push that moves
the goods over WELI's RPM Radio!
Depend on BIG-Buy WELI to
deliver the goods in its rich,
New Haven-centered market!

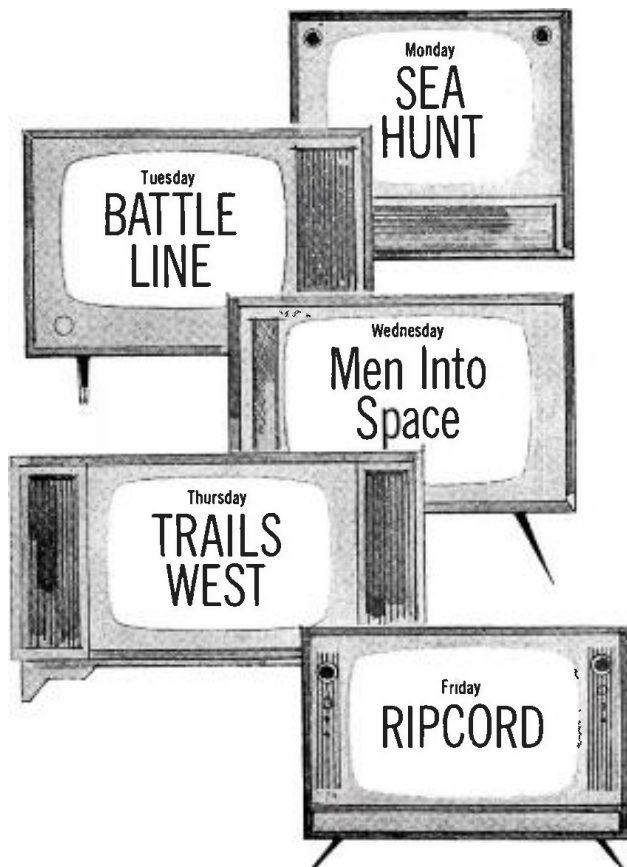
National Sales: H-R Representatives,
Inc.; Boston: Eckels & Co.

WELI 5 0 0 0
WATTS / THE SOUND OF NEW HAVEN / 960 K.C.

**Sew up these new shows
with *one-minute spots!***

7—7:30 p. m.

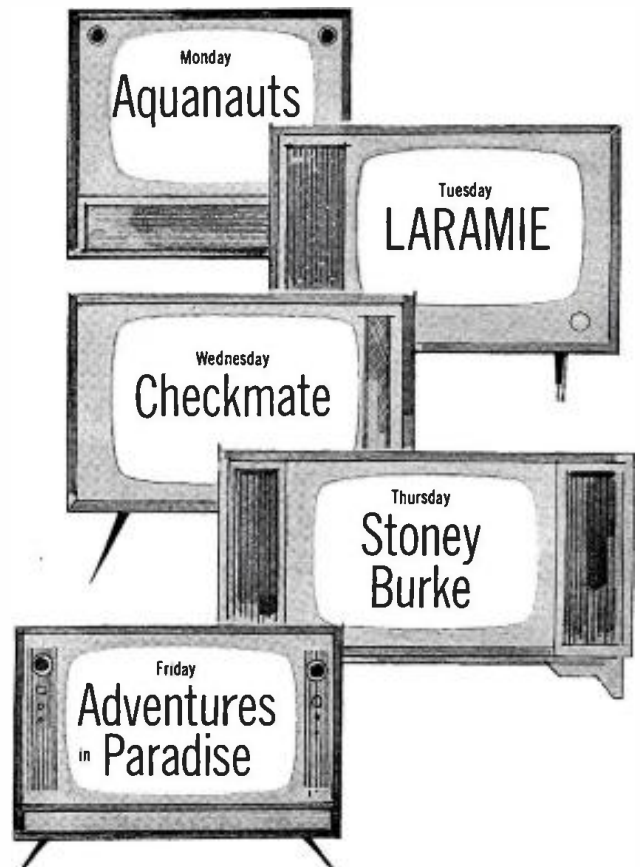
IN FT. WAYNE, INDIANA:



WKJG-TV
FORT WAYNE **33** NBC

6:30—7:30 p. m.

IN SOUTH BEND-ELKHART:



WSJV-TV
SOUTH BEND-
ELKHART **28** ABC

No outside viewing! These are self-contained
UHF markets, reached only by stations from *within*.

CALL **ATS** TODAY!

MEMBER STATIONS OF THE COMMUNICANA GROUP ■ JOHN F. DILLE, JR., PRESIDENT



FALL TV FORECAST: BRISK BUSINESS

- Eight of ten stations ahead of last September, survey shows
- Representatives agree on fall spot totals, see record for year
- Minutes in prime or fringe time are again in short supply

Television stations appeared almost uniformly last week to be sharing the benefits of exceptionally brisk fall spot TV business.

Almost eight out of every ten stations responding to a BROADCASTING survey said their current spot volume exceeds last September's, and more than nine out of ten said they are at least even with last September.

This September's performance, with less than one station in ten reporting drop-offs from a year ago, was considered unusually strong in view of the high level of business last September. At that time 80% of the respondents said business was up by increments ranging from 4 to 40% over September 1961's (BROADCASTING, Sept. 10, 1962).

A supplemental study among leading station representatives last week found them no less bullish than the stations. Almost without exception, those responding told BROADCASTING their business is up for September and for the year to date—and ought to be up significantly for the full year.

It was emphasized by the reps and evident from the station questionnaires, however, that although most stations are enjoying higher levels of business than last year, this is not a unanimous situation. Sales executives stressed that business always varies from market to market and often from station to station within markets, frequently for no easily accountable reason.

Sometimes there are regional variations. In the current study business seemed especially bustling in the Southwest and West.

Range Of Gains ■ Among stations estimating the extent of current gains, the average was 18% on a range extending from 4 to 45%. Last year it was 15 on the 4-to-40% range.

The 6% who reported current business lagging behind last September's represented a sharp reduction from the 13% who reported drop-offs in last fall's study. The number reporting business holding even with its year-ago levels was up equally sharply, from 7% last September to 18% of this fall's respondents.

Among those reporting a decline, the

number estimating its extent was too low to permit meaningful averages, but the range was for 12 to 20%. A year ago it was from 4 to 30%.

Traced Order Flow ■ The survey, one in a continuing series by BROADCASTING, in effect traced the flow of spot orders that earlier studies had shown to be moving out of agency offices at a pace apt to set new records (BROADCASTING, Aug. 12).

It found a majority of stations not only enjoying gains in current business but also getting fall schedules lined up more quickly and more solidly than usual, and generally expecting their 1963 volume to exceed 1962's.

The survey, like more of its predecessors in the series, found one-minute availabilities in short supply on many stations, particularly in fringe and prime periods. Good 20-second positions were also reported hard to find on some stations, through far less frequently than good 60's.

Advertisers and agencies were said to be continuing to call for 60-second availabilities primarily—often, it appeared, while good 20 and 10-second

positions go begging.

The reports of September gains came from 76% of the station respondents. These were fairly evenly distributed among markets of all sizes, but came a little more heavily from those in the medium-size range. About 80% of the respondents from these markets indicated increases, as against 71% of those in the biggest markets and 75% in the smallest.

Reports of September declines, totaling 6% of all returns, came chiefly from the small and medium-sized markets. Exactly half of the declines were attributed to the arrival of new stations in those markets within the last year. Some of these broadcasters said total spot business in their markets is up, even though their own share is off.

In volunteered comments as well as their percentage estimates, the stations reflected optimism both for the rest of the fall season and for the full year 1963.

One broadcaster said that although his business was lagging a little now, he anticipated a 3% increase in full-year volume. Another, on the crest of a

Will 1963 spot TV total \$808 million?

Spot television sales in September 1963, surpassing in almost every instance those of the same month a year ago, indicate strongly that the medium is heading toward new records for the final three months as well as for the entire year.

A BROADCASTING survey (see story above) showed that eight of ten TV stations have booked more spot sales for September than they had for the same month in 1962. A check of leading station representatives verifies this report. Only 6% of stations replying to the survey reported business behind that of a year ago.

In 1962 the Television Bureau of Advertising reported third-quarter spot television increases of 17% over the previous year, from \$127 million

to \$152 million. In the fourth quarter the increase was 11.2%, from \$178 million to \$198 million.

If 1963 fourth quarter spot TV billings increase as predicted and the total gain equals that of a year ago totals may be expected to be in the neighborhood of \$222 million for the three months.

Spot TV billings for 1962 were \$721 million according to TvB-Rorabaugh reports.

According to BROADCASTING's survey, stations predict a gain of 12% in total spot billings for 1963 over those a year earlier. If this forecast proves accurate spot television billings for 1963 should reach a total of about \$808 million for the entire year.

41% increase in September sales, looked forward to "new records" for the year.

In between these extremes were numerous forecasts of 8, 10, 12, 15 and 25% increases for the year, plus such general descriptions of the outlook as "quite a lot better than last year," "substantially better," "excellent," "hopeful," "slightly better," "good as ever," "greatly improved," "good" and "great."

Early Network Kickoffs ■ Several stations noted that fall spot business is getting underway earlier this year than usual, largely because of the earlier kickoff dates for the TV networks' new fall programing (BROADCASTING, Aug. 12).

"The fourth quarter looks more active at this time than it did a year ago," said one station executive. "The final quarter should be equal to any in previous years. Activity in August seems more rapid-paced than any August to date."

Similarly optimistic reports came

from leading station representation firms. Approximately 95% of those answering the survey anticipated overall gains for the year, and the rest expected to hold even with 1962.

On the average, the companies forecast increases of about 12% in spot TV volume for the year. Individually the predictions ranged from 8% to about 17.5% above 1962 levels.

Their reports on September business also averaged out to about a 12% increase above last September levels, but the range extended from a low of about 7% to a high of 20%.

Like the stations, the reps reported 60-second positions in shortest supply among stations and greatest demand among advertisers, with 20-second availabilities second—but far behind minutes—in both scarcity and demand.

Some reps voiced concern with what they said is a tendency of a number of advertisers and agencies to concentrate 20-second chainbreak purchases on CBS-TV affiliates and to ignore similar

possibilities on ABC-TV and NBC-TV affiliates. They attributed this tendency to CBS-TV's high score in last season's ratings.

In stressing the market-to-market and [station-to-station] nature of billing gains and losses, the reps asserted that local economic conditions, seasonal fluctuations and other factors—some of which have never been clearly defined—can individually and collectively influence station business at any time.

One felt that in reporting gains and losses a distinction should be drawn between older, well established stations and those that are newer and still growing. On his own list, he said, the established stations are averaging about 7 to 10% more business now than a year ago, while the younger, still-growing stations are averaging 20 to 25%.

\$4.5 million toy account goes to D-F-S

Toy manufacturer DeLuxe Reading Corp., a subsidiary of Philadelphia and Reading Corp. and a heavy TV user, last week announced Dancer-Fitzgerald-Sample, New York, as its new advertising agency. Zlowe Co., New York, formerly handled the Elizabeth, N. J., account.

Most of the DeLuxe Reading billing—estimated at about \$4.5 million in 1962—is in television, which D-F-S said last week is again playing an important role in its advertising this year. The appointment of D-F-S becomes effective on Jan. 1, 1964.

The agency noted that DeLuxe Reading will increase its advertising in line with a marketing expansion—previously the toy line had been sold only through food markets but now the company will move into "conventional toy marketing channels."

For D-F-S, the DeLuxe Reading account gain is the third major client acquired in the past few months: Nox-zema Chemical Co. (men's line, skin lotion and two new products) and the multimillion dollar Gold Medal Wondra flour line.

Rep appointments . . .

■ WHWH Princeton, N. J., and WMBT Shenandoah, Pa.: Philadelphia Spot Sales as exclusive representative in Philadelphia.

■ WARE Ware, Mass.: Vic Piano Associates, New York, as national representative.

■ KRZY Albuquerque, N. M.; KWPR San Angelo, Tex., and KMOP Tucson, Ariz.: Roger O'Connor Inc., New York, as national representative.

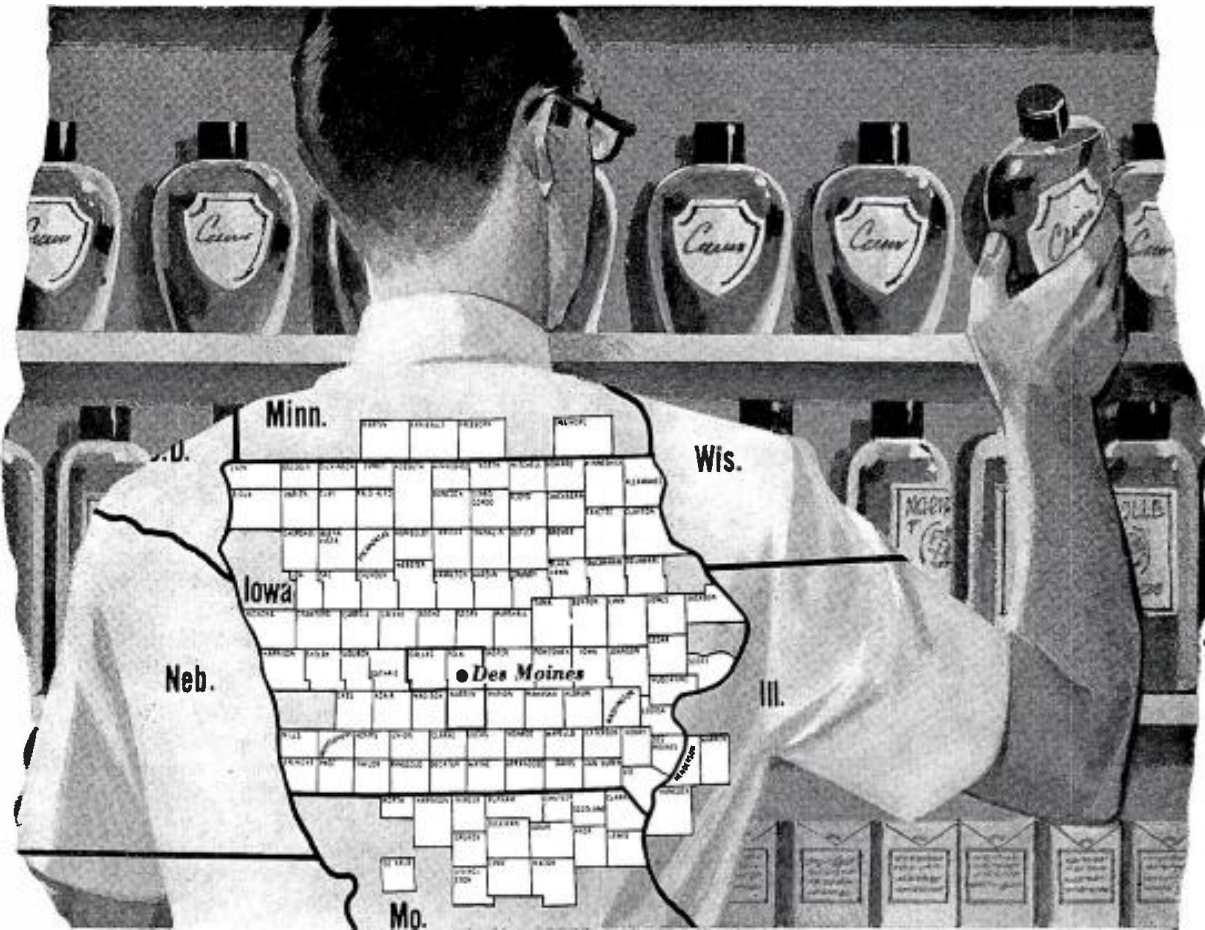
■ WBRY Waterbury, Conn.: Paul H. Raymer, New York, as national representative.



Fall seminar series planned by IRTS

Plans for the International Radio & Television Society's fall Time Buying and Selling Seminar series have been formulated by committee members, shown here meeting on the Hudson River aboard the yacht "Encore." The first seminar is tentatively scheduled for Oct. 29 and the 5:30-7 p.m. sessions will continue for eight weeks. The committee is led by "Encore's" owner/skipper, Al B. Petgen (extreme left, back row), director of client relations, American Research Bureau. Other committee members are (l-r, back row): Erwin Ephron, IRTS's board adviser to the TB&SS committee and

director of press relations, A. C. Nielsen Co.; William McDonald, account executive, A. C. Nielsen Co.; Miss Helen Davis, media supervisor, J. Walter Thompson Co.; Miss Clara Stokes, administrative assistant, American Research Bureau. Front row (l-r): Sam Schneider, WLW Cincinnati sales manager, eastern division, Crosley Broadcasting Corp.; Harold Medén, Franznick-Medén Inc.; Stanley Newman, vice president and director of media, Hicks & Greist Inc.; Lionel Shane, account executive, Harrington, Righter & Parsons; Martin Mills, director research, promotion, The Meeker Co.



ALL 8 IOWA METRO AREAS, COMBINED, account for only 59.1% of DRUG SALES in "Iowa Plus"

It's entirely possible that 100% of your actual shipments into "Iowa Plus" are made to distributors in Iowa's 8 metro areas — but don't forget that these 8 areas, *combined*, account for only 59.1% of consumers' drug purchases in these 117 counties.*

The Des Moines metro area, for example, accounts for 16.9% of retail drug sales. This is of course important, but it leaves 42.2% to be divided among 7 other metro areas—and another 40.9% from outside *any* Iowa metro area!*

WHO Radio covers 5 of Iowa's 8 metro areas — covers 808,480 radio homes in "Iowa Plus" — has *daily* listenership in 239,000 homes (more than all five other radio stations in Des Moines combined, *far* more than any other station in the state).**

In fact, only 22 other radio markets in America contain more people than WHO Radio's NCS '61. Ask PGW for all the spectacular facts.

*These figures are for Sales Management's newly-defined and frequently larger metro areas, as found in the 1963 Survey of Buying Power Issue.

**NCS '61, updated by SRDS, '62

WHO RADIO

for Iowa PLUS!

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



Peters, Griffin, Woodward, Inc., National Representatives

RAB conferences have new look

FCC OR GOVERNMENT OBSERVERS WILL BE AT EACH SESSION

This year's Radio Advertising Bureau management conferences—the first is to be held today (Monday) at The Homestead in Hot Springs, Va.—contain at least three departures from the format used in the eight years the annual meetings have run.

One of these features is the presence at most conferences of an FCC commissioner or other government official as an invited observer (CLOSED CIRCUIT, Sept. 2, Aug. 5). FCC Commissioner Kenneth A. Cox is expected to attend today's opener. Also expected is Charles A. Sweeny, of the Federal Trade

noted that advance registration to the series of eight management conferences was running 25% ahead of last year.

The conferences are held for the information of top station management on sales and operating trends as well as other workshop ideas of economic value. Subjects covered will range from automation to sales incentive plans, including case histories.

Agency Talks ■ From agency executives RAB expects conferees will learn what individual radio stations can do to help agencies use radio in a better way and what station managers should know

pected to describe the limitations on the use of ratings and explain how radio stations can properly qualify the use of ratings in selling time.

On two later programs, E. L. Richardson, former staff attorney and investigator for the House Special Subcommittee on Investigations, is expected to pinpoint his talk on what station managers can do to check the validity of radio audience measurements until the time that an industry audit of ratings is available.

RAB officials said that current plans are to tape Mr. Sweeny's and Mr. Richardson's talks for probable playback at conferences where the officials are not on the program.

Workshop sessions will be conducted for RAB by Mr. Bunker and Miles David, administrative vice president; Robert H. Alter, vice president and director of national sales; Richard Chalmers, director of member development, and Keith Trantow, director of member service.

Speakers and observers at the RAB management conferences other than today's:

Burke Dowling Adams, president of the agency of that name, is the speaker, and Rosel H. Hyde of the FCC, the observer, at the Sept. 12-13 conference at the Hilton Inn, Atlanta. Clay Stephenson, president of the agency bearing his name, and Mr. Richardson are the top-line speakers and FCC's Robert T. Bartley, the observer, listed for Sept. 16-17 at the Holiday Inn-Central in Dallas.

Leslie D. Farnath, vice president, media, N. W. Ayer & Sons, will speak, and Frederick W. Ford of the FCC, will be the observer, at the Sept. 23-24 Saratoga Springs, N. Y., meeting at the Gideon-Putnam. The Chicago meeting on Sept. 30-Oct. 1 has Mr. Richardson speaking, and Representative William Springer (R-Ill.), member of the House investigations subcommittee, observing.

Walter Guild, president of Guild, Bascom & Bonfigli, will speak, and FCC's Lee Loevinger will observe, at the Oct. 3-4 meeting at Rickey's Hyatt House hotel in Palo Alto, Calif. Set for the Oct. 7-8 Town House motor hotel meeting in Omaha is William L. Sanborn, president of Winius-Brandon, as the speaker, but no government observer is listed.

Kenneth G. Manuel, president of D. P. Brother, is speaker, and Robert E. Lee of the FCC, is the observer at the Oct. 14-15 Executive Inn meeting in Detroit.



Radio Advertising Bureau officials as they prepared for the fall circuit (l to r): Richard Chalmers, director of member development; Keith Trantow, director of member service; Robert H. Alter, vice president and director of national sales; Miles David, administrative vice president, and Edmund

C. Bunker, president. The series of meetings will offer a number of innovations this year. Among these were scheduled appearances of FCC commissioners or other government officials in the role of observers and talks at the meetings by advertising agency executives.

Commission staff, speaking on the "Use of Ratings in Selling Radio."

A third innovation is talks on radio slated at most meetings by top advertising agency executives. Henry Renfro, vice president and radio-TV media director of D'Arcy Advertising, St. Louis, is scheduled to appear at today's conference.

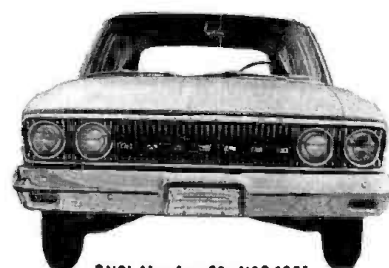
Edmund C. Bunker, RAB president,

about agency attitudes on radio.

Mr. Bunker said the inclusion of FCC members would not alter the format of the management conferences, and though an observer, the commissioner also would be given an opportunity to make a brief address or participate in the question-and-answer sessions.

Mr. Sweeny, who is chief of the Food and Drug Division of the FTC, is ex-

WSB DELIVERS TWO AUTO MARKETS



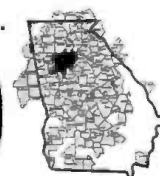
*NSI Mar-Apr 63; NCS 1961
**SRDS 1/62 - 1/63

ONE: Each year, Metro Atlanta rolls up \$277,805,000** in retail automotive sales. And WSB dominates with a 35.3% average tune-in share*.

TWO: The 132 counties* covered by WSB roll up \$620,480,000** annually in retail automotive sales.

Buy the one that gives you two . . .

WSB RADIO



Georgia's 50,000 watt clear channel station



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

BROADCASTING, September 9, 1963



Trigg-Vaughn signs with PGW

Peters, Griffin, Woodward Inc. became national sales representative for the Trigg-Vaughn Stations, effective Sept. 1. The stations are KITE San Antonio, KROD El Paso, KOSA Odessa-Midland, all Texas; KRNO San Bernardino, Calif. and KHOW Denver.

The announcement of PGW representation for the group was made (l-r) by David G. Scribner, vice president of radio for the Trigg-Vaughn group; H. Preston Peters, president of PGW, and Ray M. Stanfield, vice president of radio, PGW.

Uniform rules sought for liquor advertising

Uniform regulations to correct the "hodge-podge" of conflicting state controls on the advertising of alcoholic beverages in newspapers and magazines were recommended last week by a committee of state liquor control administrators meeting in Washington.

The recommendations of the Joint Committee of States to Study Alcoholic Beverage Laws are very similar to existing regulations, according to Roger V. Laynor, committee chairman. They cover liquor, wine and beer advertising in magazines and newspapers only and are not concerned with radio or TV advertising. Studies of the broadcast media may be undertaken by the committee in the future, Mr. Laynor said.

Charles W. Bryant, former member of the Washington state control board and chief author of last week's report, expressed the hope that most states will adopt the uniform regulations. Five states already have them in force and 11 more are in the process of adopting them, he said.

Uniform regulations are expected to channel more alcoholic beverage adver-

tising into local newspapers, Mr. Bryant said. In 1961, the industry spent \$58.5 million in newspaper advertising. The joint committee is composed of members of two national liquor control associations—the National Conference of State Liquor Administrators and the National Alcoholic Beverage Control Association.

Bolling brochure planned as agency aid

The Bolling Co. said last week it is planning to compile information in brochure form from which advertising agencies can extract data for the programming of automated data processing units.

Edward R. Eadeh, director of sales and research for the station representation firm, said a questionnaire had been designed to facilitate compilation of station and market data after first surveying agencies and determining the data in which agencies are most interested.

G. Richard Swift, president of Bolling's television division, said agencies expected to considerably expand automatic processing of data for selection of media in the future.

CORE says P&G in accord on talent

Procter & Gamble Co., the nation's top TV advertiser, is expected to adopt a stance already assumed by two other big TV spenders, Colgate-Palmolive Co. and Lever Brothers, and start using talent in P&G commercials.

Clarence Funnys, New York area director of the Congress of Racial Equality, last week said that P&G, in response to a CORE letter, said its views on integrated talent in advertising coincided closely with those of CORE. A meeting between CORE and P&G officials is being arranged, he said.

Several weeks ago Lever Brothers unveiled commercials in which a Negro youngster appears, and last week a spokesman for Colgate confirmed reports that two of its commercials—one for Fab and another for Soaky—will utilize Negro talent "in a natural, realistic manner."

To speed up its project, CORE has sent letters to 20 top TV advertisers, including General Foods, P. Lorillard & Co. and Bristol-Myers, inviting them to send a representative to a Sept. 24 meeting in New York with officials of CORE. The purpose is to receive assurance from these companies in "one fell swoop" of a policy of integrated talent utilization, Mr. Funnys said.

\$8 million signed for 'Today-Tonight'

A rapid selling pace at NBC-TV in participations in the network's *Today* and *Tonight* shows has accounted for over \$8 million worth of billings during the month of August.

William F. Storke, director, participating program sales, said last week it had been one of the most active summer months ever for the sales division.

The 15 advertisers contributing to the \$8 million figure were Kitchens of Sara Lee through Foote, Cone & Belding; F&F labs through Lilienfeld & Co.; Borg Warner Corp. through Edward H. Weiss, Morton Manufacturing through Lawrence C. Gumbinner; Rexall Drug & Chemical through BBDO; Helena Rubenstein through Ogilvy, Benson & Mather; Cameo Inc. through Shaller-Rubin; Florida Development Commission through Louis Benoit; F. E. Compton & Co. through Tatham-Laird; Duffy-Mott through Sullivan Stauffer, Colwell & Bayles; Eastern Air Lines through Fletcher Richards, Calkins & Holden; Minnesota Mining & Manufacturing through MacManus, John & Adams; American Cyanamid through Dancer-Fitzgerald-Sample; The Glidden Co. through Meldrum & Fewsmith, and Savings & Loan Foundation through McCann-Erickson.

PRICELESS DOCUMENTARIES

(Not for sale, that is)

"The Troubled Waters"

A study of Maryland's water pollution problem, what it is, whence it comes, what to do about it.

"The Tools Of Violence"

A study of the use of weapons, legal and illegal, by those who break the community's peace; how to stop the flood of lethal hardware that complicates the police problem.

"For Kicks . . ."

A study of the causes of juvenile vandalism which, for example, costs a quarter-million dollars annually in public schools alone . . . and a method of combatting it. (The Maryland Legislature likes our recommendation . . . a bill has passed one House.)

"Futures Indefinite"

A study of the high school drop-out and the frustrating future he faces . . . what makes him quit, and a method of encouraging him to continue his education.

**And many, many more . . . produced by the
WMAR-TV Public Affairs Department.**

*. . . We also have some gems which **are** priced for fall campaigns . . . a few . . .*

Pre-Game and Post-Game NFL, NCAA Football

Lee Marvin presents "LAWBREAKER" 8:30 — 9 P.M. Wed.

(Half sponsorship with Dodge Dealers)

~~"Dick Powell Theatre"~~, Late Sun. Eve.

(Sold to Foods International, Inc.)

"Twilight Movie", 4:30 — 5:55 P.M., Mon. thru Fri.

(Participations . . . going fast!)

"Dialing for Dollars", 9:40 — 10 A.M., Mon. thru Fri.

(Participations)

. . . and others. Phone Katz . . . or Call Tony Lang DR. 7-2222.

They'll tell you In Maryland Most People Watch—

WMAR-TV 

Channel 2—Sunpapers Television

Television Park, 6400 York Road, Baltimore 12, Md.

Represented Nationally by THE KATZ AGENCY, INC.

Orange commercials to stress all-juice theme

The Florida Citrus Commission's advertising plans for the new season were virtually completed last week in Lakeland, Fla., as members of the state group gave substantial endorsement to budget, media and copy plans outlined by its agency, Campbell-Ewald, Detroit.

Formal approval on all counts is all but assured at the regular September meeting set for Sept. 11. Last week's session was an advertising committee meeting, though all 12 commissioners sat in.

The orange advertising will have a new look and a new sound when it is kicked off in November, with much of the TV, radio and print message built around a new "O-J" trademark which will serve as a symbol for all pure orange juice products. Steps to copywrite the trademark—which includes the words "The Real Thing from Florida"—already have been taken by the commission's attorney.

Ken Jones, creative director for C-E, called the "O-J" symbol the key to the orange ad program and "a highly identifiable way of positioning your product." With a shortage of orange juice due to last winter's destructive freeze, the genuine product is facing sharp competition from various drinks, ades and synthetics, many containing little or no orange juice.



Mr. Jones
Promote the real thing

The proposed budget of nearly \$3.3 million is split pretty much down the middle between print (magazines and supplements) and TV-radio. There is an uncommitted reserve of about \$200,000, and \$500,000 was allocated earlier for the summer-fall campaign now ending, making an overall total of \$4 million for the 1963-64 fiscal year.

Dodge heavy TV spender for new car campaign

Chrysler Corp.'s Dodge is concentrating its pre-announcement consumer campaign in television this year because TV's "live dimensions" make it closest to actually viewing and driving the new cars, it was explained Thursday by A. C. Thomson, Dodge manager of advertising.

The Dodge pre-announcement drive runs for eight days in 50 major markets starting Sept. 12 using 10-second musical teaser spots. One-third of these are in color. Dodge agency is BBDO, Detroit.

Noting that the Dodge public debut date of Sept. 20 marks the car's golden anniversary year, Mr. Thomson said that the teaser drive is concentrated in television because "there is renewed youth and family interest in TV programming after Labor Day."

Dodge also has purchased "the largest scatter-plan of major network television shows we have ever scheduled," Mr. Thomson said, with the program

list spanning the schedules of all three networks. Minute TV spots were bought in top markets for late evening fringe-time exposure last week and the week of Oct. 4 with frequencies running from 15 to 30 a week, he said. The Dodge schedule also includes more than 2,500 daily and weekly newspapers.

CBS Radio issues new rate card

CBS Radio last week announced the mailing of a new rate card (No. 40) to advertisers and their agencies. It is effective Sept. 15.

The new rates, which George J. Arkedis, vice president, network sales, described as nominal upward adjustments in both nighttime and daytime classifications, are the first formal changes in two years. He said current network advertisers would obtain the usual six months' protection.

Mr. Arkedis noted that network "performance" is at an eight-year high, reflecting advertiser recognition of radio's

vast circulation. He also saw the current upward sales trend at CBS Radio continuing into 1964 on the basis of next year's first-quarter sales indications.

In the new change, the daytime period will be extended from 6 p.m. to 6:30 p.m., seven days a week. In the daytime, new rates generally average 7% higher for five minute and two-and-one-half minute units, depending on the number of units purchased weekly and consecutively. On this same basis, nighttime rates generally will be 10% higher.

Simmons plans enlarged selective, mass surveys

W. R. Simmons & Associates Research Inc. reported plans last week for two studies which will measure audiences of network television and magazine readership.

The research firm will prepare studies of selective and mass markets, the latter measuring cumulative audiences of 10 magazines and all daytime and evening TV network programs during January 1964.

The selective market study to be conducted during October of this year will have a sample base increased by 20% over the base used for the most recent Simmons study (BROADCASTING, Aug. 5) to 15,000 individuals in 6,000 households.

Single program and single issue audience measurements will make use of the combined sample of both studies providing a base of 9,000 households and 22,000 interviews.

The Simmons firm reported that over 50 advertisers, agencies and publishers would be subscribing to the reports.

RCA announces its 'biggest' ad campaign

RCA Sales Corp. last week previewed for newsmen in New York its advertising plans for the fall in support of the 1964 RCA Victor line.

RCA officials referred to the campaign as the "biggest" and "most spectacular" not only for RCA but for any segment of the home entertainment products industry preparing for a fall season.

The effort starts Sept. 29 with an RCA Victor Week promotion launched by an eight-page, multi-color, rotogravure insert; network TV (*Walt Disney's Wonderful World of Color* on NBC-TV); spot radio-TV (backed by dealer-distributor co-op advertising), magazines and other national media.

Jack M. Williams, vice president, advertising and sales promotion, said the RCA plans were designed to continue the manufacturer's "extremely favorable



Why WDAU-TV bought Volumes 1, 2, 3, 4, 5 & 7 of Seven Arts' "Films of the 50's"

Says William G. Hunefeld, Jr.:

General Sales Manager WDAU-TV, Scranton-Wilkes Barre, Pa.

"Viewers and sponsors alike expect nothing but the best on WDAU-TV, Scranton-Wilkes Barre, Pa. We bought Volumes 1, 2, 3, 4, 5 & 7 of 'Films of the 50's' because we were *sure* they were top-draw quality with outstanding, consistent features.

WDAU-TV and SEVEN ARTS put the SURE in PLEASURE

judging from audience interest, sponsor reaction and ratings of these 'Money-Makers of the 60's.' We are pleased to welcome these Seven Arts' features to WDAU-TV's other outstanding programming...WDAU-TV...the *pleasure* station not only in Northeastern Pennsylvania but also in the area including the world's greatest saturation of community antenna television homes. We feel sure the Seven Arts' 'Films of the 50's' will ensure our top-ranking position in the Scranton-Wilkes Barre market."



**SEVEN ARTS
ASSOCIATED
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 200 Park Avenue YUkon 6-1717
CHICAGO: 4630 Estes, Lincolnwood, Ill. ORchard 4-5105
DALLAS: 5641 Charleston Drive ADams 9-2855
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. STate 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193

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

sales rate," particularly in color TV where RCA estimates it is 71% ahead of last year's record color sales.

Among the features to be emphasized in the fall advertising plans is RCA's new base retail price of \$449.95 for a color receiver.

Also shown were several new TV commercials filmed in color at Disneyland Park for RCA's *Disney* show. J. Walter Thompson, New York, is RCA's agency.

ARF plans research study at conference

Audience research will be put into the spotlight again on Oct. 1 when the Advertising Research Foundation holds its ninth annual conference in New York.

A panel on "The Case for Complete Analysis of Audience Services" is scheduled for the morning session along with a review of ARF policy on audience measurement problems, according to program plans announced last week.

The panelists will be James W. Seiler of American Research Bureau; A. C. Nielsen Jr. of A. C. Nielsen Co.; Alfred Politz of Alfred Politz Research; W. R. Simmons of W. R. Simmons and Associates Research, and Phillip W. Wenig of SRDS Data Inc. The moderator will be Thomas H. Dunkerton, Compton Advertising.

Lyndon O. Brown of Dancer-Fitzgerald-Sample, chairman of the ARF board, will make the presentation of ARF policy.

The afternoon session will examine a number of "crucial" advertising research problems, including the question, "Have Computers Lived up to Their Promises for Media Selection?"

Stanley Canter of Ogilvy, Benson & Mather will undertake to answer that question.

The all-day meeting will be held at New York's Hotel Commodore.

TWA buys FM program in five markets

Trans-World Airlines, through Foote, Cone & Belding, has signed for FM program sponsorship in five major markets, Gene Labrie, vice president of the Concert Network, announced in New York last week.

The 55-minute program will run weekly in the markets, Mr. LaBrie who put the sales package together said, adding that the program will have started in all five markets by this week.

Stations are WNCN(FM) New York, WBCN(FM) Boston, WFMT(FM) Chicago, KSFR(FM) San Francisco and KFMU(FM) Los Angeles. The series has been produced for TWA by Stephen Hirsch and Mr. LaBrie is the executive producer. Frank Waldecker is host on the "good music" series.

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.

American Motors (Rambler-new cars), one 60 for TV. Agency: Geyer, Morey, Ballard. Blake Johnson, agency producer.

Mercury Division, Ford Motor Co. (new cars), two 60's for TV. Agency: Kenyon & Eckhardt. Andy Doyle, agency producer.

Pontiac (new cars), one 60 for TV. Agency: MacManus, John & Adams. Ted Allegetti, agency producer.

Delco Division of General Motors (batteries), three 60's for TV. Agency: Campbell-Ewald. Ray Delman, agency producer.

Firestone (tires), one 60 for TV. Agency: Campbell-Ewald. Ray Delman, agency producer.

Keepsake (diamonds), two 30's, two 20's for TV. Agency: Conklin, Labs & Bebee, Syracuse, N.Y. William Conklin, agency producer.

International Shoes (Wesboro, Kingsway, Randcraft shoes), thirty 10's for TV. Agency: Krupnick & Associates, St. Louis.

Cotton Bakeries (bread), six 60's for TV. Agency: W. E. Long Co., Chicago.

Pepper Sound Studios Inc., 2076 Union Avenue, Memphis 4.

Fireside Marshmallow, one 60 for radio (jingle). Larry Muhoberac, production manager.

Agency: John Margo Advertising, Cincinnati. Jim Carter, account executive.

Avion Coach Corp. (mobile homes), one 60 for radio (jingle). Ronnie Tutt, production manager. Agency: Paxson Advertising, Benton Harbor, Mich. Robert Horff, account executive.

Nevada Meats, one 60 for radio (jingle). Ernie Bernhardt, production manager. Direct.

Burger Brewing Co. (beer), two 60's for radio (jingles). Bud Smalley, production manager. Agency: Midland Advertising, Cincinnati. Dick Broshar, account executive.

El Delecto Brand Foods, one 60 for radio (jingle). Joe D'Geralamo, production manager. Placed direct.

Nationwide Safti-Brake Co., one 60 for radio (jingle). Hub Atwood, production manager. Agency: Beckman Koblitz, Inc., Los Angeles. Edward L. Koblitz, account executive.

Fidelity Life & Income Mutual Insurance Co., Benton Harbor, Mich., one 60 for TV (jingle). Vincent Trauth, production manager. Direct.

Raymond Scott Enterprises Inc., 140 West 57th Street, New York 19.

Warner-Lambert Pharmaceutical Co. (Anahist), two 60's for TV (electronic scoring). Charles Barclay, production manager. Agency: Ted Bates. Harry Sosnik and Bob Harris, agency producers.

Dow Chemical Co. (oven cleaner), three 60's for TV (jingles). Agency: MacManus, John & Adams. Joseph Africano, agency producer.

Snozzelle Productions Inc., 155 Fell, San Francisco.

Chrysler Corp. (Simca Division), one 60 and three 20's for TV. Agency: Advertising Associates, San Francisco.

Business briefly . . .

Sam McDaniel & Sons, Bedford, Va. (Bunker Hill meat products), will sponsor *The Arthur Smith Show* on 16 Southern stations. The half-hour folk-music show is produced by Jefferson Productions, Charlotte, N. C. Agency: Cargill, Wilson and Acree, Richmond, Va.

Coca Cola Bottling Co. of Los Angeles (Sugar Free Bubble Up), is currently sponsoring a total of 3,000 commercials on 10 area radio stations and 300 spots on six local television stations. Radio stations carrying from 200 to 500 spots per week each are KABC, KFAC, KFWB, KGBS, KGIL, KHJ, KLAC, KRLA, KMPC and XTRA. TV stations include KABC-TV, KHJ-TV, KNBC, KNXT, KTLA and KTTV. Agency: Honig-Cooper & Harrington.

Also in advertising . . .

Changes name ■ Gradle & Briggs, Encino, Calif., has changed its name to Michael W. Gradle Inc., following the resignation of Carl Briggs.

Radio brochure ■ CBS Radio Spot Sales distributed to media executives at agencies last week copies of a brochure, "Don't Use A 12-Inch Yardstick," which outlines criteria for selecting radio stations as advertising media. It

cites and explains such quantitative factors as ratings, coverage, audience composition, demographic characteristics, time periods and reach and frequency and such qualitative dimensions as the attention value of programs, commercial limits, editorial climate, community stature, and believability.

Opening in Chicago ■ Infoplan, the worldwide public relations affiliate of Interpublic Inc., will open an office in Chicago in September at 318 S. Michigan Boulevard. Infoplan already has offices in New York, San Francisco, Los Angeles, Atlanta, Toronto, Honolulu and in France, England, Italy and Germany.

Grant back in Detroit

Grant Adv., Chicago, has announced the re-establishment of offices in Detroit at 1027 Penobscot Building under the direction of Reginald Dellow who is promoted from vice president-media to executive vice president. Grant closed its Detroit office in 1960.

Agency appointments . . .

Merle Norman cosmetics has named Nides Cini Advertising, Los Angeles, to handle all advertising, publicity and public relations on behalf of the 2,000 Merle Norman cosmetics studios throughout the U. S. Network radio is

* QUAD-CITY ARB REPORTS SHOW: *one TV station stands out!*

STATION	PROGRAM	SHARE	RATING
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August 2, 1963, 9:30-10:00 PM

A	Eye Witness	12%	6
B	Jack Paar	29%	14
WQAD-TV	College All Star Football	59%	29

Sets in use—49

August 5, 1963, 9:30-10:00 PM

A	Stump The Stars	31%	16
B	Summer Film Festival	35%	18
WQAD-TV	Ben Casey	33%	17

Sets in use—52

August 8, 1963, 8:30-9:00 PM

A	Twilight Zone	27%	10
B	Lively Ones	27%	10
WQAD-TV	McHale's Navy	46%	17

Sets in use—37

August 10, 1963, 8:30-9:00 PM

A	Have Gun, Will Travel	23%	9
B	Sat. Night Movies "Niagara"	36%	14
WQAD-TV	Lawrence Welk	41%	16

Sets in use—39

August 13, 1963, 7:00-7:30 PM

A	Lloyd Bridges	23%	7
B	Laramie	40%	12
WQAD-TV	Combat	37%	11

Sets in use—30

August 14, 1963, 5:30-6:00 PM

A	Local News—Cronkite	30%	8
B	Local News—Huntley, Brinkley	33%	9
WQAD-TV	Maverick	37%	10

Sets in use—27

August 15, 1963, 6:30-7:00 PM

A	Fair Exchange	25%	7
B	Wide Country	36%	10
WQAD-TV	Ozzie and Harriet	39%	11

Sets in use—28

Friday, August 16, 1963, 4:30-5:00 PM

A	Four Fun Factory	14%	4
B	Capt. Vern	32%	9
WQAD-TV	Jungle Show	54%	15

Sets in use—28

August 21, 1963, 7:00-7:30 PM

A	CBS Report	22%	5
B	Virginian	43%	10
WQAD-TV	Wagon Train	35%	8

Sets in use—23

*DAVENPORT, ROCK ISLAND, MOLINE, EAST MOLINE, SILVIS, BETTENDORF,
MILAN SERVING EASTERN IOWA AND WESTERN ILLINOIS.

MOLINE TELEVISION CORP., MOLINE, ILLINOIS

FRANK SCHREIBER—PRESIDENT & GENERAL MANAGER

LES C. RAU—DIRECTOR OF SALES

Exclusive National Representatives: HR Television, Inc.

BROADCASTING, September 9, 1963

STATION A

STATION B



STATION	PROGRAM	SHARE	RATING
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Thursday, August 22, 1963, 10:00-10:30 PM

A	News / Weather / Sports	43%	17
B	Report to Area 6	32%	13
WQAD-TV	News / Weather / ABC News	25%	10

Sets in use—40

Friday, August 23, 1963, 7:30-8:00 PM

A	Route 66	33%	12
B	Sing Along with Mitch	31%	11
WQAD-TV	Flintstones	36%	13

Sets in use—36

Saturday, August 24, 1963, 10:30-11:00 PM

A	Roaring Twenties	38%	18
B	Report to Area 6 / Premiere Theatre (The Thing)	21%	10
WQAD-TV	Chiller Theatre (Cosmic Man)	41%	19

Sets in use—47

(Audience measurement data of all media are estimates only—subject to defects and limitations of source material and methods. Hence, they may not be accurate measures of the true audience.)





“a mammoth and magnificent study”

Last Monday night, NBC presented a three-hour television special on the urgent issue of civil rights. It was called “The American Revolution of '63.” This three-hour presentation in prime time—broadcast by 171 NBC television stations—was made possible through cancellation of an entire evening’s commercial programming. This was an unprecedented step, but it turned out to be more than justified; for the ovation that fol-

lowed this NBC News Special, produced by Chet Hagan and Robert Northshield, and narrated by Frank McGee, was one of the most overwhelming and most gratifying tributes any television program has ever received. The quoted excerpts adjacent are from comments by newspaper critics as well as major executives of NBC affiliated stations from coast to coast.



Tonight...another major NBC News event: the premiere of the new, expanded Huntley-Brinkley Report.

COMMENTS BY THE PRESS:

"...A mammoth and magnificent study of the American Negro's struggle for equality...NBC News and NBC-TV can rightfully be proud of a great team achievement...A valuable contribution to understanding and enlightenment."
JOHN HORN,
NEW YORK HERALD TRIBUNE

"...A turning point in TV's journalistic evolution...The producers captured the complexity and vastness of the story and brought it to the screen in terms remarkably compelling for such an extended program."
JACK GOULD,
THE NEW YORK TIMES

"The program was a tour de force, a milestone in TV history...the first sociological document in TV to attempt an objective study on so many fronts...High praise to Frank McGee..."
HARRIET VAN HORNE,
NEW YORK WORLD-TELEGRAM AND SUN

"...The most ambitious and industrious coverage yet accorded a major public question in TV...an enlightening service."
BOB WILLIAMS,
NEW YORK POST

"The program managed a superb review of the civil rights issue...This program was worth the time, the money, and the effort."
LAWRENCE LAURENT,
THE WASHINGTON POST

"A prodigious effort...A remarkably well-knit program..."
ROBERT J. WILLIAMS,
PHILADELPHIA EVENING BULLETIN

"...it was not any specific incident...that gave it impact. It was the very length, the unrolling of a record for review, that made it impressive and memorable."
TERRY TURNER,
THE CHICAGO DAILY NEWS

"We do know for certain that for a program of this magnitude it accomplished virtually the impossible—it started strong, it ended strong, and it didn't bog down in the middle."
BILL IRVIN,
CHICAGO'S AMERICAN

"I doubt that anyone caught up in it could have turned it off..."
CECIL SMITH,
LOS ANGELES TIMES

NBC AFFILIATED STATIONS:

"Made us proud of being an affiliate...Represented a service in the highest public interest..."
DICK BIDDLE, WOWL-TV,
FLORENCE, ALABAMA

"Well received by Phoenix. It was a balanced, enlightened account..."
RICHARD LEWIS, KTAR-TV,
PHOENIX, ARIZONA

"Finest, most comprehensive and unprejudiced television program ever presented."
DOUG ROMINE, KARK-TV,
LITTLE ROCK, ARKANSAS

"We were proud to have had the opportunity of devoting our NBC affiliated facilities to the program—a new departure in television journalism."
HAROLD SEE, KRON-TV,
SAN FRANCISCO, CALIFORNIA

"It was an historic advance in the growth of American TV and a powerful demonstration of our democracy."
WILLIAM GRANT, KOA-TV,
DENVER, COLORADO

"A fine historical document; most searching and complete report of our racial problems. Its depth, accuracy and impartiality make it a milestone..."
JESSE H. CRIFE, WFGA-TV,
JACKSONVILLE, FLORIDA

"Bold new concept in news and public affairs reporting..."
CHARLES KELLY, WKCT,
MIAMI, FLORIDA

"Hailed by key opinion leaders in Springfield as opening new doors to public understanding..."
MILTON D. FRIEDLAND, WICS,
SPRINGFIELD, ILLINOIS

"Critics and advocates in the controversy of civil rights were given a national voice...This accomplishment alone underlines NBC's devotion to informing the public..."
ELDON CAMPBELL, WFBM-TV,
INDIANAPOLIS, INDIANA

"Extremely proud to be able to bring to the people of this area this intensely interesting and informative NBC presentation."
DON SBARRA, KARD-TV,
WICHITA, KANSAS

"The only thorough and comprehensive single report on this issue available to the public..."
NATHAN LORD, WAVE-TV,
LOUISVILLE, KENTUCKY

"Please forward my congratulations to all concerned...Marvellous."
PELHAM MILLS, KPLO-TV,
LAKE CHARLES, LOUISIANA

"Strong local reaction pro and con proves that NBC television commanded wide attention with its presentation of the American Revolution 1963. WDSU-TV commends NBC News for adding a new dimension to interpretive reporting."
A. LOUIS READ, WDSU-TV,
NEW ORLEANS, LOUISIANA

"Struck a blow for freedom and better understanding..."
BRENT O. GUNTS, WBAL-TV,
BALTIMORE, MARYLAND

"Superb, dimensional television..."
JAMES E. ALLEN, WBZ-TV,
BOSTON, MASSACHUSETTS

"The program...stirred the people of our area to more serious thinking about a vitally important problem of our times."
JAMES SCHIAVONE, WWJ-TV,
DETROIT, MICHIGAN

"Our response was terrific. The problem was so fully explained that most viewers, I am sure, subscribe to the feelings expressed by the mayors of our cities..."
JAMES GERITY, JR., WNEM-TV,
FLINT-SAGINAW-BAY CITY, MICHIGAN

"Brilliant exposition of a crucial issue..."
STANLEY E. HUBBARD, KSTP-TV,
ST. PAUL, MINNESOTA

"An absorbing documentary, it had objective depth and feeling as well as reportorial integrity."
OWEN SADDLER, KMTV,
OMAHA, NEBRASKA

"No other network has approached it for sustained quality, interest and depth..."
VAN BEUREN W. DEVRIES, WGR-TV,
BUFFALO, NEW YORK

"...outstanding example of pioneering news coverage..."
W. R. ROBERSON, JR., WITN-TV,
WASHINGTON, NORTH CAROLINA

"Widely acclaimed in Northwest as a milestone in tv journalism."
JACK DUNN, WDAY-TV,
FARGO, NORTH DAKOTA

"...proud to be identified with an effort which displayed such courage and editorial equanimity..."
JOHN T. MURPHY,
CROSLEY BROADCASTING CORP.,
CINCINNATI, OHIO

"Surpassed by far any documentary effort on television."
ALLAN LAND, WHIZ-TV,
ZANESVILLE, OHIO

"Local officials highly complimentary of program and specifically the reporting of Oklahoma City story."
NORMAN P. BAGWELL, WKY-TV,
OKLAHOMA CITY, OKLAHOMA

"Another of those vital documents that makes KGW-TV proud to be associated with NBC. One typical listener comment: 'So absorbing I thought it was one hour rather than three.'"
WALTER E. WAGSTAFF, KGW-TV,
PORTLAND, OREGON

"Set new standards of excellence...searching examination of a national issue made a significant contribution to the art of television."
ROBERT A. MORTENSON, WIIIC,
PITTSBURGH, PENNSYLVANIA

"A unique and history-making television program...Another great contribution to the needs and interests of the nation."
DAVID J. SHURTLEFF, WJAR-TV,
PROVIDENCE, RHODE ISLAND

"Established an entirely new dimension of television broadcast service...The people throughout the upper Midwest...have a new awareness of this vital fact of American life..."
MORTON H. HENKIN, KSOO-TV,
SIOUX FALLS, SOUTH DAKOTA

"Factual and unbiased and excellently produced..."
HARRY D. BURKE, WCOB-TV,
CHATTANOOGA, TENNESSEE

"Another milestone in electronic journalism...compelling, comprehensive and fair."
JACK HARRIS, KPBC-TV,
HOUSTON, TEXAS

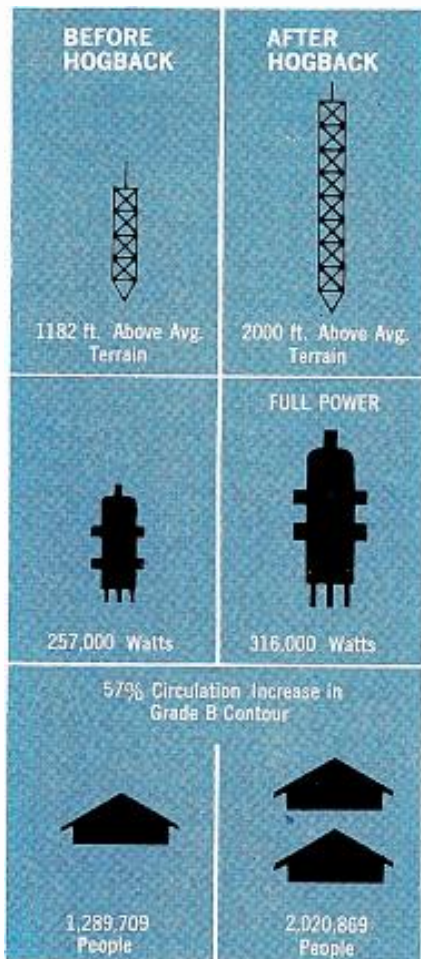
"KUTV received more favorable comment than on any prior telecast."
GEORGE HATCH, KUTV,
SALT LAKE CITY, UTAH

"Seattle's reaction to the American Revolution 1963 has been extremely favorable. KING TV is proud to have been a part."
OTTO P. BRANDT, KING-TV,
SEATTLE, WASHINGTON

"Opened new vistas in television responsibility and service..."
R. J. HEISS, WTMJ-TV,
MILWAUKEE, WISCONSIN

maximum HEIGHT & POWER coming soon to WSPA-TV

Construction of the new WSPA-TV transmitter on Hogback Mountain, to be completed next month, will increase coverage in the Carolina Piedmont and Western North Carolina.



FOR FURTHER INFORMATION
CALL HOLLINGBERRY

WSPA-TV 7
SPARTANBURG, S. C.



CBS for the
46th Market*

*SM Survey of Buying Power June 10, 1963

being considered as the primary medium, with heavy local support. Budget is estimated at \$500,000.

▪ The Richelieu Corp., manufacturers of simulated pearl jewelry, names Johnstone Inc., New York, as advertising agency. Media plans have not been announced.

▪ Luer Packing Co., Vernon, Calif. (smoked meats), has named Recht & Co., Beverly Hills. Robert Recht, agency president, is account executive. Ra-

dio and TV spots will be used along with other media.

▪ Watson Seafood & Poultry Inc. of Raleigh, N. C., chicken processing firm, has named C. Knox Massey & Associates, Durham, N. C. Television will be used in a number of markets.

▪ Textile and Naugatuck Chemical Division of United States Rubber Co. appoint Papert, Koenig, Lois, New York, effective Jan. 1, 1964 and Sept. 1, 1963 respectively.

THE MEDIA

STATION FREEDOM IS NAB'S AIM

Collins cautions broadcasters of their own shortcomings

Simply stated, the primary mission of the National Association of Broadcasters is to help the individual station to be free, NAB President LeRoy Collins told the Arkansas Broadcasters Association Saturday (Sept. 7).

Today, he said, the individual broadcaster is hog-tied in varying degrees by three forces—the government, outside influences and the broadcaster himself.

"He lives under a Communications Act—hoary in obsolescence—that fixes in the FCC a strange and inefficient commingling of legislative authority, judicial power and executive control," Governor Collins said. "The result may prove to be a boon to Washington lawyers, but it is nightmarish and frightening to most broadcasters."

"The broadcaster has allowed, for much too long, ratings services of clearly questionable dependability to influence strongly what he has programed. . . . To advertisers and their representatives, broadcasters in the past have yielded far too much of their own rightful responsibility."

Additionally, he said, broadcasters become prisoners of themselves. They can lose their freedom by a slavish devotion to the status quo; an unwillingness to make common effort; by allowing private profit motive to dominate their aspirations and by failing to find new and better ways to serve the public, the NAB president said.

The national association is moving with "marked success" in aiding the broadcaster to become master of his own house, Governor Collins maintained. As an example, he said he was "extremely proud" of the work of the NAB Research Committee and of the work of the codes. "It is my hope that the time will soon come when the public, itself, feels such a deep interest [in the codes] that any broadcaster will feel uncomfortable outside their fold. . . ."

Challenges To Be Met ▪ There are many challenges before the industry which are not being adequately met, he

said. For example, he noted, if "some sound additional efforts" are not made to improve advertising practices the government probably will move in with repressive measures. Governor Collins sought a meeting with the networks on TV advertising but was turned down (BROADCASTING, Aug. 26). The problems in this area, he said, are quality of announcements and number of program interruptions.

The NAB firmly believes in state associations and, "we want to see them grow stronger," he said. "We want to help them in their programs." To accomplish this, Governor Collins told the Arkansas broadcasters that the NAB plans to add a new staff position for a continuing liaison between the NAB

John Q. Microphone

The average broadcast employee is 35 years old, has worked in the industry for about 10 years and earns \$6,500 if he works in radio, \$8,700 in television.

These are a few of the facts assembled by Professor Glenn Starlin of the University of Oregon in an article, published in the *Journal of Broadcasting*, which reports on the findings of questionnaires returned by nearly 1,900 broadcast employees. The questionnaires were sent out as a part of a study jointly sponsored by the Association for Professional Broadcasting Education and the National Association of Broadcasters.

The study also showed that 50% of television employees and 25% of radio workers had college degrees. Of those returning the questionnaires, between 60% and 70% had attended college, and 95% had finished high school.

Dirty Capitalist

You can't farm without dirt. Ditto \$. If you're interested in becoming a corn-raising dirty capitalist, figure on \$300 to \$400 per acre for good Eastern Iowa dirt. Add cost of home, barn and other farm buildings, to taste. Major equipment will include about \$6,000 for a diesel tractor, \$2,500 to \$5,000 for a combine, and at least \$3,000 for a picker-sheller. Miscellany: tandem disk, \$750; plow, \$900; cornstalk cutter, \$500; tv set, \$140.*

Capital investment in the *average* farm in WMTland is around \$45,000. Many run more than \$200,000.

Is it worth it? Iowa's 173,000 commercial farms annually produce \$2.2 billion in gross product, an average of about \$13,000. Farming is big business in Iowa.

So's *business*. Total personal income from non-agricultural activities in 1961 exceeded \$4.9 billion.

*Sets in WMT-TV coverage area at last count (NCS '61): 342,360. Area includes 60% of Iowa's population and purchasing power, and three of Iowa's six largest population centers—Cedar Rapids, Waterloo and Dubuque.

WMT-TV • CBS Television for Eastern Iowa, Cedar Rapids—Waterloo

Represented by the Katz Agency
Affiliated with WMT-AM; WMT-FM;
K-WMT, Fort Dodge; WEBC, Duluth



'Duffy ain't here,' but Archie lives on

The Hollywood Museum is far from a reality—ground-breaking is not scheduled until October—but it has already begun serving the broadcasting business and the public.

When word of Ed Gardner's death reached KNX Los Angeles the evening of Aug. 19, Mike Roy, who handles the 10 p.m. newscast, thought it would be nice if he could use a segment of an old *Duffy's Tavern* show in his program. He checked with Harfield Weedon, KNX program director, who is also chairman of the radio acquisitions committee of the museum. Mr. Weedon called Martin Halperin, the museum's radio curator, reaching him at home, where he

has a notable collection of off-the-air and off-the-line recordings of radio programs. Mr. Halperin said "of course." By the time the car sent from KNX had arrived he had dubbed one of the classic *Duffy's Tavern* openings—"Duffy's Tavern, where the elite meet to eat. Archie the manager speakin'. Duffy ain't here."—which reached KNX in time for the newscast.

"We hope other broadcasters will call on us and that we'll be able to do as much for them," Mr. Halperin told BROADCASTING. "Let them know we're ready to help without waiting for our building to be finished," he added.

and all state associations (CLOSED CIRCUIT, Sept. 2).

He said the NAB expects dissent and disagreement with its programs but made no specific mention of the current NAB jurisdictional dispute with the Georgia Association of Broadcasters (BROADCASTING, Sept. 2, Aug. 26). "Forward progress nearly always involves struggle," he said.

D.C. broadcasters welcome foreign visitors

A reception for 13 foreign broadcasters, who are spending 100 days in the U. S., was held last Thursday (Sept. 5) at the Broadcasters Club of Washington.

The group, under State Department sponsorship, is attending seminars and

social functions in Washington and then will go to Syracuse University, Syracuse, N. Y., for six weeks of study. The broadcasters then will split up for visits to stations all over the country.

Attending the reception were: Gabriel Francis, program director, Radio Trinidad and Voice of Rediffusion; Hugh N. J. Cholmondeley, senior announcer of public affairs, British Guiana Broadcasting Service; Krystian Barcz, news editor, Warsaw TV; Raul Aicardi Larenas, director, audiovisual department, University of Chile; Samuel J. D. Nwaneri, controller, Nigeria Broadcasting eastern region; Sani Mahammadu Kontagora, program adviser, Nigeria Broadcasting northern region; Christopher O. Kolade, controller, Nigeria Broadcasting western region.

Romulo O'Farrill-Avila, coordinator, production and sales, Telesistema de Mexico; Juan Harvey Caycedo Peres, chief of production, TV Films Ltd., Colombia, (government-owned); Zvi Gill, head of news and newsreel section, Kol Israel Broadcasting Station; Ali M. Abyad, executive, Yemen Arab Republic Radio Communications (also named to establish government communications network); Mrs. Alai-Ramzi, producer and director of women's programs, Iran TV (privately-owned), and Arto Lauri Toivola, assistant editor, Finnish TV.

Government officials in attendance included: Andrew Hatcher, presidential associate news secretary; Richard Phillips, director of news for public affairs, State Department; Alan Carter, director of TV service, USIA. Embassy officials also attended.

On Thursday (Sept. 12), the Broadcasters Club will hold a reception for FCC Commissioner Lee Loewinger.

Changing hands

ANNOUNCED ■ The following sales of station interests was reported last week subject to FCC approval (for other commission activities see FOR THE RECORD, page 105).

■ KIRO - AM - FM - TV Seattle, Wash.: 50.215% sold by Saul Haas to Wasatch Radio & Television Co. for \$5,095,000 (CLOSED CIRCUIT, June 24, April 15). Wasatch Radio & Television Co. is arm of the Church of Latter Day Saints (Mormon), which owns or has interests in KSL-AM-FM-TV Salt Lake City; KID-AM-TV Idaho Falls and KBOI-AM-FM-TV Boise, both Idaho, and international shortwave station WRUL Scituate, Mass. Transaction also includes 10-year employment contract with Mr. Haas, at least four years of which he will be chairman of the board at \$25,000 yearly. Since last April, the Mormon Church has been acquiring interests from minority stockholders, including Senator Warren G. Magnuson

Media transaction? get our viewpoint

The buying or selling of media properties, is a highly specialized field. Blackburn & Company has an enviable reputation for providing the facts both parties need to do business in a complex area . . . facts plus an insight that comes from years of experience. Consult Blackburn first.

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G. Bennett Larson
Bank of America Bldg.
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Beverly Hills, Calif.
Crestview 4-8151

(D-Wash.), who owned 4%. Last July, the church paid Mr. Haas \$981,250 for 9.73% interest. KIRO, established in 1927 and acquired by the Haas interest in 1933, operates fulltime on 710 kc with 50 kw. KIRO-FM began in 1946 and operates on 100.7 mc with 16.5 kw. KIRO-TV is on channel 7 and went on the air in 1958. All the KIRO stations, and the church stations are CBS affiliated.

■ WMMN Fairmont, W. Va.: Sold by Peoples Broadcasting Co. to E. M. (Pete Johnson) and Jack Carr for \$245,000. Mr. Johnson is owner of WCAW Charleston, W. Va.; Mr. Carr, of WDNE Elkins, W. Va. Peoples, a subsidiary of Nationwide Insurance Co., owns WRFD-AM-FM Columbus and WGAR-AM-FM Cleveland, both Ohio; WNAX Yankton, S. D., and KVTU(TV) Sioux City, Iowa. Peoples also owns WTTM-AM-FM Trenton, N. J., which has been sold to Scott Broadcasting Co. for \$375,000 and is pending FCC approval (BROADCASTING, Jan. 7). WMMN operates fulltime on 920 kc with 5 kw. Broker: Blackburn & Co.

Sigma Delta Chi sets agenda for Norfolk

Barry Bingham, president of WHAS-AM-TV Louisville, Ky. and editor-publisher of the *Louisville Courier-Journal & Times*, will be keynote speaker at the annual convention of Sigma Delta Chi, professional journalism society.

Other speakers at the Nov. 6-9 session in Norfolk, Va., include Walter Cronkite, CBS News correspondent; Blair Clark, vice president and general manager, CBS News; Gardner Cowles, president of Cowles Magazines and Broadcasting Inc.; Turner Catledge, managing editor of the *New York Times* (WQXR-AM-FM); Palmer Hoyt, publisher, the *Denver Post*, and Charles Ferguson, senior editor, *Reader's Digest*.

Theodore F. Koop, vice president, CBS Inc., will be installed as president of SDX at the close of the four-day convention.

Separate sessions set for NBC affiliates

NBC's annual affiliates convention will be held in Los Angeles at the Beverly-Hilton, with separate radio and TV sessions on Dec. 2 and 3, respectively.

Robert W. Sarnoff, board chairman of NBC, will address affiliates at a joint luncheon on Dec. 3, and Robert E. Kintner, the network's president, will speak on both days of the convention.

Also scheduled is a radio presentation by William K. McDaniel, executive vice president in charge of NBC Radio, and a program-sales presentation for TV affiliates. Dinner and entertainment will conclude the convention activities on Dec. 3.

MAKE PROVISION FOR RADIO-TV

Study recommends audio-visual plant for culture center

A study prepared for the trustees of the National Cultural Center strongly recommends that a comprehensive communications program be included in the planning for the \$30-million center that is to be built by public subscription in Washington.

The study, prepared by the Telecommunications Center of Ohio State University, says if the center is to be truly national in scope, it must be designed and equipped so that television, radio and other audio-visual facilities "can bring its resources to the United States and the world."

It recommends that the center include an elaborate plant, including permanent equipment for radio, television, recording and motion pictures, with a resident staff to operate it.

However, the study proposes this as the final phase in a five-step development program that could be launched by providing the center with the capacity for "minimum and occasional use" of audio-visual equipment.

Total Cost ■ Total cost for all five phases, according to figures in the re-

port, would be \$4,112,000, plus \$270,000 annually for staff. The study says the center could halt the program at any phase. But it says the center should eventually proceed to phase five—for "only with such a permanent facility can the educational establishment and the American public fully realize the benefits available in years to come from the center."

The study, which has not yet been considered by the trustees, acknowledges that the recommendations may be construed "to be a drastic departure from previous general plans." But it adds that the experience of other performing centers makes it clear that some filming, tape recording and broadcasting "is inevitable."

The center, which "will have the finest artists of America and the world appearing on its stages," will provide "an unparalleled resource of talent reflecting many facets of culture," the study says.

It adds that these talents can be shared with millions in this country and throughout the world, "at only slight additional cost," through the new

EXCLUSIVE BROADCAST PROPERTIES!

TEXAS —Semi-major market fulltime radio station showing good profit on \$10,000.00 monthly gross. Priced at \$185,000.00 on terms to be negotiated. **Contact—DeWitt "Judge" Landis in our Dallas office!**

MIDWEST —Modern, well equipped daytime-only radio station serving trading area of 200,000. Some real estate included. Needs owner-operator. Total price of \$75,000.00 on terms. **Contact—Richard A. Shaheen in our Chicago office!**

Hamilton-Landis

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DElaware 7-2754

DALLAS
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Riverside 8-1175

SAN FRANCISCO
111 Sutter St.
EXbrook 2-5671

RADIO • TV • CATV • NEWSPAPERS

America's Most Experienced Media Brokers

Broadcaster participation sought by NAB

Relationships of broadcasters with the public and the federal government will play a prominent role in the annual series of fall conferences to be held by the National Association of Broadcasters.

The eight one-and-one-half day conferences will begin Oct. 14-15 at the Statler-Hilton hotel, Hartford, Conn.

Broadcasters rather than NAB staff members will be charged with the major burden of participation in the sessions with much time to be devoted to floor inquiries, according to Howard Bell, NAB vice president for planning and development. The 1963 conferences will be held under the specter of increased attempts by the FCC to control more of the activities of stations, most prominent of which is the commercial time standards rulemaking (see page 80).

The program for all eight conferences will follow pretty much the same format, Mr. Bell said, with a prominent and different guest speaker

to address each one. NAB President LeRoy Collins plans a short talk to open each conference and also will participate in panel sessions and answer members' questions. In addition, he is expected to hold news conferences in conjunction with all eight meetings.

After Hartford, the NAB road show will be in Minneapolis Oct. 17-18 (Leamington hotel); Pittsburgh Oct. 21-22 (Hilton hotel); Miami Beach Oct. 24-25 (Americana hotel); Nashville Nov. 14-15 (Dinkler-Andrew Jackson hotel); Fort Worth Nov. 18-19 (Texas hotel); Denver Nov. 21-22 (Cosmopolitan hotel), and San Francisco Nov. 25-26 (Fairmont hotel).

A joint radio-TV session on the opening morning of each conference will feature Governor Collins and a panel on "Broadcast Relations: Government and the Public." Panel members will include broadcasters and NAB staffers. Present plans are to film brief messages from individual

members of Congress on current government problems.

The guest speaker will address a first day luncheon, to be followed by separate sessions for radio and TV delegates in the afternoon.

A comprehensive report on "research and ratings" will be given during the final morning session which will highlight the work of the NAB Research Committee and Ratings Council since the congressional hearings on ratings. The committee is meeting today (Monday) in New York.

Other final day features will be a panel of broadcasters on controversial issues and how to deal with them and a question-and-answer session with President Collins and key NAB staffers.

The separate radio and television sessions will each discuss management problems utilizing techniques employed at the annual NAB executives seminar at Harvard University, Cambridge, Mass.

media. It says the material can be made available through commercial and educational broadcasters, either live or on a delayed basis, through the use of film, records or video tape.

But it emphasizes that the center shouldn't become allied with any one network, station or recording company. To do so, it says, would give "special advantages to the organization concerned" and make it difficult "for the center to maintain its status as a truly national institution." It specifically recommends against any permanent relationship with any Washington broadcasting organization.

WETA Left Out ■ This recommendation, if adopted, would undercut a proposal of FCC Commissioner Robert E. Lee that the center provide space for WETA(TV) Washington, ETV station. In a letter to Roger L. Stevens, chairman of the center's board of trustees, Commissioner Lee said that, if located in the center, WETA could serve as a "key" station in the distribution of cultural programs to other outlets around the country. The suggestion is part of the commissioner's effort to aid WETA, which is reported to be in financial difficulty. The station is now located temporarily in an Arlington, Va., high school. Mr. Stevens has agreed to discuss the proposals with Commissioner Lee, but a date for their meeting has not been set.

The study strongly recommends that plans for incorporating the communica-

tions equipment in the center be made "at the outset." It adds that delays in providing for use of the media may result "in enormous future costs" and unsatisfactory results.

The study was prepared under contract with the U. S. Department of Education at a cost of \$28,000. The project staff consisted of Richard B. Hull, managing director of Ohio State University's Telecommunications Center, Burton Paulu, director of radio and television, University of Minnesota, associate director; and Jack McBride, director of television and manager of KUON-TV, University of Nebraska, field supervisor.

Donald McGannon, president of Westinghouse Broadcasting Co. and Robert

Saudek, president of Robert Saudek Associates, were members of a panel advising on the project.

Others on the panel were Agnes deMille, author and choreographer; Lawrence Dennis, executive associate and director, commission for academic affairs, American Council on Education; Max Isenbergh, deputy assistant secretary of state for educational and cultural affairs; C. M. Jansky Jr., Jansky and Bailey, broadcast consulting engineering firm; Jarold A. Kieffer, secretary, National Cultural Center; William B. Levenson, superintendent, public schools, Cleveland, and Isaac Stern, concert violinist.

Storer Broadcasting enters CATV field BUYS MAJOR INTEREST IN SOUTHERN CALIFORNIA GROUP

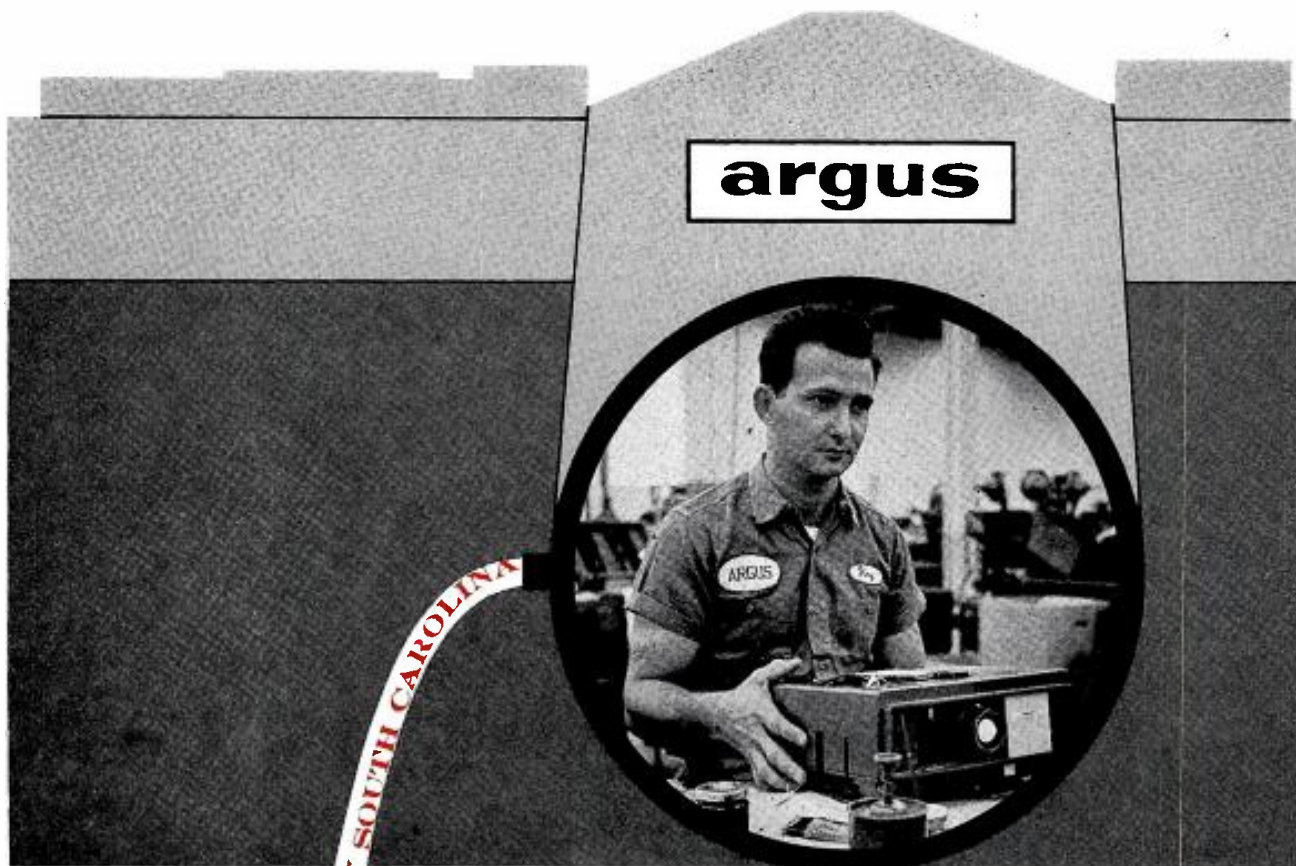
Storer Broadcasting Co. has entered the community antenna field with the purchase of the majority interest in Southern California Cable Television Corp., owner and operator of two CATV systems—in Ojai Valley and Thousand Oaks, both in California—it was announced last week.

Storer will own 80% of the CATV company; Victor Sharar, a majority owner of Southern California, will retain 10%, and Richard A. Moore, former president of KTTV(TV) Los Angeles, and now a TV consultant and broker, will also hold 10%.

Mr. Sharar remains as vice president and general manager. Mr. Moore will be a vice president and director.

Although no price was announced, it was understood the total transaction was in the neighborhood of \$60,000.

Both systems are relatively new. The Ojai Valley system began operating in July 1962 and at last report had about 250 subscribers. The Thousand Oaks system began early this year and at last report had 65 subscribers. Both are eight-channel systems. They have been picking up and relaying all seven VHF and the one UHF Los Angeles stations,



THE ARGUS-EYED SET AT COLUMBIA

Argus Camera recognized a good thing when it saw it in South Carolina, and snapped it up: a new urbanization growing with a newly diversified economy, a dramatic renaissance in education which makes good employees of native stock, and many other advantages to be found in this growing State, where personal income has nearly doubled in ten years. So Argus came and liked it. So did many others, including Du Pont, Elgin, General Electric, Utica Drop Forge, Smith-Corona Marchant, U.S. Rubber, Allied Chemical—to drop only a few names.

WIS Television reaches two-thirds of surprising new South Carolina, and knows its progressive people—knows their preferences, habits, needs—after 33 years of operating broadcast facilities in the hub-like capital city. This is why WIS Television is the priority station in South Carolina.

WIS

TELEVISION
Columbia, South Carolina

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.

How DO You snare a Gold-Crested Budgetspender?

Here is a story with a purpose:

Once upon a short time ago there was this fellow, you see, and he built up quite a reputation for himself by the way he kept capturing that most elusive of all birds, the gold-crested budgetspender. The other ornithologists (who were usually happy enough just having a lark) began to grow jealous. "How," they asked archly—his name is Fred K. Archly—"do you manage to find so many gold-crested budgetspenders?"

"Well, sir," said Fred (a quiet, courteous fellow), "I just ask myself: 'If I were a gold-crested budgetspender, where would I go?' Then I do. And they have. It's all just a simple matter of media strategy!"

Your advertising story has a purpose, too.

That's why this thinly-disguised allegory carries a message for you. There are all kinds of gold-crested budgetspenders flying around the firmament of the broadcast business. Some have bigger wingspreads than others—which makes them more desirable (albeit more elusive).

As everyone knows, a gold-crested budgetspender in the hand is worth a whole flock hidden behind a door marked "Radio-TV Department" or "General Manager" (depending which side of the street you're selling). And—at risk of scuttling Fred K. Archly's secret—you just have to know when and where you can find gold-crested budgetspenders at rest. Then you go there. And they're receptive.

The "when" is the time they happen to be in need of specific, up-to-date, indubitably accurate facts about the broadcast business. Which, in their case, is often.

The "where" is the place most of them go to find such information—a rich feeder of factual nourishment known to them (and, we hope, you) as BROADCASTING Yearbook. Like the reliable oak tree, it's a perennial mainstay that puts forth new,

fresh foliage every year. It has been doing this more and more comprehensively for the past 33 years—which is only one reason why so many gold-crested budgetspenders are attracted to its authoritative boughs . . . uh, pages. (Allegory can sometimes be tricky.)

And—would you believe it?—WE also have a purpose.

The 1964 BROADCASTING Yearbook will displace the best selling 1963 BROADCASTING Yearbook come next December 1. Every gold-crested budgetspender worth his salt will then send the old, frayed copy to his company's Reference Library, putting the bright, mint-new, bigger-than-ever edition within easy reach on his desk.

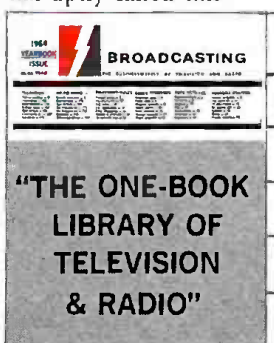
When he opens it (which could be a dozen times a day), his mind attuned to matters of budget-spending—will you be there? With your story? With the kind of facts about yourself to influence his decisions?

Fred K. Archly will. He's already sent in his space reservation for the 1964 BROADCASTING Yearbook, smart fellow. But there are quite a few other prominent, advantageous positions still open. We can't guarantee for how long. (Here is a happy case where the early bird gets something really worthwhile for his foresight.) Lots of people are interested in making profitable contact with gold-crested budgetspenders. Some of them are probably those birds of prey you call competitors.

You can read a frank appraisal of the 1964 BROADCASTING Yearbook's virtues in the column at right. The average reader will absorb all the facts in 47.3 seconds. But if you read faster, you can reserve your space that much sooner. Never put off until tomorrow what you can do **TODAY**—particularly when you're invited to call your nearest BROADCASTING office collect. (We also accept postage-due mail.)



Some anonymous genius (with a flair for descriptive precision) has aptly called this—



WHY? Because the 1964 BROADCASTING Yearbook is a veritable library of 50 separate directories, comprising the most complete assembly of information about the radio and TV business ever published . . . yet all compacted with editorial skill into a single, easy-to-use volume.

The 1964 BROADCASTING Yearbook (biggest yet) will have nearly 650 pages, two-thirds of a million words, all tabbed for instant reference under six main sections:

- A. Television Facilities
- B. AM/FM Radio Facilities
- C. Broadcast Equipment/FCC Rules
- D. Codes/Program Services
- E. Representatives/Networks/Trade Groups
- F. Agencies/Advertisers/Billings

In short, this unique one-book encyclopedia covers every possible background fact needed by people who work with, and in, the world of broadcasting. No other reference work even approaches the thoroughness with which it documents the radio-TV business, including associated arts and services.

Your advertisement, strategically placed in the 1964 BROADCASTING Yearbook, will keep making multiple impressions throughout the whole 12-month life of this remarkable source book. It can be one of your most successful promotional investments because it delivers your story at the very times the people who buy are most receptive.

Circulation: 20,000 copies

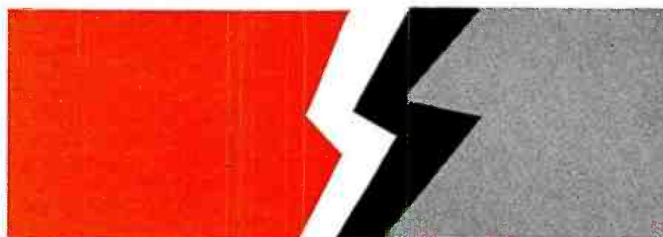
Publication: December 1

Rates: same as BROADCASTING Magazine.

Deadline: final date is October 1; if advance proofs are required, September 15.

Special Positions: subject to immediate space reservation. Write, wire or phone your nearest BROADCASTING advertising office (Washington, New York, Chicago or Hollywood).

Recommendation: Reserve the position you want—**TODAY**—before somebody else gets it!



BROADCASTING YEARBOOK

1735 DeSales Street, N.W., Washington 6, D. C.

New York — Chicago — Hollywood

plus the VHF in Santa Barbara. "Very shortly," George B. Storer, Jr. said, the three San Diego stations will be added. to give subscribers a choice of 12 stations. Mr. Storer also noted that the Thousand Oaks area, now with 18,000 people, is expected to expand in the next 10 years to 180,000.

Storer is the latest broadcast unit to enter the CATV field; others are the Cox stations, Broadcasting Co. of the South, RKO General and Triangle, as well as smaller broadcast groups.

Edison award nominations now being accepted

The Thomas Alva Edison Foundation announced last week that nominations can now be made for the ninth annual "National Station Award for Serving Youth." Since 1955, the foundation has given the award to the local television and radio stations whose programs were of the greatest benefit to the young people of their communities.

Each award carries a scroll and a \$1,000 Edison college scholarship which the winning stations present to a high school senior selected by a committee of local educators. The deadline for

the nominations is Dec. 15.

The winning stations for 1963 will be announced at a dinner at the Waldorf-Astoria in New York on Jan. 15, 1964. Last year's winners were WLOF-TV, now WFTV(TV), Orlando, Fla., and WSB Atlanta, Ga.

Media reports...

News network ■ WHEN-AM-TV Syracuse, N. Y., has started an exclusive News Correspondents Network in central New York to serve the stations' newly formed news service, a separate department made up of former WHEN newsmen. The network covers events within a 100-mile radius of Syracuse which includes 15 cities. The results of the expanded news gathering network is expected to be especially evident for the radio outlet's *News Beat* programs and WHEN-TV's expanded *Channel 5 Report*. More documentary programs are also expected.

Blakeslee awards ■ The American Heart Association has named NBC-TV and WFIL-TV Philadelphia as recipients of 1963 Howard W. Blakeslee awards for distinguished reporting on heart and blood vessel diseases. NBC-TV's hour documentary, *Breakthrough: Heart and*

Artery Surgery and WFIL-TV's half-hour *Man Made Heart* will be honored Oct. 26 during the association's annual meeting in Los Angeles.

ABC Radio agency ■ ABC-owned radio stations (WABC-AM-FM New York, KQV-AM-FM Pittsburgh, WXYZ-AM-FM Detroit, WLS and WENR[FM] Chicago, KGO-AM-FM San Francisco, and KABC-AM-FM Los Angeles) appoint Ketchum, MacLeod & Grove, New York.

Survey participants are average TV viewers

Persons who participate in diary surveys for TV audience measurements do not necessarily watch more television than those who are not part of surveys, according to a 24-market validation study by the American Research Bureau. The study revealed some audience characteristic differences between the cooperators and noncooperators, but no major differences occurred in viewing levels, ARB said.

ARB's study went into the effects of noncooperation in diary surveys on local market sampling. The emphasis was on the validity and reliability of research techniques employed by ARB in producing local market reports.

EQUIPMENT & ENGINEERING

Ampex introduces new portable VTR

ALL-TRANSISTORIZED VR-660 TO SELL FOR \$14,500

A new portable broadcast TV tape recorder, said to be priced substantially below any other comparable recorder, has been developed by Ampex Corp.

Weighing just under 100 pounds, the new Ampex VR-660 Videotape recorder is designed for mobile and studio use by network, commercial and education-



al broadcasters, according to C. Gus Grant, vice president and general manager of the company's video and instrumentation division. He declared its price of \$14,500 is well below that of any other television recorder of broadcast quality. "In addition, it is the only recorder of comparable size which may be used on the air with no additional equipment other than that presently available in most television stations," he said.

The all-transistorized VR-660 has the same basic design as the Ampex VR-1500 closed-circuit television recorder, but incorporates electronic advances which enable it to produce TV pictures which meet FCC standards for broadcast without additional equipment, according to Mr. Grant. The VR-1500 was introduced last December and is presently in production. The new recorder will be demonstrated for the first time for broadcasters in New York during mid-September, with deliveries beginning in early 1964. The VR-660 is available in both a 60-cycle version for operation in the U. S., Canada and certain other countries, and a 50-cycle

The new Ampex portable broadcast TV tape recorder (at left) is priced well below the \$35,000-\$45,000 of studio console models. The VR-660 weighs just under 100 pounds and is priced at \$14,500. It is designed for both mobile and studio use.



How to tell 'Opolis from Oranges!

Call it "megapolis" ... "interurbia" ... or whatever **your** market analyst prefers: it's a new marketing terminology to express current concepts. In Providence, we're in the heart of the East Coast Megapolis.

We stand out as a 14 county, Providence, Tri-State, **primary** television market. This excludes the three Boston metro counties and leaves 855,000 homes of the 1,606,000 credited to Providence by the 1963 ARB Coverage Study. Let's concentrate on these 14 primary counties. Here's what's new about them:

Total net weekly circulation has increased 47% from 1960 to 1963, up to 1,555,200 according to ARB's Coverage Studies.

Since 1960, these 14 counties have added 110,300 more TV homes able to receive Providence television stations.

In these 14 counties, WPRO-TV's net weekly circulation has jumped by 65,000 homes, up 13% over 1960.

For breakouts according to your needs, contact Blair TV or WPRO-TV sales manager, Al Gillen. Prepare to be impressed.

WPRO 12
TV
PROVIDENCE, R. I.

Empire State Building has room for seven more TV stations

The Empire State Building in New York has decided it has a stake in UHF television. If the upper band becomes successful, the managers of the 1,472-foot building see room for seven more TV stations on the 222-foot tall TV transmitting tower which already is carrying seven VHF and one UHF antennas. All rent space on the tower.

This is the optimistic reaction to a study recently submitted to the FCC by the Empire State Building. The \$10,000 test was conducted by RCA for the management.

One of the problems worrying electronics engineers was whether

the disturbance between two lobes of a UHF radiator—where one slot antenna is placed on one side of the tower and the other on the opposite side—would be sufficient to cause trouble. The RCA report, after an on-the-air test, says that the interference zone between the two lobes is so narrow that it is not significant.

One unusual aspect of the test, according to Dr. Frank G. Kear of Kear & Kennedy, consulting engineers for the New York skyscraper, is that the antennas were placed behind copper screening already in use for WNDT-TV, the educational station on channel 13. Openings were

cut in the screening to permit the UHF slots free access. The copper screening aided the UHF test and had no adverse effect on the radiations of WNDT.

In addition to all seven VHF stations in the New York area, the Empire State Building is carrying WNYC-TV on channel 31. Also allocated to the market are channels 25, for ETV which is held by the New York State Board of Regents; 37, for which three applicants are vying; 47 (construction permit held by WNJU-TV for Linden, N. J., but seeking a move to the Empire State Building).

version compatible with power standards elsewhere.

Mr. Grant pointed out that tapes originally recorded on VR-1500 closed circuit recorders can be played on the air with the VR-660.

Kodak introducing 2 audio tapes in fall

Two new Eastman Kodak audio tapes for sound recording will be introduced this fall, using a Durol polyester base, said to be 40% stronger than conventional triacetate. The tapes, to be marketed through conventional electronic supply houses throughout the country on an "off-the-shelf" basis, are types A303 and A304. Eastman Kodak has been marketing sound recording tapes for the last 18 months, but generally they were sold direct in bulk quantities.

Type A303 tape is basically a low-print tape with a signal to print ratio of 54 db. High frequency sensitivity and undistorted output have been increased 33% over conventional general purpose tapes. The A304 is a high output tape which has more than double the undistorted output of conventional tapes.

The new Durol base virtually eliminates stretching. In case of a recorder malfunction, the tape has a built-in "shear pin" effect—it breaks clean rather than stretching and snarling. Accidental breaks can be spliced with little, if any, program loss.

Cinerama gets rights to Telcan distribution

Cinerama Inc., developer of the Cinerama film process, has negotiated an agreement with a British company to develop and distribute that firm's proposed home television tape recorder in the U. S. and other countries of the

Western Hemisphere.

Under the agreement signed with Rutherford Engineering Partnership, Bermuda, Cinerama will have controlling interest in a new distribution company, Cinerama Telcan, to be based in New York.

Rutherford is affiliated with Nottingham Electronic Valve Co.'s Telcan Ltd. which has developed the equipment.

The recorder, called "Telcan," is planned for distribution in England at a price as low as \$182. It will permit home taping and replay of television shows or homemade TV tapes (BROADCASTING, Aug. 5). Cinerama says the unit will be "reasonably priced in the general consumer range." A spokesman for the company said a model would be ready for demonstration in the U. S. possibly within the next few weeks and that consumer distribution is expected to begin next year.

Address of Cinerama Telcan is 410 Park Avenue, New York.

EIA meeting to seek ways of aiding UHF

Help for UHF television will be a major element of the agenda for the consumer products division of the Electronic Industries Association at its meeting in New York Sept. 10-12.

The TV manufacturers' unit has been asked to undertake a series of tests which involve receiver characteristics for a plan of allocations which would reduce separations between VHF stations, and on the commission's new rules permitting reduced audio power for UHF stations.

The VHF mileage separation plan is that proposed several years ago by Dr. Kenneth A. Norton of the National Bureau of Standards. The allocations which do not meet current FCC standards, are based on a grid pattern which, Dr. Norton claims, would permit half

again as many VHF stations to operate. The tests would involve such elements of receivers as phosphors, automatic gain control, precision offset, cross-polarization and color.

The audio-to-video ratio tests stem from recommendations by the Committee for the Full Development of All-Channel Broadcasting as part of its move to lighten the burden for UHF broadcasters. The FCC last March amended its rules to permit UHF applicants to specify aural power as low as one-tenth that of the video power (BROADCASTING, April 1). Until then TV stations were required to have audio power not less than half of the picture power.

Other items on the EIA group's agenda: (1) slide films on UHF, prepared by the FCC for the education of TV servicemen; (2) repeal of 10% excise tax on all-channel receivers.

A major effort at the EIA meeting is designed to establish a program to combat destructive effects of imports of electronic components from low-wage countries.

Sylvania set sales up 16%

Sylvania Home & Commercial Electronics Corp., marketing subsidiary of Sylvania Electric Products Inc., Batavia, N. Y., has reported unit sales of television sets for the first seven months of 1963 as 16% ahead of the same period last year. Issuing the report last week, Sylvania noted that its Halovision model has continued to lead TV set sales.

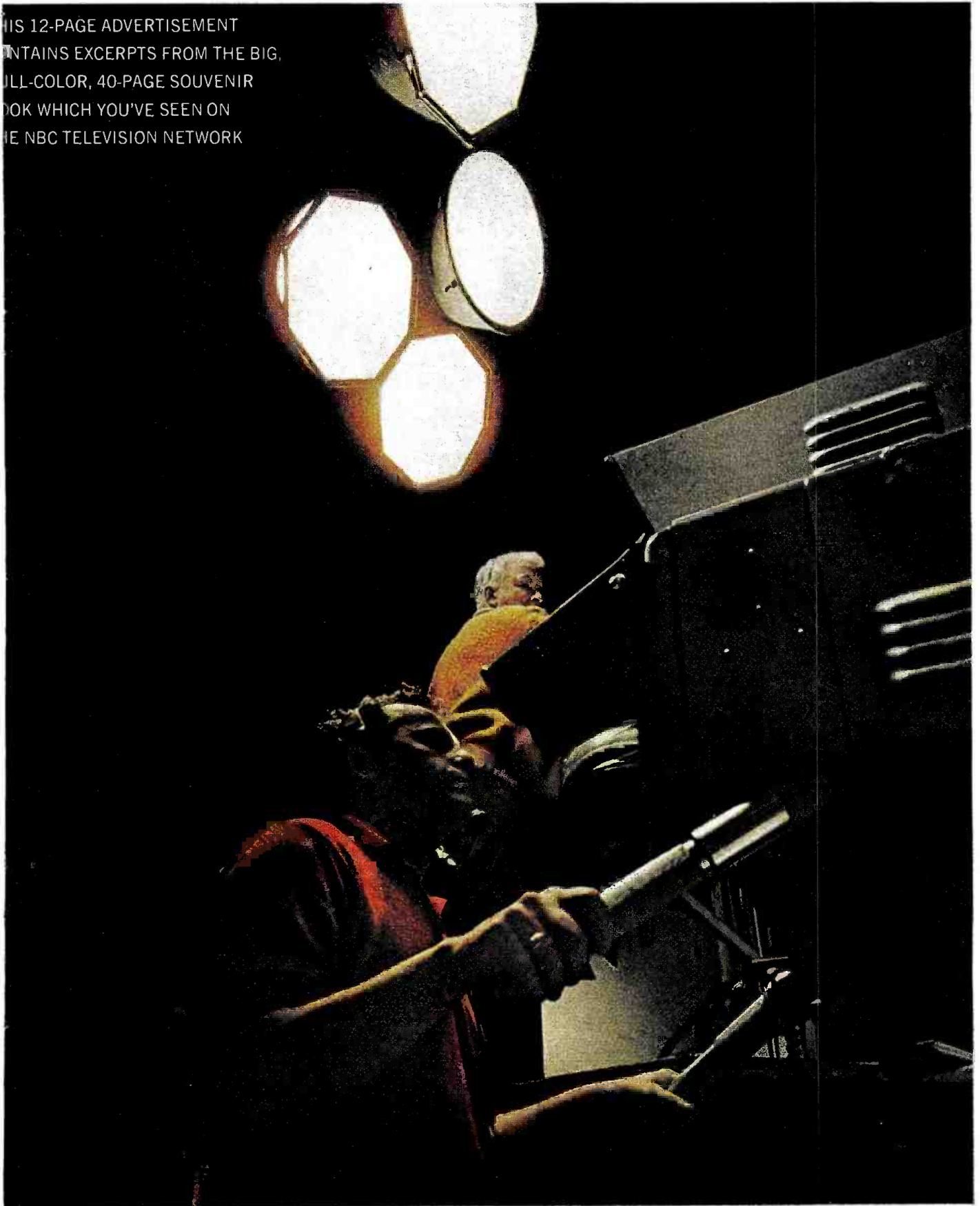
What's in a name?

The name of the world's first radio company has been changed from Marconi's Wireless Telegraph Co. Ltd. to The Marconi Co. Ltd. The new title has been chosen to avoid the restrictive description "wireless telegraphy" as the main business of the company.

STAR TIME

1963-64 GUIDE TO TELEVISION'S FINEST SCHEDULE OF ENTERTAINMENT, NEWS AND INFORMATION

THIS 12-PAGE ADVERTISEMENT
CONTAINS EXCERPTS FROM THE BIG,
FULL-COLOR, 40-PAGE SOUVENIR
BOOK WHICH YOU'VE SEEN ON
THE NBC TELEVISION NETWORK



STAND BY: NBC NEWS



Huntley-Brinkley Report 7:00-7:30 pm in New York, WNBC-TV4

Somewhere in the world, news is always happening. And the intricate processes that bring the raw news to the point of broadcast, keep the lights burning at NBC News headquarters every night in the year. But what counts, finally, is what goes onto the air, into people's homes and heads. At NBC, this means that over one-quarter of the entire television network schedule, last year, was produced by NBC News—an unprecedented volume. To produce this volume NBC maintains the largest broadcast news operation in the world. In all, the NBC News organization numbers over 800 skilled professionals, based in some 75 countries. This year, it is undertaking a bold, new venture in broadcasting the news—the one-half hour, five-day-a-week Huntley-Brinkley Report.

For some time past, this news

show has been winning extraordinary critical and public acclaim. As a result, these two serious and untheatrical reporters have, like it or not, become TV “celebrities.” But they are the first to attribute the success of their show to something beyond what is called the “chemistry” of their joint appearances. As one of them has said, “We look only as good as the team is good.”

The team is good, and growing better—and bigger, to meet the challenge of providing 30 minutes of news every Monday through Friday. A staff of 45 is committed to the enlarged Huntley-Brinkley Report with field producers in London and Tokyo for specially produced news features; in addition to the regular overseas bureaus, and domestic bureaus in New York, Washington, Chicago, Los Angeles, and Miami.

For the first time, thanks to the work of many hands, the public may view the news via television in full depth and breadth on a day-to-day schedule. The new Report covers the news in the succinct style the two reporters have made famous. And it can probe into the background of the immediate news with documentary vignettes exploring personalities, underlying issues and contexts, as well as “features” on arts, fashion, sports and odd items in the news. Many reports, eventually, will be sent from overseas by regular instantaneous transmission via satellites. Between now and then, NBC News has increased its film facilities to handle the increased flow of information.

The pace quickens, the demand grows. The NBC News day has always raced the clock. Now it goes faster than ever.

MONDAY

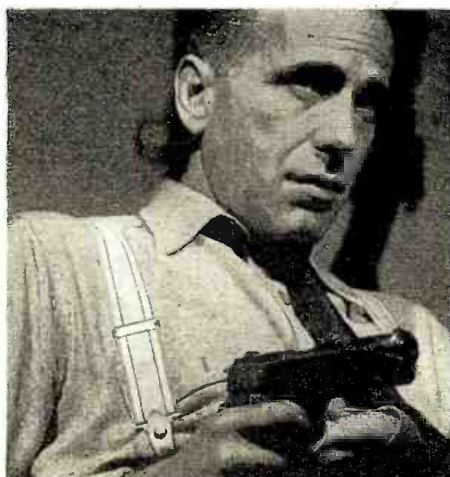
As Monday goes, so goes the week...."



7:00 pm HUNTLEY-BRINKLEY (Sept. 9)



7:30 pm MONDAY MOVIES (Sept. 16)



9:30 pm HOLLYWOOD & STARS (Sept. 30)



10:00 pm MITCH MILLER (premiere: Sept. 23)



11:30 pm NYC, 11:15 pm LA: TONIGHT

True—and NBC's Monday brings **The Huntley-Brinkley Report**, the enlightened way to start your evening viewing, Monday through Friday. For Monday amusement, **Monday Night at the Movies** leads off our bill of fare, and it's a cinematic chef d'oeuvre. Here are the big films of the 50's: the ones you kicked yourself for missing, and the ones you wanted to see a second time. To whet your appetite, we'll say that the list begins with *Love is a Many Splendored Thing*, *David and Bathsheba* and *Executive Suite*. All are television "firsts," and when the originals are in color, that's how we'll broadcast them.

After the flicks, stay with us for **Hollywood and the Stars**, a new series of behind-the-scenes entertainments with Joseph Cotten as host-narrator. The love goddesses from Theda Bara to Liz Taylor... the great screen lovers, Bushman to Brando... the tough guys, including Bogart and Cagney... it's the whole, fabulous Hollywood story.

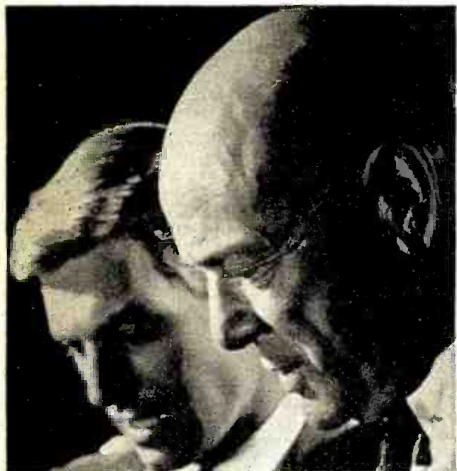
Sing Along with Mitch comes next, complete with tenors, baritones, basses and beard. Not to ignore Louise O'Brien and Leslie Uggams, who, with a line of TV's cutest chorines, complete Mitch's feast for the eyes and ears of us all.

NBC Television keeps up its late-hour liveliness every Monday (and Tuesday through Friday, too) with **Tonight**. Johnny Carson continues in the driver's seat, Skitch's gang operates in the tuneful realm, and the guests are people you've always wanted to meet. Meet some—tonight.

Reminder: listed times are correct for NYC & LA. See newspapers and TV GUIDE for your local schedule.

TUESDAY

"Tuesday is to be the day...."



7:30 pm MR. NOVAK (premiere: Sept. 24)



10:00 pm TELEPHONE HOUR (Oct. 8)



8:30 pm REDIGO (premiere: Sept. 24)



10:00 pm ANDY WILLIAMS (Sept. 24)



9:00 pm RICHARD BOONE (premiere: Sept. 24)



10:00 pm ACTUALITY SPECIALS (Jan. 7)

Thus, diarist Samuel Pepys noted that the world was expected to end on a Tuesday in 1667. It didn't, and so we have NBC Television, not ending the world, but taking you well-nigh out of it Tuesday nights. It starts with James Franciscus as Mr. Novak, who's a hip, handsome, two-fisted—high school English teacher! And extremely dedicated, too, although Dean Jagger as the canny principal sometimes has to curb his high spirits. This dramatic team gets a big assist from a live-wire student body of 1200, whose problems and escapades give the solid plots plenty of action.

Empire's many fans of last season will be hailing Richard Egan in Redigo, a new adventure program. It's true that station wagons outnumber stallions and skirts may be rustled more frequently than steers, but Jim Redigo proves weekly that today's West is still a man's world.

The Richard Boone Show brings television's first full-season repertory company in an extraordinary group of original dramas. Boone and playwright Clifford Odets are the creative dynamos behind this unique project, described in more detail elsewhere in these pages.

The Bell Telephone Hour returns on Tuesday, star-filled and various as always. This season, in addition, The Andy Williams Show will share the space with Bell, along with a number of Actuality Specials featuring prominent NBC News correspondents on camera. Whichever enterprise is holding forth on a particular Tuesday night, the hour bears close watching. So do all the others.

Reminder: listed times are correct for NYC & LA. See newspapers and TV GUIDE for your local schedule.

WEDNESDAY

Wednesday is the best of all...."



7:30 pm **THE VIRGINIAN** (premiere: Sept. 18)



9:00 pm **ESPIONAGE** (premiere: Oct. 2)



10:00 pm **THE ELEVENTH HOUR** (premiere: Oct. 2)

Best for wedding, according to the old English rhyme. Very good for watching NBC, too. Wednesday's a drama-lover's dream—adventure all evening long. First off, there's **The Virginian**, the famed fictional cowboy whose notable transition to television occurred last season. James Drury in the title role and Lee J. Cobb as Judge Garth head the strong cast of regulars, and guest stars are the standard policy. This Fall, the 90-minute series will shed light on the events that brought our mysterious hero West to Medicine Bow. A must for all who like action lean-in-the-saddle, and, as color set owners know, it feeds the eye as well as the imagination.

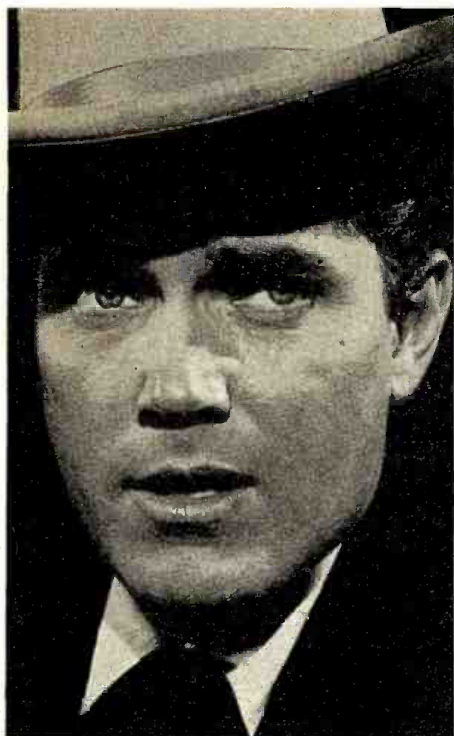
Espionage is the spine-tingling title of NBC's new Wednesday night suspense series, investigating the shadow-world of international undercover agents, soldiers in a deadly, secret war that never ends. These stories, shot in European locations, have the impact of newsfilm and the tension of cloak-and-dagger drama. Espionage is probably the boldest profession, and if spies ever have a dull day, you won't see it here.

Some people stay right at home and lead dangerous lives. That, in short, is the dramatic premise of **The Eleventh Hour**, in which, this season, the distinguished actor Ralph Bellamy will play forensic psychiatrist L. Richard Starke. Jack Ging returns as Paul Graham, clinical psychologist. The two bring warm human understanding and psychiatric insight to crises that hit the troubled and emotionally ill, often at—the eleventh hour.

Reminder: listed times are correct for NYC & L.A. See newspapers and TV GUIDE for your local schedule.

THURSDAY

"How thou dost prattle on of Thursday...."



7:30 pm **TEMPLE HUSTON** (Starts: Sept. 19)



8:30 pm **DR. KILDARE** (premiere: Sept. 26)



9:30 pm **HAZEL** (premiere: Sept. 19)



10:00 pm **KRAFT** (premiere: Oct. 3)

Indeed we do, and with good reason. NBC's Thursday night is an enticing blend of all the entertainment arts: drama, comedy, music and variety. **Temple Houston**, our first case in point, marks a novel path for the adventurously inclined. Hollywood's magnetic young Jeffrey Hunter plays the title role, as a young lawyer traveling through the Southwest practicing rough and ready frontier law before the circuit-riding judge of the post-Civil War period.

A residency at Blair General awaits **Dr. Kildare** this Fall. Although America's favorite young M.D. will still labor under Dr. Gillespie's keen scrutiny, this means more responsibility for Dr. Kildare and a broader scope for the scalpel-sharp dramatic series, starring, of course, Richard Chamberlain and Raymond Massey.

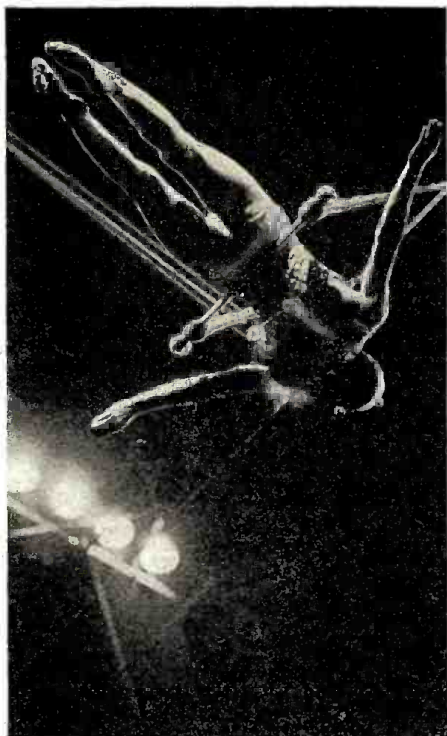
Svelte and glamorous she's not, but **Hazel** is nevertheless the favorite TV heroine of millions. As played by Shirley Booth, Hazel's a domestic gem beyond price—generous (she'll give you the shirt off Mr. Baxter's back), loving (what would Harold do without her?) and outspoken (thank goodness!). Hazel returns this Fall in a fresh series of comic adventure and as before, the Baxter family will share the pleasure with all of us.

Post-Hazel, Thursday brings the new **Kraft Suspense Theatre**—featuring top stars in original dramas with meaningful themes developed through action and suspense, and filmed in color. Seven Thursdays in the year **Perry Como's Kraft Music Hall** takes over, with guest stars, spectacle, dancing, laughter, and songs, songs, songs as only Perry can sing them.

Reminder: listed times are correct for NYC & LA. See newspapers and TV GUIDE for your local schedule.

FRIDAY

'Right as the Friday....'



7:30 pm INT'L SHOWTIME (starts Sept. 13)



8:30 pm BOB HOPE (premiere: Sept. 27)



9:30 pm HARRY'S GIRLS (premiere: Sept. 13)



10:00 pm JACK PAAR (premiere: Sept. 20)

Chaucer's phrase from *The Knight's Tale* does service here to remind us that "right" is the right word for the NBC Friday night's tale, starting with **International Showtime**. Master of Ceremonies Don Ameche and his crew coursed two continents last summer, and you'll see fabulous finds from the circus capitals of Europe and the Far East on your home screens.

Meanwhile, back in Hollywood, the multitude of projects included in **The Bob Hope-Chrysler** series have been moving forward under Bob's benign eye. There will be a Hope show every week, ranging from the dramatic "One Day in the Life of Ivan Denisovich" to the razor-sharp wit of a typical Bob Hope comedy-variety show, with Hope as host on every one—and he'll also play a couple of dramatic parts.

A lighter part is Larry Blyden's in **Harry's Girls**, as the fast-stepping manager of three delectable dancers on European tour. The new show is Blyden's first TV situation comedy, and the girls—Dawn Nickerson, Susan Silo and Diane Williams—are talented, fresh and amusing newcomers, and very easy on the eyes.

The rightness and lightness of our Friday nights are neatly enhanced by **The Jack Paar Show**. This season as in the past, the brightest stars in show business will nowhere glow so brilliantly as in the presence of the Seer of Studio 6B, Jack Paar himself. This applies to conversation as well as performances, both of which will be doubly dazzling to those who see them in NBC's living color. But even in black-and-white, Jack Paar's a must—to see, and to talk about next day.

Reminder: listed times are correct for NYC & LA. See newspapers and TV GUIDE for your local schedule.

SATURDAY

"How pleasant is Saturday night...."



7:30 pm **THE LIEUTENANT** (premiere: Sept. 14)



8:30 pm **JOEY BISHOP** (premiere: Sept. 14)



9 pm **SATURDAY MOVIE** (premiere: Sept. 21)

So wrote a lady poet, long before NBC got round to making Saturdays really special. This Autumn, the pleasantries get a crisp start with **The Lieutenant**, a new, stunningly realistic hour dramatic series on the peacetime Marine Corps, with Gary Lockwood as the young Looie whose assignments range from his base in California to the furthest reaches, and Robert Vaughn as his leathery superior officer. If you thought Marine Corps adventure ended with Korea, this will open your eyes.

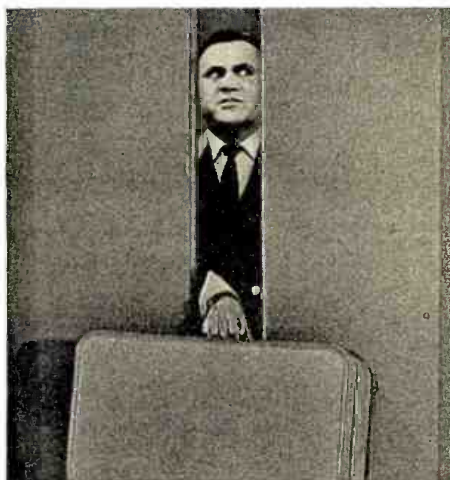
We suggest you *keep* them open for **The Joey Bishop Show**, NBC's second Saturday night hit. Fall finds comic Joey Barnes and his spouse, Ellie (played by charming Abby Dalton), being proud but oftentimes puzzled parents. The newest member of the cast, Joey, Jr., weighed in at seven pounds, nine ounces—and he's out to steal twice his weight in scenes. But Joey, Sr., has an ace up his cuff—more stand-up comedy routines.

Survivors from pre-television times will recall when the Saturday night movie was standard American ritual, along with the Saturday night bath. NBC revived it (the movie part) last season, and this coming Autumn **Saturday Night at the Movies** will present a fresh package of films from the fabulous Fifties. Among them are such successes as *Daddy Long Legs*, *A Man Called Peter*, and *How to Be Very, Very Popular*; the stars include the likes of Richard Burton, Leslie Caron and Marilyn Monroe. These movies will be playing for the first time on television, and many, of course, will be in color.

Reminder: listed times are correct for NYC & LA. See newspapers and TV GUIDE for your local schedule.

SUNDAY

"All the calm Sunday that goes on and on...."



7:00 pm BILL DANA (premiere: Sept. 22)



7:30 pm WALT DISNEY (premiere: Sept. 29)



8:30 pm GRINDL (premiere: Sept. 15)



9:00 pm BONANZA (premiere: Sept. 22)



10:00 pm DU PONT SHOW OF THE WEEK (premiere: Sept. 15)

Calm, yes. But many other things, too, on NBC Television this Fall. Come sundown, Sunday's serenity will be rippled by laughter with a Spanish accent. The cause will be comic Bill Dana's happy creation, José Jiménez, as a hotel bellhop on *The Bill Dana Show*. Cry javoc!

On José's heels is Walt Disney's *Wonderful World of Color*. A suspense story from Paris, a musical of old Vienna, jungle adventures as only Disney can do them, and, of course, new miracles of animation. In other words, it will be the mixture as before: when you have a perfect blend, why change it?

And if you haven't, why not find it? Which is what Imogene Coca has done, ending a long search for a starring comedy role, with *Grindl*. *Grindl* is a free-lance gal-of-all-work—a specialist at finding closet skeletons and bel-frey bats on every job she holds.

Bonanza rides into view next, returning in full glory—and full color—for another season. Voted the nation's favorite series last Spring, it's the Western that's cooler, firmer, faster on the draw, more fully packed with adventure. Millions have switched to *Bonanza*, and you'd better, too. Or else.

After the Western, we go Eastern. *Du Pont Show of the Week* presents distinguished dramas that make it the Broadway of television, and they are matched by the keen actuality of its documentaries. In sum, Du Pont provides a grand climax to the pleasures of Sunday evening.

Reminder: listed times are correct for NYC & LA. See newspapers and TV GUIDE for your local schedule.

THE LIVE, LONG DAYS

Mondays through Fridays most fathers and children are out of TV range after the "Today" show, and women become the majority audience. We find that they fancy a bit of drama and a fair supply of

daytime news, but above all they enjoy meeting people. Audience-participation shows, built around a contest, a conversation, or a game, are welcome company in the housewife's busy (but sometimes

rather lonely) world. This Fall, she will discover two such additions to the NBC daytime schedule, "Missing Links" and a new morning program that brings back the popular Merv Griffin as host. Both shows are part of NBC's unprecedented three hours of color programs each weekday.



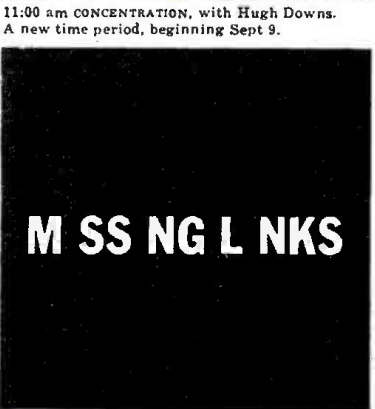
10:00 am **SAY WHEN.**
Art James is host.



10:25 am **NBC News Morning Report.**
Live from NY, with Edwin Newman.



10:30 am **WORD FOR WORD** starring
Merv Griffin premieres Sept 30 (color).



11:30 am **MISSING LINKS.** Game show,
premiering Sept. 9 (color).



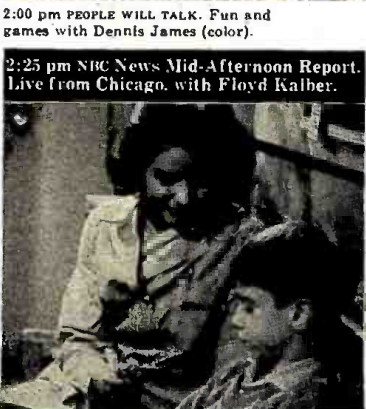
12:00 Noon **YOUR FIRST IMPRESSION.**
Bill Leyden moderates (color).



12:30 pm **TRUTH OR CONSEQUENCES,**
with Bob Barker. (In color after Sept 30).



12:55 pm **NBC News Day Report.** Live
from Washington, with Ray Scherer.



2:30 pm **THE DOCTORS.** A complete
hospital drama every week.



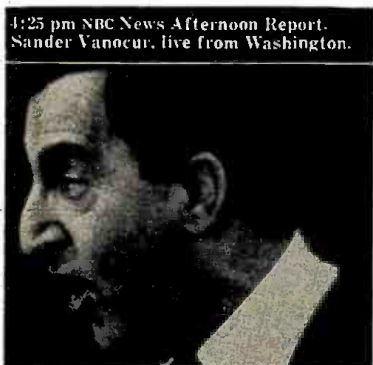
3:00 pm **THE LORETTA YOUNG THEATRE.**
with Miss Young as hostess-star.



3:30 pm **YOU DON'T SAY.** Tom Kennedy
referees, with celebrities and guests (color).



4:00 pm **THE MATCH GAME,** with Gene
Rayburn, celebrities and guests.



4:25 pm **NBC News Afternoon Report.**
Sander Vanocur, live from Washington.

4:30 pm **MAKE ROOM FOR DADDY.** Situation
comedy, starring Danny Thomas.

Clever



4:00 pm SUNDAY, television's weekend news magazine with Frank Blair. Starts Oct 20.

Sunday newspapers are very fat cats compared to the weekday editions—a phenomenon that once caused Wally Cox to wonder why The New York Times always found more news that was fit to print on the Sabbath. One answer is that Sunday is when most newspaper readers, like most of us, have the most time.

Television viewers, too, have time for more than the headlines on Sunday. There's leisure to lean back and let the TV set detail the newest novels, fashion's latest folderol, what's big in art galleries and sports stadiums across the country.

All this fits the premise of NBC's "Sunday," a one-hour week-end television news magazine that begins on October 20th. "Sunday" is aimed at a light, unhurried view of the week's happenings, with emphasis on music, art, sports, theater and other topics that regular news broadcasts seldom

On



5:30 pm G-E COLLEGE BOWL with Robert Earle. In Color. Starts Sept 22.

have time to cover in much detail.

The new program's host is NBC Newsman Frank Blair, well known to early birds for his eleven-year assignment on the "Today" show. In keeping with the "magazine" concept, the "Sunday" program is establishing regular departments, conducted by staff members.

Veteran NBC News White House correspondent Ray Scherer is responsible for interpretive reports of the week's events. Younger viewers will be treated to a weekly explanation of a complex news subject, illustrated with film animation and narrated by NBC News correspondent Robert Abernethy. The Washington scene, including social notes and fashion news, will be covered by Nancy Dickerson, and the world of sports, by Joe Garagiola.

"Sunday" critics will appear regularly, to praise or bury new ventures

Sunday

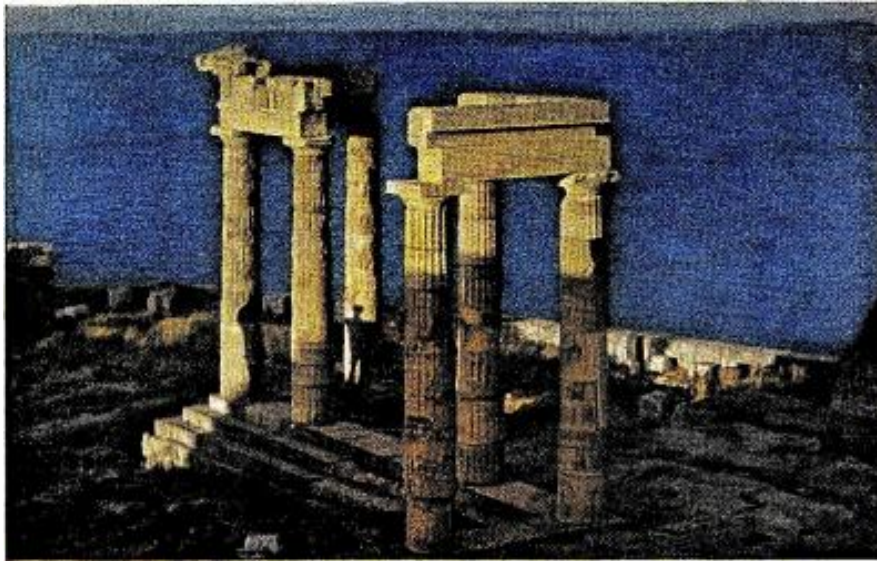


6:00 pm MEET THE PRESS, weekly interviews with national and world leaders.

in their respective spheres of interest. Among the critics are Aline Saarinen, Cleveland Amory, and NBC's Edwin Newman. And behind the scenes, the worldwide resources of NBC News will be made available to "Sunday's" staff.

On the Fall NBC schedule, "Sunday" is a near neighbor of the newly arrived "G-E College Bowl," which last year won an Emmy as "the outstanding program achievement in the field of panel, quiz or audience participation." Sober as that sounds, it's a fast-paced show filled with as much excitement and competitive spirit as many a more muscular contest. And it will be seen in color.

Since "G-E College Bowl" in turn is followed by our long-running (and headline-garnering) "Meet the Press," it's clear that "Sunday" is in good company. In fact, NBC is wearing its Sunday best this Fall.



DATELINE, ANYTIME, ANYWHERE

When Greece was in her glory, Athens had a population of about 300,000. This Fall, perhaps 75 *times* that number will be watching a television program about the Golden Age of Greece. At NBC, the concept of news embraces all actuality, past, present, and probable future. The 40-odd subjects of one-hour news specials this year include the training of a professional football star, private art collections, the Paris-to-Istanbul railroad, developments on the frontiers of medicine, and the life and culture of India. Also this season the widely acclaimed portrait of "The Kremlin" will be rebroadcast in color.

When the chiefs of NBC News approve a program like "Greece: The Golden Age," or "The Kremlin" they commit over \$100,000—sometimes as much as a quarter of a million—to one production. Why do they do it?

The answer seems to lie in a mixture of pride and conscience. NBC News pioneered this type of programming when it still seemed off-beat and of limited public interest. Today the audiences for these shows are respectable, even by television's giant yardstick. As William McAndrew, executive vice president of the NBC News Division, says, "Our province as newsmen embraces anything of significance that happens anywhere at any time."

It has never been a newsman's style to count the costs or difficulties when important events are happening. Should he respond differently because the important events happened last month, or 2,500 years ago? NBC News thinks not.



"The Kremlin"

FCC STICKS BY ITS GUNS

Option time will go the way of the Model T
as commission refuses to reconsider decision

The FCC last week rejected requests of CBS, ABC and the ABC-TV Affiliates Association that it reconsider its decision to outlaw television option time. The order banning the networks' traditional practice of assuring station clearances goes into effect tomorrow (Sept. 10).

In its option-time order, issued May 28, the commission held that the practice isn't essential to TV network operations, is an artificial restraint of access to TV station time and is an abdication of licensee responsibility (BROADCASTING, June 3).

And in its order last week, the commission said the arguments advanced in requesting reconsideration were without merit. The vote was 6-1, with Commissioner Robert E. Lee dissenting. He was also the lone dissenter in the vote to bar option time.

CBS was concerned only with that portion of the order barring any practice "having the same effect" as option time. The network interpreted this to include its incentive compensation plan, which the FCC specifically held to be a rules violation in a separate order.

CBS said the "same effect" provision

is invalid because it's "too vague." The commission, however, said "the context within which" the provision is contained must be considered. It said it was concerned with option time "and devices of like restraining effect." Broadcasters, the commission added, are well aware of "the type of arrangement we have in mind."

Second Point ■ CBS also argued that "same effect" provision wasn't properly raised in the notice of rulemaking. But, the commission said, the rulemaking asked for comments on the form a rule should take to "effectuate the prohibition of option time." Eliminating only the specific practice of option time, the commission said, "would hardly effectuate the desired result."

In its separate order barring the incentive plan, the commission held it violates the rule prohibiting arrangements under which stations are penalized for refusing network programs. Under the incentive plan, an affiliate earns 10% of the station's network rate for the first 60% of the programs it carries and 60% of the rate thereafter.

ABC had held that the commission's order failed to consider the "competi-

tive imbalance which exists among the three networks because of station scarcity. The network also said that it was particularly handicapped in its effort to overcome its competitive disadvantage because the commission, a day after abolishing option time, rejected the proposal to drop in, at short spacing, third VHF channels in seven markets.

No Comment ■ The commission, which still has the drop-in case under consideration, would not comment on that aspect of ABC's argument. But in turning to the question of competition, it stuck by its position that option time has no "substantial connection with competitive equality among the networks."

The commission conceded that, since ABC has fewer affiliates than CBS or NBC, "any given number of 'defections' would be more significant, percentage-wise, in its case than with the other two." But the commission said there is no reason to believe that defections will occur in sufficient numbers "to jeopardize successful" network operations.

The commission said the ABC affiliates' contention that elimination of option time would restrict the flow of network programming "warrants little further comment." The commission restated its view, first expressed in its May 28 order, that networking "would continue without the restraining effect of option time."

Carriers say intrastate is out of FCC's bounds

The FCC has no jurisdiction over the activities of intrastate common carriers, 20 of the microwave services told the commission last week in asking for a declaratory ruling on the subject.

They voiced their belief that "the commission has exceeded its statutory authority over intrastate communication operations" in asking for the ruling.

"The carriers provide a video transmission service principally to subscribers engaged in the community antenna television (CATV) business," the carriers said, although they are available to serve other interests. The services of all the signing carriers, they said, were strictly intrastate, and cannot be federally regulated. "The commission has failed to recognize or accord any distinction whatever in the regulation of intrastate carriers as compared to its regulation of interstate carriers and has, in fact, asserted jurisdiction indiscriminately and without regard for the statute from which its authority emanates."

The carriers concluded by saying that "it is clear that the practices of the commission . . . have been in violation of the Communications Act of 1934" and should be ceased.

Interior wants a print as park site price

The Department of the Interior wants to revise its rules regulating commercial photography in the nation's parks so that the department may "increase [its] rather scanty film libraries."

The new regulations would exempt bona fide news photographers, including TV newsmen, but would require "motion picture companies desiring to take feature motion or sound pictures involving sets or professional casts and technical crews" to furnish the department one print of unused footage and a 16 mm print "of any completed film or television production."

Present rules do not require the furnishing of free footage. Andrew L. Newman, Interior's deputy director of information, explained that the proposed regulations, published in the *Federal Register* Aug. 20, are intended mainly "to codify previous regulations" affecting the National Park Service and "to liberalize commercial photography in the park areas." Mr. Newman said the department uses motion pictures in its

educational programs and would appreciate the free film "as a courtesy."

The proposal states that the film is "for noncommercial, administrative use by the department. . ."

Other provisions of the proposed regulations:

- No fees would be charged for the privilege of shooting film in park areas.

- A bond would be required to guarantee compliance with the regulation provision on free footage "in an amount to be set by the [park] superintendent."

- If a request for permission to film is denied by a superintendent "the applicant may request review . . . by the director of information."

- Applicants for permission to film must sign an agreement which includes the free film provisions.

- Credit must be given in the film to the department unless it requests otherwise.

The deadline for comments on the proposal, which Mr. Newman said are welcome from the public, is Sept. 20.

FCC's fairness policy attacked

SEN. THURMOND HITS AT HEARING; REP. HARRIS IN SPEECH

The FCC's July 26 public notice on fairness, which broadcasters have attacked since it was issued, was challenged by members of Congress last week, first in a Senate hearing and later in a major speech by the chairman of the House Commerce Committee.

Senator Strom Thurmond (D-S.C.), a member of the Senate Communications Subcommittee and a frequent critic of commission policies, Wednesday (Sept. 4) asked FCC Chairman E. William Henry why the commission had even issued the notice.

Senator Thurmond said he has received letters from broadcasters throughout the South who want to know what they must do to comply.

Chairman Henry said that the main reason for the notice was a House Communications Subcommittee hearing on editorializing where the FCC was told that licensees needed guidelines on editorializing and the broadcasting of controversial programs (BROADCASTING, July 1).

Senator Thurmond also tried to learn whether the commission would require broadcasters who carry sponsored controversial programs to provide free time

for opposing views. Chairman Henry answered that the commission "has never to my knowledge decided this" but has a study underway and would consider it "very soon."

It was understood that the commission would take up this question at its meeting Wednesday (Sept. 11).

Harris, Too ■ Meanwhile, Representative Oren Harris (D-Ark.), whose Commerce Committee is the parent of the subcommittee that has been conducting hearings on editorializing, bluntly told the FCC last week that it should review its fairness statement "to determine whether it is in conformity with the Communications Act. . ."

Representative Harris, in a letter sent to Chairman Henry Sept. 5 and in a speech before the Arkansas Broadcasters Association in Little Rock Sept. 7, said that the notice "if actually enforced . . . is likely to place an intolerable burden upon the members of the commission which the members cannot possibly discharge without neglecting other important responsibilities. . ."

Elements of the commission's notice, the congressman said, "can only result in obliterating [the] fundamental divid-

ing line of responsibility with regard to programming between licensees and the commission." The commission's primary responsibility in programming "is limited to a periodic overall review," Representative Harris said; the licensee is responsible for content on a day-to-day basis.

Only a week earlier the National Association of Broadcasters asked the commission to rescind its notice and said it had caused "widespread bewilderment" among broadcasters (BROADCASTING, Sept. 2).

Pastore's View ■ Senator John O. Pastore (D-R.I.), subcommittee chairman, was concerned that ability to pay for air time might determine whether the public would be able to hear opposing views. "Do you think for one moment that the fact that [a] group was able to propagandize the public and pay for it, that it should be prevailing without an opposite view being given a fair opportunity to express itself?"

Senator Pastore said he was "afraid we are going to be in serious trouble" if the commission decides that it would be necessary to pay for time to obtain



Listening to Senator Strom Thurmond (D-S.C.) question FCC Chairman E. William Henry last week on the commission's fairness statement (l-r): Ralph W. Horton, assistant chief clerk of the Senate Commerce Committee; Jeremiah J. Kenney Jr., committee assistant chief coun-

sel (minority); Senator John O. Pastore (D-R.I.), communications subcommittee chairman; Nicholas Zapple, committee communications counsel; Senator A. S. (Mike) Monroney (D-Okla.) and (partially hidden) Senator Thurmond, both subcommittee members.

FIRST EVERY DAY...

And Here's Why...

● EXCITING, COLORFUL LOCAL PROGRAMMING

Central New York's greatest news department; Upstate New York's only live musical variety show; celebrity-filled live women's show; outstanding documentaries that out-rate network programs.

● GREATEST TV PERSONALITIES

Fred Hillegas, Joel Mareiniss, Jerry Barsha and experienced news staff of seven; Denny Sullivan and the WSYR Gang, musical variety show starring Eileen Wehner and Fred Krick; Bill O'Donnell, sports; Ed Murphy, movies and weather; Kay Russell, women; "Salty Sam," Popeye host. Central New York's greatest salesmen!

● BEST TECHNICAL FACILITIES

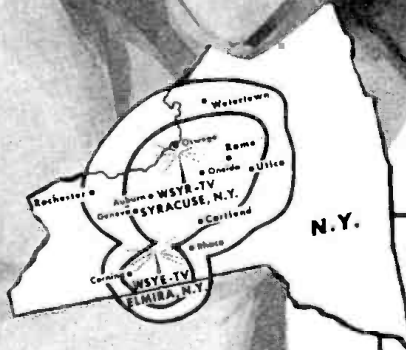
In Central New York — first with color; first with video tape; first with a modern, completely-equipped TV center and the only channel with maximum power at maximum height.

● EXPERIENCE AND "KNOW-HOW"

A top-flight veteran staff directed by executives averaging more than 20 years at WSYR-TV. No "Johnny-come-latelies," these.

● OVERWHELMING SUPERIORITY

*WSYR-TV delivers 38 per cent more homes than the No. 2 station.



24 Counties
656,700 TV Homes
2,470,800 in Population
\$4,813,849,000 in Buying Power
\$3,129,621,000 in Retail Sales

*ARB MARKET REPORT
MARCH, 1963

WSYR • TV



Channel 3 • NBC Affiliate • 100 KW

SYRACUSE, N. Y.

Plus WSYE-TV channel 18 ELMIRA, N. Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS



Senator William Proxmire (D-Wis.) went to bat last week for his bill to prevent the FCC from considering ownership by members of Congress when reviewing license applications. The senator (l) is seated next to FCC

Chairman E. William Henry, who said the bill was not necessary. On the chairman's left is FCC Commissioner Kenneth A. Cox, who with Commissioner Frederick W. Ford (not shown) accompanied the chairman.

fairness. Chairman Henry agreed and said that this is the approach that the commission has usually taken. "The only thing I am unable to do is to say that there will be a majority of commissioners that will agree," the chairman added (CLOSED CIRCUIT, Sept. 2).

Senator Pastore showed special concern about the Citizens Committee for a Nuclear Test Ban, which has requested free time from more than 300 stations to answer attacks made against the treaty in programs provided by the conservatively oriented Manion Forum and Life Line Inc. (BROADCASTING, Sept. 2).

Senator Pastore is also chairman of the Joint Committee on Atomic Energy and is one of the Kennedy administra-

tion's key supporters of the test ban treaty.

Senator Thurmond's questioning of Chairman Henry occurred during a subcommittee hearing on a proposal of Senator William Proxmire (D-Wis.), who has tried since 1960 to require the commission not to give applicants special consideration because some of their principals may be members of Congress. Senator Thurmond supported Senator Proxmire's bill, S-708, and urged him to broaden it to prohibit members of Congress from holding any interest in broadcast stations.

"A member of Congress should not only do right, he ought to appear right," Senator Thurmond said. Congress requires stringent conflict of in-

Sen. Talmadge, too

Senator Herman Talmadge (D-Ga.) has labeled the FCC's controversial July 26 policy statement on a broadcaster's responsibilities under the fairness doctrine "an unwarranted infringement upon freedom of speech."

The senator's indictment was delivered in a letter to FCC Chairman E. William Henry asking for a commission explanation. He said the regulations outlined in the statement (BROADCASTING, July 29) are "unduly restrictive. . . . I have been in politics a long time and have been criticized many times." Senator Talmadge noted, "however I have always felt that such critics had a right to their opinion."

He pointed out that the FCC encourages stations to editorialize but at the same time "restricts stations so as to make it a virtual impossibility in some areas."

terest rules for members of the executive branch, he noted, but is very lenient with itself.

Broader Bill? ■ The senator received no encouragement on this point from other members of the subcommittee. Senator Proxmire said he was more interested in his limited goal but would like to work with Senator Thurmond on a conflict of interest bill at a later time.

But Senator Thurmond wasn't the only person interested in broadening the bill. Senator Pastore said it seemed to him the legislation unfairly singled out members of Congress. Senator Pastore said the bill "raises certain doubts about the qualifications" [of congressmen] and ought to be broadened to include any public official.

Senator Proxmire agreed. He first offered his proposal in 1960 when he learned that an FCC hearing examiner's initial decision favoring Capital Cities TV Co. for channel 10 Albany, had held that the applicant was "manifestly superior" in civic participation because, in part, five congressmen were stockholders (BROADCASTING, June 27, 1960). "It cannot be ignored," Senator Proxmire said the examiner wrote, "that some of these individuals have achieved civic and political prominence which denotes in them an ability to discern and be responsive to the interests of the people of their community."

The senator told the subcommittee last week that "we have fought hard for legislation to prohibit ex parte contacts by congressmen with the quasi-judicial agencies. . . . Now we learn that, far worse than making a phone call or writing a letter, a member of Congress

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every day on
every TV network
...105* shows
every week

MONDAY

David Brinkley's Journal NBC
The Tonight Show NBC
To Tell the Truth CBS
I've Got A Secret CBS
The Lucy Show CBS
The Danny Thomas Show CBS
The Andy Griffith Show CBS
The Rifleman ABC
Stoney Burke ABC
Ben Casey ABC

TUESDAY

Laramie NBC
Empire NBC
The Dick Powell Show NBC
Marshall Dillon CBS
The Lloyd Bridges Show CBS
The Jack Benny Program CBS
The Garry Moore Show CBS
The Untouchables ABC
Bell & Howell Close-Up ABC

WEDNESDAY

Perry Como NBC
Dobie Gillis CBS
The Beverly Hillbillies CBS
The Dick Van Dyke Show CBS
U.S. Steel Hour CBS
Armstrong Circle Theatre CBS
Wagon Train ABC
Going My Way ABC
Our Man Higgins ABC
Naked City ABC

THURSDAY

Wide Country NBC
Dr. Kildare NBC
Hazel NBC
Andy Williams NBC
Fair Exchange CBS
Perry Mason CBS
Twilight Zone CBS
Ozzie and Harriet ABC
Donna Reed Show ABC
Leave It To Beaver ABC
My Three Sons ABC
Fred Astaire—Alcoa ABC

FRIDAY

The Price Is Right NBC
International Showtime NBC
Rawhide CBS
Route 66 CBS
Alfred Hitchcock Hour CBS
The Flintstones ABC
I'm Dickens—He's Fenster ABC

SATURDAY

Sam Benedict NBC
The New Joey Bishop Show NBC
The Defenders CBS
Have Gun, Will Travel CBS
Gunsmoke CBS
Matty's Funnies ABC
Mr. Smith Goes to Washington ABC
The Lawrence Welk Show ABC

SUNDAY

The Bullwinkle Show NBC
McKeever & The Colonel NBC
Walt Disney's Wonderful World
Of Color NBC
The Dinah Shore Show NBC
Mr. Ed CBS
Lassie CBS
Dennis The Menace CBS
Ed Sullivan Show CBS
The Real McCoys CBS
Candid Camera CBS
Father Knows Best ABC
The Jetsons ABC
Major Adams ABC
Sunday Night Movie ABC

DAYTIME (Mon.-Fri.)

Say When NBC
The Price Is Right NBC
Concentration NBC
Your First Impression NBC
The Merv Griffin Show NBC
Loretta Young Theatre NBC
Young Doctor Malone NBC
Make Room For Daddy NBC
The Match Game NBC
Calendar CBS
I Love Lucy CBS
The McCoys CBS
(Nat.) College of the Air CBS
Pete & Gladys CBS
The Millionaire CBS

The Jane Wyman Show ABC
Yours For A Song ABC
Tennessee Ernie Ford Show ABC
Seven Keys ABC
Queen For A Day ABC
American Bandstand ABC
Discovery '63 ABC

(Sat.)

The Ruff and Reddy Show NBC
Fury NBC
Magic Midway NBC
Exploring NBC
Captain Kangaroo CBS
Mighty Mouse Playhouse CBS
The Adventures Of Rin Tin Tin CBS
Sky King CBS
Top Cat ABC
The Magic Land Of Allakazam ABC
My Friend Flicka ABC

(Sun.)

Lamp Unto My Feet CBS
Look Up And Live CBS

*(as of March 20, 1963)



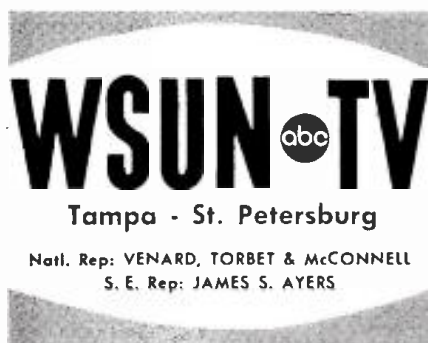
BROADCAST MUSIC, INC. 589 Fifth Avenue, N. Y. 17, N. Y.

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BROADCASTING, September 9, 1963



Your advertising dollar goes three times farther on **WSUN-TV** the pioneer station



Proxmire praises TV show

NBC-TV's three-hour Labor Day special on the civil rights problem was lauded last week by Senator William Proxmire (D.-Wis.), who called the show a "great contribution by private enterprise to better understanding in America." The senator, a frequent critic of television, noted that the program was carried "at an enormous cost to NBC, because it was necessary to forego all advertising."

"Many of us," the senator said, "have criticized the television industry for various things, but when the industry does something such as this—considering how well the documentary was done; being balanced, thoughtful and penetrating—the industry deserves commendation."

can influence decisions of the FCC by purchasing or accepting as a gift, stock in a company which intends to apply for a television license."

Henry Disagrees ■ Chairman Henry testified that the commission does not believe legislation is necessary because the Capitol Cities case "states that the commission does not have nor has it ever had a policy of favoring or penalizing an applicant for a broadcast license because a member of Congress is numbered among the officers, directors or stockholders of such applicant." Nonetheless, he said, the commission endorses the basic purpose of the proposal.

Senator Proxmire also criticized Commissioner Frederick W. Ford, who was commission chairman at the time of the Capitol Cities decision. Commissioner Ford had told a reporter in 1960, Senator Proxmire said, that the commission "considers having congressmen as stockholders a 'favorable factor' in awarding television licenses."

Commissioner Ford told the subcommittee last week that congressmen who are stockholders should be identified as such because it is "better to put it there for the world to see."

A BROADCASTING study found this spring that 21 congressmen and senators or their relatives held interests in broadcasting stations (BROADCASTING, May 20, 6).

FCC Bills ■ In other business, the Communications Subcommittee heard the FCC support two bills it had requested: S 1005 would authorize the FCC to grant special temporary authorizations for up to 60 days for certain nonbroadcast operations; S 1193 would require that petitions for intervention

in certain FCC proceedings designated for hearing must be filed not more than 30 days after publication of the hearing issues in the *Federal Register*.

The subcommittee also heard testimony favoring legislation that would authorize the FCC to allow certain foreign radio amateurs to broadcast in the U. S. on a reciprocal basis. Proponents were to work out language of a letter that would be submitted for the hearing record and indicate an understanding of the operators' responsibility.

Objections to ETV band denied by commission

The FCC's plan to add the 31 channels in the 2500-2690 mc band to the present educational television assignments (BROADCASTING, July 29) moved steadily ahead as the commission last week denied petitions for stays and reconsiderations of the rulemaking. The two objections to the ETV reservations were filed by the Central Committee on Communications Facilities of the American Petroleum Institute and the National Committee for Utilities Radio.

The central committee argued that ETV already has enough space in the spectrum and the only thing that has kept the oil companies from a wider use of the band is the lack of FCC policy on the fixed stations.

The national committee said that the 1990-2110 mc band, originally proposed by the FCC as one of the two alternatives, is preferable from a technical standpoint. Although the lower band has only 20 channels, the national committee said, equipment to use the channels is much more readily available.

Both groups asked for a stay of the effective date of the rulemaking because, they said, the Sept. 9 (today) date meant that the commission could not properly reconsider the action because of its August hiatus.

The FCC's denial of the committees' petitions, to which Commissioner Robert T. Bartley was the lone dissenter, said that the supplicants did not "claim [or] show that failure to grant a stay will result in irreparable injury to the public or to their own interests," the criteria by which, the commission said, petitions for stays are judged.

Furthermore, the FCC noted, the 2500-2690 mc band was not being reallocated from the operational fixed services to the new Instructional Television Fixed Service on Sept. 9. Present users will retain their licenses, although the commission plans a three-year freeze on new applications.

The committees' petitions, the FCC stated, brought up nothing that had not been considered in its earlier deliberations.

Time Buyers' Bonanza *one-minute availabilities*

wmal-tv

WASHINGTON, D. C.

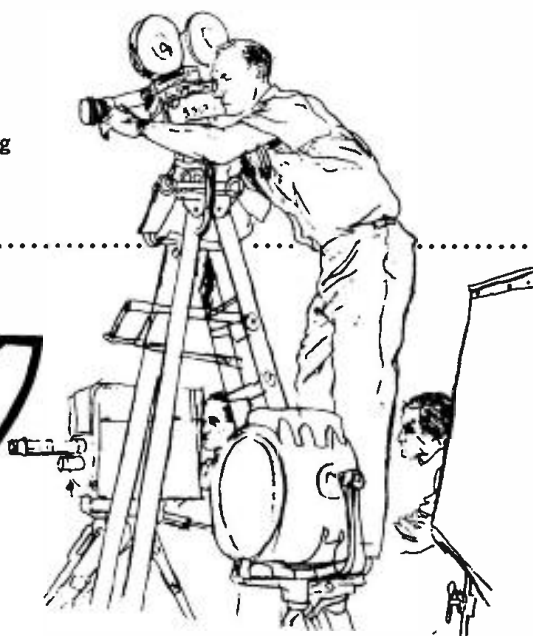
Call Harrington, Righter & Parsons Inc. for 1-minute spot avails on more than 26-hours of new local programming each week. (Some 20-sec. and 10-sec. avails, too.)

NEWS 7

6:30-7:30 PM

MONDAY THRU FRIDAY

Early-evening 1-hour newscast re-designed to even better present the news. Flexible format with the importance of news item determining its position and length. New format tailored for participating sponsors.



THE SALES ACTION HOUR

5:30-6:30 PM, MONDAY THRU FRIDAY Different show each day: Cheyenne, Surfside 6, Adventures in Paradise, Checkmate, Maverick



1ST RUN MGM
30/63 MOVIE
11:30 PM
Friday



NAKED CITY
10:30 PM Thursday
11:30 PM Saturday



DICK POWELL
THEATRE
11:15 PM
Sunday



THE FUNNY COMPANY
8:00-9:00 AM
(M-F)



DIVORCE COURT
1:30-2:30 PM
(M-F)



BACHELOR FATHER
5:00-5:30 PM
(M-F)

wmal-tv abc

The Evening Star Broadcasting Co., Washington, D.C.

Government sets up communication system

EXISTING UNITS UNIFIED BY EXECUTIVE ORDER

A national communications system, comprising all the government's continental and overseas telecommunications circuits, has been established by President Kennedy.

The NCS, established by executive memorandum, will strengthen and unify all existing government communications systems. It includes the military Defense Communications Agency, the General Services Administration's Federal Telecommunications System and circuits used by the Federal Aviation Agency and other agencies.

Operating head of the overall federal system will be Secretary of Defense Robert S. McNamara, acting as executive agent for the President. Mr. McNamara has appointed Solis Horwitz, director of organization and management planning in the Defense Department, as assistant to the secretary for

this job, and Lieutenant General Alfred Starbird, director of DCA, as manager.

Responsible for policy in the development and operation of NCS will be the director of telecommunications management in the executive office. This position was held by Dr. Irvin Stewart, former FCC commissioner, until he resigned in April (BROADCASTING, April 22).

Dr. Jerome Wiesner, the President's science adviser, has assumed the responsibilities of the director of telecommunications management as they relate to NCS. Acting director of telecommunications management is Ralph L. Clark, former radio consulting engineer.

In the memorandum, the secretary of defense is given authority to request assignments of radio frequencies for NCS and to monitor for frequency utilization.



Mr. Horwitz



Dr. Wiesner

WCCO asks FCC for 750 kw power

Wcco Minneapolis last week asked the FCC for permission to increase its power from 50 kw to 750 kw, citing its position in the central area of America and the "white" areas of radio coverage as justification.

The petition of the station follows a request by the Clear Channel Broadcasting Service for 750 kw power for all clear channels (BROADCASTING, April 15) and a brief in support of the CCBS petition filed by WSM Nashville (BROADCASTING, May 13). WLW Cincinnati, another clear channel station, has asked

for the 750 kw power for experimental use.

The Class IA Minneapolis station, which is licensed to Midwest Radio-Television Inc., noted that in spite of the proliferation of radio stations in recent years about half the nation is still not served by nighttime radio. Situated near the center of the country, the station said it is ideally located to serve the vast center of the land, and could do so easily with 750 kw.

The 830 kc station said that it participated in the commission's clear channel proceeding, and that it hadn't applied for the higher power earlier because the FCC said it wouldn't accept such applications at that time. The FCC

did promise, however, to consider the power hikes at a later date, and wcco asked the commission to grant its petition and similar requests by other clear channels.

Wcco also noted that with increased power it could serve the nation's interior in times of emergency and as a voice of civil defense.

More than \$5 billion approved for space

Congress, which agreed on a \$5.35 billion space authorization bill last month, has helped loosen up a logjam of appropriations bills that includes fiscal 1964 funds for the FCC, Federal Trade Commission and the National Aeronautics and Space Administration.

At about the same time Congress also approved a continuing resolution which will allow the government agencies that have not yet had funds appropriated for the current fiscal year (1964) to continue to operate under their 1963 budgets until Oct. 31.

Appropriations bills for all independent agencies had been blocked while the House awaited passage of the space authorization measure (CLOSED CIRCUIT, May 20). The Independent Offices Appropriation Subcommittee planned to move quickly into "clean-up" hearings with a few agencies and was expected to release a report on the FCC and FTC budget requests later this month. The FCC is seeking \$16.4 million.

The final NASA authorization includes up to \$42,175,000 for communications satellites. NASA requested \$51,100,000; the House approved \$42,175,000, the Senate \$44,175,000.

An amendment written into the authorization requires the Communications Satellite Corp. to reimburse the space agency for all "exclusive" benefits it obtains from government experimentation.

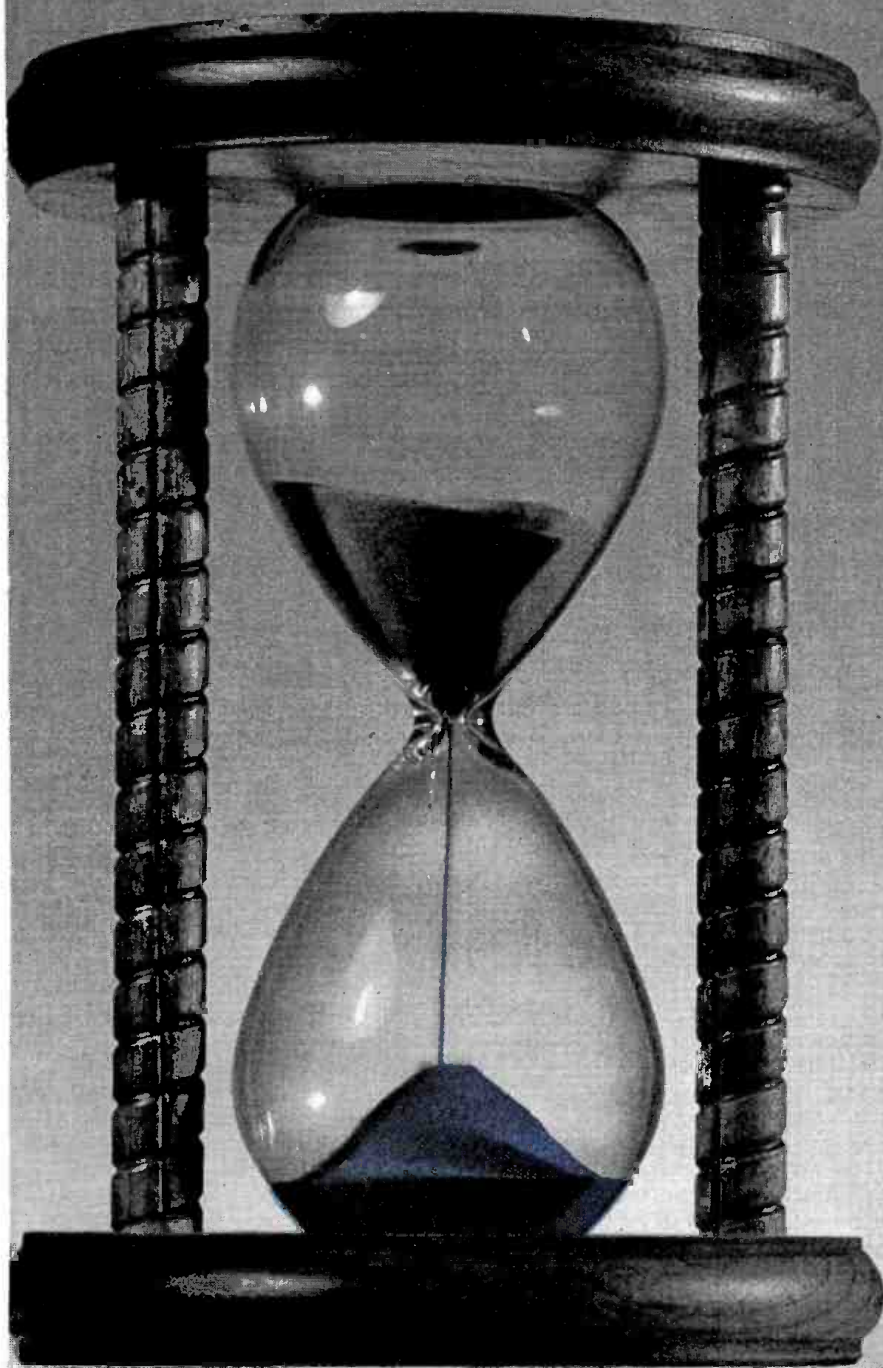
'Town Meeting' lauded

Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, last week praised CBS-TV's *Town Meeting of the Air* program, broadcast this summer (BROADCASTING, July 15).

Senator Magnuson said CBS President Dr. Frank Stanton's "initiative and perseverance, and the resourcefulness and imagination of the executive producer, Fred W. Friendly, contributed enormously to this historic landmark in global communications."

"I congratulate those pioneers here and in Europe," the senator said, "who made this broadcast possible."

The program was the first of its kind to use a satellite relay between the U. S. and Europe.



Over 40% of our time is in color.

What color do you like? Red, film, orange, video tape, chartreuse, network, blue, live, yellow, slide, or heliotrope? We have them all.

Matter of fact, in Jacksonville, only WFGA-TV has them all!

The results? Greater viewing enjoyment for our audience, more sales response for our advertisers. Call your PGW Colonel and name your color.



Jacksonville's *FULL COLOR* Station

WFGA-TV

IN FLORIDA

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.



WTVJ
WLOS-TV

KVOS-TV
WFGA-TV
(Affiliate)

Harris tells the FCC to turn around

HE DEPLORES FAIRNESS DOCTRINE, AD LIMITS, HORSE RACE BAN

The number one broadcasting authority in the U. S. House of Representatives as much as told the FCC last week to scrap its new fairness doctrine and its proposals to impose limitations on advertising time and on broadcasts of horse racing information.

Oren Harris, chairman of the House Commerce Committee, which is responsible for broadcast legislation, took public issue with the FCC in a speech prepared for delivery at a meeting of the Arkansas Broadcasters Association last Saturday (Sept. 7).

The speech was in an unusual form. It consisted mostly of the texts of two letters Mr. Harris had written, one to FCC Chairman E. William Henry and the other to a troubled but unidentified broadcaster who had told Mr. Harris he was on the verge of getting out of radio and television because of government harassment.

The letter to Mr. Henry, dated Sept. 5, was confined to the commission's recent policy statement on its fairness doctrine. Mr. Harris accused the FCC of assuming programing responsibility that was rightfully the broadcaster's, and he demanded that the agency reconsider its fairness policy.

In the letter to the broadcaster Mr. Harris took up

other subjects:

- He predicted that the FCC "may very well drop" its proposal to limit the amount of time that broadcasters may devote to commercial messages.

- He said the commission's proposal to ban most horse racing broadcasts, along with its new fairness policy and plan to impose commercial limitations, denoted a "new commission attitude [that] I regret."

- He did nothing, however, to allay broadcasters' fears of tough new regulations on editorializing. He said Congress ought to lay down the "ground rules" for editorializing, and he said he was "deeply disappointed" that broadcasters regarded attempts to do so as interference with free speech.

- He endorsed the National Association of Broadcasters' project to audit the program rating services and said that legislation to regulate the raters "should only be the last resort."

- He claimed for Congress the right to make policy on the regulation of community antenna systems in television and disagreed with the FCC's assertion of authority in that field.

Below are the slightly condensed texts of Mr. Harris's letters to Mr. Henry and the unnamed broadcaster:

Dear Chairman Henry:

On July 25 the commission adopted a public notice advising broadcast licensees concerning their responsibilities in connection with programing on controversial issues under the commission's so-called "fairness doctrine." In its notice the commission states:

"When a licensee permits the use of his facilities for the presentation of views regarding an issue of current importance such as racial segregation, integration or discrimination, or any other issue of public importance, he must offer spokesmen for other responsible groups within the community similar opportunities for the expression of the contrasting viewpoints of their respective groups. In determining compliance with the fairness doctrine the commission looks to substance rather than to label or form. It is immaterial whether a particular program or viewpoint is presented under the label of 'Americanism,' 'anti-Communism' or 'states' rights,' or whether it is a paid announcement, official speech, editorial or religious broadcast. Regardless of label or form, if one viewpoint of a controversial issue of public importance is presented, the licensee is obligated to make a reasonable effort to present the other opposing viewpoint or viewpoints."

The quoted passages, in my con-

sidered opinion, give to the public interest standard of the Communications Act an interpretation which is contrary to the basic pattern of the act.

Under the act the responsibility for broadcast programs rests with the individual licensee. In discharging this responsibility the licensee is called upon to establish and meet the needs of the community which he serves. At renewal time he must then give to the commission an accounting of his stewardship.

The authority and responsibility of the commission with regard to programs thus is limited to determining periodically whether or not the licensee on an *over-all* basis has performed in the public interest.

There are specific statutory exceptions to this basic rule. The Communications Act imposes a specific obligation upon a broadcast licensee who permits use of his facilities by a political candidate. Another specific obligation with regard to programing is contained in Section 317 of the act.*

These specific statutory obligations merely confirm the general pattern of the act that the licensee has the primary responsibility for determining on a day-to-day basis the content of programs and that the commission is

*Section 317 requires identification of sponsors or those who furnish program material.

limited to a periodic over-all review of broadcast programing.

The passages quoted from the commission's notice of July 25 can only result in obliterating this fundamental dividing line of responsibility with regard to programing between licensees and the commission. If the commission in an attempt to achieve fairness seeks to apply its "fairness doctrine" to the content of individual programs involving the discussion of issues of public importance, then, contrary to the policy of the act, the commission inevitably will inject itself into programing on a day-to-day basis.

Let us assume that a station broadcasts a regularly scheduled religious program. The minister in the sermon thus broadcast criticizes the policy of a local builder not to sell his homes to Negroes. He appeals to his congregation and to the listeners to support this stand by picketing the sales office of the local builder.

In conforming with the notice, must the station seek out the builder and offer him an opportunity to reply? Let us assume the builder desires to reply. In his reply he states that he alone cannot modify the mores of the community and he appeals for a modification of the presidential order aimed at the prevention of racial discrimination in housing financed under federal government programs. The builder

feels that the order should be extended to cover homes constructed with the aid of traditional loans advanced by banks or building and loan associations without recourse to veterans or FHA financing.

Other builders oppose the stand taken by this builder. They feel that the constitutionality of the President's order as it now stands should be tested in the courts and that under no circumstances should the order be extended to conventional mortgage loan financing. Should these builders then be given an opportunity to voice their views over the station?

A recent public opinion poll indicates that many more white Americans approve of nonsegregated schools and churches than approve of non-segregated housing. Is the station to offer time for the presentation of this point of view as well?

What about the point of view advanced publicly by some prominent white persons that Negroes should be redistributed among the 50 states so as to approach a roughly equal distribution of Negroes in relation to white population in each of the 50 states? What about the often-publicized views of some prominent Negroes who favor concentrating all Negroes in some of the 50 states so as to allow Negroes to develop their own economic, social and cultural institutions?

Where is the discussion of public issues to stop which started with the broadcast of a regularly scheduled religious program?

Will not the attempt to achieve "fairness" with regard to individual programs lead to a blue-penciling by broadcasters of all programs containing references to public issues, including sermons broadcast from churches? Will not stations want to avoid starting an interminable chain of argument and debate? Will they, therefore, be inclined to omit one of the sources of this danger, namely, religious programs?

All of the facts in the example are taken from recent responsible news reports concerning "contrasting viewpoints" which have been expressed on this particular "issue of current importance." I wonder how the commission proposes to deal with cases like these under its public notice of July 25?

The public notice, if actually enforced, is likely to have one further result: It is likely to place an intolerable administrative burden upon the members of the commission which the

members cannot possibly discharge without neglecting other important responsibilities placed upon them by the act. Thus, in order to meet the responsibilities under the public notice, the commission will have to discharge the day-to-day determination of what constitutes fairness in programs involving the discussion of public issues. Certainly nothing like this was ever contemplated by the framers of the Communications Act. On the contrary, the very purpose of the act is to leave primary responsibility for programing with the licensees.

I am, therefore, calling upon the commission to review the content of its public notice of July 25 in order to determine whether it is in conformity with the Communications Act of 1934, as amended. If the commission, upon review, determines that it is not



Chairman Harris

in conformity with the act, I trust the commission will appropriately modify its public notice.

In either case I request your early advice as to the decision reached by the Commission in this matter.

Sincerely yours,
Oren Harris, M.C.

The second letter was addressed to "one of the many broadcasters whom I have had the pleasure of meeting in the course of my 23 years of service in the House of Representatives":

Dear Friend:

I have been thinking about what

you told me during your last visit at my office. You said, I remember vividly, that you had your "belly full" and were about ready to sell your station. A broadcast station license, you felt, was tantamount to a hunting license for the FCC and the Congress to haunt broadcasters in connection with every aspect of their business.

Let me take the things you mentioned one by one:

First, with regard to the commission's proposed advertising limitations. I believe firmly that after the comments are all in and after the commission will have had an opportunity to think over this matter, it may very well drop the proposed limitations. In any event, Representative Walter Rogers of Texas, who is the chairman of our Subcommittee on Communications and Power, has introduced a bill which would clarify that the commission does not have any power to adopt rules limiting advertising. I take it that while the effect of the bill would be to eliminate the commission's rulemaking power in this respect it could still in granting a license take into consideration whether the program service offered meets the needs of the community and this inquiry would include the question whether such program service involves excessive commercialization.

I believe the bill constitutes a step in the right direction in that it would permit the commission to cope with excessive commercialization as one aspect of programing on a case-by-case over-all basis without letting the commission inject itself into the day-to-day program operation of all broadcast stations.

As to the second point—the commission's recent elaboration of the fairness doctrine—I have written a letter to the commission wherein I expressed some of my views on this subject. I expect to hear from the commission before long, and I shall send you a copy of their reply.

Thirdly, you have mentioned our committee's broadcast ratings investigation. This investigation has been concluded. I think you will agree with me—the facts are that many broadcasters have been taken in by many ratings services. Perhaps some of the broadcasters did not mind too much being taken in. However, I believe you will agree that broadcasters cannot meet the public interest standard of the Communications Act and at the same time use false or at least mis-

CONTINUED ON NEXT PAGE

HARRIS TELLS THE FCC TO TURN AROUND *continued*

leading broadcast ratings.

I have expressed before the view that legislation in this area should only be the last resort. Individual broadcasters, however, are not in a very good position to evaluate the adequacy of rating procedures and rating information. If broadcasters were required to shoulder this responsibility individually I venture to say that ratings would necessarily have to fall into disuse.

The only way in which broadcasters can audit rating services is to do so collectively as has been proposed by the National Association of Broadcasters. The association has made good progress in establishing an audit bureau for rating services and I hope the association has the full support of its members in taking this step.

This reminds me that you had some misgivings about your own trade association. Let me remind you that your association was responsible for the adoption of radio and television codes which contain specific provisions concerning the limitation of advertising. It is a fact that only about 38% of radio stations and 70% television have subscribed to the codes. I venture to say that had your association been in a position to exercise greater influence in this area the industry might not be confronted now with commission rulemaking on advertising.

I have already said that I don't agree with the commission's proposed rule, but I do believe that broadcasters individually and collectively can do more in this area than has been done in the past.

The last point which you made concerns our committee's hearings on editorializing. As you know, the Communications Act does not contain any specific provisions on this subject and many questions have been raised as to what should be the ground rules for broadcast editorializing. I am of the firm conviction that the Congress should concern itself with the estab-

lishment of such ground rules and that it should not leave this important question to the FCC without at least laying down specific guidelines to the commission. I am deeply disappointed that many broadcasters have viewed these hearings as an attempt on the part of Congress to interfere with free speech. Certainly, this was not our intention. As early as 1958, in speaking to the Connecticut Broadcast Association, I stressed the importance of broadcast editorializing and expressed the hope that this practice would become more widespread than it had been heretofore. I hold to the views then expressed.

The attitude of many broadcasters towards our hearings on editorializing seems symptomatic to me of the prevailing mood of broadcasters today. Broadcasters in general seem to feel on the defensive.

Let me suggest that the requirement that broadcasters must establish and meet community needs can be both your shield and sword. If you succeed in getting your communities behind you you need not fear greatly governmental criticism or interference. The commission's Omaha hearings seem ample proof of my contention.

I have a strong feeling that in recent months the commission may have forgotten an important principle which it alluded to in its statement on programing.* The commission stated "we do not intend to guide the licensee along the path of programing; on the contrary the licensee must find his own path with the guidance of those whom the signal is to serve."

The commission's notice of fairness, its proposed rulemaking on advertising, and the proposed ban on horse racing information, seem to me examples of this new commission attitude. I regret this attitude and I hope this trend will not continue.

There is one more thing I wanted

*Issued in July 1960.

to say to you since you are operating a television station in addition to an AM-FM radio station. It has recently come to my attention that community antenna television systems are increasing by leaps and bounds. In my own state there are now more than twice as many such systems as there are television stations.

The commission, without any specific statutory authority from the Congress, has attempted to regulate community antenna television systems and this regulation has met with a great deal of opposition. The commission has won an important judicial victory in the Carter Mountain case. In that case the court upheld the contention of the commission that it could use its power to license microwave operations for the purpose of regulating community antenna systems.

I don't agree with this approach but the court in this case upheld the commission's point of view. I am still old-fashioned enough to believe that basic policies should be laid down by the Congress, and not by commission fiat with judicial approval.

I just wanted to mention this because it seems to me that a basic conflict seems in the offing between local television stations on the one hand and community antenna systems on the other hand. Unless some steps are taken to resolve this conflict, the Congress may well be called upon to do the resolving for the two contending parties.

We just had some experience with resolving a management-labor conflict in the railroad industry, and I can assure you that none of us members of Congress cherish the thought of having to do the same thing with disputes of this nature on a continuing basis.

Thus you can see we members of Congress have a few gripes of our own and I don't expect you to be able to take care of ours. However, I shall do my best to take care of some of your complaints and I shall also be glad to hear from you.

Sincerely yours,

Oren Harris, M.C., Chairman

'SMUT' WAS INCIDENTAL, FCC SAYS

Robinson testimony was enough for renewal denial

The FCC vigorously defended last week its right to look at programing and claimed that court decisions and congressional legislative history upheld this view.

But, it added in its brief to the U. S. Court of Appeals for the District of Columbia in the WDKD Kingtree, S. C.,

case, even without the question of the "smut" and "vulgarity" of Charlie Walker's patter, its refusal to renew the WDKD license must be sustained because the licensee, E. G. Robinson Jr., misrepresented his knowledge of the questioned broadcasts.

The commission last year denied the

WDKD license renewal after a hearing in Kingtree. It held that Mr. Robinson permitted disc jockey Charlie Walker to broadcast programs that were "coarse, vulgar and suggestive of indecent double meanings."

Mr. Robinson in his appeal maintained that the FCC has no right to look at programing. He contended that the FCC decision violates the First Amendment and the "no censorship" provision of Section 326 of the Com-

"DESIGN IT THE BEST YOU KNOW HOW, AFTER WHICH WE WILL PRICE IT"

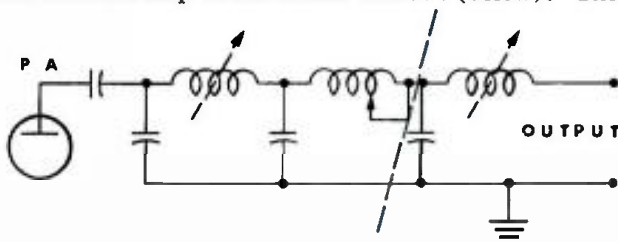
This was the instruction from Gates management throughout the development of the BC-5P-2 5000 watt AM broadcast transmitter. That this directive became a reality is now history, as 218 of these transmitters now operate world-wide. Several of the design features, responsible for this universal acceptance, are listed below. In preparing this analysis, Gates recognizes that the items it omits could be construed as weak points. Actually, this effort is to cover the points that are of major importance to a buyer who is going to invest several thousand dollars for a 5000 watt transmitter.

TRANSMITTER SIZE: A prime objective was to fit the transmitter into the smallest possible room size, while staying within good engineering practice. There was no sensible reason, however, to build it so small that: (1) it is hard to service, (2) it runs hot, and (3) it cannot be 100% self-contained. After all, few things are worse than finding room and protection of life for an outboard high voltage power transformer. BC-5P-2 is 100% self-contained in 3 cubicles, each with its own cooling system. Floor size is 73½" across and 39½" front to back. With the 78" height, BC-5P-2 has a total cubage of 135.6, a minimum for both good cooling and serviceability with common sense ease.

TRI-UNIT COOLING: The BC-5P-2 features a special 3-cabinet cooling system consisting of blowers, each with 270 C. F. M. air capacity and ¼ H. P. motor, plus ceiling suction fan. Blowers are shock mounted to assure minimum low frequency noise.

FULL TEE NET TANK:

Gates does not stop at the dotted line . . . (below). The



BC-5P-2 has a complete Tee network to guarantee meeting FCC harmonic reduction figures. FCC rules say this reduction is "as measured into a suitable load". Gates DOES NOT interpret a suitable load as an antenna coupler with its own network. The BC-5P-2 must meet FCC harmonic measurements at the transmitter output terminals into a pure resistance dummy antenna. Nothing else!

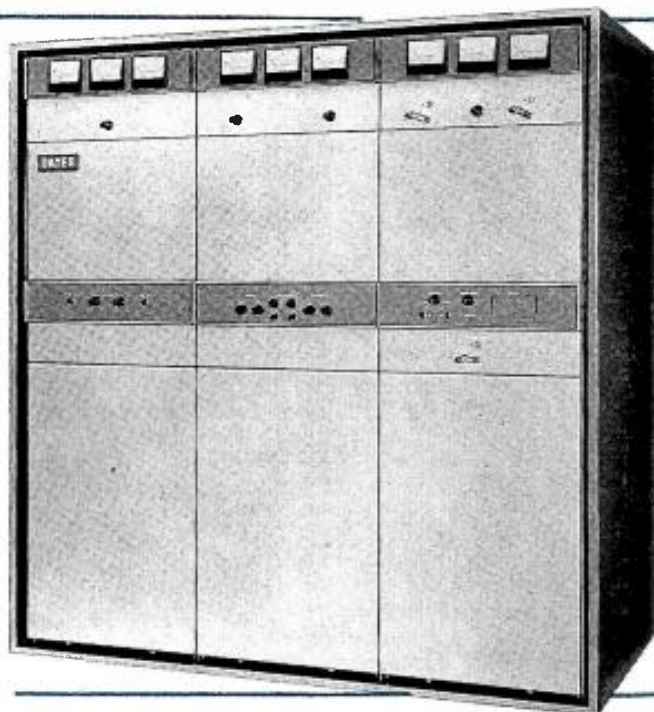
POWER AMPLIFIER COMPONENT VALUES: Lasting power is as important as output power. For this reason, Gates has installed what we firmly believe to be the largest power amplifier component list of any 5000 watt transmitter made. To prove this, we list these values for you to check.

Plate Tank Coil: Edgewound ribbon, Micallex insulated, rotating type for tuning, ⅛" x ½" ribbon, silver plated, 20 ampere rating.

Tank Vacuum Capacitor: Jennings Model M voltage 15,000 volts. Current: 21 amperes.

Shunt Capacitor No. 1 Tee Network: Ceramic insulated 5% Mica Type G3 rated at 15,000 volts and 21-27 amperes.

First Tee Net Coil: Edgewound, ribbon Micallex insulated, fixed tapped, ribbon 3/32" x ⅜" silver plated, 15 amperes.



Second Tee Net Coil: Rotating type continuously variable edgewound ribbon, Micallex insulated. Ribbon ⅛" x ½". Silver plated, 20 amperes.

POWER OUTPUT: Capable of 5600 watts, the transmitter provides ample margin for losses incurred in directional arrays. The ability to modulate an easy 100% (note easy) is very important. The same modulator tube complement is used in the BC-5P-2 as in the Gates 10,000 watt model and at the same plate voltage.

TUBE OR SILICON RECTIFIERS: Gates has both. What should I buy? As silicon rectifiers cost more and must never fail (they are not replaced like a tube) Gates feels that the very best is necessary and demands 3 times voltage and 15 times current safety factors. If the equipment is operator-attended, such as with directionals, tubes might be preferred.

TRANSFORMERS: The heart of any equipment. Here, the number is important, as distribution of load has much to do with transformer and transmitter heat, and heat has very much to do with transmitter life. BC-5P-2 has a total of 22 sealed transformers and reactors, spaciouly distributed throughout the three cubicles. They are all made for 50 cycle service — a 20% bonus safety factor for 60 cycle users.

CABINET RADIATION: All broadcast transmitters must pass critical cabinet radiation tests to obtain FCC approval. To assure absolute cabinet radiation compliance, the entire RF driver/tank and output network are constructed within an 11 gauge aluminum housing.



GATES RADIO COMPANY

A Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS

Offices in: Houston, New York, Los Angeles, Washington, D.C.

In Canada: Canadian Marconi Company, Montreal • Export Sales: Rocke International Corporation, New York City



munications Act (BROADCASTING, July 15).

Coming to the station's defense, but on somewhat different grounds, was the American Civil Liberties Union. Although acknowledging that the commission has the authority to look at programs, the ACLU attack was on the vagueness of the standards by which it judged the Charlie Walker broadcasts (BROADCASTING, Aug. 26).

The commission's brief last week was the final one in the case. No date has yet been set for argument before the circuit court.

Right To Review ■ The FCC bolstered its contention that it has the right to review programs with a half-dozen court cases.

"It has long been settled," it said, "that the commission has authority to consider the past or proposed service of an applicant, and that a denial of license upon a ground reasonably related to the public interest, including the character and quality of the program service, is neither censorship within the meaning of Section 326 of the Communications Act nor an abridgement of the right of free speech."

While the First Amendment extends to broadcasting, the FCC said, "different rules are appropriate for different media of expression." The commission's concern with program content, it said, "does not stop with a decision that the material falls within the protection of the First Amendment; it necessarily extends also to consideration of whether the programming serves the public interest. . . ."

Answering the ACLU argument that the commission's standards were not sufficiently precise, the FCC said: "Since the commission was deciding a particular case of adjudication, the terms 'coarse, vulgar, suggestive and susceptible of indecent double meaning' take concreteness from the material which they describe."

The ACLU argument might apply to rulemaking or a general rule, the FCC said, adding: "The commission has a proper concern with a pattern of operations which is patently offensive and vulgar and which the licensee itself is unwilling to defend as in the public interest. It has a right to compel an applicant to prove that there is something more than naked commercial selfishness in his purpose. Misuse of a public trust is clearly relevant to the statutory objective. The commission's concern with the sensibilities of the housewife, teen-ager and the young child also has a legitimate basis in the context of radio broadcasting, and particularly in the case of disc jockey patter. The suggestion of the ACLU that the commission's decision may stifle creative programming is without substance. The commission was at

pains to limit its holding to the facts of this case, pointing out that the test it employed would not necessarily apply to other types of programming."

Other Grounds ■ At one point in its brief the FCC suggested to the court that it need not meet the constitutional issue of free speech; it could decide the case on the misrepresentation issue.

At another point it said that even if Mr. Robertson's plea that he was not aware of the material broadcast by his disc jockey was accepted, this showed he failed to exercise proper control over the station's programming and had thus

failed to meet "a most fundamental licensee obligation."

The commission agreed that its discretion in the program field is not "absolute or unbounded."

"We do urge that once the basic principle of congressional authority to require operation in the public interest as determined by the commission is accepted, the 'public interest' standard considered in the context of the radio medium provides an adequate standard for commission action and for judicial review in the program field," the commission stated.

March on Washington—broadcaster style

MOUNT OPPOSITION TO FCC COMMERCIAL TIME LIMITS

The nation's airlines have received unexpected dividends from a most unlikely source—a proposed rulemaking by the FCC.

This has come about through extra heavy traffic by broadcasters to Washington to line up opposition in Congress to the commission's proposal to adopt the commercial time standards of the National Association of Broadcasters' voluntary codes as government rules.

Latest state delegation of broadcasters to visit its congressional delegation was from Oklahoma last week (see picture, this page) while the North Carolina and Missouri associations will be on Capitol Hill next week. The Oklaho-

mans were successful in their crusade, with the Oklahoma congressmen agreeing unanimously to file a joint opposition with the FCC.

The North Carolina Association of Broadcasters, led by President Jac Starnes, WBAG Burlington, will visit its congressmen tomorrow (Tuesday) with Missouri broadcasters due the next day. Don Dailey, KGBX Springfield, and president of the Missouri Association of Broadcasters, will head that delegation. Other state associations from Tennessee, Georgia and West Virginia have also made trips to Washington in opposition to the FCC's plan.

In addition, 19 state associations have



Oklahoma's Democratic Senators (seated) Mike Monroney (left) and J. Howard Edmondson accept from Bill Morgan (standing center), KNOR Norman, and president of the Oklahoma Association of Broadcasters, comments in opposition to the FCC rulemaking to adopt commercial time standards during a meeting in Washington last week. Eight Oklahoma broadcasters met with their congressional delegation and obtained a com-

mittment from the five members present to file a joint opposition with the FCC. The others above include (l to r) Allan Page, KGWA Enid, and Representatives Page Belcher (R), Ed Edmondson (D) and Tom Steed (D). OAB members also present included Bill Searle, KGLC Miami; Jim Bellatti, KSPI-AM-FM Stillwater; Lewis Coleman, KGEA Durant, Frank Wimberly, KWKW Altus; Willard Mason, KFMJ Tulsa, and attorney Clee Fitzgerald.

ACCEPTANCE

...23 of the top 25 national spot TV advertisers bought KTVU last year.* Here is evidence of advertisers' acceptance of the San Francisco Bay Area's independent television station. Programming which meets the varied tastes of the Bay Area TV audience is one reason for this acceptance. Clean commercial scheduling with no triple spotting and no product conflicts is another. For greater effectiveness, join the advertising leaders and buy KTVU.

*Based on TVB estimates of top 25 national spot advertisers in 1962.



The SAN FRANCISCO-OAKLAND BAY BRIDGE, linking the East and West Bay cities is crossed by more than 100,000 vehicles each day. On June 14, 1963, a new traffic record was set when 141,354 vehicles passed through the bridge toll gates. Completed in 1936, the span is 8½ miles in length, including access roads. Photo by Mike Roberts

**The Nation's LEADING
Independent TV Station**



SAN FRANCISCO-OAKLAND

Represented Nationally by H-R Television, Inc.

taken formal actions opposing the FCC rulemaking, according to Milt Magruder, NAB assistant director of public relations. NAB records also show that broadcasters from over 40 states have made personal, written or telephone appeals to members of Congress on the time standards rulemaking. Comments continued to come in at the FCC last week with the deadline a week from today (Sept. 16).

More oppose adoption of codes as FCC rules

A few more kicks were aimed at the FCC's backside last week in protest against the commission's proposed adoption of the National Association of Broadcasters' radio and television code commercial time standards as FCC rules (BROADCASTING, May 20).

Broadcasters have been objecting right along (BROADCASTING, Sept. 2, Aug. 19), but some other groups got into the act last week. Identical petitions signed by four organizations from Opelousas, La.—the St. Landry Parish Farm Bureau, the St. Landry Parish Cattlemen's Association, the Opelousas Junior Chamber of Commerce and the Opelousas Lion's Club—scored the proposal to turn the codes into FCC rules as contrary to the American system of free enterprise.

Radio stations operate in the public interest under strict federal supervision, the groups argued, and even formed the NAB, which serves as a self-regulatory

body for broadcasters.

The Advertising Club of Chattanooga criticized the proposed rulemaking as an infringement of free speech and contrary to the Bill of Rights. Broadcasters, it said, are perfectly capable of self-regulation.

KMUL Muleshoe, Tex., the only broadcast interest to comment on the proposed advertising restrictions last week, said that the station generally conforms to the NAB code, but sometimes it is more in the public interest to go over the voluntary limits when a public service is rendered by a commercial. Thus, the station said, the rules, if adopted, would actually discriminate against the businessmen who necessarily would be refused advertising time on such occasions.

The same commission proposal was the subject of a letter from the Texas Association of Broadcasters to its members. The letter scored the proposed rulemaking as unconstitutional and urged support for a bill recently introduced in the House of Representatives by Representative Walter Rogers (D-Tex.). The bill (BROADCASTING, Sept. 2) would forbid the FCC to make rules limiting broadcast advertising.

HEW gets new requests for ETV station funds

Three new applications for federal grants to build or improve educational TV stations were accepted last week by the Department of Health, Education

and Welfare, which administers the program.

The new applications, seeking a total of \$267,163, were filed by Des Moines, Iowa, School District for \$43,886 to expand the facilities of KDPS-TV (ch. 11); Santa Barbara, Calif., ETV for \$139,043 to activate a new station on channel 20, and St. Louis ETV Commission for \$84,234 to improve the facilities of KETC-TV (ch. 9).

HEW approved the first five grants 10 days ago, totaling \$858,152 (BROADCASTING, Sept. 2), and now has 14 additional requests pending.

Some equal time changes please Prohibitionists

The Prohibition party bar has endorsed suspension of equal time requirements for the 1964 presidential and vice presidential candidates and urged broadcasters to follow the guide of fairness.

Adopting a resolution by acclamation at its annual convention in St. Louis, the Prohibition party noted that broadcasters, "mature members of the American community," have shown an "increasing awareness" of their obligations.

The Prohibition sentiments were transmitted to the Senate Commerce Committee which has Section 315 changes under consideration.

The resolution called on broadcasters to provide "adequate time for discussion of campaign issues, without lumping so-called third parties in one 'variety package' type of program."

FINANCIAL REPORTS

Capitol reports one of its best years

In the fiscal year ended June 30, Capitol Records had its highest sales since 1959 and the second highest in the company's 21 years, Glenn E. Wallich, board chairman and chief execu-

tive officer, told a board meeting in Hollywood Aug. 23. He credited the sales increase to across-the-board success with albums, whose sales reached an all-time high, and single records, which had their best sales since 1957.

Electra Megadyne Inc., Capitol's electronics subsidiary, in its second year

of operations doubled the previous year's volume, Mr. Wallich reported. EMI TV switching and/or broadcast systems have been installed at four universities and four airports in addition to TV stations throughout the country.

Twelve months ended June 30:

	1963	1962
Earned per share	\$2.17	\$0.76
Net sales		
for year	\$48,604,946.00	\$41,857,465.00
Profits before taxes	1,968,016.00	522,488.00

New York indicts broker for stealing

The New York state attorney general's office reported last week that Bernard M. Kahn, a New York broker-dealer, has been arrested on charges of stealing \$65,000 from two clients who had bought shares in Home Entertainment Co. of America, Santa Monica, Calif., a pay TV organization. Home Entertainment Co. is not involved in the charges, the attorney general's office said.

An affidavit by the attorney general stated that the money given to Mr. Kahn was to have been placed in

a special escrow account in the Bank of America in Los Angeles. It said Mr. Kahn had the bank deposit the \$65,000 in his personal account in the bank's Beverly Hills branch. The attorney general's office said Mr. Kahn has been indicted on six counts in connection with the offering of \$3 million of Home Entertainment stock, which never was completed.

Home Entertainment Co. of America severed connections with Mr. Kahn last month (BROADCASTING, July 22).

United Artists' first half

United Artists Corp. has reported a drop in earnings of 67 cents a share for the first six months of 1963 as compared to 1962 first half earnings.

Six months ended June 30:

	1963	1962
Earnings per share	\$0.44	\$1.11
Net earnings	802,000	2,003,000
Gross income	49,971,000	62,066,000

Republic's earnings increase

Increasing activity in all divisions paced sales and earning gains for the Republic Corp., Victor M. Carter, president, said last week in releasing financial figures for nine months of fiscal



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	Buses	Daily	Running	Time	10 lbs.	20 lbs.	30 lbs.*
NEW YORK— PHILADELPHIA	32	2 hrs. — min.	\$1.25	\$1.40	\$1.65		
LOS ANGELES— SAN DIEGO	42	2 hrs. 30 min.	1.15	1.25	1.45		
CHICAGO— MILWAUKEE	14	1 hr. 50 min.	1.20	1.40	1.60		
CINCINNATI— LOUISVILLE	14	2 hrs. 40 min.	1.30	1.50	1.70		
RICHMOND— NORFOLK	19	3 hrs. — min.	1.30	1.50	1.70		

*Other low rates up to 100 lbs.

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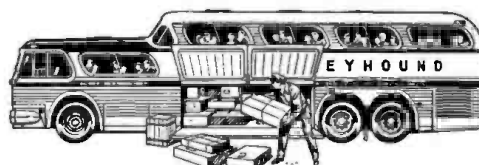
NAME _____ TITLE _____

COMPANY _____

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CITY _____ STATE _____ PHONE _____

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OR MAIL THIS CONVENIENT COUPON TODAY**



1963. Republic owns Consolidated Film Industries, Hollywood film processor, and has leased Republic studios for five years to CBS Television.

Thirty-nine weeks ended July 27:

	1963	1962
Earned per share*	\$ 0.48**	\$ 0.34
Net sales	34,667,662.00	31,985,093.00
Net income	1,482,145.00	1,128,832.00

* Based on 2,443,448 common shares outstanding at end of period.

** After payment of \$300,000 in preferred stock dividends.

Rollins reports top 1st quarter in history

Revenues, earnings and cash flow for the first fiscal quarter of Rollins Broadcasting Inc. set a record for any quarter in the company's history, O. Wayne Rollins, president-treasurer, has reported.

Mr. Rollins also reported a regular quarterly dividend of 10 cents a share on common and 5 cents a share on

Class B common, payable Oct. 25 to stockholders of record as of Sept. 25.

Three months ended July 31:

	1963	1962
Earned per share*	\$ 0.27	\$ 0.18
Revenues	2,126,160.00	1,928,715.00
Operating expenses	1,331,116.00	1,221,081.00
Depreciation and amortization	290,259.00	336,124.00
Operating profit	504,785.00	371,510.00
Other deductions (interest, miscellaneous, both net)	28,177.00	31,176.00
Earnings before federal income taxes	476,608.00	340,334.00
Estimated federal income taxes	220,869.00	171,692.00
Net earnings	255,739.00	168,642.00
Cash flow	545,998.00	504,766.00

* Based on average 958,271 shares of both common and Class B outstanding during the 1963 period and 956,496 in the comparable 1962 period.

Financial reports . . .

Paramount dividend ■ Paramount Pictures Corp. will pay a quarterly dividend of 50 cents a share on common stock Sept. 20, to stockholders of record Sept. 3.

PROGRAMING

CRC enters transcription library field

NEW 'MONEY MAKER' SERVICE HAS VARIED REPERTOIRE

Commercial Recording Corp., Dallas, a jingle and station ID producer since 1956, is branching out this year into the transcription library field.

Called "The Money Maker," the new service with more than 1,000 cuts in the basic library will be available to stations in November, on one, two or three contracts. Included in the service is a set of customized ID jingles.

The library with commercial jingles, inserts, punctuators, backgrounds, seasonal and holiday jingles, production aids, sound effects and electronic sound effects is called by CRC the first service of its kind designed for the '60's.

There are a minimum of 100 sponsor-identified open-end jingles in the library for such national brands as General Electric, RCA, Firestone, Texaco, Humble Oil, Sears, Roebuck & Co.,

Western Auto and all the domestic auto manufacturers, plus Volkswagen.

The series will be kept current by addition of a minimum of 15 cuts a month. The additional material and its category will be determined by questionnaires sent monthly to subscribers. The questionnaires ask what the stations need.

The "Money Maker" was created by John Coyle, president of CRC and KVII Highland Park-Dallas.

Transportation program awards offered by ATA

Some station which broadcasts a program on metropolitan transportation this year will win an award of \$1,500 for the show's producer. The Ted V. Rodgers Awards have been established

Disney dividend ■ Walt Disney Productions announces quarterly dividend of 10 cents a share payable Oct. 1 to stockholders of record Sept. 11.

Universal dividend ■ Universal Pictures Co. has declared a quarterly dividend of 25 cents a share, equal to last year's dividend for the same period. It's payable to stockholders of record Sept. 20 on Sept. 30.

Decca dividend ■ Decca Records Inc. last week declared a regular quarterly dividend of 30 cents a share payable Sept. 30 to stockholders of record Sept. 16. The dividend is equivalent to that paid for the same period last year.

PKL dividend ■ The Papert, Koenig, Lois, New York agency, has declared a quarterly dividend of nine cents a share on "A" stock for the period ending August 31. The dividend is payable on Oct. 1 to stockholders of record as of Sept. 15.

by the American Trucking Association Foundation and the Trailmobile division of Pullman Inc., a Cincinnati truck-trailer manufacturer.

Prizes will be given in three fields—magazines, newspapers and radio-TV, with a special \$500 award for weekly newspapers. Second place winners will receive \$700 and third place will bring \$300. The entries will be judged by an independent panel of six members from the three fields and winners will be named on the basis of their contribution "to the understanding of metropolitan transportation problems."

Entries for the contest, which is named for the founder of the American Trucking Association, must be received by the ATA Foundation, 1616 P Street, N.W., Washington 36, D. C., no later than Dec. 31, 1963.

'Battle Line' getting slots in prime-time

The sales impact of Official Films' *Battle Line* series was pointed up in a report last week by Robert A. Behrens, vice president in charge of sales for OF, who noted that 15% of the 73 stations signed for the first-run series have pre-empted network shows in prime time.

The half-hour actuality program has been sold in 73 markets and will begin on many stations later this month, according to Mr. Behrens. Among the network programs being pre-empted by *Battle Line*, he said, are CBS-TV's *Twilight Zone*, *Petticoat Junction*, *Password* and *Mr. Ed*; NBC-TV's *Redigo*, *Temple Houston* and *Bill Dana Show* and ABC-TV's *Farmer's Daughter* and *ABC Special Reports*.

Film sales . . .

Rifleman (Four Star): Sold to WNBQ (TV) Chicago; WBTB (TV) Charlotte, N. C.; WIMA-TV Lima, Ohio; KATV (TV) Little Rock, Ark.; KTRG-TV Honolulu; KFMB-TV San Diego; WCSH-TV Portland, Me.; KVOO-TV Tulsa, Okla.; WHAS-TV Louisville, Ky. and WTVB (TV) Durham, N. C. Now sold in 62 markets.

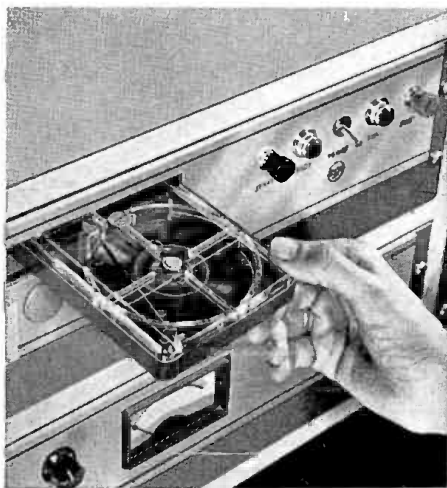
The Saint (Independent TV Corp.): Sold to WVUE (TV) New Orleans; WRC-TV Washington; KGW-TV Portland, Ore.; KPHO-TV Phoenix; WFDM-TV Beaumont,

Tex.; WTPA (TV) Harrisburg, Pa.; WTAP-TV Parkersburg, W. Va.; KEND-TV Fargo, N. D.; WFMV-TV Greensboro, N. C.; WHIZ-TV Zanesville, Ohio; WLBT (TV) Jackson, Miss.; KGGM-TV Albuquerque, N. M.; WREX (TV) Rockford, Ill.; WCOV-TV Montgomery, Ala.; KPLC-TV Lake Charles, La.; WTAF (TV) Marion, Ind.; WTVY (TV) Dothan, Ala.; KSWB (TV) Elk City, Okla.; WSLA (TV) Selma, Ala.; KCND-TV Pembina, N. D.; and WCAX-TV Burlington, Vt. Now in 48 markets.



RCA CARTRIDGE TAPE SYSTEM

Automatically Triggers Playback Units, Tape Recorders, Turntables, and Other Devices



Here's a unique built-in feature! The Recording Amplifier of the RT-7B Cartridge Tape System generates two kinds of cue signals. One is used to automatically cue up each tape, at the beginning of a program, the same as in ordinary units. The other signal, a special Trip-Cue, can be placed anywhere on the tape. This will cause the playback unit to trip and start other station equipments.

You can preset two, or a dozen or more RCA tape units, to play sequentially. You can play back a series of spots or musical selections, activate tape recorders, turntables, or other devices

capable of being remotely started. (In TV use Trip-Cue is ideal for slide commercials. Tape announcements can be cued to advance the slide projector.)

You'll like the RT-7B's automatic, silent operation, its compactness, high styling, perfect reproduction. Cartridge is selected, placed in playback unit, forgotten until "air" time, then instantly played. Cueing and threading are eliminated. Cue fluffs are a thing of the past!

Transistor circuitry, good regulation for precise timing, low power consumption, are among other valuable features.

See your RCA Broadcast Representative for the complete story. Or write RCA Broadcast and Television Equipment, Dept. AB-22, Building 15-5, Camden, N.J.



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SHAPING UP: '64 POLITICAL SHOWS

Nominating conventions will be more streamlined than ever in effort to keep radio-TV audience listening and watching

When the Democratic and Republican parties pull the wraps off their national conventions next summer, the nation will find that the historic nominating machinery has been streamlined more than ever for the television and radio audience.

Politicians and broadcasters have learned from experience that the electronic media have changed these conventions. No longer can the parties afford the archaic, long-winded, delegate-oriented pageants of the past. The national audiences, as the parties have seen, will dial away.

And the broadcasters, for their part, are planning supplementary programming to insert when the conventions become dull and tedious. Video tape has given broadcasters an opportunity to switch away from the proceedings on the convention floor and turn to reports and interviews recorded when the floor activity was more interesting.

Convention coverage of 1960, con-

ceded the best to date, will be improved and surpassed in 1964, according to predictions. (See page 88.)

Radio-TV Boost ■ Broadcasting's convention coverage has become a welcome boon to the party treasuries—four or five days of constant prime time attention focused on the parties, one at a time, with only an occasional baseball game or old movie to distract the audience. Broadcasters and their sponsors pick up the tab, and the politicians provide the show. If it's a winner, the well-done convention can give a presidential candidate such a boost that its momentum can go a long way in carrying him to victory.

But if the show is a bore and the national audience begins to flip dials in a desperate search for anything but the convention, politicians admit that this can bring on punishment in the ballot box.

Work on the 1964 conventions is underway. The men who will direct the

major coverage (network and large station chains) have met with the party convention planners and already have conducted on-site inspections of facilities at the convention cities—San Francisco July 13-17 for the Republicans and Atlantic City, N. J., Aug. 24-28 for the Democrats.

In Washington, meanwhile, party workers are wading through stacks of requests for working space at the convention halls, more studio and working space at the convention hotels plus rooms for the thousands of newsmen and technicians, and parking space for the hundreds of mobile units and private vehicles required for these mammoth special events.

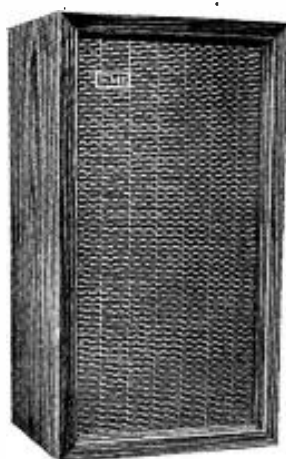
Those In Charge ■ The White House is awaiting the right moment to announce formally what some broadcasters have known for months—that J. Leonard Reinsch of Atlanta, executive director of the Cox stations, will again be in charge of the entire Democratic



The democrats will be meeting in Atlantic City's Convention Hall, which will be host to a national political convention for the first time. Looking over the hall are (l-r) William Eames, CBS News editorial director; Leonard Reinsch, convention manager for the Democratic Na-

tional Committee; Jack Christie, committee co-coordinator for radio-TV; Robert Wussler, CBS News production director; and Alvin Thaler, CBS News production manager for convention coverage. CBS will handle the TV pool for the Democratic convention.

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Address _____
City _____ Zone _____ State _____

Networks will use 'everything' in covering conventions

The people responsible for network television coverage of the 1964 national political conventions pledged last week they will give the Republican and Democratic events everything they've got in manpower, time and equipment.

All agreed that the emphasis this time will be on putting the convention story in perspective for the viewer at home, a change from previous coverage which tended to stress proceedings on the convention floor (see page 86).

NBC News, which won critical praise for its 1960 coverage (BROADCASTING, Aug. 1, 1960), "will use every resource possible" to stay on top, said Julian Goodman, NBC News vice president. The network will call on many of the key men who were responsible for NBC's 1960 performance. Working under the direction of William R. McAndrew, NBC News executive vice president, and Mr. Goodman will be Reuven Frank, producer, and George Murray, director.

There will be some technical innovations that the network is not yet ready to reveal, Mr. Goodman promised. The NBC wire service, inaugurated during 1960's conven-

tion coverage and recently put into fulltime operation (BROADCASTING, Aug. 5), will be utilized, he said. The network also intends to assign reporters to each of the state delegations as it did in 1960, a device that kept NBC unusually well informed on breaking news developments, Mr. Goodman added. And, of course, he said, Chet Huntley and David Brinkley will be the anchor-men.

CBS Plans ■ CBS News has done some reorganizing since 1960 and will employ the special election unit that it formed in January last year and which covered the 1962 elections for CBS. Headed by Bill Leonard, executive producer, the unit is presently operating with a permanent staff of eight "which will probably expand to 95% of CBS News by July," commented William Eames, the unit's editorial director.

"Our prime goal will be to work from now until then on methods whereby we can tell the story better," Mr. Eames said. Perhaps the story has been lost in past concentration on technique and machinery, he suggested.

The convention viewer can look for great improvement in portable

cameras, more sophisticated coverage and better pictures—and a real improvement in internal communications, "one of the big bugaboos," Mr. Eames said.

Anchor positions will be handled differently next year, he said, but he did not explain how.

At ABC ■ Elmer Lower, new president of ABC News (BROADCASTING, Aug. 26), had a large share of responsibility for CBS's 1956 convention coverage and NBC's in 1960. "I will be giving a lot of personal supervision to ABC's coverage," Mr. Lower said while in Washington conferring with his capital news team last week. "ABC expects to be fully competitive in every way," he said. The network has about a dozen men at work on convention planning right now, Mr. Lower added. Robert Quinn, the news department's executive producer, also will be executive producer for the convention, and Bill Lindon will be principal director, Mr. Lower said.

Like the other networks, ABC is developing material for use when interest wanes on the floor. The network will use an anchorman, Mr. Lower said, but he has not been named.

convention (CLOSED CIRCUIT, Aug. 12). Mr. Reinsch has handled broadcasting arrangements for Democratic conventions since 1944 and has directed the party's national conventions since 1956.

The Republicans, who rely less on professional media personnel for this work, already have named Robert R. Snodgrass, an Atlanta businessman and veteran national committeeman from Georgia, to handle radio and television arrangements.

Both already have guided media representatives through the convention halls and hotels. Decisions on who'll get what space probably won't be made until the first of next year.

But the parties have assured broadcasters that they will do everything they can to cooperate and ease the sizeable problems of convention coverage.

Intramural Competition ■ Convention coverage has become a prestige battle for broadcasters and for the networks especially. The conventions have become tests of their enterprise, mobility and endurance. But despite the intense competition—or perhaps because of it—broadcasters will again form pools to avoid impossible congestion at key points on the convention floor and at the hotels. NBC drew the TV pool responsibility for the Republican con-

vention; ABC passed up its chance to handle the Democratic convention so CBS will be in charge at Atlantic City. Mutual is taking care of radio pools at both conventions.

The parties report that broadcasters are asking for more convention space than in the past. Requests for credentials also are up.

For the Democrats next year's convention will pose some of the problems faced by the Republicans in 1956—little contest for the nomination. "This is the first time since 1944 that we've had a convention with predictable results," Mr. Reinsch said.

The Big Contest ■ The Republicans will have a situation comparable to the

1960 Democratic convention—a wide open contest. The GOP believes this very contest gives their convention "an inherent interest" from the point of view of a national audience, said William Sprague, director of public relations for the Republican National Committee.

"As far as making a good television show is concerned," Mr. Sprague said, "we have long been aware of the importance of that audience. . . . We will try to make it as easy as possible for the media to get the work done that they know best how to do. I will be hoping to see that the media get every possible advantage, but we do have to leave room in the hall for the delegates."

Mr. Reinsch predicts the Democratic convention "will be the most streamlined political convention anybody's held in years. We are mindful of the 1956 Republican convention which went overboard in entertainment and when . . . President Eisenhower's motorcade from his hotel to the convention hall took precedence over some of the speeches being made in the hall by cabinet members," he said. Scheduling of events will be critical, he added, but Democrats "have geared their conventions in a way that places emphasis



Mr. Pierce

Mr. Snodgrass

GOP's planners

on voters in the audience rather than on the hall" where attention formerly was focused.

TV's Dangers ■ Mr. Reinsch, an experienced broadcaster, noted that "convention coverage on TV can also be dangerous—pre-empting too many programs, upsetting viewing patterns—this can develop resentment which will show up in the ballot box.

"Radio did away with the newspaper extra and television did away with the deadlocked convention," he said. Looking off to some future convention, certainly not next year's, Mr. Reinsch said that a deadlock would cripple a campaign if television stayed with it and continued to pre-empt shows.

A major Democratic innovation will be the elimination of a headquarters hotel, Mr. Reinsch said. "This is intended to make it easier for all media and the Democratic National Committee." It will save duplication because the media normally set up double facilities, one at the convention hotel and the other at the convention site, he explained. This move should save time, money and crews, especially for broadcasters, he said. The networks "are all thrilled" about it, Mr. Reinsch commented.

This also saves the national committee "from the ticklish job of obtaining accommodations for VIPs," Mr. Reinsch noted. "Everybody wants to stay at the headquarters hotel," he said.

Another Democratic innovation has been proposed: the presidential nominee's acceptance speech, which usually precedes the selection of a vice presidential candidate, will be held off until the end of the convention.

GOP 'Amateurs' ■ Republican sources have been less specific on their 1964 plans, mainly because most of the party people involved are relative amateurs in media. Mr. Snodgrass is first

a businessman in auto finance and second a Republican party leader. Robert L. Pierce, national committeeman from Wisconsin, in charge of all convention arrangements, also has no media experience. But this is the way Republicans have always handled their conventions, a party spokesman said, and it's always worked out.

"We will do everything we possibly can to interest the TV audience because we reach so many people that way," Mr. Pierce said last week. "We got a lot of ideas from their [the Democrats'] 1960 convention in Los Angeles and I think we learned from some of their mistakes . . . maybe I'm biased," Mr. Pierce said.

Both parties are sure to place time limits on the length of demonstrations and have for years limited nominating and seconding speeches.

One of the major innovations in convention programming has been the use of film to illustrate the party platforms.

Both parties did this in 1960, and as Mr. Reinsch noted, the Democrats were first to use pictorial devices. In 1956 then-Senator John F. Kennedy narrated "Pursuit of Happiness," a filmed history of the party that served as a "warm up" for the keynote address by Tennessee Governor Frank Clement.

Pictorial Reports ■ Mr. Pierce said 1960's pictorialization of the GOP platform was "a great expense and it wasn't worth what it cost. . . . I don't think it was terribly pleasing to an awful lot of people. My judgment is there will be no such program as in 1960."

Mr. Reinsch declined to reveal what the Democrats plan for their 1964 program but he said the party intends to provide interest in the convention with pictorial reports of some kind.

One thing is sure: the platform committees of both parties will again meet in the week prior to the convention. As Mr. Reinsch sadly recalled of the 1952 convention, "We lost control. . . . The convention began with full live TV coverage, but the platform committee was still at work trying to hammer out its platform, and the convention was 12 hours old before it could be presented—and that had been planned as one of the first orders of business."

The Democrats lost much of their TV audience, he noted. They realized they could not afford to keep the country "waiting around again while a committee worked," and have scheduled the platform committee to meet prior to the convention, Mr. Reinsch said. The Republicans have followed suit.

Location of the conventions on opposite coasts won't present quite the logistical problem broadcasters faced in 1960. Then they had one week to pick up all their equipment and crews from where they were scattered throughout

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WIII: "Lives up to claims; fringe coverage increased more than 25%." KRAM: "Measurable" increase in fringe area reception without over-modulation or distortion." WBBB: "Mail from outlying areas proves extended fringe coverage." KWIZ: "25% to 30% increase in effective tune-in in secondary area." WCHB: "Signal hearability improved; fringe area reception is at least 25% better." . . . Many others, too numerous to list.

Los Angeles and rush them to Chicago. Next year there will be six weeks between the starts of the convention.

Timing will be a factor for the convention planners, however. The Republicans are expected to hold late afternoon sessions in San Francisco to reach the largest possible audiences throughout the country. The Democrats, convening in Atlantic City, probably will conduct night sessions to take advantage of prime time.

RTNDA convention begins Wednesday

Over 300 broadcast newsmen are expected in Minneapolis this week for the 18th annual convention of the Radio-Television News Directors Association, Wednesday-Saturday (Sept. 11-14).

A highlight of the sessions at the Radisson hotel will be the presentation of the RTNDA awards for excellence in various categories of electronic journalism.

A record total of 334 entries were submitted for the awards competition. Winners to be honored Thursday (Sept. 12) in separate radio and TV categories include:

Spot reporting, WNEW New York, WRCV-TV Philadelphia; reporting community problems, WDSU New Orleans, KBOI-TV Boise, Idaho; documentary editorial, WIND Chicago, WSB-TV Atlanta; daily editorial, WTOP Washington KWTW (TV) Oklahoma City; single subject editorial, KING-TV Seattle, single editorial documentary, WFBM Indianapolis.

Special citations: KVOR Colorado Springs for documentary, WRCV-TV for reporting community problems.

Robert Hurleigh, president of Mutual, will be the speaker at the awards luncheon.

RTNDA President William Garry, newly-appointed editorial director of WKBK (TV) Chicago, said the convention

also will feature a session devoted to the subject of keeping newsmen healthy under the pressures of deadlines. Dr. Edward Litin, head of psychiatry at the Mayo Clinic, will speak on the subject.

Ted Koop, CBS Washington vice president and former RTNDA president, will deliver the keynote address Wednesday morning and Sol Taishoff, editor-publisher of BROADCASTING and TELEVISION magazines, will deliver the annual banquet address Saturday night.

Don Jamieson, president of the Canadian Association of Broadcasters, will speak at the Saturday luncheon and that afternoon Professor Harold Nelson, University of Wisconsin, will tell the newsmen "How to Keep the Boss Out of Jail."

New officers will be elected Friday morning with 1st Vice President Edward Ryan, WTOP-AM-FM-TV Washington, scheduled to be named 1964 RTNDA president.

Four Star sets record with August sales

Four Star Distribution Corp. completed more individual sales during August than during any month of the year, grossing more than \$500,000, Len Firestone, vice president and general manager, reported today (Sept. 9).

He noted that the total did not top March and April, both of which were "million dollar months," but said the 42 sales constituted a unit record for 1963. Mr. Firestone added that August usually is a "slow month," but explained that this year some stations delayed buying during June and July and made their final decisions in August.

Among the stations which bought Four Star programs during August were KSL-TV Salt Lake City; WLWT (TV) Cincinnati; WLEX-TV Lexington, Ky.; KXLY-TV Spokane, Wash. and KVOO-TV Tulsa, Okla.

The series involved were the *Dick Powell Theater*, *Zane Grey Theater*, *Rifleman*, *The Detectives*, *Target: The Corruptors* and *Stagecoach West*.

Negro variety show scheduled on WPIX (TV)

An all-Negro TV variety show using commercials with Negro talent will begin on WPIX (TV) New York under the sponsorship of Posner Distributing Corp. on Sept. 20 and subsequently will be placed on stations in Chicago, Los Angeles, Detroit and other major markets.

The half-hour film show, *Showtime at the Apollo*, will present such Negro performers as Nipsy Russell, Duke Ellington, Sarah Vaughn, Count Basie,

Lionel Hampton and Nat King Cole. The films were produced by Pathe Productions several years ago at the Apollo Theater in New York's Harlem, but, according to a spokesman for Posner, have not been shown on TV or in any other medium.

Hamilton Posner, president of the Posner organization, which manufactures and distributes hair preparations for the Negro market, bought the rights to the 26 half-hour films from Pathe Telefilms Inc. Posner's agency is Boardman and Blackman, Parsippany, N. J.

The program will be carried on WPIX on Saturday, 11:30 p.m.-12 midnight.

Roberts to head new Triangle syndication

In an expansion move in program production and distribution to stations, Triangle Broadcasting has created a syndication arm, Triangle Program Sales, with headquarters at 320 Park Avenue, New York. The telephone number is HA 1-2770.

Triangle Program Sales is headed by Mike Roberts, who recently was vice president and general manager of WBC Program Sales Inc. The first staff appointment to Triangle Program Sales was made last week by Mr. Roberts who named Keith L. Andre a sales representative. Mr. Andre has resigned

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as regional director of the Radio Advertising Bureau to accept the new post.

A major program project in which Triangle is involved is a series of half-hour programs, *This Is America*, films of festivals, fairs and fiestas. The color programs will be filmed by WFIL-TV Philadelphia and the first episode on the Pennsylvania Dutch Folk Festival at Kutztown, Pa., already has been produced. Other segments will be devoted to the Danbury (Conn.) Fair; Old Spanish Days Fiesta in Santa Barbara, Calif.; Festival of the Pacific at Honolulu, and the Agricultural Futurama in Harrisburg, Pa., among others.

Triangle also has signed an exclusive contract to film a performance of the Podrecca Piccoli Theater (marionette troupe) for Christmas release to TV stations as a one-hour program. Triangle Program Sales will handle syndication of *This Is America* and the Christmas special to stations in the U. S. and abroad.

Revue uses live music for all its TV series

A total of 21 film composers and arrangers and scores of copyists and musicians from AFM Local 47 are averaging more than 1,000 man hours a week at Revue Studios, highest such activity in the TV film industry today. Revue uses live music in its 11 series, according to studio music supervisor Stanley Wilson and Harry Garfield, head of post-production.

In explaining the studio policy on music, Mr. Garfield declared that "our way of thinking has always been that foreign tracks cannot compete quality-wise with the creativity and craftsmanship which we have in the United States. We simply have never had any use for them. Even today, the lower basic cost of 'runaway recordings' is no longer a deciding factor. Our needs are so immediate and so complex that

it pays us to go with the highest caliber TV and motion picture screen scoring available. Live music is no longer enough. It must be original in concept and execution in order to satisfy the taste of today's sophisticated television viewers."

Mr. Wilson reminded that television has become an important musical outlet and in the era of continually rising standards "we feel that the high quality of films we are producing deserve the best scoring talent in the business." He pointed out that besides four Emmy nominees, under assignment at Revue are four Oscar winners.

Program notes...

New regional network ■ The Virginia Good Music Network—WRVC-FM Norfolk, WLSL-FM Roanoke and WFMV (FM) Richmond—has started a Sunday afternoon series of complete operas. The programs originate at WRVC-FM, which tapes the operas and rushes them to the other stations. The network is exploring the possibilities of expanding the chain of stations and also lengthening its classical music programming.

Tennis film ■ A half-hour documentary on the history of tennis narrated by Chris Schenkel and sponsored by Philip Morris as an industrial film has been completed and is intended for distribution to TV stations in America and abroad. Producer was Robert Bendick.

Sullivan and satire ■ CBS-TV's *The Ed Sullivan Show* (Sunday, 8-9 p.m.) has obtained an option to "What's Going On Here?" a series of satirical sketches by British performers, and will utilize a segment on Oct. 6. The sketches satirize the news in a news-broadcast format. The Sullivan program intends to use the segments, ranging from six to eight minutes, on various telecasts during 1963-64.

More news for NET ■ Beginning in

October, National Educational Television will offer to its 73 affiliates a new one-hour program of 'news interpretation, *News Analysis*, produced in conjunction with *The New York Times*. Moderator-editor of the program will be *Times* Sunday editor, Lester Markel, and regular participants will be Washington correspondents Max Frankel and Tom Wicker.

New packaging firm ■ Adpro Production Advertising, with headquarters at Samuel Goldwyn Studios, has been organized by Maurice A. Krowitz and J. F. McCarter to package a radio show featuring Sylvia Holmes called *Sylvia by Candle Light*. Adpro reportedly is also in negotiations for a 15-minute sports show for TV.

Gambling special ■ Social and economic aspects of legalized gambling as a source of government revenue will be the subject of an hour television program scheduled for broadcast in October by WCBS-TV New York. Two production-research units have been sent abroad to conduct independent research and bring back film footage for the show. One unit is scheduled to join the New York State Assembly team in London, the other will contact New York City investigators studying legalized gambling in Wellington, New Zealand and Australia.

Veteran performer honored ■ Eddie Cantor, first national president of American Federation of Television and Radio Artists (1937), will be honored tomorrow (Sept. 10) in his Beverly Hills home when Jack Benny presents him with a scroll. The testimonial praises Mr. Cantor for his pioneering of AFTRA 26 years ago, at a time when he was a star in his own right and for his continued loyalty and dedicated service to his fellow performers of radio and television. The tribute was authorized at AFTRA's recent national convention in Los Angeles.

Churchill Portrait ■ Seven Arts Associated Corp. has obtained for TV distribution a half-hour documentary program, "Churchill, The Man," which was produced by Associated British-Pathe Ltd. The program was approved personally by Sir Winston Churchill at a recent screening. It may not be telecast during Sir Winston's lifetime.

Back to Work ■ Production on the CBS-TV's *Judy Garland Show*, has been resumed with the appointment of Norman Jewison as executive producer for the remaining 13 shows, and Gary Smith as producer. Other appointments include Arne Sultan and Marvin Worth as head writers, and Ernie Flatt choreographer and musical stager. Production of the show was suspended in early August when producer John Schlatter

WVMC editorials dry up teen-agers' beer supply

One small-town broadcaster in Illinois has no doubt that broadcast editorials work.

Teen-agers retaliated with a burning cross in the front yard of John Hurlbut's home in Mount Carmel Tuesday night because an editorial campaign on his station there, WVMC, has been successful in drying up local sources of bootleg beer and liquor for "parties" while the youngsters' parents were away.

Mr. Hurlbut said the campaign has produced widespread favorable reaction from local police and parents who have become alerted to the wild party problem this summer.

The affairs resulted in several juvenile pregnancies, including one eighth grader, all frankly discussed on the air but without names. The editorials also hit parental laxity.

Aside from such on-air editorials, WVMC also has ventured into the newspaper publishing field. Mr. Hurlbut, WVMC and the station's manager, Phil Tofani, are partners in the publishing of a new weekly tabloid, *Midweek*, which will have its third edition Wednesday. Printed by offset, the paper goes into competition with the city's only daily. Ads for it are sold separately from WVMC. Initial circulation is 6,200.

and his staff of writers resigned following the taping of five shows.

Doodles' latest ■ Morgan-Estey Productions, Hollywood, is preparing a series of 130 five-minute children's programs, *A Day with Doodles*, for syndication through Desilu Sales. Doodles Weaver plays all the parts and also does the narration for the slapstick series, based on the clumsiness of a good-natured, well-intentioned youth for whom everything goes wrong. The series is being filmed in 16mm full-color.

Two 'Roots' scheduled ■ Two hour programs in *The Roots of Freedom* series, produced by CBS News, will be broadcast in September. "Athens, Where the Theater Began," with Alfred Lunt and Lynn Fontanne, will be aired Sept. 11 (10-11 p.m. EDT). "The Golden Age of Greece," with King Paul and Queen Fredrika as guides, will be televised Sept. 22 (6-7 p.m. EDT). Both shows, filmed in Athens, were produced and written by Perry Wolff.

Series opener ■ "1492," first program in the ABC News series, *Saga of Western Man*, will be telecast in color Oct. 16 (10-11 p.m., EDT). The show traces the historic events of that year which helped shape modern man and his civilization.

NET folk series ■ WHYY-TV Wilmington, Del., has produced a series of 15 half hours tracing the development of folk music in America for telecast by National Educational Television affiliates. The series, called *Lyrics & Legends*, is hosted by Dr. Tristram P. Coffin of the Graduate School of Folklore at the University of Pennsylvania.

New films available ■ *Headed for Trouble* and *Diabetics Unknown* have been released by the Public Affairs Committee Inc., New York. *Headed for Trouble* deals with police handling of juvenile delinquents and is available

in a 29-minute TV version. *Diabetics Unknown*, made to help find the 1.5 million undisclosed diabetics in the country, is being released to coincide with Diabetes Week, Nov. 12-18. It is in both 23 and 29-minute versions for TV.

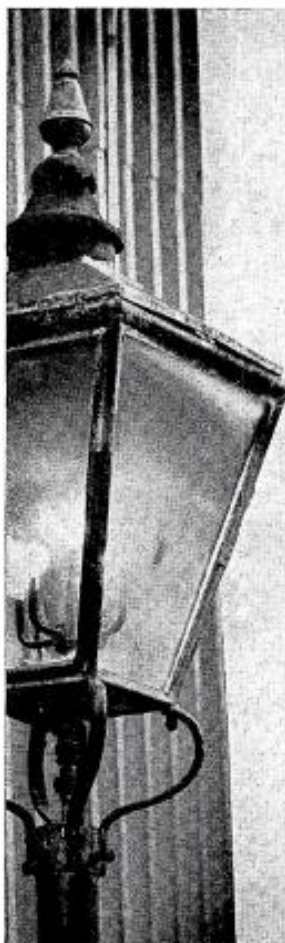
Tandem college course ■ WCAU-TV Philadelphia and the educational WHYY-TV Wilmington, Del., beginning today (Sept. 9) will work in tandem to present a college-credit television course run by the University of Pennsylvania. *Social Change and Social Problems* will be shown by WCAU-TV from 6:30 to 7 a.m. and by WHYY-TV at 1 and 7 p.m. The Philadelphia station this fall is also showing an educational show on modern European drama. Students who register for the TV classes and complete the courses will receive credits toward their degrees.

Grandad documentary ■ The 90-minute version of the 26-episode *Victory at Sea* (dealing with World War II and a granddaddy among TV documentaries) will be repeated on NBC-TV on Dec. 7 (7:30-9 p.m. EST). The 90-minute film first appeared on the network on Dec. 3, 1960. The original episodic *Victory* appeared on NBC-TV in 26 weekly half-hour installments in the 1952-53 season and since that time

the episodes, now in syndication, have been seen on many stations, some playing *Victory* several times.

Administrative group ■ The Clayton Organization has been formed in Hollywood to administer operations of Clayton Productions and the Walton Co., it was announced by Billy Hester, president. Other principals in the new firm are Herman Saunders, former executive at Mark VII Productions, and Albert Moakler, production head of the Walton Co., who will manage the New York office. Plans call for widening Clayton's activities, which now include production of theatrical and TV films, promotion and representation. Clayton is located at 8272 Sunset Boulevard, Los Angeles 46.

Plus three ■ Promotion helping three companies, including couple of competitors (ABC-TV and NBC-TV), involves new Metro-Goldwyn-Mayer album entitled "Songs We Sang on the Andy Williams Show" (NBC-TV). Artists are the Osmond Brothers who will appear regularly on next season's *The Travels of Jaimie McPheeters* (ABC-TV, Sunday, 7:30-8:30), an MGM-produced show. MGM is supplying ABC-TV station promotion managers with album at no cost for mutually beneficial publicity, contests and the like.

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40 years have seen a 'few' style changes

The early days of broadcasting, circa 1923, was a subject of discussion on WRC Washington between Joseph Goodfellow, vice president and general manager of the station, and Betty Groebli, hostess of WRC's *Capital Bylines*. The microphone, the same type the station used to

sign on the air with on Aug. 1, 1923, was noisy but operative. Throughout August the station presented *Focus on Forty*, Monday-Friday, 7:05-7:30 p.m., excerpts from programs over the past four decades. The program was then added to the station's regular schedule on Saturday nights.

Parks, zoos get nod for station parties

The end of summer is near, and radio and television stations are promoting last-minute flings-in-the-sun at parks and zoos. Among recent events:

■ WTOL-TV Toledo, Ohio, had its fourth annual "day" at the local zoo and drew a crowd of 55,600 "children of all ages" to see the antics of Yogi Bear, who was billed as the "Ace from Outer Space." The crowd was the largest of the year for the zoo.

■ WHC(TV) Pittsburgh, had an estimated 25,000 for its annual "Family Day" at West View Park. Rides at the park were renamed for WHC and NBC-TV programs: "Hazel's Dips," "Grindl's Ferris Wheel," "Bob Hope's Tilt-a-Whirl" and others.

■ A "600th" birthday party for "King Fuddle," a puppet on the "Three Stooges" program on KTVU(TV) Oakland-San Francisco, drew an estimated 7,000 children to Oakland's Children's Fairyland Park, the park's largest crowd of the year.

■ WHAT Philadelphia turned the grounds surrounding its studios into a carnival with pony rides, merry-go-rounds and game and refreshment booths for the amusement of some 5,000 of its listeners.

■ KMTV(TV) Omaha had 15,000 "relatives" show up at the station's "Family Party." Held in the Omaha municipal stadium, the party celebrated KMTV's 14th anniversary.

Special screenings in fall promotion kit

Both NBC-TV and CBS-TV held closed-circuit news conferences last week to promote their new program series during the upcoming season.

NBC-TV presented the first in a series of live conferences Tuesday (Sept. 3), during which Chet Huntley and David Brinkley were interviewed by editors and reporters in New York, Los Angeles, Chicago, Philadelphia and Washington from 1-1:50 p.m. In addition, reporters in markets served by more than 200 NBC-TV affiliated stations were invited to local studios to

see and hear the conferences. Other NBC-TV personalities will be interviewed on future conferences.

NBC-TV telecast a news conference on the Sept. 5 *Tonight* show (midnight-1 a.m.). The expanded half-hour *Huntley-Brinkley Report* begins weekdays on the network today (6:30-7 p.m.). The interview program was opened and closed by William R. McAndrew, executive vice president in charge of NBC News.

CBS-TV utilized a video-taped closed-circuit telecast on Thursday (Sept. 5) with Danny Kaye and Phil Silvers, who discussed their new program series. For stations not able to utilize the closed-circuit feed on Sept. 5, filmed copies of the interviews are available through the press information department in New York.

Drumbeats . . .

Stay tuned ■ King Features Syndicate, to promote its three new TV cartoon series, "Beetle Bailey," "Barney Google" and "Krazy Kat," is sending customer stations a 16-inch double-faced disc with comic audio promos by the cartoon stars. The 35 spots include 10-second, 20-second and stay-tuned announcements. Also on the disc is an open-end comedy routine in which the local MC's can talk by phone with four of the "Beetle Bailey" principals, right on camera. The cartoons will premiere on most stations in early September.

Pro tips ■ Curt Gowdy, broadcaster of the Boston Red Sox baseball games and new owner of WCCM Lawrence, Mass., brought some of the Red Sox to Lawrence to show the town's Little Leaguers some of the fine points of baseball playing. Pitcher Dick Radatz, third baseman Frank Malzone, shortstop Eddie Bressoud and coach Bill Herman

were the instructors.

Racy station ■ WJMJ Philadelphia, which claims it is always fast out of the starting gate, has had a stake race named in its honor. The "Better Music" purse was held at Liberty Bell Park, the state's first parimutuel track.

Testing, 1-2-3 ■ A telephone strike in the Tampa-St. Petersburg, Fla., area gave Don Owens, WLCY St. Petersburg, the idea to collect string from listeners and make a two-mile long "Dixie cup-and-thread" phone system between the two cities. The hookup would stretch across the Gandy Bridge (Tampa Bay). The listener guessing how long the system will have to be wins 1,000 records.

Natal day ■ WTCN-TV Minneapolis-St. Paul celebrated its 10th birthday Sept. 1 with a party to which all children born in the twin cities on Sept. 1, 1953, were invited. The children received gifts, and a prince and princess chosen at the party on the *Dave Lee Show* each received a savings bond and transistor radio.

Green grow the calls ■ WIL St. Louis presented power lawn mowers to listeners who mowed the largest and most unusual set of the station's call letters. The largest set, which did not belong to anyone with a postage-stamp lawn, were nearly 100 feet high.

Early birds ■ WJAG Norfolk, Neb.,



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Fiendish finery

The sweatshirt as a promotional gimmick has produced some pretty horrible garments, but the sweatshirts handed out by WNYS-TV Syracuse N. Y., at least have the advantage of being intentionally horrible—they are designed to promote the station's Saturday and Sunday nights horror programs.

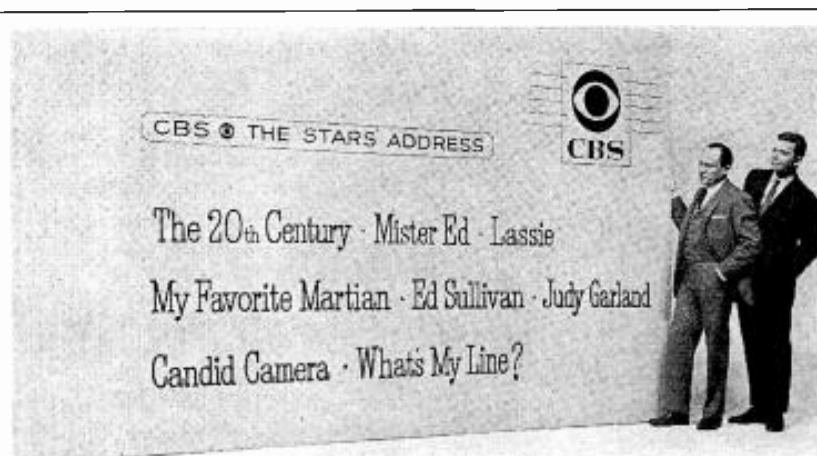
The name of "Baron Daemon," host of the shows, is prominently emblazoned on the perspiration blouses, along with the legend "I'm a real cool ghoul" and a picture that resembles a son of Count Dracula and the Werewolf Lady. The channel 9 station is offering 10,000 such sweatshirts and tee-shirts to viewers.

carried 10 bus loads of listeners to the Nebraska State Fair at Lincoln Sept. 1, for the 13th consecutive year. The caravan left the station at 6 a.m.

Audio plugs ■ Revue Studios has cut five-minute open-end radio interviews with stars and guest stars of the 11 TV series currently in production at the studios. The spots will be sent to more than 900 stations. Special 10, 20 and 60-second promo trailers for individual stations have also been cut. Nielsen city stations will be identified by call letters, and channel numbers will be used to identify stations in non-Nielsen cities.

Up in the air ■ Chicago's air is not only full of traffic news reports from the city's radio stations, but it is getting full of aircraft from which some of these reports originate. WGN announced last week that it is sending up a Cessna Skyhawk to report suburban traffic and augment the station's regular helicopter. WBBM last week announced it too is beginning regular helicopter reports for motorists. Other stations use ground check points.

Seeing red ■ WSJS-AM-FM-TV Winston-Salem, N. C., has purchased a 1923 fire truck and is using it at area schools to promote fire safety.



CBS-TV's card of Sunday information

It doesn't contain a ZIP code number, but CBS-TV was sure that its 192 affiliates which saw the postcard on a closed-circuit telecast got the message. The card lists the Sunday shows on network from 6 to 11 p.m. for the new season. CBS-TV's *Defenders*, E. G. Marshall and Robert Reed, are exhibiting the card.

In another fall promotion, the network said it is sure of a circulation "in excess of 6 million" for a 24-

page newspaper supplement which is scheduled to run today (Monday) in four newspapers.

The promotion—similar to the one used by CBS-TV in its 1962 new-season promotion—is running in the *New York Times* and *New York Herald Tribune*, the *Chicago Tribune* and *Los Angeles Times*. Copies of the supplement are being offered to affiliates for use in local newspapers or other promotion.

FATES & FORTUNES

BROADCAST ADVERTISING

Robert J. McMahon, VP of Fuller & Smith & Ross and manager of agency's Boston office, moves to Los Angeles Oct. 15 to assist in West Coast business development for agency. Mr. McMahon, former VP and group head for The Rumrill Co., Rochester, N. Y., has served as manager of FSR's Boston office for past two years.



Mr. McMahon

Ronald O. Kaiser, account supervisor at United Breweries of America, Pittsburgh, elected vice president.

Robert W. Adams elected VP of Leon Shaffer Golnick Adv., Baltimore, Md. Mr. Adams, former program director of WITH Baltimore, has for past six months directed new business group of agency's automotive division.

Joseph G. Davis joins McCann-Erickson, New York, as VP and assistant to president. Mr. Davis was formerly VP and assistant to board chairman at D'Arcy Adv.

Lew Ground, formerly head of his own Dallas advertising agency, joins Wright, Allen & Ryan, advertising and PR agency, that city, as vice president.

John B. Collins, media supervisor for two years, promoted to media director of Papert, Koenig, Lois, New York.

Robert Furman, commercial producer with Wade Adv., Los Angeles, joins Lennen & Newell, Beverly Hills, in similar capacity. He replaces **Ed Serling**, who moves over to ABC-TV's *Jerry Lewis Show* as commercial coordinator.

Jerome T. Howard, for three years media director of Gertz & Sandborg Adv., joins Anderson-McConnell Adv., Los Angeles, as media buyer.

Milton H. Raymond, **Jo Foxworth** and **Ruth Stack** named VP's of Johnstone Inc., New York. Mr. Raymond also appointed senior account executive and head of new business development; Miss Foxworth, associate creative director; Mrs. Stack, account supervisor and merchandising director.

William J. Casey, VP and member of plans board of John W. Shaw Adv., Chicago, joins Gardner Adv., that city, as account executive.

William Lander, former information officer for U. S. Information Agency in Mexico City, and **Jefferson Rooks**, head of his own public relations agency in Charlotte, N. C., appointed account executives in PR department of Cunningham & Walsh, New York.

Arthur E. De Shon, formerly supervisor of sales for western region of Alberto-Culver Co., Melrose Park, Ill., appointed to new post of sales development manager.

George Ogren, assistant media buyer and media research analyst at Kenyon & Eckhardt, New York, promoted to media buyer.



Mr. Levy

Robert Levy, VP of Manning Public Relations Inc., joins Elgin National Watch Co., New York, as director of public relations. Mr. Levy will report directly to Norman Gladney, advertising and sales promotion director, and operate out of Elgin's advertising and PR headquarters in New York. He formerly served as senior editor of *Forbes* magazine, business writer for *Time* magazine and senior editor of *Tide* magazine.

Sara Fox, head of her own consulting company, Fox Consultants Inc., named consultant to Tussy cosmetics, division of Lehn & Fink Products Corp., on merchandising and new product development.

Thomas L. Sims, manager of special markets for Pepsi-Cola Co., joins New

York office of McCann-Erickson as member of marketing plans board.

Bruce Nicolaysen, copy supervisor at BBDO, San Francisco, joins creative staff of Fletcher Richards, Calkins & Holden, that city.

William Franke, copy chief at Tilds & Cantz, Los Angeles, joins copy staff of Young & Rubicam, that city.

Albert Boam, formerly of Ralph H. Jones Co., Cincinnati, joins S. E. Zubrow Co., Philadelphia, as copy chief.

Judson O. Ross, formerly head of Judson O. Ross Adv. Arts in Detroit, joins Geyer, Morey, Ballard, that city, as art director. Also joining GMB's Detroit art staff is **Nik Varkula**, who had been with Mr. Ross's art studio for 16 years.

Robert Becker, art director for three years with Earle Ludgin & Co., Chicago, joins Klau-Van Pietersom-Dunlap, Milwaukee, in similar capacity.

George I. Savage, catalogue copywriter on automotive products for Sears, Roebuck, joins Geyer, Morey, Ballard, Detroit, as copywriter on American Motors Rambler division account.

THE MEDIA

John L. McClay, VP and manager of broadcast division of Gannett Co., Rochester, N. Y., appointed director of operations for Taft Broadcasting Co. He will report directly to Lawrence H. Rogers, executive VP, who has been in charge of Taft Broadcasting operations since 1960. Mr. McClay, a 20-year veteran of broadcast industry, was previously associated with Westinghouse Broadcasting Co. for six years in various managerial capacities, including general manager of WJZ-TV Baltimore and special assistant to president of Group W stations.



Mr. McClay

E. R. (Dick) Westlake elected executive VP of Radio Associates Inc. and general manager of WEER Warrenton, Va. Mr. Westlake has been associated with WEER since 1960 and has served as acting general manager for past several months.

Kenneth A. Wood Jr., **Walter F. Torrance Jr.** and **Rutherford P. Lilley** elected VP, VP-secretary and treasurer, respectively, of Crystal-Tone Broadcasting Co., owner and operator of WBRY Waterbury, Conn. All three are also directors of corporation. Mr. Wood, former radio-TV account supervisor at Young & Rubicam, New York, is new WBRY general manager. Also elected directors are **Walter S. Robbins** and **Edwin S. Underhill**. **Robert S. Holczer** named WBRY station manager; **Murray**

L. Grossman, commercial manager.

Jim Francis, account executive in Chicago office of CBS Radio Spot Sales, named manager of San Francisco office.

J. Fred Perry, assistant manager in charge of sales at KCRS Midland, Tex., promoted to station manager.

Richard Meeder, account executive at WAVY Portsmouth, Va., promoted to national sales manager.

Peter M. Affe, station manager of WNBC-TV New York, appointed to board of directors of New York State Broadcasters Association.

Douglas E. Jones, formerly of H-R Representatives, joins New York office of Venard, Torbet & McConnell, radio-TV station representatives, as radio account executive.

Ronald Kempff, Midwest regional director for Radio Advertising Bureau, appointed general manager of WCOG Greensboro, N. C. Before joining RAB, Mr. Kempff served as general manager of KWIK Pocatello, Idaho.



Mr. Kempff

Carl L. Vann, assistant regional manager for Johnston International Publishing Corp., Chicago, joins KHJ-TV Los Angeles as account executive.

Don Welsh, account executive at WKBH LaCrosse, Wis., joins WGGY Minneapolis-St. Paul in similar capacity.

Harold Geary named manager of daytime sales service for ABC-TV sales department. Mr. Geary was formerly account representative in station clearance department.

William Rubens, manager of audience measurement at NBC, named director of newly formed research department for NBC's owned stations and spot sales division. Mr. Rubens joined NBC as assistant supervisor of ratings in July 1955 and was named supervisor

of ratings in June 1957. He became manager of audience measurement in June 1958.



Mr. Selby

David N. Selby, sales service manager of WLWI(TV) Indianapolis, appointed director of sales for WAIV(FM), that city.

Hal King, former sales manager, chief announcer and sports-caster at WHOP Hopkinsville, Ky., joins WCMi Ashland, Ky., as sales manager. Mr. King will continue doing limited amount of sports work at WCMi.

Marshall Karp, account executive, promoted to sales manager for ABC-TV network sales department. **Irv Wilson** named account executive for eastern division. Mr. Wilson was formerly supervisor of sports sales.

Barbara Sharp, of KMEQ, KQAL-FM, elected president of Omaha chapter of American Women in Radio and Television. Other officers elected: **Marilyn Hayes**, Allen & Reynolds Adv., VP; **Patricia Nolan**, Bozell and Jacobs Inc., secretary, and **Joanne Lynk**, WOW-AM-TV, treasurer.

Dave Dixon, program director of KATZ St. Louis, elected president of National Association of Radio Broadcasters at organization's 7th national convention in Los Angeles.

Bob Costello, of KTPS-TV Tacoma, Wash., joins KAPA Raymond, Wash., as chief engineer and air personality.

Paul C. O'Harra, member of engineering staff of KNX-AM-FM Los Angeles since 1925, retires after 38 years at station.

Thomas W. Wilhelm Jr. appointed studio engineer at WPTR Albany, N. Y.

Steve Brooks appointed program director of WPET Greensboro, N. C.

Jonathan Schiller, former program director at WIAA(FM) Interlochen,

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Ballin, Bresee to head museum's ad committee

As a service to advertising agencies, the Hollywood Museum has organized a broadcast advertising resources committee and elected **Bob Ballin**, VP of Sullivan, Stauffer, Colwell & Bayles, and **Frank Bresee**, museum co-curator of radio and executive of The Mack Agency, as co-chairmen.

Services of the committee will be (1) to call attention to the great contributions of the advertising agencies in public service and education; (2) cooperate with advertising agencies in seminars on advertising in the museum's educational program; (3)

help obtain recognition of advertising's contributions to communications and the arts through calling attention to outstanding commercials; (4) be a repository for recording and film prints of outstanding commercials for study and reference by students of advertising and communications; (5) help identify advertising as an important part of America's free enterprise system; (6) be a repository of educational films of an institutional nature, produced by advertising agencies and provided free for school, clubs and other organizations and groups.

Mich., named coordinator of music communications for School of Music at University of Illinois, Urbana.

Mark Damen, former special projects director for WYES(TV) New Orleans, appointed staff producer-director at WUFT(TV) Gainesville, Fla. **Ray Carlton**, studio supervisor and lighting director at KLRN(TV) San Antonio, joins WUFT(TV) as facilities supervisor.

Deborah C. Sanders, host of *Coffee Time* at WBEC Pittsfield, Mass., appointed assistant account executive in station's sales service department.

Jerome J. Klasman, account executive at WTOP-TV Washington, named to New York sales staff of Television Advertising Representatives Inc.

Lee Marks, supervisor of engineers at KTCA-TV Minneapolis-St. Paul, Minn., joins WTVI-TV Charlotte, N. C., as chief engineer.

Lou Greco joins KCFI Cedar Falls, Iowa, as account executive.

Donald D. Allen, formerly of X-TRA News and sales development staff of KABC-TV Los Angeles, joins KNX-AM-TV Los Angeles as account executive.

Jon W. Ellison joins sales staff of WROC Rochester, N. Y.

Robert Lazar, with Chicago office of Paul H. Raymer Co. for past two years, to Bernard Howard & Co., that city.

Ray Mineo, air personality at WGLI Babylon, N. Y., joins WBAB-AM-FM, that city, as program director and host of *Circus Show* (12:15-1 p.m.).

Joe Thompson and **Mel West** open Dallas sales office of KCUL Fort Worth.

Robert Moses, formerly head of his own public relations firm in New York City, joins WPTR Albany, N. Y., as account executive.

Jack L. Feldman named production coordinator for radio-TV in program

department of Westinghouse Broadcasting Co., New York. Mr. Feldman was previously in accounting department.

Dick Kaplan, former media supervisor at D'Arcy Adv., New York, appointed assistant director of research for CBS Television Stations.

Charles Rogers named assistant production manager of KTVT(TV) Dallas-Fort Worth. **T. C. Van Vleck** joins KTVT's local sales staff.

Robert B. Cox, formerly art director, named director of creative arts at Metromedia Inc., New York.

Hugh B. White, formerly of engineering and production departments of WSYR-TV Syracuse, N. Y., joins Central Square (N.Y.) Central Schools as director of radio of educational WCSQ-FM.

Tony James, formerly of WBAB Babylon, N. Y., joins announcing staff of WTOP-AM-FM Washington.

James Delay, former assistant editor of *Life* magazine, appointed editorial director of WABC-AM-FM-TV New York.

Ken Weeks, staff announcer at KOLY Mobridge, S. D., joins staff of KMHL Marshall, Minn.

Leo Derrick and **Nat Tucker** appointed promotion-PR director and program-production manager, respectively, at WGHP-TV High Point, N. C. **Charles Harville** named sports director.

Marlene Carole joins WRAL-TV Raleigh, N. C., as weather girl.

John Rayburn joins KLZ-TV Denver as air personality.

John Hirschman, commentator and interviewer of Hollywood personalities, named entertainment editor of KRHM (FM) Los Angeles.

Joel Tall, audio technician for CBS Radio for 21 years and who invented EdiTall, a standard tape editing block, retired on Aug. 24.

Mitch Litman joins PR-publicity staff of WWDC-AM-FM Washington.

EQUIPMENT & ENGINEERING



Mr. Galuska

Edward Galuska, with Adler Electronics Inc., New Rochelle, N. Y., for past eight years in both engineering and sales positions, promoted to manager of engineering for company's industrial products division. Mr. Galuska will be responsible for all of division's development and systems engineering in fields of UHF TV broadcasting, TV repeating and instructional TV systems.

Albert M. Warner, industrial relations director of RCA International, joins Sylvania Electric Products, New York, as director of industrial relations.

H. Grignon appointed manufacturing manager for Reeves Soundcraft division of Reeves Industries, Danbury, Conn. Mr. Grignon joined company in 1957 and most recently was manager of production control.

Dan R. Cavalier, VP of E. F. McDonald Co., joins Philco Corp.'s consumer products division in Philadelphia as merchandising manager. Mr. McDonald replaces **Raymond B. George**, who will be reassigned within division.

PROGRAMING



Mr. Ticho

Charles Ticho appointed general manager at New York studios of Fred A. Niles Communications Centers. Mr. Ticho, who joined production organization eight years ago in its Chicago headquarters, formerly worked as staff director for United Film.

Dwight Case, former manager of KSRD San Diego, appointed coordinator of domestic and international sales for Richard H. Ullman Inc., New York.

Arthur Perles, editor of *Radio-Television Daily*, resigns to become press chief of MGM-TV in New York, effective Sept. 16. Mr. Perles replaces **Robert Chandler**, now with CBS News.

John Fante and **Frank Fenton** signed by Daystar Studios to write pilot episode of *The Magnificent Seven*, one of two new TV series production company is developing for CBS-TV.

Steve Binder, director of *Steve Allen Show* since it went into syndication 18 months ago, signed by ABC-TV as producer-director of *Edie Adams Show* which will alternate Thursday nights with *Sid Caesar Show* starting Sept. 26.

Bob Welch signed by Jack Webb, head of Warner Brothers TV division,

to produce half-hour situation comedy series, *No Time For Sergeants*. **Edmund Beloin** and **Michael Fessier** were signed to write show, slated for 1964-65 season.

Marc Daniels signed by Westinghouse Broadcasting Co. to produce and direct TV version of "The Advocate."

Christopher Knopf, in parting described as "amicable," has been released from his writing contract with Four Star Television. Contract was to have terminated next March. Release was at his request. Before departure however, and on free lance basis, Mr. Knopf will write pilot for Four Star series, *The Big Valley*, being readied for CBS-TV's 1964-65 season.

Mel Ferrer signed by Screen Gems to direct several episodes of *The Farmers' Daughter* for ABC-TV.

Bill Richmond, **Bob Howard** and **Dick Cavett** signed as writers for ABC-TV's *The Jerry Lewis Show*, two-hour series which starts Sept. 21, Sat., 9:30-11:30 p.m. Mr. Richmond has collaborated with Jerry Lewis on three theatrical motion pictures. Mr. Howard was head writer for Jack Paar along with Mr. Cavett, who also worked on *Merv Griffin Show* and the *Tonight* show.

NEWS

Bob Young named anchor man on *ABC News Report*, new series to start Sept. 15 (10:30-11 p.m. EDT). Program will highlight top news stories of week.

Edward Messina Jr., former combat photographer and photographic instrumentation specialist with U.S. Navy, appointed assistant director of film for ABC News.

Clete Roberts, for four years editor-in-chief of *The Big Three* news on KTLA-TV Los Angeles, joins KHJ-AM-FM-TV, that city, as news analyst and

commentator. In addition to thrice daily newscast on KHJ-AM-FM, he has nightly 30-minute news commentary *Clete Roberts News* on KHJ-TV.

Leo Adde, formerly of *Miami (Fla.) Herald*, joins news staff of WDSU-TV New Orleans.

Dave Wegerek joins news department of WFMV-TV Greensboro, N. C.



Mr. Newman

Yale Newman, veteran radio-TV newsman and producer, appointed director of news and public affairs for Metropolitan Broadcasting's WTTG (TV) Washington. Before coming to WTTG (TV) in newly created post, Mr. Newman served for 10 years as chief of ABC's London bureau.

Douglas Buck, news director of WSAV-AM-TV Savannah, Ga., joins news staff of WFGA-TV Jacksonville, Fla.

ALLIED FIELDS

John E. Shepherd, director of marketing at Opinion Research Corp., Princeton, N. J., forms his own firm, Scientific Marketing, in Madison, N. J. Mr. Shepherd is former VP in charge of marketing for Fletcher D. Richards Adv., New York.

Bella Manalo, writer-analyst at Schwerin Research Corp., New York, appointed service account executive.

INTERNATIONAL

E. L. Haywood, formerly of BMI Canada Ltd., Toronto, named sales promotion director of Radio Sales Bureau, that city.

Ed Ross, formerly of F. H. Hayhurst Adv. Ltd., Montreal, elected vice president of Stephens & Towndrow Ltd., Toronto and Montreal radio station representative firm.

Wally Shubat appointed director of sales of CJAD and CJFM-FM Montreal; **Bill Valentine** to sales manager of CJFM-FM and **Murray Morrison** to sales manager of CJAD.

David Bell, staff director with Scottish Television Ltd., joins BBC-TV in Glasgow, Scotland, in same capacity, effective Oct. 1. **Huw Wheldon**, director of BBC-TV documentary programs, named director of music production, succeeding **Lionel Salter**, who fills new BBC post of director of opera. **Humphrey Fisher** appointed BBC representative in Australia and New Zealand.

Harry Boyle, supervisor of outside radio broadcasts for Canadian Broadcasting Corp., Toronto, named executive producer of new weekly one-hour

CBC-TV network program, *The Observer*, sponsored by Warner-Lambert Canada Ltd., Salada Foods Ltd., and Royal York Hotel, all of Toronto.

Paul de Montigny appointed advertising manager for Quebec province of Dow Brewery Ltd., Montreal.

DEATHS

Mary Somerville, 65, a pioneer of educational broadcasts in Britain, died Sept. 2 at her home in Bath, England. Miss Somerville became interested in broadcasting while studying at Somerville College, Oxford, which was named after her family. She joined BBC in 1925 and served as director of schools' broadcasting from 1929 to 1947. Miss Somerville was appointed BBC controller in 1950, the first woman to hold that post, and retired at her own request in 1955.

Axel Stordahl, musical director for TV series *McHale's Navy* and musical arranger for Frank Sinatra, died Aug. 30 at his home in Encino, Calif.

Louis MacNeice, 55, poet, playwright and radio producer with British Broadcasting Corp., died Sept. 3 in London. Mr. MacNeice joined BBC in 1941. Among feature programs he produced was that about Westminster Abbey during German blitz of England, *The Stones Cry Out*.



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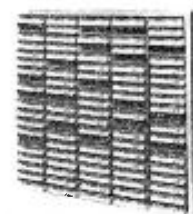
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PRIME TIME ON CBC-TV NETWORK ALMOST SOLD OUT

A large list of Canadian and U. S. television programs will be seen under sponsorship this fall and winter on the national Canadian Broadcasting Corp. network.

On Sunday evening, Colgate-Palmolive Ltd., Toronto, (agency, Spitzer, Mills & Bates Ltd., Toronto) and Westminster Paper Co., Vancouver (James Lovick & Co. Ltd., Vancouver) sponsor *Hazel. Flashback* (Canadian origination) is sponsored by Sherwin-Williams Co., Montreal (Cockfield Brown & Co., Montreal) and Timex of Canada Ltd., Toronto (Ronalds-Reynolds & Co., Toronto).

The Ed Sullivan Show is sponsored by Studebaker of Canada Ltd., Hamilton, Ont., (McConnell, Eastman & Co., Toronto); Dominion Seven-Up Co. Ltd., Toronto (Vickers & Benson Ltd., Toronto); Quaker Oats Co. of Canada Ltd., Peterborough, Ont., (Spitzer, Mills & Bates Ltd., Toronto) and Beecham Products Ltd., Toronto (MacLaren Advertising Co. Ltd., Toronto). *Bonanza* will be shown, but the sponsor has not been announced.

Monday evening *Don Messer's Jubilee* (Canadian program) is sponsored by Massey-Ferguson Ltd., Toronto (Needham, Louis & Brorby of Canada Ltd., Toronto) and Colgate-Palmolive Ltd., Toronto. Kraft Foods Ltd., Montreal, (Needham, Louis & Brorby of Canada, Ltd., Montreal) will sponsor the *Garry Moore Show*. A Canadian show, *Playdate*, is sponsored by Tuckett Ltd., Hamilton, Ont. (MacLaren Advertising Co., Toronto); Chrysler Corporation of Canada Ltd., Windsor, Ont. (BBDO, Toronto); Sterling Drug Ltd., Toronto (Dancer-Fitzgerald-Sample, New York), and Clairol Inc. of Can-

ada, Toronto (Foote, Cone & Belding Canada Ltd., Toronto).

Tuesday evening *Patty Duke Show* will be sponsored by Chrysler Corporation of Canada, and Pepsi-Cola Canada Ltd., Montreal (BBDO, Montreal). *Ben Casey* is seen with sponsors Colgate-Palmolive Ltd.; Clairol Inc. of Canada; Noxzema Chemical Co. of Canada Ltd., Toronto (Young & Rubicam Ltd., Toronto), and Javex Co. Ltd., Toronto (MacLaren Advertising Co., Toronto). *Front Page Challenge* (Canadian program) has sponsors Du Maurier Tobacco Ltd., Montreal (Vickers & Benson Ltd., Montreal), and Gillette of Canada Ltd., Montreal (Spitzer, Mills & Bates Ltd., Montreal).

Wednesday evening *Red River Jamboree* (Canadian program) is sponsored by Colgate-Palmolive Ltd., and Kraft Foods Ltd. *Perry Mason* has as sponsors Gillette of Canada Ltd.; H. J. Heinz Co. of Canada Ltd., Leamington, Ont. (MacLaren Advertising Co., Toronto); S. C. Johnson & Son Ltd., Brantford, Ont. (Needham, Louis & Brorby of Canada, Toronto); and Sterling Drug Ltd.

Thursday evening *The Lucy Show* is sponsored by Lever Bros. Ltd., Toronto (MacLaren Advertising Co., Toronto), and General Foods Ltd., Montreal (Young & Rubicam Ltd., Montreal). *The Serial* has H. J. Heinz Co. of Canada and Sterling Drug Ltd., as sponsors. *Grindl* is sponsored by Procter & Gamble Co. of Canada Ltd., Toronto (Leo Burnett Co. of Canada Ltd., Toronto). *Parade* (Canadian program) is sponsored by American Motors (Canada) Ltd., Toronto (McKim Advertising Ltd., Toronto), and Beecham Products Ltd.

Friday evening *Country Hoedown* (Canadian program) is sponsored by S. C. Johnson & Son Ltd., and Procter & Gamble Co. of Canada, Toronto (Compton Advertising Inc., New York). *The Defenders* has as sponsors Sterling Drug Ltd., Chrysler Corporation of Canada, Colgate-Palmolive Ltd., and Philips Electronic Equipment Ltd., Toronto (Needham, Louis & Brorby of Canada Ltd., Toronto).

Telescope (Canadian program) will be seen at 9:30 p.m., Friday, but the sponsor has not been named.

Saturday evening leads off with *The Beverly Hillbillies* with Kellogg Co. of Canada Ltd., London, Ont., (Leo Burnett Co. of Canada Ltd., Toronto), and Coca-Cola Co. of Canada, Toronto (McCann-Erickson Canada Ltd., Toronto) as sponsors. *Hockey Night in Canada* is sponsored by Imperial Oil

Ltd., and Molson Breweries Ltd., Montreal (eastern Canada only) MacLaren Advertising Ltd., Toronto for both sponsors).

Juliette (Canadian program) is sponsored by Imperial Tobacco Co. of Canada Ltd., Montreal (McKim Advertising Ltd., Montreal) and Kraft Foods Ltd. *Sports Unlimited* (Canadian program) is sponsored by American Home Products Ltd., Toronto (Young & Rubicam Ltd., Toronto).

BILINGUAL PROBLEMS

BBG hears requests to ease restrictions on beer ads

Changes in beer advertising regulations, authority to broadcast in French as well as in English in Quebec City, and dropping network affiliations were among the problems aired at the public hearings of the Board of Broadcast Governors at Ottawa during the last week of August.

Beer advertisers requested radio spot announcements instead of having to sponsor at least 10-minute programs. BBG wants to change the present beer regulations for television from 60 seconds (with 12 seconds devoted to the product) to 30 seconds with all of it devoted to product and brand advertising. Beer drinking, however, is not to be encouraged in the advertising.

J. W. Murray, speaking for the Brewers Association of Canada, said there is no need for special regulation of beer advertising. Surveys, he reported, show that most Canadians do not object to beer advertising, and most are already subject to it from U. S. border stations. He felt brewers should be allowed 60 seconds of TV advertising to promote brand preference.

Prohibitionists appearing before the BBG were told by the Rev. Emlyn Davies, Toronto Baptist minister member of the BBG, that the problem was not one of for or against alcoholism, but "how to advertise this product through radio and television without producing the results you fear and most people wish to avoid."

Bilingual Opposition ■ CJQC Quebec City, English-language station, asked for permission to broadcast in French as well as in English. The request was opposed by other Quebec City bilingual, but mainly French-language, stations on the grounds that there were already four radio stations in Quebec City broadcasting in French. The CJQC license had been granted for an English-language station to serve the minority of English-speaking people in Quebec's capital city. Speaking for CJLR Quebec City, Jacques Laroche, its president, felt that if CJQC was permitted to broadcast in French, within three years half its

To the ramparts

BBC-TV is cooperating with the Danish television system in a production of "Hamlet" at the castle of Kronborg, Elsinore, the actual setting of Shakespeare's play.

The two-and-a-half-hour production will be screened by BBC-TV early in 1964 as part of BBC celebrations of the 400th anniversary of Shakespeare's birth. It will be shown about the same time in Denmark, Sweden, Norway and Finland.

The main cast is English with Danish television providing extras including an infantry platoon from the Danish army.

broadcasting would be in French.

CKAR Huntsville, Ont., appeared before the BBG, to sever its network ties with the Canadian Broadcasting Corp. because its network advertising rate was much lower in summer than its regular rate during the busy vacation season. CKAR is located in a heavily populated summer resort area 160 miles north of Toronto. CBC officials stated that the network rates had been established in the fall, but that they were already cutting down the time that CKAR had to be on the network. Its contract as an affiliate calls for 24 hours of CBC national programs weekly. This had been cut to 6 hours 50 minutes during July and August and might be cut more next year. But BBG Chairman Dr. Andrew Stewart said this was not the kind of adjustment approved by the BBG for it deprives listeners of the CBC national service. Allan D. Rogers, for CKAR, said the station's economic survival could be prejudiced if it had to continue its CBC network affiliation.

CKCO-TV Kitchener, Ont., asked for permission to drop the CBC national TV network because it is fenced in with other stations carrying the same CBC programs. The station wanted to join the CTV Television Network by Sept. 15, to allow more diversified programming for the area's viewers.

The BBG will make its recommendations early in September.

Welsh TV programmers may merge operations

Directors of the financially hard-hit Wales, West and North Television Ltd. have sent letters to shareholders about a merger offer by Television Wales and West Ltd., another company in the commercial network.

There are about 900 shareholders with small holdings in WWN. The programming company began operations last September and covers about 110,000 homes. In its first three months the youngest of Britain's commercial television companies suffered heavy losses. Earlier this year it suspended local programming.

Television Wales and West directors have agreed to the terms of an offer to WNN. The offer is subject to approval by the Independent TV Authority.

TWN has been operating for more than five years and covers 800,000 homes in south Wales and the west of England. Last year it had a net profit of \$140,000.

TV continues advance in Japanese homes

There are an estimated 10,000 color TV receivers operating in Japan, out of a total of 12.6 million sets registered with the Japanese Broadcasting Corp.—

and another 500,000 which may not be registered, the U. S. Department of Commerce has reported in a survey of Japanese electronics output for 1962.

The television figures show that 61.1% of Japan's households owned a TV set in 1962, compared with only 44.8% in 1961.

In 1962, Japanese manufacturers produced 4,865,000 TV receivers compared with 4,585,000 in 1961. The 14-inch monochrome set accounted for 91% of total TV production; the other 9% was for 16-inch monochrome and color receivers. Over 4,000 color TV sets were produced in 1962.

One of the stimulants to TV demand, it is reported, was the abolition of the 20% commodity tax on transistorized TV receivers.

In the radio field, the production of transistor radios (three or more transistors) increased 7% in 1962 over 1961, totaling almost 13.3 million receivers. Tube radios declined to 1.26 million. It is estimated that there were 2.5 million "toy" radios (using one or two transistors) made last year, almost wholly for export.

Overall, the Commerce Department's Electronics Division estimates, Japanese electronics output totaled \$1.6 billion in 1962—up some \$200 million over 1961. U. S. electronics output for 1962 was \$11.5 billion, up \$100 million from the year before.

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DATELINE: TV film overseas by Lloyd Burns

Past and future of overseas TV syndication

It wasn't too long ago that most people in our business described international sales of the U. S. television product as "negligible" and announced that as far as their companies were concerned, it was just "too early to get into" international distribution. Those of us who are heavily involved in overseas distribution—and Screen Gems has been in it with both feet since 1954—never held or have long since been disabused of this impression.

International business over the past nine years has been neither negligible nor meaningless, nor too insignificant to warrant anything but our complete efforts. Further, there is every indication that we will continue to accelerate our distribution, increase our sales and expand our overseas markets.

This is not to say that a foreign "bonanza" is just around the corner for every Tom, Dick and fly-by-nighter. Marginal operators won't find a pot of gold at the end of every ocean voyage to Europe, the Far East or Latin America. But the truly solid companies in our business will find ever-widening opportunities as international video develops at an ever-increasing tempo. We're making money in international distribution. Our sales are growing from year to year. And they will continue to do so just as long as television continues expanding around the world.

Expansion Abroad ■ There's no end to this expansion in sight. England, France, Germany have all added or are about to add new TV networks to their broadcast facilities. Brazil now has more than 50 television outlets with many more due to be added in the next few years. In Japan, set circulation is now in the neighborhood of 13 million, with several million sets being added each year. The total of TV sets around the world last year surpassed the U.S. total and will pile up its lead rapidly in

the years ahead.

As impressive as these facts and figures are, they become all the more astounding when we realize that the majority of the countries of the world are only now in their primary stages of TV development. Many countries—with such obvious exceptions as the major European powers, Japan, Canada, Australia, Brazil, Mexico—have not yet reached a position in TV broadcasting occupied by this country in 1950 or earlier. Many, having only begun telecasting during the last year or two, cannot be expected to approach full development for many years. It is in this context that we must assess our overseas business—present and future.

The ground rules under which U.S. distributors must operate vary from country to country. Based upon a country's stage of development, its economic system, its social mores, its monetary policy, its political stability, its cultural background, we are faced with quotas, government ownership, government-licensed monopolies and nationalistic feelings. While all of these factors deter the free play of competition we know in this country, through experience and additional effort we have managed in most instances to resolve our problems.

Artificial Prices ■ One result of these multiple factors is that we are often being paid artificially low prices for our product—prices which bear little if any relationship to what a substantially similar market in this country would pay for the same product. But this problem, too, is being slowly resolved to our benefit.

A quite general experience of the substantial overseas distributor is one in which he is paid a ceiling price of, for example, \$1,000 for a top half-hour program in a market where the station would have to expend perhaps \$3,500

to fill the half-hour with home-produced entertainment. The effect of such artificial price ceilings is that U.S. distributors are subsidizing local production to the tune of \$2,500 for each half-hour they buy from us. To a greater or lesser extent, we are subsidizing television development in almost every country in which the U. S. product is sold.

I don't mean to suggest that such subsidization is necessarily evil or unfair—in the long run it will work to our advantage since it allows a country to develop its TV facilities more quickly. The more rapidly they approach the competitive trading position of U.S. television—and this will happen more quickly than many could believe possible—particularly in terms of numbers of outlets and networks, number of hours on the air and number of available advertisers, the better market for our product they will become.

This subsidization is simply a fact of life to the U.S. distributor overseas. We, of course, would like to be able to give less of a subsidy by getting higher prices for our product and we negotiate toward this end constantly.

Relaxed Quota ■ In some small way it was the constant pressure of U.S. distributors and the long range negotiation of our trade associations which caused Japan to increase its budget to \$3.3 million for the next six months for the purchase of foreign TV film, the preponderant amount of which, of course, comes from the U.S. This is an important step forward. And even though the Japanese government has indicated it will continue to maintain a form of artificial price ceiling on each half-hour or hour, it is clear at this moment that higher pricing is already in effect.

Although the Japanese decision represents a liberalization of their previous position, in that applications for the purchase of TV film in excess of artificial price ceilings set by them will be accepted, it is not certain that the granting of such applications will be automatic. The principal effect, then, of their higher budget will be to allow them to buy more and more of the U. S. product.

A parallel situation may be brewing in Great Britain, where for years the Independent Television Authority has maintained a 14% quota on foreign TV product. Now there appears to be some possibility that this quota will be raised to 20% in the near future. Representing as it does another step forward, such a relaxation of policy is obviously



Lloyd Burns, born in Toronto and a graduate of McMaster University, was one of the pioneers of TV film distribution in Canada. A partner and general manager of Telepix Ltd., Toronto, Mr. Burns also became general manager of Screen Gems (Canada) Ltd. in the early fifties. After organizing and spearheading a major expansion of Screen Gems' branch offices, he relinquished his holdings and position with Telepix and moved to SG's New York offices in 1958. Mr. Burns became vice president in charge of international operations in 1959.

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welcomed by U.S. distributors.

Britain, in maintaining its quota over the years, has done so both to encourage its own producers and creative talents as well as to placate its trade unions. At the same time the quota has, in effect, limited the subsidy U.S. distributors were making to British TV. As long as prices paid for American films continue to be artificially limited—and the strong likelihood is that this will be so even under a 20% quota—the voluntary easing of the quota will mean more volume but not necessarily higher pricing. Most importantly, it is a progressive rather than a regressive move.

Canada, where Screen Gems produces more than ten hours of programming each week and where almost all of our network and many of our syndicated series are seen, elected to relax its 45% quota by 10% during the summer months. The comparatively liberal Canadian quota, partly a matter of proximity and of similarity of Canadian and American tastes, is governed primarily by the physical and economic factors of production. Canada simply doesn't have the means within the country to produce and fill more than 55% of its air time. The very fact of the quota, however, serves the same purpose as the British one in restraining free negotiations and open competition. It must be noted that as compared to Britain and Japan, Canada pays considerably higher prices proportionately than the other markets.

Rosy Future ■ Dealing daily, as we do, with quotas and pricing, we can see the situation changing appreciably and dramatically. Certainly everything points to more volume and higher prices in the future. Although U. S. distributors may be faced with artificial ceiling prices for the foreseeable future, the gradual amelioration of the situation gives a rosy glow to our worldwide prospects.

Presently, most international markets

BBC-2 falling behind

West Germany's third television network will be built faster than Britain's proposed third network, BBC-2, according to plans revealed by Richard Stucklen, minister for posts and telegraph, at the 1963 Grosse Deutsche Funkausstellung, this year's German radio, record, and television exposition in West Berlin (Aug. 30-Sept. 8).

He said that three third network transmitters would be built this year, with 40 more planned for 1964.

There are eight million TV sets in West Germany. The first network can be received by 90% of the population and 70% can tune into the second.

Mr. Stucklen said that it was hoped to relay the Olympic Games from Tokyo to Germany via an American satellite. The West German post office has built a satellite receiving station in Bavaria.

The West German post office has issued a commemorative stamp for the exposition.

need us to program at costs many times lower than their local costs for home-produced programs. Most U.S. distributors accept the present limitations and the low prices for a number of reasons: Like it or not (and when we think about it, we like it) we're aiding the development of international television; we're building an international appetite and acceptance for American programs; we're making money despite some of the low prices we're paid.

True relaxation of artificial barriers will come about gradually as each country develops more stations and networks in order to air more programs for more

viewers. Ultimately, this will bring about internal competitive buying situations. The end result will be higher prices for our product—prices which will finally bear comparison to the market situations we are accustomed to in this country.

Even with the tremendous strides in international TV development that we expect over the next five to ten years, not more than a handful of countries will develop adequate program production facilities to the point where they can depend upon local production to fill their program needs. American programs will be needed—perhaps even more than at present.

So we're not singing the blues in any shape or form. The international situation can only get better and international sales can only go one way—up. And the preponderant amount of those sales, as at present, will continue to be made by U.S. distributors. It's a prospect we can look forward to with equanimity, but not complacency. And it's one which in many ways we made possible.

CTV stretches ocean to ocean on Sept. 15

Canada's second television network, CTV Television Network Ltd., Toronto, goes live on microwave network on Sept. 15, when CJCH-TV Halifax, N.S., is linked with the rest of the network. To mark the inauguration of the complete national second TV network, CTV will air the one-hour *Something to Sing About*, originating in various parts of Canada. The ten-minute finale will have all the singers from cities in the five time zones, Halifax, Montreal, Toronto, Winnipeg and Vancouver, sing together in chorus.

The program is the first all-Canadian special show produced by CTV. It is being sponsored by the Trans-Canada Telephone System, which built the microwave network of 3,365 air miles across the country. The network between Montreal and Vancouver went into operation a year ago.

Abroad in brief...

Toll to pay ■ One of the pay TV companies which expects to get government permission to operate experiments in selected areas of Britain next year has changed its name from Toll TV Ltd. to Pay-TV Ltd. The company is a subsidiary of British Relay Wireless and Television Ltd. and British Home Entertainment Ltd. Associated British Picture Corp. has agreed to link with the company for the pay TV experiment.

TV sets multiply ■ The number of TV sets now licensed in West Germany is close to 8 million, according to figures released last week by the government.

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Occupation Required

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Aug. 28 through Sept. 4 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New TV stations

APPLICATIONS

*San Jose, Calif.—Office of Education. UHF channel 54 (710-716 mc); ERP 25.38 kw vis., 13.62 kw aur. Ant. height above average terrain minus 10 feet, above ground 92 feet. P.O. address c/o Robert A. Mason, 2700 Carol Drive, San Jose. Estimated construction cost \$172,803; first year operating cost \$68,146. Studio and trans. locations both San Jose. Geographic coordinates 37° 17' 18" north latitude, 121° 51' 50" west longitude. Type trans. RCA TTU-1B, type ant. RCA TFU-27DH. Legal counsel Spencer Williams, consulting engineer John H. Atkinson, both San Jose. Principals: board of supervisors. Ann. Aug. 30.

Gainesville, Fla.—Platinum Coast Broadcasters Inc. UHF channel 20 (508-512 mc); ERP 16.8 kw vis., 9.09 kw aur. Ant. height above average terrain 273 feet, above ground 245 feet. P.O. address c/o Orrel R. Buckler, 725 Northeast 5th Terrace, Gainesville. Estimated construction cost \$155,627; first year operating cost \$84,000; revenue \$80,000. Studio and trans. locations both Gainesville. Geographic coordinates 29° 39' 02" north latitude, 82° 18' 40" west longitude. Type trans. RCA TTU-1B, type ant. RCA TFU-21DL. Legal counsel Maillyck & Bernton, Washington; consulting engineer Donald W. Woollard, Green Cove Springs, Fla. Principals: Arthur D. Pepin, Emile J. Girolimon and Orrel R. Buckler (each 33 1/3%). Messrs. Pepin and Buckler are part owners of WPRY Perry, Fla.; Mr. Girolimon is businessman. Ann. Aug. 30.

Existing AM station

APPLICATION

KVNI Coeur d'Alene, Idaho—CP to increase daytime power from 250 w to 1 kw, install new trans., change ant.-trans. and studio locations and operate trans. by remote control from studios. Ann. Sept. 4.

New FM stations

ACTION BY FCC

*Brookville, N. Y.—C. W. Post College of Long Island University. Granted CP for new FM on 88.1 mc, channel 201, 125 w. Ant. height above average terrain 187 feet. P.O. address c/o Doctor Herbert H. Coston, Greenvale, N. Y. Estimated construction cost \$15,028; first year operating cost \$1,800. Principals: board of directors. Action Aug. 29.

APPLICATIONS

Jacksonville, Fla.—Rowland Broadcasting Inc. 92.5 mc, channel 223, 26.5 kw. Ant. height above average terrain 341 feet. P.O. address c/o WQIK, Jacksonville 2. Estimated construction cost \$17,065; first year operating cost \$7,860; revenue \$7,200. Applicant is licensee of WQIK. Ann. Sept. 4.

Elwood, Ind.—Heart of Hoosier Land Inc. 101.7 mc, channel 269, 3 kw. Ant. height above average terrain 140 feet. P. O. ad-

dress Box 194, Franklin, Ind. Estimated construction cost \$11,425; first year operating cost \$21,600; revenue \$30,000. Principals: Dallas D. Montgomery, Charles Banks and Howell B. Phillips (each 33 1/3%). Mr. Phillips owns WIFN-FM Franklin; Mr. Banks is manager of WIFN-FM; Mr. Montgomery owns farm. Ann. Sept. 4.

Ownership changes

ACTIONS BY FCC

KPMC Bakersfield, Calif.—Granted acquisition of positive control of licensee corporation, Pioneer Mercantile Co., by Frank G. R. Schamblyn, individually and as executor of estate of Florence Schamblyn, through sale of minority shares to licensee; ownership remains essentially same. Consideration \$12,498. Action Aug. 29.

WLBE Leesburg-Eustis, Fla.—Granted transfer of negative control from Paul A. (49.1%) and Sally H. (.9%) Husebo and Wendell F. (49.1%) and Jean T. (.9%) Husebo to P. A. and S. H. Husebo (each 50%). Consideration \$50,000. Action Aug. 30.

WGMZ(FM) Flint, Mich.—Granted transfer of control of licensee corporation, Valley Broadcasting Co., to Mid-States Broadcasting Corp. Transfer constitutes merger, as Valley principals are also principals of Mid-States. For other information see KFEQ-AM-TV St. Joseph, Mo., grant. Action Aug. 30.

KLIK Jefferson City, Mo.—Granted transfer of control of licensee corporation, KLIK Broadcasting Inc., from Oscar K. and Jesse D. Fine (each 30%) and Isadore J. and Eugene P. Fine (each 15%) and Theodore M. Nelson (10%) to John P. McGoff (25.8%) and others, tr/as Mid-States Broadcasting Corp. Principals of Mid-States also have interests in WSWM(FM) East Lansing, WQDC(FM) Midland, WABX(FM) Detroit and WAMM and WGMZ(FM) Flint, all Michigan. Also see KFEQ-AM-TV St. Joseph, Mo., grant below. Action Aug. 30.

KFEQ-AM-TV St. Joseph, Mo.—Granted transfer of control of licensee corporation, KFEQ Broadcasting Co., from Oscar K. and Jesse D. Fine (each 30%), Isadore J. Fine (20%), Eugene P. Fine (12.5%), Theodore M. Nelson (5%) and Marvin Cohen (2.5%) to Mid-States Broadcasting Corp. Consideration for KFEQ-AM-TV and KLIK Jefferson City, Mo. (see grant above), \$1,750,000. Action Aug. 30.

WTKI Durham, N. C.—Granted transfer of control of licensee corporation, W & W Broadcasting Inc., from C. H. Wentz, Harry L. Welch and E. L. Sherman, d/b as Mid-Carolina Broadcasting Co., to same persons as individuals. Consideration \$31,500. Action Sept. 3.

KAMY McCamey, Tex.—Granted assignment of license from Joe Martin (100%), d/b as Sapphire Broadcasting Co., to Don Renault (66 2/3%) and Jack Bundrant (33

1/3%), tr/as Upton Radio. Consideration is cancellation of debt. Action Aug. 30.

APPLICATIONS

WCCB-TV Montgomery, Ala.—Seeks assignment of CP from Robert J. Thomas, receiver, to Cy N. Bahakel (100%), tr/as Montgomery Independent Telecasters Inc. Consideration \$100,000. Mr. Bahakel owns WABG-AM-TV Greenwood, Miss.; WKIN Kingsport and WODD-AM-FM Chattanooga, all Tennessee; WWOD-AM-FM Lynchburg and WRIS Roanoke, all Virginia; WLBJ Bowling Green, Ky., and KXEL-AM-FM Waterloo, Iowa. Ann. Aug. 30.

KPLX(FM) San Jose, Calif.—Seeks assignment of CP from G. Stuart Nixon (100%) to Mr. Nixon (100%), tr/as KPLX Corp. No financial consideration involved. Application looks toward future merger with KSJO-FM San Jose. Ann. Sept. 3.

KDAD Weed, Calif.—Seeks assignment of CP from Jay C. Lemire (100%) to W. H. Hansen (100%). Consideration \$6,200. Mr. Hansen owns KCNO Alturas, Calif., and has interest in KDOV Medford, Ore. Ann. Aug. 30.

WOLE-TV Aguadilla, P. R.—Seeks transfer of control of licensee corporation, Western Broadcasting Corp. of Puerto Rico, from Hector Reichard and Winston-Salem Broadcasting Inc. (each 33 1/3%) to Du-Art Film Laboratories Inc. and WAPA-TV Broadcasting Corp. (each 33 1/3%); other ownership remains unchanged. Consideration \$165,000 by Du-Art to Mr. Reichard; WAPA-TV executed contract with Winston-Salem more than year ago. WAPA-TV, licensee of WAPA-TV San Juan, P. R., is wholly owned subsidiary of Screen Gems Inc.; Irwin Young (6.1%) is president of Du-Art, motion picture film processing and developing firm. Ann. Sept. 3.

WHEY Millington, Tenn.—Seeks assignment of license from Shelby County Broadcasters Inc. to Fred E. Jones, receiver. No financial consideration involved. Ann. Aug. 30.

Hearing cases

INITIAL DECISION

■ Hearing Examiner Millard F. French issued supplemental initial decision looking toward affirming commission Jan. 19, 1962, grant of CP to WTSP-TV Inc. for new TV on channel 10 in Largo, Fla. Action Aug. 30.

OTHER ACTIONS

■ By memorandum opinion and order, commission denied petitions by CBS, ABC and ABC-TV Affiliates Association for reconsideration of May 28 action in abolishing TV option time. Comr. Lee dissented. Action Sept. 4.

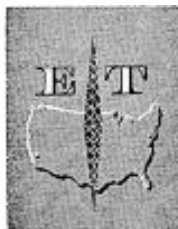
■ By memorandum opinion and order, commission denied petitions by Central Committee on Communication Facilities of American Petroleum Institute and National Committee for Utilities Radio for stay of effective date of commission's action of July 30 in establishing new class of In-

Continued on page 110

EDWIN TORNBURG & COMPANY, INC.

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RADIO

Help Wanted

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Wanted manager for aggressive Illinois station with metropolitan service areas population in excess of 200,000. Must be capable of directing sales, news and programing departments and be good at promotion. Well established operation. Middle of the road music, fine news reputation. Salary open. Write Box J-131, BROADCASTING.

Wanted: assistant manager for station in large Illinois city. Should be strong in programing, promotion and news. Salary in accord with ability and experience. Fine opportunity for sharp, competent broadcaster. Write Box J-132, BROADCASTING.

Small midwest group with big ideas has openings for general manager and for branch studio manager. Sales experience required. Box L-58, BROADCASTING.

Manager midwest major market net affiliate top fifty. Proven sales background essential. Opportunity for advancement. Send full details Box L-139, BROADCASTING.

Multi-station prestige group specializing in small to medium market stations seeks top sales-station manager for No. 1 rated station in market 100 mile radius N.Y.C. Strong small station local sales background a must. Excellent spot for present manager or well rounded sales manager. \$50-100M gross. Station ready to move ahead. Good base with strong incentive for young, aggressive self-starter. Expanding. financially strong organization. Resume, snapshot, recent earnings to Box L-160, BROADCASTING.

Do it yourself radio. Iowa regional needs remote studio manager. Must sell, service, write copy, gather and write news for own two hour daily air program. No board work. This job includes full responsibility for radio service to community of 8000. Must be clean living radio professional. Reasonable guarantee or high-percentage profit split. Opportunity is as big as the man it takes to fill the job. Send complete resume to KLGA, Box 47, Algonia, Iowa.

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.

Upper midwest, fulltime net affiliate in medium market needs experienced salesman with management potential. Good draw, good company benefits, plenty of room to grow in a progressive group operation. Box L-96, BROADCASTING.

Outstanding midwest small community, single market station billing nearly \$250,000 and still growing, needs young, fulltime salesman. Box L-128, BROADCASTING.

Florida-medium market. At least two years fulltime experience selling radio. \$100 week base, plus 15% commission. Send complete resume Box L-156, BROADCASTING.

Help Wanted—Sales—(Cont'd)

Excellent opportunity for experienced salesman. Established 5 kw network station. Send photo, full details first letter. WBCK Battle Creek, Michigan.

Opportunities for producers in sales and management. Get details. Write: Broadcast Employment Service, 4825 10th Ave. S., Minneapolis, Minnesota. 55417.

Southern Group — 5 Top-rated stations located in metro markets seeking 2 pro type executive salesman with excellent background and experience. High guarantee—insurance—moving expenses—opportunity for management. Send complete resume, late photograph, references, in confidence. McLendon Broadcasting Co., General Offices, suites 960-980 Milner Bldg., Jackson, Mississippi.

Announcers

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.

Classical music man for San Francisco station with solid combo operate-announce commercial experience. Smooth delivery and voice, must be sophisticated in classical music programming. References and resume only. Box K-274, BROADCASTING.

Big opportunity. 2 announcer-salesmen needed at once. Salary plus commission plus bonus. Fast growing station in small mid Atlantic community with tremendous expanding market. Send tape, resume to Box L-9, BROADCASTING.

Wanted now! . . . Swinging format jock. Happy bright sound, tight board. One of Florida's major markets with #1 rated station. Beaches, palm trees and sun. Top wage, major medical and hospitalization. Send tape, resume and photo to Box L-13, BROADCASTING.

Announcer-engineer wanted for Illinois metropolitan station. Must have first phone, however, little maintenance involved. Emphasis on voice, personality, production ability. Aggressive, established, well equipped operation. Excellent salary, merit raises, good future. Write Box L-57, BROADCASTING with complete information.

Smart, established metropolitan station needs experienced announcer-production man. Good voice, clever personality and imaginative production will earn attractive salary, raises, recognition, good future. Write complete information to Box L-71, BROADCASTING.

Negro announcer for major market. Send tape and resume to Box L-72, BROADCASTING.

Negro air-personality with first phone license wanted. Please send tape and resume to Box L-108, BROADCASTING.

Announcer-salesman—experienced. One station market. Rich farming area. Good music policy. Salary open. Successful operation over 5 years. Box L-109, BROADCASTING.

Need friendly, folksy, country & western deejay for 44 hours, six night per week. Solid midwest operation with all the benefits. Rush tape and resume and salary requirements to Box L-113, BROADCASTING.

Announcers—(Cont'd)

Major market southwest has opening for experienced morning announcer with top delivery at good music independent. Send resume and tape including news to Box L-115, BROADCASTING.

Immediate opening for announcer. Ability sets pay. Contact Box L-123, BROADCASTING.

October opening for staff announcer with new 5 kw New Jersey AM station. Send tape and resume. Box L-136, BROADCASTING.

Florida-experienced top 40 announcer with mature voice. Salary open. Send tape and complete resume first letter. Box L-155, BROADCASTING.

You need not have long experience if you have ability and are willing to work hard. announcers or announcer salesman combination need now, KOLJ Quanah, Texas.

Announcer-copywriter—experienced. Good music station. Salary open. Send complete resume, sample copy and tape to Joe Lobaito, KMAQ, Maquoketa, Iowa.

Top-rated Pennsylvania station wants personality dj with experience, tight board, solid commercial style, originality. If you like pop music, can make personal appearances, are industrious and enthusiastic—if you want in showmanship radio, here's a good job. Tape, photo and particulars to WCMB, Box 3433, Harrisburg, Pa.

All around announcer wanted. Morning man also strong on news. If you know sports, all the better. 6 day, 48 hour week. Send tape, references, photo and present salary to WCSS, Amsterdam, New York.

Announcer—Swingin' WHY? in Roanoke. Virginia's lookin' for air man (p.d. possibilities) with sense of humor, timing and reason! Send resume, air check and photo immediately to P.D., WHY?, Box 1187, Roanoke, Virginia.

Announcer with 1st phone for immediate and permanent position. Send tape, resume. WKXY, Sarasota, Fla.

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, Virginia.

Wanted—quality announcer for quality good music station in Florida's most beautiful resort area. Must be qualified to write good copy and take charge of professional production duties—first phone desired but not required—rush tape with examples of production and copy and resume to WSAF, P.O.B. 305, Sarasota, Fla.

Mature, experienced (at least two years) disc jockey wanted. Send complete resume, tape and salary requirements to WTTT, 112½ Market, Tiffin, Ohio.

Announcers! All states. Tapes to Darden Associates, Box 231, Roosevelt, N. Y., 516-TN8-4912.

Pro's needed. We serve 600 stations. Free registration. Pick your job. Broadcast Employment Service, 4825 10th Ave. S., Minneapolis, Minn. 55417.

Top-rated negro group—needs r&b man with teenage appeal immediately. If you are a real swinger—stuck in a small market and want to move up—send tape—resume—to Program Director, Box 197, Jackson, Miss. Preference to area applicants.

Help Wanted

Technical

Chief engineer, 1 kw, 100 miles from New York. \$125. Box K-77, BROADCASTING.

North Carolina daytimer has opening for chief engineer with announcing or sales ability. Sober, dependable and experience essential. Opportunity for qualified worker. Write Box L-125, BROADCASTING.

Outstanding opportunity for first class engineer at new 5 kw New Jersey AM station. Rapid promotion to chief engineer for qualified, technically competent individual. Box L-135, BROADCASTING.

First phone combo man—experience-maintenance—minimum air time 500 watt daytime operation in South Carolina coastal community—2 station market. Contact WGOO Radio, Post Office Box 129, Georgetown, South Carolina.

Two engineers with first phone, one for chief, salary open, contact W. A. Hughes, WTTF, Tiffin, Ohio.

Engineers needed, all broadcast categories. Jobs countrywide. Write: Broadcast Employment Service, 4825 10th Ave. S., Minneapolis, Minn. 55417.

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 \$5344 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.

Newsman wanted by Indiana station to collect, write, and deliver local news and special events. Station now has part-time local news coverage and desires person to devote time exclusively to local news. Excellent opportunity for beginner. In applying, give education, experience if any, recent picture, and approximate salary requirements. All replies will be answered. Box L-28, BROADCASTING.

Major midwest am-TV operation looking for bright, alert traffic girl. All employee benefits, and a wonderful market to settle down in. Send resume and salary range to Box L-29, BROADCASTING. Personal interview in Michigan required before job is filled.

News & special events director with new 5 kw New Jersey AM station. Box L-137, BROADCASTING.

Aggressive local news editor to gather, write, announce news in midwestern college town. Minor staff duties. Write Box L-142, BROADCASTING.

Sports director with news background for midwest radio and television stations. Duties include radio and TV sports programming plus news writing. Send resume, tape and picture to Box L-144, BROADCASTING.

Production—Programing, Others

(Continued)

Immediate opening for experienced director. Secondary market, southwest. Send photo resume, references with reply. Salary open to right man. Applicants East of Mississippi need not apply. Box L-147, BROADCASTING.

Experienced radio-television newsman. Must be able to gather and write news for both radio and television. Must also be able to deliver radio newscasts. Send tape, photograph, complete resume in first reply to Meyer Broadcasting Company, Box 720, Bismarck, North Dakota.

Florida, East Coast, top station, has immediate opening for copy writer. Call Dick Clark 252-6491, Daytona Beach, Florida.

Situations Wanted—Management

Temporary management available to those who need it. Ticket. Box L-119, BROADCASTING.

Sales

Experienced broadcast sales engineer preferring midwest area for electronic firm. Box L-8, BROADCASTING.

Salesman—with heavy successful time sales, promotion, news, casting, experience, who can think, work, get money, desires combo percentage opportunity with radio adults. Box L-138, BROADCASTING.

Experienced salesman, excellent work, character, and credit references. Phone 816-351-2274. Box L-157, BROADCASTING.

Anxious to sell radio or TV time. Am 25, 1960 college graduate, married. Lieutenant in Air Force completing compulsory military service Nov. 1. Desire sales position local station, preferably in midwest. Despite inexperience am confident can do good job. Have picture and resume. Write Box L-101 or Lt. R. M. Coulter, 149-A Longstreet Drive, Smyrna, Tenn.

Announcers

Experienced, mature, friendly personality. Tight board. Clever production. Not a screamer, prima-donna or floater. Seeking security with progressive station. Presently traffic man at eastern 50,000 watter. Box L-30, BROADCASTING.

Adult music, 5 years experience. Family man, northeast, mature voice, 32. Box L-49, BROADCASTING.

Now that I'm writing for a living, I'd like to go back to announcing for fun. Part-time job wanted in N.Y.C. area. Box L-77, BROADCASTING.

Adult announcer, 10 years, ad-libber, no shouter, air salesman. Box L-90, BROADCASTING.

Experienced jock; production professional considering openings—medium, major markets only. Box L-91, BROADCASTING.

Attention: Virginia, Maryland, D. C. . . . Announcer-newsman presently employed by leading 5000 watt NBC affiliate seeks position within commuting distance of Washington. Box L-98, BROADCASTING.

Young announcer wanting position. Ready to move forward. One year experience. Will send tape and resume immediately upon request. Box L-99, BROADCASTING.

Personable dj, good diction, reads well, tight board. Limited experience (8 months), unlimited potential. Box L-100, BROADCASTING.

Staff announcer-newsman presently employed by leading southeastern NBC radio-TV affiliate desires position with progressive organization. Box L-102, BROADCASTING.

Bright air personality. 3 years experience. Married. Authoritative news, not floater or prima donna. Box L-103, BROADCASTING.

Top East Coast sportscaster. Experienced in all phases of sports production, play-by-play and sales. Management experience. Would like play-by-play position. Travel anywhere. Tapes, resume and picture sent upon request. Can invest. Box L-107, BROADCASTING.

Announcers—(Cont'd)

Announcer—6 years experience. Prefer northeast coast states. Married man. Box L-116, BROADCASTING.

West Coast just listen! Six years radio & television. D.J., newsmen and first phone. Experience in all phases of broadcasting operation. References. Box L-124, BROADCASTING.

Swinger, AM, FM, TV experience, wants southeastern AM market. Box L-127, BROADCASTING.

Newsman, AM or FM experience, wants Eastern or Southern market. Box L-130, BROADCASTING.

Announcer-newsman for St. Louis area. First phone with dj and news experience. Will be available soon. Box L-132, BROADCASTING.

Top 40 morning jock. Happy, fast-paced delivery. Six years experience. Looking for permanent position with progressive organization. Box L-133, BROADCASTING.

Experienced! Creative! Ambitious! and smooth for any top 40 operation, medium or major markets. Presently with NBC West Coast, wants back into radio. 6 years top 40 experience, good markets. 23 yrs. of age. Box L-134, BROADCASTING.

Available now! Mature announcer. Good dj and newsmen. 7 years experience. Married, dependable. \$115 minimum. Box L-141, BROADCASTING.

Announcer and/or copywriter, Radio station and advertising agency trained and experienced deep voice. Quality copy. Audition tape, copy samples, references on request. Currently employed. Box L-145, BROADCASTING.

First phone experienced board seeking start as combo man on West Coast. Married, veteran, college. Box L-148, BROADCASTING.

Good music stations only! If you are a medium market station looking for a mature, warm personable, authoritative rich voiced personality with 3 years experience, presently employed, dependable, married. Write Box L-150, BROADCASTING.

Negro disc jockey, little experience, have had course in announcing, have done work with several disc jockeys and promoters. Want first position, prefer Eastern Coast, but will travel. Box L-151, BROADCASTING.

Announcer—first phone, experienced, strong on news, looking for play-by-play opportunity, available immediately Box L-154, BROADCASTING.

Experienced, versatile announcer wishing to settle family in West Coast area, for dossier and personal interview, contact J. Dempsey, first class engineer, Statler Hilton hotel 930 Wilshire Blvd., Los Angeles, California.

Announcer-radio school graduate—strong on news commercials. Extensive musical knowledge. Dan Robertson, 6545 S. Union, Chicago, Ill.

Announcer, 1st phone, 4 years experience, college background will do maintenance. H. R. Malone, Route 8, Box 358, Chillicothe, Ohio. Phone 66-35264.

Top rated "rock" dj. Number #1 three stations—same market. A personality. No shouter. College grad. Married—36. Tom Quain, 2663 Jenkins, S.W., Grand Rapids, Michigan. Tel 538-0313.

Situations Wanted

Technical

First class license. Presently radio operator. Desire broadcast engineering work. Box L-53, BROADCASTING.

Engineer with first phone, experienced, desires position with progressive station, up to 50 kw. Box L-95, BROADCASTING.

Engineer-announcer (first phone) with four years of solid experience in various formats is available for professional air shift and maintenance at station near college. Would like to take courses toward degree on part-time basis. Prefer Virginia and neighbor state area. Applicant is 22 years old and strictly "grade A" looking for the right situation. If interested, write Box L-114, BROADCASTING for tapes and details.

Experienced first phone, chief, dj in Mid-Atlantic area available. Technical or combo position wanted. No tape. Box L-140, BROADCASTING.

Experienced radio-TV operating engineer. Any location considered, no announcing. Box L-143, BROADCASTING.

Experienced chief engineer. No announcing. Installations, proofs, directionals. Florida or vicinity only. No tapes, capable Box L-158, BROADCASTING.

Radio Engineering Institute graduating 10 first phone men—need jobs. 135 North Pineapple Ave., Sarasota, Fla.

Production—Programing, Others

Newsman. College and announcing school graduate. Gather, write and air local news. Year experience. First phone, no maintenance. Box L-67, BROADCASTING.

Local newsman-reporter. Three years experience local news, for radio. Seeking radio or TV position, with future and benefits. Hard worker, married, young but experienced. Excellent references. Desire medium market, East Coast. Salary open. Box L-97, BROADCASTING.

Newsman seeking responsible position with established station. College degree . . . experience . . . presently employed at leading southeastern NBC radio-TV station. Box L-105, BROADCASTING.

Creative and original idea man wants to join progressive outfit to do programing or promotion work. Experienced in promotion, programing, air-personality work in major market. Box L-111, BROADCASTING.

Attention California! Now employed and number 1½ in well known medium eastern market. Four years Pulse and Hooper leader in this situation. 8 year background includes thorough knowledge of programing, production and music. Looking forward to re-locating at West Coast modern sound. Top performance ready for right market. Box L-120, BROADCASTING.

Gag writer original, generous sample assortment, \$1.00. Frankel. P.O. Box 983 Chicago, Ill.

Experienced pd/announcer. 10 years. Any format. Bright sound. Brad Harris, 277 Van Siclen Ave., Brooklyn 7, New York, Hyacinth 8-5479.

Class of hardworking B.I.A. graduates ready to go. Versatile and ready for small station duties—announcing, control board, news, copy, production. P. L. Hughes, Director, Broadcasting Institute of America, Inc., P.O.B. 53321, New Orleans 50, Louisiana. Phone 891-7840.

TELEVISION

Help Wanted—Announcers

Experienced radio-television newsman. Must be familiar with news gathering, editing and film. Air sound on film or photo and audio tape, resume to Dick McDaniel, Program Director, KFEQ-AM-TV.

Help Wanted

Announcers—(Cont'd)

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.

Charleston, South Carolina TV station needs staff announcer. Opportunity for advancement into TV for qualified radio announcer or secure position for experienced TV announcer. Reply with photograph, tape and resume Box L-153, BROADCASTING.

Top rated television station in area needs experienced television staff announcer. Send resume, picture and audio tape to Vic Miller, KOOK-TV, Box 2557, Billings, Montana.

Weatherman-newsman-announcer. Opening for professional performer to do nightly weather show and with proven versatility either in news gathering or commercial announcing. WSAV-TV, Savannah, Georgia.

Technical

Experienced TV studio engineer needed. Must be familiar with maintenance of RCA studio, microwave and vtr. Primarily maintenance work. Box L-152, BROADCASTING.

Chief engineer for VHF operations—programing lots of live shows. WLTV, Bowling Green, Kentucky.

Studio engineer. Experience in service maintenance and video tape recording. Contact Fred Edwards, WVUE, Channel 12, New Orleans, La. Phone 525-9011.

Help Wanted

Production—Programing, Others

Midwest radio-television station will soon have opening for capable newsman-announcer. Send photo, tape, resume and salary requirements to Box L-126, BROADCASTING.

Director-producer training program at major East Coast network affiliate has openings for trainees. Salary starts at \$50 per week plus overtime. College grads. preferred. Send photo and resume to Box L-159, BROADCASTING.

Experienced newsman for combination tv-radio operation. Send tape, photo, resume, references to Ray Lansing, KFBC TV, Cheyenne, Wyo.

California chain of TV-radio stations needs top flight experienced TV artist immediately. Must have thorough knowledge of on-the-air art as well as promotion art. Also need all around promotion-merchandising director who can handle all phases of station, market and client promotion and merchandising. Ideal working conditions in fast growing operation located in most beautiful part of California. Send complete information, resume and samples to Bob Klein, KSBW-TV, P.O. Box 1651, Salinas, California.

Producer/director wanted for midwest medium market TV. Salary commensurate with experience. Contact Operations Manager, WNEM-TV, Saginaw, Michigan.

Experienced traffic director needed for medium market midwest TV. Salary commensurate with experience. Contact Operations Manager, WNEM-TV, Saginaw, Michigan.

Newsman with AM & TV experience, preferably in Indiana or Michigan for staff opening (early shift) with top rated WSBT & TV. Send tape with photo, sound film or video tape to Personnel Director, South Bend Tribune, South Bend 26, Indiana.

TELEVISION

Situations Wanted

Management

Presently doing defense television systems evaluation, planning, engineering and implementation. Desire position in engineering, management, educational or commercial television. FCC licenses and DOD clearances valid. Please reply Box L-14, BROADCASTING.

Announcers

Announcer—5 years experience. Wish to enter television. Married man. Box L-117, BROADCASTING.

Technical

Looking for a competent man to add to your engineering staff? I am experienced in planning, construction, installation, operation and maintenance, 12 years as chief. Also have considerable radio experience. Especially interested in Rocky Mountain-west coast area. Box L-34, BROADCASTING.

Engineer, first phone four and a half years experience. Strong on board good references. Family man. Box L-146, BROADCASTING.

Production—Programing, Others

Seeking news or sports position, well versed in both fields, including play-by-play. Television newscast currently highest rated local program in three station market, (ARB survey). 29, married, college graduate. Tapes, resume and interview on request. Best references. Box L-106, BROADCASTING.

Producer director. Seven years commercial experience in medium midwest market. Seeking production management opportunity. Can direct and handle a crew, for live or video tape programing. Married, resume, best references Box L-129, BROADCASTING.

Reached top of ladder in medium size market. Thoroughly experienced production management and directing. College degree. Seeking solid rung on larger size East Coast ladder. Box L-131, BROADCASTING.

News and public affairs addict. . . AB Dartmouth, Masters in TV, 4 years radio, 2 years TV. Strong on documentaries, young, married, determined, seeking challenge. Box L-149, BROADCASTING.

Top flight director-producer. Presently manager in 300,000 size market. Experienced as production head, supervising traffic, copy, and other all-around facets of television operation. Immediate. Ed O'Konski, 8113 Kathryn S.E., Albuquerque, N.M.

WANTED TO BUY

Equipment

Needed urgently—tower at least 150', audio console, microphones & allied equipment for new AM station in eastern U. S. Let us know what you have to sell. Box K-249, BROADCASTING.

Need instruction manual and schematic for Travis Tapak portable tape recorder. Will accept readable photocopy of same. P. O. Box 632, Ft. Pierce, Florida.

For Sale

Equipment

One only Collins 212Z-1, 4 channel remote amplifier. Like new, tested and ready to go, \$425. Box L-92, BROADCASTING.

Used Collins 300 G Transmitter with two sets of tubes and 630 kc crystal, only \$720. Box L-93, BROADCASTING.

Priced for quick sale 250 feet of rigid 1-½" transmission line 50 ohm. Best offer for all or part. Box L-94, BROADCASTING.

For Sale—Equipment

(Continued)

4-Magnecorder PT6-JAX recorders. \$200.00 each. 4-for \$700.00. 4007 Bellaire Blvd., Houston, Texas. MADison 3-4896.

Magnecord 816, 14" reel, tape player. Just returned from factory full overhaul with new heads, new motors, latest modifications. In factory carton—\$550.00. Alphas Music of Distinction, 1035 Westglen Drive. St. Louis, Mo. (63126).

Microphone, Sony condenser C-37A, complete with 25-foot cable and portable case. Perfect condition. \$200. Steve Blaine Productions, 59 Oviedo Court, Pacifica, Calif.

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Harkins station monitor, FME-2 exciter, two sub carrier generators for 65kc. Ohio Music Corporation, 1399 E. 17th St., Cleveland 14, Ohio.

Xmission Line; Teflon insulated, 1½" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Federal TV transmitter FT120B complete with diplexer, dummy load and frequency and modulation monitoring equipment. In good condition. For details write William S. Ward, 7505 Carroll Ave., Takoma Park, Maryland or call JU 7-5136. P.S. Immediate cash for all broadcast and associated test equipment.

1-kw-443-AL Western Electric transmitter. Also three magnecord tape recorders. Radio K-Dov, Medford, Oregon.

Gates model 51 CS Studioette complete with TW supply, tubes and service manual. \$100 as is 1st check takes. WASA, Box 97, Havre de Grace, Md., phone 301, 939-0800.

300 foot guyed tower, heavy type 300 Wind-charger, complete with base insulator, lighting and guys ready for shipment. Tower will go to 450 feet with extra sections. Price \$2,400. Contact Bill Engle, or G. Zaharris, WTIP, Charleston, W. Va.

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.

20 audition tapes duplicated \$25. 100 resumes \$5. National representation. Write the mad men at Darden Associates, Box 231, Roosevelt, N. Y. 516-TN8-4812.

Jockey Joker is a new series of one line gags for deejays. This publication will be habit forming. First issue \$2.50. Show-Biz Comedy Service (Dept. BJ) 65 Parkway Court, Brooklyn 35, New York.

CP holders. Licensed-qualified engineer will build your station. Contract, or by the hour. Also, "clean-up" contracts for existing stations. Anywhere. Box L-118, BROADCAST-ING.

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.

INSTRUCTIONS—(Cont'd)

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, 2803 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, 2803 Inwood Road, Dallas 35, Texas.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

San Francisco's Chris Borden School 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., 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 9 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.

Instructions—(Cont'd)

Intensive thirteen week course in announcing, control board operation, production, news and copy writing. All new and most modern equipment, facilities. Graduates enter first jobs with confidence. P. L. Hughes, Director, Broadcasting Institute of America, Inc., P.O.B. 53321, New Orleans 50, Louisiana.

Announcers

RADIO PERSONALITIES

Experienced disc jockeys good situations available with national broadcast group operating both radio and TV Stations in top markets. Salary open. Send resume, including selective tapes. Replies held confidential.

Box L-104, BROADCASTING

TELEVISION Help Wanted

Production—Programing, Others

ADVERTISING—

MIDWESTERN TELEVISION STATION SEEKING MAS 25 TO 35 TO WRITE ADS, LAYOUTS, CATCHLINES, PRESS RELEASES, ETC. ON TV SHOWS, MOVIES AND STATION NEWS. ARTISTIC ABILITY USEFUL BUT NOT NECESSARY. LIVE-WIRE EXPLOITATION IDEAS IMPORTANT. ONLY QUALIFIED MEN NEED APPLY. PLEASE SUBMIT TEAR SHEETS, RESUME AND PHOTO OF SELF. SALARY ABOUT \$8,000. BRIGHT FUTURE, PLEASANT WORKING CONDITIONS. BOX L-112, BROADCASTING.

Business Opportunities

LONG-TIME OWNER

of two profitable 5kw stations in major markets wishes to consider appropriate merger to achieve benefits of combined operations.

Box L-7, BROADCASTING.

For Sale

Equipment

Moving To

HIGHER HOGBACK MOUNTAIN

Have for sale—350 foot Blaw Knox N. 28 Tower. Available in November. Contact: WSPA-TV, Spartanburg, S. C.

RCA TT 10-AH

transmitters, complete with operating tubes and spares and component spare parts. Like new (500 hours). Price \$47,500. Call or write: Walter Johnston, Newton 3-6311, P. O. Box NAL, International Airport, Miami.

RCA MOVIE PROJECTOR

(TP 6cc 16mm) with power supplies and variable density filters. Like new. Price \$4,500. Call or write: Walter Johnston, Newton 3-6311, P. O. Box NAL, International Airport, Miami.

WANTED TO BUY

Stations

I HAVE A FEW BUCKS

Want small market station in Southwest. Family man tired of big city. Lots of experience. Confidential. Let's work something out.

Box L-122, BROADCASTING

For Sale

Stations

RACE STATIONS

Chain operation spinning off 3 stations in metro markets Eastern half United States—Competitive and non-competitive situations. Answer only if financially qualified.

BOX K-85, BROADCASTING

CALIFORNIA KILOWATT

Daytime station in active growth area needs resident owner-manager for development of full potential. Total price of \$125,000 is 1½ times average annual gross. Excellent terms available.

BOX K-144, BROADCASTING

MAJOR MARKET AM

Southern fulltimer in top 25 markets now losing money under absentee ownership. Priced for immediate all cash sale.

Box L-76, BROADCASTING.

UPPER MIDWEST

AM Single market. Adult programed. 1KW. County retail sales 20 million. Total price \$37,000. This fulltimer ideal for owner operator.

Box L-121, BROADCASTING

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

For Sale—Stations

(Continued)

To buy or sell Radio and/or TV properties contact:

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 56, TEXAS

Maine	single	fulltime	\$140M	terms
Vermont	small	fulltime	100M	29%
Florida	single	daytime	70M	terms
Ky.	medium	fulltime	225M	35M
Mass.	medium	regional	185M	29%
Pa.	metro	daytime	155M	25M
S.E.	metro	race	275M	cash

And others.
CHAPMAN COMPANY
2045 Peachtree Rd. N.E., Atlanta 9, Ga.

STATIONS FOR SALE

CALIFORNIA. Daytime. Priced at \$78,500. \$25,000 down.
NEW ENGLAND. Fulltime. Exclusive. \$40,000 down.
MIDWEST. Fulltime. Exclusive. \$25,000 down.

JACK L. STOLL & ASSOCS.
6381 Hollywood Blvd.
Los Angeles 28, California

Miscellaneous

FOR SALE

TV exercise Series

\$10,000 Cash

on 16 mm film.

Cost to produce

approximately \$175,000.

Reply to

Box L-20, BROADCASTING.

To reach everyone in BROADCASTING and its allied fields.

You Can't Top A
CLASSIFIED AD



BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Miscellaneous

CALIFORNIA CHAIN OF TV-RADIO-CATV OPERATIONS

Outstanding opportunity for experienced Financial Officer or experienced accounting Supervisor with potential Financial Officer qualifications. Broadcast experience extremely helpful but consideration will be given non-broadcast applicants with broad ability and experience. Extensive accounting knowledge and experience essential. Must possess administrative and supervisory ability, resourcefulness and high standards of accuracy and thoroughness. Please give all vital statistics, complete resume of education and business background and specifics of general accounting experience of each position held. Outline experience, if any, in preparation and policing of operation budgets, income and expense projections, purchasing, collection systems, personnel supervision. Also, knowledge and actual experience with data processing, various accounting machines and a narrative statement of your opinion of how a Financial Officer can function to contribute most to a company's success. Include information on any other related experience or knowledge such as general business insurance, labor laws and general office management. Salary commensurate with qualifications. Ideal living and working conditions with immediate fringe benefits and long-range security. Write Department BR, Central California Communications, P. O. Box 1651, Salinas, California.

Continued from page 105

structional Television Fixed Stations to use channels in 2500-2690 mc band to transmit instructional and cultural material mainly to schools. Commission pointed out that effective date of Sept. 9 looks to future licensing and that petitioners' additional request for reconsideration will be considered subsequently. Comr. Bartley dissented; would have stayed on commission's own motion. Action Sept. 4.

■ By memorandum opinion and order, commission denied petition by WPRY Radio Broadcasters Inc. (WPRY), Perry, Fla., for reconsideration of commission May 7 grant of application of Eugene Ketring for new daytime AM (WGKR) on 1310 kc, 1 kw, in Perry; waived Sec. 1.84(h) of rules to permit consideration of pleadings by Ketring. Comr. Cox concurred in result. July 24 commission denied petition by WPRY for stay. Action Sept. 4.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted petition by Salem Broadcasting Co. (WJBD), Salem, Ill., to extend time to Sept. 6 to file exceptions to initial decision in proceeding on AM application and that of Leader Broadcasting Co., Edwardsville, Ill. Action Sept. 3.

■ Granted motion by Cherry Broadcasting Co. to extend time to Sept. 17 to file exceptions to initial decision in proceeding on AM application of Pinellas Radio Co., Pinellas Park, Fla. Action Sept. 3.

■ Granted motion by intervenor Deep South Broadcasting Co. (WBAM), Montgomery, Ala., to extent of making, with certain exceptions, suggested corrections to transcript of July 23 oral argument in proceeding on AM application of Thomas County Broadcasting Inc. (WKTG), Thomasville, Ga. Board Member Nelson abstained from voting. Action Aug. 30.

■ Granted motion by Ralph and Earlene Epperson to correct transcript of July 23 oral argument in proceeding on AM application of Stuart W. Epperson, Winston-Salem, N. C. Board Member Nelson abstained from voting. Action Aug. 30.

■ By memorandum opinion and order in consolidated proceeding on applications of KWEN Broadcasting Co. and Vidor Broadcasting Inc. for new AM stations in Port Arthur and Vidor, both Texas, respectively, (1) granted applicants' joint request to extent of approving agreement whereby KWEN would pay Vidor \$9,480 as partial reimbursement for out-of-pocket expenses in return for latter's withdrawal, and additional \$6,320 upon grant of KWEN application; (2) dismissed Vidor's application with prejudice, and (3) held in abeyance action on KWEN's application pending commission consideration of application by Woodland Broadcasting Co. for new station for facilities specified in Vidor application. Action Aug. 29.

■ By memorandum opinion and order in consolidated proceeding on AM applications of Rockland Broadcasting Co., Blauvelt, Rockland Radio Corp. and Rockland Broadcasters Inc., Spring Valley, N. Y., in Docs. 14510, 14512-3, denied motion by Rockland Broadcasters Inc. to reopen record. Board Member Nelson not participating. Action Aug. 29.

■ Granted petition by Radio Station KBOX to extend time to Sept. 6 to file exceptions to initial decision in proceeding on AM application of KPLT Inc. (KPLT), Paris, Tex. Action Aug. 29.

ACTIONS ON MOTIONS

■ Commission, by office of opinions and review, granted motion by Quality Broadcasting Corp., Supreme Broadcasting Inc. of Puerto Rico and Radio Americas Corp. to extend time to Sept. 30 to file pleading responding to July 29 show cause order in matter of revocation of licenses of commonly owned WKYN(AM) and WFQM(FM), both San Juan, and WORA-FM Mayaguez, all Puerto Rico, in Docs. 15139-15141. Action Aug. 30.

By Chief Hearing Examiner
James D. Cunningham

■ By order in proceeding of applications of Harry Wallerstein, receiver, Television Co. of America Inc., for renewal of license, assignment of license and transfer of control of KSHO-TV Las Vegas, ...In. Docs.

15006-8, granted petition by Broadcast Bureau to change place of hearing from Washington to Las Vegas. Action Aug. 30.

■ Granted request by Broadcast Bureau to extend time from Aug. 26 to Sept. 23 to submit comment on proposed findings of parties in proceeding on NBC-RKO broadcast transfers and related applications in Docs. 13085, et al., and ordered answers to bureau's comments shall be filed by Oct. 20, all parties except Broadcast Bureau shall file, on Sept. 4, replies to proposed findings submitted July 23 with understanding such replies need not be exchanged among parties until Oct. 20, and further ordered, in view of exigencies present in case, additional extensions of time for submission of any of pleadings aforementioned will not be authorized. Action Aug. 29.

■ Granted motion by Carol Music Inc. and Broadcast Bureau for various corrections to transcript of hearing in matter of revocation of license and SCA of Carol Music Inc. for WCLM(FM) Chicago. Action Aug. 29.

■ Granted motion by Newton Broadcasting Co. to extend time from Aug. 26 to Sept. 10 to file corrections to transcript of hearing in proceeding on application and that of Transcript Press Inc. for new AM stations in Newton and Dedham, both Massachusetts. Action Aug. 28.

■ Granted petition by respondent Finley Broadcasting Co. (KSRO), Santa Rosa, Calif., to extend time from Sept. 4 to Sept. 9 to exchange engineering exhibits and from Sept. 10 to Sept. 12 for notification of witnesses to be called for cross-examination, and requests, if any, for additional engineering data, in proceeding on AM application of Bay Shore Broadcasting Co., Hayward, Calif. Action Aug. 28.

■ Granted petition by Hershey Broadcasting Inc. to extent that it seeks dismissal of application for new FM in Hershey, Pa., but dismissed application with prejudice and retained in hearing status remaining application of Reading Radio Inc. for new FM in Reading, Pa. Action Aug. 27.

■ Granted petition by Hershey Broadcasting Inc. to extent that it seeks dismissal of application for new AM in Hershey, Pa., but dismissed application with prejudice and terminated proceeding. Action Aug. 27.

By Hearing Examiner Millard F. French

■ Closed record in proceeding on AM application of Brush Broadcasting Co., Wauchula, Fla., and ordered proposed findings shall be filed by Oct. 16 and replies by Oct. 28. Action Sept. 3.

■ Scheduled oral argument for Sept. 17 on motion by Norristown Broadcasting Inc. (WNAR), Norristown, Pa., for continuance of hearing, and Broadcast Bureau's opposition, in proceeding on Norristown's AM application, and continued Sept. 23 and Sept. 9 dates for hearing and exchange of written case to dates to be set at conclusion of oral argument. Action Sept. 3.

By Hearing Examiner Arthur A. Gladstone

■ Granted request by Broadcast Bureau to extend time to Sept. 23 to file proposed findings and to Oct. 7 for replies in proceeding on AM application of Des Moines County Broadcasting Co., Burlington, Iowa. Action Sept. 3.

■ On own motion, continued Sept. 23 hearing to Sept. 26 in proceeding on AM application of O. L. Withers, Woodburn, Ore. Action Sept. 3.

By Hearing Examiner Jay A. Kyle

■ Scheduled further hearing for Sept. 23 in consolidated AM proceeding on applications of Jupiter Associates Inc., Matawan, Somerset County Broadcasting Co., Somerville, and Radio Elizabeth Inc., Elizabeth, N.J. in Docs. 14553-7. Action Sept. 3.

■ Continued Sept. 9 prehearing conference to Sept. 16 in proceeding on applications of Chronicle Publishing Co. (KRON-TV) and American Broadcasting-Paramount Theatres Inc. (KGO-TV), San Francisco. Action Aug. 29.

■ Rescheduled Sept. 11 hearing for Sept. 17 in proceeding on application of Northern California Educational Television Association Inc. for new noncommercial educational TV on commercial channel 9 in Redding, Calif. Action Aug. 29.

■ In consolidated AM proceeding on applications of Calhio Broadcasters, Seven

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Sept. 4

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,825	42	149	331
FM	1,098	26	86	198
TV	522 ¹	54	84	123

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Sept. 4

	VHF	UHF	TOTAL TV
Commercial	484	91	575
Noncommercial	50	29	79 ²

COMMERCIAL STATION BOXSCORE

Compiled by FCC, July 31

	AM	FM	TV
Licensed (all on air)	3,810	1,091	522
CP's on air (new stations)	57	33	54
CP's not on air (new stations)	148	86	83
Total authorized stations	4,015	1,210	659 ¹
Applications for new stations (not in hearing)	190	174	69
Applications for new stations (in hearing)	142	13	53
Total applications for new stations	332	187	122
Applications for major changes (not in hearing)	235	87	40
Applications for major changes (in hearing)	56	5	10
Total applications for major changes	291	92	50
Licenses deleted	0	0	0
CP's deleted	1	0	0

¹ Does not include seven licensed stations off air

² Includes three stations operating on unreserved channels

Hills, Salem Broadcasting Co., Salem, and Tele-Sonics Inc., Parma, all Ohio, in Docs. 14973-5, (1) granted applicant parties' joint motion to extend time from Sept. 3 to Nov. 4 for exchange of exhibits, and (2) continued Sept. 23 hearing to Nov. 25. Action Aug. 29.

By Hearing Examiner Sol Schildhouse

■ Granted request by respondent Hudson Valley Broadcasting Corp. to continue Sept. 9 prehearing conference to Sept. 11 in proceeding on AM application of Dutchess County Broadcasting Corp. (WKIP), Poughkeepsie, N.Y. Action Aug. 27.

By Hearing Examiner Herbert Sharfman

■ Granted petition by Coastal Cities Broadcasting Inc. for leave to amend application for new AM in Moss Point, Miss., by correcting typographical error, adding negative sign to phasing of tower #2. Action Sept. 3.

BROADCAST ACTIONS by Broadcast Bureau

Actions of Aug. 30

■ Granted renewal of licenses for following: WAST Albany; WHP-TV Harrisburg; WSBA-TV York; WJAC-TV Johnstown; WIIC Pittsburgh; WTPA Harrisburg, all Pennsylvania.

KRSA Alisal, Calif.—Granted license and specify main studio location same as trans. location and specify type trans.

WJMR New Orleans—Granted license covering installation of new trans. and re-describe main trans. location.

WTPA(TV) Harrisburg, Pa.—Granted licenses covering changes in main trans. and ant. system and installation of aux. trans. and ant. at main trans. site.

KLBK-TV Lubbock, Tex.—Granted license covering installation of new ant. system (main trans. and ant.).

WANT Richmond, Va.—Granted mod. of license to change studio location and remote control point.

WEKK-TV Peoria, Ill.—Granted CP to change frequency to channel 25; ERP to 357 kw vis. and 179 kw aur.; re-describe trans. and studio locations; make minor change in geographic coordinates, modify

present trans., change type ant. and make changes in ant. system; ant. height 712.56 feet.

*WMHT(TV) Schenectady, N.Y.—Granted CP to change ERP to 240 kw vis. and 120 kw aur., re-describe trans. location; change type trans. and make changes in equipment; ant. height 920 feet.

*WHYY-TV Wilmington, Del.—Granted mod. of CP to change type trans. and type ant., make changes in ant. system and equipment, make minor change in geographic coordinates and specify studio location; ant. height 900 feet, and extension of completion date to Feb. 29, 1964.

Actions of Aug. 29

*WBOE(FM) Cleveland—Granted CP to decrease ERP to 3 kw.

KBEK Elk City, Okla.—Granted CP to change ant.-trans. and main studio locations, install new trans. and make changes in ground system; remote control permitted.

WCBS New York—Remote control permitted (main and aux. trans.); without prejudice to such action as commission may deem warranted as result of conclusions and recommendations set forth in report of network study staff; (2) with respect to related studies and inquiries now being considered or conducted by commission; (3) with respect to pending antitrust matters relating to CBS and (4) with respect to application of Secs. 3.658(a) and (e) of commission's rules to certain amendments to affiliation contracts proposed by CBS.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ Cocoa Beach, Fla.—James A. Bloor. Requests table of assignments be amended to assign commercial television channel to Cocoa, Fla., county of Brevard, assigned channel to be 43, 55, 56 or 63. Received Aug. 26.

■ Evansville, Ind.—Valley Hi Broadcasting Corp. Petition for amendment of rules to add channel 287 (105.3 mc) to Evansville. Received Aug. 22

CLEAR GROUND RULES HELP GOOD NEIGHBORS STAY THAT WAY



For many years the investor-owned light and power companies and the rural electric cooperatives have been, on the whole, good neighbors. They have worked together to bring electricity to rural America. About two-thirds of this electricity is produced by investor-owned companies who either supply rural customers directly, or supply the co-ops.

The REA

The two systems are, of course, different. One, as its name implies, is financed by investors. The other is financed by loans from an agency of the Federal Government, The Rural Electrification Administration (REA). REA loans are made at the low interest rate of 2%. Co-ops financed by The REA pay no Federal income taxes. The rural electric program was started during the Depression, in 1936, to help get electricity to farms more quickly.

But notwithstanding the fact that electricity now flows throughout our farmlands, requests for treasury appropriations to The REA continue

to get bigger and bigger. In 1952, appropriations amounted to \$175 million. The last budget called for \$425 million for loan authorizations, with the greater part requested for building generating plants and high-voltage lines.

This leads to a big question: does the nature and continued expansion of this program indicate, over and beyond necessary co-op improvements, a significant move toward federalizing the nation's power by making use of the farm economy?

That is the general issue. And against it, writers, editors, legislators, farm leaders and others are asking some pointed questions.

The Questions

Some ask if The REA in Washington is encouraging co-ops to build power plants that are not needed. Others ask if these loans are being made to some co-ops to develop a Federal power system not authorized by Congress. People both in and out of Congress are asking whether it is proper for a Federal Government

bureau to loan your money under such circumstances.

Also: are REA loans being used to finance expanded service to urban or industrial customers in contradiction to the original purpose of the rural co-op? Are they being used unnecessarily to finance equipment for business and industrial ventures locating on REA-financed co-op lines? Is it proper for The REA in Washington to lend public funds while keeping the economic basis for making the loans a secret?

Ground Rules Helpful

We in the electric light and power business are interested in these questions, too. We have good reasons for wanting them answered. We've worked with rural electric co-ops for many years, and we think that clearly understood ground rules would help both the co-ops and ourselves. We believe that such "clear ground rules" will help us to continue to work with our good neighbors to go on meeting the nation's power needs, wherever the power is needed.

Investor-Owned Electric Light and Power Companies . . . more than 300 companies across the nation

Sponsors' names on request through this magazine

OUR RESPECTS to William George Garry

Broadcast journalists: Protect your professional rights

The big strides of broadcast journalism during the past dozen years or so are only the steps of a child compared to the achievements of radio and television news which may be possible in the years just ahead. But radio-TV newsmen will have to work for their prize and guard it.

If there is any who might so witness to the bright prospects of broadcast news—or testify to the professional accomplishments of the electronic media so far—Bill Garry could well qualify.

Formerly news director of CBS-owned WBBM-TV Chicago and newly appointed editorial director of ABC-owned WBKB(TV) there, Mr. Garry is concluding his year's tenure as president of the Radio-Television News Directors Association. He also will lead RTNDA convention activities this week in Minneapolis.

A veteran newspaperman and TV news pioneer, Mr. Garry served RTNDA for a number of years before becoming president. In 1957-58 he was RTNDA midwest regional vice president, 1958-60 board of directors, 1960-61 vice president for TV and 1961-62 first vice president.

'Be Alert' ■ Mr. Garry believes broadcast newsmen have achieved high professional stature on the local scene and compare favorably with competing newspapers. He feels radio-TV, however, must be alert to protect their freedoms from government and others.

"Never have I had so much assistance from so many—government, welfare agencies, doctors, lawyers, the man on the street," he says. "But rather than be discouraged by all this interest, I take courage in the fact that broadcast news has made so deep an impact as to elicit this concern."

William George Garry was born in Chicago April 19, 1911, the eldest son of one of the city's finest, Police Lieutenant George M. Garry, and the grandson of Michael S. Garry, eighth ward alderman. Should this not be sufficient to qualify him as true native, Mr. Garry enjoys playing his trump card: "Uncle Tom" Garry is Chicago's deputy commissioner of sewers.

His was the colorful "voice of the sewer" that *Time* magazine once described as the overriding clamor heard on the public address system at the Chicago convention of the Democratic Party which got the late President Roosevelt nominated for his third term. Mr. Garry's uncle was in charge of convention arrangements at that time, including the PA system.

No Oversight ■ Young Bill grew up on Chicago's West Side and was graduated from St. Mel high school there. It was

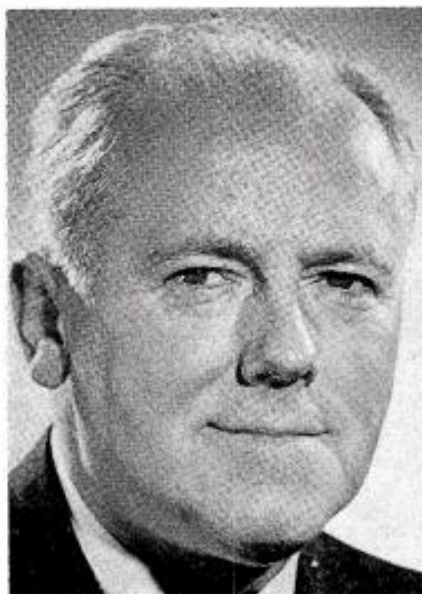
here that he first became interested in journalism. He was editor of the student newspaper, *The St. Mel Magnavox*.

His journalism mentor, Brother Li-gouri, remarked in later years, "One thing about Garry, he kept the cost down. There never was any oversight." Mr. Garry feels this early "tight writing" experience was of particular importance in helping him to make the transition to the broadcasting side of journalism. "I learned you can get a lot of good stories into a short period if you don't overwrite," he says.

In the summer of 1929 Mr. Garry got his first job: runner in the Chicago brokerage offices of S. B. Chapin & Co. It lasted about three years, just long enough for him to experience vividly at the scene of action the stock boom, bust and depression aftermath. Then his family moved to the northern suburban community of Niles Center (later Skokie) and Mr. Garry did public relations work for that community and worked parttime as reporter for the *Evanston News-Index*.

During this period Mr. Garry continued his formal education at night school. He took four semesters at De Paul University's School of Commerce, four semesters in foreign relations at Rosary College and another four in journalism at Northwestern University.

Grass Roots Editor ■ In 1938 Mr. Garry was named managing editor of the *Skokie News* and in 1941, after acquiring a part interest in the paper, he became editor and publisher. The following year, however, found him as a private in the Army Air Force where he soon became a photographer and a candidate for officer's training.



Mr. Garry

Commissioned in May, 1943, Second Lieutenant Garry was assigned to Alaska. He served four years at Ladd Field, Fairbanks, in a variety of positions including base adjutant. Mustered out as captain in 1946, Mr. Garry continued there another year as civilian information specialist. He served first on the staff of Lieutenant General Howard A. Craig and for a short time with Lieutenant General Nathan Twining.

Returning to Chicago, Mr. Garry in 1948 became managing editor of the *Pickwick Papers*, a group of five suburban newspapers of Pickwick Publishing Co. serving several northwestern Chicago communities. The next year he joined Acme Newspictures as central division news editor and also as staff correspondent for Acme's parent organization, NEA Services.

Early TV News ■ One of Acme's principal clients at the time was WBKB Chicago, so Mr. Garry quickly became deeply involved in helping to package and produce the nightly pioneer TV news program for WBKB. He then conceived of a TV cartoon package to report baseball scores which Acme syndicated.

Mr. Garry was transferred to New York in 1950 as television news manager for Acme and he went to work on a similar cartoon package for football too. He continued as TV news manager there through 1952 although in the interim Scripps-Howard switched the operation to United Press Newspictures.

Appointed news director of CBS-owned WBBM-AM-TV Chicago in 1953, Mr. Garry headed both radio and TV news there until 1960 when the two station operations were completely separated by CBS. From 1960 until a health sabbatical earlier this year, Mr. Garry served as WBBM-TV news director with the TV news staff totaling 28. His appointment as editorial director of WBKB was effective Sept. 1.

On Keeping 'Fair' ■ Apart from Knights of Columbus and the Chicago Executives Club, Mr. Garry restricts his affiliations to the professional societies of his trade. His reluctance to be a "joiner" is based on his feeling that a newsman can lose his objectivity through too many personal affiliations and the "favors" they often elicit.

A bachelor, Mr. Garry devotes quite a bit of his spare time to his nephew, especially at Christmas when he enjoys fabricating all sorts of elaborate yuletide decorations, including a real sugar plum tree. Photography and model trains also are among his hobbies, he says, but they always will run a poor second to his first and only true love—news.

EDITORIALS

Good news

MORE than \$70 million has been committed by the three television networks to the production of news and documentary programs this season. That is a lot of money, and it looks even bigger to network managements that know that only a part of it will be recovered by the sale of advertising in the programs it will be spent to produce.

Yet it is not so big when measured against other standards. News and documentaries will represent no more than 15-20% of the total program expenses of the three networks. Considering the importance of the journalism function of television, \$70 million is little enough to spend. It is, we suggest, the best and the cheapest insurance against government controls that would hobble not only the journalism but also the entertainment functions of television.

That, of course, is the parochial appraisal of the significance of the \$70 million commitment. Of more importance is the effect a broadened journalism function will have on the television audience. Entertainment, the function on which the main effort of television is spent, is of undeniable value if measured by no other criterion than public demand. But it is in the field of information that television can perform its most useful social service. The performance of that service will be advanced by the invigorated network projects of this season, but it cannot be left to the networks alone. It is also a job for the stations.

There is no dependable way to calculate the amount of money that television and radio stations are now spending to produce news shows and documentaries of their own. But it unquestionably represents a substantial part of their total program budget, and it is growing. All over the nation stations are enlarging their news staffs and, of at least equal importance, are hiring professionals to whom journalism is a career.

Professionalism is as necessary to broadcast journalism as to journalism of any kind. The newsman who works for radio or TV must command at least as much respect for his training, his seriousness of purpose and his devotion to his craft as the newsman who works for the best newspapers and magazines. Without the quality of professionalism, broadcast journalism is not journalism at all. It is a shoddy branch of show business.

The professional status that broadcast journalism has already achieved is being recognized both within and outside the media. At the networks and at the more progressive stations top management is giving its journalists more time, more money and more responsibility. Outside recognition is exemplified by the President's agreement to sit for individual interviews on the new half-hour evening news shows of CBS-TV and NBC-TV.

Altogether the new surge of information programming is the healthiest trend to develop in broadcasting's recent history. It will do more than most others for broadcasting and for the country.

Now back to the program

THE FCC might as well give up right now on its proposal to invoke commercial time limitations in its rules. That would not only be the graceful thing to do but also would save the government and broadcasters the expense of proceeding with a go-round the FCC can't win.

The rulemaking was started in the first place only by a bare majority of commissioners, at least one of whom

indicated later he wasn't convinced it made sense. It was clearly another attempt to coerce broadcasters by threatening action the commission had no serious intention to carry out.

Now influential congressmen are taking an interest in the matter. Representative Walter Rogers (D-Tex.), chairman of the Communications Subcommittee of the House, has introduced a bill to prohibit the FCC from invoking advertising time limits. No doubt many of his colleagues can be persuaded to take a similar view.

Comments on the rulemaking are due Sept. 16. Once they are in and the FCC has made all that work for lawyers and all that expense for broadcasters, it ought to withdraw from this silly business and get down to productive work.

What comes out in the wash

THE Norge Sales Corp. has sent to its distributors a handy manual that gives all the tricks of getting local rates for national advertising and beating down either local or national rates by inducing stations to bid against one another. The details of the Norge buying strategy for a campaign to introduce an automatic washer were reported in this publication last week.

No one can blame Norge or any other advertiser for trying to get the best deals it can. Broadcasting suffers only if stations respond to pressures by cutting rates by one means or another.

The root problem here is in the differential at some stations between local and national rates. As long as local business can be placed for less than national business, the temptation of national advertisers to work the gimmick of the local distributor will be strong.

Some years ago the Station Representatives Association undertook to persuade stations in both radio and television to adopt single rates for both local and national business as a deterrent to exactly the kind of gambit Norge is attempting now. There was merit in the SRA argument, but many broadcasters ignored it. To us the argument still has appeal, but we recognize the fundamental right of stations to decide for themselves whether two rates or one serve their best interests.

If they choose two, they must also be prepared to apply them with consistency.



Drawn for BROADCASTING by Sid Hix
"It was owned by a couple of actors who only used it to make TV films!"

Phony Ratings -

Any experienced broadcaster knows how to build phony ratings with money give-aways and gimmicks. They may temporarily help station sales or make cost-per-thousand look good — but, still, the advertiser is without results.

This policy has never been accepted by KSTP Radio. For nearly forty years, KSTP Radio has delivered the results that only honesty and integrity can assure. KSTP's adult radio programming has served its advertisers and the public more effectively, more efficiently than any other station.

That's why advertisers stay with us . . . many of them for nearly forty consecutive years. And that's why KSTP is still your best buy in Minneapolis-St. Paul.

REPRESENTED NATIONALLY

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MINNEAPOLIS • ST. PAUL, MINNESOTA
HUBBARD BROADCASTING INC.

KSTP-AM & TV

KOB-AM & TV

W-GTO-AM

WE DIDN'T WIN THE CASE OF OLIVES!*



...BUT WE DID WIN A PRIZE!

WNBE-TV Channel 12

ABC in

**Greenville-NEW BERN-Washington
North Carolina**

First full time ABC-TV station in Eastern North Carolina

adam young inc.

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS



DETROIT • LOS ANGELES • ST. LOUIS • SAN FRANCISCO

REPRESENTING RADIO AND TV STATIONS

* The real winners were: Miss Nancy Dockry, Dancer, Fitzgerald & Sample, New York; Ralph S. Bing, Ralph S. Bing Advertising Co., Cleveland, Ohio; R. Todd Crane, WLAT, Conway, South Carolina; Miss Carol Center, Nashville, Tennessee. (In cases of duplicate correct answers, winners were chosen from earliest postmarks.)