50 Cents

32ND YEAR

BROADCASTING

THE BUSINESSWEE[...]N AND RADIO

SEPTEMBER 30, 1963

Henry rekindles embers of commercial time standards into new inferno 31

Flood of off-network programs may dwindle to a drip in 1964 52

TV networks fatten up on a steady diet of sports programing 56

JWT and manufacturers mix on quality of cartridge reproduction 46

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ONE GOOD DOME...
DESERVES ANOTHER
Houston made architectural history when KTRK TV utilized the domed circle to house its studios and engineering areas. Now, fabulous even for Houston, the world's first domed stadium rises in the mid city area. A 20 story building can fit below the dome, and it will accommodate 70,000 people to watch football and baseball in air conditioned comfort . . .
KTRK-TV, HOUSTON


informed!

CLOSED CIRCUIT®

Market shifts

U. S. Budget Bureau is in process of redefining 215 metropolitan areas in U. S. based on 1960 census. New urban boundaries are expected to be released within next two weeks. Over 50 urban centers will add more area and population and some new metropolitan areas will be formed. Others will lose and some hyphenated markets (Tampa-St. Petersburg is one) will be split into separate areas for statistical purposes.

Current planning also is to split Orange (Calif.) county from Los Angeles county and Salona (Calif.) county from San Francisco-Oakland. Solano would be combined with Napa county to form new metropolitan area north of San Francisco. Bureau's Office of Statistical Standards has worked with government committee composed of representatives of other agencies in soon-to-be-announced market areas. Civic leaders in affected cities have been solicited for comments by committee, headed by Walter Ryan of Budget Bureau office.

Now its labor

Look for FCC to carve out new area of jurisdiction—labor-management relations. In transfer cases, FCC majority has concluded, it should consider unwillingness of proposed purchaser to bargain in good faith with station employes in making over-all public interest finding. FCC is expected to express this view in still-unreleased order approving sale of WROK-AM-FM Rockford, Ill., from Rockford Broadcasters Inc. to WROK Inc. (see story page 72).

Sale has been held up for months because of protest of National Association of Broadcast Engineers and Technicians, which represented four employes (figure has since dwindled to two), that WROK Inc. had refused to commit itself, in advance, to bargain. Union said this indicated attitude contrary to national policy. Commission rejected this contention after receiving assurance from WROK Inc. that, once sale is consumated, it will deal with any agent selected by employes. Commissioner Lee Loevinger dissented, reportedly on ground WROK Inc. assurance didn't go far enough. Commissioner Robert T. Bartley also dissented, but because of multiple-ownership considerations.

Answer to Loevinger

What was thought to be startling proposal of FCC's new commissioner, Lee Loevinger, that TV stations be required to provide as much time for news and related public information programing as they do for commercials, may not be so startling after all. One enterprising major market, network-affiliated station, analyzed typical week of programing. It revealed that time devoted to news, weather and sports totalled 23 hours, 42 minutes and 58 seconds. This compared with 16 hours, 49 minutes and 16 seconds devoted to commercials.

New WAVY deal

New approach to amicable settlement of controversy surrounding WAVY-TV Norfolk ch. 10 has been made to FCC involving sale of approximately 7% of Tidewater Teleradio Inc. stock to Beachview Broadcasting Corp. principals, who have been competing for facility for decade. Sale of stock to Joel B. and Charles N. Cooper, sons of Dudley Cooper, who controls Beachview, would amount to approximately $121,000 for 7% interest. In letter to FCC, J. Glen Taylor, president of Tidewater, states that effect of sale would be to "remove Beachview as an antagonist or as a prospective competing applicant with respect to the pending renewal applications of Tidewater."

Tidewater proposed sale of properties in 1961 to Gannett Co., Rochester newspaper and broadcasting company, for $4.5 million was opposed by Beachview which sought to have FCC revoke licenses. Subsequently agreement was reached whereby Tidewater would pay Beachview "sum of $98,750 as partial reimbursement of its expenses" to end dispute. FCC on Dec. 3, 1962 disapproved agreement and Gannett cancelled purchase.

Petry protagonists

Twelve television stations represented by Edward Petry & Co. have adopted new simplified form of rate card developed by Martin Nierman, executive vice president of representation firm, since project was introduced Sept. 1 (BROADCASTING, Aug. 26). In addition, one station (WISN-TV Milwaukee) is using new form for spot sales for nighttime schedule.

New card differs from traditional forms in that it abandons practices of pricing time in broad categories and establishes master rate schedule pricing each spot availability individually according to its own values. Petry outlets now using card are KPRC-TV *Houston;* WJAR-TV *Providence,* KUTV (TV) *Salt Lake City,* KARD-TV *Wichita,* WROC-TV *Rochester,* WOAI-TV *San Antonio,* WSM-TV *Nashville,* WBAL-TV *Baltimore,* KWTV(TV) *Oklahoma City,* WFAA-TV *Dallas,* KVOO-TV *Tulsa,* WVUE (TV) *New Orleans.*

Prime time ball?

Major league baseball on networks weekends may be going into prime evening hours in small doses in late summer of 1964. If accepted, more games will be forthcoming following year. Plan would get rid of some regular series reruns which don't attract big audiences. With move into prime time, one network is considering dropping weekend games. While not losing money, network says it's not really "making" money and is trying to decide "what game does for us."

Market news inquiry

Department of Agriculture's much-criticized market news service (BROADCASTING, Sept. 16, 2) is getting nonpartisan look from censorship angle by House Subcommittee on Government Information. Representative John E. Moss (D-Calif.), chairman, has initiated inquiry to learn what machinery Agriculture has set up to guarantee due process if it should decide to cancel subscriber's service. Market service has been attacked especially on ground that cancellation power would be political weapon and constitute censorship.

Political primer

If FCC doesn't hurry up and publish its oft-promised primer on fairness and political broadcasting, it may not be first on market. Senate Watchdog Subcommittee, which kept close eye on 1960 and 1962 political broadcasting, is preparing two handbooks, one for broadcasters, other for politicians.

Broadcaster volume will be updated abstract of its public hearing in March 1961 when FCC then presented detailed accounts of way agency handled 40 significant campaign-period broadcast complaints. Other subcommittee report will be brief handbook for candidates that spells out their rights in political broadcasting. Senator Ralph Yarborough (D-Tex.), chairman of watchdog unit, says experience shows more and more complaints have developed in campaign broadcasting, and he expects complaints to "skyrocket" in 1964 races.

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WEEK IN BRIEF

Broadcasters get the word from Henry; FCC is going to spell out what it means by overcommercialization and that's that. Chairman of FCC suggests face-to-face meeting on problem. See . . .

HENRY'S FORMULA FOR RELIEF . . . 31

Code boards face showdown at meetings this week, with Henry's speech reverberating in their ears. Collins is preparing push for strong self-regulation; fears stringent government bans are on horizon. See . . .

CODE BOARDS PUT ON SPOT . . . 39

Comments roll into FCC on its proposal to adopt NAB commercial time standards and they're virtually all opposed. Move is termed encroachment on broadcasters' private business. See . . .

OPPOSE TIME CONTROLS . . . 33

Hottest programing on TV is sports, any kind, anywhere. Future seen bright. Possibility looms that athletic contests may soon become a prime time attraction. From football to duck-calling, a special analysis. See . . .

HOTTEST NETWORK ITEM . . . 56

Proposed fees for performers in film and tape commercials indicate hike in costs. Unions suggest on-camera pay go up from $95 to $120; off-camera, from $70 to $90. Formal bargaining begins Oct. 21. See . . .

MORE COSTLY COMMERCIALS . . . 48

FAA proposals on tall towers concern broadcasters who feel agency leans toward aeronautical convenience, not broadcasting service. Aviation interests endorse suggestions. Agency promises rulemaking. See . . .

CONCERN OVER TALL TOWERS . . . 66

Dubbing of commercials from ET's to tape cartridges banned by two agencies as controversy flares anew. Tape cartridge standards are on eve of adoption and are expected to allay fears of quality loss. See . . .

QUALITY LOSS ON CARTRIDGES . . . 46

Government agencies are looking into music licensing activities of BMI, SESAC. Justice Department has intensive review of BMI underway; Federal Trade Commission is investigating SESAC practices. Action possible. See . . .

BMI, SESAC GETTING ONCE-OVER . . . 64

Off-network program possibilities for syndication seen diminishing after '64. This may mean opportunity for program producers. Peak may be reached this year for practice which began four years ago. See . . .

OFF-NETWORK PROGRAM SCARCITY? . . . 52

Walbridge is chosen new chairman of TIO. He reports that demands on information service are 50% ahead of last year requiring continued expansion. Impact of four-year-old organization discussed. See . . .

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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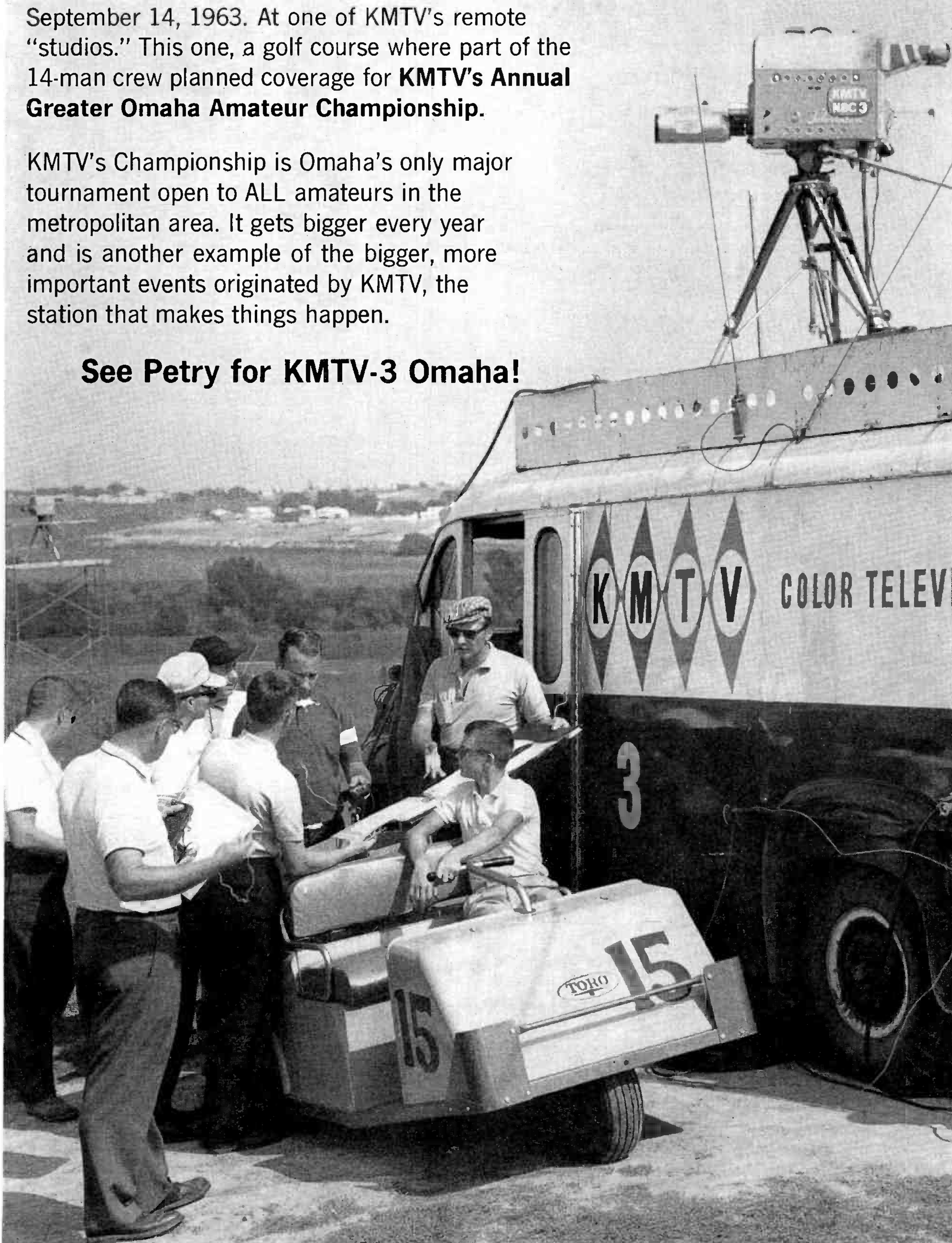
Staff Meeting

September 14, 1963. At one of KMTV's remote "studios." This one, a golf course where part of the 14-man crew planned coverage for **KMTV's Annual Greater Omaha Amateur Championship.**

KMTV's Championship is Omaha's only major tournament open to ALL amateurs in the metropolitan area. It gets bigger every year and is another example of the bigger, more important events originated by KMTV, the station that makes things happen.

See Petry for KMTV-3 Omaha!



Keck hits ad clutter; Allott scores FCC

AD MAN BACKS COMMISSION, SENATOR DISAGREES

"Overcommercialization and clutter is widespread in many facets of broadcasting" and is "established fact, not the fancy" of FCC Chairman E. William Henry, Needham, Louis & Brorby's vice president and director of radio-TV, John Scott Keck, stated Friday (Sept. 27). "We are concerned not only about what overcommercialization is doing to the effectiveness of TV advertising," he said, "but also the effect on the audience's total response to TV."

Mr. Keck said broadcasters "must find a solution to this problem or the government will." He said there is no doubt it will take "drastic measures" by various segments of radio-TV "to keep the government out." Mr. Keck felt that latest move, coming on heels of fairness doctrine, abolition of network option time etc., "would truly mark the beginning of regimentation in the communications industry."

Meanwhile, in Washington, attacks on commercial limits continued. In broad swipe at FCC's "alarming . . . general attitude," Senator Gordon Allott (R-Colo.) filed his own comments on rulemaking proposal.

Highest ranking Republican on appropriations subcommittee that handles FCC funds, Senator Allott said he intends "to support, in every way possible, legislation that will more clearly outline the intent of Congress and once and for all curtail the apparent effort by the commission to further embody in itself powers which were never intended."

Senator's comments were along lines of criticism leveled by key members of House Commerce Committee (see page 34).

Senator Allott stressed danger of commercial limits to small stations and said "economic impact could force them out of business, leaving areas completely without radio facilities, where they are most needed."

40-market network of agencies planned

Smith & Dorian, New York, is ironing out details of new agency network that entails part or full ownership of local agencies in number of markets. It has agencies in 11 cities, has five other agreements signed, hopes to expand to 40 markets. S & D's plan is to initiate buying from New York but through local agencies to foster closer association with media and improve coordination and merchandising. S & D bills estimated $6 million yearly, with about $2.4 million in broadcast (primarily in television).

Among S & D's clients, for which presumably agency would be using concept initially, are Ronson (electric shavers and appliances), Cole of California and M. Hohner Inc. (musical instruments).

New season ratings battle picks up tempo

ABC-TV claimed seven of top 10 and 14 of top 20 Nielsen 30-market ratings report for opening week of 1963-64 TV season (week ended Sunday, Sept. 22). It was week in which most new-show introductions came from ABC-TV; most CBS-TV and NBC--TV premieres came later. Nielsen top 20, week of Sept. 16-22, follows. Programs with asterisk are reruns. All others are new series or new programing in continuing series.

Rank	Program	Rating
1	Bonanza (NBC)	30.1
2	Greatest Show (ABC)	29.2
3	Fugitive (ABC)	27.8
4	McHale's Navy (ABC)	25.8
5	Grindl (NBC)	25.4
6	Burke's Law (ABC)	25.3
7	Jerry Lewis (ABC)	24.1
8	My Three Sons (ABC)	23.2
9	Breaking Point (ABC)	22.9
10	*Walt Disney (NBC)	22.8
11	Farmer's Daughter (ABC)	22.6
12	Saturday Movie (NBC)	22.4
13	Ben Casey (ABC)	22.0
14	Jack Paar (NBC)	21.6
15	*Beverly Hillbillies (CBS)	21.2
16	Outer Limits (ABC)	20.9
17	Sid-Edie (ABC)	20.7
18	Donna Reed (ABC)	20.6
19	Flintstones (ABC)	20.5
20	Wagon Train (ABC)	20.2
20	Welk (ABC)	20.2

Trendex also announced on Friday ratings for first Thursday (Sept. 26) of new season in which most of schedules had new shows or new programing in existing series (for Trendex ratings before Thursday, see page 61). Only series yet to start on Thursdays is new *Kraft Theater* (NBC-TV). Following Trendex estimates reflect surveys in 21 to 26 cities (symbols: "N" is new series; "NP" is new programing in existing series; "NT" is program in new time period):

THURSDAY, SEPT. 26

			Rating	Share
7:30				
	ABC	Flintstones (NT-NP)	12.4	31.1
	CBS	Password (NT-NP)	15.9	39.9
	NBC	Temple Houston (N)	8.9	22.4
8:00				
	ABC	Donna Reed (NP)	17.6	40.9
	CBS	Rawhide (NT-NP)	11.3	26.3
	NBC	Temple Houston (N)	10.1	23.6
8:30				
	ABC	My Three Sons (NT-NP)	14.2	29.9
	CBS	Rawhide (NT-NP)	11.8	24.9
	NBC	Dr. Kildare (NP)	17.8	37.6
9:00				
	ABC	Jimmy Dean (N)	12.0	23.1
	CBS	Perry Mason (NT-NP)	18.0	34.6
	NBC	Dr. Kildare (NP)	20.3	39.0
9:30				
	ABC	Jimmy Dean (N)	12.1	24.0
	CBS	Perry Mason (NT-NP)	17.9	35.4
	NBC	Hazel (NP)	16.6	32.9
10:00				
	ABC	Edie Adams (NP)	12.7	27.0
	CBS	Nurses (NP)	22.7	48.1
	NBC	Chet Huntley (Special)	6.1	13.0
10:30				
	ABC	Local	6.9	17.4
	CBS	Nurses (NP)	20.4	51.7
	NBC	Chet Huntley (Special)	9.8	24.8

Negroes may boycott Schlitz because of ads

Congress of Racial Equality reported Friday (Sept. 27) that more than 20 top advertisers have now agreed to CORE's request that Negroes be integrated into TV commercials.

CORE spokesman said only "hold-out" has been Schlitz Brewing, which has taken position CORE regards as "equivocal." He added "negative report" on Schlitz will be filed with CORE's national strategy office and possible "boycott action" may result.

QXR to start 24-station line hookup Oct. 21

QXR Network, forced this summer to abandon on-air relay system which had linked New York and New England affiliates (BROADCASTING, Aug. 5), has announced it will interconnect 24 of its 47 affiliates coast-to-coast by telephone cable. Network will inaugurate new hookup Oct. 21. Western affiliates expected to pick up live transmissions originating in New York for later broadcast to cover time differentials.

Stations to be linked: WFLY(FM) Albany; WGKA-AM-FM Atlanta; WFMM-FM Baltimore; WKOP-FM Binghamton, N. Y.; WCRB-AM-FM Waltham, Mass.; WBEN-FM Buffalo; WXFM(FM) Elmwood Park, Ill.; WKRC-FM Cincinnati; WCLV(FM) Cleveland; WKET-FM Kettering, Ohio; WDTM(FM) Detroit; WBMI(FM) Meridian, Conn.; WIBC-FM Indianapolis; KCMO-FM Kansas City, Mo.; WIFI(FM) Philadelphia; WLOA-FM Braddock, Pa.; WXCN(FM) Providence; WCMF(FM) Rochester; KDFC(FM) San Francisco; KCFM(FM) St. Louis; WSYR-FM Syracuse, N. Y.; WRUN-FM Utica, N. Y.; WASH(FM) Washington, and a Los Angeles station to be announced.

WEEK'S HEADLINERS

Mr. Harris

King Harris, executive VP in charge of West Coast operations for Fletcher Richards, Calkins & Holden, New York, elected to newly created position of executive VP of agency. Mr. Harris will continue in charge of agency's business on West Coast in addition to new duties as executive VP of company. He joined FRC&H in 1958. Prior to that he headed Harris, Harlan & Wood agency in San Francisco.

Willard E. Walbridge, executive VP and general manager of KTRK-TV Houston, elected chairman of Television Information Committee, governing body of Television Information Office. He succeeds **Clair R. McCollough** of Steinman Stations, who had headed committee since its formation by National Association of Broadcasters in 1959. Mr. Walbridge, who organized KTRK-TV in 1954, formerly was VP and general manager of WJIM Lansing and manager of WWJ-TV Detroit (see page 70).

Mr. Whitney

Mr. Orr

Ernest L. Whitney Jr. and **David A. Orr** elected VP's of Lever Brothers Co., New York. Mr. Whitney, who will be marketing VP of company's foods division, was formerly merchandising manager of Lever's household products division. He joined company as product manager in 1959 and became merchandising manager in 1960. Mr. Orr, who will be assistant to Lever's President Milton C. Mumford, is presently on overseas committee of company's parent organization, Unilever, based in London. He moves into new position tomorrow (Oct. 1).

Samuel H. Northcross, VP in charge of TV operations for William Esty Co., New York, joins Foote, Cone & Belding, that city, tomorrow (Oct. 1) as VP and national director of broadcast. He replaces **John B. Simpson,** who has resigned and will announce his plans shortly. Mr. Northcross has been with Esty for 15 years and is credited with having established agency's TV department. Earlier he was with Young & Rubicam and with now defunct *Washington Times-Herald* as reporter.

Mr. Dozier

William Dozier, VP in charge of West Coast activities for Screen Gems Inc. for past four years, elected senior VP in charge of production and West Coast operations. Mr. Dozier also was signed to new, long-term contract by Screen Gems to replace pact which still had one year to run. He will continue as director of company.

Mr. Harelson

James K. Harelson, executive TV producer at Lennen & Newell, New York, since 1960, joins Street & Finney, that city, as VP and director of TV production and network programing. Before joining L&N, Mr. Harelson was TV producer at Grey Adv. since 1956 and earlier served as TV director at WBKB(TV) Chicago.

Robert Northshield, NBC-TV producer, named general manager of NBC News and Public Affairs. He assumes post vacated by Elmer Lower, who left NBC to become president of ABC News, Special Events and Public Affairs (WEEK'S HEADLINERS, Aug. 26). **Carl Lindemann Jr.,** VP, special projects at NBC News, appointed VP of NBC Sports (see story, page 56). Mr. Lindemann succeeds **Tom S. Gallery,** who has announced retirement from NBC effective Dec. 1 and is expected to become VP of Subscription Television Inc., which plans to operate wired pay TV system on West Coast (BROADCASTING, Aug. 26, Sept. 16). Joining NBC in 1960 as producer of *Today* show, Mr. Northshield became news producer in 1961 and has since been producer of dozen NBC News specials. Before joining NBC he was producer of public affairs shows for ABC. Mr. Lindemann has been VP, special projects, NBC News since 1961. He joined network in 1948 as student engineer and has held positions including VP, program sales, and VP, California National Productions (now NBC Films).

Mr. Northshield

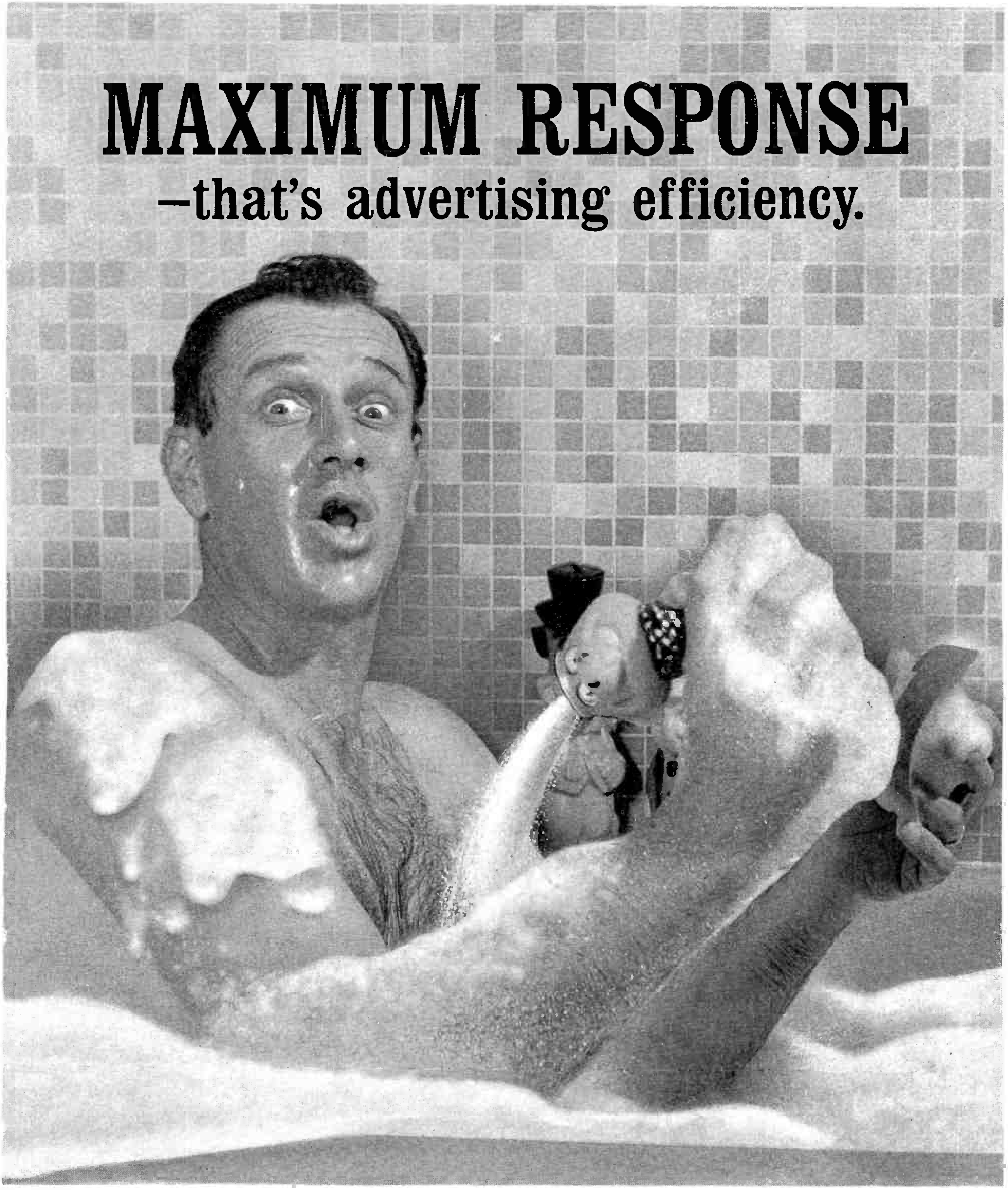
Mr. Lindemann

William H. Hylan, VP-director of radio-TV for J. Walter Thompson, New York, elected senior VP, and **John Monsarrat** elected to agency's board of directors in several new promotions announced Sept. 27. Mr. Hylan joined JWT on June 1 of this year from CBS-TV where he was senior VP-sales. Mr. Monsarrat, 27-year veteran of advertising business, is management supervisor of Liggett & Myers account and is VP. Also elected senior VP's: **Donald B. Armstrong,** account supervisor and coordinator of research and marketing departments; **Stever Aubrey,** account representative and VP; **Alexander H. Gunn,** VP (Chicago); **Clarence S. Lund,** VP-account supervisor (Chicago); **Rudyard C. McKee,** VP, who joined agency in 1959; **Donaldson Thornburn,** VP-account representative; **Franklyn R. Thomas,** VP (Detroit).

Mr. White

Thomas J. White Jr., national sales manager of Buckley-Jaeger Stations (WHIM Providence, R.I.; WDRC Hartford, Conn.; and KGIL San Fernando, Calif.), appointed general sales manager for radio division of Adam Young Inc., New York-based national radio-TV station representative. Mr. White, who currently is member of radio trade practices committee of Station Representatives Association, formerly served as executive VP in charge of sales for Avery-Knodel representative organization.

For other personnel changes of the week see FATES & FORTUNES


MAXIMUM RESPONSE
—that's advertising efficiency.

DATEBOOK

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

*Indicates first or revised listing

SEPTEMBER

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—Annual CBS Radio Spot Sales station clinic for executives of CBS Radio Spot Sales and general and sales managers and program directors of stations it represents, at Plaza hotel, New York. Herb Maneloveg, BBDO vice president and media director, will address luncheon on "What Can Be Done To Measure Radio's Audience Values More Accurately?"

Sept. 30—**ASCAP** symposium for young composers and lyricists, 8 p.m., Lytton Center of Visual Arts, Hollywood. George W. Duning and Ned Washington will discuss music and lyrics for motion pictures and television.

Sept. 30.—New deadline for comments on **FCC's** proposal to adopt NAB's commercial time limits.

Sept. 30—**Hollywood Advertising Club** luncheon meeting, 12 noon, Hollywood Roosevelt hotel. William R. Baker Jr., president of The Advertising Council, is the featured speaker. Walter Bunker, vice president in charge of the Hollywood office of Young & Rubicam, will be program chairman.

*Sept. 30-Oct. 1—**Radio Advertising Bureau** management conference at the O'Hare Inn, airport, Chicago.

Sept. 30-Oct. 1—Seventeenth annual convention of the **New Jersey Broadcasters Association**, Colony motel. Atlantic City, N. J. Speakers include Paul Comstock, vice president for government affairs at National Association of Broadcasters, and New Jersey Governor Richard J. Hughes.

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. Charles P. Howze, Jr., staff director of Special Subcommittee on Investigations, to speak on broadcast audience research.

*Oct. 1—**Sales Executives Club of New York** luncheon meeting has Raymond Saxon, president, and Jack Williams, vice president, advertising, RCA Sales Corp. in a presentation called "Color TV—An Adventure in Marketing." Luncheon begins at 12:25 p.m., Hotel Roosevelt, New York.

Oct. 1—**Los Angeles Advertising Club**, 12 noon, luncheon meeting at the Statler Hilton. Red Skelton and Howard Packard, president of S. C. Johnson & Son, will be guests of honor at the beginning of their 10th season together on CBS-TV.

*Oct. 1-2—Tenth annual convention of the **CBS Radio Affiliates Association**, New York Hilton hotel, New York City. Luncheon address Oct. 1 by Dr. Frank Stanton, president of CBS Inc., and on Oct. 2 by Dr. Arno H. Johnson, vice president and senior economist, J. Walter Thompson Co. Convention reports by executives of CBS Radio, CBS Inc. and CBS News.

*Oct. 3-4—Annual fall convention of the **Missouri Broadcasters Association**, Missouri hotel, Jefferson City. Speakers include Robert E. L. Richardson, former associate counsel to the House Subcommittee on Investigations and now ratings consultant to the Gordon McLendon radio stations; John L. McClay, vice president in charge of operations for Taft Broadcasting Co., Cincinnati; James Sheridan, chief of the FCC's Broadcast Bureau, and Robert E. Eastman, president of Robert E. Eastman Co., radio-TV station representative.

*Oct. 3-4—**Radio Advertising Bureau** management conference at Rickey's Hyatt House hotel, Palo Alto, Calif.

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—**ASCAP** symposium for young composers and lyricists, 8 p.m., Lytton Center of Visual Arts, Hollywood. Henry Mancini and Johnny Mercer will discuss conducting and motion picture songs.

*Oct. 7-8—**Radio Advertising Bureau** management conference at the Town House motor hotel, Omaha, Neb.

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

Oct. 7-Nov. 8—**International Radio Conference on Space Allocations,** Geneva. The conference is sponsored by the International Telecommunications Union. Chairman of the U. S. delegation is Joseph H. McConnell, president of Reynolds Metal Co., Richmond, Va. Other members of the U. S. delegation include Jacob D. Beam, former ambassador to Poland; T. A. M. Craven, former FCC commissioner; Lt. Colonel Edward N. Wright, U. S. Air Force; Senators Norris Cotton (R-N.H.) and John O. Pastore (D-R.I.); Representative Oren Harris (D-Ark.), and FCC Chairman E. William Henry.

*Oct. 8—**Broadcast Advertising Club** of Chicago luncheon, 12 noon. Speaker is Donald H. McGannon, Westinghouse Broadcasting Co. president-chairman. Sheraton-Chicago.

Oct. 8—Ninth **Wisconsin FM Station Clinic,** Center Building, University of Wisconsin, Madison. Harold A. Engel, chairman.

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

*Oct. 9—**Hollywood Press Club,** dinner meeting at the Beverly Wilshire hotel, Beverly Hills, Calif. Paul Adrian, general director of Associated-Rediffusion Ltd., London, will make the main address.

Oct. 10-11—**Television—Its Role in the Democratic Process,** conference sponsored by Reed College, Portland, Ore. Speakers include Senator Warren G. Magnuson (D-Wash.); Frank Stanton, president of CBS Inc.; Robert Kintner, president of NBC; FCC Commissioner Kenneth A. Cox; Robert D. Swezey, director of NAB code authority; Lawrence Laurent, radio-TV critic, *The Washington Post.*

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.

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—Fall meeting of the **Illinois News Broadcasters Association,** de Ville Motor hotel, St. Louis.

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—**ASCAP** symposium for young composers and lyricists, 8 p.m., Lytton Center of Visual Arts, Hollywood. Harry Ruby and Arthur Hamilton will discuss popular songs of yesterday and today.

Oct. 14—New deadline for reply comments on **FCC's** proposal to adopt NAB's commercial time limits.

*Oct. 14-15—**Radio Advertising Bureau** management conference at The Executive Inn, Detroit.

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. 16-18—Fifteenth annual convention and election of officers of the **Indiana**

Broadcasters Association, French Lick Sheraton hotel. Speakers include Indiana Governor Matthew E. Welsh and Senator Vance Hartke. Others on the agenda are Edmund Bunker, Radio Advertising Bureau; Pete Cash, Television Bureau of Advertising; and Charles Tower, executive vice president of Corinthian Broadcasting Corp.

Oct. 16-18—Indiana Associated Press Radio-TV Association, French Lick.

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. 20—Hollywood Museum ground-breaking ceremonies, 2 p.m., at museum site across from the Hollywood Bowl. Lloyd 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. 21—ASCAP symposium for young composers and lyricists, 8 p.m., Lytton Center of Visual Arts, Hollywood. Country, Western music, folk songs and teenage music discussed by Richard Costing.

***Oct. 22-23—Midwest Educational Broadcast Music Directors conference, Indiana University, Bloomington.**

***Oct. 23—Second radio programing seminar under auspices of Mark Century Corp., New York.** Panel members include John Thayer, WHK Cleveland; Joe Somerset, Capital Cities Broadcasting Co.; Frank Gay, D'Arcy Advertising; Robert Eastman, Robert Eastman Co., and Mitch Leigh, Music Makers Inc. Cottage Room, Hampshire House, New York City.

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

Oct. 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—ASCAP symposium for young composers and lyricists, 8 p.m., Lytton Center of Visual Arts, Hollywood. Irving Townsend will speak on recording of movie and TV music; Larry Shayne on the publisher's function.

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;" Warde Ogden, partner in Price Waterhouse & Co., New York, "Broadcasting Accounting — New Theory and Practices," and FCC Commissioner Robert E. Lee.

***Oct. 28-31—Public hearing on S-1666, freedom of information bill, Senate Subcommittee on Administrative Practice and Procedure, room 2228, New House Office building, Washington, 10 a.m. each day.**

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—Fall convention of the Ohio Association of Broadcasters, The Christopher Inn, Columbus. Speakers include Governor James A. Rhodes and Maurie Webster, vice president and general manager of CBS Radio Spot Sales.

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. Keynote 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. 7-8—College Majors Conference, series of seminars for college seniors majoring in broadcasting and advertising, sponsored by International Radio and Television Society, Hotel Roosevelt, New York.

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

*Nov. 8-10—California Exposition of American Progress (acknowledging the Negro consumer) 12 noon to 10 p.m., Long Beach Sports Arena, Long Beach, Calif.

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—Annual meeting of UPI Broadcasters of Pennsylvania, Governor's Room, Penn-Harris hotel, Harrisburg.

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. 8-16—International TV and Equipment Market, Lyons, France.

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

OPEN MIKE

Is it really 'birth control'?

EDITOR: Some of the AM "birth control" prescriptions seem to suggest the opposite results, for instance, the proposals to limit program duplication and to achieve separate AM and FM ownership in the same city.

These measures, rather than to reduce station population and/or competition to a degree more consonant with (a) economic support or (b) superior programing, would have a contrary effect—more head-on competition and the spreading of every available dollar thinner and thinner.

Unless we are careful, we may produce a quintuplet-sized family where a two-child family for a two-child income was indicated.

Instead of "birth control" we may find that we have a big pregnancy.—*John F. Clagett, attorney, Washington.*

EDITOR: The FM industry's importance is highlighted by the National Association of Broadcasters' current effort to save sister FM's for AM stations (BROADCASTING, Sept. 16) hence shackling the programing operation and sales activity of FM stations. Clearly NAB's concern is in protecting for the high revenue producing AM's the superior coverage that their sister FM's afford. FM does have greater distance reach, nondirectional transmission, as well as night and day coverage. Commonly owned AM-FM stations should recognize that many independent FM stations are financially independent and a choice to drop their AM license would add to the public interest because of the greater diversity of program responsibility.—*Marshall M. Carpenter Jr., president and general manager,* WDTM(FM) *Detroit.*

How much for how many?

EDITOR: I would like to concur with Jim Schulke's plans on FM radio measurement (BROADCASTING, Sept. 16). These plans are sound and of the highest professionalism.

Mr. Schulke, and indeed the FM broadcasters, are asking for quite a lot when they ask for full coverage measurements of FM. I hope the industry is capable of such needed efforts.

It is long overdue (about 15 years) that the FM broadcaster learned about the "How Much for How Many" aspect of media selling. As an on-the-street FM salesman I can vouch for the absolute need of acurate numbers measurement.

As to "competitive" cost-per-thousands, we should leave this to the advertiser and his agency to work out once provided with numbers. Then the ad-

vertising world will justly judge our worth.—*Art Sakelson, president, FM Group Sales Inc., New York.*

The last mile

EDITOR: Mr. Craig Moodie's MONDAY MEMO (Sept. 16) was interesting.

It would help a great deal if his district sales people would tell dealers about Armstrong's co-op setup and the tie-in material the company is willing to supply.

I have never been able to find one dealer in Brewster, Presidio or Jeff Davis counties who even knows that any co-op programs or material are available.

Armstrong's policy of assistance is to be commended, but their salesmen in the field do not necessarily get this information to the retail outlets. And if they don't, we can't beat the dealers over the head and make them take on something they know nothing about.

I've never met anyone from Armstrong but I'll guarantee that if any of their people ever come around I'll be glad to go with them to any dealer in this area. In these rural areas, we know the dealers on a first-name basis, and if Armstrong representatives will work with us, we'll go the last mile.—*Gene Hendryx,* KVLF-TV *Alpine, Tex.*

A dream come true

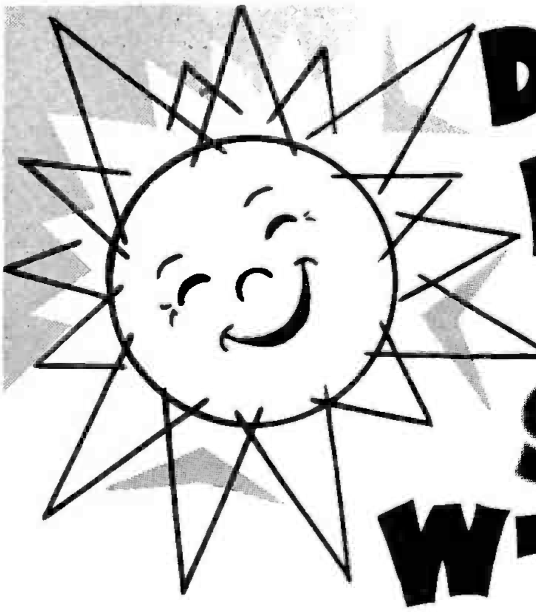
EDITOR: Three years ago, Les Biederman, president of Midwestern Broadcasting Co. and the Paul Bunyan radio and television networks, Traverse City, Mich., saw a dream "start" to come true. He bought the hulk of an old fishing boat at Leland, 30 miles away on

Lake Michigan, moved it to his back yard and started to rebuilt it.

This week-end, he put it in the waters of Grand Traverse Bay (see picture).

It is, as the name "Ho-Maid" would indicate, strictly Les's boat in superstructure design, construction and fittings, though he did have a couple of boat-builder and cabinet-maker type carpenters on his personal payroll for three years to help with the work.

Les stripped it down to the original



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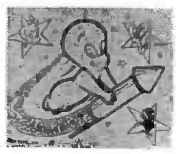
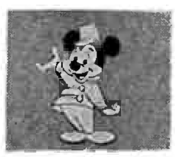

Cartoon Time


Mickey Mouse Club

hull, reconstituted the hull and built up from there.

Thanks for helping Les let hundreds of interested friends know he finally got it in the water.—*Soren Munkhof, general manager, Midwestern Broadcasting Co., Traverse City, Mich.*

Edited reprint

EDITOR: Congratulations on a fine editorial page cartoon (BROADCASTING, Aug. 26). With your permission, I would like to reprint the cartoon on

Drawn for BROADCASTING by Sid Hix
"When I said, 'Why not put some of that TV money back into newspapers?' he just pointed to that damned sales chart and smiled!"

station promotional material and substitute the word radio for TV in line one.—*Robert B. Harvit, general manager,* WBTH *Williamson, W. Va.*

[Permission granted with credit to BROADCASTING for first publishing the cartoon.]

Read the small print

EDITOR: Just to set the record straight without belaboring a point or attempting to make a federal case. It is regretted Mr. Robert T. McVey (BROADCASTING, Sept. 16) made reference to my letter (BROADCASTING, Sept. 2), without taking the time to read the footnote explaining the circumstances.

I believe in radio and I believe "good radio" should be recognized for the contributions made all over the world. Broadcasters should stand "side by side" toward building the image of radio; rather than compete against each other.

The case in point. Issue was taken with an advertiser who saw reason to applaud the use of print media by releasing a front page article expounding the merits of newspapers; raising the budget $2 million *and* at the same time requesting free broadcast promotion, apparently to further their claim to the effectiveness of print.

No attempt is made to sell "everything" we feel is good enough for broadcast but rather we work diligently to use our facilities to serve the public interest, convenience and necessity. Let's all work together on the same team.—*Roy E. Alexander, vice president and general manager.* WLSI *Pikeville, Ky.*

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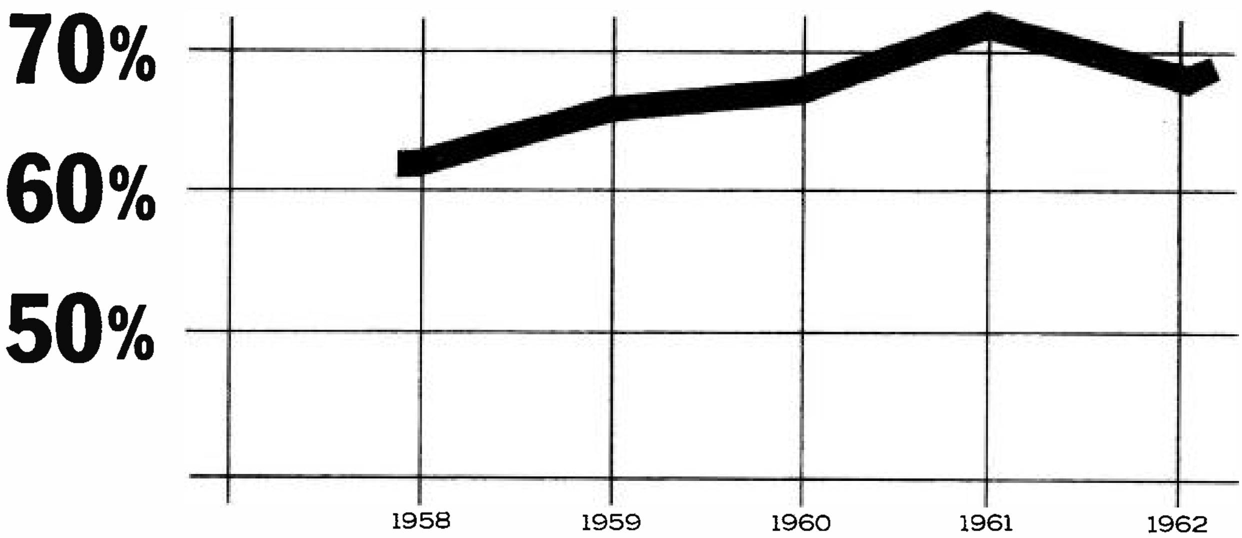

5 YEAR BMI AVERAGE 67.5%

*Compiled from Billboard's Weekly "Honor Roll of Hits 1958-1962"

BMI

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The media selection process has, for years, been *long* on seasoned judgment, *well provided* with accurate, up-to-date rate information, but *woefully short* on reliable, current and comparable consumer-audience data.

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The tables opposite present "live data" from the National Spring Sweep. The many ways of combining these data prohibit any attempt at comprehensive presentation here. However, we do welcome your inquiry.

The household characteristics of total income, number of residents, education level, etc., which have been most often used to profile a medium's audience, were very helpful but required assumptions that an audience meeting these measurements actually used the product to be advertised. Now Consumer/Audience Profile data adds to demographic characteristics the heretofore unavailable specifics of product purchase and usage, *directly related to the media exposure of the individuals who comprise your market.*

Today, the combined services of SRDS and its subsidiary, Data, Inc., provide the required data and the data processing facilities that offer exciting new creative scope to the *ART of selecting media.*

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The question of "cost per thousand WHAT?" becomes even more penetrating when the additional detail of C/AP data is used. This type of product-market analysis can be also carried to the brand level.

CONSUMER PROFILES (Cigarette Smokers)

	TOTAL AUD.	TOTAL CIGARETTE SMKRS.	DAILY CIGARETTE CONSUMPTION			TYPE OF CIGARETTE USUALLY SMOKED				
						Non-Filter			Filter	Menthol
			Less than a pack	About a pack	More than a pack	Total	Regular	King		
	INDV. (000)	INDV. (000)	INDV. (000)	INDV. (000)	INDV. (000)	INDV. (000)	INDV. (000)	INDV. (000)	INDV. (000)	INDV. (000)
TV SHOWS										
Daytime										
Show "A"	21,964	9,341	3,801	2,976	2,564	4,153	1,819	2,623	4,150	1,572
Show "B"	12,844	4,556	2,696	1,269	591	1,980	1,071	1,062	1,746	996
Prime Time										
Show "A"	36,478	16,902	6,788	5,389	4,725	6,761	3,900	3,173	7,895	2,987
Show "B"	20,166	11,076	3,704	3,891	3,481	4,467	2,517	2,099	5,921	1,445
CONS. MAGS.										
Magazine "A"	20,551	9,450	3,142	3,371	2,937	3,694	1,819	2,050	4,555	2,138
Magazine "B"	22,863	9,268	4,073	3,392	1,803	2,560	1,022	1,562	4,757	2,714
NEWSPAPERS										
Audience "A"	40,075	17,073	6,381	6,263	4,429	7,172	3,912	3,404	8,552	3,290
RADIO										
Audience "A"	36,735	15,126	5,334	5,285	4,507	6,230	2,940	3,441	7,970	2,538
NEWSPAPER SUPS.										
Supplement "A"	21,964	9,731	3,045	3,329	3,357	4,008	1,744	2,282	4,782	1,669
DEMOGRAPHIC CHARACTERISTICS:*										
Age										
15-17	13,230	1,920	1,416	333	171	1,014	673	342	557	420
18-34	38,405	21,516	7,874	8,031	5,611	8,427	3,538	4,978	10,879	4,246
35-49	34,937	18,637	5,004	7,075	6,558	7,824	4,311	3,587	9,413	2,528
50-64	25,047	9,812	3,685	3,267	2,860	4,854	2,567	2,526	3,062	2,011
65 and over	16,825	3,860	1,416	2,102	342	2,028	1,370	769	1,392	547
TOTAL CONSUMERS	128,444	55,745	19,395	20,808	15,542	24,147	12,459	12,202	25,303	9,762

*Fifteen additional Demographic Characteristics available.
Media combinations showing unduplicated Consumer/Audience Profiles across more than one vehicle are also available.

SRDS Data INCORPORATED

MONDAY MEMO from WILLIAM E. STEERS, Doherty, Clifford, Steers & Shenfield

Measurement vs. judgment

In this space age of ours, the world of advertising has become increasingly complex, increasingly technical, increasingly machine-oriented. We are, in effect, living in the age of the computer and the measurable statistic.

I'm not complaining about this, mind you. I think this makes modern advertising tremendously challenging and exciting. This is the era of the technician, the professor. And I welcome these men into the advertising fold. We need them. We are using them. With their help, we have devised measurements, figuratively speaking, which will not only tell us such fundamental facts as to whether a product is being bought by men or women, but also whether these men or women are left-handed or right-handed.

Advertising men in general are quick to grab at anything new. Advertising men are some of the fastest bandwagon-hopper-oners in the world. This is as it should be.

Advertising, as a business, has got to keep its ear to the ground for rumbles of new developments, and its eye on the sky for new techniques that fly by. It is in the nature of the business that anything different, anything that shines with promises, should be quickly tried. And if it works, quickly bought.

Out Of Date ▪ We hear a lot of talk about the "age of obsolescence," which gives us the feeling that practically all our tools and equipment are out of date, or will be by tomorrow. But the more we look at the small print, the more we find tools—important tools—that are as vital to us today as they ever were.

Take the Audit Bureau of Circulations as an example. The ABC came into being 50 years ago to fill a basic need. Today, it continues to fill that need. It has been augmented by new media measures—radio and television. This is a fact of life. But radio and television do not rule out print media. Far from it. Print and broadcast will co-exist. Each has won its place as a valuable and important advertising tool. Each will maintain its place—along with numerous new techniques to be developed in the future—as long as they continue to fill a basic need, and as long as advertising practitioners do not lose sight of some of the basic fundamentals of their business.

Have we, for example, begun to lose sight of the principal ingredient in advertising—*people*—and the role they play in advertising? I think we have.

Know The People ▪ I think we are tending to forget that the most important thing is to *know the people we are trying to sell.* To know people, not only statistically, but also emotionally. Are we, in our preoccupation with new ways of counting noses, forgetting to count heartbeats? Are we pushing into a back drawer such considerations as—what do people want? What do they expect? What makes them happy? What makes them hungry? What makes them think and react the way they do?

Certainly, we have all witnessed how very, very close we can get to the consumer through mass advertising today. But my point is that the reason we can does *not* lie in our growing gift for defining that consumer as a three-dimensional statistic. It depends, as it always has, on our ability (or lack of it) to know him emotionally.

Frame Of Mind ▪ Computers will never explain the consumer. They can only define him. A vast help, of course. But as they tick out their enormously important answers, we must remember that our ability to get close to the consumer, to win his regard, to persuade him, depends ultimately on our own ability to judge what makes him tick; our ability, in other words, to anticipate his frame of mind.

What do I mean by "frame of mind"? Let's start with the consumer's attitude towards advertising itself. Advertising is not as intrusive as we'd like to think it is. You and I have seen pilot research that indicates consumers are really not even annoyed with advertising. I think, too, we may forget the ability of consumers to listen and not to hear, to look and not to see. But you and I know that we can *all* do it.

Take media. Here too, it seems to me that we often tend to forget "frame of mind." Media decisions so often seem to be a case of shall we concentrate in magazines or go into television? This approach totally ignores the basic, ABC fact that magazines, as a group, produce a certain *kind* of frame of mind, as do newspapers as a group, or television or radio as a whole. Reading induces one frame of mind. Watching induces another. Listening still another.

But this is only part of the story. Each magazine, newspaper, TV or radio show induces a frame of mind in the reader or viewer that is different from any other. These fundamental differences will make fundamental differences in the way different products are perceived and accepted.

Judgment ▪ We can't just "measure" the viewer or reader in selecting a medium. We must use our judgment in trying to understand him emotionally and to anticipate his frame of mind. Successfully done, it means we can pick that program or magazine which in itself produces a frame of mind that complements our copy.

It is the role of the people who create ads, it seems to me, to see that advertisers are not drawn off base by the very latest research techniques in media and copy. It is the creator's responsibility to see to it that the new and exciting—while they may tend to overshadow—do not completely black out the old, reliable and proven.

And let's remember, as creators of advertising, that it is our responsibility to remind an advertiser of this fundamental fact: Though hundreds of thousands of facets of today's advertising *are* measurable—to the millionth of a centimeter—we can never quite, in the final analysis, either measure or predict the effects of advertising. Because we can never entirely measure or predict human behavior. Let's remember, therefore, that judgment, opinion and decision always will be required of us.

William E. Steers is president of Doherty, Clifford, Steers & Shenfield Inc., New York. One of the original founders of DCSS, Mr. Steers served as media director, vice president and secretary before being elected to the presidency in 1956. Currently active in all phases of agency management and market planning, he is a member of the marketing plans board and the creative review board. Mr. Steers is a director-at-large of the American Association of Advertising Agencies.

3 in a series of original drawings by Baltimore artist Aaron Sopher

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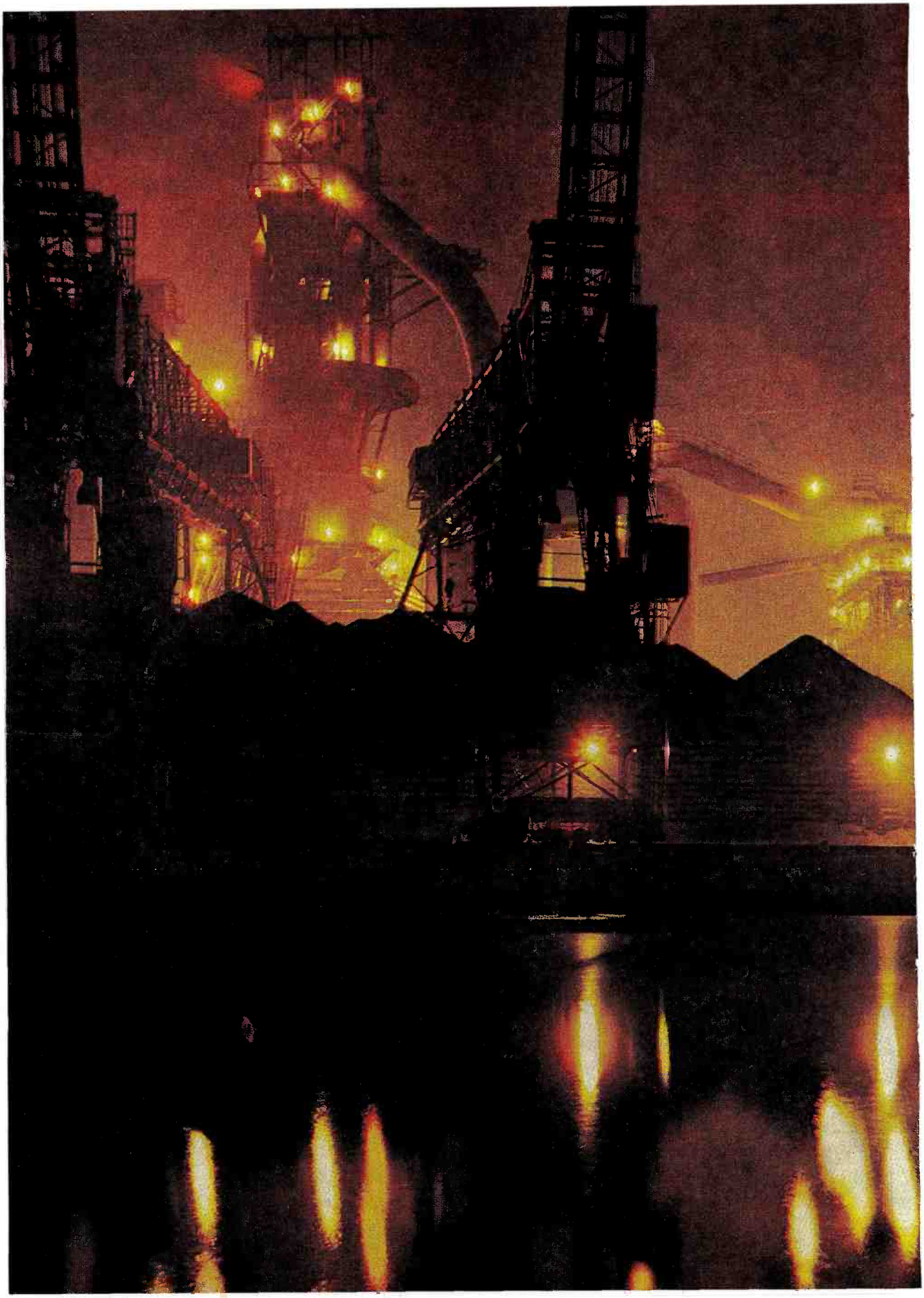

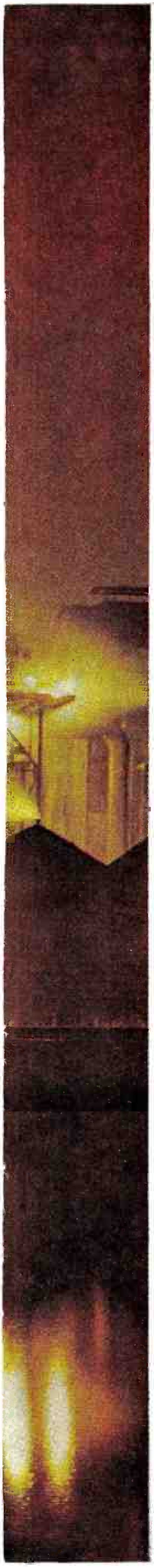

A PICTURE OF GOOD SELLING

Sales make steel. Sales of everything that we mine, grow, manufacture or retail are reflected in steel...steel for new products, steel for new construction, for packaging, for transportation ...and a red sky above the nation's steel mills is a sign of business health...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!

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK / CHICAGO / DETROIT / PHILADELPHIA
ATLANTA / MINNEAPOLIS / DALLAS-FORT WORTH
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REPRESENTS THESE TELEVISION STATIONS:

EAST–SOUTHEAST

WAST	Albany-Schenectady-Troy	ABC
WWJ-TV	Detroit	NBC
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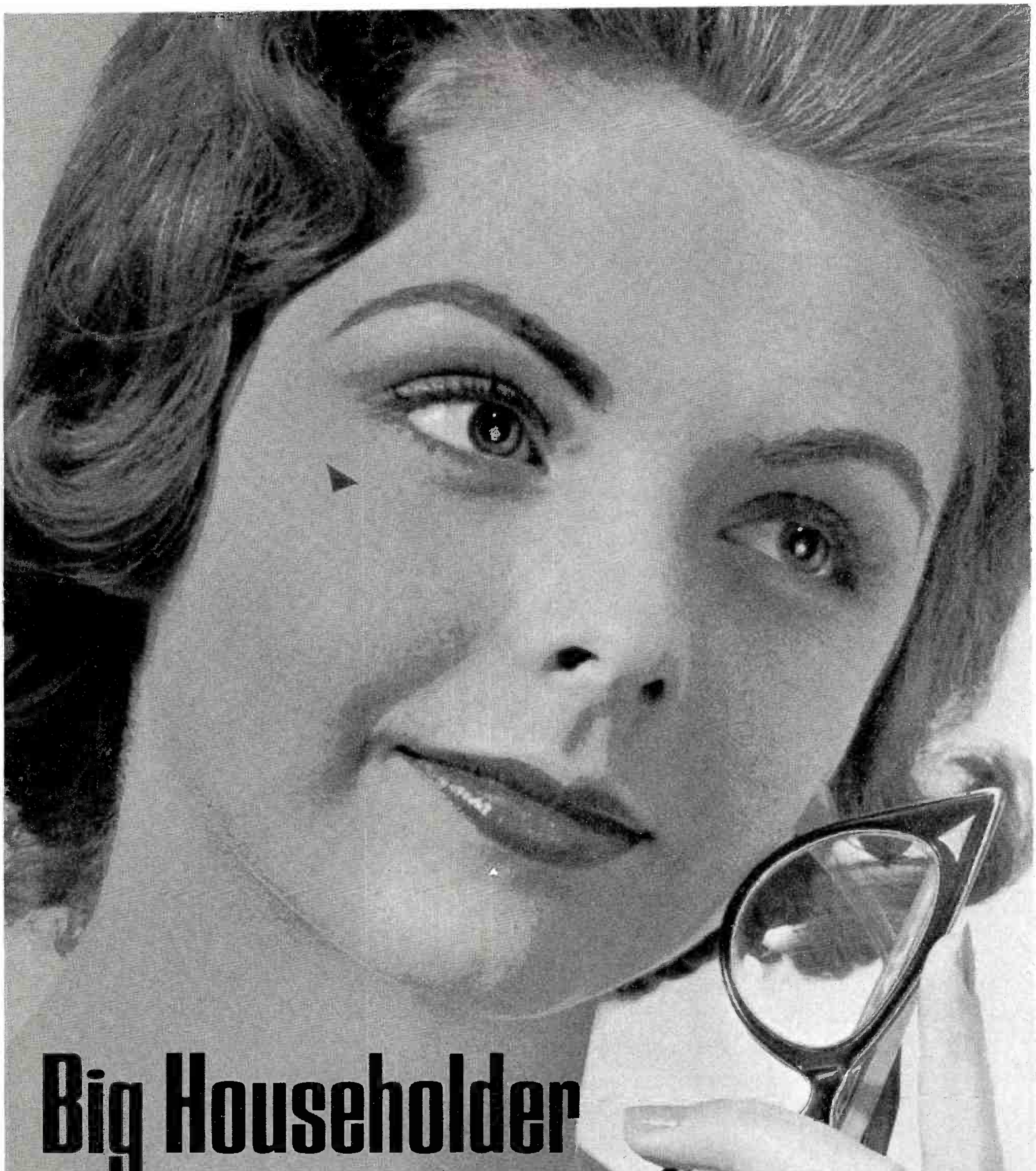
WPIX	New York	IND
WSTV-TV	Steubenville-Wheeling	CBS-ABC
WNYS-TV	Syracuse	ABC
WCSC-TV	Charleston, S.C.	CBS
WIS-TV	Columbia, S.C.	NBC
WLOS-TV	Greenville, Asheville, Spartanburg	ABC
WFGA-TV	Jacksonville	NBC
WTVJ	Miami	CBS
WSFA-TV	Montgomery	NBC-ABC
WSIX-TV	Nashville	ABC
WDBJ-TV	Roanoke	CBS
WSJS-TV	Winston-Salem - 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
KBTV	Denver	ABC
KGMB-TV KMAU-KHBC-TV	Honolulu Hawaii	CBS
KTLA	Los Angeles	IND
KSL-TV	Salt Lake City	CBS
KRON-TV	San Francisco	NBC
KIRO-TV	Seattle-Tacoma	CBS



Your sales message gets depth impact in WSJS Television's Golden Triangle Market where there's a greater concentration of households than anywhere else in progressive North Carolina.

North Carolina's Golden Triangle

NO. 1 MARKET IN THE NO. 12 STATE

WSJS

TELEVISION

WINSTON-SALEM / GREENSBORO / HIGH POINT

Represented by Peters, Griffin, Woodward

CRISIS IN COMMERCIAL CONTROL

■ It's provoked by Henry blast at overcommercialization
■ It's agitated by advertiser-agency concern over clutter
■ It may cause showdown between Collins and code boards

FCC Chairman E. William Henry picked "overcommercialization" as his vast wasteland last week, and an issue that broadcasters thought they had under control suddenly became their number-one problem.

In his first major speech since taking office, the 34-year-old chairman committed himself to a program of commercial reform. Afterward he picked up support from broadcasting's biggest customers, the national advertisers and their agencies.

The speech came a week before scheduled meetings of the television and radio code boards of the National Association of Broadcasters. One proposal before the FCC is that it adopt as it own rules the commercial time limitations of the NAB codes. After Mr. Henry made his speech last week —affirming his intention to move in on commercial practices—one official close to the NAB code apparatus said: "We are hoist with our own petard."

Both code boards are expected to get a strong appeal for action from LeRoy Collins, NAB president. Governor Collins reportedly will urge a conference of television broadcasters, advertisers and agencies to work out modifications of TV commercial practices.

Right Place ▪ Mr. Henry matched his subject to the site of his address last week. He spoke in New York before 1,000 broadcasting and advertising executives who paid $5.50 (for members of the International Radio & Television Society) or $8 (for non-members) to eat a Waldorf-Astoria lunch and listen to the new chairman.

When Mr. Henry was introduced, he was given a standing ovation. When he finished his speech, he got a polite hand. As one network executive described it: "I'd say the applause was about a decibel above perfunctory."

In his speech the FCC chairman decried commercial interruptions in programs, "the massive doses of clutter at the station break," and overcommercialization in general. He said that complaints about commercials—"their number, length, frequency, loudness, timing and so forth"—were second in volume only to complaints about programs in the mail received by the FCC.

The Rulemaking ▪ The chairman spoke six days before the deadline for comments on the FCC's proposed rulemaking in the commercial field. In its proposal, issued last May, the commission solicited suggestions on how it might regulate broadcast advertising and said it would consider adopting the commercial time limitations that are now parts of the NAB radio and television codes. The chairman last week proposed a hearing after the receipt of comments.

Mr. Henry also spoke in defiance of advice from influential members of Congress. In a speech early this month Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, urged the FCC to abandon its plan to regulate commercials. Representative Walter Rogers (D-Tex.), chairman of the Communications Subcommittee, has introduced a bill that would prohibit the FCC from moving into the commercial field. Both legislators took a dim view of Mr. Henry's speech after they read it (see story page 36).

Nobody smiled when FCC Chairman E. William Henry swung into the main theme of his speech to the International Radio & Television Society in New York last week. He denounced advertising practices on radio and television and committed himself to a campaign to get the government to set commercial time standards.

Several state associations of broadcasters have sent delegations to Washington to solicit the support of their congressmen and senators in opposition to the FCC's proposal to invade the commercial field. The broadcasters' campaign of opposition was expected to intensify as a result of Mr. Henry's New York appearance.

Advertisers and agencies, however, tended to side with Mr. Henry—at least up to a point.

The Buyers' Side ▪ For months the Association of National Advertisers has been campaigning against what it calls excessive clutter in the breaks on television stations. By its definition "clutter" includes commercials, promotional announcements, station identifications, prolonged credits and titling, billboards and, in short, any nonentertainment breaks in programs.

As chairman of the ANA's Broadcast Committee, John Burgard, vice president of Brown & Williamson Tobacco Co., has tried to persuade the networks and the NAB television code board to reduce clutter. At an ANA meeting last spring, Mr. Burgard quoted research showing that commercials lost effectiveness when clustered in groups (BROADCASTING, May 27).

Last week Peter W. Allport, ANA president, said his association "shares Commissioner Henry's expectation that television will continue to improve. Its value to advertisers and hence to our economy is dependent on such improvement."

Mr. Allport said that although the ANA "may differ with Commissioner Henry and the FCC on the best means to achieve improvement, we share with him the wish he expressed in his talk that the broadcast industry would jump

A speech that froze the brass of

FCC Chairman E. William Henry drew an exceptionally high-level audience for his first major speech in New York. So heavy was the turnout of top brass that three head tables were needed to take care of protocol. As the destiny-shapers of radio and television sat there on display, the tough young boss of the agency that regulates their business lectured them on the need for reforms in broadcast advertising.

Here, left to right, is the lineup of Mr. Henry's head table companions:

First tier: Elmer M. Lower, president of ABC News, Special Events and Public Affairs; Richard S. Salant, president of CBS News; FCC Commissioner Lee Loevinger; John F. White, president of the National Educational Television and Radio Center; William K. McDaniel, executive vice president, NBC Radio; FCC Commissioner Kenneth A. Cox; Thomas W. Moore, president, ABC-TV; John Daly, TV performer and former network executive; Walter Cronkite, CBS newsman; Robert E. Kintner, president, NBC; FCC Commissioner Robert T. Bartley; Robert W. Sarnoff, chairman of the board, NBC; Dr. Frank Stanton, president, CBS Inc.; Sam Cooke Digges, IRTS president and administrative vice president, CBS Films; FCC Chairman E. William Henry; John Cushman, Mr. Henry's administrative assistant; Brigadier General David Sarnoff, board chairman, RCA; FCC Commissioner Rosel H. Hyde; Leonard H. Goldenson, president, American Broadcasting-Paramount Theaters and ABC; LeRoy Collins, president, National Association of Broadcasters; Chet Huntley, NBC newsman; James T. Aubrey Jr., president, CBS-TV; FCC Commissioner Robert E. Lee; Walter D. Scott, executive vice president, NBC-TV; Hugh Downs, NBC's "Today" show; Robert F. Hurleigh, president of Mutual; FCC Commissioner Frederick W. Ford; Robert R. Pauley, president, ABC Radio; William R. McAndrew, executive vice president, NBC News; Ron Cochran, ABC newsman; James M. Seward, executive vice president, CBS Radio.

Second tier: George B. Storer Jr., president, Storer Broadcasting Co.; Warner S. Shelly, president, N. W. Ayer & Son; Herb Brodkin, producer; Pauline Frederick, NBC newswoman; Clifford L. Fitzgerald, chairman of the board, Dancer-Fitzgerald-Sample; Craig R. Lawrence, vice president of CBS owned TV stations and CBS-TV stations national sales; David A. Werblin, president, MCA TV; David J. Mahoney, executive vice president, Colgate-Palmolive; Clair R. McCollough, Steinman stations; Gardner Cowles, president and editor, Cowles Magazines and Broadcasting Inc.; William B. Lewis, chairman of board, Kenyon & Eckhardt; C. Wrede Petersmeyer, president, Corinthian Broadcasting

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on the anticlutter 'bandwagon.' "

The Agency View ▪ Arthur E. Tatham, board chairman of Tatham-Laird Inc., Chicago, and chairman of the American Association of Advertising Agencies, has also criticized clutter (see BROADCASTING, Aug. 12), but he hopes that the problem can be solved by voluntary action.

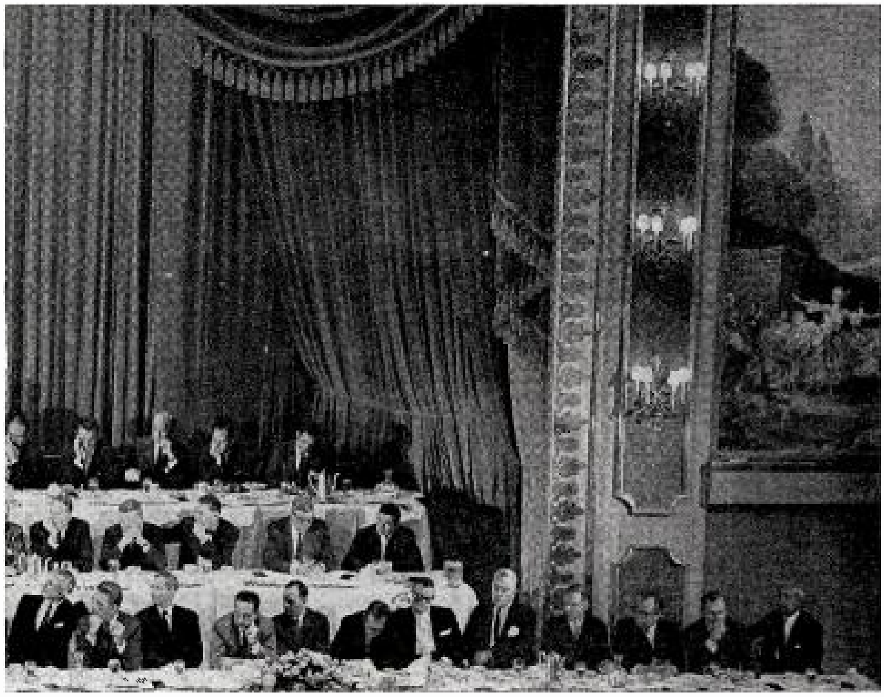
After Mr. Henry's speech last week, Mr. Tatham said, however, that if the clutter problem were to reach "the ultimate extreme, I would have to agree in the end to government regulation."

Another influential agency executive, Edward M. Stern, vice president and director of media of Foote, Cone & Belding, Chicago, said his agency agreed that standards must be set to assure a reasonable balance between programing and advertising and to prevent "such overcommercialization that radio and television lose their effectiveness as advertising media."

Mr. Stern added: "If stations and networks cannot set reasonable standards and police their own industry, the FCC should take action."

The TvB View ▪ On the seller's side of television there was little support for Mr. Henry's views. Norman E. (Pete) Cash, president of the Television Bureau of Advertising, said a ceiling on commercials would mean a ceiling on television service.

"As long as television can be supported by advertising revenues," said Mr. Cash, "commercial freedom must be exercised or you automatically place a ceiling on the growth of modern man's most valuable communications device."



he broadcasting business

Co.; Mark Goodson, Goodson-Todman; Frank M. Smith, president, Capital Cities Broadcasting; Edward L. Bond Jr., president, Young & Rubicam; Hathaway Watson, president, RKO Broadcasting; David Susskind, Talent Associates-Paramount TV; performer Bud Collyer; Wallace S. Jordan, vice president, William Morris agency; Theodore F. Shaker, president, ABC owned and operated stations (TV).

Third tier: Woody Woodbury, ABC personality; D. L. (Tony) Provost, vice president and general manager, Hearst Corp.'s radio-TV division; Elliot M. Sanger, executive vice president, WQXR New York; Edward Codel, The Katz Agency and president, Station Representatives Association; Paul Ford, actor; Dr. Samuel B. Gould, president, Educational Corp. (WNDT [TV] New York); Ernest Lee Jahncke Jr., NBC and president, Broadcast Pioneers; Payson Hall, president, Meredith Broadcasting Co.; Roy Danish, director, Television Information Office; Gene Rayburn, TV and radio personality; John T. Murphy, president, Crosley Broadcasting Corp.; Mort Werner, NBC-TV vice president and president, National Academy of Television Arts and Sciences; Roger W. Clipp, vice president, Triangle Publications stations; Dr. Margaret Mary Kearney, WCAU Philadelphia, president, American Women in Radio and Television; Robert Keeshan, TV performer ("Captain Kangaroo"); Fred M. Thrower, executive vice president and general manager, WPIX(TV) New York; John G. McCarthy, president, Television Program Export Association; R. Peter Straus, president, the Straus Broadcasting Group; Lawrence H. Rogers II, executive vice president, Taft Broadcasting Co. Frank Gifford, sports director, WCBS-TV New York, had left his chair at extreme right when picture was taken. The two men in the back are technicians.

OPPOSITION TO CONTROLS MOUNTS

Indignant reaction to FCC commercial standards pours in

The tone of comments to the FCC in opposition to the proposed adoption of the commercial time standards of the National Association of Broadcasters continued to show indignant reaction to what has been termed an illegal encroachment on the freedom of broadcasters.

The Michigan Association of Broadcasters told the commission that "The proposal represents another attempt to encroach upon and restrict the freedom of broadcasters . . . statism in the field of communications," the association said. The association said the rulemaking violates the Communications Act, which prohibits the commission to censor—a violation of the freedom of speech.

This opinion was shared by the Maryland-District of Columbia Broadcasters, which, like the Michigan association, reminded the commission that Congress had expressly pointed out that broadcasting is not to be considered a common carrier. The intent of Congress was that the industry would develop through a system of free enterprise.

The Maryland-D.C. group said that if the commission is to regulate commercial time, along with other restrictions on programs, the broadcasting industry would be the same as one owned by the government. As it is, the group added, income tax rates make the government more than a 50% partner in the profits.

Loucks and Jansky, a Washington communications law firm, on behalf of 36 licensees, cited numerous court decisions denying the commission power to regulate commercial standards. The firm also said that a blanket rule could not be fairly applied on a case-by-case appraisal of a broadcast licensee's operation.

Quantity No Measure ▪ The Michigan association said quality is not the only factor to be considered "and the true weight to be attached to any advertising percentage cannot be determined without reference to other factors, such as the particular social milieu of the coverage area in which the station operates—the cultural characteristics . . . the values, attitudes and behavior patterns of its people. . . ." These factors are obviously too variable to be considered by the proposed rule, it said.

The Advertising Club of Minneapolis said the commission would create "ludicrous situations"—such as a case when a musicians union might wish to sponsor the broadcast of a concert, or when a politician wishes to buy time.

The Michigan association also brought up the problem of the rising costs of operation, particularly as faced by small broadcasters. On top of the recently approved filing fees, the association said, the commission now decides to curtail income by limiting time sales during prime hours.

The association pointed out that according to the commission's own figures 1,372 radio stations lost money in 1961, and 636 more earned less than $5,000. These stations are vitally concerned over the proposed limitation of commercial time, the association maintained.

Everyone agreed that the only practical alternative to adoption of the NAB codes is self-regulation. The commission had requested that alternatives be suggested. Indeed, the Massachusetts Broadcasters Association said, the NAB codes are not economically sound—faulty regulation doesn't instill self-regulation, the association added. The Nebraska association claimed that self-

Henry's ideas threaten broadcasters, legislators feel

Rep. Oren Harris

The FCC is going to "fool around and get a definition" of in the public interest from Congress.

Rep. Walter Rogers

The FCC is "placing in jeopardy many businesses in the communications industry."

Assumption of power by the FCC to fix license fees and limit broadcast commercials "places in jeopardy many businesses in the communications industry and in related pursuits," Representative Walter Rogers (D-Tex.) charged last week on the floor of the House two days after FCC Chairman E. William Henry's speech before the International Radio and Television Society in New York. Mr. Henry urged federal controls on the amount of advertising that stations can carry.

Representative Rogers, chairman of the House Communications Subcommittee and author of two bills to block proposed FCC actions, said in his speech that the subcommittee would hold hearings "as soon as practicable on the measures" (BOADCASTING, Sept. 23).

Asked about his reaction to the Henry speech Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee asked: "Why" does Chairman Henry feel the FCC needs to define "overcommercialization" to broadcasters? "What is the basis for this great need? That old phrase in the public interest? That old record has been played so many times that the FCC is going to fool around and get a definition of the phrase from Congress."

Just three weeks ago, Representative Harris called on the FCC to drop its rulemaking (BROADCASTING, Sept. 9). He said the commission should not inject itself into the day-to-day programing of stations.

Representative Rogers has contended that FCC moves to fix license fees and limit commercials are "attempts to encroach upon the powers of Congress that will not be tolerated."

Today (Monday) is the FCC deadline for comments on its proposed rulemaking to incorporate the commercial time standards of the National Association of Broadcasters. The FCC adopted a rule that established a schedule of filing fees effective Jan. 1, 1964 (BROADCASTING, May 13).

Representative Rogers said he understood that the FCC's license fee plan rests upon "some comments on an appropriation bill in 1951. . . ."

The FCC seems to base its plan to restrict commercials on "the proposition that Congress had not specifically denied the commission such powers," Representative Rogers said. "This," he added, "despite the fact that on a number of previous occasions, it is my understanding, the FCC has expressly stated that it did not have control over commercial time."

The congressman said he understands "from the rumor mill" that the FCC staff "is toying with the idea" of suggesting to the commission that Representative Rogers's introduction of legislation to block the move "is an admission by the Congress that the FCC now has the power to regulate commercials on television and radio."

Addressing his fellow House members, Representative Rogers said that "although these two measures would appear to deal with isolated, specific, and limited problems, I would warn the members that the issue involved in both goes to the basic governmental theory of the separation of powers. The action taken by the Congress with relation to these two measures could very well serve to clarify and spell out in detail the office intended by the Congress for the independent regulatory agencies to occupy."

regulation would cease entirely, the opposite of what is desired.

Congressional Opposition ▪ The proposed adoption of the codes has not been without opposition from Capitol Hill. The Missouri congressional delegation last week joined the battle by telling the commission that "The Congress has never delegated to the FCC strict supervisory control over the programs and business management of broadcast facilities." The delegation called the rules "arbitrary" and likely to cause hardship to all broadcasters and those in some of the smaller communities in particular.

"We are of the unanimous opinion that the proposed rulemaking would be contrary to the intent of the Congress (an opinion on which we have some expertise), that it would be an illegal extention of the commission's powers, and that the proposed rule should be withdrawn from consideration," the delegation advised.

There has been other opposition from members of Congress. Representative Oren Harris (D-Ark.) has told the commission to pull the reins on the rulemaking. The Oklahoma congressional delegation has also warned the commission that the agency lacks the legal power to impose commercial regulation. There have also been introduced in the House two bills designed to prevent the commission from limiting commercial time. The bills were introduced by Representatives Walter Rogers (D-Tex.) and Graham Purcell (D-Tex.).

The deadline for comments is today (Sept. 30) and filings from the three networks and the NAB are expected. Their contents are not known, but they expected to favor government regulation of commercial time.

WHICH BRAND DO IOWANS PREFER?

Despite all the data that floods out of research these days, some people still have strange ideas about the Iowa market.

Some people think that Iowa is strictly a farm state. The *fact* is that Iowa's income is greater from industry than from agriculture. Some people also think that Iowa farmers have less money to spend than city people. The *fact* is that our farmers' average income is actually $14,700 per year!

Thus Iowa is, or could be, an almost ideal market for *any* product you make. So if your sales in Iowa are better than your competition's, it's because you are doing a better job of merchandising. If they aren't . . . well, you figure it out.

In some time periods, WHO-TV offers you the best TV values in Central Iowa. In others, not. The important thing, however, isn't which stations you use in Central Iowa. The important thing is to *get your share of the tremendous sales.* Ask PGW.

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CHANNEL 13 • DES MOINES **WHO-TV**

PETERS, GRIFFIN, WOODWARD, INC.,
National Representatives

NBC AFFILIATE

Henry's formula for fast, fast relief

HOW FCC CHAIRMAN PROPOSES TO CURE OVERCOMMERCIALIZATION

FCC Chairman E. William Henry made it clear last week he doesn't intend to abandon the commission's proposal to set time standards on the amount of commercials broadcasters can carry.

The proposed rulemaking—issued last May—has been denounced by broadcasters and some legislators as an improper invasion of their business activities.

But Chairman Henry said: "For 36 years, the commission has relied upon vague policy pronouncements condemning undefined 'overcommercialization.' It is time, and past time, to get specific—to bring this policy down out of the clouds and into the homes of viewers and listeners."

This message was contained in his first major speech since he succeeded Newton N. Minow as chairman in June. It was delivered before the International Radio & Television Society, at the Waldorf-Astoria Hotel, in New York on Tuesday (Sept. 24).

Chairman Sets Goal ▪ And in it, the new chairman set this goal for the commission—that it become known for meaning what it says, in all areas.

"When we urge practical fairness," he said, "we mean it; when we speak of a broadcaster's good faith determination of his community's needs and interests as the price of a license, we mean it; when we say we will examine his performance at renewal time . . . we mean it [and] when we say that we are concerned about the degree of overcommercialization in broadcasting, we mean that too!"

He said he has been "startled" by the furor that arises "when people find out we mean what we say." He said it's the job of administrative agencies "to take high-flown principles to which everyone is willing to pay-lip-service, and given them flesh, bone and sinew. . . Surely an agency's practice must at some point live up to its preaching."

In discussing overcommercialization, he combined a vigorous defense of the agency's right to deal with the problem with some sharp criticism of commercial practices. But he also indicated he might be satisfied with something less than a rule.

"Whether by rule or policy statement," he said, the commission has to establish criteria which will tell the public and the industry what the commission means by "overcommercialization."

Information Wanted ▪ In pursuing this goal, he said, the commission is interested in "hard, concrete information" broadcasters can supply on the specific problems a time-limit rule might create. He indicated he wasn't impressed by the criticism to which the commission has been subjected since its notice of proposed rulemaking.

"The burden of the correspondence we've been getting . . . is that the task is impossible," he said. "But we're not told why it is impossible. The choice of tactics is of course yours, but surely a little less smoke and a little more fire would help."

He stressed that, in proposing adoption of the National Association of Broadcasters commercial codes, the commission was merely using that as a point of departure. The agency, he said, is aware that one rule cannot be applied to all stations. Consequently, he said, the commission wants the "widest range of information."

In this connection, he said he would favor a face-to-face meeting between the commission and representatives of broadcasting stations, networks, program producers and advertisers. He said such a meeting, after comments have been filed, "would be extremely useful." (He said later he intends to discuss this proposal at the commission meeting this week.)

Programs Count ▪ Chairman Henry based his argument for time standards on the ground that "programs—from the point of view of the government as well as the public—are the pay-off" in broadcasting. He acknowledged that advertising is essential in a free-enterprise system. "But when advertising begins to interfere unduly with programs . . . we have a real problem," he said.

And in resolving the question of values and their priorities, he added, "the Communications Act leaves no room for doubt. However important advertising may be to the industry, it is not sacrosanct."

He said that the public, judging by complaints received by the commission, is annoyed by commercials—their number, length, frequency, loudness and timing. He said complaints about commercials are second only to those received about programing generally. He said the FCC got 2,500 complaints about advertising in fiscal 1962.

He also said that "every detailed study of public attitudes toward broadcasting" has revealed the same widespread dislike of various aspects of commercials.

He noted, in addition, that some companies that pay the advertising bills are becoming disturbed. He recalled that John W. Burgard, vice president of Brown & Williamson Tobacco Corp., and Max Banzhaf, staff vice president

A list of other problems on the FCC's mind

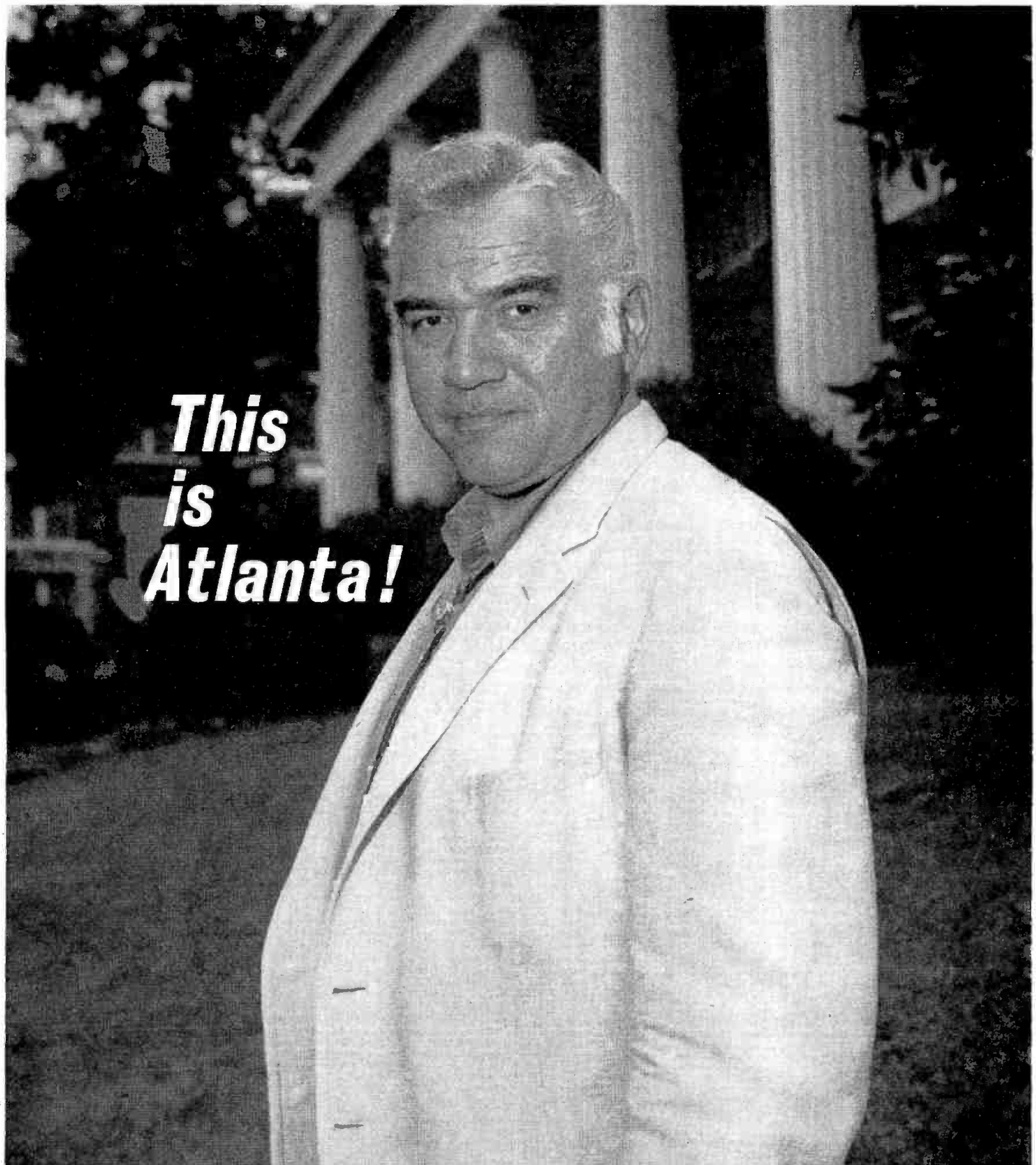
The field of radio and television provides a never ending supply of intriguing problems for the FCC, as far as Chairman E. William Henry is concerned.

The chairman, in his speech last week before the International Radio & Television Society, was concerned mainly with the question of overcommercialization in broadcasting.

But that isn't the problem "with which the commission is now wrestling," he said.

Here are the others he ticked off:

- The special role of networks—"the valuable contributions to broadcasting that only networks are able to make, and their resulting unique responsibilities."
- The question of whether advertisers, seeking to sponsor programs that appeal to less than maximum audiences, "are in fact knocking on network doors and finding no one at home."
- The refusal of many affiliates to clear sustaining public affairs programs, or those only partially sponsored. The commission is concerned, he said, when "the public is thereby deprived of much of the best the networks have to offer."
- The question of expense of political campaigning. He threw out this "thought" on the subject—"that for each segment of time sold by a broadcaster in a particular race, a proportionate or equal segment of time would have to be donated for the use of all candidates in the race."
- "The pregnant subject of summer reruns. . . Does the voracious, insatiable maw of television require so many reruns between June and September, or are there independent producers and writers with a wealth of new program ideas which the networks disdain?"



LOTS OF BONANZAS! Lorne Greene, star of NBC's "Bonanza", takes a hiatus from the Ponderosa to visit the White Columns of WSB-TV. Atlanta's retail sales in 1962 were 68% of effective buying income . . . the U. S. average was 62%. ATLANTA IS NUMBER ONE IN RETAIL SALES GROWTH AMONG MAJOR MARKETS*. Are you using the BONANZA station?

*1963 Sales Management "Survey of Buying Power"

WSB-TV
Channel 2 Atlanta

Represented by Edward Petry & Co., Inc.

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

of Armstrong Cork Co., told the Association of National Advertisers that the "clutter" appearing on television every half hour—and over commercialization generally—are blunting the effectiveness of TV advertising. Messrs. Burgard and Banzhaf expressed their view at the ANA meeting in May (BROADCASTING, May 27).

Market-Place Argument ▪ Chairman Henry rejected the view that the commission needn't concern itself with commercial time limits since a broadcaster who overcommercializes runs the risk of losing his audience to a competitor who doesn't.

"This suggests that our fundamental goal will be achieved in the automatic workings of the market place," he said. "But the question here is whether the system will supply an automatic answer. On that question, there is certainly room for doubt."

A broadcaster who wants to maintain high standards, he said, "may find it difficult to do so when faced with the loss of business to a lower-priced rival. So the argument that a man who overcommercializes is bound to lose audience may not be persuasive. If the viewer or listener has to depend on dial-switching, he may have to wait a long time before he gets relief."

Similarly, Chairman Henry disputed the contention of those who maintain that the commission should leave the problem to industry self-regulation through the NAB and its code boards.

"The NAB code boards have made commendable efforts and considerable strides," he said. "But the strength of one's conscience in this area is too often directly related to one's profit picture—and the [NAB] Seal of Good Practice will, I'm afraid, always have to compete with the Seal of the United States Treasurer."

Code Not Adequate ▪ Furthermore, he said, the NAB codes don't cover aspects of the problem he said were particularly objectionable to the public. He cited the "teaser" opening, such as: "Good evening, ladies and gentlemen. The president has just asked Congress to declare war. We'll be back with the story after a word from our sponsor."

He also described "the subtle 'bait, hook, switch and stuff' of the late show," by which, he said, "the viewer is baited with solid programing for the first 20 minutes, switched to double and triple spotting once he's hooked, and stuffed with commercials every five minutes thereafter."

He said these problems are not necessarily the kind that "can and must or even should be covered by a rule," nor is the NAB code a failure because it does not solve them. But, he said, anyone who has taken an oath to "represent the interests of the viewing and listening public" must eventually question whether industry codes are a sufficient answer to the question of overcommercialization.

Chairman Henry disagreed with the view that FCC action in the area of commercial time limits would weaken the broadcasting industry's resolve to regulate itself. He said there would still be a great deal of room for self-regulation.

He said the content of commercials "is in many ways the biggest problem." But except in cases involving fraud and deceptions, he added, broadcasters themselves should handle the problem of content.

He also noted that advertising time standards are only part of the codes. "There are a variety of subjects . . . which need attention but which do not lend themselves to treatment by government," he said. "So the codes will always have a real function to perform, and will always exert a salutary influence. The electronic huckster might have cause for concern but the bell will not toll for the codes."

Code boards put on spot by Henry

TWO NAB GROUPS MEET, WONDERING WHAT COLLINS HAS IN MIND

"We are hoist with our own petard," an official very close to the NAB codes and their administration said last week.

While agreeing, another executive added that "we'd damn well better find our own way out."

Finding their way clear of the reverberations caused by FCC Chairman E. William Henry's proposal that the FCC impose limitations on the amount of advertising broadcasting stations can carry posed a dilemma for NAB radio and TV code boards. Both are scheduled for meetings this week.

NAB President LeRoy Collins plans to present the boards with a lengthy, detailed presentation designed to set the policy directions of both codes for years to come (Closed Circuit, Sept. 23). The president feels that he and the code boards must sail down the same stream aboard the same boat in the future and that all must concur in policies to be undertaken.

Code activities in the past, many feel, have been half-hearted industry defenses against the government. Governor Collins strongly advocates the position that the codes should be a positive force for both the broadcasters and the public. He wants to make the name of the code authority director a household word throughout the country. A person recognized as a defender of the public—not of the broadcasters.

Governor Collins has kept his own counsel on the proposals he plans to make to the TV board today (Sept. 30) and the radio board Friday, with not even the chairmen having been given an inkling of what is to come. The TV board will be told that an informal meeting is planned for sometime in December to discuss the "mounting difficulties" of TV advertising.

This is a follow-up to the governor's approach to the three TV networks in August asking for a high-level discussion (Broadcasting, Aug. 26). The networks said no, and since then the NAB president has discussed his plans with individual broadcasters, advertisers and agencies. He has reportedly been encouraged by their reception.

Difficuties Defined ▪ Governor Collins believes that TV programs are interrupted too often for too many commercial messages and that the quality of the spots should and can be improved. This opinion will play an important role in the meeting if and when it is held with representatives of the NAB, individual broadcasters, advertisers and agencies.

The TV Code Board, headed by William Pabst of KTVU(TV) Oakland-San Francisco, is expected to be asked to approve the plans for the meeting.

Far-reaching decisions must be made, Governor Collins feels, because the alternative to close-knit self-regulation in the form of stringent government control is "a lot closer than broadcasters have been willing to recognize." Although many feel that Chairman Henry's New York speech knocked the props from under the NAB's hopes that the time standards rulemaking could be stopped within the FCC, Governor Collins said that he still is "hopeful and cautiously optimistic."

His optimism is due, he said, to a firm belief that the majority of the commissioners will not vote to pre-empt this area of self-regulation because they feel that the industry is proceeding "in good faith" toward more effective policing.

The FCC chairman's speech, Governor Collins said, underscores the need for a study of current practices in broadcast advertising. "The challenge is one which should be met," he said. On Mr. Henry's recommendation that the FCC hold an en banc hearing on the question of overcommercialization, the NAB president said that he would favor informal FCC-broadcaster talks to discuss the problems inherent in the rulemaking. However, he said, if the chairman has in mind a formal proceeding to "call broadcasters on the carpet in public view in a legalistic inquisition" then it would be improper and dangerous to the best interests of the industry.

Mistake to Rectify ▪ Many NAB officials now admit privately that it was a mistake to adopt commercial time standards based on a count of minutes but are hesitant to admit the mistake because of the FCC's attitude. Robert D. Swezey, outgoing code authority director, has publicly called the present time standards a mistake, however, and said the commission should not perpetrate the industry's error in self-regulation.

At the June board meetings, Governor Collins strongly opposed code board-approved amendments to both the radio and TV codes on the grounds it would be a grave error to relax the time standards in the face of government attack (BROADCASTING, July 1). However, the governor also has opposed standards based on time alone and repeated this position in a speech last week before the Nevada Association of Broadcasters (see page 72).

(Last June the TV board rejected a proposed amendment to change non-prime time maximum for each 30-minute segment from 6 minutes commercial time, plus station break, to no more than 30% for any given hour and an average of 20% over the entire broadcast day. Prime time standards were changed from 4 minutes plus break per 30-minute segment to a 17.2% maximum during the period. Radio subscribers now are limited to 18 commercial minutes for any given hour and an average of 14 minutes per hour. The rejected amendment would have established three classes of subscribers: A, 18 minutes maximum per hour; B, 20 minutes, and C, 22 minutes.)

It is under the umbrella of government threat and industry indecision that the TV code board meets today in Washington, the same day that comments are due in the FCC rulemaking (see page 33), and the radio code board Friday.

A major portion of the meetings are expected to be consumed by Governor Collins presentation and the code board members are as much in the dark about what he plans to say as the most remote radio code subscriber. Both Mr. Pabst and radio code chairman Cliff Gill, KEZY Anaheim, Calif., said that they had not heard from the governor. Mr. Pabst said that there is "considerable merit" in the NAB president's plans for an NAB-sponsored meeting to discuss TV advertising.

The TV board, he said, must prepare a "white paper" of guidelines to steer future policy actions without consideration being given to the spectre of government control. Mr. Pabst predicted that his board will strive to reach a "full agreement with Governor Collins."

He saw a need for amendments to the time standards—but proposed changes not motivated by government threat. Commercial limitations should not be held out as a "cushion" against possible FCC rules in this area of self-regulation.

Another Problem ▪ Members of both code boards see a possible dispute this week over the question of violations of the time standards by subscribers. Code authority officials will not publicly recognize that many small subscribers (both radio and TV) violate the maximum minutes weekly (BROADCASTING, June 10). Many code board members privately acknowledged this fact, however, and some are calling for the NAB either to (1) force habitual violators to resign or (2) relax the standards.

One code board member stated that the boards have no alternative but to call for resignations of every subscriber that is violating the code. He said the NAB boards missed the point when they rejected code amendments last June designed to solve the dilemma. The FCC rulemaking has come about, he said, because the codes themselves are unrealistic and, therefore, code compliance has been imperfect.

The code board amendments were the only realistic first step toward putting broadcasting's house in order, several of the members feel. Such changes would not be a "partial retreat from responsibility" as Governor Collins charged during the parent board meetings in his opposition to the amendments.

Mr. Pabst said the TV board faces some "difficult situations" with individual stations who repeatedly violate the code. Mr. Gill said his board has never had any policy but to "get tough" with violators. Violations are not and cannot be overlooked, he said. "A code that is not enforced is worse than no code," he said.

He predicted amendments to the time standards undoubtedly will be discussed at Friday's meeting and said he thought the changes proposed last June were good ones. They answered the problems, he said.

Plans Ready ▪ Lee Fondren KLZ Denver, chairman of a radio code subcommittee to study changes in the time standards, said his group will have "positive suggestions to present." He said the time standards should be liberalized with "common sense" but added that it "may be getting late for us to propose corrective measures in view of the position the chairman [FCC's Henry] has taken."

The time standards, he said, are being used as a device by the FCC to get on the legal record its alleged authority to *control* broadcasting.

Mr. Swezey, too, said that he is ready with a proposal for both radio and TV if asked. The present standards should be dropped, he said, with more clear, understandable and less rigid guidelines written as a substitute. He pointed out there have been 20 amendments to the TV time standards in 11 years, "a clear indication of continued dissatisfaction."

The worst features of the present time standards are that they are rigid, inflexible and based on minutes, Mr. Swezey said. Under his proposed substitute, which has not been drafted into definite language, a subscriber would be able to swear under oath that he would have to deviate from the maximums to survive and thus would be granted a waiver.

Such a clause is desirable because there are so many peculiar situations which will arise and which cannot be covered by language applicable to all stations, he said. After all, he said, a licensee's first obligation is to his public and not the FCC or an industry code.

Mr. Swezey has resigned as code authority director but has been asked by Governor Collins to stay in the office beyond the Oct. 15 expiration of his contract. The NAB president said he is not now looking for an individual to replace Mr. Swezey or even thinking in terms of the type of man needed.

The first step, he said, is to hammer out future policy with the two code boards and then find a man to carry out that policy. The parent NAB board must approve the person selected by the president as code authority director.

Some board members reportedly want to abolish the position, created in 1961 when Mr. Swezey was hired, but Governor Collins to date is strongly in favor of naming a new director.

FLEXIBILITY SHOULD AID SELECTION

Smith urges NICB panel to be aware of media values

Increased flexibility in reach of media should be leading advertisers to a more comprehensive understanding of media selection.

This view was expressed last week by Walter T. Smith, vice president of Anheuser-Busch, and reiterated by other members of a panel on "selection and Evaluation of Advertising Media" at the 11th annual marketing conference (Sept. 25-27) of the National Industrial Conference Board in New York.

Mr. Smith pointed to color TV and FM radio which "reach into high income homes" as examples of media that can be used to reach specialized audiences.

He named three areas of growing importance which, he said, are too often neglected in media selection: audience delineation, compatibility of media and message, and local peculiarities which should affect media choice.

Market To Fit Signal ▪ But the work of the media strategist does not end there, he suggested. There are times when a policy change is required by a medium's inflexibility. Often a new marketing pattern can be dictated by the reach of the medium used. In 1955, he said, when his company introduced its Busch Bavarian beer, a major portion of the ad budget was put into TV. But the company discovered that 30% of the population reached by the TV signals it used in a metropolitan area were potential customers who were not reached by Busch marketing outlets. As a result the selling territory was redefined to conform with the signal coverage area.

C. K. Emery, manager, media planning and measurements, General Electric Co., told the panel the use of computers in media selection is still in the incipient stage and will not reach full bloom until qualitative market and consumer information can be accurately reduced to quantitative terms.

Outlining problems inherent in the application of computers to media selection, Mr. Emery advised the marketing executives that "it is not true that a guess becomes a fact because it is put into quantitative form and fed into a computer . . . a machine cannot think."

New Distinction ▪ John B. Catlin, general manager, marketing services, consumer division Kimberly-Clark Corp., told of a new outlook on media selection which has been made possible by the separation of responsibility between media and copy.

Syndicated research services, he said, will now measure copy and media independently thus enabling a company's media planning to proceed independently from its copy creation.

Mr. Catlin reiterated the "awkward" problems presented by insufficient demographic data but said that research services in growing numbers are recognizing this problem and offering media planners better information.

Optimum Returns ▪ Advertising's prime function is to do a commercial communications task more economically than by some alternate means; "it cannot be charged with getting the order." Such was the comment of Richard F. Killelea, manager advertising division, Inland Steel Co., speaking on the second day of the NICB conference before a session on "Getting Maximum Return from the Advertising Dollar."

Mr. Killelea said that "few companies really know what value they are getting from their advertising." He suggested the reason for this is that ad managers and agencies resist control or measurement, but noted indications of reform of these attitudes.

Seymour Lusterman, vice president in charge of market research, Pepsi Cola Co., speaking on the same panel, said "the usefulness of advertising research does not depend upon its ability now or later to achieve dollar return measurement." Research findings on advertising execution "are not automatic decision makers," he said. Such research, he suggested, cannot lead to unqualified conclusions, but should be recognized as a valuable guide in media decisions.

Eastern Air Lines looking for advertising agency

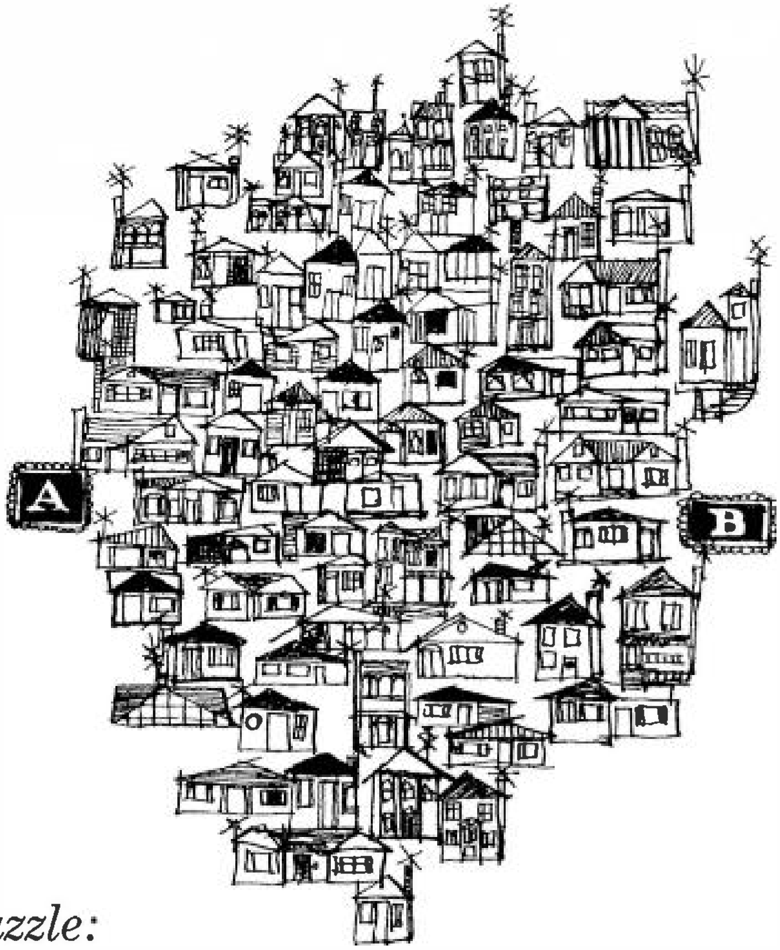
Eastern Air Lines confirmed last week that it is looking for a new advertising agency. Current agency on the estimated $10 million account is Fletcher Richards, Calkins & Holden.

An airline spokesman said that presentations would be heard from eight different agencies before the end of next month. Submitting campaign proposals to the airline are Tucker-Wayne & Co., Atlanta, and New York-based agencies McCann-Erickson, Compton, Gaynor & Ducas, Benton & Bowles, Lennen & Newell, Kenyon & Eckhardt and BBDO.

Eastern's current allocation of ad billings includes an annual broadcast investment of $4 million.

Eastern said last week that "some of the agency presentations being made for the account are for the airline's total ad budget."

It had been reported earlier that the new agency would handle a special budget outside of the billings now placed by Fletcher Richards, Calkins & Holden.



puzzle:

They Also Survey Who Only Stand & Rate

A group of Business Administration undergraduates majoring in Statistics, decided to tackle the problems of accurate television rating surveys.

Aiming at a total saturation sample, they selected as their universe a small community—100 homes, all TV-equipped, each with 2.38 children, 0.47 dogs and a proper ratio of churches, jails and chain stores. Using a preprogrammed question-and-answer face-to-face technique based on immediate recall, they rated Program A versus Program B. (Neither appears on WMAL-TV so our interest in the results is purely scientific, not to mention desultory.) The following data emerged:

> Ten families had never watched either program, while 75 had watched Program A and 83 had watched Program B.

On the final exam they were asked how many families in the sample community must have seen both shows. Since no one answered correctly, they all flunked the course and switched their major from Statistics to Psychology. Can you do better? Correct answers get an "A" and some trifling material reward.

Media selectors, aiming at straight "A's" not graded on a curve, would do well to survey WMAL-TV's fall programming. Brand-new shows with the total family audience in view, plus reliable holdovers, guarantee a healthy share of Washington's audience. For further data, check Harrington, Righter & Parsons, Inc. Puzzle adaptation courtesy Dover Publications, New York, New York. 10014.

Address answers to: Puzzle #87, WMAL-TV, Washington, D. C. 20008.

wmal-tv abc

Evening Star Broadcasting Company
WASHINGTON, D. C.

Represented by: HARRINGTON, RIGHTER & PARSONS, Inc.
Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSVA-TV and WSVA, Harrisonburg, Va.

RAB says NAB will join in $200,000 survey

BUNKER HOPES FOR FORMAL WORD 'IN A FEW WEEKS'

Edmund C. Bunker, president of the Radio Advertising Bureau, predicted last week that the National Association of Broadcasters would soon join with the bureau in financing a $200,000 study of radio measurement methods.

In an address Sept. 26 before an American Marketing Association meeting in New York, Mr. Bunker said that NAB-RAB hopefully would be able to make this announcement "within a few weeks." RAB has asked NAB to underwrite $75,000 of the cost of the project.

(An NAB official said last week that prospects are very "bright" for NAB to join RAB in the study. He questioned, however, whether it would be to the extent of a $75,000 cash outlay.)

Mr. Bunker also lifted a danger flag on "media-mix" research studies by various measurement firms which presumably in a single interview would elicit media audience information on radio, TV, magazines, newspapers and Sunday supplements. According to Mr. Bunker, the greatest danger lies within the interviewers themselves in that there is no assurance at present that an interviewer can be equally familiar with all media.

He said that, in many instances, it can be assumed that the interviewer will be a light radio listener and have little familiarity with the medium as opposed to the person he or she is interviewing. Radio also, he said, is not a "high-prestige experience . . . any more than eating dinner at a home is a high-prestige experience." To the contrary, Mr. Bunker emphasized, radio is more likely to be a very individual experience.

Radio, Mr. Bunker said, is difficult enough to research when it is the only medium covered by the interviewer and is bound to be more so when combined with other media. He urged media-mix surveying companies "to conduct adequate methodology studies of their own to insure that all media are validly reflected," and predicted that in the years ahead all media might well decide on a joint study of media-mix techniques through the Advertising Research Foundation.

RAB announced its study on radio measurement methodology on April 2 and has engaged Audits and Surveys research firm and Dr. Alfred Watson, who is prominent in the field of research, to work with RAB on the project.

POSITIVE THINKING

Standardization, optimism can aid radio time sales

Greater standardization of forms and procedures used by broadcasters and their sales representatives was advocated by a leading advertising agency executive last week as a means of making it easier to buy—and sell—radio time.

Leslie D. Farnath, media vice president of N. W. Ayer & Son, advanced the plea at a Radio Advertising Bureau management conference at Saratoga Springs, N. Y., last Tuesday (Sept. 24).

He also advised station management to stop "down-selling" against rival stations and to put an end to "switch-pitching," the practice of offering new inducements in an effort to keep business away from a competitor.

Mr. Farnath said the broadcaster who engages in negative selling is "selling his own medium down the river, building nothing but confusion, distrust, disrespect and doubt about everything from station affidavits to adjacencies and ratings, and even rates."

Among the areas where he thought more uniform practices would prove helpful to buyers and sellers were rate card forms, commercial lengths, time classifications, availability forms and rating data.

He said his plea for standardization was not based on a desire to supply material for computers.

Each In Its Place ▪ "There's a place for computers, of course, but it's our considered opinion that this is primarily in the estimating, ordering and billing area, and not so much in media selection," he said.

"There are places, even in media evaluation, where electronic machines can save a lot of paper work and time, but these basically are in the area of the 'tangibles' of media selection—those factors that are susceptible of definition, measurement and correlation. . . .

"But we know that in media work there just cannot be a shortcut substitute for good, sound and sensible judgment, based on the knowledge and experience of the individual.

"In addition to the media 'tangibles' there also are media 'intangibles' that must be dealt with. They represent the qualitative differences among media that are difficult, if not impossible, to measure or to relate to a fixed formula."

Mr. Farnath stressed the importance of station research that will help agencies understand "the real character" of a station or market. In audience composition, for example, he said it is desirable to know "some pretty specific things" about listeners, including their sex, ages, interests, listening habits and living and buying habits.

Mr. Farnath said both agency buyers and station salesmen should have greater decision-making authority so that they won't miss good business opportunities while consulting higher authorities. "Good sales, and good time periods, can be lost if those persons involved are not empowered to make the necessary decisions quickly," he said.

Government leaders told about advertising

The American Association of Advertising Agencies took a step into the area of government-industry relations last week.

It has mailed a kit titled "What Government Should Know About Advertising" to 1,700 government officials. It contains a six-point brief describing the economic benefits of advertising and other materials defining advertising's role in our economic system.

The brief is based on a speech by AAAA President John Crichton delivered last November in Detroit.

In a letter to the government officials which accompanies the kit, AAAA Chairman Arthur E. Tatham notes that almost 200 bills affecting advertising have been introduced in the 88th Congress.

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.

Southwestern Bell (phone service), three 20's, one 8 for TV. Agency: Gardner. May Kohler, agency producer.

Swift and Co. (turkey), one 60 for TV. Agency: McCann-Erickson. Tony Wells, agency producer.

Ford Motor Co. (Falcon), one 50 for TV. Agency: J. Walter Thompson. Finley Hunt, agency producer.

Seven Up, four 60's for TV. Agency: J. Walter Thompson. Art Lund, agency producer.

American Bank & Trust Co., Lansing, Mich. (banking service), ten 60's for TV. Agency: Capital Advertising (Lansing). Bruce Anderson, agency producer.

Helene Curtis (hair spray), one 30 for TV. Agency: McCann-Erickson. Ed Maroney, agency producer.

Wilson and Co. (sporting goods), three 60's, three 20's, one 40 for TV. Agency: Campbell-Mithun. George Zimbelman, agency producer.

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

Hoffmann LaRoche (Zestabs), one 60 for TV (electronic scoring). Charles Barclay, production manager. Agency: BBDO. Hurley Parrish, agency producer.

JWT blames quality loss on cartridges

MANUFACTURERS DISAGREE; INDUSTRY COMMITTEE STANDARDS NEAR

The belated awakening by advertisers and agencies to the fact that a great many radio stations for several years now have been dubbing their spot transcriptions onto tape cartridges appears to be still arousing concern that the quality of the commercials is lost in the process.

Cartridge tape manufacturers and stations using the equipment, of course, stoutly maintain that quality is not lost and they offer to prove it if agencies and advertisers will give them a chance. They are quite dismayed about the misunderstanding of the subject which has developed during recent weeks (BROADCASTING, June 17, 3).

A major agency, J. Walter Thompson Co., and a regional advertiser, Ozark Air Lines, however, are not convinced. Both have newly raised the issue and have asked stations not to transfer their commercial ET's onto cartridge tapes. JWT made its point scarcely a week ago in a memorandum accompanying orders sent out to stations in connection with a buy for Ford and possibly other accounts.

JWT asked that in cases where stations are fully automated and must use tape they should exercise due care in dubbing.

Ozark, through Katzif-George-Wemhoener Advertising, St. Louis, has placed a notice upon its radio spot transcriptions that stations are to play them from the disc and not to dub them onto tape cartridges.

Standards Near ▪ Meanwhile it was learned last week that nearly two years of labor on uniform cartridge tape standards by an industry committee of the National Association of Broadcasters is quickly nearing fruition. Final standards could be established by the first of the year.

Ross Beville, engineering vice president of WWDC Washington, president of Broadcast Electronics (Spotmaster) and chairman of the magnetic cartridge subcommittee of the NAB Recording and Reproducing Standards Committee, said his group plans to meet in late October or early November to adopt final standards proposals. NAB's engineering manager, George L. Bartlett, indicated that the final standards should be adopted and published by the NAB soon after that.

Mr. Beville pointed out that most of the tape cartridge equipment manufactured during the last two years is capable of reproducing better quality than the transcriptions, assuming reasonable operating care is taken by stations.

Continual Improvements ▪ He noted that his large NAB subcommittee includes representatives from nearly all of the cartridge equipment makers. He recalled that after each meeting they have incorporated into their gear any quality standard points raised if they did not already have them.

Other equipment spokesmen, including Automatic Tape Control, Collins Radio Co., Gates Radio Co. and RCA among others, said cartridge tape today generally exceeds by a good margin existing disc quality performance.

NAB's Mr. Bartlett admitted there have been some station problems in transferring the disc commercials to tape "but the problem has been in the technician and his knob twisting and not in the equipment." All of the present cartridge tape gear "seems good," he said.

The JWT memorandum was sent out to radio stations over the signature of Harold V. Taylor, director of radio recording in the agency's New York office. It went to station managers with copies to traffic managers and chief engineers.

Cartridges At Fault ▪ "Recent auditing and air checks of radio broadcasts on local stations and networks indicate an alarming deterioration in the quality of transmission of recorded commercials," Mr. Taylor wrote. "Further investigation has shown that this loss of quality is occurring on stations and networks using tape cartridges for the broadcasting of recorded commercials," he said.

"Since the forms of distortion prevalent in most cartridge transmissions negate the costly quality built into our clients' transcriptions and the frequency response limitations of present cartridge dubbing systems severly cut down on the effective coverage and impact of recorded commercials," Mr. Taylor said, "this agency for itself and its clients is seriously concerned about the problem.

"In fact, one of our large accounts has expressed unwillingness to approve any further radio campaigns until they can be assured that their commercials will be aired with the same quality transmission afforded phonograph records."

Consequently, the agency memo added, "We are requesting that you do not use tape cartridges to broadcast any commercials produced by the J. Walter Thompson Co. until improvement and standardization of equipment and procedures make it feasible for us to send you prerecorded tapes. We request that you broadcast only from the pressings you receive from us using high quality pickup equipment."

The memo explained that if the station's operation is so completely automated that broadcasting directly from the pressings is not possible, "we request that you exercise extreme care in dubbing our commercials to cartridges so that they will be broadcast with as little loss of quality as possible."

Information, Please ▪ Mr. Taylor asked the radio stations in the meantime to send to the agency as soon as possible detailed information on the technical performance of their cartridge tape gear. JWT wants to know about make and model of equipment, tape speed, noise level, below peak record level, flutter and wow, speed accuracy in percentages, frequency response plus or minus 2db, type of cartridge used, what head alignment tape is used and frequency alignment check.

"It is our belief that an all-out effort to guarantee good broadcast quality on broadcast commercials is an urgent necessity," Mr. Taylor concluded, "and will be of equal benefit to advertisers, agencies and radio stations."

Mr. Taylor reported Thursday (Sept. 26), that station response to his letter has already been considerable. He said the replies ran the full range of opinion on the subject.

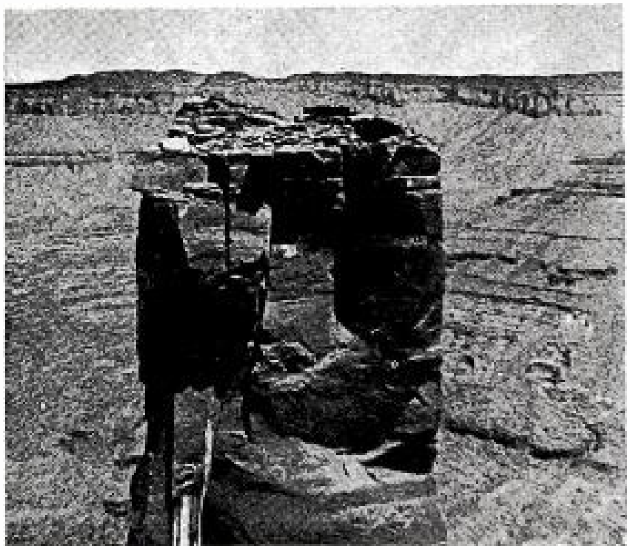
Hue And Cry Unfair ▪ Collins Radio Co. considered the alarm that has been raised "is a gross injustice to the broadcasting industry as a whole. It's an indictment of the industry because of the actions of a few members of the industry, a few stations that improperly maintain the equipment."

Collins suggested it was unfair for JWT "to say that this process is not good in the industry as a whole because it is." The company said that like its

OK toy spots listed

In preparation for the Christmas season, the code authority of National Association of Broadcasters has approved 100 toy commercials for TV, the NAB *TV Code News* reported last week. The code monthly told member stations that absence of a commercial from the list does not mean necessarily that it failed to measure up to code standards, however.

The list includes only those slots which have been screened. Commercials still in production will be published when approved, the *Code News* said.



Not for viewers with acrophobia

The tiny flat area atop a 2,256-foot monolith—one of those stone pinnacles that jut straight up in the desert—was the "stage" for a commercial for the 1964 Chevrolet Impala. And it was the result of imagination by Campbell-Ewald Co., Chevrolet agency, and Alexander Film Co. of Colorado Springs.

The car was lifted in sections to a team of auto technicians who reassembled it atop the lofty perch in 100-degree desert heat (left photo). Next, a pretty model was airlifted to the tiny rocky platform. Finally, the action was filmed from a helicopter by cinematographer Roger Monteran (right photo).

competitors it is doing research work to iron out any remaining factors that might be considered possible problem producers in the cartridge or its maintenance.

Elmo Franklin Jr., automatic tape control sales manager, reported that his firm has written to Mr. Taylor to deny as "inaccurate and misleading" his view that cartridge distortion is negating the "costly quality built into our [JWT] clients' transcriptions."

Comparison Challenge ▪ ATC has challenged Mr. Taylor "to listen to a radio station of your choice and indicate whether commercial content is reproduced from cartridge or transcription with an impartial third party determining the method of reproduction to be actually used."

Mr. Franklin further challenged the agency memo's allusions to poor frequency response in cartridges. He said the response of many cartridge systems on the market today is "consistently capable of 70 to 12,000 cycles per second, plus or minus 2 db," and any cartridge system when properly maintained "can equal the response of the system into which it works."

Cartridge equipment is capable of frequency response range far exceeding the capability of network lines and also many studio and transmission lines, Mr. Franklin pointed out. Further, he noted, "most AM radio receivers are capable of only a very narrow response range."

Modern automatic gain control and limiting amplifiers have a tendency to narrow the dynamic range while improving signal strength coverage area for the station and its commercial accounts, Mr. Franklin continued, "so they also should be included in any indictment of equipment that lowers quality. However, the units do help give the commercial account better 'coverage' and 'impact.' "

The ATC executive assured JWT's radio recording director that the majority of broadcasters who are familiar with tape cartridge equipment "would be glad to inform your client that they can better maintain the quality of the recorded message on a tape cartridge through numerous replays than they can on the ET, subject as it is to many kinds of mechanical damage, deterioration through use and poor use."

Unfair Indictment ▪ JWT's blanket indictment of all stations using cartridge gear to reproduce commercial content is not fair to those many broadcasters "who are constantly attempting to improve the quality of their product," Mr. Franklin said. ATC will frankly admit that not every broadcaster uses all care in every instance, he added, but this "should be the indictment of an individual broadcaster which your media department should not purchase."

For this reason too, Mr. Franklin said, "standardization and improvement in tape cartridge systems will never solve the problems of having less than the best broadcasting reproduction. This is dependent upon the individual broadcaster and how he uses the mechanical and electronic facilities available for modern radio."

John Palmquist, manager of RCA's Audio Products Division, said his company is willing to set up demonstrations or to stage an advertiser-agency symposium there at any time to demonstrate the quality and capability of cartridge tape systems.

Too Much Fuss ▪ Larry Pfister, manager of audio sales for Gates Radio Co., felt that the problems being experienced in the cartridge field at this time "are not as acute as some might indicate."

He said Gates in working "with the objective of solving any problems that exist from a realistic basis rather than to totally condemn what probably is a superior method of handling recorded commercials."

Mr. Pfister said it must be recognized "that many cartridge systems in operation are the outgrowth of equipment originally sold for 'storecasting' and never intended for professional broadcast use." He said his firm's Cartritape 11 is designed for exacting on-air-use and has frequency response of 40 to 12,000 cycles.

Gates believes that the "prompt adoption of cartridge recording standards" is of prime importance, Mr. Pfister said. Gates is cooperating with the NAB committee to resolve the standards issue, he said.

COSTLIER COMMERCIALS?

AFTRA-SAG bargaining team submits proposals for performers' payments after Nov. 15

A substantial boost in fees for performers in filmed and tape commercials is contained in new contract proposals made last week by the Screen Actors Guild and the American Federation of Television & Radio Artists to the Advertising Agencies' Joint Negotiating Committee and the Film Producers Association of New York.

The joint demands by the union are a prelude to the opening of formal negotiations in New York Oct. 21. The present three-year contract expires on Nov. 15.

The proposals by SAG and AFTRA call for an increase from $95 to $120 for the "on camera" session fee, and from $70 to $90 for the "off camera" session fee for all performers other than group singers.

The unions also are seeking increases in some (but not all) of the schedules covering use payments. They are requesting a revision of the "weighting" classification for program commercials so that New York, for example, would count as 15 cities as against the present 11, and Los Angeles and Chicago would be increased in "weight" from seven to 11.

The unions noted that commercial use payments are based on the extent of the geographical coverage of a commercial and the number of times or length of time a commercial is telecast, thus compensating a performer for the period an advertiser "desires to use his image and his services to promote a particular product." They pointed out the session fee is applied against the use payments.

The unions also are proposing increases for use and re-use of so-called "wild spots," which are commercials telecast by noninterconnected stations and used independently of a TV program. The rate for 13 weeks' unlimited use of a wild spot commercial in the three large cities of New York, Chicago and Los Angeles, for example, would be raised from $345 to $400 "on camera" and from $227 to $300 "off camera" for all players except group singers, for whom a special schedule with lower rates is provided.

Management officials declined to comment on the unions' demands until they had an opportunity to study them.

This will mark the first time that agencies will be represented actively in the negotiation of contracts in the commercials area. In former years, network officials negotiated the codes in both the program and commercial fields, with agencies represented by observers. Sharp criticism over the conditions formulated in the TV commercial field in 1960 led to the agencies assuming a direct role in the talks this year.

The union team is headed by Donald F. Conaway, national executive director of AFTRA, and John L. Dales, national executive secretary of SAG. The management team is headed by Harold J. Saz, vice president of media services, Ted Bates & Co., and William Unger, partner in Elliot, Unger & Elliot.

TV network billing for July

Network television gross time billings
Source: TvB/LNA-BAR
(in thousands)

	July 1962	July 1963	July % Change	January-July 1962	January-July 1963	January-July % Change
ABC-TV	$15,708.7	$16,039.2	+2.1	$116,399.0	$125,214.3	+7.6
CBS-TV	25,793.4	27,401.9	+6.2	175,237.0	185,311.0	+5.7
NBC-TV	22,788.9	23,303.7	+2.3	160,427.6	167,338.2	+4.3
Total	$64,291.0	$66,744.8	+3.8	$452,063.6	$477,863.5	+5.7

MONTH-BY-MONTH 1963

	ABC-TV	CBS-TV	NBC-TV	Total
January	$18,264.8	$25,912.7	$24,066.1	$68,243.6
February	17,435.7	24,057.7	22,850.0	64,343.4
March	19,378.0	26,694.3	25,166.8	71,239.1
*April	18,577.0	26,508.4	23,669.9	68,755.3
May	18,338.8	27,986.9	25,305.1	71,630.8
*June	17,180.8	26,749.1	22,976.6	66,906.5
July	16,039.2	27,401.9	23,303.7	66,744.8

* April & June figures changed as of Sept. 16, 1963.

Network television gross time billings by day parts
Source: TvB/LNA-BAR

	July 1962	July 1963	July % Change	January-July 1962	January-July 1963	January-July % Change
Daytime	$19,193.4	$19,565.6	+1.9	$139,973.7	$157,253.4	+12 3
Mon.-Fri.	15,689.7	15,956.7	+1.7	115.360.7	125 757.7	+ 9.0
Sat.-Sun.	3,503.7	3,608.9	+3.0	24.613 0	31.495 7	+28.0
Nighttime	45,097.6	47,179.2	+4.6	312,089.9	320,610.1	+ 2.7
Total	$64,291.0	$66,744.8	+3.8	$452,063.6	$477,863.5	+ 5.7

U.S. Rubber moves tires to Doyle Dane Bernbach

United States Rubber Co. last week announced withdrawal of its estimated $6 million tire account from the N. W. Ayer & Son agency and assignment of the billings to Doyle Dane Bernbach.

The switch was reported to have resulted from a disagreement over the advertising program presented to U. S. Rubber by Ayer for the coming year.

Ayer recently lost the Whitman candy account, worth a reported $1 million in billings, and six Johnson & Johnson products, which billed about $750,000 (BROADCASTING, July 22).

Sunkist ad budget to be over $4 million for year

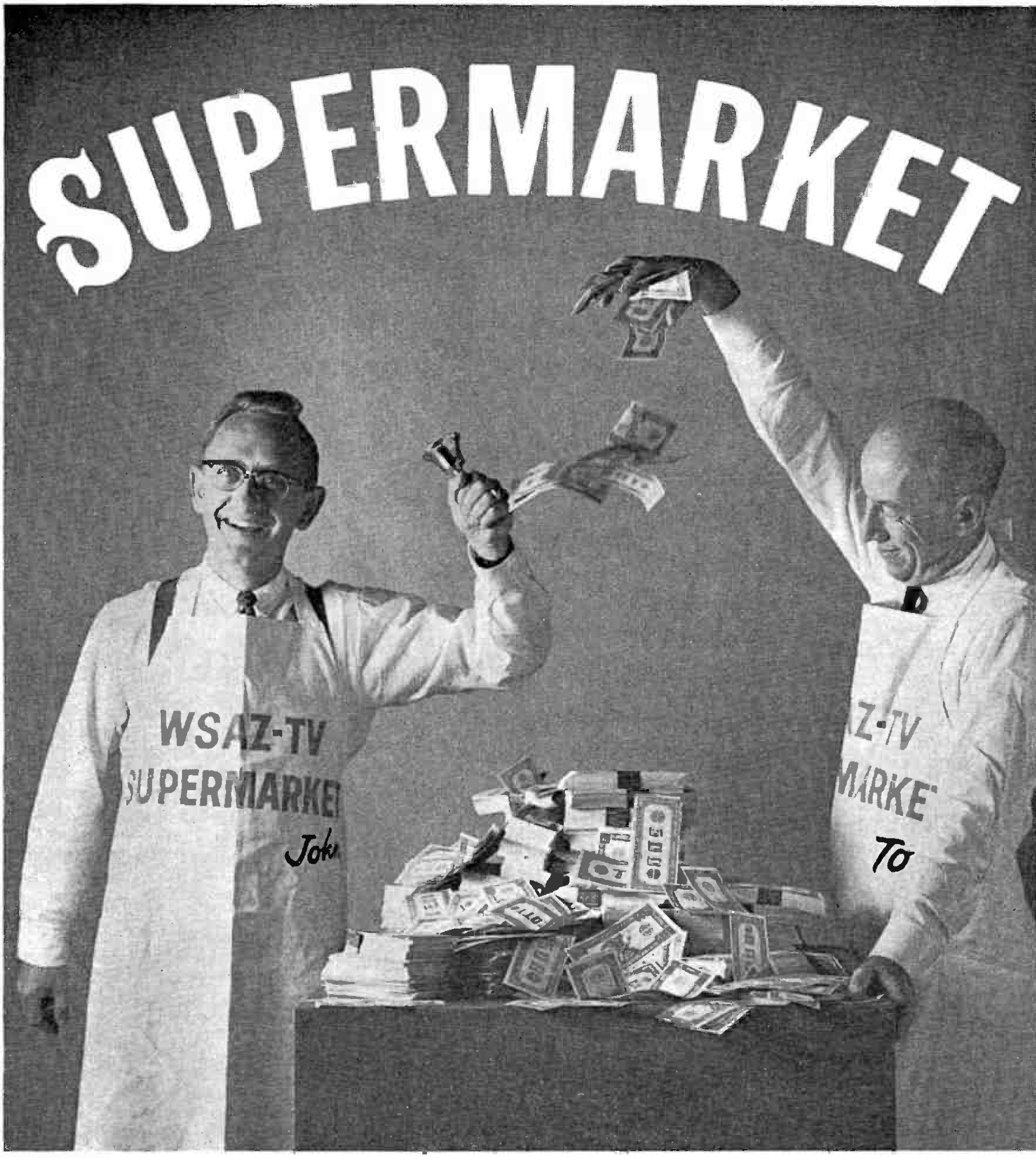
Sunkist Growers will spend about $4,045,000 to advertise oranges and lemons during 1963-64—$2,720,000 for oranges, $1,325,250 for lemons, R. Z. Eller, advertising manager, said last week. The budgets include $233,000 for Canadian and $158,500 for export advertising, chiefly in Europe. Foote, Cone & Belding, Los Angeles, handles all orange advertising in the U. S. Leo Burnett, Chicago, handles all fresh lemon advertising and the orange advertising in Canada.

All of the lemon advertising budget will go for nationwide TV network shows, both daytime and prime evening time. The orange advertising will use some children's TV shows, still to be selected, plus magazines, newspapers and Sunday supplements. The advertising schedule runs from late November this year through late August of next year.

Business briefly . . .

General Mills Inc. will sponsor *The Story of Christmas*, a one-hour special holiday color show to be presented Dec. 22 on NBC-TV. The program's commercial periods will be used solely for institutional announcements. General Mills agency: Doyle Dane Bernbach Inc., New York.

Procter & Gamble has assumed full sponsorship of *Petticoat Junction*, a new comedy series which started last Tuesday on CBS-TV. The Whitehall Divi-



EVERYDAY SPECIALS: Lettuce, cabbage, bananas and clams!

"Small potatoes? Never!" shout Tom Garten[1] (right) and John Sinclair.[2]

Because, as these friendly WSAZ-TV entrepreneurs intimate in their little charade above, Supermarket (formerly the Charleston-Huntington market) specializes in big money: four billion payroll dollars of it!

What's more, Supermarket's 2 million people* part with their money to the tune of $2,044,160,000** in retail sales. Where do they get their buying ideas? Where they get their news, information and entertainment. Community-minded WSAZ-TV! The *only* station that truly serves and sells 4-state 72-county Supermarket.

Call your Katz Agency man this afternoon and order something green, won't you? (1. Vice President, General Manager, WSAZ-TV. 2. Manager, Charleston Operation, WSAZ-TV.) *SRDS (Population 1/1/63) **SRDS (1/1/62-1/1/63)

THE SUPERMARKET STATION
WSAZ-TV
CHARLESTON HUNTINGTON W VA
CHANNEL 3
NBC PRIMARY: A DIVISION OF THE GOODWILL STATIONS INC.

sion of American Home Products, formerly signed as an alternate sponsor, has moved over to partial sponsorship of the *Red Skelton Show*, which also appears Tuesday night on CBS-TV. P&G agency: Compton Adv., New York.

Glenbrook Laboratories Division of Sterling Drug Inc. has purchased participation in the *Patty Duke Show* (ABC-TV, Wednesday, 8-8:30 p.m. EDT) for its product, Bayer aspirin. Edward Gottlieb & Associates is the agency.

Frito-Lay Inc., Dallas, has started a campaign on TV in New York and Philadelphia to introduce its Lay's Potato Chips there. The commercial, featuring comic Bert Lahr, was produced by MPO Videotronics, New York. Agency: Young & Rubicam.

REVIVING A MARKET

Spot TV campaign for 'Teflon' does the trick

A million-dollar spot television campaign that not only "revived a dying market" but substantially increased the sponsor's share of it was reported last week in the *Journal of Advertising Research*. The *Journal* is published monthly by the Advertising Research Foundation.

The "dying market" was the market for cookware coated with a finish that won't let foods stick to the cooking surface. The market had flourished and then, according to the *Journal* article, sagged when imported articles proved unsatisfactory. The advertiser who revived the market was du Pont, on behalf of its own no-stick finish, "Teflon."

The campaign was conducted in 13 markets in the fall and winter of 1962-63. During the fall, four of the markets received 10 daytime commercial minutes a week, five received five daytime minutes, and four received no advertising. For the winter campaign the advertising weight was redistributed among the markets.

The tests showed a strong relationship between a "high" advertising level and sales. They also indicated that "little" advertising produces about the same sales results as no advertising.

The article, by James C. Becknell Jr. and Robert W. McIsaac of du Pont's advertising research section, reported that the campaign expanded the total cookware market by about 21% and more than doubled purchases of cookware coated with "Teflon."

"In markets with no du Pont television advertising for Teflon," the article reported, "cookware coated with 'Teflon' accounted for about 11% of the market. In markets with only one season of advertising [fall or winter], the market share reached about 16%, and where advertising was run for two seasons [fall *and* winter] 'Teflon' market share reached 27%."

The article also noted that "purchases were significantly higher in markets exposed to a high level of advertising in both fall and winter than they were in markets exposed to a high level of advertising in either the fall or winter tests alone."

The du Pont researchers also said that "the national introduction of the product in the fall will require at least 10 daytime TV spots a week during the fall season and seven or more spots during the winter or the equivalent season, if a profitable level of sales is to be achieved."

In another article in the September *Journal*, Lawrence G. Corey and Richard M. Doub of Needham, Louis & Brorby report on tests of the recognition method of measuring awareness of radio commercials by telephone. They concluded the method wasn't too satisfactory, thought a better one would combine the "recognition" and the "recall" techniques.

Such a system has been developed for print advertising, and the authors said they were working on adapting it for use in studying radio commercials.

How do agencies figure their commissions?

'PACKAGE PRICES' COMPLICATE THE SITUATION

When television time and talent costs are commissionable at different rates, how do you figure agency commission on a package price?

This question was cited last week as an example of why advertisers and their agencies should draw up and occasionally update detailed agreements covering their relationship. Out of 109 agency-client agreements submitted to the Association of National Advertisers as part of a study, however, not one specified the answer.

Frank Harvey, manager of advertising controls for General Foods and chairman of ANA's advertising administrative control committee, reported on the ANA study last Thursday at a two-day ANA administration and cost-control workshop at Princeton, N. J. Mr. Harvey said: "The circumstances affecting the provisions of an agency agreement do not stand still. Agency services change in response to changing conditions and advertisers' demands, which, in turn, require policy revisions and amendments.

"For example, when buying network TV shows, the practice is becoming more prevalent for the networks and stations to have one price that covers both time and talent. Since many advertisers pay their agencies different amounts of commission on time and talent—17.65% on net time cost and only 15% on net talent cost—the one

Study shows rise in pretested campaigns

A small but increasing number of companies are coming to recognize the importance of pretesting advertising campaigns and are beginning to demand more complex advance analysis from their advertising agencies.

A study released last week by the National Industrial Conference Board titled "Pretesting Advertising," reveals this new emphasis of advertisers and gives detailed analysis of various pretest techniques.

The 214-page book is based on research done over a two-year period in the U. S. and Canada on agencies, advertisers and research firms and is directed at pretest research methodology.

The NICB report is the second of a four-part examination of methods used in determining advertising effectiveness. The study was co-authored by Dr. Harry Deane Wolfe, University of Wisconsin, and G. Clark Thompson, Stephen H. Greenberg and James K. Brown, division of business practices, NICB.

According to the report, many ads go untested although bigger agencies generally pretest according to standard methods on major accounts. The majority of advertisers, says the report, consider pretesting to be exclusively the responsibility of the agency, but that in small agencies pretesting is the exception rather than the rule.

Specific applications of pretest methods are analyzed in 105 "case study" briefs, each one explaining information sought, research method, pretesting procedure and appraisal of the procedure.

"Pretesting Advertising" is available at NICB, 845 3d Avenue, New York at $5 a copy to NICB associates and $25 to nonassociates.

all-conclusive amount billed by the networks or stations can present a problem.

"Should the agency consider the entire amount as time and thereby receive 17.65% of the total, or should it be broken into two reasonable segments so that some part of it is considered talent, on which the agency would only receive 15%?"

Mr. Harvey also said that because clients' requirements differ, "I do not think it makes any sense for an agency to demand that all its clients follow the same compensation policies."

He said the report on the ANA agency-advertiser contract study is currently being prepared for distribution to ANA members.

In an exploration of key financial problems in the advertiser-agency relationship, Philip H. Schaff Jr., chairman of the executive committee of Leo Burnett Co., noted that "the cost of people is the key cost in the advertising agency business. When you start people working, you start the meter ticking."

Since agency costs are trending up and agency profits are trending down, Mr. Schaff said, "It is to the advertiser's own self-interest for his agency to be profitable on his account." Burnett, for instance, is willing to risk its money along with a major client in the hope of gain in launching a new product, he said, but the agency cannot shoulder the full cost. Thus it may have to charge an extra fee, he said.

Agency VP wants ratings mess solved

Radio station managers everywhere should get together to try to solve the "ratings mess," Hildred Sanders, vice president in charge of radio-TV for Honig-Cooper & Harrington, Los Angeles, stated Thursday (Sept. 26) at a luncheon meeting of the Southern California Broadcasters Association.

In a talk titled "To Research or Not to Research—That's the Question," Miss Sanders told the station executives that as "the most flexible of advertising media, radio, by its very flexibility, makes it the most difficult medium to measure accurately." The chief need, she said, is for standardization, so that the audience and coverage data of one station can be compared with that supplied by other stations.

She criticized Kevin Sweeney, former president of the Radio Advertising Bureau, for running down the $200,000 RAB research project as an expenditure that cannot produce any direct results for radio. "Advertising agencies are continually spending money for research and other services that will improve advertising, without any expectation of direct returns," she stated.

Off-network program scarcity ahead?

SYNDICATORS AND BUYERS AGREE NEXT YEAR WILL SEE FEWER ON MARKET

The steady stream of off-network program series pouring into the syndication market over the past four years shows unmistakable signs of receding, and 1964 looms as the year in which syndicators and TV stations must begin to seek out other sources of new programing.

Off-network product has formed the backbone of syndication since 1959, when MCA pioneered this approach. In the intervening years at least 100 program series have been released from

Joseph Kotler, vice president, general manager, Warner Brothers Television, expects indications from stations by the first of the year as to whether they want to buy quality programs.

a backlog of film shows dating to 1954.

Simple mathematics is working against the off-network concept for the future. As the backlog and the more recent offerings are used up, the networks cannot continue to direct to syndication a sizeable number of marketable off-network series each year.

A consensus of leading off-network syndicators and program buyers at various station groups agreed last week that the availability of such programs will slacken considerably next year. Some syndicators and station group officials said that 1964 conceivably could be the year that first-run syndication production will be accelerated.

Return To First-Run? ▪ Admittedly, those who advanced first-run programing as a possibility were cautious. They underlined these conditions: Stations must make prime slots available; they must be willing to pay reasonable prices, and regional sponsors must be found for such vehicles.

First-run production for syndication was supplanted by off-network, starting in 1959, because producing programs specifically for stations became too costly in view of the prevailing economics of the industry—rising production and distribution costs, diminishing prime time slots and the defection of regional advertisers.

In 1963, approximately 30 series that formerly were scheduled on CBS-TV, NBC-TV and ABC-TV have been made available to local stations. From 1959 through 1962 about 70 series were placed on the market. The future course, accordingly, must rely on the number of series still held in reserve by distributors and on programs still on the networks that are likely to be channeled to the syndication market.

A key word in the lexicon of today's distributor is "marketable." It is not enough that a distributor have a series available. He must be reasonably certain that it is economically feasible to distribute the series.

Price Of Residuals ▪ The main concern, initially, is residual payment to talent. This can amount to $4,000-$7,000 per episode, and some distributors in the past four years have failed to recoup even their residual costs on some off-network series they placed on the market.

Though about 50 off-network series

Robert Seidelman, vice president in charge of syndication for Screen Gems is surprised that so many off-network shows have been released for syndication in the past.

of past years are still in the vaults of major distributors, it is unlikely that more than seven or eight of these shows will be offered because of the residual bite. Robert Seidelman, vice president in charge of syndication for Screen Gems, commented last week that he "is not at all surprised at this situation." He said:

"What surprised me is that so many off-network shows have been released in the past. I know that a certain portion of these shows have not brought

Richard Pack, vice president, programing for Westinghouse Broadcasting (Group W), says the number of off-network shows has placed the distributor in a discouraging position.

back their residual costs, let alone distribution and related expenses. I think too many of the companies did not exercise caution in releasing their series."

In addition to the residual factor, a consideration that must be weighed by the distributor is the number of episodes in a projected off-network series. Stations shy away from purchasing those properties that have less than two years of programing because (1) they prefer a continuity of shows and (2) a program that was on the network for only one season or less was likely to have been "a bomb" that may also fail in syndication.

Long And Short Of It ▪ A study of the 50-odd shows that are still in the backlog reveals that only seven had a cycle of more than one year on the network. Yet even these seven may not be the logical contenders for off-network release, according to one distributor who requested anonymity. He observed that some of these shows have been out of circulation for two years or more and this tends to make them "outdated" in the eyes of some station managers.

But syndicators are quick to point out that some "short-episode" series do have sales possibilities. Harold Klein, vice president and world sales manager for ABC Films, pointed out that certain shows of "reasonably good quality" are "forced off the networks by unfavorable time positions." He added that in certain cases, these series can turn out to possess syndication possibilities.

In addition to those series that have ended their network play, the sources of future supply for 1964 or thereafter are programs currently on the network that may end their cycles next season.

M. J. Rifkin, vice president for sales for United Artists Television, sees an "excellent" market for quality first-runs but a shortage in marketable off-network programs.

Jack Lynn, vice president, programing for Metropolitan Broadcasting, thinks the current situation has persuaded groups to produce their own shows and look into the world market.

Distributors generally are of the opinion that the outlook in this area is not promising on a long-range basis.

A practice that is being accentuated more and more at the networks, the distributors point out, is the placement of their more successful shows in network rerun during the daytime or early evening, thus siphoning off a portion of the off-network supply. By the time these programs are redeployed to off-network syndication, they have, for the most part, "used up" their value to stations through repeated exposure.

Off-Network Supply ▪ Nevertheless, a certain number of series should be rolling off the networks each year. Some of these series will be placed into syndication, but it is difficult for distributors to anticipate which series will become available and the total number that may be marketable.

Len Firestone, vice president and general manager of Four Star Distribution, recently went over the network schedules for 1963-64 with a view toward determining which series conceivably could be released for syndication next year. Mr. Firestone's appraisal: A maximum of 10 shows can come off the networks—six from ABC-TV, four from CBS-TV and one from NBC-TV.

This judgment, he stressed, considered that some programs are destined for network rerun; some are going to be renewed on the networks; some are going to flop on the networks and be unsuitable for stations; some will be too expensive to distribute when residual and other costs are stacked against potential sales.

The 11 programs that Mr. Firestone chose as "likely candidates" for off-network during 1964, keeping in mind they represent only the educated guess of a leading syndication specialist, were: ABC-TV's *Combat, McHale's Navy, Flintstones, My Three Sons,* and *77 Sunset Strip;* CBS-TV's *Perry Mason, Rawhide, The Nurses* and *Route 66* and NBC-TV's *Eleventh Hour.* Other syndicators might well make other guesses.

Hal Golden, vice president, director of sales for MCA TV, admits his company has thought of producing first-run programs but doubts that the market is ready for such a gamble.

No Dearth Of Products ▪ In essence distributors and station group officials seem agreed that the number of off-network shows to be offered in 1964 will decrease materially from previous years and the number of saleable series will decline sharply. There was no uniform agreement, however, that there would be a scarcity of programs for stations next year.

Mr. Seidelman, for example, voiced the view that the market is oversupplied. He felt that there would be sufficient programing available from the off-networks offered in the past, from those coming off next year and from the feature film supply.

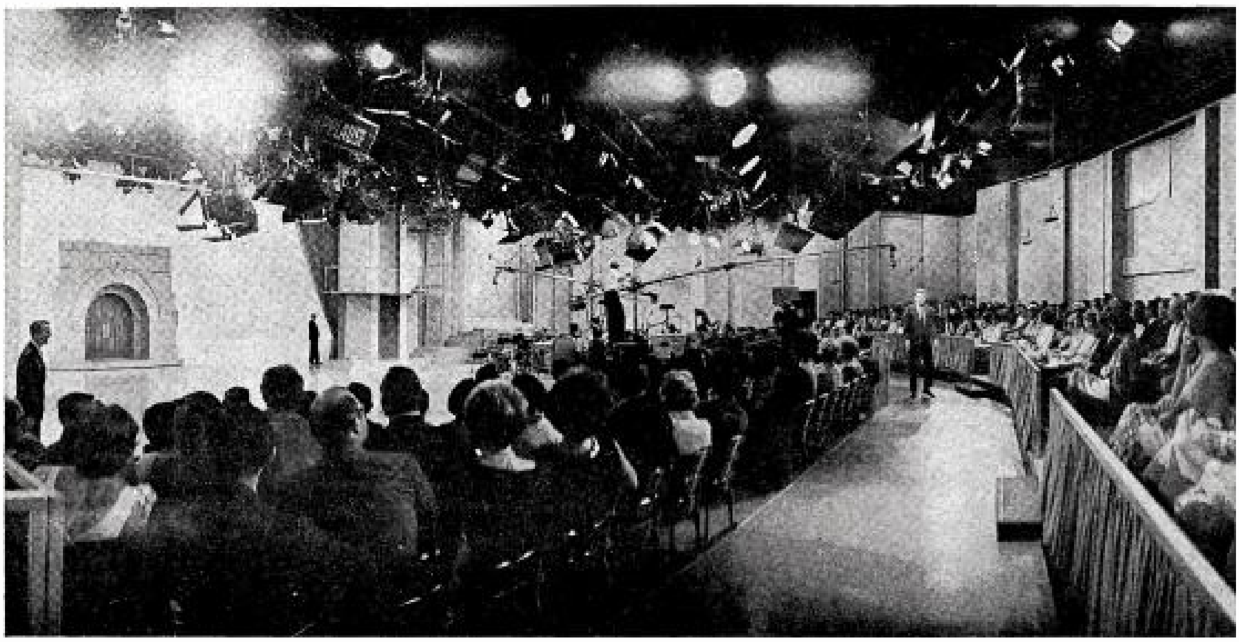
Len Firestone, vice president, general manager of Four Star, sees a maximum of 10 shows off the networks next week . . . six from ABC-TV, four from CBS-TV and one from NBC-TV.

Joseph Kotler, vice president and general manager of Warner Brothers Television, said he believed that by January there will be strong signs from stations as to whether they want new programs. He noted that by the beginning of the year the fate of the new network shows will be known.

The results, he said, may very well lead to the production of first-run series and "Warner Brothers could very well move in this area."

Mr. Kotler, who acknowledged a general shortage of suitable off-network shows, warned that first-run series cannot be priced economically. He said that before Warner Brothers and other

There is nothing average about Danny Kaye or his stage



Studio 31 at CBS Television City with Danny Kaye on the prowl.

The average stand-up comedian presents few problems to the TV producers and technicians. Give him a microphone, a spotlight and about four square feet of stage space and he's satisfied.

But Danny Kaye is something else. Peripatatic rather than stand-up, Mr. Kaye likes to perform all over the place, down in the orchestra and out in the audience as well as front-and-center on stage. He likes to get everybody into the act and that's just what the Danny Kaye Theater at CBS Television City, Los Angeles, is designed to do.

As unusual a studio as Mr. Kaye is a performer, the theater is a studio within a studio, enclosing both stage area and audience on all four sides. The 3,100 square feet of Studio 31 encompasses an 80 by 38-foot performing stage which can accommodate scenery and players, four mobile camera units, Paul Weston and his orchestra, the Johnny Mann Singers and 278 members of the studio audience. Throughout, ramps have been installed to enable the TV cameras to keep close behind the star where-ever his fancy and his nimble feet may take him.

In the shows already taped, he has peregrinated into the audience for an impromptu minuet with a surprised housewife, danced his way

companies embarked on first-run production, they must have strong indications from stations that there will be time slots available and a willingness to pay for series of higher quality.

UA And First-Run ▪ M. J. (Bud) Rifkin, vice president in charge of sales for United Artists Television, contended that a shortage is emerging in marketable off-network shows. He believed that many off-network programs did not achieve the ratings that stations had hoped for, and noted that it is rare for an off-network show to be sold beyond two runs.

He agreed that the residual cost is a factor in keeping down the number of runs, but added: "If a show were good, it would be rerun more than twice." He believed the market is "excellent" for quality first-runs and stressed that UA-TV has released first-runs this season: *The Lee Marvin Show* and six one-hour specials produced by David Wolper. He added:

"We think so much of producing first-run series that we will release another show early next year, probably between January and March. I can't give any details of our new series now."

The program director of a large station group, while conceding that the outlook for marketable off-network shows is gloomy, expressed the opinion that first-run production on an expansive scale was doubtful because of cost factors. His prognosis: a modest and gradual increase in first-run, stepped-up activity by station groups in the production and syndication of low-budget entertainment and public affairs series, and an increase in the production by some local stations of community-oriented programs, particularly local sports.

Hal Golden, vice president and director of sales of MCA TV, acknowledged that the "bloom is off the off-network rose," and predicted that fewer and fewer such programs will be brought out by fewer and fewer companies. The "really good shows" that can recoup residual and other costs will be brought out, he continued, but much of the material held in reserve by many distributors "doesn't seem to have potential." He added that MCA TV has "given thought" to producing first-run products but stressed that the company would not undertake such a project unless it was considered "a reasonable gamble," and added: "The cards don't seem to be stacked that way yet."

Station Shows ▪ Richard Pack, vice president, programing, for Westinghouse Broadcasting Co., said he thought off-networks will always be a source of programs for local TV stations but agreed that their value is diminishing. The preponderance of such shows on the market, Mr. Pack noted, has not placed the distributor in a very strong position.

He sensed a desire on the part of stations to inject a "flavor of freshness" into their schedules through locally produced entertainment programs and thought this practice would broaden. Stations are interested in first-run syndication series, he said, but distributors claim that current economics preclude through the aisles, stopped to seize the baton of the startled Mr. Weston and, for a few frantic moments replaced him as band leader, climbed the platform where the background singers are normally ensconced and slid down the pole of a circular staircase.

In the center of the audience section several rows of seats were left out to give the star a chance to slow down for a change of pace segment that he calls "when I sit down to talk to the people for a breather." The novel construction of the Danny Kaye Theater lets the cameras sweep the entire scene during the broadcast. They can follow the star and the other performers like electronic bloodhounds, or swing behind him during his chat-with-the-audience interludes.

But the theater is more than a suitable stage for the star. It is also a showroom wherein the show's sponsor can display a product in use. The CBS scenic artists wanted a resilient flooring that would appear attractive and yet be durable enough to stand the rigors of scenery shifting and the comings and goings of cast, crew and guests. So they turned to Armstrong Cork Co., alternate sponsor *The Danny Kaye Show* (Wednesday 10-11 p.m. EDT).

Armstrong obliged and the nimble feet of Mr. Kaye, the Tony Charmoli Dancers and all the others will be spotlighted on 715 glistening squares of Vistelle Corlon Tile.

the production of such programs.

Jack Lynn, vice president in charge of programing for Metropolitan Broadcasting Television, said the current status of off-network programing is persuading station groups to produce more of their own shows and to seek product from world-wide sources. He noted that Metropolitan recently bought a two-hour Joan Sutherland concert from TCN in London, and in 1963 produced eight special programs, including one on Joe Louis which is being syndicated.

TV series on 'Sea Power'

A series of 65 half-hour TV programs, *Sea Power*, is being produced for Westinghouse Broadcasting Co. (Group W) by WJZ-TV Baltimore in cooperation with the United States Naval Academy and the Department of the Navy. The series, a study of navies and naval warfare, will be broadcast early next year on the five Group W stations and on other stations through syndication.

NEGRO ON 'HAZEL'

Possible sticky problem solved by Screen Gems shift

By transferring Otis Greene, assistant to Ben Harsh, production manager of Columbia Pictures, to Screen Gems, Columbia's TV subsidiary, as production liaison on the *Hazel* series which Screen Gems produces for broadcast on NBC-TV, the Columbia-Screen Gems management quietly prevented what could have been a sticky situation.

The National Association for the Advancement of Colored People had made demands on the Hollywood producers of filmed programs for television and theatrical exhibition and the craft unions involved that at least one Negro be included in each production crew. The NAACP had set as its target date for putting its demand into effect the start of filming of *Hazel* this fall (today, Sept. 30). If *Hazel* did not have at least one Negro member, the NAACP said, various actions would be taken by the organization, including a "selective buying campaign" against *Hazel's* sponsor, the Ford Motor Co.

Naturally Screen Gems did not want any such campaign put into motion. But the unions, not the production company, control the make-up of the technical crews. However, the company can assign a man to the crew at the executive level and that is what Screen Gems has done. Oh, yes, Mr. Greene is a Negro.

How the NAACP will proceed with the other shows now in production at the various Hollywood studios is not known. James L. Tolbert, president of the Beverly Hills-Hollywood branch of the NAACP, who on several previous occasions had made it clear that the focus on *Hazel* was merely to provide a date by which all crews were to have Negro members, was not available for comment on Thursday, following the Screen Gems announcement of the transfer of Mr. Green to the *Hazel* staff.

Promise Co-operation ▪ On Tuesday evening, Mr. Tolbert and Morris T. Johnson, legal counsel of the NAACP branch, met with George Sidney, president of the Directors Guild of America, and a group of DGA officers and members, at a three-hour meeting at which Mr. Sidney assured the Negro group officials that DGA will do everything possible to insure the proper portrayal of the Negro in television and the movies.

Charles Boren, executive vice president of the Association of Motion Picture Producers, who also attended the meeting, reported on recent improvements in job opportunities for Negroes in Hollywood. "In the past two months," he said, "the number of Negroes registered at Central Casting has increased from 45 to 106 and we have told them to register 25 more. The studios have ordered their people wherever possible to use more Negroes in motion pictures and on television. We can do a great deal here to alleviate the racial conflict in this country. It is a long and hard job but we must see it through," he concluded.

AP radio-TV board elects officers

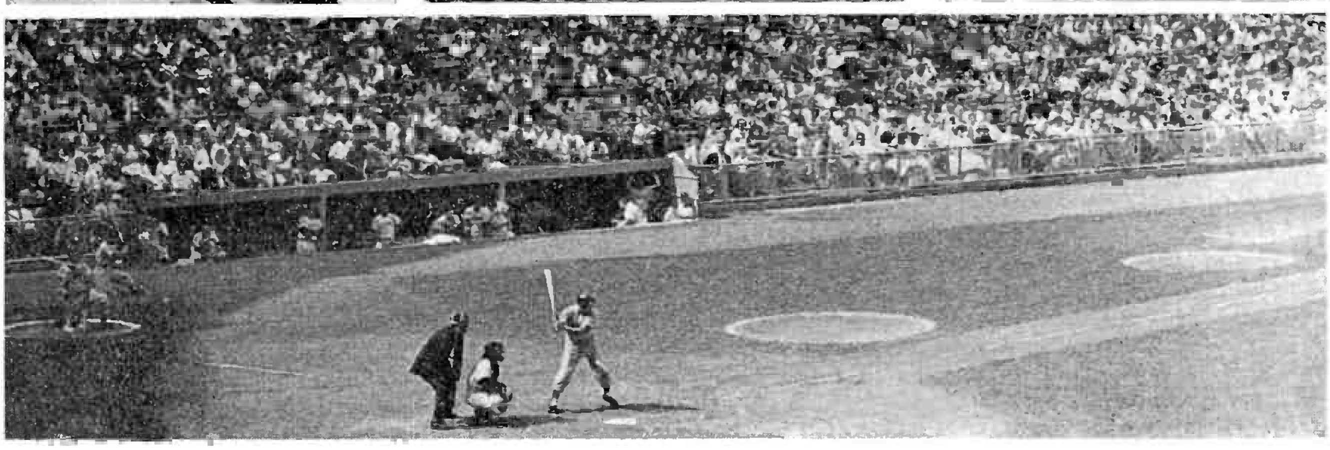
The AP Radio and Television Association board of directors, meeting last week in New York, voted to retain the existing schedule of expanded five-minute news summaries on the AP broadcast news wire. The service reaches approximately 2,400 radio and TV stations. The board's decision followed a report by a fact-finding committee, which said that 35% of 700 stations that answered a survey voted for retention of the expanded summaries.

The fact-finding committee also reported that returns from another survey showed that sports scripts are the most widely used features on the AP broadcast wire. On the basis of the feature survey, the board urged that all existing daily features should be retained, and it recommended that further studies be made in regard to the content of market scripts.

The board also recommended that the AP broadcast desk experiment with a compromise solution concerning the use of datelines on individual items in news summaries.

Directors of the association at the meeting were Ken Nybo, KBMY Billings, Mont.; Paul Adanti, WHEN-TV, Syracuse; retiring association president Dwight Martin, WDSU New Orleans; F. O. Carver, WSJS Winston-Salem, N. C.; Jim Bormann, WCCO Minneapolis; Carl Lee, WKZO-TV Kalamazoo, Mich.; Tom Eaton, WTIC Hartford; AP radio-TV news editor John Aspinwall; Jim Howe, WIRA Fort Pierce, Fla.; Louis J. Kramp, AP assistant general manager; Joe Cleary, WESB Bradford, Pa.; Tom Bostic, KIMA Yakima, Wash.; new president Bob Schmidt, KAYS Hays, Kan.; John Thompson, KRCA(TV) Los Angeles; Dave Kelly, KDKA-TV Pittsburgh; Dan Kops, WAVZ New Haven, Conn.; Gene Shumate, KRXK Rexburg, Idaho, and Frank Gaither, WSB Atlanta.

Messrs. Eaton, Lee, Carver and Thompson, were elected vice presidents for their districts. Mr. Kramp was named secretary and Mr. Aspinwall was re-elected assistant secretary. Robert Booth, AP treasurer, was re-elected treasurer of the radio and television association.



Sports hottest network item

ADVERTISERS STANDING IN LINE FOR MORE AS ANNUAL HOURS TOP 1,000

How many viewers will tune in to watch a duck-calling contest in Stuttgart, Ark?

The contest could turn up on TV screens in prime time as part of a network sports program. The networks think enough people will tune in to make it worthwhile, and they have no concern about the advertisers, waiting in the wings to gobble it up.

What this example points up is what one network official calls the "hottest" item on network TV today—sports programing.

For all the competition in news programs, westerns, detective shows, situation comedies and documentaries, there is no fiercer competition than the "utter demand" for sports.

Hunt Is On ▪ Carl Lindemann, newly appointed vice president of NBC Sports, told BROADCASTING last week that what this network competition has come to is a search for "obscure events in remote areas" (WEEK'S HEADLINERS, page 10).

A few years ago it was live baseball, football, basketball, boxing, horseraces, tennis and hockey. Sprinkled in were filmed golf and bowling matches, and assorted skiing, skating and mumblety peg contests.

Today all boundaries have been crossed. Baseball, football, and boxing are still on live along with major golf events. Except in Canada and Northern U. S. states, hockey has gone by the boards—for the time being—and the filmed or taped events now include the Soap Box Derby, Little League World Series and bridge tournaments.

The trend toward more sports programing during the past six years may turn into an even greater boom in the next few years. The networks, two of them carrying their heaviest sports loads in history, are hanging "sold out" signs on many of their choice sports offerings, and one official commented that some sponsors are even trying to buy out other sponsors for preferred spots.

All Are Interested ▪ For the current season CBS leads in quantity of sports programs with 338 hours already on the books. NBC, the one-time leader, has 288 hours set and ABC is set for a new high of 275 hours. This means that of the 11,630 hours programed by the networks this year, 1,051 hours or 9.03% will be devoted to sports.

And the figure could increase before the season ends.

The signs of growth are everywhere. Chet Simmons, vice president and general manager of ABC's sports arm, Sports Programs Inc., said the public is "insatiable" in its demand for sports. The biggest problem, he noted, was finding time to carry it all.

William McPhail, vice president of

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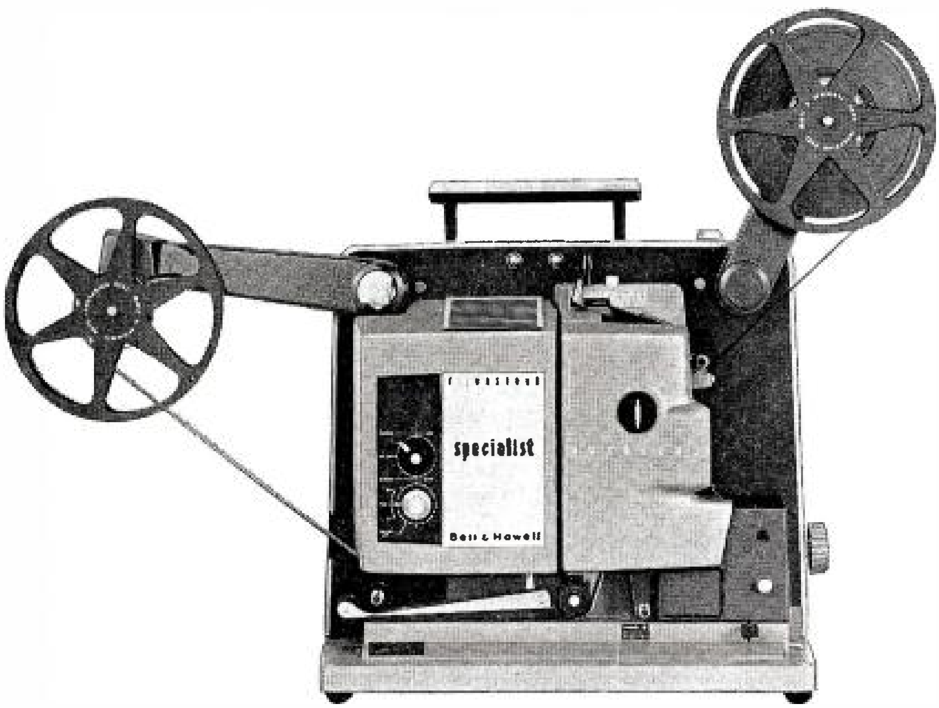

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'Man Named Mays' is latest sports entry

Sports may never replace sex entirely but NBC-TV will make an attempt of sorts next Sunday when it dangles *A Man Named Mays* before the armchair athlete. In opposition on CBS-TV, 10-11 p.m. EDT, will be *Elizabeth Taylor in London*, the color special by Television Productions of America, New York [BROADCASTING, Sept. 16].

The baseball special, built around the career of the San Francisco Giants center fielder, will also feature figures associated with Willie Mays's career: baseball's Casey Stengel, Leo Durocher, Horace Stoneham, Alvin Dark, Bobby Bragan and Ed Montague.

Responsible for the sports show that will compete with Miss Taylor is Lee Mendelson Film Productions, San Francisco, making its first network offering. Lee Mendelson is a former writer and producer for KPIX(TV) San Francisco. He was associated with the station's 1963 Peabody Award-winning programs "San Simeon" and "The Bridge Builders," cited as "best locally produced television programs."

CBS Sports, called the sports picture "very, very healthy." And Mr. Lindemann said that it won't be too long before major sports make a move into the previously sacred prime-time hours.

Through all the optimism, however, the caution signals were up in two areas:

▪ The continued upward spiral of costs.

▪ The possible intrusion of pay TV into the network sports prosperity.

When NBC paid $926,000 last spring for the rights to telecast the National Football League championship game, what was left of the medium-priced era came to a sudden halt.

The price became an all-time high for not only a single sports program, but also for any single television show.

CBS-TV's $10.2 million two-year pact with the National Collegiate Athletic Association for college football games ends this year, as does the network's $9.3 million two-year contract for the NFL's regular season games.

ABC-TV still has the American Football League through 1964 under its $10 million five-year contract.

But where will it go from there?

Mr. McPhail said the current cost per thousand for sports shows "just doesn't make sense." And one advertiser closely related to sports buys in recent years commented that "were it not for our history as a sports advertiser, it would be a difficult decision for us to enter sports now in view of current costs."

The cost spiral can be traced to several factors, one of them crystal clear. One executive said network bidding for sports events has taken the form of dowagers bidding at auctions. "They don't care what it costs, they just want it."

Outdistanced ▪ In the open bidding for the NFL championship game, NBC's $926,000 far outdistanced the CBS offer of $650,000 and was way beyond CBS's 1961-62 two-year contract of $615,000. The bidding was so high that ABC and Sports Network didn't even bother to take part.

A more recent example is the bidding for the U. S. Olympic Trials, won by ABC with a bid of $411,000 plus a guarantee of $250,000 to the Olympic Fund. The lone opponent was NBC, which bid $300,000. CBS stayed out of this one.

Mr. Lindemann commented "this type of bidding just doesn't make sense. All they [ABC] are going to do is build up the audience for our coverage of the Summer Olympics from Tokyo."

NBC was successful bidder for the Tokyo Olympics and ABC won the rights to the Winter Olympics from Innsbruck, Austria.

On another occasion, ABC two years ago found itself without a major post-season college football game and "went shopping." It wound up taking the Orange Bowl game away from CBS-TV with a three-year contract reported at $205,000-a-year for rights, plus $50,000 for coverage of the Orange Bowl parade, regatta and other festivities. Now, according to Mr. Simmons, ABC is "going after" the Bluebonnet Bowl game, currently on CBS.

Advertisers Anxious ▪ But even though advertisers have been grumbling about costs, none seems to want to be the one who loses his chance to sponsor a major sports event.

Mr. Lindemann noted that "many more advertisers are looking for sports. It's one of the last areas of real, live TV and while there are known audience levels of big events" many want in "regardless of ratings" because sports audiences are the people they say they want to reach.

The prospects of public acceptance and continued advertiser interest are still at enough of a peak for the National Basketball Association, in conjunction with Sports Network, to seek clearances on stations for the NBA's Thursday night games.

Dropped by NBC on Saturday afternoons two years ago, the NBA will first clear stations in the eight league cities (probably nonnetwork stations). An official at one network said he expects the project to grow beyond that nucleus into other cities—the beginning of the move to prime time.

But what of pay TV?

No one has a pat answer to that question. All admit that they are weary of pay television and what it can do to the sports programing on the networks. However, most consider any strong influence from pay TV to be at least three years away.

Western Effort ▪ The pay television sports venture on the West Coast is to start next year with Subscription Television Inc. (BROADCASTING, Aug. 26). Its first fare will be baseball games of the Los Angeles Dodgers and San Francisco Giants.

But among baseball men the feeling about pay television is more than a little mixed.

Gabe Paul, general manager of the Cleveland Indians, said he has talked with "the pay TV people" and wants to talk to them again "to see what they have to offer." Pay television, he thought, could succeed in Cleveland.

Calvin Griffith, owner of the Minnesota Twins, wasn't as optimistic. In his thinking, pay TV could succeed "only in thickly populated areas like New York, Los Angeles or Chicago" and with specials such as the World Series and All-Star Game.

While there are comments from both sides of the pay TV fence, there is a measureable note of dissatisfaction with the weekend baseball games carried by CBS and NBC and the fact that only a handful of the 20 major league clubs share in the money.

As it stands now, with CBS and NBC dealing with individual teams in setting up their weekly game schedules, complaints have arisen among some baseball executives that the New York Yankees have been receiving a disproportionately large share of the TV baseball exposure and cash.

Contracts For A Year ▪ This is not a new complaint. But this is the year that someone may attempt a solution. The network pacts with the teams are for one year—with the lone exception of the Yankees who have a three-year contract with CBS which will terminate in 1964.

Network executives expect to be on hand at the interleague winter meeting in Los Angeles in early December, and hope to come up with answers for the baseball men's questions.

The networks have maintained that signing of individual teams or signing of league contract, as is the case in pro football, is a matter for baseball to answer.

Contrary to some reports, it is believed, according to major league baseball counsel Paul Porter, baseball leagues are at liberty to negotiate contracts with the networks, as the NFL and AFL now do in football. Under such a plan, all teams in a league would presumably receive equal shares of the TV revenues, as is now practiced in the two football leagues.

However, ABC's Simmons expressed some misgivings about bidding for baseball on the same basis as football. "There are too many blackouts now in baseball," he said, adding that cities in which baseball is blacked out far outnumber those in football.

Pay TV Is Problem ▪ On the football front, the networks are more concerned about pay TV jumping in. Pro football works as a unit and if the money is right, there is a noticable feeling that the networks could easily lose their biggest major sport.

But as Mr. Lindemann pointed out, when the NFL opens its bidding at the end of the season "we're going to be in there with both feet."

While they have the interest in baseball, there is no one in network sports programing who downgrades the power of pro football to attract big audiences and a surplus of advertisers (BROADCASTING, Aug. 19).

Increased sports programing has had a favorable effect on weekend daytime network billings, according to Television Bureau of Advertising figures. Since 1957, Saturday-Sunday daytime billing has increased 104.5% compared to a total network increase of 54.7%.

Aside from the major sports items, the drive to find the obscure, the little-publicized, the specialty sports is reaching a fever pitch.

Sports Network, expanding its coverage this year to include for the first time swimming and track and field events, will also carry NCAA tournament, National and American League hockey, PGA winter golf, jai alai, horseracing, skiing and spring baseball.

The competition on "secondary" sports has been evident among ABC with its *Wide World of Sports* on Saturday and CBS with *Sunday Sports Spectacular*. On Saturday, Jan. 4, NBC will offer *NBC Sports Special*.

The armchair golf addict will continue to get his fill of big men chasing a little white pellet on all three networks. And present plans call for a bigger role in the future for bowling, with competition for ABC's *Professional Bowler's Tour*.

Where will it end? That's anyone's guess.

But on Jan. 1, 1949 the Rose Bowl game was sold on TV for the first time for $100,000. Today, the only bowl still up for sale is the Junior Rose Bowl on Dec. 14 on NBC-TV.

AFL's success on TV means court loss to NFL

The American Football League has lost a second round in its $10 million antitrust suit against the National Football League.

The United States Fourth Circuit Court of Appeals, in Baltimore, upheld last week a lower court ruling that the NFL had not attempted to impede the formation of the AFL in 1960.

Through the 1964 season, ABC-TV holds exclusive rights to AFL games.

Stripper admits she can't fight night ball

Sports *has* replaced sex, at least in the opinion of one of San Francisco's ecdysiasts (stripper to you), who blames the demise of her profession in the Bay City on "night baseball," not TV.

The complaint came from Laura Eden, Miss Hollywood (r), as she spoke with Hillard Rose, reporter for KCBS San Francisco, as the station covered the closing of this cultural institution.

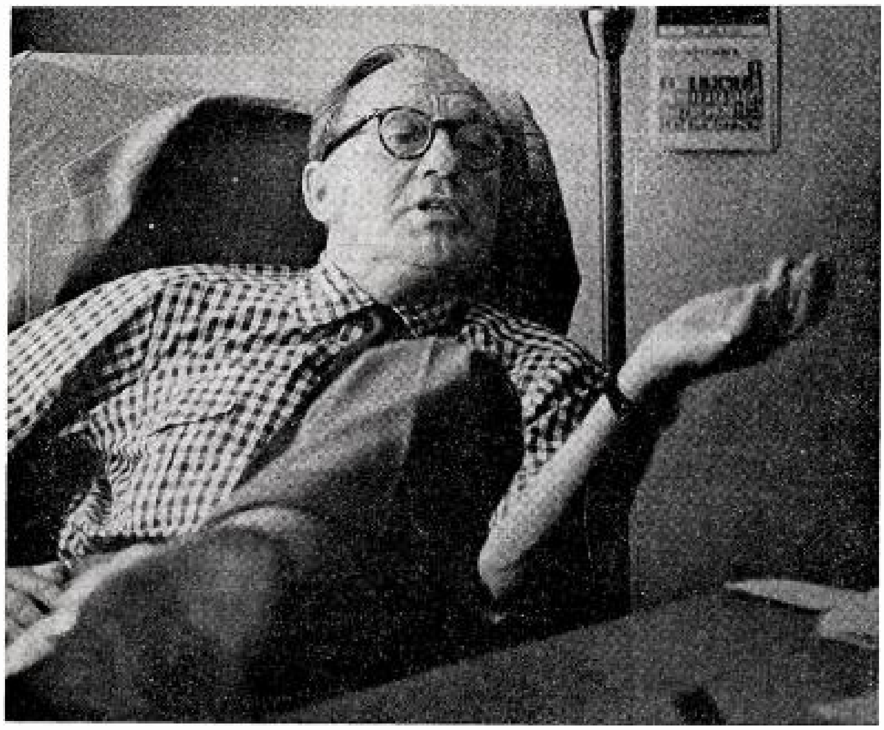
Backstage at the President Follies Theater, San Francisco's only burlesque house, the strippers were bemoaning their fate and the fact that the whistles and cheers of the future will go to those working under the arc lights and not the blue spotlights.

BENNY TO GO HOME TO NBC

After 15-year run on CBS radio and TV networks, comedian to return to scene of his broadcast start

Jack Benny, who left NBC in the beginning of 1949 to join CBS in a $2,260,000 capital gains transaction, is returning to NBC in the fall of 1964 with a program on the television network.

The announcement of Mr. Benny's plans was made last Wednesday (Sept. 25) by NBC Board Chairman Robert W. Sarnoff who said it was a "privilege to announce his return to NBC, and we look forward with pleasure to another long association with Jack and *The Jack Benny Show*." The new NBC contract was negotiated with J. & M. Productions Inc., owned largely by the comedian and. in part, by Revue Productions, a subsidiary of MCA Inc.



The length of the contract and its financial terms were not divulged.

CBS had no official comment on the development, but one source close to the network said Mr. Benny is completing the final year of a two-year contract. He claimed the network had an option to renew the pact for another year, but CBS elected not to exercise the option on the performer's services.

Past Peak? ▪ The reasoning at CBS seemed to be that Mr. Benny, who will be 70 next February, is past his peak. With a strong lineup of name personalities in its fold, including Jackie Gleason, Danny Kaye, Lucille Ball, Danny Thomas, Phil Silvers and Judy Garland, CBS feels it can forego the services of Mr. Benny.

The Benny program on CBS-TV is seen Tuesday, 9:30-10 p.m. EDT, under sponsorship of the General Foods Corp. and State Farm Insurance Co. Following the NBC announcement, an official of State Farm Insurance reported the company would be a co-sponsor of the Benny show on NBC-TV, although the network has not announced a program day or time. The agency for State Farm Insurance is Needham, Louis & Brorby, Chicago.

It was no secret that Mr. Benny was displeased with the scheduling of his program this year in a time slot following a new series, *Petticoat Junction*. Last season his program followed the popular *Red Skelton Show* but this year CBS-TV moved the Skelton presentation ahead a half hour without moving up Mr. Benny's show. Earlier this year, Mr. Benny protested the change, but the network was not swerved.

CBS sources noted that although Mr. Benny's nighttime show is leaving the network, his program may be viewed in daytime hours for several years to come. As part of an earlier contract, the network has a five-year lease on 110 *Jack Benny Show* films that it may use for daytime reruns.

Raids Of 40's ▪ Mr. Benny was one of the central characters in the so-called "talent raid" by CBS upon NBC in the late 1940's. Starting with *Amos 'n' Andy* in 1948, CBS lured Mr. Benny, Edgar Bergen and Red Skelton away from NBC later that year or in early 1949 (BROADCASTING, Nov. 29, 1948 et seq.).

In the cases of Mr. Benny and *Amos 'n' Andy*, CBS held out the attraction of capital gains benefits to the performers. The $2 million *Amos 'n' Andy* deal was approved by the Internal Revenue Service on the basis that they were selling "characterizations." Mr. Benny received $2,260,000 in a transaction approved by the IRS on the basis that he was selling a company that produced other programs and a motion picture.

In a reminiscent mood in 1956, Mr. Benny told a BROADCASTING editor in a special interview that the reason he moved from NBC to CBS was to "make some money like everyone else would like to make." He said he had been "happy" at NBC and the "deal was strictly business" (BROADCASTING, Oct. 15, 1956).

Mr. Benny started on NBC with his own radio show in 1932 and remained there continuously until January 1949 when he shifted to CBS. He began on CBS-TV in 1950 as the star in four shows, and increased his appearances gradually until 1960 when he became a weekly regular.

NBC sources said the network had no intention of conducting a "raid" on CBS talent.

Four stations sign for Latin baseball

Four radio stations have been signed to broadcast the first Latin American players' baseball game to be held on Oct. 12 at the Polo Grounds in New York, and negotiations are continuing to add other radio-TV stations to the lineup.

Sports announcer-producer Guy Le Bow, who is handling arrangements for the contest in which Latin American stars from the National and American Leagues will play, reported last week that the following stations have signed for the broadcast: WADO New York; KDET Tucson, and KIFN Phoenix, both Arizona, and KIPI Pueblo, Colo. Philip Morris cigarettes and Schlitz Brewing Co. will sponsor the game over WADO. The game's play-by-play will be broadcast in Spanish.

Mr. Le Bow has appointed National Time Sales to represent his company, Pan-Video Productions Inc., New York, to obtain additional radio and TV stations in this country for coverage of the game and Fremantle International to sign stations outside the U. S. Mr. Le Bow noted that plans call for live broadcasts to some cities and by delayed tape to others.

Competition tightens as new shows premiere

CBS-TV WEDNESDAY COMEDY BLOC CONTINUES STRONG

ABC-TV continued its first week splash with strong showings in Trendex 26-city overnight reports on Friday and Saturday (Sept. 20-21). But in the second week which began Sunday (Sept. 22) some of the network's entries dropped beneath their opening figures.

CBS-TV and NBC-TV began their major unveilings on the 22d and the results showed viewers will give the first show of a new season a try.

ABC-TV's *Combat* and *Fugitive* on Tuesday nights were still at the top of their time slots. On Wednesday night, CBS-TV showed the new versions of *Beverly Hillbillies* and *Dick Van Dyke*, and *Ben Casey* which ABC-TV had moved into the time slot finished second in both half hours.

NBC-TV had its strongest showing Sunday night when it took honors from 7:30-10:30 with *Walt Disney, Grindl, Bonanza* and the first half of *DuPont*.

The parenthetical symbols indicate whether the program is new. "N" indicates a series new to the season; "NP," new programing in an existing series; "NT," new time period; "R," rerun. For earlier reports see BROADCASTING, Sept. 23.

Friday, Sept. 20

	Rating	Share
7:30		
ABC—77 Sunset Strip (NP)	12.0	29.1
CBS—Rawhide (R)	9.2	22.3
NBC—International Showtime (NP)	12.3	29.9
8:00		
ABC—77 Sunset Strip (NP)	14.2	31.2
CBS—Rawhide (R)	10.9	24.2
NBC—International Showtime (NP)	13.5	29.7
8:30		
ABC—Burke's Law (N)	20.0	41.4
CBS—Route 66 (R)	7.5	15.6
NBC—Sing Along With Mitch (R)	14.7	30.4
9:00		
ABC—Burke's Law (N)	24.4	50.8
CBS—Route 66 (R)	6.2	13.0
NBC—Sing Along With Mitch (R)	14.5	30.3
9:30		
ABC—Farmer's Daughter (N)	16.5	34.0
CBS—Hedda Gabler (Special)	13.4	27.6
NBC—Harry's Girls (N)	13.5	27.8
10:00		
ABC—Fight Of The Week (N)	7.4	15.1
CBS—Hedda Gabler (Special)	14.7	30.0
NBC—Jack Paar (NP)	19.6	39.9
10:30		
ABC—Fights/Make That Spare (NP)	8.1	19.7
CBS—Hedda Gabler (Special)	10.3	25.1
NBC—Jack Paar (NP)	18.9	46.2

Saturday, Sept. 21

	Rating	Share
7:30		
ABC—Hootenanny (NT-NP)	10.3	23.4
CBS—Lucy-Desi (R)	12.5	28.3
NBC—The Lieutenant (N)	13.4	30.4
8:00		
ABC—Hootenanny (NP)	11.5	26.4
CBS—Lucy-Desi (R)	15.4	35.4
NBC—The Lieutenant (N)	13.8	31.7
8:30		
ABC—Lawrence Welk (NT-NP)	16.9	32.1
CBS—The Defenders (R)	14.7	28.0
NBC—Joey Bishop (NP)	15.9	30.3
9:00		
ABC—Lawrence Welk (NT-PT)	16.8	31.7
CBS—The Defenders (R)	12.1	22.9
NBC—Movie (Seven Year Itch) (NP)	21.3	40.1
9:30		
ABC—Jerry Lewis (N)	20.1	37.6
CBS—Have Gun, Will Travel (R)	8.2	15.4
NBC—Movie (NP)	20.4	38.2
10:00		
ABC—Jerry Lewis (N)	21.8	41.0
CBS—Gunsmoke (R)	11.2	21.0
NBC—Movie (NP)	18.6	34.9
10:30		
ABC—Jerry Lewis (N)	15.9	33.3
CBS—Gunsmoke (R)	14.6	30.5
NBC—Movie (NP)	15.2	31.8

Sunday, Sept. 22

	Rating	Share
7:30		
ABC—Jaimie McPheeters (N)	9.5	21.0
CBS—Dennis the Menace (R)	13.7	30.3
NBC—Walt Disney (R)	17.1	37.9
8:00		
ABC—Jaimie McPheeters (N)	14.6	30.0
CBS—Lincoln Center (Special)	9.9	20.5
NBC—Walt Disney (R)	19.9	41.1
8:30		
ABC—Arrest and Trial (N)	16.7	31.9
CBS—Lincoln Center (Special)	10.6	20.3
NBC—Grindl (N)	19.7	37.7

	Rating	Share
9:00		
ABC—Arrest and Trial (N)	17.8	33.7
CBS—McCoys (R)	8.2	15.6
NBC—Bonanza (NP)	24.3	46.2
9:30		
ABC—Arrest and Trial (N)	18.2	36.9
CBS—GE True (R)	7.1	14.4
NBC—Bonanza (NP)	21.2	43.1
10:00		
ABC—100 Grand (N)	12.6	25.7
CBS—Candid Camera (R)	17.0	34.1
NBC—DuPont Show (NP)	17.1	34.3
10:30		
ABC—ABC News Reports (NP)	3.2	8.1
CBS—What's My Line (NP)	19.7	50.1
NBC—DuPont Show (NP)	13.8	35.0
Monday, Sept. 23		
7:30		
ABC—Outer Limits (N)	12.9	27.0
CBS—To Tell the Truth (NP)	17.3	36.3
NBC—Mon. Night Movie (David & Bathsheba)	13.8	29.0
8:00		
ABC—Outer Limits (N)	16.5	30.8
CBS—I've Got a Secret (NP)	16.1	30.0
NBC—Movie (NP)	15.5	28.9
8:30		
ABC—Wagon Train (NP)	15.7	29.6
CBS—Vacation Playhouse (NP)	17.5	33.0
NBC—Movie (NP)	15.1	28.6
9:00		
ABC—Wagon Train (NP)	16.3	27.2
CBS—Opening Night (Special)	25.1	41.9
NBC—Movie (NP)	16.0	26.6
9:30		
ABC—Wagon Train (NP)	15.1	26.9
CBS—Opening Night (Special)	24.4	43.5
NBC—Art Linkletter (NP)	14.5	25.9
10:00		
ABC—Breaking Point (N)	13.8	26.8
CBS—East Side, West Side (N)	17.5	34.1
NBC—Mitch Miller (NT-NP)	16.2	31.6
10:30		
ABC—Breaking Point (N)	17.0	34.2
CBS—East Side (N)	18.3	36.9
NBC—Mitch Miller (NT-NP)	10.9	22.0
Tuesday, Sept. 24		
7:30		
ABC—Combat (NP)	13.8	35.2
CBS—Dillon (R)	9.3	23.7
NBC—Mr. Novak (N)	13.1	33.4
8:00		
ABC—Combat (NP)	16.2	31.5
CBS—Skelton (NP)	17.7	34.4
NBC—Mr. Novak (N)	11.9	23.2
8:30		
ABC—McHale's Navy (NP)	17.4	32.7
CBS—Skelton (NP)	20.4	38.3
NBC—Redigo (N)	11.3	21.2
9:00		
ABC—Greatest Show on Earth (N)	12.9	24.6
CBS—Petticoat Junction (N)	21.9	41.7
NBC—Richard Boone (N)	14.3	27.2
9:30		
ABC—Greatest Show (N)	16.4	30.6
CBS—Jack Benny (NP)	19.1	35.6
NBC—Richard Boone (N)	15.5	28.9
10:00		
ABC—Fugitive (N)	17.1	36.0
CBS—Garry Moore (NP)	15.5	32.6
NBC—Andy Williams (NP)	12.1	25.5
10:30		
ABC—Fugitive (N)	16.4	39.6
CBS—Garry Moore (NP)	10.9	26.3
NBC—Andy Williams (NP)	12.2	29.5
Wednesday, Sept. 25		
7:30		
ABC—Ozzie & Harriet (NT-NP)	15.0	41.8
CBS—CBS Reports (NP)	4.1	11.4
NBC—Virginian (NP)	14.2	39.5
8:00		
ABC—Patty Duke (N)	18.1	42.8
CBS—CBS Reports (NP)	4.7	11.1
NBC—Virginian (NP)	14.5	34.3

	Rating	Share
8:30		
ABC—Price Is Right (New on Net)	16.9	33.6
CBS—Glynis (N)	12.9	25.6
NBC—Virginian (NP)	15.7	31.2
9:00		
ABC—Ben Casey (NT-NP)	17.7	34.0
CBS—Hillbillies (NP)	24.9	47.9
NBC—Kraft Theater (N)	6.8	13.1
9:30		
ABC—Ben Casey (NT-NP)	19.0	38.0
CBS—Van Dyke (NP)	22.1	44.2
NBC—Kraft Theater (N)	6.3	12.6
10:00		
ABC—Channing (N)	13.7	27.4
CBS—Danny Kaye (N)	22.8	45.6
NBC—Eleventh Hour (R)	9.1	18.2
10:30		
ABC—Channing (N)	11.0	25.5
CBS—Danny Kaye (N)	17.5	40.6
NBC—Eleventh Hour (R)	11.3	26.2

CULTURE WATCHERS

NBC research shows heavy viewers watch the most

Contrary to what television's critics say, it is the "heavy" rather than the "light" viewer who watches the most information programing on TV. The "light" viewer watches more entertainment programing.

This answer to a widely held contention—that people in the better educated, higher income groups are "light" viewers and that light viewers watch only culture and information—was offered last week by Robert W. Sarnoff, board chairman of NBC, in one of his "letters" to TV-radio editors.

Mr. Sarnoff said Dr. Thomas E. Coffin, NBC director of research, tested the popular concept in studies reported to the American Association for Public Opinion Research. Dr. Coffin divided viewers into five groups ranging from those who watched least to those who watched most.

"In the heaviest viewing quintile," Mr. Sarnoff said, "the number who watched one or more of a selected group of entertainment programs was 31% greater than the number who watched any of a group of information presentations.

"But as you might *not* expect, among the lightest viewers the gap in preference for entertainment over information was far greater. In this group 73% more watched entertainment than had watched any of the information programs."

Another analysis by Dr. Coffin showed that information shows represented 33% of the heavy viewers' TV diet, but only 25% of the light viewers' fare.

More Research ▪ Mr. Sarnoff also cited an American Research Bureau analysis showing that in a specific week, 62% of the heavy viewers watched "talk" programs, whereas only 21% of the light viewers watched this type of show.

Cross-analyses were made, Mr. Sarnoff said, "but the same answer always came back: the light viewer watches less informational programing—both in absolute and in relative terms—than the dyed-in-the-wool fan. Concomitantly, the light viewer watches proportionately more entertainment than the heavy viewer."

The NBC chairman cited a CBS-financed study, *The People Look at Television*, as showing that while higher-educated viewers profess a yearning for informational programing and a distaste for entertainment shows, in practice they tend to choose entertainment.

Mr. Sarnoff said his own theory was this:

"The light viewers are people who have developed a wide range of resources for filling their leisure hours and pursuing their intellectual interests. Television, not necessarily through any failing of its own, is less important in their general scheme of things. They turn to television, as do most people, chiefly for entertainment, but since they do less viewing they are less aware of the scope and divertisity of programing available to them consequently they are less selective than the habitual viewers in the use of their television sets.

Mark Century plans 2d radio seminar

"Radio Today: Survival of the Fittest" will be the theme of Mark Century Corp.'s second programing seminar, which will be held Oct. 23 at Hampshire House, New York. Mark Century, which produces "Radio a la Carte," has opened the meeting to all broadcasters.

Members of the seminar's panel will include John Thayer, vice president and general manager of WHK Cleveland, who will speak on "Public Service and Its Use in Gaining Both Audience and Image"; Joe Somerset, vice president of Capital Cities Broadcasting (WROW-AM-FM and WTEN(TV) Albany, WKBW-AM-TV Buffalo, WCDC(TV) Adams, Mass., WTVD(TV) Durham, N. C., WPRO-AM-FM-TV Providence, R. I., and WPAT-AM-FM Paterson, N. J.), whose topic will be "The Importance of Consistency in Programing for Today's Radio"; Frank Gay, associate media director of D'Arcy Advertising Co., who is scheduled to speak on "What the Media Director Looks for in Purchasing in Today's Radio Market"; Robert Eastman, president of Robert Eastman & Co., who will discuss "How the Stations Can Aid Their Representative in National Sales," and Mitch Leigh, president of Music Makers Inc., who will speak on "The Importance of the Commercial Sound of Your Station."

Reservations for the luncheon session should be made by Oct. 10. A nominal registration fee will be charged.

CBS IS HELPING OUT

Philips entering camera field with small, lightweight tube

North American Philips Co. has announced its entry into the television camera field in the U. S. with the Plumbicon tube developed by its associate Philips Holland. (CLOSED CIRCUIT, July 1.)

The tube, described as constituting a major advancement in meeting TV camera problems of size and light sensitivity, was demonstrated last summer before the European Broadcasting Union in London. It is only 3 centimeters in diameter and 20 centimeters in length as compared to the 4½ centimeters diameter and 20 centimeter length of the standard image orthicon tubes currently used in American television cameras.

CBS, which is acting as adviser to Philips in adaptation of the camera, using the Plumbicon tube for operational control specifications which would make it suitable for use in this country, is reportedly especially interested in the camera's use in color television.

CBS anticipates a color camera approximately the size of a normal black-and-white camera (about 100 pounds) and a black and white camera as light as 40 pounds.

A CBS technician said last week that, when developed, a color camera using the Plumbicon tubes, could be easily transported for on-location shooting in crowds and normally lighted rooms where color cameras have not previously been practical.

North American Philips says the Plumbicon's low noise level makes it especially suited for video-tape recordings and that it provides high quality reproduction of the gray scale, having high sensitivity and low dark current.

The company expects to have the camera on the American market "some time" in 1964.

TV sales, production show 7-month rise

Although the sale of TV and radio receivers slumped in July, after record breaking numbers earlier in the year, the cumulative sale of TV sets by distributors and TV production continued above the same totals for seven months in 1962.

In July, TV set sales were 448,441 compared to June's 541,810 sets sold by distributors. Radio set sales for July were 698,043 compared to June's 811,923.

Cumulative sales and production figures for TV and radio, reported by the Electronic Industries Association last week:

Period	TV	(with UHF)	Radio	(with FM)
SALES				
January-July 1963	3,405,249	......	4,633,713*	......
January-July 1962	3,173,566	......	5,721,663	......
PRODUCTION				
January-July 1963	3,844,212	(508,928)	9,575,843**	(761,732)
January-July 1962	3,631,910	(303,805)	10,398,695	(527,545)

* Excludes auto radios.

** Includes 4,084,442 auto radios in 1963 period compared to 3,675,423 in 1962 period.

Sylvania produces new phased array technique

An unusual system of electronically directionalizing satellite communications antennas—so that messages are returned along the same path as the interrogating signal—has been developed by Sylvania Electric Products Inc., a subsidiary of General Telephone & Electronics Corp.

Through the use of a retro-directive phased array technique the system causes the satellite to respond to an earth-station signal along the same path used by the earth station without regard to the position of its transmitting antennas.

This "boomerang" effect, it is pointed out, concentrates the satellite's signal along a narrow beam instead of broadcasting it over a wide area. This rifle vs. shotgun approach permits reduced power requirements allowing the system to function with only 1/20th the number of solar cells required by conventional systems. The system also uses tunnel diode transceivers, 100 times more resistant to radiation damage than ordinary transistorized units.

Sylvania developed the system for the Air Force, using the S band (1550-5200 mc).

Ampex has world listing

Ampex Corp., Redwood City, Calif., has issued an eight-page pocket size folder listing over 1,150 Videotape television recorders now in service throughout the world at TV stations, production companies, government and educational installations, industrial and other closed circuit operations, itemized by states inside the U. S. and by foreign countries.

BMI, SESAC getting federal once-over

JUSTICE INVESTIGATION OF BMI IS MOVING INTO HIGH GEAR

Two federal agencies have begun looking into the activities of two music licensing organizations as they relate to broadcasting.

The Department of Justice has intensified its years-long investigation of the broadcaster-founded and owned Broadcast Music Inc. Reports were rife in Washington last week that the Justice Department is on the verge of some move against BMI.

The Federal Trade Commission acknowledged it is investigating SESAC. In a letter to Clarence Jones, president of WQIZ St. George, S. C., FTC attorney Anthony J. DePhillips of the agency's Division of General Trade Restraints, said that the FTC was investigating SESAC's licensing practices based on complaints. Mr. Jones has claimed that SESAC coerced him into taking out a license after monitoring his broadcasts (BROADCASTING, July 22).

Gun At BMI ▪ The object of the BMI study is simple, yet wrapped up in the complexities of music writing, publishing and licensing: to put the same hobbles on BMI that the American Society of Composers, Authors and Publishers must carry.

Back in 1939, radio broadcasters became dissatisfied with the licensing terms imposed by ASCAP, then the only music licensing group. Refusing to sign any new licenses with ASCAP, broadcasters organized their own licensing organization, BMI. This was the period when "Jeannie with the Light Brown Hair" and other public domain music became staples for radio broadcasting.

In 1941, ASCAP accepted a consent judgment in a government antitrust suit. Ever since then ASCAP has contended and publicly called for the same treatment for BMI.

The gist of ASCAP's complaints, and it has found champions in other quarters including Representative Emanuel Celler (D.-N.Y.), chairman of the House Judiciary Committee, is that:

▪ ASCAP is a nonprofit organization; BMI is not.

▪ An ASCAP member can license users directly without the society's intervention; BMI is not required to do this.

▪ Membership in ASCAP is open to a music writer who has had at least one song regularly published; BMI is not required to accept any song writer.

▪ The administration of ASCAP is regulated by the consent decree; BMI is free of this organizational requirement.

▪ The distribution of ASCAP royalties to members is governed by the use of their music based on objective surveys. Also if a member is dissatisfied with his receipts, he may appeal to a special panel. BMI is not required to follow any specific form in distributing royalities. A writer who is not satisfied with his royalties has no right to appeal to a special panel or impartial board.

▪ If the user of ASCAP music is not satisfied with the terms of the license offered, he may appeal to the court for a determination which is binding on ASCAP. BMI is not under any such compulsion, however.

▪ ASCAP is forbidden to publish the works of any composers; BMI may do so.

▪ ASCAP is prohibited from offering services to users of its music; BMI not only is free to do this, it services broadcasters and disc jockeys regularly.

One of the major charges made before the House Antitrust Subcommittee during hearings six years ago was that because BMI is broadcaster-owned, radio and TV broadcasters are inclined to be partial to BMI music. Although the evidence on this was primarily charges by witnesses, the committee seemed to accept the allegation, tenuous as it was.

BMI Decree ▪ Actually BMI does operate under a consent order, but it is of relatively narrow application. BMI agreed to a consent decree in 1941, soon after it was organized, which prohibits it from discriminating among users.

Because of criticism over the years of network ownership of BMI stock, the networks in 1957 sold their holdings back to the organization. None constituted a significant or controlling share of the BMI stock.

About 10 years ago a group of songwriters affiliated with ASCAP brought a private antitrust suit against BMI. CBS and NBC. Under the name of Songwriters Protective Association they asked $150 million in damages from BMI, charging that it imposed its music on broadcasters to the detriment of ASCAP songs. The suit, at one time being heard by a master, has never been adjudicated.

In its 1957 report the House Antitrust Subcommittee urged the Department of Justice to "undertake complete and extensive investigation into all phases of the music field . . . to determine whether the antitrust laws have been or are being violated."

Jones Campaign ▪ Mr. Jones ran up against SESAC in July when he was, he said, suddenly faced with a demand that he sign a five-year $20-a-month license to cover SESAC music or face a suit for $4,200. The suit was based, Mr. Jones said, on a claim by SESAC that it had monitored WQIZ for a month and had found it had played 17 SESAC-licensed songs.

Mr. Jones acceded to the demand that he sign a license contract in return for an agreement by SESAC not to file a suit for purported copyright infringement.

At the same time Mr. Jones com-

ASCAP issues 8-month report

The American Society of Composers, Authors & Publishers had gross receipts of $25,920,394 in the first eight months of 1963, according to a treasurer's report read by George Hoffman, assistant to the president, Thursday (Sept. 26), at a West Coast membership meeting in Los Angeles. For the full year, Mr. Hoffman estimated, total receipts will be $37 million.

With expenses of $4,826,313, $21,094,081 was left for distribution to members. At the present time, ASCAP membership totals 6,080 active writers and 2,276 active publishers, with 954 nonparticipating members. The nonparticipating writer member class will be eliminated, President Stanley Adams said, and all writers will become active members if the membership approves an amendment already approved by the society's board.

In his semiannual report, Mr. Adams said that amendments to the U. S. Copyright Act constitute major items in the society's present program. One is an amendment to obtain royalties from music performed on juke boxes; one is to enable ASCAP to collect royalties for all public performance of the works of its members and not just those public performances for profit, and one to make the term of the copyright extend until 50 years after the death of the composer.

McLendon may run

Gordon B. McLendon of Dallas, president of the McLendon stations, said in Washington Thursday (Sept. 26) that he "might possibly" oppose Senator Ralph Yarborough (D-Tex.) in next year's Democratic state primary.

Mr. McLendon noted that he had never been a candidate for political office before. But, he added, "I don't want to run—for personal and business reasons—but so many people have approached me on the subject that I have had to think about it more seriously."

The broadcasting executive said he probably would decide within a month whether to run.

McLendon stations include WYNR Chicago, KLIF-AM-FM Dallas, KILT-KOST(FM) Houston, KTSA San Antonio, KABL Oakland-San Francisco and WYSL-AM-FM Buffalo.

plained to the FTC, the FCC, the National Association of Broadcasters, and his congressional delegation against what he charged was the unfair tactic used by SESAC. He alleged further that SESAC told him it did not have an up-to-date catalogue of its music.

Pending in the Senate is a bill (S 405) introduced by Senator Allen J. Ellender (D-La.) which would remove liability from broadcasters for copyright infringement unless the label of the composition carries information on the holder of the copyright.

In the letter from the FTC to Mr. Jones, attorney DePhillips says: "You are advised that the commission has been and is presently conducting an investigation of SESAC Inc. involving alleged practices substantially similar to those about which you complain."

Support for Mr. Jone's position was quickly forthcoming from the South Carolina Broadcasters Association. More recently the Florida Association of Broadcasters took a similar position. In a Sept. 6 letter to NAB President LeRoy Collins, Lee Ruwitch, TV director of FAB, said that FAB "thinks it is absolutely disgraceful" that the broadcast industry allows SESAC to force radio and TV stations into paying fees on music that broadcasting "rarely uses." He called on the NAB to "attack this vicious problem before it grows into a major one. . ."

SESAC officials said they were unaware of any FTC inquiry. They have asserted that their operations are not only legal but ethical.

WTIF, WDMG face loss of licenses

Two Georgia broadcasters face the loss of their licenses as the result of charges they attempted to prevent or eliminate competition.

The FCC last week ordered WTIF Tifton to show cause why its license should not be revoked, and designated for hearing the license renewal application of WDMG Douglas.

C. M. Todd is 51% owner of WTIF. B. F. J. Timm owns WDMG and WMEN Tallahassee, Fla., and 49% of WTIF.

The orders call for a consolidated hearing to determine whether Messrs. Todd and Timm attempted to prevent or eliminate competition by WSIZ Douglas, which went off the air in 1957.

The issues also include questions of misrepresentations to the commission, unauthorized transfer of control of WTIF from Mr. Todd to Mr. Timm, and whether Mr. Timm has the character qualifications to be a licensee.

Congress agrees on $6.5 million for ETV

Senate and House conferees agreed last week on a $6.5 million appropriation to finance federal grants for construction of educational television facilities during fiscal 1964.

The House passed the bill on a voice vote and sent it to the Senate for final action on Thursday (Sept. 26).

The agreement represented a compromise. The U. S. Office of Education had requested $7 million; the House cut that to $5 million. The Senate later voted for the original $7 million request.

A conference group of Senate and House appropriations committee members agreed to restore most of what the House had cut.

There is much concern over tall towers

BROADCASTERS UPSET WITH FAA PROPOSAL FOR TV ANTENNA FARMS

Federal Aviation Agency draft proposals for implementing rules affecting tall towers have aroused considerable concern among broadcast industry groups that were given a preliminary look at them. The broadcasters feel the proposals—dealing with antenna farms and with structures affecting aircraft operating under visual flight rules (VFR)—would have serious consequences for television service.

And they raised the question, in comments submitted on the proposals, of whether the FAA requirements are going to override the rules of the FCC or whether an effort will be made to accommodate the conflicting requirements of the two agencies.

The broadcast groups feel the proposals were drawn only with the convenience of aviation interests in mind, without any thought being given to their impact on broadcasting. They said that, if adopted, the proposals would require waiver of FCC rules.

FAA Surprise ■ FAA officials expressed surprise at the broadcaster reaction. They said the proposals were designed merely to stimulate thought and to elicit ideas that might be included in a subsequent formal rulemaking. The documents originally were intended only for intra-agency use, but were later circulated among representatives of various broadcast and aviation interests for comment.

The proposed criteria for antenna farms indicate that only one farm per community would be allowed, and that the site would be chosen by the FAA. The suggested guidelines for implementing VFR say that, in general, structures above 500 feet in rural areas and over 1,000 feet in congested areas would be presumed to have an "adverse effect" on VFR operations. The only exceptions would be in the case of towers located on antenna farms or in areas where the builder of the structure could prove that planes don't fly on VFR over the proposed site.

Five aviation groups who commented generally endorsed the proposals. The National Pilots Association, however, thought that the rules should provide an additional 100 or 200 feet "leeway" for planes flying VFR.

But the National Association of Broadcasters, the Association of Maximum Service Telecasters, Storer Broadcasting Co., the National Educational Television and Radio Center and the Association of Federal Communications Consulting Engineers submitted sharp dissents to both sets of proposed criteria.

ABC Favors Farms ■ The only broadcaster comment that didn't express an objection was filed by ABC. The network, however, limited its views to a qualified endorsement of the concept of grouping all antennas in a single farm. It said other factors—such as whether television service would benefit—were matters for FCC determination.

Some broadcast representatives, however, fear that the FCC may never get a chance to assert its jurisdiction in these areas. One Washington attorney said that although the commission has ultimate authority in approving tower proposals, this authority may be more apparent than real.

He noted that a broadcaster must first get approval from an FAA regional office. If he is turned down there, he can take his case to the FAA in Washington and, ultimately, to the FCC. However, as a practical matter, few broadcasters have gone the entire route,

Senate hears folk song recitation

Folk music is a Communist conspiracy "to ensnare and capture youthful minds in the United States as it has so successfully and effectively captivated them abroad," and Congress ought to investigate, according to a resolution passed by the Fire and Police Research Association Inc. of Los Angeles. The resolution, sent to several U. S. lawmakers, provoked Senator Kenneth B. Keating (R-N.Y.) to deliver a tongue-in-cheek speech on the Senate floor Thursday (Sept. 26).

"What I fear," Senator Keating said, "is that such an investigation would stimulate the writing of new folk music making fun of congressional investigations. This shows how devious the Communists really are."

Noting that he was "stunned by the revelation that folk music is part of the Communist arsenal of weapons," the senator said he realized that folk music "is grounded in movements of political, economic and social unrest." But, he continued, "I did not expect to find . . . a pattern of tribute and praise to such symbols of orthodoxy as the gold standard, the oil depletion allowance and the standing rules of the U. S. Senate. . . .

"Thank goodness . . . that we have a Constitution—that it protects the right of everyone to sing out as well as speak out whenever the spirit moves him," Senator Keating continued.

Senator Keating
Folk song reciter

"This resolution is but another demonstration of the absurd lengths to which the amateur ferrets of the radical right will go in their quixotic sallies against the Communist menace. . . . I for one have every faith—in the words of that inspiring song—'We Shall Overcome,' " the senator said.

Sketching the "basic cultural factors operative in the folk music field," Senator Keating added that "no one could possibly imagine the members of the board of directors of General Motors sitting around a conference table composing ditties in honor of defense contracts. . . ."

The Senator recited lyrics from some of the nation's traditional folk music, much of it encouraging activities not necessarily in line with accepted lawful American custom.

An example: "My daddy he made whiskey/My grandaddy did, too/We ain't paid no whiskey tax/Since 1792."

Senate passes FCC bills

The Senate passed two noncontroversial FCC-requested bills last week and sent them to the House. The bills, S-1005 and S-1193, were not opposed during a hearing of the Senate Commerce Committee (BROADCASTING, Sept. 9).

S-1005 would speed up the FCC's procedure in processing applications for short-term authorizations by exempting them from a provision that they must be on file for 30 days before the commission can act.

S-1193 would require parties in interest in matters before the commission to show their intention to intervene not more than 30 days after publication of the hearing issues. Such parties now may show their interest up to 10 days before the start of a hearing.

and the commission has never overruled the FAA on a tower question.

FCC Help Needed ▪ As a result, some broadcast industry representatives hope the commission will assert itself early enough to head off implementation of the proposed criteria as written.

FCC staff members were kept informed by the FAA during the drafting of the proposed guidelines. One of them said last week some of the questions raised by the broadcaster comments might be resolved in future meetings between FCC and FAA staff members.

He said he didn't know whether the commission would comment on the proposals at this point. But he indicated he didn't think the VFR proposals were "realistic."

Neither did the broadcasters.

FAA officials said these criteria were not intended as maximums but as "rule-of-thumb" guides—that towers higher than 500 feet in rural areas and 1,000 feet in congested areas might be approved. However, broadcast industry representatives feel that if the criteria are adopted, the FAA staff will consider them as limits, not guides.

AMST noted that FCC rules permitting 2,000-foot towers in TV Zones 2 and 3 and 1,000-foot towers in Zone 1 are intended to permit broadcasters to provide maximum service to rural areas as well as cities.

And along with Storer, NAB and ACCE, AMST suggested that the FAA rule permitting flights under VFR at 500 feet in noncongested areas is outmoded. They noted that this rule was originally drafted in 1927, when there were no broadcast towers over 500 feet.

Changes Cited ▪ The broadcast representatives contended that aviation and the character of structures have changed considerably in the last 36 years. They said that pilots who, as the FAA document says, feel confident that surface structures won't affect their flight at 500 feet invite "disaster."

AMST said that since the draft VFR criteria don't require adjustments in VFR routes to accommodate broadcasting towers, "the thrust of the draft document is to impose restrictions on the placement of broadcasting towers in order to accommodate VFR flying, without imposing any corresponding restrictions on VFR flying in order to accommodate the placement of towers."

The broadcast industry representatives, in addition, objected to use of the term "adverse effect" rather than "hazard," the term long used by the FAA to indicate whether a structure should be disapproved. They said the "adverse effect" standard could be used to deny applications for towers which might not actually create a hazard to air navigation.

Although all the broadcast industry representatives agreed that antenna farms are desirable, they protested the idea expressed in the FAA proposed criteria that the FAA would have sole authority for determining the most suitable site.

Storer View ▪ Storer said "the adoption of such a unilateral policy without consideration of the effect of such a determination upon the broadcasting industry is contrary to the public interest. The establishment of antenna farms should be based upon the mutual need of aviation and broadcasting."

AMST, in addition, said the antenna farm criteria "presupposes" the establishment of only one farm site per community. This would have disastrous effects on FCC mileage separation requirements, the association said.

"In a great many cities, perhaps in most, it would be simply impossible to place the towers for all assigned channels at one location without violating mileage separations for some of those channels," AMST said.

AMST said the proposal would be particularly burdensome to UHF which, the association said, must contend with "serious siting limitations" because of UHF propagation characteristics.

The comments also expressed opposition to the suggestion that FAA regional offices consider technical and allocations problems in deciding on the location of a farm site. They said these were problems for the FCC, and that the FAA doesn't have the expertise to deal with them.

Worried By FAA Decisions ▪ The draft proposals were of particular concern to broadcasters already troubled by what they saw as a sharp reversal of FAA policy on approving tall towers.

They said that, on the basis of actions taken by the FAA Washington office and published in the *Federal Register*, the agency appears to be rejecting virtually every request for a tower of over 1,000 feet. In the 13-month period beginning July 28, 1962, the FAA Washington office turned down 20 of 24 applications for such towers. In the 12-month period the agency acted on 13 such applications, and approved them all.

FAA officials, however, say these figures don't reflect the actions of the entire agency. They point out that the Washington office handles only a small fraction of all tall-structure notices filed with the FAA and that the vast majority are decided in the seven regional offices.

They also say that although no figures are readily available, they "feel" the agency has approved more requests for 1,000-foot-plus towers last year "than ever before." One official recalled from memory about 15 "no-hazard" findings last year that involved towers of over 1,000 feet.

He explained that although the Washington office routinely reviews all requests for towers of over 1,000 feet, it decides only those cases which are particularly controversial and which cannot be settled at a lower level.

FAIRNESS GETS MORE COMPLICATED

FCC 'clarification' raises still more questions

The FCC's July 26 statement on the fairness doctrine, issued in hopes of clarifying the agency's position, continued last week to raise more questions than it answered.

The Rev. Dr. Carl McIntire, long a thorn in the commission's side because of his international broadcasts, has seized on the July 26 statement to complain about treatment from the networks in general, and NBC in particular, and Washington area stations.

And Douglas Anello, general counsel of the National Association of Broadcasters, continued his correspondence with the commission in an effort to obtain a "clarification" of the July 26 statement.

Dr. McIntire is president of the International Council of Christian Churches as well as of the American Council of Christian Churches. In a letter to the commission, he said that the opposition of the ACCC to the Negroes' Aug. 28 March on Washington for Jobs and Freedom was virtually ignored by all but two Washington area stations and the networks.

He asked for an investigation of those stations that did not give ACCC an opportunity to express its views. He said the attitude of the stations should concern the commission in view of its July 26 statement which, he noted, specifically referred to civil rights questions.

NBC Reply ▪ William R. McAndrew, executive vice president of NBC News replied to a request for time from Dr. McIntire—which was issued after the Aug. 28 March. He said the network covered the march as a news event and that all points of view were reported.

Dr. McIntire has also written NBC —with a copy to the FCC—complaining about the network's practice of giving free time to the National Council of Churches on the basis of "numerical representation." Dr. McIntire, who has been feuding with the NCC for years, said this policy is inappropriate in view of "the controversial nature" of the subjects presented by the NCC.

He noted the FCC's July 26 statement said that, "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."

Consequently, Dr. McIntire said, "the time has come" for a "reshaping" of NBC policy.

Dr. McIntire has long been a problem to the commission as well as the Voice of America, because of his extremely conservative broadcasts, carried overseas by the international shortwave station WINB Red Lion, Pa. (BROADCASTING, April 22). His broadcasts are also carried domestically by 457 AM stations.

Mr. Anello, in his letter to the commission, continued to press his point that the July 26 statement represents a departure from past commission policy in the field of fairness. This argument, originally expressed in a letter Aug. 29, was denied by the commission two weeks ago (BROADCASTING, Sept. 23).

Javits tries again for microphones in Senate

Hoping to capitalize on current feeling by some senators that it would be nice if they could hear their colleagues during debate in the Senate chamber, Senator Jacob K. Javits (R-N.Y.) urged them to approve a measure to install microphones.

Senator Javits and friends he'd like introduced on Senate floor.

Noting that he made a similar effort in 1957, Senator Javits Tuesday (Sept. 24) introduced SRes 202 to provide a mike for each Senator and presiding officials.

Senator Javits, whose resolution was endorsed by six Republican and Democratic co-sponsors, pointed out Tuesday (Sept. 24) that a floor debate was so difficult to hear a week earlier that "a senator claimed to have been misquoted" by newsmen because his remarks could not be heard. The House, has had a public address system for many years.

When the Senate chamber was redecorated in 1949-50, conduits were installed beneath its elevated floor to simplify future sound system installations.

Senators who co-sponsored the resolution: John J. Williams (R-Del.), George A. Smathers (D-Fla.). Hubert H. Humphrey (D-Minn), Joseph S. Clark (D-Pa.), Jennings Randolph (D-W.Va.) and J. Caleb Boggs (R-Del.).

Drop-in case returns with oral arguments

The FCC announced last week its plans for a four-hour oral argument on petitions opposing its decision in the controversial VHF drop-ins case. The argument will be held on Oct. 4.

The commission last spring denied drop-ins to seven markets having only two VHF stations. ABC, which doesn't have an affiliate in any of these markets, has adamantly opposed the commission's decision, and has in turn met much opposition, particularly from the Association of Maximum Service Telecasters (BROADCASTING, Aug. 12 et seq.).

The markets that would receive the drop-ins are: Johnstown, Pa. (channel 8); Baton Rouge (channel 11); Dayton, Ohio (channel 11); Jacksonville, Fla. (channel 10); Birmingham, Ala. (channel 3); Knoxville, Tenn. (channel 8), and Charlotte, N. C. (channel 6).

Appearing at the oral argument will be ABC; AMST; Association for Competitive Television (representing UHF operators); Storer Broadcasting Co.; Birmingham Television Corp. (Birmingham); Peninsular Life Broadcasting Co. and New Horizons Telecasting Corp. (Jacksonville); Megacity Television Inc., Gem City Television Co. and Greater Dayton Broadcasting Corp. (Dayton); Magic City Television Corp. (Birmingham); WKRC-TV (ch. 12) Cincinnati; South Central Broadcasting Corp.; WARD-TV (ch. 54) and Penn Traffic Co. (Johnstown); Brennan Broadcasting; WSIX-TV (ch. 8) Nashville, Tenn.; WHAS-TV (ch. 11) Louisville, Ky.; WSVA-TV (ch. 3) Harrisonburg, Va.; WGAL-TV (ch. 8) Lancaster, Pa.; Consumer Products Division of Electronic Industries Association, and John E. McCoy.

Relating to procedures in the oral argument the FCC last week turned down an ABC motion to have the commission deny petitions opposing the network's request for a reconsideration of the drop-in denial. The commission also waived it rules to permit William L. Putman, who is not an attorney, to represent ACT and denied a petition by KHMA-TV Houma, La., requesting permission to participate in the oral argument.

Broadcast Bureau charges coercion by NBC

SAYS PHILADELPHIA LICENSES SHOULDN'T BE RENEWED

The FCC's Broadcast Bureau last week told Chief Hearing Examiner James D. Cunningham that NBC's licenses for WRCV-AM-TV (ch. 3) Philadelphia should not be renewed because the network acquired the stations from Westinghouse Broadcasting Co. by using its network power as a tool of coercion.

The bureau's statement is the latest development in the long embroilment of NBC with Westinghouse that began in September 1954 when NBC took up negotiations with Westinghouse to trade the network's Cleveland and Washington stations for Westinghouse's stations in Philadelphia and Boston. Westinghouse was at that time negotiating with Dumont Television Network for channel 2 in Pittsburgh and was unwilling to consider NBC's proposal. but was seeking an NBC affiliation for the Pittsburg facility.

NBC now is anxious to secure a renewal of WRCV-AM-TV so it can swap the stations for RKO-General's Boston outlets. The network is being compelled by a Justice Department consent decree to divest itself of the Philadelphia properties. Philco Broadcasting Co. is also seeking channel 3 and has opposed grants to NBC since the network acquired it. The bureau, however, did not suggest last week that channel 3 should go Philco.

By Force Alone ▪ The bureau said NBC's use of network affiliation during the negotiations with Westinghouse was aimed at getting a final agreement to the Philadelphia-Cleveland transaction. "NBC's entire pattern of conduct with respect to the Pittsburgh affiliation reveals a deliberate effort to attain the Philadelphia station through the naked use of network power, which can only be properly characterized as bald coercion," the bureau said.

When NBC's first effort to obtain channel 3 in Philadelphia failed, the network suggested that a three-way swap among NBC, Dumont and Westinghouse be arranged, with NBC purchasing the Philadelphia station. The network then suggested that if Westinghouse wished to expand in other markets it would promise network affiliations, the bureau explained.

The appearance of the bureau's statement caused some surprise among observers who noted that the name of Ernest Nash, an FCC attorney who participated in the channel 3 hearing since it began last October, did not appear on the brief. Normally, bureau attorneys assigned to cases write and sign the brief.

Bureau officials said Mr. Nash was "precluded" from working on the statement by the press of his supervisory duties. It's known, however, that he prepared a proposed statement which was submitted two months ago to his superiors at the bureau. This effort was apparently rejected, since the bureau at that time requested additional time in which to file its statement.

It is speculated, in view of these developments, that Mr. Nash's brief was rejected because it failed to recommend denial of the NBC renewal applications. Robert B. Jacobi, whose name does appear, along with that of Hearing Division Chief Thomas Fitzpatrick, didn't join the commission until after conclusion of the NBC-Philco hearing last May.

Parent Corporation Question ▪ The bureau concluded that the evidence relating the patent licensing policy of NBC's parent corporation, RCA, doesn't show that the network "has engaged in anticompetitive practices which reflect adversely on its qualifications to own and operate broadcast stations."

A similar conclusion was drawn with respect to Philco and its parent corporation, Ford Motor Co.

NBC has already termed the bureau brief as "untenable" and plans to file a reply by Oct. 21.

FCC makes minor changes in its fee schedule

The FCC's fee schedule for licensing was subjected to "some minor changes and clarifications" by the agency last week, but the substance of the rulemaking (BROADCASTING, May 13), which takes effect Jan. 1, 1964, remains unchanged.

The FCC's clarification of fees for the radio broadcast services noted that applications for station sales involving more than one station must be accompanied by the total amount of the fees prescribed for each license involved.

Translator station fees, the commission continued, are restricted to applications for sales, construction permits, renewals and major changes.

FCC will keep out of tobacco controversy

The FCC, which is moving into more and more areas of broadcast regulation, has no current plans to intercede in the current dispute over cigarette smoking (with large radio-TV advertising expenditures) and its effect on health.

This is the word of Chairman E. William Henry, given last Thursday on WOR-TV's (New York) *Ladies of the Press*. He said the FCC plans no action against cigarette commercials at this time, but considers the matter an industry problem.

DEMANDS ON TIO CONTINUE TO GROW

Willard Walbridge elected new head of information group

Steady growth has marked the work of the Television Information Office in its first four years, and continued expansion is necessary to meet still growing demands for its services.

This report was offered last week by Willard E. Walbridge of KTRK-TV Houston upon his election as chairman of the Television Information Committee, TIO's governing body (see WEEK'S HEADLINERS, page 10).

He said TIO, set up by the television board of the National Association of Broadcasters and in operation since Oct. 12, 1959, has produced and distributed "a substantial library" of books, films, speeches and other material to assist broadcasters and also to help scholars, clergymen, educators and special-interest groups understand television better.

This output, Mr. Walbridge said, totals 323 items including three basic reference works, five slide presentations, two research projects on public attitudes toward TV, two bibliographies, a course on television and a variety of reference materials.

More Requests ▪ Mr. Walbridge said that during the 11 months ended Aug. 31, TIO received almost 50% more requests for information and specific TIO publications than during the previous full year—35,258 requests as against 23,968. About one-fifth of the last period's requests came from broadcasters and about four-fifths from the public, according to TIO authorities.

"It is essential to the industry's long-range health that TIO continue to expand its work as the demand for its services continues to grow," the new chairman said.

Mr. Walbridge was elected at the Television Information Committee's fall meeting, which also considered TIO's plans for the cooperative publication of a teachers' TV manual by TIO and the National Council of Social Studies; a TIO survey of TV editorializing, and a study of broadcasters' community activities.

Roy Danish, TIO director, reported the signing of six stations as new "sponsors" (members) of TIO: KEYT(TV) Santa Barbara, Calif.; KOLD-TV Tucson, Ariz.; WCKT(TV) Miami; WHYN-TV Springfield, Mass.; WOI-TV Ames, Iowa, and WSOC-TV Charlotte, N. C. TIO membership now totals about 150 stations, plus the three TV networks.

The meeting was held Thursday in New York. Committee members are Chairman Walbridge; Henry B. Clay, KTVH(TV) Little Rock, Ark.; John P. Cowden, CBS-TV; Sydney H. Eiges, NBC; Michael J. Foster, ABC; Gordon Gray, WKTV(TV) Utica, N. Y.; C. Wrede Petersmeyer, Corinthian Broadcasting; Joseph E. Sinclair, WJAR-TV Providence, R. I.; Robert F. Wright, WTOK-TV Meridian, Miss., and, ex-officio, Mr. Danish.

Five midwest outlets joining Mutual lineup

The five radio stations of the Linder Group, all located in mid-Minnesota, will become affiliates of the Mutual Broadcasting System tomorrow (Tuesday, Oct. 1).

Final negotiations on the contract were completed by Robert Hurleigh president of MBS, and Harry W. Linder, president of the stations.

The five Minnesota fulltimers are KTOE Mankato, 5 kw; KWLM Willmar, 1 wk day and 250 w night; KMHL Marshall, 1 kw day and 250 w night; KDMA Montevideo, 1 kw, and KLGR Redwood Falls, 1 kw day and 250 w night.

CBS Radio affiliates agenda announced

CBS Radio has announced the agenda for its Oct. 1 and 2 affiliates convention in New York's Hilton hotel. Luncheon talks by Dr. Frank Stanton, CBS Inc. president, and Arno H. Johnson, vice president and senior economist of the J. Walter Thompson agency, are scheduled.

Arthur Hull Hayes, CBS Radio president, will deliver a major report on the network's progress at the opening session the morning of Oct. 1. E. K. Hartenbower, Meredith Broadcasting (KCMO Kansas City, Mo.) will preside, and Michael R. Hanna, WHCU Ithaca, is convention committee chairman.

KTRK-TV's Walbridge
Heads TV Information Committee

Network officers, including W. Thomas Dawson, vice president, CBS Radio information services, and Thomas K. Fisher, vice president and general counsel of CBS Inc., are on the first day's agenda along with George J. Arkedis, vice president, network sales. At the Oct. 1 luncheon golden microphones will be awarded to affiliates who have been with the network for 30 years.

At the second session, CBS News will conduct an electronic roundtable with correspondents around the world answering delegates' questions, and Richard S. Salant, president of CBS News, will deliver a report. Bill Leonard, executive producer, election unit, will outline plans for coverage of the 1964 political campaigns and elections.

The annual banquet will be held in the Trianon ballroom of the Hilton.

Broadcasting 'of age' Annello tells Utahans

The limited space in the radio spectrum which make federal control of broadcasting necessary "should not be permitted to distinguish broadcasters from others in maintaining freedom for all mass communicators," Douglas Anello, general counsel of the National Association of Broadcasters, said last week.

Addressing the Utah Broadcasters Association in Provo Saturday (Sept. 28), Mr. Anello said that there are obvious reasons for bracketing freedom of the press with freedom of speech. The industry, he stressed, must convince officials on the federal, state and local level that broadcasting has "come of age" and must be freed of all unnecessary restrictions.

"We are still told by law how we must cover election campaigns," he said. "We must plan our coverage not by news import, but by the clock—not by editorial judgment, but by a formula called balance of opinion."

KGRB begins

KGRB West Covina, Calif. started broadcasting Wednesday (Sept. 25) with 250 w, 6:30 a.m.-7 p.m. It is the first station in the eastern San Gabriel valley Los Angeles suburban district, according to Robert Burdette, president and general manager.

Mr. Burdette, for more than 25 years has owned General Sound Engineering Co., Hollywood. Associated with him in ownership of KGRB is Dr. L. Paul

Collins deplores the Southern stand on civil rights

LeRoy Collins, president of the National Association of Broadcasters, was quoted in the *Washington Evening Star* last week as saying that Southerners in Congress must share the blame for acts of racial violence in Alabama.

The NAB president was himself enmeshed in integration problems while governor of Florida. As governor, he at first opposed the U. S. Supreme Court's order that set the stage for school integration, but he later modified his position and vetoed an interposition bill the Florida legislature passed.

His comments last week on the racial situation appeared in the "Letters to the Editor" column of the *Star* although he later said they were not originally written for publication. Governor Collins said he wrote a letter to William S. White, a columnist whose writing appears in the *Star* and who had done a piece expressing sympathy for Southern leaders in Congress who had lost prestige because of the civil rights controversy.

Governor Collins emphasized that he wrote the letter as a private citizen and not as president of the NAB. In preparing the letter for publication, the newspaper made minor changes in the form of the letter but not in the substance. Where Governor Collins had said "you," in addressing Mr. White, the *Star* altered it to the third person. Here is the text of the letter as published under the headline "Seed and Fruit."

"I have just read William S. White's column in The Star of September 18, entitled, 'Alabama's Tragic Effect in Senate.'

"Along with Mr. White, I am a Southerner, not only by birth and 'raising,' but with deep and everlasting ties of love and loyalty. There is no doubt that what has happened there in recent years has hurt people like us more than it has hurt the less sentimental and less concerned.

"But I write today to disagree in part with what Mr. White has written.

"I believe he overlooked a very important part of the story.

"He sympathized with Southern senators over the fact that their national influence has been lessened substantially by what has happened in Alabama. There is no doubt that our congressional representation from the South has been seriously impaired in its national prestige by the acts of hoodlumism and anarchy that have been committed by what Mr. White refers to as 'scalawags' back home.

"But, while there are exceptions, of course, many of these same members of Congress, over the years, have actually given strong encouragement to these 'scalawags.' They have failed to lend their own great prestige and leadership to moderation and reason and respect for law. The very stalwarts to whom the South has had every right to look for help in the difficult job of finding the way to better future race relations have over and over again, by active effort and by studied silence, helped to fire the 'kettles of hate' referred to the other day in the moving editorial of Eugene Patterson of Atlanta.

"In the approval of the 'Southern manifesto,' in sponsoring 'massive resistance,' in filibustering on civil rights measures, in countless speeches from the stump back home, they have, in fact, given to the 'scalawags' a false feeling of respect and acceptability.

"Without of course the intent to do so, they have given to the insane bombers, the vengeful snipers, whoever they have been, the feeling that by dastardly acts of this kind they were actually being courageous and were carrying out their part of the fight for 'conservatism' or 'states' rights,' or some other noble titled cause in which they had been exhorted to 'stand up and fight.'

"As these members of the Congress contemplate their loss of prestige, in all candor should they not now accept, rather than Mr. White's sympathy, the lamentation in Byron's 'Childe Harold'?

" '. . . The thorns which I have reaped are of the tree

" 'I planted—they have torn me —and I bleed:

" 'I should have known what fruit would spring from such a seed.'

"LeRoy Collins"

Resnick, Los Angeles physician, and his brother, Edward Resnick. KGRB began broadcasting from the Los Angeles County Fair in Pomona, and moved to its own studios today following the conclusion of the annual fair.

Museum ground breaking

Ground breaking ceremonies will take place Oct. 20 in Hollywood for the Hollywood Museum, which will represent the TV, radio, motion picture and recording industries. The $6.5 million project is scheduled for completion in the spring of 1965.

Sol Lesser, president of the national advisory board of the museum, said last week that designing of the building will be aimed at many types of visitors—especially students and professionals. Mr. Lesser added, "the educational aspects of the museum are of the greatest importance, and attention is being given in all areas to the educational potentialities."

Latest 'tallest' tower

KEND-TV Fargo, N. D., will erect the world's tallest TV tower, 2,063 feet, it was announced last week by John H. Kelly, executive vice president of Polaris Corp., Milwaukee holding company which is licensee of KEND-TV.

Construction of the new tower, which will be 312 feet taller than the current record-holder, WBIR-TV Knoxville, Tenn., was begun June 1, with completion expected by Nov. 15.

False reports made Roslow withhold survey

COLLINS TELLS NEVADANS PUBLIC MUST BE INFORMED

The Pulse Inc. passed publication of reports on its last three audience surveys in Las Vegas-Henderson, Nev., because it discovered that some of its interviewers had turned in false reports, Dr. Sydney Roslow, Pulse director, said last week.

He told the first meeting of the new Nevada Broadcasters Association that this was why the reports were never issued. The area's radio stations had asked Pulse for a "full and detailed explanation" as to why the three surveys were not published (BROADCASTING, Aug. 12).

LeRoy Collins, president of the National Association of Broadcasters, called for government cooperation in broadcast efforts to defeat public apathy on important issues in another speech before the Nevada association.

"We couldn't possibly have printed those three surveys," Dr. Roslow said, "because our verification processes revealed to us each time the bitter pill that the interviewers reported to us work they had not done. Never in our entire experience has something like this taken place."

Explains Techniques ▪ Dr. Roslow addressed the Nevada group's meeting in Las Vegas last Tuesday. He dealt at length with Pulse's techniques, controls and plans because broadcasters "are now in a position where you really need to know, for your own security, the basis for the numbers which you use as an aid in making management decisions and asking advertisers to make decisions."

Governor Collins said that broadcasters "cannot (and) must not be subjected to restrictions on journalistic enterprise—or the threat of control over programing, policies and practices" if they are to fulfill their responsibilities to inform the public.

The industry and the government should be "close allies—not antagonists" in efforts to keep the public informed, he said. Broadcasters are more and more assuming their responsibilities as community leaders, he said, and are providing a "new and dynamic means of stimulating public thought and debate and of defeating democracy's most devasting enemy—public apathy."

Robert H. Alter, vice president and director of national sales for the Radio Advertising Bureau, told the Nevada broadcasters that radio can hardly make a comeback when it's never been away.

Never Left ▪ "The word 'comeback' presupposes a defeat," he said, "and based on the evidence compiled over the last few years during our Radio Test Plan and other RAB research projects, radio has never sustained such a setback." Mr. Alter asked for a moratorium on the "radio comeback" phrase. He also reported that RAB officials have found many "encouraging signs" for radio in their talks with broadcasters around the country.

Among these he cited increased willingness of broadcasters to join forces in making all-radio presentations to advertisers; a lessening of "intramural warfare" and a growing awareness that radio's new customers must come primarily from other media rather than other stations.

The brand new Nevada Association of Broadcasters held its first convention last Monday and Tuesday in Las Vegas. Nevada is the 49th state to have an association of broadcasters with only Alaska now lacking one. Leo Hirshland, KOLO-TV Reno, was elected president of the Nevada Association (for other officers, see page 75).

Changing hands

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

▪ WZOO Spartanburg, S. C.: Sold by John K. L. Peterson to Thomas W. Thuman, Phil Buchhiet and Fred D. Moffitt for $150,000. Each of the buyers will own one-third. Mr. Thuman was manager of WORD Spartanburg. Messrs. Buchhie and Moffitt are publisher and associate publisher respectively of the *Spartanburg Herald-Journal*. The station operates full time on 1400 kc with 1 kw daytime, 250 w nighttime. Broker was Blackburn & Co.

▪ WLIQ Mobile, Ala.: Sold by Frank Conwell and associates to Tommy Hartzog and family for $135,000. WLIQ is a 5 kw daytimer on 1360 kc. Broker was Patt McDonald Co.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 82).

▪ KIXI Seattle, Wash.: Sold by Walter N. Nelskog and associates to J. Elroy McCaw and group for $535,000. Mr. McCaw owns KTVW(TV) Tacoma, Wash.; KCTO(TV) Denver; 50% of KELA Centralia, Wash., and has interests in FM group of Concert Network stations (T. Mitchell Hastings, president) and CATV systems. KIXI operates with 1 kw fulltime on 910 kc. Commissioner Robert T. Bartley dissented; Commissioner Lee Loevinger abstained.

- WROK-AM-FM Rockford, Ill.: Sold by E. Kenneth Todd to Bloomington Broadcasting Corp. for $400,000. Bloomington Broadcasting is licensee of WJBC-AM-FM Bloomington and is headed by Leslie C. Johnson who is part owner of WHBF-AM-FM-TV Rock Island, both Illinois. In granting assignment, the commission denied protests by National Association of Broadcast Employees and Technicians (NABET) and WIOK Normal, Ill. Commissioners Robert T. Bartley and Lee Loevinger dissented. WROK operates fulltime on 1440 kc with 5 kw daytime and 500 w night.

- KLO Ogden, Utah: Sold by E. L. Glasmann and others to Cecil L. and Joyce Heftel for $166,000. Mrs. Heftel is Mr. Glasmann's daughter. The Heftels have interests in KUTV(TV) Salt Lake City and KLIX-AM-TV Twin Falls, Idaho. KLO is fulltime on 1430 kc with 5 kw.

- KGMJ(FM) Seattle, Wash.: Sold by Rogan Jones and group to J. Elroy McCaw and associates for $45,000. For Mr. McCaw's interests, see KIXI above. KGMJ operates on 95.7 mc with 71 kw. Commissioner Robert T. Bartley dissented; Commissioner Lee Loevinger abstained.

NAB continuing filming of Dominican lessons

A bloodless revolution by the armed forces which overthrew the government of President Juan D. Bosch in the Dominican Republic last week has been felt in the Washington headquarters of the National Association of Broadcasters.

The NAB was well advanced in the filming of TV lessons as part of a program in cooperation with the Bosch administration designed to teach the Dominicans—80% of whom are illiterate—to read and write. The lessons were scheduled to go on the air within the next few weeks and NAB consultant John Perry, coordinator of the program, was in the Dominican Republic capital of Santo Domingo at the time of the uprising. Mr. Perry cabled last Wednesday for the filming of the lessons to continue (at educational WETA-TV) Washington.

Indiana court recorded by WIBC Indianapolis

A battle in the broadcasters' campaign to use the tools of their trade in covering courts has been won by WIBC Indianapolis.

The station reported what it said was the first use of a tape recorder to cover a session of Indiana state supreme court. The recorder was used Thursday during an oral argument on a recently enacted state sales tax.

The court had maintained a ban on cameras and tape recordings. But it made no objection to the recorder used by WIBC.

Chief Justice Walter Myers Jr. later told WIBC News that court sessions of "widespread citizen interest should be recorded for broadcast, providing they do not disturb the proceedings." He said WIBC's recording activity was "well done."

He added that the public rarely knows of the court's business and that "these broadcasts could have educational value. I think it's a good thing."

Associate Justice Norman Arterburn said the recording "in no way affected the freedom of expression by the court or attorneys arguing the case."

PRAISE FOR RADIO
Collins, Hayes top WTAR celebration of 40-years

Radio's depth, reach and acceptance were praised by LeRoy Collins, president of the National Association of Broadcasters, and Arthur Hull Hayes, president of CBS Radio, in speaking appearances which high-lighted a week-long celebration by WTAR Norfolk-Newport News.

The accomplishments and growth in tempo of WTAR along with the development of the Tidewater Virginia area were emphasized by both speakers. The station, which was Virginia's first, is observing its 40th anniversary of serving the Norfolk area.

Others who participated in the celebration, which began Sept. 17 and ended Sept. 25, included Phil Rizzuto, CBS sportscaster, and Marvin Kalb. CBS news diplomatic correspondent, the latter addressing a convocation of Old Dominion College.

Joining in the celebration were Campbell Arnoux, retired chairman and president of WTAR Radio-TV Corp., Frank Batten, publisher, and Paul Huber, president of Norfolk-Portsmouth Newspapers Inc., Robert M. Lambe, president-general manager of the stations, and Jack B. Prince, vice president-station manager of WTAR-AM.

Mr. Hayes, in citing the resurgence of network radio's "popularity and prosperity" said that radio had become the most immediate and wide-range source of information extant. A "new products explosion," he said, had resulted in a greater demand for radio advertising.

Fred W. Duckworth, former Norfolk

mayor, in presenting a Norfolk mace pin to Mr. Hayes, suggested to the CBS Radio president that the network "get a few Southern broadcasters to handle some of the news you've been getting lately so that it won't be so slanted."

Governor Collins said that with the public's tastes improving, astute radio stations "are riding the crest of this wave of interest in greater enlightment. The individual listener . . . wants a sense of involvement both in the world around him and in his immediate community" and the radio broadcaster finds out and programs toward the interests of his listeners.

In the future radio "more and more must respond to the public needs beyond entertainment, beyond informing and beyond stimulating purchasing power," Governor Collins concluded.

Participating in the WTAR Norfolk-Newport News celebration were these broadcast executives: (l to r) William A. Schudt, vice president, CBS Radio; Martin L. Nierman, executive vice president, Edward Petry & Co.; Robert M. Lambe, president-general manager, WTAR-AM-FM-TV Norfolk; Arthur Hull Hayes, president, CBS Radio; Campbell Arnoux, retired chairman, WTAR stations; Frank Batten, publisher, Norfolk-Portsmouth Newspapers Inc.; Paul Huber, president, Norfolk-Portsmouth Newspapers Inc.; and Jack B. Prince, vice president-station manager, WTAR.

FATES & FORTUNES

BROADCAST ADVERTISING

Mr. Hurley

Mr. Gallagher

Edward M. Gallagher and **Richard H. Hurley** appointed management supervisors on their respective accounts at Compton Adv., New York. Both men, who continue as vice presidents were formerly account supervisors.

Don Belding, founder and former chairman of Foote, Cone & Belding, New York, elected to executive committee of Eversharp Inc., a division of Schick Safety Razor Co., Milford, Conn. Mr. Belding, who retired from FC&B in 1957, also serves as a director of Eversharp Inc.

Mr. Wright

Arthur Wright, director of television production department at Cunningham & Walsh, New York, elected VP of agency. Mr. Wright, who joined C&W in 1960 as television producer, was made executive producer in charge of commercial production in January of this year. Previously, he had been executive producer with Wilding Picture Productions, New York.

Joseph P. Lugar, since February 1959 radio sales representative for KCMO Broadcasting Co. in Kansas City, named regional account executive on Plymouth and Valiant dealer association in Kansas City sales region for N. W. Ayer & Son, Philadelphia.

Albin B. Nelson joins Television Bureau of Advertising, New York, as national sales account executive.

Henry M. Healey, former advertising manager for Owens Corning Fiberglas Corp., New York, joins J. Howard King Inc., Providence, R. I., advertising and PR agency, as account executive.

Edward G. Jesinsky, merchandising manager for chain division of Rubbermaid Inc., joins Shulton Inc. as sales promotion manager for home products division, with headquarters at firm's main offices and plant in Clifton, N. J.

Mr. Rubin

Manning Rubin, director of commercial production at Grey Adv., New York, elected vice president of agency. Also elected VP's of Grey are **Norris Konheim** and **William W. Kennedy.** Mr. Konheim, copy group supervisor, joined agency in 1955 from Kenyon & Eckhardt. Mr. Kennedy is account executive in Grey's Beverly Hills office. He was previously with Foote, Cone & Belding. Mr. Rubin joined Grey in 1962 from Benton and Bowles, New York.

Arthur Borghi, former broadcast buyer at Maxon Inc. and media field representative at William Esty Co., joins Frank B. Sawdon Inc., New York, as assistant to executive VP.

David Freyss and **Robert Van Buren** named to creative TV production unit at Fuller & Smith & Ross, New York. Mr. Van Buren has been TV producer at Reach, McClinton on Breck and Prudential accounts. Mr. Freyss was previously with McCann-Marschalk, New York, as TV producer on Upjohn and Coca-Cola accounts.

Mr. Odell

John J. P. Odell, account supervisor since April 1962 with Leo Burnett Co., Chicago, elected VP. Earlier Mr. Odell was with Roche, Rickerd & Cleary, Keyes, Madden & Jones and Quaker Oats Co.

Fred Goldstein, research manager on Ford division account at J. Walter Thompson Co., joins Morse International, New York, as manager of copy research. Prior to association with Thompson agency Mr. Goldstein was assistant director of research for *Fortune* magazine.

Dixon L. Harper, former VP and director of radio-TV at Aubrey, Finlay, Marley & Hodgson, joins Foote, Cone & Belding, Chicago, as executive assigned primarily to International Harvester account.

Thomas H. Knorr Jr., formerly with Chicago office of Compton Adv., joins Dr. Pepper Co., Dallas, as cooperative advertising manager. He replaces **Howard Teitler,** who has been elevated to advertising projects manager.

James E. Booze joins N. W. Ayer & Son, Philadelphia, in service department. Mr. Booze was formerly account executive with Aitkin-Kynett Co. **James A. Wilson** joins agency's Chicago office as copywriter. He was formerly copywriter for Arthur Meyerhoff & Associates, New York.

William Franke, copy chief at Tilds & Cantz Adv., Los Angeles, joins copy staff of Young & Rubicam, that city.

Robert Preston, account executive at Campbell-Mithun, Minneapolis, appointed TV creative manager. Mr. Preston, who joined C-M in 1953 as traffic coordinator, will head TV creative and production staff and coordinate and manage all broadcast creative and production work.

William T. Adams, copy chief at J. Walter Thompson Co., New York, joins Los Angeles office of McCann-Erickson as copy group head.

Vic Rowland, for past four years public relations director of Fuller & Smith & Ross, Los Angeles, appointed to new position of director of public relations and advertising for southern division of Capital Co., Los Angeles, land and oil development subsidiary of Transamerica Corp. Before joining F&S&R, Mr. Rowland was Western division publicity manager for ABC Radio and TV and public relations director of Capitol Records.

Tom De Huff, partner in The Zakin Co., New York advertising agency, elected to board of directors of United Fund of Westport-Western, Conn.

Maria Carayas, timebuyer at Kudner Agency, joins Papert, Koenig, Lois, New York, as media buyer.


Mr. Meyer

Robert E. Meyer, marketing research manager for Great Western Financial Corp., appointed manager of marketing research for Grey Adv.'s West Coast operation, with headquarters at agency's Beverly Hills office. Before joining Great Western, Mr. Meyer was senior research analyst for Union Oil Co. for six years.

John W. Lynch appointed director of advertising at Schick Inc. Mr. Lynch had been corporate sales and marketing executive with U. S. Rubber Co.

Howard Williams, former account executive at W. B. Doner & Co., Baltimore and director of sales and planning for Sports Network Inc., joins Kal, Ehrlick & Merrick, Washington, as account executive.

NBA elects first president

Lee Hirshland, KOLO-TV Reno, elected president of newly formed Nevada Broadcasters Association (see story, page 72). Other officers elected: **Ted Oberfelder,** KRAM Las Vegas, board chairman; **Bob Stoddard,** KBET Reno, VP for radio; **William D. Stiles,** KLAS-TV Las Vegas, VP for TV; and **Jerry Cobb,** KNEV Reno, secretary-treasurer.

THE MEDIA


Mr. Miranda

Alfred I. Miranda, assistant to president of ABC International Television Inc., appointed director of newly created client relations department of CBS Television Stations National Sales, New York. New department was established to explore and evaluate spot TV in relation to clients' specific marketing problems. Mr. Miranda, former Western division spot TV sales manager for The Katz Agency, will, in his new CBS post, work closely with organization's research and promotion department to analyze new applications of spot TV for actual advertisers.

Fred L. Sands, commercial manager of WABB Mobile, Ala., for past three years, appointed general manager of KJOE Shreveport, La. **Jim Mack,** also of WABB and former program manager of WLOB Portland, Me., named KJOE program director. **Al Evans,** commercial manager of KEEL Shreveport, resigns to join KJOE in same capacity.

George McClure Green, business manager of KOSA-TV Odessa, Tex., and secretary-treasurer of Odessa Television Co., elected to newly created position of VP, assistant treasurer and general business manager of Southwest States Inc., licensee of Trigg-Vaughn Stations (KROD-AM-FM-TV El Paso, KITE San Antonio, KOSA-AM-TV Odessa, KVII[TV] Amarillo, all Texas, KHOW Denver, and KRNO San Bernardino, Calif.). Mr. Green joined Trigg-Vaughn organization in 1955 in his former post.

Joel Chaseman appointed to newly created post of project director of Group W (Westinghouse Broadcasting Co.). Mr. Chaseman, who is general manager of WBC Productions Inc. and executive producer of *The Steve Allen Show*, will begin his duties in New York in early December.

Victor E. (Buck) Forker and **William F. Sanford** appointed eastern radio sales manager and midwest TV sales manager respectively for national sales division of RKO General Broadcasting.

Ron Sherwood, sales manager of WEEZ Chester, Pa., named general manager. **Robert Walton,** WEEZ account executive, replaces Mr. Sherwood as sales manager.


Mr. King

Al King, veteran field representative of National Association of Broadcasters, named director of state broadcasting associations liaison for NAB. This is new position at NAB designed to coordinate NAB activities and those of state groups (CLOSED CIRCUIT, Sept. 9). Mr. King has been with NAB for 10 years, most recently as chief field representative.

Roy D. Shotts, Beaumont, Port Arthur, Orange regional sales manager for KPAC-TV Port Arthur, Tex., promoted to national sales manager. Mr. Shotts joined outlet in September 1960.

G. Woodruff Sloan Jr., member of WTIC-TV Hartford, Conn., sales staff since 1960, promoted to regional sales manager. Before joining WTIC-TV, Mr. Sloan was account executive with Ziv-United Artists, New York.

Al Capstaff, former NBC VP, dies at 50

Mr. Capstaff

Albert L. Capstaff, 50, formerly VP of NBC, died Sept. 20 in his sleep at his home on St. Thomas in the Virgin Islands.

Mr. Capstaff resigned from NBC last year (BROADCASTING, July 2, 1962) to become president and general manager of the Virgin Isle Television Cable Corp. He was also head of an electronics business in the Virgin Islands at the time of his death.

Mr. Capstaff was born in England; brought to the U. S. as an infant; and at the age of 10 became the youngest amateur radio operator in the nation. He joined NBC as an engineer in 1935 and resigned in 1943 to produce the Kay Kyser radio program.

Mr. Capstaff later became producer of the Bob Hope radio show—a post he held until 1954. In 1955 he returned to NBC as executive producer of *Monitor* radio program, and he was elected VP of programs for NBC Radio in 1959.

Funeral services were held last Wednesday in New York.

Carl D. Weinstein, account executive at WNBF-TV Binghamton, N. Y., appointed commercial manager of WKOP-AM-FM, that city. In his new position, Mr. Weinstein will be responsible for WKOP's sales and programing.

Donald Bell, account executive, promoted to assistant sales manager at WJRZ Newark, N. J. **Chuck Cirio** named sales office manager. **Hal Gluck** appointed manager of Paramus, N. J., office.

Peter R. Scott, retail sales director of WPAT Paterson, N. J., joins Roger O'Connor Inc., New York-based radio-TV station representative, as account executive.

Fred Bohn, member of sales staff of WJW-TV Cleveland, transfers to WJW-AM-FM as account executive.

Martin J. Connelly, former national sales manager of KTLA(TV) Los Angeles, joins Metro TV Sales division of Metromedia Inc., New York, as account executive.

Jay Butterfield named director of video tape sales for KCOP(TV) Los Angeles, replacing **Ben Ashe,** who has resigned.

William L. Conklin, account executive at William Esty Co., joins Peters, Griffin, Woodward, New York, in same capacity.

Barry Klein, for past four years with Kal, Ehrlick & Merrick, Washington advertising agency, joins sales staff of WQMR Silver Spring, Md.

Robert G. Hinds, formerly of Peters, Griffin, Woodward, and **Ed Williams,** of KHOW Denver, join KALI Los Angeles as sales representatives.

Sydney H. Eiges, VP in charge of public information for NBC, named co-chairman of newly formed broadcasting and advertising division of American Jewish Committee's Appeal for Human Relations. New division will campaign for human rights within broadcasting and advertising industries.

Joe Sands, public affairs producer at CBS-owned KNXT(TV) Los Angeles, and **Bill Alcine,** executive producer, appointed to newly created positions at station following departure of **Hal Uplinger,** production manager, who has been named staff producer for CBS Sports in New York. Mr. Sands will serve as director of productions; Mr. Alcine as director of production operations.

James J. Chitwood, engineer at WLBC-AM-TV Muncie, Mich., joins engineering and announcing staff of WCTW-AM-FM New Castle, Ind.

Mr. Scott

Bennett O. Scott, general sales manager of WFMT(FM) Chicago and before that with WIND there, joins WNMP Evanston, Ill., as general manager. He succeeds **Bill Bishop,** who has joined KKAR Pomona, Calif.

James L. Loper, TV coordinator at Los Angeles State College, is on leave of absence from that post to serve as special assistant to president of Community Television of Southern California, nonprofit organization which is attempting to establish educational TV station in Los Angeles area.

Jack Deutscher appointed director of organization development, employment and training for NBC, responsible for all employment for network. Mr. Deutscher joined NBC in 1957 as administrator for organization development and was named manager of that department in 1961.

Paul Sherman, host of *Sunday with Sherman* show on WINS New York, named host of WINS's all-night show (12 midnight-6 a.m.) replacing **Art Ford,** who has been granted release from his contract to pursue independent activities in motion picture and radio production.

James S. Gates, producer-director for past 10 years at KTTV(TV) Los Angeles, promoted to executive producer.

George Crowell resigns as program director of KFRC San Francisco.

Mark Halleck appointed sports director of WBLG Lexington, Ky., succeeding **Earl Broadman,** who resigns to accept similar post at WKRC Cincinnati.

Dave Diles appointed sports director of WXYZ-AM-TV Detroit, succeeding **Don Wattrick,** who resigned.

Gene Shay, staff announcer at WHAT-FM Philadelphia, assumes added duties as coordinator of merchandising and promotion for WHAT-AM-FM.

Mr. Reynolds

Thomas A. Reynolds, traffic manager of WOR-AM-TV New York, appointed director of operations for two stations, replacing **Bernard (Barney) Boyle,** who retired earlier this month after 27 years with WOR.

Shelley Azbell, former promotion assistant at KEYT(TV) Santa Barbara, Calif., joins KTVU(TV) San Francisco as advertising coordinator in station's sales promotion department.

John E. La Guardia Jr., account executive at KXOA Sacramento, Calif., appointed manager of merchandising and promotion.

Russ Benedict, sports director of WKAT Miami Beach, Fla., joins WIS-TV Columbia, S. C., in same capacity.

Wynn Hott, former regional sales manager for Community Club Awards Inc., joins WSOC-AM-FM Charlotte, N. C., as sales manager. He succeeds **Steve Brunt,** who resigned to become salesman at WTOB Winston-Salem, N.C.

Jim Hanlon, formerly of WKPA New Kensington-Tarentum, Pa., joins WWGO Erie, Pa., as air personality under name of Bob Ward.

Margaret Sugg named director of promotion and public affairs for WTOB Winston-Salem, N. C.

Ed Justice appointed promotion director of WIRE Broadcasting Co., licensee of WIRE Indianapolis.

Barry Barents, veteran newscaster currently with WHNB-TV New Britain, Conn., elected chairman of Connecticut State Safety Commission.

EQUIPMENT & ENGINEERING


Mr. Franklin

S. Edward Franklin, VP of manufacturing in charge of both commercial and military products at Canadian Aviation Electronics Ltd., joins F. W. Sickles division (manufacturer of UHF TV tuners and other radio-TV components) of General Instrument Corp., Chicopee, Mass., as VP in charge of operations. Mr. Franklin will report directly to Edgar Messing, division's vice president and general manager, and be responsible for all of company's manufacturing and design engineering.


Mr. Sirinsky

Richard Sirinsky named northeastern district manager for video and audio products of Ampex Corp., Redwood City, Calif. In newly created post, he is responsible for sales and service of Ampex Videotape TV recorders and professional audio tape recorders in Pennsylvania, New Jersey, Connecticut, New York, Massachusetts, Vermont, New Hampshire and Maine. Mr. Sirinsky has been with Ampex since 1958, serving as video sales engineer in Northeast region.


Mr. Rosenfeld

Leonard L. Rosenfeld appointed manager of manufacturing for The Jerrold Corp., Philadelphia. Mr. Rosenfeld's corporate staff will coordinate and service manufacturing facilities of firm's five subsidiaries: Analab Instrument Corp.; Harmon-Kardon Inc.; Jerrold Electronics Corp.; Pilot Radio Corp.; and TACO (Technical Appliance Corp.); and will also establish all corporate manufacturing policies and procedures. Mr. Rosenfeld joined Jerrold Electronics in 1953 as production manager and was named plant manager in 1958.

Robert J. Stahl, manager of product planning for western operation of Sylvania Electronic Systems, appointed to newly created position of product planning manager for Sylvania Electric Products, New York. Mr. Stahl will have corporate responsibility for selection, evaluation and development of new products, and of coordinating such activities within firm's various divisions.

Karl Wessel joins Hawley Products Co., St. Charles, Ill., loudspeaker manufacturer, as director of acoustical sales laboratory.

Frederick T. Henry, senior engineer, appointed manager of commercial product engineering for home and commercial electronics division of Sylvania Electric Products, New York.

Leonard G. West, formerly with ITA Electronics and RCA, appointed chief project engineer of CCA Electronics Corp., Yeadon, Pa. Mr. West will report to Juan C. Chiabrando, director of engineering, and be responsible for design of high power broadcast and communication transmitters.

PROGRAMING


Mr. King

Charles King, eastern sales manager of Official Films Inc., New York, elected vp in charge of national sales. He succeeds **Robert A. Behrens,** who resigned. Mr. King joined Official last March and earlier had held various executive positions with National Telefilm Associates Film Network, Bernard L. Schubert Inc. and Charles Dallas Reach Agency.

Jack Donohue appointed producer-director, and **Elliott Lewis** elevated to executive producer of *The Lucy Show*, new CBS-TV network series which begins new season today (Sept. 30).

Jerry Kurtz, general sales manager of Walter Reade-Sterling Inc., New York, joins Screen Entertainment Co., newly formed TV program distribution company, Los Angeles, in same capacity. **Lee Cannon,** former midwest sales manager of TV Personalities Inc., appointed midwest sales manager for SEC, and **Sid Cohen,** West Coast division manager for Allied Artists Television, joins SEC to handle sales in western territory.


Mr. Quinn

Stanley J. Quinn, formerly VP of J. Walter Thompson and senior producer-director of *Kraft Hour* on ABC-TV, named to newly created post of director of administration at MGM-TV. **Herbert C. Homes,** former international director of Columbia Records and executive producer at WPIX(TV) New York, named associate production manager at MGM-TV. **Sid Tamber** also joins MGM-TV as producer. Mr. Tamber was formerly commercials producer at Erwin Wasey, Ruthrauff & Ryan.

Dave Williams, former general manager of KGLA(FM) Los Angeles, joins Heller-Ferguson Inc., Hollywood producer of radio production aids, promotion spots and musical signatures as well as commercials, as account executive in charge of new sales development department. **Sandy Dornish** appointed production coordinator.

George Lee, most recently with Jacques Kluger in Zodiac Music and Palette Records, joins Warner Brothers Records, New York, as director of Eastern operations. Mr. Lee will function primarily in artists and repertoire matters and be responsible for signing of new talent.

Staff appointments were announced last week for United Artists-Gladasya Productions film series, *The Crisis*, being prepared for CBS-TV for 1964-65 season. **Martin Ritt,** producer-director of motion picture, "Hud," named executive producer, and **Mort Abrahams** becomes producer. Show is second for 1964-65 season being prepared for

CBS-TV jointly by UA and Gladasya, the Phil Silvers company. Other is Sherwood Schwartz comedy series, *Gilligan's Island*. *Crisis* is a one-hour dramatic series.

John Keel and **Gilbert Comte** join Sandy Howard Productions, New York, as story supervisor and editorial supervisor, respectively, on Howard's *Mack & Myer For Hire* TV series being produced for Trans-Lux Television Corp.

Paul Alderman named assistant publicity manager of Paramount Pictures Corp., New York.

John Erman, production assistant at Daystar Productions, signed by Joseph Stefano to direct "Ebon Struck First" segment of *Outer Limits*, new ABC-TV network series. Before joining Daystar last year Mr. Erman was casting director at 20th Century-Fox Television.


Mr. Levey

James Levey appointed manager of daytime TV programing for ABC-TV network. Mr. Levey joined ABC in 1955 as program assistant, working on such shows as *Voice of Firestone*, *Who Do You Trust?* and *The Pat Boone Show*. He was subsequently promoted to supervisor of film programs and assistant to program development director. For past several years, Mr. Levey has been working principally on business matters pertaining to daytime program development and daytime shows on the air.

Paul Freeman named associate producer of Roncom-Revue's *Kraft Suspense Theater* series (NBC-TV).

Robert Schmidt, general manager of KAYS Hays, Kan., elected president of AP Radio and Television Association at annual board meeting last week in New York. District VP's elected at APRTA meeting were: **Tom Eaton,** WTIC Hartford, Conn.; **Carl Lee,** WKZO-TV Kalamazoo, Mich.; **F. O. Carver,** WSJS Winston-Salem, N. C.; and **John Thompson,** KRCA-TV Los Angeles. AP's assistant general manager, **Louis J. Kramp,** elected secretary of association, while AP radio-TV news editor, **John Aspinwall,** was re-elected assistant secretary. AP treasurer, **Robert Booth,** re-elected treasurer of association.

Ronald Pollock, manager of network sales development at NBC-TV, appointed director of research and sales development for Independent Television Corp., New York.

Parke Levy joins MGM-TV to start preparing for filming first episode of *December Groom*, new half-hour series starring John McGiver which MGM-TV will produce in association with Mr. Levy. **Sargeant Major George E. Parker,** USMC, has been temporarily assigned to MGM-TV to assist Lt. Colonel Clement Stadler, technical advisor of *The Lieutenant* TV series which MGM-TV is producing for NBC-TV.

Radio rep expands

Robert Richer Representatives Inc., New York-based radio representative firm, announced last week formation of two new regional offices. In Chicago, new office is located at 333 N. Michigan Ave., with **Pat Gatto** and **Phil Boal** as directors. Telephone is (312) 345-7530. In Detroit, office is at 424 Book Bldg. and headed by **Max Goldfarb.** Telephone: (313) Woodward 1-9704.

Richard West, associate director of ABC-TV's *The Tennessee Ernie Ford Show*, named unit manager of the program, effective today, succeeding **Jack Tolen,** who moves from San Francisco to Los Angeles to become unit manager of *Day In Court*, also an ABC-TV program.

Wayne Howell returns to WNBC-AM-FM New York with *The Wayne Howell Show* (Monday-Friday, 7:05-10:30 p.m. EDT) Sept. 27. Mr. Howell, who left radio in 1962 to devote more time to his TV programs, will replace **Jerry Marshall** in that time slot.

NEWS


Mr. Lynch

John F. Lynch, program manager of ABC News' special projects division, promoted to new post of manager of ABC News, Washington. He will be second in command in Washington bureau, reporting to Bureau Chief Robert Fleming. Mr. Lynch started in news with stations and papers in North Dakota, joined United Press in Chicago in 1943, was night radio editor of UP in New York from 1947 until 1951, when he moved to NBC News. On NBC-TV's *Today* show he rose to general manager and program manager before moving to ABC in 1961.

Joe Kozokowsky, formerly with CFPA Port Arthur, Ont., to WTHI-TV Terre Haute, Ind., as newscaster.

Russell G. Van Arsdale, formerly with WJAR-TV Providence, named news director of KTTV(TV) Los Angeles.

Robert Myers, former chief of Associated Press bureau in Honolulu (BROADCASTING, Sept. 23), named chief of AP's Salt Lake City bureau, succeeding **Jerry O'Brien,** who resigned to become assistant to publisher of *Salt Lake City Tribune*. In his new post, Mr. Myers will be responsible for AP news and administration in Utah and Idaho.

Fred R. Barber Jr., for past three years assistant news director-photographer at WSOC-TV Charlotte, N. C., named news director of WGHP-TV (Greensboro - Winston - Salem) High Point, N. C.

Robert Vitarelli, for past 10 years at CBS headquarters in New York, joins Washington staff of CBS News as director of *Face the Nation* (Sundays, 12:30-1 p.m.) and Washington segments of Walter Cronkite news show.


Mr. Van

Art Van, for past three years news director at WJHL-TV Johnson City, Tenn., joins WATE-AM-TV Knoxville, Tenn., in same capacity.

Roy Wetzel, news director of WBBF Rochester, N. Y., for past three years, appointed to newly created position of special projects editor, responsible for expansion of station's broadcast activities in field of government, politics and documentary investigation of community problems. Mr. Wetzel will continue also as news director until successor has been chosen.

Lee Starnes, formerly of WPIX(TV) New York, named news and public affairs director of WHWH Princeton, N. J.

Ed McCusker, member of New Orleans bureau of Associated Press, moves to AP's Jackson, Miss., bureau.

Peter Stoler, free-lance writer and former newsman, joins WEEI Boston as editorial researcher-writer.

Douglas B. Vernon, formerly of KOGO San Diego, Calif., appointed associate news director of WDEE Hamden, Conn.

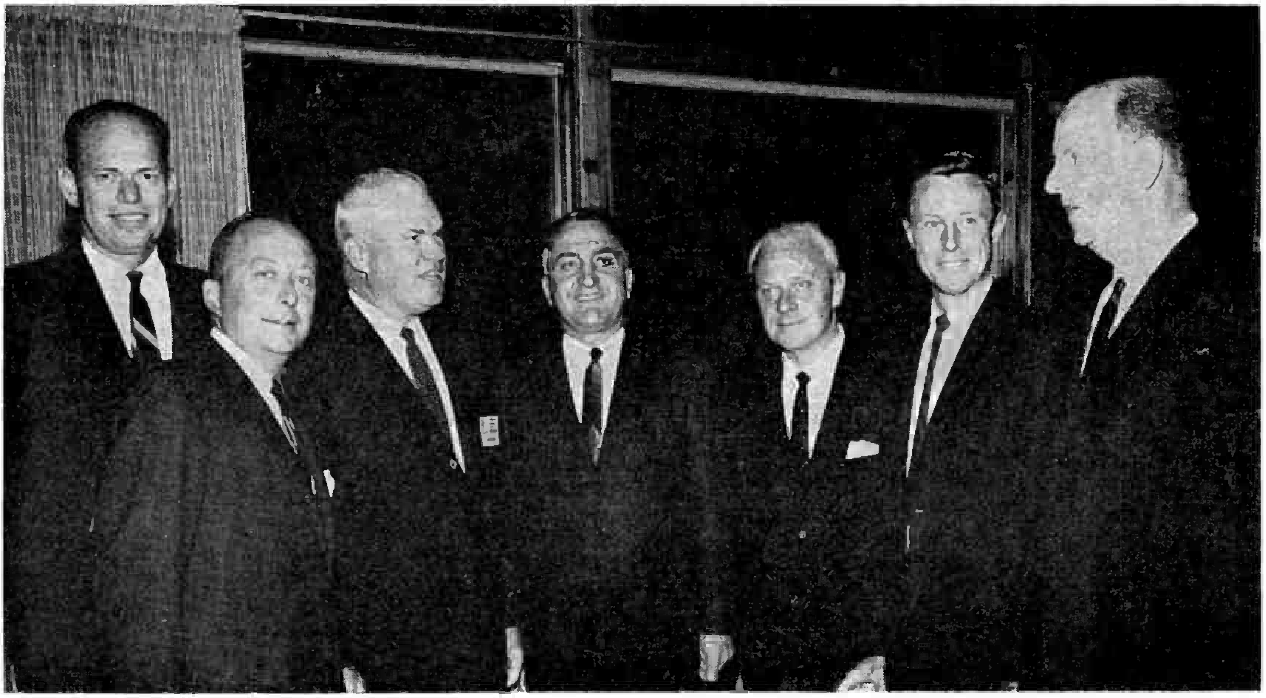
ALLIED FIELDS

Max Ulrich, radio program manager and radio-TV sports director at WSJS-AM-FM-TV Winston-Salem, N. C., joins Episcopal Radio-TV Foundation Inc., Atlanta, as associate director.

Janet Sillen, VP of Dichter Institute for Motivation Research, joins Albert Shepard Associates-Motivation Dynamics, Mohegan Lake, N. Y., as research coordinator for women's products.

GOVERNMENT

Arthur Schatzow appointed chief of FCC Broadcast Bureau's research and education division. **Helen Clark,** FCC librarian, retired Sept. 27 after 45 years of government service. Miss Clark has



A between-sessions discussion at Michigan meet

The buying, selling and evaluation sides of radio-TV were discussed between sessions of the Michigan Association of Broadcasters convention (BROADCASTING, Sept. 16) by (l. to r.) E. L. Byrd, WILS Lansing, new president of the association; William R. Wyatt, A. C. Nielsen Co.; John Malone, Pontiac Division of General Motors; James H. Quello, WJR Detroit; Dwight S. Reed, H-R Representative; Todd Moore, the Katz Agency, and Gene Ellerman, WWTV(TV) Cadillac, Mich. The Michigan convention was held at Gaylord, Mich.

been with commission since 1935. Mr. Schatzow joined agency in 1960 and served as senior economist in research and development division until being named acting chief of that division several months ago.

INTERNATIONAL

John McMillam, controller of Associated-Rediffusion Ltd., London, since May 1956, promoted to general manager, effective Jan. 1, 1964, succeeding **Captain T. M. Brownrigg,** who retires Dec. 31. Captain Brownrigg will, however, continue his association with the British production company as chairman of A-R Theatrical Productions Ltd., a director of Independent Television News Ltd., Keith Prowse Music Publishers Ltd. and Television Publications Ltd. Captain Brownrigg has served as general manager of Associated-Rediffusion Ltd. since 1954.

Jack Alexander, formerly of CKOY Ottawa, and CHCH-TV Hamilton, both Ontario, joins CJOH-TV Ottawa and CTV Television Network as newscaster.

Luc Ste-Marie and **E. W. Collins** appointed field operations managers for Eastern and Western broadcast division respectively of A. C. Nielsen Co. of Canada Ltd., Don Mills, Ontario. **Wayne Mondville** named account executive and given responsibility for client relations with respect to Nielsen Coverage Service (NCS 1964). **David J. Mudie** appointed assistant production manager for Nielsen Coverage Service.

Alan Protheroe, news assistant-reporter with BBC since 1957, appointed BBC's news editor for Wales.

Meredith L. Koerner, deputy director of engineering for Radio Free Europe, appointed director of engineering for Radio Liberty, voice of former Soviet citizens, which broadcasts from West Germany, Spain and Formosa.

DEATHS

Mr. Frechette

George T. Frechette, 57, president of Wisconsin Valley Television Corp., licensee of WSAU-AM-FM-TV Wausau, and VP and general manager of William F. Huffman Radio Inc., licensee of WFHR-AM-FM Wisconsin Rapids, died Sept. 24 of heart attack at Riverside Hospital in Wisconsin Rapids. He was admitted to hospital last Monday (Sept. 23) for treatment of pneumonia. Mr. Frechette was serving his second two-year term as member of radio board of directors of National Association of Broadcasters. He also was head of Wisconsin Network, an organization of stations which broadcast University of Wisconsin football and basketball games. Survivors include his widow, Caroline, and two children.

William L. Morrison, 45, secretary of Advertising Research Foundation, died Sept. 22 in New York following an operation. Mr. Morrison, who joined foundation last year, was former secretary of Radio Advertising Bureau.

Fred J. Green, 66, Pacific division administrative officer of United Press International, with headquarters in San Francisco, died Sept. 20 at Fort Miley Veterans Administration Hospital there after illness of several weeks. Mr. Green joined United Press at San Francisco in 1946, was appointed assistant general business manager in 1955 and administrative officer for UPI's Pacific division in 1958.

William Thomas, 42, engineer at WWSW-AM-FM Pittsburgh, died Sept. 17 after long illness. Mr. Thomas joined WWSW in 1943.

Imogene Powell Frost, 58, copywriter at J. Walter Thompson Co., New York, died Sept. 16 at Memorial Hospital in that city. Mrs. Frost formerly headed agency's Chicago PR department.

ASSOCIATED TELEVISION GETS BREAK

ITA to get more from 6 areas, less from 3, same from 1

Associated Television, programer in London weekends and the Midlands weekdays, will be the lone major commercial TV company in Great Britain to pay less rental to the Independent Television Authority next year. The breakdown last week followed announcement of increased transmitter rentals to commercial operators after new contracts are awarded later this year (BROADCASTING, Sept 23). In addition, a higher tax rate on advertising goes into effect July 30, 1964.

The reduction to ATV (see accompanying table) is in recognition of its high operating cost and the larger advertising levy it will be paying.

Six of the smaller areas will pay more in ITA rentals, three have had their's cut, and one remains the same. Companies operating in five areas are not expected to pay any advertising revenue levy if their revenue stays at present levels as it would not exceed the $4.2 million free slice allowed by the new television act. The other five smaller companies will pay the levy.

Hear Ye ▪ Notices, paid for by ITA, inviting applications for the new contracts have been published in national and local papers throughout the country. The days and areas for which contracts are offered are broadly the same as present ones with the exception of the Welsh and West England area. There will be 14 contracts in all:

London weekdays, London weekends and Midlands weekdays, North England weekdays, Midlands and North England weekends, Central Scotland all week, Wales and West of England all week, Southern England all week, North East England all week, East Anglia all week, Northern Ireland all week, South West England all week, The Borders (North England and South Scotland) all week, North East Scotland all week, Channel Islands all week.

Two current areas, South Wales and West of England and West and North Wales have been merged. The two companies presently operating in these areas are discussing a merger following heavy losses by one. In order to provide separate coverage of the Welsh and English parts of the area ITA has asked the postmaster-general for a second VHF channel in South Wales.

Five contract areas will be enlarged by new VHF transmitters.

All contracts will run for three years subject to earlier termination or renewal, depending on the timing of the introduction and extension of any second ITA network. If a second ITA commercial network begins before the end of the three-year period the contracts will terminate when the network starts. If the beginning of a second network is definitely scheduled for after July 1967, contracts will continue, subject to possible rental changes, until the second network opens, up to a total period of six years.

Any contract terminated by the arrival of a second ITA network which applies to an area not covered by the new network will be renewed subject to the six-year maximum and reconsideration of rental. If by 1967 it seems that a second ITA network will not be introduced before 1970, there will be no extension of contracts and ITA will examine the whole pattern on a single network basis.

Changes for the big four companies, if their contracts are renewed, are shown in table:

Changes for the big four companies, if their contracts are renewed:

	Current ITA rental	New ITA rental	Estimated advertising revenue levy
Associated-Rediffusion London weekdays	$2,660,000	$4,760,000	$11,200,000
Granada North weekdays	2,385,600	4,480,000	8,960,000
Associated Television London weekends and Midlands weekdays	2,864,400	2,660,000	10,220,000
ABC North and Midlands weekends	1,761,200	2,380,000	5,460,000

'Amos 'n' Andy' sold in Africa—NAACP objects

An official of the National Association for the Advancement of Colored People expressed "regret" last week that the *Amos 'n' Andy* series had been bought for showing over two TV stations in Africa. He said that the series does not typify the American Negro, but actually is "a stereotype and distorts the truth." He added: "We would not want our African brothers to think our lawyers are like the lawyers on *Amos 'n' Andy*."

The programs were bought by the Western Nigerian Radiovision Service in Ibadan and the Kenya Broadcasting Corp. in Nairobi, whose chief executives are said to be Africans. A spokesman for CBS Films, which distributes the series, commented "it was one of 45 series we sold in Africa, and they were selected by the broadcasters after careful screening of the product."

The African services buying CBS Films properties were Nigerian Television Service, Western Nigeria Radiovision, Kenya Broadcasting Corp., Eastern Nigeria Broadcasting Corp., Sierra Leone and Rhodesia TV.

CBS Films international division has also announced first foreign sales of *The Garry Moore Show*, *The Great Adventure*, *The Hector Heathcote Show* and *The Jerry Lester Show*. The sales were made to Austrama Television, new licensee for a Melbourne, Australia, station.

TV public service shows added to festival list

The third annual International Film Festival, which will be held Oct. 8-10 at the Barbizon-Plaza hotel in New York, has added a group of awards in TV public-service programs area. In previous years, festival competition was restricted to industrial film and TV commercial categories.

The festival agenda will include a group of seminars on various phases of TV commercial production, TV public service programing and industrial film production. There will be continuous showings of outstanding industrial films, commercials and TV programs.

In association with the festival there will be an exhibition of audio-visual equipment, techniques and services. Both the festival and exhibition are presented by Industrial Exhibitions Inc., 17 East 45th Street, New York. Herbert Rosen is director.

The new public service TV film category, Mr. Rosen said, will include various groupings for programs and series produced by single station, station group or independent producer. Winners will be receive silver bowls.

Labor board asked to mediate

A jurisdictional dispute between the Association of Radio and Television Employes of Canada and the National Association of Broadcast Engineers and Technicians has resulted in the request by ARTEC for a conciliation officer to be appointed by the Canadian Labor Relations Board. ARTEC and Canadian Broadcasting Corp. negotiations at Ottawa for a new contract have broken down over the inter-union dispute as to which union will represent the CBC maintenance workers. They were covered by ARTEC under the previous contract, while CBC claims they are no longer covered by ARTEC. Paul Rousseau, ARTEC president, says the union refuses to negotiate for only part of the 2,200 CBC employees it claims to represent, including staff announcers, sales representatives, office staff, employees of CBC international service, and truck drivers. ARTEC also wants a 14% across-the-board wage increase.

Vive le CJBC

CJBC Toronto, 50 kw outlet of the Canadian Broadcasting Corp., will likely use more French-language programs in 1964 following a study now being made as a result of representations by the French-language Radio-Television Association of Southern Ontario. CJBC, formerly the key station of the CBC's Dominion network, has been broadcasting French-language programs two hours each evening for the past year. CBL, the other CBC 50 kw station at Toronto, is key station of CBC's Trans-Canada network. There is increasing demand for French-language programs in the southern Ontario area, where there are now over 50,000 French-speaking people.

Abroad in brief...

Intervenes ▪ Minister of Labor John Hare has agreed to intervene in the 17-month long pay dispute between BBC-TV and the Variety Artistes Federation. The pay claim now goes before a ministry industrial court. The union wants the same terms from BBC-TV as it won from the commercial network after a two-week strike two years ago.

Rep appointed ▪ Tyrell and Nadon Ltd., Toronto and Montreal, has been appointed representative for CKCQ Quesnel, B. C.; CFBV Smithers, B. C.; and CHIC Brampton, Ont.

Viewing up ▪ The latest Television Audience Measurement figures show that for the second straight month there has been an increase in the commercial network share of television viewing. During the five weeks ending Sept. 1, the commercial network's viewing share in homes able to tune in to both networks in all commercial network areas in the United Kingdom was 62%, 2% higher than in July and 3% higher than the June figure.

Muzak in Germany ▪ Muzak, a division of Wrather Corp., has taken an equity position in Musik fur Millionen (music for millions), West Germany's largest supplier of background music. Musik fur Millionen has been supplying programed background music in five West German cities for the past five years. The firm plans to expand Muzak coverage to every major city in West Germany.

Talent hunt ▪ Tim Holland Bennett, head of artists booking for BBC-TV and Humphrey Burton, editor of BBC-TV arts program *Monitor*, are on a two week talent spotting and fact finding visit to the Soviet Union. This is the first visit by BBC staff men to the USSR since the recent agreement between BBC and the Soviet state broadcasting organization.

Publisher sold ▪ Sidney Berstein, head of the Granada Group which owns Granada TV Network Ltd., one of Britain's major TV companies, has bought the London publishing firm of Rupert Hart-Davis. The firm was acquired by Harcourt, Brace and World Inc. of New York in January 1962.

Football sponsors ▪ Radio network coverage of the Canadian football classic Grey Cup Game on Nov. 20 from Vancouver, B. C.; will be sponsored by the Canadian Army through the Department of National Defence, Ottawa, Ont. (Breithaupt, Milson & Benson Ltd., Toronto, Ont., is agency); Mennen Co. Ltd., Toronto (F. H. Hayhurst Co. Ltd., Toronto); and Carling Breweries Ltd., London, Ont. (F. H. Hayhurst Co. Ltd., Toronto).

Agencies merge ▪ Grant Advertising Ltd. and L. B. Singleton Ltd., both London, have merged and have been consolidated under Grant as London headquarters for the European division of Grant Advertising, Chicago.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Sept. 19 through Sept. 25 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

Bayshore, N. Y.—Long Island Video Inc. UHF channel 75 (836-842 mc); ERP 241 kw vis., 120.5 kw aur. Ant. height above average terrain 267 feet, above ground 318 feet. P. O. address c/o Gerald T. Arthur, 82 Fourth Avenue, Bayshore, Long Island, N. Y. Estimated construction cost $573,070; first year operating cost $200,000; revenue $200,000. Studio location Bay Shore, trans. location Islip. Geographic coordinates 40° 45' 04" north latitude, 73° 12' 52" west longitude. Type trans. RCA TTU-12A, type ant. RCA TFU-25G. Legal counsel Fly, Shuebruk, Blume & Gaguine; consulting engineer Jules Cohen & Associates, both Washington. Principals: Gerald T. Arthur, Wilson B. Stringer (each 37.5% beneficially) and Irving Maidman (25% beneficially), tr/as Sunrise Press Inc., publisher of local weekly newspapers; three principals are also owners of WBIC Islip. Ann. Sept. 18.

Cleveland—Superior Broadcasting Corp. UHF channel 65 (776-782 mc); ERP 376 kw vis., 192 kw aur. Ant. height above average terrain 801 feet, above ground 638 feet. P. O. address c/o Frank C. Mavec, 26101 Euclid Avenue, Cleveland 32. Estimated construction cost $517,006; first year operating cost $300,000; revenue $200,000. Studio and trans. locations both Brecksville. Geographic coordinates 41° 16' 51" north latitude, 81° 37' 24" west longitude. Type trans. RCA TTU-25B, type ant. RCA TFU-27J. Legal counsel Dow, Lohnes & Albertson, Washington; consulting engineer Carl E. Smith, Cleveland. Principals: Frank Mavec (74%), Leigh H. Perkins, George Oliva Jr. (each 10%) and others. All principals are local businessmen. Ann. Sept. 19.

New AM stations

ACTIONS BY FCC

Athens, Ala.—Limestone Broadcasting Co. Granted CP for new AM on 1080 kc, 1 kw-D; conditions. P.O. address Route 8, Athens. Estimated construction cost $12,594; first year operating cost $36,256; revenue $41,-028. Kennith A. Casey, formerly chief engineer of WMSL Decatur, Ala., is sole owner. Action Sept. 19.

New Roads, La.—Avoyelles Broadcasting Corp. Granted CP for new AM on 1500 kc, 1 kw-D; condition and presunrise operation with daytime facilities precluded pending final decision in Doc. 14419. P. O. address Box 7, Marksville, La. Estimated construction cost $19,750; first year operating cost $40,000; revenue $45,000. Principals (2,500 shares issued): Aleta B. Sanders (1,240 shares), Guy C. Billups Jr. (620), Irene Billups (600), W. L. Billups (20), Chester J. Coco and Clarence E. Powell (each 10). Applicant owns KAPB Marksville and WLBI Denham Springs, La. April 16 initial decision looked toward grant. Action Sept. 23.

Existing AM stations

ACTION BY FCC

KXIV Phoenix, Ariz.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action Sept. 25.

APPLICATION

WFPA Fort Payne, Ala.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. Sept. 25.

New FM stations

APPLICATIONS

***Santa Barbara, Calif.—University of California.** 91.1 mc, channel 216, 10 w. Ant. height above average terrain 97 feet. P. O. address c/o Elmo R. Morgan, 641 University Hall, University of California, Berkeley, Calif. Estimated construction cost $500; first year operating cost $1,510. Principals: university regents. Ann. Sept. 25.

Valparaiso, Ind.—Northwestern Indiana Broadcasting Corp. 105.5 mc, channel 288, 3 kw. Ant. height above average terrain 298 feet. P. O. address c/o Joseph N. Thomas, 14 Franklin St., Valparaiso. Estimated construction cost $74,648; first year operating cost $40,000; revenue $20,000. Applicant is subsidiary of Gary Printing & Publishing Co., publisher of *Gary* (Ind.) *Post-Tribune*; company is controlled by Snyder family. Ann. Sept. 19.

Clinton, Mo.—Clinton Broadcasting Inc. 95.3 mc, channel 237, 3 kw. Ant. height above average terrain 200 feet. P. O. address Box 386, Clinton. Estimated construction cost $15,497; first year operating cost $21,000; revenue $25,000. Principals: Clarence W. Dickgrafe, Floyd H. Pinkston and Harry F. Finks Jr. (each 33 ⅓%). Mr. Finks is banker; other two principals are part owners of local publishing firms (weekly and semi-weekly newspapers) and 50% owners of application for new AM in Clinton. Ann. Sept. 25.

***Kingston, R. I.—University of Rhode Island.** 91.1 mc, channel 216, 10 w. Ant. height above average terrain 24 feet. P. O. address c/o WRIU, Memorial Union, Kingston. Estimated construction cost $4,025; first year operating cost $500. Principals: board of trustees. Ann. Sept. 18.

Lexington, Tenn.—Lexington Broadcasting Service Inc. 99.3 mc, channel 257, 90.2 w. Ant. height above average terrain 152 feet. P. O. address c/o B. L. Enouchs, Box 170, Lexington. Estimated construction cost $4,350; first year operating cost $8,000; revenue $12,000. Applicant is licensee of WDXL Lexington. Ann. Sept. 23.

Memphis—KWAM Inc. 101.1 mc, channel 266, 100 kw. Ant. height above average terrain 387 feet. P. O. address 64 Flicker Street, Memphis. Estimated construction cost $39,112; first year operating cost $25,-300; revenue $30,000. Applicant is licensee of KWAM Memphis. Ann. Sept. 25.

Morristown, Tenn—East Tennessee Broadcasting Corp. 95.9 mc, channel 240A, 3 kw. Ant. height above average terrain 260 feet. P. O. address c/o George R. Guertin, WMTN Morristown. Estimated construction cost $11,403; first year operating cost $7,500; revenue $12,500. Applicant is licensee of WMTN. Ann. Sept. 19.

Eau Claire, Wis.—Post Broadcasting Corp. 100.7 mc, channel 264, 53 kw. Ant. height above average terrain 738 feet. P. O. address c/o David L. Nelson, Box 559, Appleton, Wis. Estimated construction cost $28,-715; first year operating cost $20,750; revenue $12,500. Post owns licensee of WAXX Chippewa Falls, Wis., and plans to operate FM in conjunction with WAXX. Ann. Sept. 19.

La Crosse, Wis.—William E. and Louise A. Bruring. 93.3 mc, channel 227, 50.61 kw. Ant. height above average terrain 486 feet. P.O. address 518 State Street, La Crosse. Estimated construction cost $25,260; first year operating cost $23,420; revenue $26,400. Each principal is 50% owner; also own communications equipment firm. Ann. Sept. 25.

Existing FM stations

APPLICATION

WJBO-FM Baton Rouge, La.—CP to change frequency from 98.1 mc, channel 251, to 101.5 mc, channel 268; increase ERP from 2.5 kw to 100 kw; reduce height above average terrain from 730 feet to 437 feet; increase TPO to 17.83 kw; change ant.-trans. location, and install new trans. and ant. Ann. Sept. 19.

Ownership changes

ACTIONS BY FCC

KFMH(FM) Colorado Springs—Granted assignment of license from KFMH Inc. to Garvey Communications Systems Inc., parent corporation. No financial consideration involved. Also see KGHF Pueblo, Colo., and KKTV(TV) Colorado Springs. Action Sept. 25.

KKTV(TV) Colorado Springs—Granted assignment of license from TV Colorado Inc. to Garvey Communications Systems Inc., parent corporation. No financial consideration involved. Also see KGHF Pueblo, Colo., and KFMH(FM) Colorado Springs. Action Sept. 25.

KGHF Pueblo, Colo.—Granted assignment of license from KGHF Inc. to Garvey Communications Systems Inc., parent corporation. No financial consideration involved. Also see KFMH(FM) and KKTV (TV), both Colorado Springs. Action Sept. 25.

WROK-AM-FM Rockford, Ill.—Granted assignment of license and CP from E. Kenneth Todd (95.5%) and Upton E. Bartlett (4.5%), d/b Rockford Broadcasters Inc., to Leslie C. Johnson (46%) and others tr/as WROK Inc., subsidiary of Bloomington Broadcasting Corp. Consideration $400,-000. Bloomington Broadcasting is licensee of WJBC-AM-FM Bloomington, WHBF-AM-FM-TV Rock Island, Ill. Commissioners

PROFESSIONAL CARDS

Service Directory

Bartley and Loevinger dissented. Action Sept. 25.

WDLT Indianola, Miss.—Granted assignment of license from Radio Cleveland Inc. to Ruth O. Fritts (100%) d/b as Fritts Broadcasting Inc. Consideration $40,000. R. O. Fritts is farm operator and area representative for cosmetics firm. Action Sept. 24.

WBYM(FM) Bayamon, P. R.—Granted assignment of CP from Efrain Archilla-Roig (47.7%), Pedro Collazo-Barbosa (40%) and others; d/b as Arecibo Broadcasting Corp. to Martinez Caraballo (100%). Consideration $10,440. Mr. Caraballo owns WISA-AM-FM Isabello and is applicant for new AM in Arecibo, both Puerto Rico. Action Sept. 25.

KLO Ogden, Utah—Granted assignment of license from A. L. Glasmann and others, d/b as Interstate Corp., to Joyce (50%) and Cecil L. Heftel (40.99%) and Mr. Glasmann (.01%), father of Mrs. Heftel. Consideration $166,000. Principals all have present interest in KLO and in KUTV(TV) Salt Lake City and KLIX Twin Falls, Idaho. Action Sept. 25.

KGMJ(FM) Seattle—Granted assignment of license and SCA from Rogan Jones (41.85% individually and control of additional 52.9% through 85.44% ownership of International Good Music Inc.) and others, d/b as KGMJ Inc., to J. Elroy McCaw (45%), A. Stewart Ballinger (35%) and H. Dewayne Kreager and Willard J. Wright (each 10%). tr/as Metropolitan Radio Corp. Consideration $45,000. Also see KIXI Seattle grant. Action Sept. 25.

KIXI Seattle—Granted transfer of control of licensee corporation, K-91 Inc., from Hale Bondurant (50%), d/b as KWG Broadcasting, and Walter N. Nelskog (50%) to J. Elroy McCaw (45%), A. Stewart Ballinger (35%) and H. Dewayne Kreager and Willard J. Wright (each 10%), tr/as Metropolitan Radio Corp. Consideration $535,000. Mr. McCaw has interest in KCTO (TV) Denver and KTVW(TV) Tacoma and KELA Centralia, both Washington and outdoor advertising business: Mr. Kraeger has widespread business holdings: Mr. Wright is lawyer; Mr. Ballinger is real estate salesman. Also see KGMJ(FM) Seattle grant. Commissioner Bartley dissented; Commissioner Loevinger abstained from voting. Action Sept. 25.

KJR Seattle, KXL Portland, Ore., and KNEW Spokane, Wash.—Granted assignment of licenses from Essex Production Inc. and Dena Pictures Inc. (each 50%), d/b as Seattle Portland & Spokane Radio, to Sinatra Radio and Dena Pictures Inc. (each 50%). tr/as company of same name; substantially no ownership change. No financial consideration involved. Action Sept. 24.

APPLICATIONS

KFOY-TV Hot Springs, Ark.—Seeks assignment of CP from Donald W. Reynolds (100%), d/b as American Television Inc., to Arkansas Educational Television Commission. Consideration $150,000. If sale is approved by FCC, station will become educational outlet. Ann. Sept. 23.

KPOC Pocahontas, Ark.—Seeks acquisition of positive control of licensee corporation, Pocahontas Radio Inc., from A. J. Blatz (40%) and Rufus D. Haynes (30%) by Adrian L. White (100%). Consideration $42,500 and interest in theater firm. Mr. White also owns KTMN Trumann. Ann. Sept. 18.

KERO-TV Bakersfield, Calif.—Seeks assignment of license from Transcontinent Television Corp. to Time-Life Broadcasting Co. Consideration $4,565,000. Time-Life owns KLZ-AM-FM-TV Denver, WOOD-AM-FM-TV Grand Rapids, Mich., KOGO-AM-FM-TV San Diego, WTCN-AM-TV Minneapolis and WFBM-AM-FM-TV Indianapolis. For other information see WGR-AM-FM-TV Buffalo application below. Ann. Sept. 23.

KFMB-AM-FM-TV San Diego—Seeks assignment of licenses from Transcontinent Television Corp. to Midwest Television Inc. Consideration $10,085,000. Midwest owns WCIA-TV Champaign and WMBD-AM-FM-TV Peoria, both Illinois; Lindsey-Schaub Newspapers, which owns 20% of Midwest, is licensee of WSOY-AM-FM Decatur, WVLN-AM-FM Olney and WSEI(FM) Effingham, all Illinois. For other information see WGR-AM-FM-TV Buffalo application below. Ann. Sept. 23.

KWIZ-AM-FM Santa Ana, Calif.—Seeks transfer of control of licensee corporation. Voice of Orange Empire Inc., from Ernest L. and Franc E. Spencer (51%) and Benton Paschall (49%) to Raymond T. McKenzie (100%). Consideration $821,000. Mr. McKenzie is presently manager of stations. Ann. Sept. 18.

KTHO Tahoe Valley, Calif.—Seeks transfer of control of licensee corporation. Emerald Broadcasting Co., from Kenneth E. Gallagher (16.4%) to Donald C. McBain (41.82% after transfer, 39.6% before), Albert W. Nelson (31.64% after, 30.25% before), Robert W. Pendergrass (15% after, 11% before) and Edward S. Adams (11.54% after, 2.75% before). Consideration $15,000. Ann. Sept. 25.

WMES Ashburn, Ga.—Seeks transfer of control of licensee corporation. WMES Inc., from W. M. Forshee, Emory L. Pope and Maxine Robinson (each 33 ⅓%) to Mr. Forshee, M. Robinson and Esther W. Forshee (each 33 ⅓%). Consideration $14,023. Ann. Sept. 19.

KHAI Honolulu—Seeks assignment of license from Robert Sherman (100%), d/b as Royal Broadcasting Inc., to Sacramento Broadcasters Inc. tr/as Radio KHAI Inc.; Sacramento Broadcasters, is licensee of KROY Sacramento, Calif., is owned by Lincoln and Sylvia Dellar (each 50%). Consideration $150,000. Mr. and Mrs. Dellar also have interests in KACY Port Hueneme and KLYD-AM-TV Bakersfield, both Calif. Ann. Sept. 25.

KEEP Twin Falls, Idaho—Seeks transfer of control of licensee corporation, Radio Sales Corp., from D. Spencer and Arta L. Grow (50%) and Janice M. and Ralph W. Burden Jr. (50%) to Fred M. Frazier (61.5%) and others, d/b as Idaho Land Corp. Consideration $20,000. Applicant is real estate firm. Ann. Sept. 18.

ETV fund applications

Following applications for matching federal funds for educational television have been filed at Department of Health, Education & Welfare in Washington, subject to approval by Secretary of HEW:

- San Jose, Calif.—Office of Education; for $75,575 for channel 54 at San Jose; total project cost $151,150.
- Orono, Me.—University of Maine; for $110,017 for channel 13 at Calais; total project cost $146,890.
- New Orleans—Greater New Orleans Television Foundation; for $188,156 for channel 8 at New Orleans; total project cost $250,875.
- Moscow, Idaho—Regents of University of Idaho; for $111,211 for channel 12 at Moscow; total project cost $177,350.
- University Park, N. M.—Regents of New Mexico State University; for $204,537 for channel 12 at Hatch; total project cost $409,074.
- Urbana, Ill.—University of Illinois Board of Trustees; for $414,532 for channel 12 at Urbana; total project cost $500,938.

WAMV-AM-FM East St. Louis, Ill.—Seeks assignment of license from Lawrence R. Picus, Simpson R. Walker (each 25.14%) and others, d/b as Stanlin Inc., to Hess-Hawkins Co., owned by H. M. Storms Co., in turn owned by Ivy Office Specialties Inc., Ivy Office is owned by Louis Strick (56.25%), Rosalind H. Strick (25%) and others. No financial consideration involved; assignee is former licensee and holds mortgage on equipment. Ann. Sept. 25.

WBSM-AM-FM New Bedford, Mass.—Seeks transfer of control of licensee corporation, Southern Massachusetts Broadcasters Inc., from George Gray and Murray Carpenter (each 50%) to Mr. Gray (45%), Mr. Carpenter (35%) and Chauncey L. Landon (20%). No financial consideration involved. Mr. Landon is part owner of WTCX(FM) St. Petersburg, Fla. Ann. Sept. 18.

KUXL Golden Valley, Minn.—Seeks assignment of license and CP from Edward D. Skotch (100%) to Mr. Skotch (100%), tr/as Greater Happiness Inc. No financial consideration involved. Ann. Sept. 19.

WJJZ Mount Holly, N. J.—Seeks assignment of CP from John C. Farina (100%), d/b as Mount Holly-Burlington Broadcasting Co., to Mr. Farina (98%), Sarah M. and Frederick R. Farina (each 1%), tr/as Mount Holly-Burlington Broadcasting Inc. No financial consideration involved. Ann. Sept. 23.

WGR-AM-FM-TV Buffalo, WDAF-AM-FM-TV Kansas City, Mo., and WNEP-TV Scranton-Wilkes Barre, Pa.—Seek assignment of licenses from Transcontinent Television Corp. to Taft Broadcasting Co.; WNEP-TV must first be assigned from Northern Pennsylvania Broadcasting Inc. to TTC, its parent corporation. Consideration $26,889,310. Taft is licensee of WKRC-AM-FM-TV Cincinnati, WTVN-AM-FM-TV Columbus, Ohio, WBRC-AM-FM-TV Birmingham, Ala., and WKYT-TV Lexington, Ky. Also see KFMB-AM-FM-TV San Diego, WDOK-AM-FM Cleveland and KERO-TV Bakersfield, Calif. For other information see BROADCASTING, Sept. 23. Ann. Sept. 23.

WIZR Johnstown, N. Y.—Seeks assignment of CP from Martin Karig (100%) to August J., Louis F. and Emil F. Galasso (each 33 ⅓%), tr/as Schoharie County Broadcasting Corp. Consideration $65,000. Applicants, brothers, are local businessmen. Ann. Sept. 18.

WEEE Rensselaer, N. Y.—Seeks transfer of control of licensee corporation, Fairview Broadcasters Inc., from W. Frank Short (17.5%) to Stanley R. Bookstein (8%) and Max J. Zuckerman (9.5%). Consideration $35,000. Mr. Bookstein is lawyer, Mr. Zuckerman is certified public accountant. Ann. Sept. 23.

WDOK-AM-FM Cleveland—Seeks transfer of control of licensee corporation. Northeastern Pennsylvania Broadcasting Inc., from Transcontinent Television Corp. to stockholders of same. No financial consideration involved. For other information see WGR-AM-FM-TV Buffalo application above. Ann. Sept. 23.

WCIT Lima, Ohio—Seeks assignment of license from Sam Kamin and James A. Howenstine (each 50%), d/b as Citizens Broadcasting Co., to same persons in same percentages tr/as Citizen Broadcasting Corp. No financial consideration involved. Ann. Sept. 25.

WOHO Toledo, Ohio—Seeks transfer of control of licensee corporation, Midwestern Broadcasting Co., from Samuel W. Sloan. individually and as executor of estate of Sebastian N. Sloau, to S. W. Sloan and Ohio Citizens Trust Co., trustee. No financial consideration involved. Ann. Sept. 20.

KBMC Eugene, Ore.—Seeks assignment of license from John R. Riedinger (55%), Sidney G. Smith (44%) and David N. Andrews (1%), d/b as Milan Corp., to Alan C. and Ruth M. Graves (each 50%), tr/as F-Empire Broadcasters. Consideration $22,571. Mr. and Mrs. Graves own recording service. Ann. Sept. 18.

WACB Kittanning, Pa.—Seeks assignment of license from Joel W. Rosenblum (100%) to Mr. Rosenblum (100%), tr/as WACB Inc. No financial consideration involved. Ann. Sept. 20.

WYNS Lehighton, Pa.—Seeks transfer of control of licensee corporation. Valley Broadcasting Co., from Martin H. Philip (100%) to Mr. Philip and Frances J. Philip (each 50%). No financial consideration involved. Ann. Sept. 18.

KSOO-AM-TV Sioux Falls, S. D.—Seeks transfer of control of licensee corporation, KSOO-TV Inc., from Morton H. Henkin (51% before transfer, 33 ⅓% after) to Thomas Barnstuble (27 ⅔% after, 19% before), Harold W. Bangert, Julius Hetland and Earl Reineke (each 13% after, 10% before). Consideration $50,000. Ann. Sept. 25.

WCLC Jamestown, Tenn.—Seeks acquisition of positive control of licensee corporation, Jamestown Broadcasting Inc., from R. Gene Cravens and H. F. Lawson (each 33 ⅓%) by Stanley Cravens (100% after transfer, 33 ⅓% before). Consideration $50,000. Ann. Sept. 25.

KFMP(FM) Port Arthur, Tex.—Seeks assignment of license from Henry Diehl (100%), d/b as Triangle Broadcasting Co., to Larry H. Farmer and Willis Comeaux (each 50%), tr/as company of same name Consideration $10,000. Mr. Farmer is part owner of electronics firm; Mr. Comeaux is half owner of construction company. Ann. Sept. 25.

KSLT Tyler, Tex.—Seeks transfer of control of licensee corporation, Oil Center Broadcasting Co., from W. A. Pounds Jr.

and Betty Reynolds (each 50%) to Aubrey Irby and John Dorris (each 50%). Consideration $21,849. Applicants own background music service. Ann. Sept. 19.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Sept. 25

	ON AIR Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,826	56	143	325
FM	1,101	30	75	226
TV	522[1]	55	82	126

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Sept. 25

	VHF	UHF	TOTAL TV
Commercial	486	91	577[1]
Noncommercial	51	29	80[2]

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Aug. 31

	AM	FM	TV
Licensed (all on air)	3,826	1,101	522[1]
CP's on air (new stations)	56	30	55
CP's not on air (new stations)	135	76	80
Total authorized stations	4,017	1,207	657[1]
Applications for new stations (not in hearing)	188	192	73
Applications for new stations (in hearing)	136	12	51
Total applications for new stations	324	204	124
Applications for major changes (not in hearing)	241	89	41
Applications for major changes (in hearing)	54	3	10
Total applications for major changes	295	92	51
Licenses deleted	0	0	0
CP's deleted	2	3	3

[1] Does not include seven licensed stations off air

[2] Includes three stations operating on unreserved channels

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of Van Wert Broadcasting Co. for new daytime AM on 1050 kc, 250 w, DA, in Plymouth, Ind.; condition. Action Sept. 20.

■ Hearing Examiner Isadore A. Honig issued supplemental initial decision looking toward granting application of Dixie Radio Inc. for new daytime AM on 790 kc, 500 w, DA, in Brunswick, Ga.; conditioned that presunrise operation with daytime facilities is precluded pending final decision in Doc. 14419, and program tests not to be authorized until permittee has shown Denver T. Brannen has divested all interest in, and severed all connections with, WPAP Fernandina Beach, Fla. Action Sept. 19.

■ Hearing Examiner Thomas H. Donahue issued initial decision in which he found application of Smackover Radio Inc. for new AM on 610 kc, 500 w-D, in Smackover, Ark., and Magnolia Broadcasting Co. to increase power of KVMA Magnolia, Ark., from 1 kw to 5 wk, DA, continued operation on 630 kc, D, were filed in good faith and neither application was filed solely nor in part for purpose of preventing grant of application of Ouachita Valley Radio Corp. for new station in Camden. Because of "freeze," Smackover and KVMA applications were placed in pending file, and, upon request of parties, "good faith" issue was heard separately. Action Sept. 23.

DESIGNATED FOR HEARING

■ By memorandum opinion and order, commission designated for hearing application of Ottawa Broadcasting Corp. for change of operation of WJBL Holland, Mich., on 1260 kc, from 5 kw, DA, D, to 1 kw-N, 5 kw-LS, DA-2; on own motion, made WFBM Indianapolis party to proceeding; and dismissed as moot opposing petition by KROX Crookston, Minn. Action Sept. 25.

WSIR Winter Haven, Fla.; WJBS DeLand, Fla.—Designated for consolidated hearing applications for increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; made WTRL Bradenton party to proceeding. Chairman Henry not participating. Action Sept. 25.

OTHER ACTIONS

KEYC-TV Mankato, Minn.—Granted renewal of license. Action Sept. 25.

KDAL Inc. Duluth, Minn.—Granted CP's for new UHF TV translator stations on channel 70 at Baudette and Lancaster and on channel 79 at Roseau, all Minnesota, to rebroadcast programs of KDAL-TV (ch. 3) Duluth. Action Sept. 25.

Northwest Publications Inc., Superior, Wis.—Granted CP's for new UHF TV translator stations on channel 74 at Baudette and Lancaster, both Minnesota, and on channel 82 at Roseau, Minn., to rebroadcast programs of WDSM-TV (ch. 6) Superior. Action Sept. 25.

■ Granted extension of temporary authority to Ocean City Broadcasting Corp. (proposed assignee) to operate WETT Ocean City, Md., for period not exceeding 90 days. Authority was granted on finding that continuation of broadcast service by WETT is in public interest but is without prejudice to commission action on pending application for assignment of license from WETT Corp. to Ocean City Broadcasting Co. Action Sept. 25.

■ By memorandum opinion and order, commission denied as procedurally defective petition by Midcontinent Broadcasting Co. (proposed assignee of WCWT[TV], ch. 9, Wausau, Wis.), for reconsideration of May 15 action which granted, with condition, application of Forward Television Inc. for transfer of control of WMTV(TV [ch. 15]) Madison, Wis., from Lee Radio Inc. to Wisconsin Valley Television Corp. Commission pointed out, however, that merits of Midcontinent's allegations which relate to possible abuse of processes by Wisconsin Valley are being explored in pending hearing in Docs. 14933-4. Commissioners Bartley and Ford not participating. Action Sept. 25.

■ By letter, commission waived Sect. 1.351 of rules and placed in line for processing in normal course application of Paul A. Brandt for increased daytime power of WCEN Mt. Pleasant, Mich., on 1150 kc, from 1 kw to 5 kw, and change from DA-N to DA-2, continued nighttime operation with 500 w. Commissioner Lee concurred in result. Action Sept. 25.

■ By order, commission waived Sect. 1.354 of AM "freeze" rule and accepted for filing application of Carl Richard Buckner for new AM on 1490 kc, 250 w, unl., in Immokalee, Fla., with assignment of file number as of March 21. Action Sept. 25.

■ By memorandum opinion and order, commission took following actions on procedural matters in connection with Oct. 4 oral argument on petitions for reconsideration of May 29 report and order in VHF drop-in proceedings in Docs. 14232-14238: (1) denied motion by American Broadcasting Co. to strike oppositions of Association for Competitive Television, Electronic Industries Association, Symphony Association Inc. and Intertel Inc. to ABC's petition for reconsideration of the May 29 report and order; (2) granted request by Association of Competitive Television for waiver of rules to permit William L. Putnam, non-attorney, to present case at oral argument; and (3) denied petition by St. Anthony Television Corp. (KHMA-TV), Houma, La., insofar as it seeks participation in oral argument. Commissioner Cox not participating. Action Sept. 25.

■ By memorandum opinion and order, commission (1) waived Sect. 3.636 of rules and granted applications of Springfield Television Broadcasting Corp. to increase vis. ERP of WWLP (TV [ch. 22]) Springfield, Mass., from 214 kw to 376 kw, and of satellite station WWOR (TV [ch. 14]) Worcester, Mass., from 16.2 kw to 460 kw, and (2) denied opposing petitions of Triangle Publications Inc. (WNHC-TV [ch. 8]) New Haven, Conn. Action Sept. 25.

■ By memorandum opinion and order, commission (1) granted application of Reese Broadcasting Corp. for change of operation of WCBG Chambersburg, Pa., on 1590 kc from 5 kw-D, to 1 kw-N, 5 kw-LS, DA-N; conditions include precluding presunrise operation with daytime facilities pending final decision in Doc. 14419; and (2) denied opposing petition by Chambersburg Broadcasting Co. (WCHA-AM-FM), Chambersburg, and WCBG's motion to dismiss latter's petition. Chairman Henry not participating. Action Sept. 25.

■ By memorandum opinion and order, commission (1) granted petition by Continental Broadcasting of California Inc. insofar as it requests waiver of AM "freeze" rule and accepted for filing as of June 20 amendment to application for change of operation of KDAY Santa Monica, Calif., on 1580 kc from 50 kw, DA, D, to 10 kw-N, 50 kw-LS, DA-2, and (2) denied retention of file No. BP-14650 and assigned new file No. BP-15963. Action Sept. 25.

■ By memorandum opinion and order, commission directed hearing examiner to hold in abeyance further hearing procedures on remaining issues concerning applications for new FM stations of Blue Island Community Broadcasting Inc., Blue Island, Ill., Elmwood Park Broadcasting Corp., Elmwood Park, Ill., and Mrs. Evelyn R. Chauvin Schoonfield for renewal of license of WXFM (FM) Elmwood Park pending commission action on August 16 initial decision which looked toward denying Mrs. Schoonfield's renewal application on basic qualifications. Commission feels this procedure, requested by Broadcast Bureau and joined by applicants, offers possibility of saving time and money to all concerned and would result in no prejudice to any party. Action Sept. 25.

■ Commission gives notice that Aug. 1 initial decision which looked toward granting application of Southwestern Broadcasting Co. of Mississippi to increase power of WAPF McComb, Miss., from 1 kw to 5 kw, continued operation on 980 kc, D; conditions include precluding presunrise operation with daytime facilities pending final decision in Doc. 14419, became effective Sept. 20

Continued on page 91

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)
- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE, WANTED TO BUY STATIONS & EMPLOYMENT AGENCIES advertising require display space.*
- All other classifications, 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington, D. C., 20036.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

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.

A man who loves to sell with strong small market, local sales and management experience for manager of No. 1 pulse rated outlet in pleasant Middle Atlantic market of 50,000. Excellent future with substantial expanding group. Ideal for young aggressive small market manager ready to move ahead. Excellent incentive plan with $10,000 up potential. Full details, earnings, photo to Box L-356, BROADCASTING.

Sales

Columbus Ohio . . . Immediate opening for good salesman, management experience or ready. Top independent. Growing chain, good salary plus. Please write fully. Box G-13, BROADCASTING.

Sales promotion writer, strong on research, sales presentation and ideas in top five markets. Box H-128, BROADCASTING.

16 year old 5 kw midwest station needs salesman or sales announcer. Excellent opportunity to earn 8 to 10 thousands dollars annually. Box L-212, BROADCASTING.

Seeking General Manager for radio station in midwest. Possibly you are a sales manager looking for the next step up. Group operation with room for advancement. Send complete resume to Box L-321, BROADCASTING.

Sales job open for qualified radio salesman in Carolina's largest market . . . good opportunity for advancement into management for qualified man . . . station part of chain (radio and television). Good salary plus commission arrangement. Box L-331, BROADCASTING.

Want salesman who has proven himself in small market and wants to move up to larger market and greater opportunity. Write Mgr. KAOH, 406 Providence Bldg., Duluth, Minnesota.

Single market station, 17 employees, 2 full-time newsmen, 4 station owned news wagons, growing rapidly, needs young salesman. Will consider present part-time salesman wanting fulltime sales work. Dale Low, KNCM, Moberly, Mo. AM 3-1230.

Wanted: Salesman or combination announcer/salesman, small market, situated in Roanoke Valley, state experience and salary desired first letter. WLRJ, P.O.B. 329, Roanoke, Va.

Wanted . . . Combination salesman-engineer . . . must be good at both. Call Jim Kirk collect . . . WMOP, Ocala, Fla.

Needed—Experienced pro who can sell rate card radio, in tough, challenging competitive market for top rated indie. Interested? write: General Sales Mgr. WQXT. 3165 Mathieson Drive, Atlanta 5, Georgia.

Would you like to sell for one of the nation's truly fine radio stations? See WPTR display ad.

Sales—(Cont'd)

Opening for experienced salesman with ability and ambition. If your visiting Florida, come and see us, or write WQXI, 3000 S. Ocean Blvd., Palm Beach, Fla.

Announcers

Classical music man for San Francisco station with solid combo operate-announce commercial experience. Smooth delivery and voice, must be sophisticated in classical music programing. References and resume only. Box K-274, BROADCASTING.

Experienced announcer for western Pennsylvania station. Join family of stations in Pittsburgh, Youngstown, and Erie. Forward tape, resume and photo. Box L-182, BROADCASTING.

Are you a young radio announcer with a mature voice, some commercial experience, and a desire to join a good medium market station? Then let's get together. We're loaded with employee benefits, the markets a good one, and the staff is broadcasting minded. Send tape, resume and salary range to Box L-234, BROADCASTING.

Announcer-copy writer wanted for Florida East Coast good music station. Would prefer male, but will consider female. Please send tape and complete details in first letter. Position available immediately. Box L-272, BROADCASTING.

Experienced play-by-play and morning man salesman wanted immediately by stable adult programed station. Box L-300, BROADCASTING.

Combination engineer-announcer for 5 kw automated-directional . . . 610 kc station. Starting salary 40 hours—$100.00. Hospital insurance benefits . . . sick leave. Send audition tape and related information to: Box L-318, BROADCASTING.

Personality with bright, interesting style. Tight production a must. Should appeal to the younger audience without losing the adult audience . . . we'll supply the music to do it. Can you produce the show? Midwest. Box L-324, BROADCASTING.

Lively one? We have one opening for either late afternoon or seven to midnight, where does your style fit best? If you run a tight board and sound like a pro we'd like to hear your tape and see your picture. Great Lakes area. Box L-325, BROADCASTING.

Is there still one around? Mature, sober, dedicated combo man to maintain equipment, do board shift and sell. Permanent job with salary and commission at small Louisiana daytime adult music station in religious community. Write and tell all. Box L-327, BROADCASTING.

Announcer-newsman with 1st phone for adult pop music station in beautiful So. California city. $600/month to a sharp pro. Reply Box L-345, BROADCASTING.

Announcer-sales. We'll pay $600/month plus commission to a man who's really good at both. Beautiful So. California city to work and live. Repeat . . . you've got to be good at both. Reply Box L-350, BROADCASTING.

Wanted—Announcer-salesman or announcer that would like to start in sales for eastern N.C. 1000 watt daytimer. Box L-351, BROADCASTING.

Michigan 5 kw has opening for announcer with good voice, experience, ability, and production know-how. Adult programing on well established station. First phone helpful, but not necessary. Send tape, salary requirements, picture, and resume to Box L-354, BROADCASTING.

Announcers—(Cont'd)

Mature, versatile voice. A history of top rated modern format shows with accent on personality. Men who are capable of handling prime traffic time—no screamers—smooth professional delivery and never a second without a sound board work. Do you smile? If all of this describes you, there is room here for you to prove it. Salary? This is a major midwestern market. All replies are confidential. Send tape to box number listed. Box L-358, BROADCASTING.

Immediate opening with mid-west regional for announcer with sales experience or desire to learn sales. Box L-368, BROADCASTING.

C and W dj-air salesmen needed immediately. PD position possible to creative stable production man. KAOH, Radio, Duluth, Minn.

Outstanding opportunity for alert, experienced announcer-program director capable of handling air shift, station sound, and production. Good benefits and salary in progressive section of Texas. First phone helpful. KLUE, Longview, Texas.

Unusual opportunity for the right announcer-combo man, with one of America's great FM stations in number one FM stereo market. Must have two to four years of college, friendly and intelligent sound, stable record of employment. Send tape, resume, recent photo, references, and salary requirement to: Wayne Jordan, KPEN, 1001 California St., San Francisco, Calif.

Announcer wanted: Send tape and resume. WAMD Aberdeen, Md.

Morning personality for new Lima, Ohio swing sound. Humor, talk, ad-lib a must. Idea guy will advance. Tape and resume to Jim Luck, WCIT, now!

Announcers, engineer - announcers, announcer-salesman for Florida, Louisiana and Georgia stations. Send air check, resume, recent photo to Les Roberson, WDLP, Panama City, Florida.

Suburban Chicago. Combo. First class. Permanent. Tape. Complete information now. WEAW, Evanston, Ill.

FM station needs morning announcer. Excellent opportunity. Send tape and resume to WFMY 1115 N. Main St., Racine, Wisconsin.

Announcer with first class ticket for evening shift. No maintenance. Excellent benefits and advancement opportunities in expanding multiple station operation. Send resume tape and photo to WLAM, Albion, Mich.

Two combo first phone announcers wanted for new station to go on the air Nov. 1st in Sidney, Ohio. Send information and tape to Ken Kunze, Gen. Mgr., WMVR, P.O.B. 353, Sidney, Ohio.

Experienced announcer, first phone advancement, good salary, 5 station group, 773-3513, WPTW, Riqua, Ohio. Contact Oscar Baker.

FM Philadelphia. Popular stereo. Must be experienced and good. $100. Send tape and resume. Returnable. WQAL, Phila. 18.

5000 watt No. 1 pulse rated modern format station looking for experienced air personality to fill mid-day slot. Opportunity to join fast growing chain. Send tape, resume, snapshot, recent earnings to: Skip Knight, WTRU, Muskegon, Michigan.

Announcers—(Cont'd)

Announcer board experience strong on news. WVOS, Liberty, N. Y.

Full time man to gather write and deliver news. Send tape details of experience, salary expected. WVSC, Box 231, Somerset, Penna.

Immediate opening for experienced announcer. 5000 watt, network station, in city of 100,000. Must be warm, friendly and able to do good mid-road music show. Tape with music, news, commercials to P.O.B. 767, Springfield, Mo.

Announcers! All states. Tapes to Darden Associates, Box 231, Roosevelt, N. Y., 516-TN8-4912.

Technical

Chief engineer, 1 kw, 100 miles from New York. $125. Box K-77, BROADCASTING.

Chief engineer or technical management position desired. First phone. Seventeen years experience all phases broadcast engineering. Presently in management position overseas. Married and seek permanent location. Box L-295, BROADCASTING.

Quality Rocky Mountain kilowatt needs chief, some announcing. Box L-320, BROADCASTING.

First class engineer directional AM and FM. One of New England's best stations and locations. No dial twisters. Want dedicated engineer who is potential chief material and can prove it to us after working a while. Or highly-qualified man currently working as chief who wants to upgrade. Ideal if currently located in New England-Middle Atlantic area. No desk chief. Must be capable taking full charge and personally working all phases maintenance and operations. Send complete details fast. Box L-371, BROADCASTING.

Chief engineer. 1000 watts, directional night, call manager WAPX Radio Station, Montgomery, Alabama.

Wanted . . . 1st class engineer . . . must have working knowledge of AM FM operation. . . . Contact Jim Kirk collect . . . WMOP, Ocala, Fla.

Immediate opening for chief engineer 1 kw fulltime AM Williamson, West Virginia. Some announcing. Present chief retiring from radio. Replies to Box 261, Williamson.

Young, 1st phone with four months experience as radio engineer desires permanent position as radio or TV engineer. Ralph Munday 1210 S. Cheyenne, Tulsa, Okla.

Production—Programing, Others

News editor wanted for Ill. kilowatt metropolitan, strong in news coverage. Progressive, long established station with 3 professional newsmen. Salary excellent, merit raises. Give full details of experience and references in 1st letter to Box J-133, BROADCASTING.

Top tune DJ with production skill and sparkle to create commercial rousers, maybe with pd experience too. Midwest. Full information and photo. Box L-254, BROADCASTING.

Wanted: Workhorse Negro newsman, dig, write, and air local news, short dj shift. Mid-Atlantic area. Send tape, resume, min. starting salary, and when available. Box L-286, BROADCASTING.

Newscaster who looks and sounds good, possesses news background and collegiate education. Network affiliate in major southeastern market. News leader in expanding organization offering great opportunity. State salary requirement. Send snapshot, resume, video or audio tape or sof to Box L-319, BROADCASTING.

Newsman to take charge of local news bureau. Must be digger. We have the equipment, you have the desire. Established Eastern station. Salary $5200 with insurance plan, health plan, retirement benefits and good advancement opportunities. Box L-322, BROADCASTING.

Production—Programing, Others

Authoritative, experienced newsman looking for larger market opportunity. Top delivery and copy, skilled handling of panel or interview programing. Chance at TV experience appreciated. Box L-307, BROADCASTING.

Young chain in midwest is looking for aggressive production minded program man. Send tape complete with production samples, resume and sample copy to Box L-349, BROADCASTING. Also need first phone announcers.

Do you enjoy life? Do you like to make people smile? Does the unique and unusual flow from your pen? Do you feel that you can hold the attention of a major midwestern radio market with your unusual commercial copy? If so, send your sample work to the box number listed below. Previous radio writing experience desired but not demanded. Salary? Naturally! Box L-357 BROADCASTING.

Immediate opening newsman for 10 kw station. Gather, write, air local news. Rush tape, photo, resume. Include experience in other phases of radio. Excellent opportunity for right man. WPAQ, Mt. Airy, N. C.

Full time man to gather write and deliver news. Send tape details of experience, salary expected. WVSC, Box 231, Somerset, Penna.

Situations Wanted—Management

Temporary management available to those who need it. Ticket. Box L-119, BROADCASTING.

Manager—experienced all phases small market operation—strong on sales, desire more potential—prefer midwest, will consider others. Box L-271, BROADCASTING.

General Sales manager: Top flight production record. Successful. Seek realistic challenge. Excellent executive. Can properly delegate authority. Recruit and direct staff, powerful presentations, excellent follow-through, skillful closer, creative, effective knowledge of production, costs, union, FCC. 17 years in management major market, radio-TV, 3 years small market radio. Agency-rep.-network expert. College, family man, clean record, top references. Employed, no hurry. Reply only if major market station or station group with potential. Can be TV. Box L-348, BROADCASTING.

Small station management. Prefer Texas. Confidence and sixteen years sales, announcing, engineering. 35, family man. First phone license. Joe Morgan. 407 Blubonnet Dr., Kerrville, Tex. Phone CLearwater 7-7960.

Announcers

First phone experienced board seeking start as combo man on West Coast. Married, veteran, college. Box L-148, BROADCASTING.

Announcer, director, all phases classical music, entire repertory. Also drama, arts. Thorough exp. radio, TV, stage. MA music, fine arts, 6 languages, gov't qualified in 3, all types continuity, copy, staff work. Box L-277, BROADCASTING.

Bright, cheerful ambitious, sincere. Four years experience. Excellent references. Minimum $140.00 weekly. Box L-287, BROADCASTING.

Moving to San Francisco area. Former owner, 39, with 15 years commercial radio-TV experience (last 7 as manager). B.S. in speech. Also, graduate of NAB Harvard management seminar. Married, children. Seeks position offering great challenge and reward. Available immediately. Box L-299, BROADCASTING.

Major network newsman seeking metropolitan station. Solid newscasting, coverage and scripting background. This radio personality has TV experience also in nation's top market. He's growing in industry. You need be only sincere and aiming for top, steady audience too. Present employer will reference. Details and resume ready for your prompt, sincere inquiry. Box L-309, BROADCASTING.

Announcers—(Cont'd)

Mature married newscaster announcer dj. Authoritative newscaster, announcer, adaptable for dj. No prima donna or floater. Experienced selling sound, tight board. Box L-310, BROADCASTING.

Swinging dj, personality plus. Big selling sound with tight board. Experienced, adaptable, authoritative newscast. Family man, looking to settle, not a floater, East coast preferred. Box L-311, BROADCASTING.

Selling air personality, experienced dj, tight board, crisp authoritative news. Very personable. Will settle. Box L-312, BROADCASTING.

Young dj-announcer, top-40 or adult format. Strong on news. Box L-323, BROADCASTING.

Morning funny man. Happy show with good tasteful humor. Consistent number one. Box L-328, BROADCASTING.

Announcer graduate looking for position as disc jockey. Box L-329, BROADCASTING.

Attention California: A giant is in our washer but no food on the table. Hungry family man seeks opportunity. Versatile, experienced dj, news. No phone. For photo, tape, resume Box L-330, BROADCASTING.

Top 40 announcer wants job with swinging station in California or Florida. Box L-339, BROADCASTING.

Announcer-dj. Personality and news seeking opening in Md., Pa., N.Y., N.J. or Delaware. Married, will settle. Box L-340, BROADCASTING.

Rescue your PM now with RQ and DJ! We work back to back in late afternoon and early evening. Modern format only. One 1st phone. Box L-352, BROADCASTING.

Sports announcer, seven years experience. Excellent voice, finest of references. Box L-353, BROADCASTING.

Five years announcing experience. Prefer East Coast. Dependable. Married man. Box L-365, BROADCASTING.

Announcer, 1st phone, college graduate, desires to join progressive top 40 operation. Box L-366, BROADCASTING.

50,000 watt all night dj—newsman anxious return morning or evening time personality show. 9 years good music. Excellent references, health. Family—veteran. Northeastern states. Box L-369, BROADCASTING.

DJ combo, available for weekend, Holidays, 100 miles from N.Y. city. Will travel. Box L-372, BROADCASTING.

Announcer-dj-newscaster, Negro. College journalist. Thorough knowledge of good music. Deep voice, smooth sell delivery. Adapt at multiple spotting. Available 3 weeks. Try me—you'll be glad you did. Box L-373, BROADCASTING.

Top-notch morning personality with smooth, easy, spontaneous delivery. Happy to be up and alive sound. Top 40 or middle of the road. Adapt to your concept readily. 11 years experience all phases. Wish to relocate to bigger market. Married, vet, 29. 135 to 150 caliber. If you have the weapon I have got the ammunition to hit the rating chart bulls eye. Anyone for target practice? Box L-374, BROADCASTING.

Success isn't everything. I am the world's 2nd worst top country to classic. 10 years inexperience and mistakes. Bad habits include: marriage, 1 offspring, no smoking, social drinker, a joiner, good habits have I none—somewhere there is a place for everyone—even me. Box L-375, BROADCASTING.

Bright sounding dj. Experienced, authoritative news. Tight board, good production. No prima donna, no floater. Looking to settle. Prefer West coast. Box L-379, BROADCASTING.

Situations Wanted

Announcers—(Cont'd)

Announcer with 4 years experience in all phases except sales. College degree, taught school 1 year, native of South Dakota, presently employed, reason for leaving is present owner looking combo man. Tape upon request. Available immediately. Call Richard Hanson, WHRT Hartsell, Alabama.

Announcer, experienced, available immediately, young and ambitious. Willing to relocate. Full-time, married. Call 401-HO-7-4888.

Mature announcer (34), presently in major market newscasting/writing, will exchange craftsmanship, stability for air or administrative position with adult company. No music tapes available . . . sincere parties call evenings 313-272-3541 for news-tape, or arrange for interview. Or write/wire: Lawrence, 16831 Greenfield, Apt. 34, Detroit.

Still awaiting right offer. Bright 10 years morning man/pd. Any format. Brad Harris, 277 Van Siclen Ave., Brooklyn 7, N.Y., HY-8-5479.

Young man with 1st class ticket. No experience. Willing and eager to learn. Will go anywhere, wants job as announcer with 1st phone. Combo man or engineer with 1st phone. Trained. Announcer Training Studios, N.Y., write, Richard Crammond, 150 Montrose Ave., S. Orange, N. J.

Technical

First class engineer-announcer. Four years experience. Twenty-two years old, draft exempt. Ambitious, willing to learn. Box L-332, BROADCASTING.

First phone, desire transmitter operation and maintenance. Will learn announcing. Permanent position in California or Colorado. Box L-336, BROADCASTING.

First phone, limited experience, 19. Box L-346, BROADCASTING.

First phone 11 years experience AM FM TV. George Davenport, 1002 North Dakota Ave., Sioux Falls, South Dakota. Phone 605-332-6203.

Chief engineer-trouble shooter, some announcing, reliable. Jack Thoman, 642 N. 4th Ave., Phoenix, Ariz. ALpine 2-6455.

Production—Programing, Others

Pittsburgh program director desires programing job in any metro market. Strong on production, promotion, ratings. College grad., married, references. Box L-342, BROADCASTING.

Seasoned newscaster. 100% rewrite. Authoritative voice. Experienced major eastern stations. Box L-280, BROADCASTING.

Announcing, programing, sales, TV. Family man. 7½ years experience. Available immediately. Call 305-677-6624.

Available: Program-promotion-production-director/personality. Excellent 17 years radio-TV-pr-writing background. 35, married. Ted Strader, 2 Troy Place, Schenectady, N. Y. Phone 518-372-7516.

TELEVISION

Help Wanted—Management

Midwest TV station seeking general manager. Perhaps sales manager now looking for general manager position. Production background helpful but not necessary. Excellent opportunity. Box L-362, BROADCASTING.

Help Wanted—Sales

Wanted—TV sales: Sales service man between 22-28 with sales and/or traffic radio or TV experience. This large southern market offers opportunity for growth within TV sales dept. Write or wire: WAII-TV, Atlanta, Ga.

Announcers

Announcer wanted. Salary $100 plus. Send picture audio and/or video tape immediately to John Hoover, P.O.B. 1448, Huntington, W. Va.

Technical

Experienced TV studio engineer needed. Must be familiar with maintenance of RCA studio, microwave and vtr. Primarily maintenance work. Box L-152, BROADCASTING.

Television engineers—We have several positions for experienced and inexperienced engineers who can learn quickly, for expanding North Carolina educational television. Possibility of continuing education. Box L-210, BROADCASTING.

Experienced transmitter operator—Central Texas max. power educational VHF, new installation, RCA TT50 transmitter. Contact Bob L'Roy, KLRN-TV, Star Route 2, New Braunfels, Texas.

Young capable studio engineer wanted immediately. Permanent position with progressive VHF station, supervisory position available if qualified. Chief engineer, WJBF-TV, Augusta, Ga.

Production—Programing, Others

Cameramen-editor-director with strong production background desires position with organization producing documentary films. Resume, samples upon request. Box L-267, BROADCASTING.

Thirteen years television experience in top southern market. One year as radio writer prior to TV. Film, video tape and live operation. Presently employed. Have worked on many accounts for national advertising agencies. Married, 2 children. I'm tops and have credits to prove it. If you want experience, creativity and results write Box L-308, BROADCASTING.

Projectionist to operate film room. No maintenance or engineering required. School or ETV training without commercial experience acceptable. Prefer single man. Send photo and resume. Box L-367, BROADCASTING.

Experienced production manager—etc. Contact WENH-TV, Durham, New Hampshire.

Director. Leading southern station with most modern production facilities has opening for top flight director. Versatility such as announcing ability desirable. WSAV-TV, Savannah, Ga.

TELEVISION

Situations Wanted—Management

Mr. Owner-general manager: Do you need a TV station manager who is thoroughly experienced in personnel management, engineering, sales, programing and administration, who believes that leadership depends primarily on objectivity and directness? With over a decade of hard work invested in radio-television, I would like to implement your general policies as a continuing vital force in your community and coverage area. All correspondence in strictest confidence. Box L-341, BROADCASTING.

Announcers

Mature announcer-newsman/14 years radio-TV experience, all phases. College, married. Best references. Available mid-October. Box L-360, BROADCASTING.

Technical

Have you opportunity for engineer with 12 years TV experience including color, planning, and construction? Last 4 years asst. chief. Box L-232, BROADCASTING.

Married man 33, first phone, 4 years experience in television. Desire position as studio or xmitter engineer, preference Eastern states. Box L-334, BROADCASTING.

Technical—(Cont'd)

Transmitter maintenance and operation, 1st phone. Some experience. Prefer small progressive station in Western area. Consider other if good opportunity. Buy L-337, BROADCASTING.

Chief engineer, presently employed, desires position with Eastern UHF station. Five years experience in television. Box L-343, BROADCASTING.

Production—Programing, Others

Producer-director—presently in production department in top 10, desires to make move to devote full time producing and directing. Background all phases of TV production. B.S. degree in communications and speech. Married. Draft exempt. Interested in East and Midwestern markets. Resume available. Box L-326, BROADCASTING.

TV newscaster—midwest desires position in southern New England. Married. 10 years broadcast veteran. Box L-333, BROADCASTING.

Announcer-newscaster-writer, buried alive in major market VHF and 40 kw AM, seeks return to smaller market TV. College graduate, 15 years experience. Box L-338, BROADCASTING.

Photographer, award winning, 16mm, sound, silent, slides, stills, news gathering, commercials, documentaries, complete lab. experience, Box L-344, BROADCASTING.

Copywriter-extensive copywriting experience. Production, promotion-TV and radio. Employed. TV or radio-TV position. Box L-347, BROADCASTING.

Producer-director, 9 years commercial TV, 2 years closed circuit educational TV, seeking small to medium-size market as production manager. Consider any location. Box L-370, BROADCASTING.

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.

For Sale

Equipment

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1⅝" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for $40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Two (2) Stancil-Hoffman minitape M-9 portable tape recorders, with battery chargers and carrying case. Less than two months old. Write Box L-170, BROADCASTING.

One 30 kw 230 volt 3-phase power plant in excellent condition, used very little. Contact radio station WKEU, Griffin, Ga.

Remote control—best offer, all or part: One Schaefer system, one RF amplifier—feeds, monitors, audio out, carrier alarm (adjustable set 690). One Gates MO-2890 monitor extender. KEVT, Tucson, Arizona.

Complete RCA TTU1B transmitter, 1 kw, presently operating on channel 17. Box L-269, BROADCASTING.

Almost new tape-a-thon. Model 702-10 with AG. P.O. Box 860 Pittsburgh 30, Penna.

GPL 16mm Kinescope recording unit complete. Good condition. Contact Al Powley, WMAL-TV, Washington, D. C. KEllogg 7-1100.

For Sale

Equipment

Two 891-R transmitting tubes. Unused good condition. $200 each f.o.b. Salt Lake City. Contact Ross Andrus, 6376 South 400 East St., Bountiful, Utah.

For sale best reasonable offer. Radio remote wagon, Ford Econoline, equipped with Motorola 60 watt base station (modified for mobil) regular and hi-gain antenna—plus Motorola base station, 350 ft. transmission line and base antenna. All or part. Truck and equipment in working order. Chief engineer, Radio station WAVA, P.O.B. 7065, Arlington, Virginia.

Complete Presto disc recorder, model 64-A 3-motored console, A-93 rack amplifier, over-head lathe, two cutting heads, standard and microgroove gears. Excellent condition. $600.00 William Fogg, Radio Station KXJK, Forrest City, Ark.

RCA 7 KMC microwave equipment for TV relay, 100 milliwatt. Also late model facsimile equipment. Box L-359, BROADCASTING.

Two 814 Magnecords, need repair, $75.00 each. One model 450 Alto Fonic reproducer $190 good condition. One model 450, needs repair, $100.00. WLRJ, P.O.B. 329, Roanoke, Va.

Business Opportunities

Are you building a new TV station? Have complete TV studio equipment. Will take interest or stock in new TV station suitable area in exchange. Contact J. E. Peaden, 215 N. Broadway, Blythe, Calif.

Miscellaneous

Original comedy material. New! Sensational! List, dime. Don Frankel. BC., P.O. Box 983, Chicago, Ill. 60690.

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.

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.

News directors and program directors—Terse, authoritative voice reports with exclusive information from our Washington and New York news bureaus—tape via air mail special delivery. Your station's exclusive in your area. Low cost—top audience response to your added depth and prestige. Box L-378, BROADCASTING.

Instructions

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write: Dept. 3-K, Grantham Schools, 3123 Gillham Road, Kansas City, Missouri.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Instructions—(Cont'd)

Announcing programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

1st ticket class . . . 6 week course, resident or correspondence, Denver, Colorado, a fun place to live and study. Write for bulletin from Signal Broadcasting, 431 W. Colfax, Denver. Also offering 6½ month announcing-station operations course. Free placement service. Signal Broadcasting, Denver.

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 TV Arts & Sciences, 1563 North Cherokee, Hollywood, Calif. "No cram school."

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. Starting date for next class November 4, 1963.

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. For the man who must get his 1st phone in a hurry, the Los Angeles Division of Grantham schools now offers the proven Grantham course in an accelerated schedule. Next classes begin November 11 and January 13. For free brochure write: Dept. 3-B, Grantham Schools, 1505 N. Western Ave., Los Angeles, Calif.

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.

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.

RADIO

Help Wanted—Sales

SALESMEN

There is a list of accounts on my desk worth $10,000 in commissions in the next year. . . That is, if no one bothers to work very hard on this list.

You will never have more to sell. WPTR leads its competition in coverage (NCS #3), ratings (Hooper and Pulse, all day, all time classifications, adults (all ages), teens, and children.) WPTR leads in programing, community service, and editorializing, therefore, more listener respect, client respect, accounts and billings. WPTR is the dominant station in the Empire States' 3rd Market and the Nation's 39th Market.

If you are ambitious to become a sales manager or manager in our expanding organization, keep the wish under wraps. When the right time comes we will tell you. Right now WPTR needs a salesman . . . a good one!

Don't write. Don't phone—unless you are prepared to meet with us immediately. Don't bring your problems. Bring a solution to ours with sales abiliity, willingness to work and a real desire to join a group of happy, successful, ambitious people.

The list is on my desk. I am Art Simmers, General Sales Manager WPTR, Albany, New York, Phone UN. 9-9271.

VP SALES—NEGRO CHAIN

Nation's top-rated Negro Radio Group seeking VP to coordinate National-Regional-Local sales of 6 stations located Tampa—Richmond—Shreveport—Little Rock—Jackson—Birmingham.

Must be a "salesman's salesman" endowed with unusual administrative abilities—common sense—imagination—unlimited drive.

Preference to applicants experienced all phases Negro radio—married—35-45—college.

Guarantee—override commission—insurance plan—paid vacation—moving expenses.

If you thrive on 70 hours a week—under pressure and seek unlimited opportunity with a progressive organization—this is it.

Send complete resume—late photograph—references—in complete confidence or call McLendon Broadcasting Co.—960-980 Milner Building—P. O. Box 197—Area 601 948-1617—Jackson, Mississippi.

Sales—(Cont'd)

SOUTHEASTERN CHAIN

of 5 Top-rated Negro stations—expanding to 6—Tampa—Richmond—Shreveport—Little Rock—Jackson—Birmingham, seeking 3 pro type executive salesmen with proven record. Excellent guarantee—insurance plan—moving expenses—management opportunity. Send complete resume—late photograph—references in complete confidence. McLendon Broadcasting Co.—960-980 Milner Building—P. O. Box 197—Jackson, Mississippi.

Announcers

IF: You are a personality deejay

IF: You can consistently deliver an entertaining, diversified well-paced show

IF: You have proven performance in a large, tough market

IF: You have creative and production ability

THEN: Let us hear from you! No. 1 station in a large southern market wants the man who can cut all competition decisively in morning drive. SEND: TAPE, RESUME, HOOPER. Experience and proven success a MUST. Replies confidential.

BOX L-361, BROADCASTING

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-382, BROADCASTING

TOP RATED RADIO-TV STATION

major market, needs (hot), brightly professional, happy, swinging, djs. Rush tape, resume, photo, references and salary requirements. All replies confidential.

Box L-383, BROADCASTING

Production—Programing, Others

ARE YOU A NEWSMAN?

We are looking for a man with a real solid background in not just newscasting, but in finding and developing news. Must be hard-hitting and flexible. Send tape, resume and salary desired to: C. BRIEN, WNOE, NEW ORLEANS.

Situations Wanted—Announcers

FOR RENT
(With option to buy)

1 extremely creative, completely furnished AIR PERSONALITY. Comes with eight years experience in all types of radio. Since 1961 has been top rated in market of three million.

Has ability to get and hold audiences; to talk intelligently about current affairs, and to use humor with good judgment. Currently employed at one of America's top 10 independent "Personality" stations. Economy cut and low seniority make necessary my departure. My best reference is my present employer. Added accessories include numerous character voices, accomplished writing ability, college degree, complete knowledge of programing . . . both "Top 40" and good music. 30 year old model . . . married . . . excellent condition. Seeking personality slot on top format operation or will take charge and completely program station. All replies to this ad will be answered.

Box L-381, BROADCASTING

TELEVISION

Help Wanted

Production—Programing, Others

Publicity-Public Relations Director Wanted

Dominant Major eastern market group is seeking an experienced man who not only can write news but create events about which to write. Man we want has had newspaper plus publicity—PR background and, particularly, Broadcast experience. Outstanding opportunity. Please send complete resume, in confidence.

Box L-380, BROADCASTING

Employment Service

JOBS! JOBS! JOBS!

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U. S. MARKETS
MIDWEST SATURATION
Write for application NOW

BROADCAST EMPLOYMENT SERVICE

4825 10th Ave. So.
Minneapolis 17, Minn.

For Sale

Stations

$20,000.00

Down will buy a fine New England Small Market station. Good terms on balance. Good earnings record. No brokers, please.

Box L-384, BROADCASTING.

NEW YORK CITY FM STATION

Part interest to be for sale.
For info write:
Box L-335, BROADCASTING

FOR SALE

Texas Daytime Kilowatt operation in metropolitan area. Facilities second to none. Operation profitable under original ownership past 16 years. Offer of sale no distress or emergency matter. Price is realistic with cost, billing and projected growth. Only parties capable of paying full price or securing loan need apply. No brokers will be considered. Owners health and foreign interests dictate sale. Address Box L-168, BROADCASTING.

IN THE SOUTH

Fulltime station. Present Annual Billings approximately $170,000.00. Price $200,000.00 cash or $225,000.00 on terms.

Box L-184, BROADCASTING

To buy or sell Radio and/or TV properties contact:

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 56, TEXAS

Ga.	small	profitable	$ 90M	cash
N. H.	single	daytime	100M	terms
Fla.	single	daytime	70M	20M
N. E.	small	fulltime	125M	29%
Mass.	metro	daytime	185M	29%
Pa.	suburb	daytime	120M	50%
M. W.	major	daytime	940M	29%

And others.

CHAPMAN COMPANY
2045 Peachtree Rd. N.E., Atlanta 9, Ga.

STATIONS FOR SALE

MIDWEST. Fulltime. Exclusive. Volume exceeds $70,000. Priced at $90,000. Terms.

NEW ENGLAND. Exclusive. Fulltime. Priced at $125,000. Terms.

JACK L. STOLL & ASSOCS.
6381 Hollywood Blvd.
Los Angeles 28, California

Continued from page 85

pursuant to Sect. 1.153 of rules. Action Sept. 24.

■ Commission gives notice that Aug. 1 initial decision which looked toward granting application of KDIA Inc. to increase power of KDIA Oakland, Calif., on 1310 kc, unl., from 1 kw to 5 kw, DA-1; condition became effective Sept. 20 pursuant to Sect. 1.153 of rules. Action Sept. 24.

■ Commission gives notice that Aug. 1 initial decision which looked toward granting application of Wells, Waller & Ballard Inc. to increase daytime power of KEBE Jacksonville. Tex., from 250 w to 1 kw, continued operation on 1400 kc with 250 w-N; conditions became effective Sept. 20 pursuant to Sect. 1.153 of rules. Action Sept. 24.

■ Commission gives notice that Aug. 1 initial decision which looked toward denying for failure to prosecute application of Hugh Jordan Stock for new AM on 740 kc, 1 kw-D, in Riverton, Wyo., became effective Sept. 20 pursuant to Sect. 1.153 of rules. Action Sept. 24.

■ By memorandum opinion and order, commission denied petition by Herbert S. Laufman, tr/as Des Plaines-Arlington Broadcasting Co., Des Plaines, Ill., for reconsideration of commission's decision of May 24 in Radio Crawfordsville Inc. et al proceeding in which Des Plaines-Arlington lost to Grundy Broadcasting Co., Morris, Ill., in competition for new AM daytime to use 1550 kc. Chairman Henry concurred and issued statement; Commissioner Lee dissented; Commissioner Cox not participating. Action Sept. 18.

■ By memorandum opinion and order, commission denied petition by TriCities Broadcasting Co. for rehearing or reconsideration of Oct. 15, 1962, decision which granted application of Southern Broadcasters Inc. for new TV on channel 8 in High Point, N. C., conditioned that operating authority will not be issued until permittee and stockholders have shown they have divested all interest in, and severed all connection with, WTOB-TV Winston-Salem and WNAO-TV Raleigh and which denied applications for same facility by Jefferson Standard Broadcasting Co. and TriCities Broadcasting Co., both Greensboro, and High Point Television Co., High Point; also, granted Southern's motion to strike response by Jefferson Standard and dismissed latter response. Commissioner Bartley concurred and issued statement; Commissioner Ford concurred in part and dissented in part and issued statement; Chairman Henry and Commissioner Cox not participating. Action Sept. 18.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order in consolidated proceeding on applications of WIDU Broadcasting Inc. and Al-Or Broadcasting Co. for new AM stations in Asheboro and Mebane, respectively, both North Carolina, in Docs. 14851-2, (1) granted joint petition and supplement for approval of agreement whereby WIDU would be reimbursed for expenses incurred in connection with application in return for withdrawal; (2) dismissed WIDU application with prejudice; and (3) retained in hearing status Al-Or application. Board Member Berkemeyer dissented. Action Sept. 24.

■ Granted petition by Broadcast Bureau to extend time to Oct. 11 to file exceptions to initial decision in proceeding on application of Blue Ridge Mountain Broadcasting Inc. for new AM in Ellijay, Ga., in Doc. 14674. Action Sept. 23.

■ Granted petition by Broadcast Bureau to extend time to Sept. 25 to file exceptions to initial decision in proceeding on AM application of Hudson Valley Broadcasting Corp. (WEOK), Poughkeepsie, N. Y. Action Sept. 20.

■ In proceeding on applications of Holston Broadcasting Corp. and C. M. Taylor for new AM stations in Elizabethton and Blountville, respectively, both Tennessee, in Docs. 15111-2, granted petition by Taylor to extent of extending to Oct. 30 time to file opposition to Holston's petition to enlarge issues. Action Sept. 20.

■ By memorandum opinion and order, denied appeal by Broadcast Bureau from examiner's July 8 ruling denying bureau's motion to quash James S. Rivers Inc. (WJAZ), Albany Ga., notice to take depositions in proceeding on WJAZ's AM application.

■ By members Berkemeyer and Slone (with member Nelson concurring and issuing statement), adopted decision granting application of Birch Bay Broadcasting Inc. to change facilities of KARI Blaine, Wash., on 550 kc from 500 w-D to 1 kw-N, 5 kw-LS, DA-2. Dec. 21, 1962, initial decision looked toward action. Action Sept. 18.

ACTIONS ON MOTIONS

By Hearing Examiner Millard F. French

■ Granted motions by Radio Haddonfield Inc. and Salem County Radio requesting certain specified corrections be made to transcript of hearing in proceeding on applications for new AM stations in Haddonfield and Salem, respectively, both New Jersey. Action Sept. 18.

By Hearing Examiner Jay A. Kyle

■ Reopened record and scheduled further hearing for Oct. 21 in proceeding on application of Geoffrey A. Lapping for new AM in Blythe, Calif., respecting issues added by review board on July 22. Action Sept. 19.

By Hearing Examiner Sol Schildhause

■ On own motion and with agreement of all parties, continued Sept. 20 hearing to date to be specified by subsequent order in proceeding on AM application of Dutchess County Broadcasting Corp. (WKIP), Poughkeepsie, N. Y. Action Sept. 17.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Sept. 24

WLTC Gastonia, N. C.—Granted license covering increase in power, installation new trans., and specify type trans.

KFMB San Diego—Granted licenses covering change of ant.-trans. location (main trans.), and installation aux. trans. at new trans. site.

KSOM(FM) Tucson, Ariz.—Granted SCA on sub-carrier frequency of 67 kc.

KOSG Pawhuska, Okla.—Granted mod. of CP to change main studio location, with remote control from main studio, and change type trans.

KNDC Hettinger, N. D.—Granted authority to sign-off at 8:00 p.m., daily, except for special events, for period ending Dec. 19.

KBEK Elk City, Okla.—Granted authority to operate sign-off at 7:00 p.m., except for special events, for period ending Dec. 15.

WSPA-TV Spartanburg, S. C.—Granted mod. of CP to change ERP to vis. 294.4 kw, aur. to 146.2 kw; ant height 2,000 feet; change type trans.; type ant.; redescribe trans. location as Hogback Mountain; make changes in ant. system and other equipment, and make minor change in geographic coordinates.

■ Granted renewal of licenses for following: WSLS-AM-FM Roanoke, Va.; WARK-AM-FM Hagerstown, Md.; WASA-AM-FM Havre de Grace, Md.; WBAL-AM-FM and SCA, Baltimore; WDDY Gloucester, Va.; WJEJ Hagerstown, Md.; WJLS Beckley, W. Va.; WMHI Braddock Heights, Md.; WMTD Hinton, W. Va.; WOAY Oak Hill, W. Va.; WOL Washington; WQVA Quantico, Va.; WTAP Parkersburg, W. Va.; WWIN Baltimore; WWOD-AM-FM and SCA, Lynchburg, Va.; WWVA-FM Wheeling, W. Va.; WXVA Charles Town, W. Va.; WCAO-FM Baltimore; WFMM-FM and SCA Baltimore; WGMS-FM Washington; WESR Tasley, Va.; WETZ New Martinsville, W. Va.; WHJC Matewan, W. Va.; WKBA Vinton, Va.; WKEY Covington, Va.; WKIK Leonardtown, Md.; WKLV Blackstone, Va.; WLEE Richmond, Va.; WLOG Logan, W. Va.; WLVA Lynchburg, Va.; WMEK Chase City, Va.; WMON Montgomery, W. Va.; WOVE Welch, W. Va.; WPUV Pulaski, Va.; WSAZ Huntington, W. Va.; WVVW Grafton, W. Va.; WWVA Wheeling, W. Va.; WKAZ-FM Charleston, W. Va.; WBOB-FM Galax, Va.; WDBJ-FM Roanoke, Va.; WMEV-AM-FM and SCA, Marion, Va.; WMNA-AM-FM Gretna, Va.; WPRW-FM Manassas, Va.; WRNL-AM-FM and SCA, Richmond, Va.; WRVA-AM-FM Richmond, Va.; WTOP-AM-FM Washington; WRC-AM-FM Washington; WKBR Manchester, N. H.

■ Granted CP's to replace expired permits for following VHF TV translator stations: K11AY, K13BB, Carlin TV District, Carlin, Nev.; K07DC, K09DD, K11DJ, Green River TV Co-op, Green River, Wyo.; K09BR, Snake Creek Community T.V. Association Inc., Fairview community, Chinook, Mont.; K09AU, Sula TV Booster Club, Sula, Mont.; K10EN, Willow Creek Chamber of Commerce, Willow Creek, Calif.

■ Granted extensions of completion dates for following stations: WBUY Lexington, N. C., to Dec. 1, and KVAL-TV Eugene, Ore., to March 24, 1964.

WPIK Alexandria, Va.—Granted renewal of license.

Actions of Sept. 20

WSEE(TV) Erie, Pa.—Granted CP to change ERP to 287 kw vis. and 28.7 kw (DA); and modify type trans.

WKTS Sheboygan, Wis.—Granted CP to make changes in DA pattern.

WFID(FM) Rio Piedras, P. R.—Granted CP to install new ant., make changes in ant. system, increase ERP to 30 kw and increase ant. height to 3 feet.

WPRB(FM) Princeton, N. J.—Granted CP to install new trans.; conditions.

WPFB-FM Middletown, Ohio—Granted CP to install new alternate main trans.

Actions of Sept. 19

***WMTI(FM) Norfolk, Va.**—Granted mod. of license to change name to Old Dominion College.

KGRB West Covina, Calif.—Granted mod. of CP to make changes in daytime DA pattern and change type trans.; redescribe ant.-trans. and studio location. Granted extension of completion date to Oct. 25.

Actions of Sept. 18

WFOL-FM Fairfield, Ohio—Waived Sec. 3.208(a)(2) of rules to change main studio location to Fairfield, Ohio; remote control permitted.

K83AP Centralia-Chehalis, Wash.—Granted CP to change trans. location to Crego Hill, Centralia/Chehalis (approximately 8 miles southwest of Chehalis) and make changes in ant. system of UHF TV translator station.

K09FP Mammoth Lakes, Calif.—Granted mod. of CP to change primary TV station to KMJ-TV (ch. 24) Fresno, Calif., for VHF TV translator station.

Action of Sept. 16

KOPR Butte, Mont.—Granted request to continue existing presunrise operation with non-DA and power of 1 kw between 4:00 a.m. and local sunrise until final decision is reached in Doc. 14419 or until directed to terminate such operation, whichever occurs first.

Revocation

■ Commission ordered Radio Station WTIE Inc. (of which C. N. Todd is majority stockholder) to show cause why license for WTIE Tifton, Ga., should not be revoked, and designated for hearing application of WDMG Inc. (owned by B. F. J. Timm) for renewal of license of WDMG Douglas, Ga. Two orders call for consolidated proceeding to determine whether Todd and Timm engaged in conduct to prevent or eliminate competition by WSIZ Douglas, Ga.; misrepresentations to commission; unauthorized transfer of control of WTIF from Todd to Timm, and whether Timm possesses requisite character qualifications to be licensee. Action Sept. 25.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ Kokomo, Ind.—Booth Broadcasting Co. Requests institution of rulemaking proceeding to provide new class A FM channel for use at Kokomo from 232A, 263 to 228A, 232A 263A. Received Sept. 9.

■ Baltimore—Maryland State Board of Education. Requests institution of rulemaking proceeding to allocate TV channels listed for noncommercial educational TV: Add 53 to Annapolis, 72 to Baltimore, 17 to Cumberland, 62 to Frederick and 52 to Hagerstown. Received Sept. 12.

■ San Diego—Assembly of God of Pacific Beach Inc. Requests amendment of rules to add channel 299 (107.7 mc) to San Diego. Received Sept. 12.

■ WSFC Somerset, Ky. — Southeastern Broadcasting Inc. Requests amendment of rules to allocate TV channel 7 to Somerset. Received Sept. 13.

OUR RESPECTS to Arthur Edward Tatham

Advertising must be good business to be good for business

"I am encouraged by the rapidly growing willingness of both advertisers and agencies to join together to work to advance the art."

As chairman of the board of the American Association of Advertising Agencies this year, Arthur E. Tatham is in a good position to judge such a trend. He is aware of it too from the industry side of the fence in his post as board chairman of Tatham-Laird Inc., Chicago.

"We have many more cooperative projects in the 4A's today, with the Association of National Advertisers for example, than we have ever had before," he notes. "I think we are making good progress."

His chief goal: to advance the effectiveness and efficiency of advertising.

Mr. Tatham's contemporaries feel he has done a good job of this for the varied clients of his relatively young agency. Tatham-Laird this year will bill about $30 million with over half of this in broadcast media. Accounts include Butter-Nut coffee, Mr. Clean, Head and Shoulders shampoo, Dristan nasal mist, General Mills pet foods and Bauer & Black, among others.

To The Point ▪ An outdoor man, Mr. Tatham brings "fresh air" qualities of directness and frankness to his desk—he answers his own phone, for instance. He feels keenly the importance of telling widely the partnership role which advertising plays in free enterprise.

"You say that advertising produces jobs, reduces cost of distribution, etc. —all of this is true," he notes. "But the real force of advertising is as a part of the American business system and not as a thing by itself."

He also enjoys pricking the balloons of cliche thinking in advertising. Armed with his agency house ads, Mr. Tatham often beards the lions of lethargy in their own mountain lairs of hypocrisy. He sees Washington "fixocrats" as advertising's nemesis today.

Arthur Edward Tatham's early boyhood was spent on the family farm near Webster City, Iowa. His birthday: Sept. 17, 1907. Cattle, hogs and corn were the world of his brother and his folks, but not that of young Arthur. His was filled with poetry and writing.

Voracious Reader ▪ Being rather small, he was spared most farm chores, Mr. Tatham recalls, so he spent a lot of time reading everything he could obtain, plus fishing and hunting. Schooling was in a typical one-room schoolhouse.

While Arthur was in the seventh grade, his father retired from the farm for reasons of health and the family moved into Webster City. Arthur finished his grade and high school years there, working summers on nearby farms and as a steam fitter's helper, a factory punch press operator and door-to-door salesman.

But young Mr. Tatham was no bookworm in the usual sense. During high school he also played football and was captain of the debating team. He sharpened his ability to think clearly spontaneously by taking part in the state's extemporaneous speaking contests of that time. Contestants were assigned surprise subjects by lot and given one hour to prepare.

Mr. Tatham's first "big" advertising plunge came during his senior year in high school. His class wanted a fancy program for graduation but the school budget was only $15. At length, wearied of the exhortations, the school authorities told young Mr. Tatham to take the $15 and assume all responsibility for the printing of the program. He did.

New Dream World ▪ After only a week of selling advertising to local merchants, "I had made a couple hundred bucks, the school got a fine program," Mr. Tatham recalls, "and this looked like the greatest business in the world to me. So forthwith I wanted to be in advertising."

Enrolled at Northwestern University, Mr. Tatham soon was selling advertising for the daily school paper and promoting his own little ventures on the side. These included writing clothing ads for Chicago stores in exchange for clothes and syndicating nationally by mail an advertising mat service. He received his bachelor's degree in 1929.

A few weeks before graduation Mr. Tatham was hired by the Bauer & Black Division of the Kendall Co. as "general handyman" in the firm's Chicago advertising office. The job somehow survived the stock market crash that year, he says, and eventually he became coordinator for the creative work on redesign of the packages of the company's some 500 different products. Later, when asked to go on the road, he quit.

Mr. Tatham

But he changed his mind after friends assured him the sales work would help his career. Mr. Tatham's first day out to sell to drug stores and hospitals in the hard coal territory of Eastern Pennsylvania was anything but successful. He made two sales totaling $7 after 11 hours of work and 14 calls. Soon, though, he was well over quota.

Challenge ▪ In less than two years Bauer & Black sent Mr. Tatham back to Chicago as assistant advertising manager. Shortly afterward his boss resigned to join an agency and Mr. Tatham, then only 26, was named acting advertising manager until someone could be found. He vowed, however, to work still harder and prove that he was old enough for the job. Within six months he got it.

Chet LaRoche of Young & Rubicam called Mr. Tatham one day in 1938 and asked him to join the agency's Chicago staff as account executive. Mr. Tatham accepted and soon became vice president in charge. He brought in Kenneth Laird, a Chicago business friend of many years, and together they worked to build Y&R's Chicago business. They quadrupled the under-$1 million billings in 2½ years.

Y&R then sent Mr. Tatham to New York as contact supervisor there. With the advent of World War II, Mr. Tatham joined the Navy on the promise of sea duty but he ended up instead in Washington. Eventually he became a special assistant to Navy Secretary James V. Forrestal.

On His Own ▪ Mr. Tatham was released from the Navy in 1946 as a commander. That same year he and Mr. Laird formed Tatham-Laird Inc. with Bendix Corp. as client. Others soon followed.

While at Northwestern, Mr. Tatham met Angela Bolas. They were married Feb. 29, 1932, and presently live in the Chicago North Shore suburb of Winnetka. The Tathams have two daughters, both now married, and a son, Jonathan, who is at the University of Denver.

Whenever possible the Tathams like to work on their 1,200 acre cattle farm in Southwestern Illinois. Mr. Tatham also enjoys going out West to hunt—particularly mountain lions.

EDITORIALS

Henry's unhidden persuader

FCC Chairman E. William Henry last week performed the miraculous feat of reviving a very dead horse which he then set to kicking the bejeepers out of radio and television broadcasters. Mr. Henry breathed new life and form into the attempt to impose federal limitations on the amount of advertising that stations can carry.

Until Mr. Henry addressed the International Radio and Television Society in New York last Tuesday, the FCC's proposed rulemaking on commercials had all but expired. Important members of the Congress, including Oren Harris, chairman of the House Commerce Committee which oversees legislation in the broadcast field, had as much as ordered the FCC to stay out of commercial regulation. It looked as though the FCC, which had voted for the rulemaking in the first place only by a bare majority, would receive the comments that are due today (Sept. 30), would perfunctorily examine them and then let the matter drop.

Mr. Henry changed all that, and drastically. Although he may never succeed in his announced aim of getting a rule or a policy statement, he has succeeded in creating a condition that is bound to elevate the question of commercial practices to the status of a public issue. He has called for a public hearing on the subject. It is doubtful that his colleagues will deny him that. Such a forum is tailor-made for all those who have grievances against radio and television advertising. It is a forum that rival advertising media will delight in reporting in detail.

The new turn of events that Mr. Henry has arranged presents broadcasters with the need to devise a new defensive position. Up to last week, the National Association of Broadcasters—presumably representing general sentiment in radio and TV—had elected to oppose the FCC's rulemaking on the legal grounds that the agency lacks authority to set arbitrary limits on broadcast advertising. That defense may still be good enough to head off the writing of a rule. It is not good enough to answer the criticisms of contemporary broadcast advertising practices that will inevitably be exposed in a public hearing.

What was a legal problem is now a legal and a public relations problem. In the public hearing broadcasters must be prepared with convincing arguments to defend things as they stand, or they must be in a position to talk of specific improvements they have in mind. The natural inclination at this point will be to strengthen the radio and television codes, in their content and enforcement, as an antidote to the threat of government action and an answer to critics of commercial excess. No doubt talk of that kind will come up this week at the scheduled meetings of the radio and television code boards.

What the code boards ought to do is face up to the fact that the commercial time standards in both codes are meaningless. The majority of stations to which FCC members and other influential persons tune are now adhering to the codes. When an E. William Henry objects to advertising that "begins to interfere unduly with the programs, to restrict the content put into them or to frustrate by interruption the enjoyment and understanding the public gets out of them," he is talking about what he has seen on network television affiliates that scrupulously abide by the time limitations in the television code.

Right now broadcasters ought to scrap their own advertising time standards in the frank acknowledgement that they are meaningless as guides to self-discipline and would be equally meaningless as government rules. The new approach ought to be that time is perhaps the poorest measurement of commercial tolerance. In determining public acceptance (and advertising effectiveness), the content and placement of the commercial are more important than the time it occupies. If the NAB and its influential members want to make progress, they would be well advised to start looking into those problems while they also keep up the pressure for legislative restraints on the FCC.

Who wins?

IT'S no wonder that the three television networks are concerned about pay television's future.

A BROADCASTING survey reported in this issue shows that network sports this season will soak up over 1,000 of the 12,000 hours of network programing with an even larger total indicated next year. It was only a half-dozen years ago that sports programs totaled about one-tenth that figure.

Every experiment in pay TV has looked to coverage of sports events as one of its most important ingredients. The avid sports fan will go to almost any length to see his idols in action. This enthusiasm is regarded as money in the bank by pay TV entrepreneurs.

The most important pay TV project announced to date, Subscription Television Inc., formed by Reuben H. Donnelley Corp. and Lear Siegler, has as its ace in the hole a contract to show games of the heretofore little televised West Coast big leaguers, the Dodgers and Giants. Ball club executives and other sports promoters will watch developments with interest.

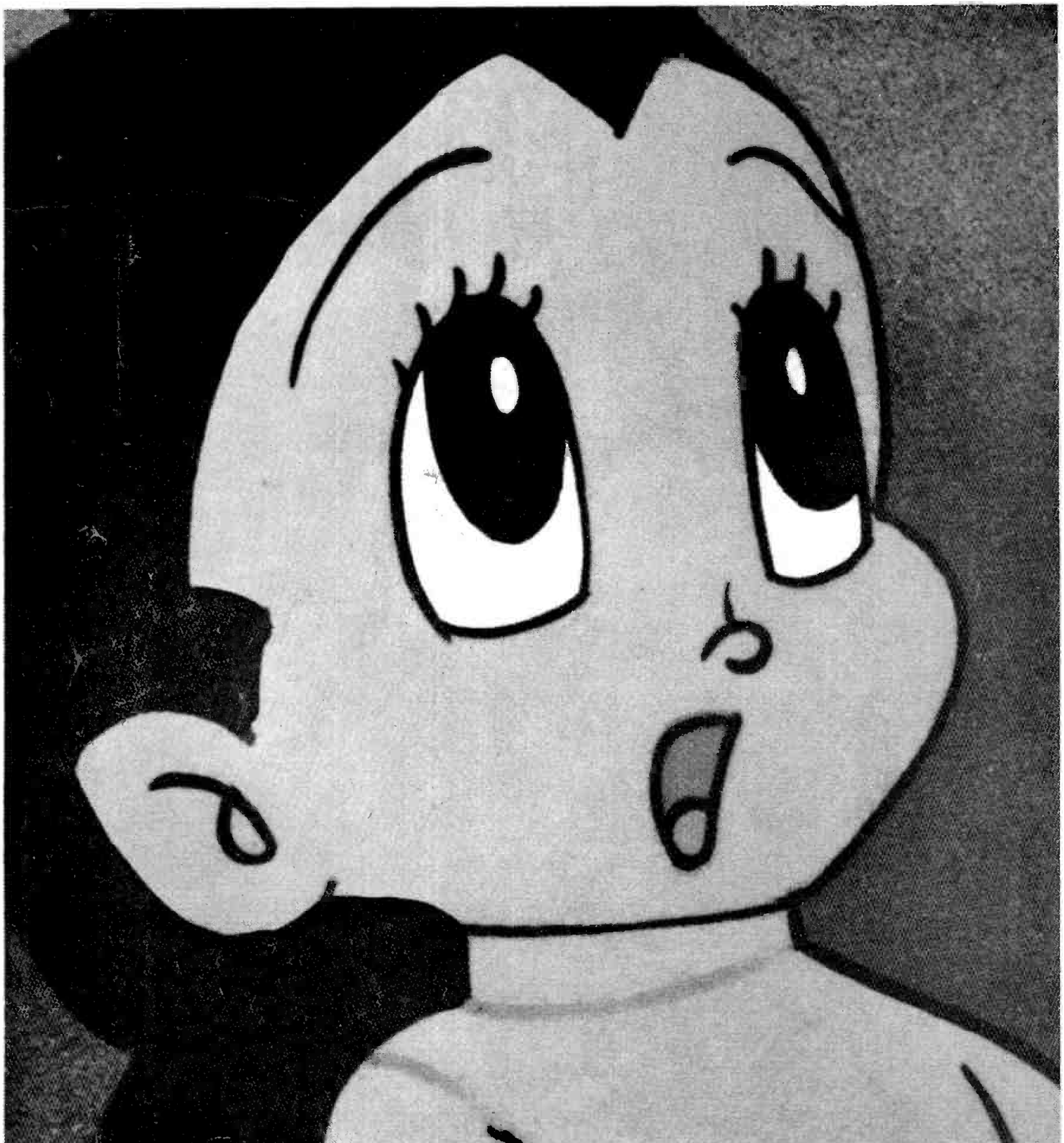
Will sports fans pay from $1 to $2 for a pay TV baseball game? What if the team offered is in tenth place? American League teams are crying the blues this year because the runaway Yankees made the race no contest for half the season. Games have been played with fewer than 500 fans in the ball park.

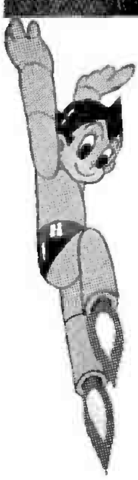
If pay TV prospers, who will get the important sports events? The World Series, the football playoffs, the big golf matches? The highest bidder, of course. And if the public in large numbers embraces pay TV. the networks won't be able to match the pay TV bids.

The question is: Shall sports be free or fee? If pay TV gets off the ground, the question will be answered by the public.

Drawn for BROADCASTING by Sid Hix

"He's a TV announcer . . . and that's what they call the soft sell!"





GETTING BIGGER ALL THE TIME!

Astro Boy is now No. 1 in its time period in the nation's No. 1 market! In just three Saturdays on WNEW-TV in New York—6:30-7 PM—this animated, 21st century robot boy climbed to an 11.5 rating. That's according to ARB's estimate of Sept. 21. **Astro Boy** is the leader of its time period in the Sept. 21 NSI estimate, too—with a 13.9. **Astro Boy** can win top rank in any area—yours included. Each of the 52 half-hours is a complete, crowd-pleasing adventure. Find out how well **Astro Boy** fits your lineup. Call **NBC FILMS**