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ON AND RADIO

OCTOBER 21, 1963

Nothing certain as unions, industry meet
on spot payment battlefield 31

Budget Bureau shuffles 58 markets, drops
Los Angeles to 3d place 34

Radio is the most complex buy, according
to Brother's Manuel 44

'How to cope with government' is theme
of Hartford NAB conference 54

COMPLETE INDEX PAGE 7

MODEL OF THE FORD MOTOR COMPANY PAVILLION FOR THE 1964-1965 NEW YORK WORLD'S



SPOT TV

MODERN SELLING IN MODERN AMERICA

TELEVISION DIVISION

EDWARD PETRY & CO., INC.

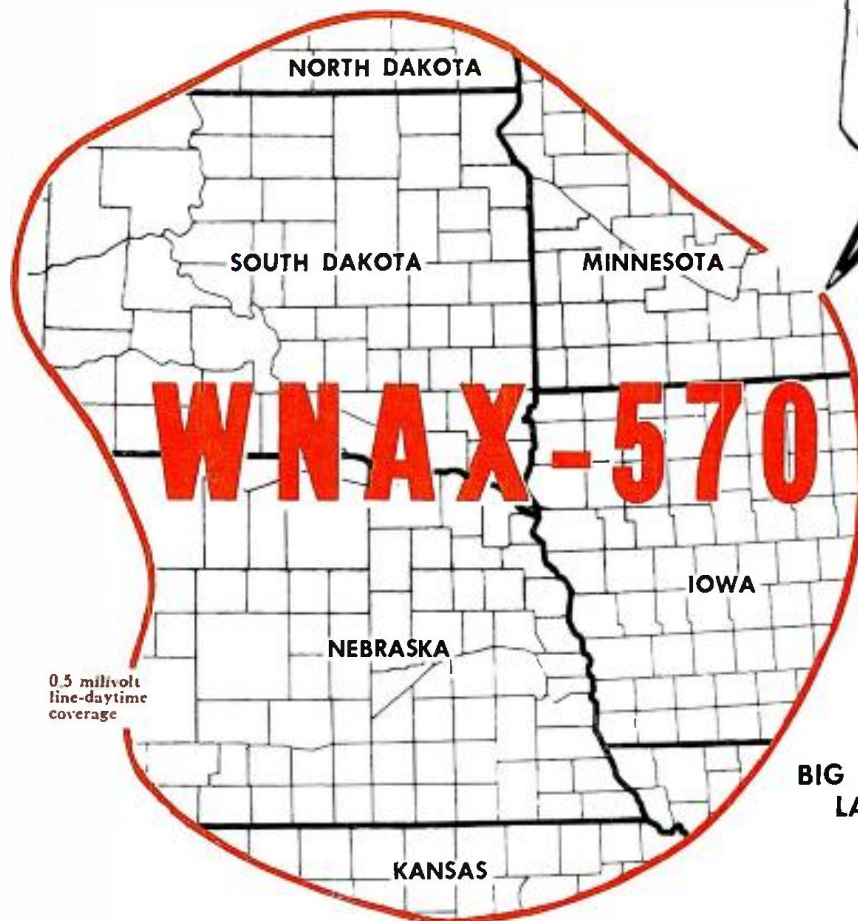
THE ORIGINAL STATION REPRESENTATIVE

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

Successful advertisers use Spot Television. More and more of them are turning to Spot TV to reach the viewers they want in exactly the markets they want. These quality stations offer the best of Spot Television in their markets.

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

THE BIG RADIO BUY IN THE U. S. A.



**BIG AGGIE
LAND**



Since 1922 the powerful voice of WNAX-570 has held the attention of folks throughout five-state Big Aggie Land. Personalities, News and Programming have made WNAX a great station . . . the tremendous area covered by this unique station makes it a great buy.

How great? Well, almost 4 million people live within the 0.5 millivolt line. Big Aggie Land residents last year had a total spendable income of over 7 billion dollars.

Last year, too, retail sales exceeded 5 billion dollars. In all, there are 1,216,400 households in vast and prosperous Big Aggie Land. Naturally all of them are not WNAX fans. But we have our share! That's the tremendous share you get when you buy WNAX-570.

IT'S A FACT . . . YOU SELL FARM RICH BIG AGGIE LAND ON WNAX-570 . . . SEE YOUR KATZ MAN.

THE KATZ AGENCY, INC.
National Representatives

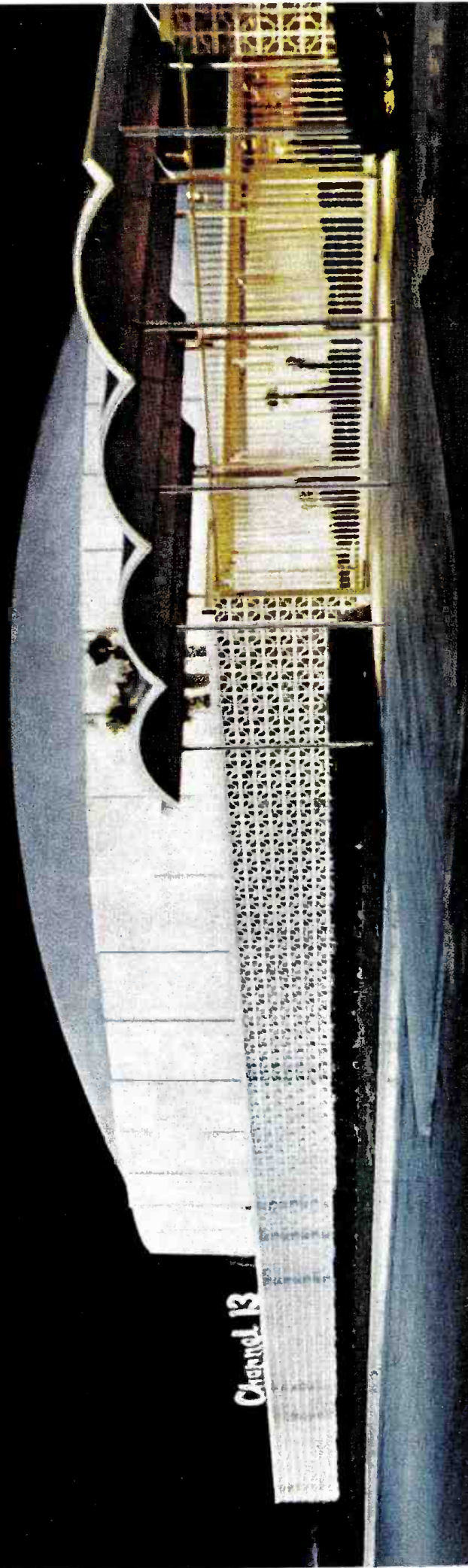
WNAX-570 CBS RADIO
PROGRAMMING FOR ADULTS OF ALL AGES
PEOPLES BROADCASTING CORPORATION
Sioux City, Iowa, Sioux Falls and Yankton, South Dakota
Represented by Katz

PEOPLES BROADCASTING CORPORATION
WNAX, Yankton, S. Dak.
KVTY, Sioux City, Iowa
WGAR, Cleveland, Ohio
WRFD, Columbus, Worthington, Ohio

HOUSTON AT NIGHT

The unique challenge of Houston, super-city of tomorrow, is being met with the right combination of service and showmanship by The Television Station of Tomorrow.

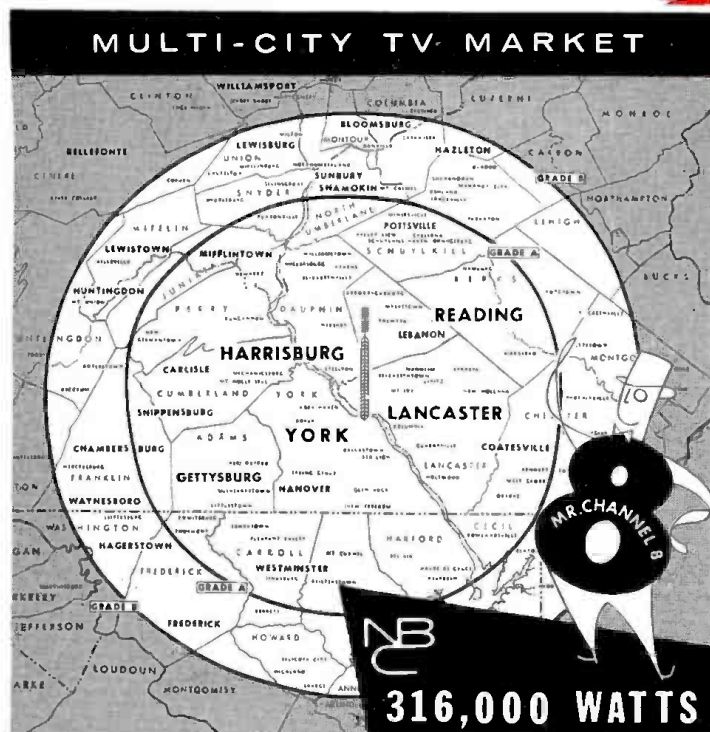
Houston At Night Watches **KTRK-TV!**



value added by

**manufacturing
operations**

\$2,404,872,000



The WGAL-TV market is stable, diversified, prosperous. Its 4,990 manufacturing establishments are highly important to the overall stability of this area, which has a prosperous population of nearly three million. Prime prospects for you—this Channel 8 station reaches them, sells them. In its area—WGAL-TV is more resultful than any other station, has more viewers than all other stations combined.*

*Statistics based on ARB data and subject to qualifications issued by that company, available upon request.

Market figures: latest U.S. Census

WGAL-TV
Channel 8
Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

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

Loevinger judgeship?

Is Lee Loevinger, FCC's last-in commissioner, to be first out? Report, which couldn't be confirmed, is that federal judgeship is in offing for 50-year old Minnesotan who, in four months, has become FCC's most controversial and best publicized member. Report is he will have district judgeship in Midwest circuit within 90 days and that it wouldn't make FCC Chairman E. William Henry unhappy.

Justice Department said Friday there are no existing vacancies but that retirements of several elderly judges may be imminent. Judge Loevinger joined FCC after two years-plus as assistant attorney general in charge of antitrust division, in which post he was said to have been at odds, occasionally, with his boss, Attorney General Robert Kennedy. Previously he had served year as associate justice of Minnesota Supreme Court. He became commissioner on June 11 to fill unexpired term of Newton N. Minow, which runs until June 30, 1968.

Henry shuttle

FCC Chairman E. William Henry, who returns to Washington this week after three weeks in Europe, may be off again after attending FCC meeting Thursday (Oct. 24). He plans to return to Geneva for wind-up of international space communications conference as senior advisor to U.S. delegation at sessions that will determine allocations for communications satellites. Mr. Henry attended first two weeks of conference, spent several days in London with communications officials, and would return for wind-up of five week, 70-nation ITU sessions at which agreement is hoped for. So far Soviet, as usual, is toughest adversary.

Television chasers

National Association of Claimants Counsel of America is at it again. Earlier this year association's complaint about CBS-TV's "Smash-up" drama raised question whether FCC's fairness doctrine applies to dramatic programs (BROADCASTING, Sept. 16). Now association is concerned about Oct. 3 episode of NBC-TV's *Dr. Kildare*, which dealt with risk of malpractice suits run by doctors who perform good Samaritan role of going to aid of injured person. NACCA wrote commission that, as in case of "Smash-up," which dealt with fraudulent auto injury claims, *Kildare* program was attempt to prejudice public and juries against claimants in damage suit cases. Association, reportedly, simply wants

CLOSED CIRCUIT®

commission to keep such programs off air. Commission hasn't discussed matter yet, but is expected to tell association that FCC is barred by law from censoring programs.

Meanwhile, resolution of "Smash-up" complaint—which involves ruling on whether fairness doctrine applies to dramatic shows—is still pending before FCC. Letter to CBS-TV setting forth FCC's position has been drafted. But absence of one or more commissioners from past three meetings has prevented commission from taking final action on it.

Vigilantes

Some 50 broadcasters have quietly gone to work at state level and in Washington to counter anti-broadcasting proposals of FCC and individual congressmen. They are members of loosely-knit legislative liaison committee of National Association of Broadcasters. Committee, with at least one representative from each state, was authorized by NAB board in June on motion of John Coyle, KVIJ Dallas. Members are not being announced on ground publicity would impair their effectiveness.

ARF, ARB, and RKO

RKO General Broadcasting has signed with Advertising Research Foundation for ARF's consulting service in connection with American Research Bureau's Detroit study that'll test radio methodology. ARB study, which tentatively is scheduled to get into field next month, was commissioned by RKO (BROADCASTING, Sept. 23). ARF's services—through its technical committee—will be available on Detroit project throughout study period.

Home for FCC

Pressure is still on for headquarters building for FCC in lieu of borrowed space from Post Office Department, plus renovated space across street. Although General Services Administration has plans for building, also to house other independent agencies, effort is being made to raise priority so that project can be undertaken within next year or two rather than decade hence.

There's considerable support in Congress for headquarters complex to house several independent agencies in area of Capitol Hill. Independent agencies are arms of Congress and

are responsible to that branch rather than to executive branch. According to this reasoning with agencies—or most of them—physically located near capitol, image of congressional allegiance would be emphasized.

Rating ranges

Until last week staff of House Special Subcommittee on Investigations had been almost adamant in insistence that ratings figures be expressed in ranges to serve as constant warning they are just estimates. Now Charles P. Howze Jr., staff director and author of report being compiled, is understood to be giving more weight to arguments of some leading researchers against ranges. Mr. Howze admits range idea "presupposes a true probability sample, and there ain't much of that in the audience research measurement field."

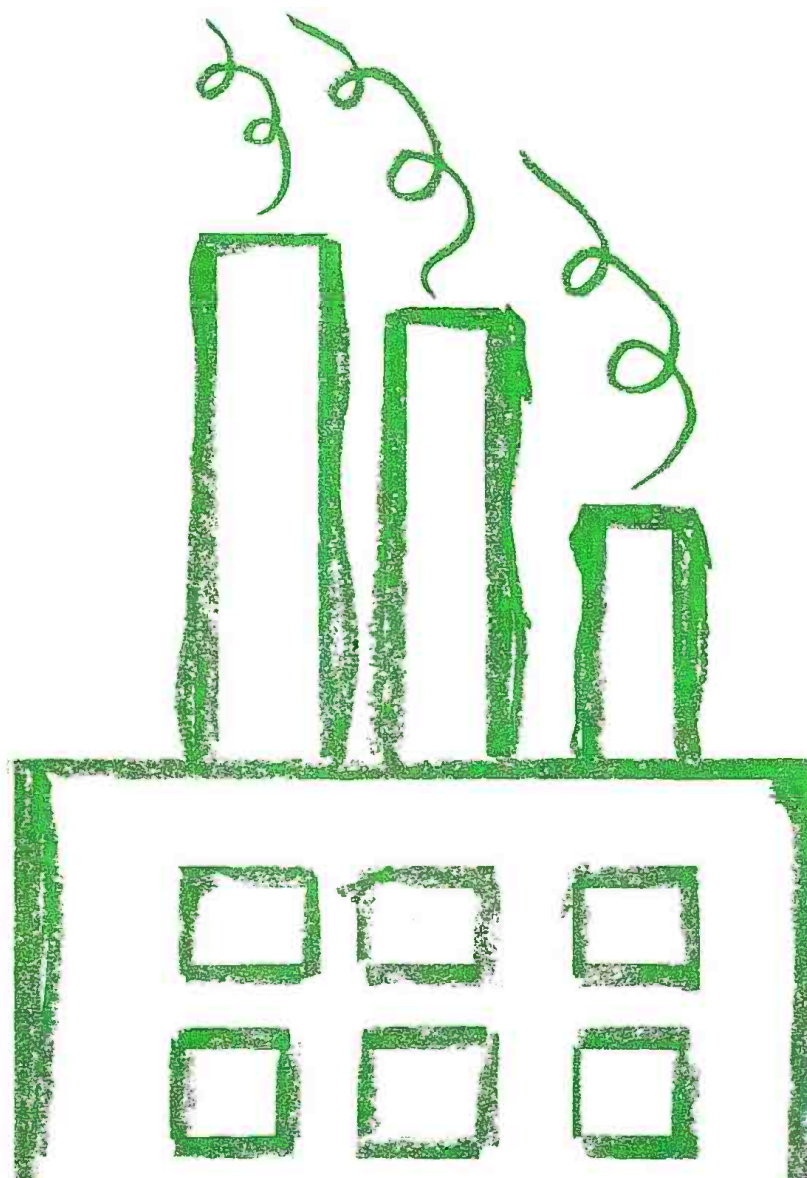
Although he made strong pitch for ranges at Advertising Research Foundation conference in New York (BROADCASTING, Oct. 7). Mr. Howze is far from making up his mind. On Oct. 10 in Washington he was shown how ranges are digested in computers by Albert E. Sindlinger, researcher who advocates ranges. Mr. Sindlinger had invited entire subcommittee to watch computer demonstration, but Mr. Howze was only one who showed up.

Do-it-yourself tape

Cinerama Telcan, which hopes to market low-priced home TV tape recorder in U. S. before end of 1964 (BROADCASTING, Sept. 9), may have competition in field sooner than expected. At recent meeting in New York of executives of Fairchild Camera & Instrument Corp. and group of security analysts, Fairchild revealed its development of similar recorder at Winston Research Corp., Los Angeles. Latest word from Cinerama: demonstration of Telcan recorder within five weeks.

Swiss movement

Tiny Switzerland, one of the few remaining holdouts against commercial TV, has decided to let down bars in spite of newspaper opposition based on fear of loss of advertising. At outset commercials would not be permitted after 8:30 p.m. or on Sundays. But presumably alcoholic beverage advertising would be allowed. It's estimated there are nearly 400,000 sets in country.



Acquisitives* are diversified in Cleveland

Cleveland is *not* a one industry city! Cleveland ranks third with the number of the nation's top 500 manufacturers located within WJW-TV's coverage . . . just behind the big financial centers of New York and Chicago. Cleveland business is diversified over many basic industries—steel to satellites . . . paint to printing . . . tires to trucks . . . machinery to mining. That's why acquisitives have steady employment in Cleveland.

*Ac-quis'-i-tive—given to desire, to buy and own.

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

ACQUISITIVES WATCH

WJW-TV

WEEK IN BRIEF

Negotiations for new contract for performers in TV spot and local commercials begin today. AFTRA and SAG pushing for hikes; management is expected to seek continuance but with some revisions. See . . .

AFTRA-SAG CONCESSIONS ASKED . . . 31

Budget Bureau in Washington establishes four new standard metropolitan statistical areas and revises 58 others. Los Angeles drops to third place in population ranking; other changes take place. See . . .

METRO AREAS . . . 34

Tatum tells 4A meeting that improvement of practices and better understanding by public of advertising's role will be major project. Planned are national study, economic investigation and central policing agency. See . . .

STEPS TO IMPROVE ADVERTISING . . . 40

Radio is a good buy, but agencies have lots of trouble with it. D. P. Brother's Manuel tells RAB meeting that problems arise because of large number of stations, inundation of research and market data. See . . .

NOTHING SIMPLE ABOUT RADIO . . . 44

If the danger of smoking is officially acknowledged and the FTC doesn't act, perhaps the FCC should rule that cigarette advertising on the air is against public interest, Senator Neuberger says in book. See . . .

REACTION TO CIGARETTE PLEA . . . 46

Collins says FCC only following dictates of public in prodding broadcasters. Commission has taken no punitive action against licensees, NAB president declares at Hartford meeting. See . . .

HOW TO FIGHT THE BATTLE? . . . 54

If pay TV comes into being it will be a sad day for viewers, Kluge tells Pulse luncheon. Also objects to government limits on commercials, AM-FM separation, but calls for clearing out "jukebox" radio. See . . .

KLUGE LASHES AT PAY TV . . . 65

Commissioners are unhappy and uneasy about backlog on license renewals, and hope to do something about it. More than 500 are backed up in FCC's processing line, nearly 100 because of programming questions. See . . .

SOMEWHERE A GUIDELINE SHINES . . . 66

Governmental influence on broadcasters is center of battle over "Reuther Plan." Memorandum, submitted two years ago, recommends pressure on stations to counter spokesmen of "radical right." See . . .

FAIRNESS CAUGHT IN MIDDLE . . . 80

U. S. joins television program exporters in protesting Brazilian decree which discriminates against American programs. Ban on certain programs in prime time hits mainly U. S. programs. See . . .

STATE AIDING PROGRAM BATTLE . . . 86

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BROADCASTING

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The Art of Investing

Each Tuesday night at 6:30 WREC-TV presents a 30-minute live public affairs program titled "The Art of Investing." Hosting alternate weeks, Dr. Ralph C. Hon of Southwestern University and Dr. Herbert J. Markle of Memphis State University lead a discus-

sion panel comprised of leading local investment authorities. Objective: *not* to encourage investing; but rather to provide a background of basic stock market information and procedures from which an informed public can more intelligently chart its invest-

ment course. This is another of the many public service features that continually produce enthusiastic public acceptance for WREC-TV and its advertisers.

WREC-TV 
CHANNEL 3 MEMPHIS

GF TO TEST NEW FEE SYSTEM

Two of four agencies to join in services-pay test

New system for determining agency services and compensation—with latter on overhead-plus-fees basis as alternative to traditional system built around media commissions—will be tested over two-year period by General Foods and two of its four agencies, Ogilvy, Benson & Mather and Young & Rubicam, both New York. Test starts next April 1.

Details were not disclosed Friday (Oct. 18), but authorities indicated compensation plan anticipates continuation of conventional 15% agency commission payment by media, but with this commission to be passed along to General Foods or credited against sums due from General Foods.

Client will determine what agency services it wants for each product involved and will pay for these as performed. In addition, it will make basic annual payment to cover proportionate part of each agency's overhead expenses.

New Product Problem ■ One thorny problem at which new system seemed aimed was that of adequate pay for agency work on behalf of new products, which most agencies say are almost invariably costly to them in early stages of product development.

"General Foods feels this new approach may well solve the twin problems of tailoring the amount and kind of service to the needs and stage of development of each product, while at the same time adequately compensating the agency for the services required on new products versus established ones," GF said Friday.

General Foods, one of largest advertisers in United States, will place system into effect for several products which in aggregate bill estimated \$12-13 million annually (not including new products).

Products Named ■ General Foods said Postum, Tang, Gaines-burgers and Swans Down, among Young & Rubicam's General Foods account list, will be included in testing phase as will Maxwell House ground coffee, Open Pit barbecue sauce and new products already assigned, through Ogilvy, Benson & Mather. Two other GF agencies—Benton & Bowles and Foote, Cone & Belding, both New York—are not affected. GF predicted its test probably would cover two years "before the value of the new plan can be assessed objectively" by advertiser and agencies.

Among the top-budget General Foods brands unaffected by new plan are Birds

Eye Foods, Jello line, Instant Maxwell House, all Sanka products, Post cereals, Kool-Aid, SOS, Good Seasons salad dressings and numerous other products.

Among products coming under new compensation plan, Tang, Swans Down, Maxwell House ground and Open Pit are active in television; Postum has no measurable spending in TV and Gaines-burgers, though not spending in TV last year, is in network this year. Although precise breakdowns were not available, TV estimates for 1962, based in part on Television Bureau of Advertising reporting of gross time sales, place Tang at about \$1.1 million, Swans Down at \$54,000, Maxwell House ground at \$3.4 million and Open Pit at nearly \$300,000.

Fee compensation methods are not new to advertiser-agency relationships. Ogilvy, Benson & Mather now has such system in operation with Shell Oil Co.—begun nearly four years ago—on cost-plus basis. This was initiated by Shell. OB&M also is on cost-plus basis with Sears, Roebuck; International Paper, and KLM among other accounts.

William A. Marsteller, chairman of Marsteller Inc., New York, and of American Association of Advertising Agencies board committee on media policy, in speech last week (see page 40), said, "there is no such thing as standardized agency compensation." To explain, he added, "just about 50% of our gross income comes from fees, while for some agencies it will be perhaps 80 or 85% commissions and 10 to 15% fees."

Group turns thumbs down on 'ranges' in ratings

Radio & Television Research Council, meeting in New York, has voted against use of "ranges" in reporting broadcast program ratings, officials reported Friday (Oct. 18).

It was said to be first public stand ever taken by 20-year-old council, a private discussion group of professional broadcast advertising researchers.

Vote was said to be about 4-1 against ranges. Announcement said existing ratings services do not have probability sample "which is the measure employed for computing the range." It also said ranges would create impression that any point within ranges is as likely to be correct as any other point, whereas in fact likelihood is highest at midpoint

High-income readers?

Radio and television station managers wondering what to do about getting their media advertising past Federal Trade Commission (see page 70), ought to look at what their fellow tradesmen in print media do.

This house ad appeared in current *Roll Call*, weekly newspaper published in Washington for edification and merriment of people on Capitol Hill:

"CONGRESSMEN (OUR DEVOTED READERS), charged with the responsibility of our national budget, SPEND MORE THAN \$90 BILLION A YEAR. THAT'S ONE GOOD REASON WHY NATIONAL FIRMS AND INDUSTRY SHOULD ADVERTISE IN *Roll Call*."

and diminishes in each direction from there.

Council said it agreed with range proponents on desirability of reminding users that ratings are imprecise but that it did not think use of ranges would accomplish this purpose.

Council limits its membership to 60 researchers representing advertisers, agencies, networks, stations, station reps and ratings services (but ratings services did not vote on range question, authorities said). It is currently headed by Harvey Spiegel of Television Bureau of Advertising.

Breck account moved to Y&R

American Cyanamid Co., Wayne, N.J.—recent buyer of John H. Breck Inc.—has appointed Young & Rubicam Inc., New York to take over all Breck hair preparations now at Reach, McClintock & Co., New York. American Cyanamid reports that between \$4-5 million of \$7 million account will be devoted to TV. No funds have been allocated to radio.

Reach, McClintock soon will be assigned new consumer products either from Breck or other Cyanamid divisions.

Walker buys WMRT-AM-FM

Sale of WMRT-AM-FM Lansing, Mich., by Stokes Gresham Jr. and associates to William R. Walker group for \$200,000 was announced Friday (Oct. 18). Walker stations are WISM-AM-FM Madison, WBEV Beaver Dam, WOSH Oshkosh,

WEEK'S HEADLINERS

Robert B. Choate elected chairman of board of Boston Herald-Traveler Corp., owner of WHDH-AM-FM-TV Boston. He was succeeded as president and publisher by **George E. Akerson**, assistant publisher.

Hulbert Taft Jr., president and board chairman of Taft Broadcasting Co., Cincinnati, named board chairman-chief executive officer as company amended its by-laws last week to designate board chairman as chief executive. **David Ingalls** was elected vice chairman, and **Lawrence H. Rogers II**, formerly executive VP, elected president. **John L. McClay**, who recently joined Taft after many years with Westinghouse Broadcasting Co., was elected VP in charge of operations. Taft Stations are WKRC-AM-FM-TV Cincinnati and WTVN-AM-

FM-TV Columbus, both Ohio; WBRC-AM-FM-TV Birmingham, Ala., and WKYT-TV Lexington, Ky.

Robert L. Redd, for past 13 years senior VP in charge of radio-TV for Erwin Wasey, Ruthrauff & Ryan, Los Angeles, elected executive VP in charge of creative services for agency's Western division, encompassing branches in San Francisco as well as Los Angeles. New creative plans board, to be appointed immediately, will function with Mr. Redd as chairman. **Andrew C. Boyd**, senior VP-print copy director, and **Jules E. Kopp**, senior VP-executive art director, will be permanent members of new board, which will also have rotating membership designed to serve each client's creative needs in all advertising media.

For other personnel changes of the week see FATES & FORTUNES

WEAQ-AM-FM Eau Claire, all Wisconsin, and WJSM St. Joseph, Mo. Daytimer WMRT operates on 1010 kc with 500 w. WMRT-FM is on 100.7 mc and uses 92 kw. Sale is subject to FCC approval and was handled by Hamilton-Landis & Associates.

Dems' tax release called misleading

"A clumsy attempt at intimidation" is how office of Senator Albert Gore (D-Tenn.) Friday (Oct. 18) described effort of Democratic National Committee to use radio-TV stations, newspapers in campaign to push administration tax bill, which senator opposes.

William Keel, national committee research head declined to discuss situation until after his testimony today (Oct. 21) before Senate Finance Committee, unit hearing testimony on bill, of which senator is member.

Mr. Keel sent suggested news release to Tennessee Democrats that is said to contain implication average Tennessee family stood to benefit \$436 from tax cut, but senator's office pointed out average family in state pays only \$500 per year total now.

Nielsen 30-market study shows nets split week

ABC-TV Friday (Oct. 18) on basis of Nielsen 30-market ratings report for second week of new season claimed dominance on Monday, Tuesday and Wednesday, CBS-TV on Thursday and Friday nights, and NBC-TV on Saturday and Sunday nights. Nielsen week, ended Oct. 13, covered Monday-Sunday, 7:30-11 p.m. In top 20, CBS-TV placed nine shows, ABC-TV eight and

NBC-TV three. National Nielsen ratings are due out Oct. 30.

TOP 20 PROGRAMS Monday-Sunday 7:30 to 11:00 p.m.

Rank	Program	Rating
1	Beverly Hillbillies (CBS)	29.7
2	Bonanza (NBC)	26.5
3	Dick Van Dyke (CBS)	25.7
4	Donna Reed (ABC)	24.9
5	Lucy Show (CBS)	24.7
6	Perry Mason (CBS)	24.3
7	Patty Duke (ABC)	24.2
8	Candid Camera (CBS)	23.6
9	Ben Casey (ABC)	22.7
10	What's My Line (CBS)	22.5
11	Fugitive (ABC)	22.3
11	Joey Bishop (NBC)	22.3
13	Danny Thomas (CBS)	21.9
13	Saturday Movie (NBC)	21.9
13	Jack Benny (CBS)	21.9
16	McHale's Navy (ABC)	21.7
17	Petticoat Junction (CBS)	21.4
18	My Three Sons (ABC)	21.3
19	Breaking Point (ABC)	21.0
19	Flintstones (ABC)	21.0

'Advocate' going dark

Producers of "The Advocate," first play to open on Broadway and TV at same time, were reported Friday (Oct. 18) to be planning to close Broadway production last Saturday night (Oct. 19) after one-week run (story page 76).

Westinghouse Broadcasting Co., which put up 60% of Broadway costs and got TV rights for its five TV stations, had no immediate comment beyond observation of spokesmen that play had been resounding TV success. TV presentation got generally good notices, but Broadway reviewers were not enthusiastic about stage production.

Equal time, ratings spotlighted by NAB

How stations should use ratings information and their legal rights with respect to "equal time" demands in programing of controversial issues were among topics highlighting Friday (Oct. 18) National Association of Broadcasters meeting in Minneapolis (see story page 62). NAB staff advised that Federal Trade Commission now is most concerned over station practice of "hypoing" ratings by special program promotions during rating week. Use of standard disclaimers in rating data and expansion of agency presentations to include factors other than ratings were advised.

Strict equal time provision of law comes into play only when political candidates are on air, NAB's general counsel Douglas Anello, told broadcasters. He explained that unless person or organization is personally attacked in program there is no legal basis for equal time, assuming that station has otherwise given both views.

He felt "reasonable time" rather than "equal time" might be better definition to clear up public confusion. Mr. Anello warned "custom has a habit of creeping into law" when wrong term is used improperly too often.

More UHF assignments are due out soon

FCC's long-awaited proposal to add some 400 new assignments to UHF table is expected to be put out for industry comments this week. Proposal, which would increase number of UHF assignments to 1,975, is primarily designed to aid ETV. Effect on commercial TV would be minimal.

Commission is also expected to ask comments on proposed rulemaking requested by Midwest Program on Airborne Television Instruction Inc. Organization, which operates airborne ETV project over six Midwest states, wants six UHF channels allocated for airborne instruction.

Absorbine Jr. moves again

Ted Gotthelf Associates, New York, will resign W. F. Young's Absorbine Jr. account, on Dec. 31. Absorbine Jr., which bills about \$1 million (\$900,000 in broadcast), moved from J. Walter Thompson to Gotthelf on March 1. Successor to Gotthelf hasn't been named.

WAKE to replace WYZE

WAKE Atlanta will join CBS Radio as primary affiliate, replacing WYZE. Date is to be announced. WAKE, owned by Basic Communications Inc., operates fulltime on 1340 kc with 1 kw day and 250 w night.

pang

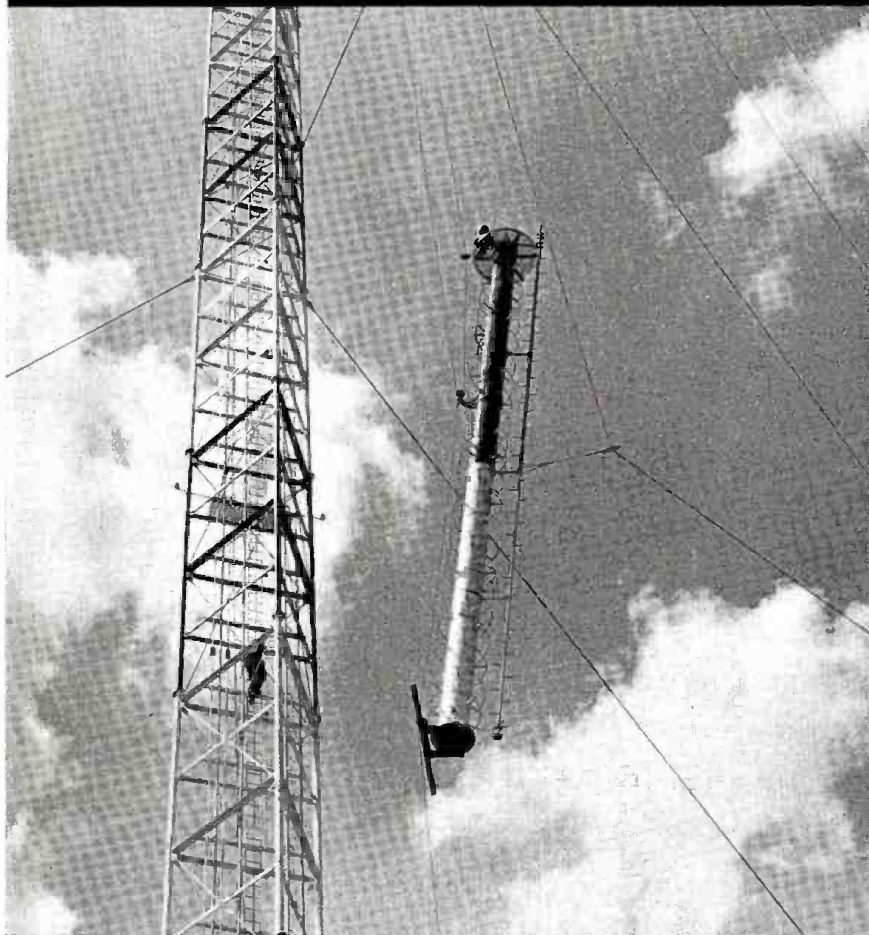
Tawdry programming can be painful, but its emphasis on pap often ends not with a pang but a whimper. Loudness is not a substitute for excitement. Flippancy never made a feeble idea strong. In broadcasting, self-interest is based on interesting people. People listen. People watch. People know.

POST • NEWSWEEK STATIONS
A DIVISION OF THE WASHINGTON POST COMPANY

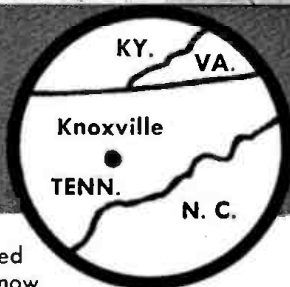
WTOP-TV, WASHINGTON, D.C.
WJXT, JACKSONVILLE, FLORIDA
WTOP RADIO, WASHINGTON, D.C.



GOING ATOP THE WORLD'S TALLEST TOWER



WBIR-TV'S NEW HELICAL ANTENNA



This new Helical antenna is shown being hoisted to the top of the World's Tallest Tower. It is now in place and will soon begin broadcasting the powerful Channel 10 signal from a height of 3049 feet above sea level. This antenna has a gain of 8.6 — it is about 70 feet in length and weighs approximately 7500 pounds. It is designed to extend the angle of radiation in such a way as to fill in the valleys with a maximum signal.

Your First Buy for the
Knoxville Market

WBIR-TV
CBS CHANNEL 10
KNOXVILLE, TENN.

For maximum coverage in the Knoxville area, place your advertising on WBIR-TV, Channel 10, represented nationally by Avery-Knodel.

**SOUTHEASTERN
BROADCASTING
CORPORATION**

Affiliated Stations

WFBC-TV
Greenville, S. C.

WMAZ-TV
Macon, Georgia

Represented by Avery-Knodel, Inc.

DATEBOOK

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

*Indicates first or revised listing

OCTOBER

Oct. 20-21—Texas Association of Broadcasters convention, with Representative Walter Rogers (D-Tex.), chairman of House Communications Subcommittee, as featured speaker. Cabana hotel, Dallas.

Oct. 21 — Hollywood Advertising Club, luncheon, 12 noon at the Hollywood Roosevelt. Walter Guild, president of Guild, Bascom & Bonfigli, San Francisco, will speak on "Via La Revolucion! (Marketing and Machetes)." George Allen, of GB&B's Hollywood office, will be program chairman.

Oct. 21—ASCAP symposium for young composers and lyricists, 8 p.m., Lytton Center of Visual Arts, Hollywood. Country, Western music, folk songs and teen-age music discussed by Richard Costing.

Oct. 22—Fourth annual Journalism Achievement Awards Dinner, 7 p.m., Hollywood Palladium. This year's recipients are Theodore White, Eric Sevareid and Bernard Kilgore.

*Oct. 22—Los Angeles Advertising Club, "wine day" luncheon at the Statler-Hilton. Roy Petersen, vice president, Foote, Cone & Belding, San Francisco, will speak on "How To Play the Wine Game . . . And Win."

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

Oct. 22-23—Tennessee Broadcast Station License Renewal Conference. Robert J. Rawson, chief, renewal and traffic division, FCC Broadcast Bureau; R. Russell Eagan, broadcast attorney; Thomas Cline, chief, Atlanta FCC office, and Robert Evans, manager, Mid-South Network will participate. Robert E. Cooper, general manager, WSM Nashville, moderator, University of Tennessee, Knoxville.

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., Hampshire House, New York.

Oct. 24—Fourth Armed Forces Television Conference, sponsored by U. S. Air Force, Lowry Air Force Base, Denver. 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—Radio and Television News Association of Southern California, 14th annual awards banquet, Biltmore hotel, Los Angeles, 6:30 p.m.

*Oct. 24—Broadcast Pioneers' New York chapter membership-luncheon meeting. Clair McCollough, Broadcasters Foundation Inc. president, will award testimonial

NAB CONFERENCE DATES

National Association of Broadcasters fall conference dates:

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

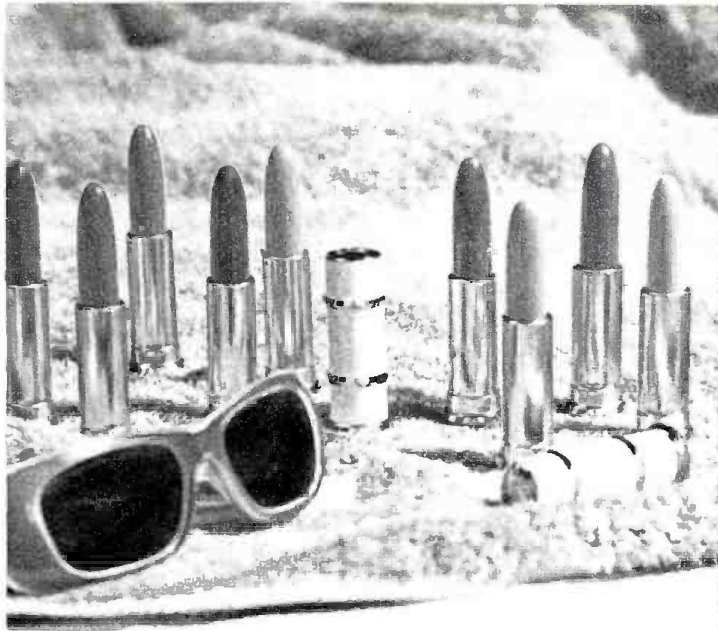
Oct. 24-25, Americana hotel, Miami Beach.

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.



New, exciting lipstick colors:
That's what the audio says!
But where are they? These lipsticks
look like all the others.
WHAT IS THE DIFFERENCE?



A phone's a phone.
That's the problem. How to make
phones look different—
stir the interest of the subscriber.
WHAT WILL DO IT?



What can multiply the effectiveness
of this trademark—*add* to its memory-
impact, its point-of-purchase recall,
do it instantly. You don't see it here.
WHAT IS IT?

*What one thing
did the advertisers
do to give the
3 TV commercials
shown here
positive sales appeal?*

TURN THE PAGE AND SEE





COLOR'S THE ANSWER.
It tells the customer that
lipsticks are available in colors
to match her every whim
and costume.



COLOR ANSWERS THE QUESTION,
"How will it look in my house?"
... presents still another reason
to buy, brings the order
nearer to signing.



COLOR ADDS DIMENSION
to the trademark ... makes it
stand out, makes it memorable,
gives it significant product
identification.

YES, COLOR IS THE ANSWER

Just give it a trial and you'll see how it provides:
1. Stronger trade-name identification; 2. Stronger linkage between advertising and point-of-sale; 3. Better selling personality (your product always looks its best); 4. Less premium to be paid for color than in print media; 5. Better black-and-white TV pictures for viewers.

What's more, when you use color, you're gaining experience, building a backlog of material as more and more TV sets **GO COLOR**.

For more about COLOR—why you should use Eastman film, why you should film all your commercials in color, even for black-and-white transmission (that in itself is a tremendous story) get in touch with Motion Picture Film Dept., **EASTMAN KODAK COMPANY**, Rochester 4, N.Y.

OR—for the purchase of film: W.J. German, Inc., Agents for the sale and distribution of EASTMAN Professional Film for Motion Pictures and Television, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.

Cosmetics: Advertiser, Coty Inc.; Producer, TeleVideo Productions Incorporated; Advertising Agency, Ellington & Company. Extension Telephones: Advertiser, Bell Telephone System; Producer, Audio Productions, Inc.; Advertising Agency, N. W. Ayer & Son, Inc. Trademark: Advertiser, Radio Corporation of America; Producer, WCD, Inc.; Advertising Agency, J. Walter Thompson Company.

FOR COLOR ...



plaque to Mrs. Arthur Simon, widow of the foundation's founder. Hotel Roosevelt, Terrace Suite.

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

Oct. 25—Massachusetts AP Broadcasters Association meeting, Statler-Hilton hotel, Boston. Speaker will be Louis J. Kramp, AP's assistant general manager.

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

Oct. 26—Fall meeting of West Virginia AP Broadcast News Directors. Clarksburg.

Oct. 28—Chicago chapter of National Academy of Television Arts and Sciences, special luncheon in tribute to Hallmark Hall of Fame TV series, Knickerbocker hotel, grand ballroom at noon.

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. 28-31—Senate Special Subcommittee on the Arts, public hearing on S. 1316 and S. 165, bills to provide federal assistance to the arts.

Oct. 29—Time Buying and Selling Seminar, sponsored bi-annually by International Radio and Television Society, CBS Radio, 49 East 52nd Street, New York.

Oct. 30—Newsmaker luncheon, International Radio & Television Society, Grand Ballroom of Waldorf Astoria, New York. John Crichton, president, 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. 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?" Program chairman for the meeting is Mason A. Clark, Hewlett-Packard Associates, Palo Alto, Calif.

Oct. 31-Nov. 3—WSM's Grand Ole Opry 38th anniversary celebration, Nashville. Programming and sales discussion, Friday, Nov. 1, with Dan Scully, Leo Burnett; Cohen Williams, Martha White Mills; Joseph H. Epstein Jr., Walker Saussy Advertising, and James Faszholtz, Gardner Advertising, participating.

NOVEMBER

*Nov. 1-2—Oregon Association of Broadcasters convention, Hilton hotel, Portland. Speakers include FCC Commissioner Lee

AT 11:20 P.M. TUESDAY, SEPT. 17th THE "BIG 6" WAS LAUNCHED IN NEW YORK CITY ON WABC-TV

This is what happened for the
next hour and forty minutes...

FROM ARBITRON RATING Sept. 15-21

STATION	PROGRAM	11:15	11:30	11:45	12:00	12:15	12:30	12:45
WCBS	NEWS/LATE SHOW	9.6	7.4	7.3	7.2	6.0	5.5	5.1
WNBC	NEWS/TONIGHT	13.7	11.7	10.1	8.7	8.1	6.6	5.3
WNEW	H'WOOD'S FINEST/JFK	3.0	3.3	2.2	2.5	2.1	2.0	2.3
WABC	NIGHT OF THE QUARTER MOON	11.6	10.7	10.8	10.7	10.9	11.0	11.2
WOR	MILLION \$ MOVIE/VARIOUS	2.2	2.0	2.6	1.7	1.9	2.0	0.9
WPIX	STEVE ALLEN/VARIOUS	1.7	1.7	1.3	0.4	0.6	0.4	0.8

the "BIG 6"

6 MAJOR STUDIO FEATURE FILMS NOW AVAILABLE FOR FIRST TV RUN

Here are the stars: Mickey Rooney • Julie London • Dan Duryea
Mamie Van Doren • Steve Cochran • Jan Sterling
Dean Jones • Gigi Perreau • Paul Anka • Yvette Mimieux
Agnes Moorhead • Russ Tamblyn • Terry Moore
John Drew Barrymore • Jim Backus • Diane Jergens
Fay Spain • Cathy Crosby • Mel Torme • Ray Danton

Here are the pictures: Night of the Quarter Moon (1959) 96 min.
The Big Operator (1959) 92 min.
High School Confidential (1958) 85 min.
The Beat Generation (1959) 94 min.
Girls Town (1959) 90 min.
Platinum High School (1960) 94 min.

NTA

NATIONAL TELEFILM ASSOCIATES, INC.
8530 WILSHIRE BOULEVARD, BEVERLY HILLS, CALIF.
TELEPHONE: OLEANDER 5-7701
444 MADISON AVENUE, NEW YORK 22, NEW YORK
TELEPHONE: PLAZA 3-6106

NEGROES

respond more aggressively to Negro voices. It's good business to include the Negro station in your general market buy. (They're usually low CPM in general market surveys.)

Our salesmen visit our stations.

Station Reps

BOB DORE

ASSOCIATES

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



WHY SALES CLIMB ALONG THE SKYLINE

You rope a tightly-bound "one buy" TV market with population as large as the 25th metro area—but with Lumber-Building Material-Hardware sales that rank 6th!



SKYLINE

TV NETWORK

P.O. BOX 2181 • IDAHO FALLS, IDAHO
CALL MEL WRIGHT, AREA CODE 208-283-4567
Call your Hollingbery office or Art Moore in the Northwest or John L. McGuire in Denver.

KOOK Billings / KFBB Great Falls / KXLF Butte
KID Idaho Falls / KMVT Twin Falls

Loevinger; Victor Diehm, RAB board chairman; Edward Argow, McGavren-Guild; Thomas Swafford, KDEF Albuquerque, N. M.; Edmund Bunker, RAB president; Larry Cervone, Gates Radio Co.; Howard Bell, NAB; Ray Johnson, KMED-TV Medford, Ore., and Paul McKee, Pacific Power & Light Co., Portland.

*Nov. 4—Hollywood Advertising Club, luncheon meeting, Hollywood-Roosevelt, 12 noon. John Gudel, radio-TV producer and vice president of the Hollywood museum, will speak on "The Most Unusual Museum In The World."

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

*Nov. 6-8—American Association of Advertising Agencies (AAAA) eastern annual conference, Waldorf-Astoria, New York. "Going public" by agencies, changes in the consumer society, untapped reservoirs of research, "creative youth," new product advertising and "the expanding Negro market and its importance" are among subjects on agenda.

Nov. 6-9—National convention of Sigma Delta Chi, professional journalistic society, Golden Triangle Motel, Norfolk, Va. Key-note speaker will be Barry Bingham, editor and publisher of the *Louisville Courier-Journal & Times*. Other speakers include Dr. Glenn Seaborg, chairman of the Atomic Energy Commission; Turner Catledge, managing editor of the *New York Times*; Blair Clark, vice president and general manager of CBS News; Palmer Hoyt, publisher of the *Denver Post*; Walter Cronkite, CBS news correspondent; Gardner Cowles, publisher of the *Des Moines Register & Tribune* and *Look Magazine*; and Charles Ferguson, senior editor of *Reader's Digest*.

*Nov. 7-8—Sixth annual Freedom of Information Conference, sponsored by University of Missouri School of Journalism, Jay H. Neff auditorium, Columbia, Mo.

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—Sixth annual National Press Photographers Association cross country seminars in photojournalism, Norfolk, Va.

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. 11-13—Fall radio meeting, sponsored by Electronic Industries Association Engineering Department. Among speakers will be Charles F. Horne, EIA president, and Rear Admiral B. F. Roeder, assistant chief of naval operations in charge of communications. Manager hotel, Rochester, N. Y.

*Nov. 12—Sixth annual National Press Photographers Association cross country seminars in photojournalism, Omaha, Neb.

*Nov. 12—Group W (Westinghouse Broadcasting Co.) public service conference, Cleveland. FCC Chairman E. William Henry will be luncheon speaker.

*Nov. 14—Sixth annual National Press Photographers Association cross country seminars in photojournalism, Memphis, Tenn.

*Nov. 16—Advertising Career Conference, sponsored by the Advertising Women of New York Foundation Inc., Commodore hotel. Speakers include Chet Posey, senior vice president at McCann-Erickson, and Jean Rindlaub, vice president of BBDO.

*Nov. 16—Sixth annual National Press Photographers Association cross country semi-

nars in photojournalism, Hartford, Conn.

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.

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

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

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

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

Nov. 29-Dec. 1—Annual convention of the National Association of Radio and TV Farm Directors, Chicago.

DECEMBER

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

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

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

JANUARY 1964

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

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

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

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

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

FEBRUARY

Feb. 3-5—Second annual Electronic Marketing Conference of the Electronic Sales-Marketing Association (ESMA), Barbizon Plaza hotel, New York.

Feb. 5—Newsmaker luncheon, International Radio & Television Society, Grand Ballroom of Waldorf Astoria, New York. National Association of Broadcasters President LeRoy Collins is speaker.

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

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

Feb. 25—International Broadcasting Awards banquet, 8 p.m., Hollywood Palladium. Presentation of trophies for best commercials on radio and television in any part of the world for 1963.



When the news is hot, audiences in five major U.S. markets tune to their CBS Owned television station for the most expert and most comprehensive coverage, including regular full-hour and half-hour news reports. Thanks to newly-expanded schedules, the stations are now broadcasting more world and national news by top-notch CBS News correspondents. And locally, there's vastly expanded coverage of news close to home, resulting from increased local news staffs, augmented coverage of state capitals, and a fully-staffed news bureau in Washington with full-time sound-on-film facilities, designed to bring local audiences detailed reports of Washington news pertaining specifically to their communities. Obviously, the news is better than ever on the five CBS Owned stations. Signal your CTS National Sales representative for a complete rundown.

Good news makes the difference!



© CBS TELEVISION STATIONS NATIONAL SALES

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





is the one-station network

Getting to the bottom of the day's news has always been a prime project of WPIX-11, New York's Prestige Independent. Truth is, WPIX-11 is the only New York independent with a record and reputation for television news.

An impressive array of major news awards attests that WPIX-11 does more than just report the news—we dig it up, dig into it.

Outstanding veteran news personalities like John Tillman, Kevin Kennedy and John K. M. McCaffery bring New Yorkers a depth and scope in television news that's tough to beat.

This is the kind of recommendation that ought to count heavily in your appraisal of the New York independent stations.

WPIX TV/11 THE ONE STATION NETWORK **NEW YORK**

Left to Right:
Kevin Kennedy, early *National and World News* /
Gloria Okon, the early *Weather* /
John Tillman, the *New York News* and the
Mid-evening *One-Minute News Reports* /
John K. M. McCaffery, the late *World and Local News* /
Lynda Lee Mead, *Miss America 1960*, the late *Weather*.



represented by
Peters, Griffin, Woodward, Inc.

Ever take the PULSE of your HOOPER?

WILS did. We found our PULSE to be remarkably like our HOOPER. Both show how well Lansing likes Radio WILS... like this:

PULSE: May 1-21, 1963

6 AM-12 Noon WILS 12 Noon-7 PM

63% 58%

AUDIENCE ESTIMATE

HOOPER: Jan.-Mar. 1963

7 AM-12 Noon WILS 12 Noon-6 PM

62.3% 68.8%

SHARE OF RADIO AUDIENCE

Our PULSE audience composition showed WILS having from two to three times the adult listeners in each measured time period from 6 AM to 7 PM.

What earns this audience for WILS?



We broadcast
24 Hrs.-A-Day.

48
NEWSCASTS

We have news
48 times a day
... plus editorials

6
GREAT D.J.'s

We feature our
D.J. Personalities.
They are liked.



We go where the action
is. We did 125 trailer
remotes last year.

Why Lansing is your market

SALES MANAGEMENT Ranks us:

21st in Retail Sales per Household
(3rd in Metro Cities over 200,000)

94th in Population and Households
(always in the top 100)

Lansing is the state capital and the
home of Oldsmobile and Michigan
State University (more than 25,000
students).

For more information contact our rep
(Venard, Torbet & McConnell, Inc.)
or, write to:

RADIO 1320

WILS
ANSING

5,000 WATTS / 24 HOURS A DAY

OPEN MIKE ®

Overcommercialization

EDITOR: On the pretense of protecting the public from "excessive broadcast commercialization," the New Frontiersmen of the FCC are proposing rigid new controls of the free enterprise radio industry that may leave many listeners without local radio service.

Most stations are able to serve their listeners throughout the day only because of revenues derived during a few choice hours of broadcasting. To impose upon them the same time restriction on commercials every time interval of the day, every day, the year-around, ignores the financial facts of life. The added burden of keeping account of every second according to formulas that give different minute values to different kinds of programs will break many of the daylight stations that are so important in serving local communities. What's nice in New York might be disaster in Dover, Ohio, but the FCC doesn't seem to see the difference.

This is just another example of a New Frontier program to extend federal regulatory powers beyond the intent of Congress and into actual control of everyday business. It must be resisted. —Representative Frank T. Bow (R-Ohio), Washington.

EDITOR: FCC Chairman E. William Henry's latest blast at commercialization spurs me into writing this letter. Why doesn't BROADCASTING develop and execute a one month campaign to have radio and TV stations elicit letters from the public to the FCC and Congress detailing what is *right* about programming? If every station made such an appeal, I'll wager the commission would receive 5 million letters.—Cecil Lynch, radio engineering consultant, Modesto, Calif.

'Wild Kingdom'

EDITOR: I would point out the omission of Mutual of Omaha's *Wild Kingdom* from the NBC-TV schedule in your fall "show-sheets" (BROADCASTING, Oct. 7). *Wild Kingdom*, the informative family wildlife series starring Marlin Perkins started Oct. 20 (yesterday) from 5-5:30 p.m. on NBC-TV.—Patrick Collins, associate producer, Wild Kingdom, Don Meier Productions, Chicago.

A stamp for ratings

EDITOR: After studying the many schemes proposed by the various rating services in determining ranges vs. single figure ratings, we have come up with a rubber stamp to be used on all surveys in order to direct timebuyers, agency personnel and clients to perhaps better use of the single figures we have always used. It reads:

"Before using these single figures on

rating, share of audience, or listeners in any category, we urge your careful study of page . . . showing the statistical error possible in these single figures within various percentiles. Management. WHO-AM-FM-TV."

Obviously a flyer could also carry the same information.—Paul A. Loyet, vice president and general manager, WHO-AM-FM-TV Des Moines, Iowa.

The advertising hootenanny

EDITOR: Censorship in any form is tantamount to an underrating of public intelligence and censorship is exactly what we are faced with in broadcasting.

Most certainly there is an awful lot of "junk" coming out over the air, disguised as entertainment. As with President Kennedy, I can either read the *New York Herald Tribune* or I can ignore it. Likewise, if I don't like the excess of advertising in an otherwise good program I can either turn the set off or I can look elsewhere for something more to my taste. I have plenty of choice, even in this little town of Fort Myers, Fla. Neither the FCC nor any other federal agency has any legal or moral right to set itself up in a position where it can attempt to control my mental or physical appetite—unless I commit a crime as defined by orderly society.

The politicians cannot effectively control newspapers or magazines as they do the broadcast industry which is not free enterprise. It is shackled because its very existence depends upon political and not business practices.

A license, regardless to whom issued, should be in perpetuity except for a cause properly defined. But broadcasting provides a happy hunting ground for the politicians so minded, and Congress has done nothing to alleviate the fears of censorship. The advertising hootenanny is just a smokescreen to cover the real intent.

The FCC, backed by the administration, is trying to stifle business by restricting its informative messages and thus throttle buying of the products which must be sold to keep the gross national product at its highest.

Advertising is the life blood of business. Some people like a big dose of it—others don't. But the size of the dose can still be *individually* controlled with that knob on each radio and TV set.

The individual response to a merchant's appeal can only be measured by the quality of the appeal and the quality of the product. If the appeal is offensive let the purchaser be the judge, not the FCC.

If LeRoy Collins [president of the National Association of Broadcasters] cannot understand the fundamentals of

FROM AMERICA'S LEADING PRODUCER OF
QUALITY JINGLES AND PRODUCTION AIDS
COMMERCIAL RECORDING CORPORATION

GRC

Smashing

QUALITY

"MONEY MAKER"

**COMMERCIAL
SERVICE**

AND

**PRODUCTION
LIBRARY**

BRINGING TO RADIO, FOR THE FIRST TIME, A DRAMATIC, ALL-IN-ONE
PRODUCTION SERVICE WHICH PROVIDES ALL OF THE ELEMENTS NEEDED TO

**INCREASE SPOT SALES
ATTRACT NEW BUSINESS**



CRC

“MONEY-MAKER”
BRINGS YOU

APPLICABLE TO ALL TYPES OF ACCOUNTS AND HIGHLIGHTING EVERY IMPORTANT CONSUMER SELLING SLANT!

FRESH NEW SOUNDS THAT RING OUT THE NAMES OF THE PRODUCTS AND SERVICES IN YOUR TRADING AREA!

PRODUCED AND RECORDED AS YOU WANTED THEM — 15-SEC. OPENINGS, 5-SEC. TAGS AND NO MUSICAL PADS IN BETWEEN!

350 BRAND NEW LYRICS!

350 DIFFERENT PIECES OF MUSIC!

And this outstanding Extra

CRC WILL CUSTOMIZE FOR YOUR ACCOUNTS ANY
JINGLE IN THE “MONEY-MAKER” LIBRARY— AT COST!

(No limit! You can have 1 or 350 jingles customized)

350

All New

QUALITY

COMMERCIAL
JINGLES...

SPONSOR-IDENTIFIED
AND OPEN-END PLUS



GRC FAMOUS

SINGING CALENDAR

THE DAY AND DATE IN SONG AND SOUND, EVERY DAY FOR 3 YEARS—1964, 1965, 1966.



GRC SENSATIONAL

SALES-COMPELLING
JINGLES IN THE SOUND
OF THE '60s

**HOLIDAY AND PUBLIC
SERVICE JINGLE PACKAGE**



GRC DISTINCTIVE

WEEK-END JINGLE SERIES

MULTI-SPONSOR POTENTIAL



45 NEW CUTS PER MONTH FOR 3 YEARS!

WITH A MINIMUM OF 180 COMMERCIAL JINGLES, INCLUDING
YOUR OWN SUGGESTIONS, TO KEEP YOU ALWAYS A STEP
AHEAD WITH THE LATEST SOUNDS AND IDEAS

The "MONEY-MAKER" Commercial Library



Radio Tested-Sales Proved

Created and produced by radio-minded management to meet the need for an all-new, complete, high-quality commercial library for attracting new business and enhancing station image

IN ADDITION TO THE FEATURE ITEMS LISTED HEREIN, THE "MONEY-MAKER" LIBRARY ALSO GIVES YOU THE FOLLOWING ALL-NEW PRODUCTION AIDS:



COMMERCIAL INSERTS



COMMERCIAL PUNCTUATORS

Stingers, Playons, Playoffs, Flares, Fanfares, etc.



INSTRUMENTAL BACKGROUNDS FOR SOFT ANNOUNCEMENTS...

— in six basic tempos and keys.



CHRISTMAS ANNOUNCEMENT AIDS

— including jingles announcing the days to Christmas, beginning with 30.



MUSICAL BRIDGES

of various "colors."



MUSICAL MOOD INSTRUMENTALS



SOUND EFFECTS



ELECTRONIC SOUND EFFECTS

All on L.P. disks except the Singing Calendar.

And for your production department A NEW, PRACTICAL, EASY-TO-USE PRODUCTION CATALOG FOR INSTANTLY LOCATING ANY CUT IN THE LIBRARY. WILL SAVE HOURS AND HOURS OF PRODUCTION TIME IN PUTTING TOGETHER STATION-MADE SPOT ANNOUNCEMENTS.

Commercial Recording Corporation ■ 3104 Maple Avenue ■ Dallas 19, Texas

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 VICE PRESIDENT MAURY LONG
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BROADCASTING, October 21, 1963

the business he is in and help to improve
 where improvements are needed, then he
 ought to quit and go back to politics.
 The industry, sensibly and properly
 guided can correct its own shortcomings
 without any help or hindrance from the
 FCC and/or Mr. Collins's windmill tac-
 tics.—Al Josephson, 2544 First Street,
 Fort Myers, Fla.

(Mr. Josephson was a salesman of broadcast
 equipment from 1925 to 1960. He is now
 living in retirement in Florida.)

On ratings

EDITOR: Congratulations on your edi-
 torial "Not by ratings alone" (BROAD-
 CASTING, Oct. 14). This is exactly what
 I've been telling them for the past two
 years or more.—Robert H. Pauley,
 president, ABC Radio Network, New
 York.

BOOK NOTES

"The People Look at Educational
 Television," by Wilbur Schramm, Jack
 Lyle and Ithiel de Sola Pool. Stanford
 University Press, Stanford, Calif. 209
 pp. \$5.50.

Audience surveys of commercial tele-
 vision are routine affairs; for educa-
 tional television they occur only when
 some angel, in this case the United
 States Office of Education, comes
 through with the money to pay the
 interviewers and analysts. This survey,
 made in the spring of 1962, nine years
 after the first ETV station went on the
 air, found 63 such stations whose pro-
 grams reach 12.5 million viewers occa-
 sionally and 4.5 million regularly, plus
 teaching 2 million to 3 million children
 in school.

The ETV home audience is small
 but "remarkable, . . . strongly repre-
 senting the best educated people in the
 community, the people with the profes-
 sional and managerial jobs, the people
 who are most active in civic and cul-
 tural affairs, the people who are the
 most serious and purposeful users of
 the mass media." They are not the
 undereducated, turning to ETV for
 what they did not get in school. Like
 other viewers, they spend most of their
 viewing hours with commercial TV and
 turn to ETV only when it offers some-
 thing they especially want. They find
 commercial television more fun, but apt
 to be more boring, educational TV
 more stimulating, but apt to be more
 amateurish.

This is a book which should be read
 with care and can be read with profit
 by program executives and top manage-
 ment of commercial TV stations and
 networks as well as by their counter-
 parts in ETV.



**BUYING
 POWER
 and
 SELLING
 POWER**

*you get both
 on WLIB*

You get the buying power of the
 nation's largest Negro Community
 whose last year's spendable income
 was in excess of \$2.25-billion . . .
 and getting bigger every year.

You get the selling power of
 WLIB, which has been the Number
 One station in this Community
 from sign-on to sign-off in every
 survey taken since 1955.*

The combination is unbeatable.
 Small wonder WLIB has more
 national advertisers than all other
 Negro radio stations in Greater
 New York combined.

* PULSE

WLIB

Harlem Radio Center

310 LENOX AVE. AT 125th ST. NEW YORK 27, NEW YORK

Key financial problems in the advertiser-agency relationship

Let's start with some basic economic facts about advertising agencies. These facts underlie the relationship between an advertiser and his agency on many financial matters. And, an understanding of these facts by *both* parties will promote mutual understanding and a close working relationship.

Payroll takes 68.5% of the advertising agency's income dollar. Employee benefits cost 2%. These include profit sharing, employee insurance and pension plans where they exist. (There are notable exceptions, but agencies in general appear to be low on employee benefits compared to those paid by manufacturers.)

Thus payroll and employee benefits account for 70.5 cents out of the agency's income dollar while all other expenses total 23.7 cents. These include rent, light, heat, depreciation, travel, entertainment, telephone, insurance other than for employee benefits, legal fees, accounting fees, donations and all other expenses that are needed to run the business. U. S. income taxes take 1.8 cents and net profit is 4 cents.

This information comes from the annual study of agency costs and profits made by the American Association of Advertising Agencies. The percentages relate to an agency's gross income—that is, commissions from media and fees for various services. They do not relate to total billing, most of which is paid out to media for outside services of many kinds.

'Ticking Meter' ■ Obviously the big item of expense is people. This is the key cost. Also, all other expenses relate to people. When you add one person you add other costs such as: a desk and chair, space for the desk and chair, a telephone and telephone calls, plane tickets, hotel rooms and meals, plus the cost of vacations with pay and employee benefits.

What does all this mean? It means that when someone asks an advertising agency to do some work, people start spending time—the meter starts ticking.

Another fundamental economic fact about the advertising agency business today is that operating expenses are trending up. The 4A's study data also show that in 1950 operating expenses were 91.6%—or 91.6 cents out of every dollar of gross income. Last year they were a little over 94 cents out of every dollar.

A third basic financial fact is that agency net profit is trending down. This is the natural result of rising expenses.

Net Profit Dip ■ Looking at net profit as a percent of gross income, we learn

that in 1950 agencies were bringing down to net profit 6.39 cents out of every dollar of gross income. In 1962 the comparable figure is 3.97 cents.

Another way to look at net income is as a percent of an agency's billing. Here the trend is the same. In 1950 agencies earned a net profit of 1.16% of billing. In 1962 the comparable figure is 0.71%.

In other words, advertising agency expenses have risen 2.9% since 1950, and net profits are down more than 37%. This illustrates the dramatic downward effect on profits of a slight increase in expenses.

How can we make agencies more efficient? People are the biggest expense. So we must begin with people and their work—the work that keeps the meter ticking.

Is all the work necessary? Are we wasting the time of people? Are we using finished advertising work to prove out planning concepts that can be sharpened up in some far less expensive way?

Are we taking a half-thought-through plan and asking people to make comprehensive TV storyboards, comprehensive layouts and a comprehensive media plan just so we can find the holes in the plan? Then, when we find the holes, do we rework the plan and go through the process all over again?

Cost Snowball ■ One of the most expensive things in the advertising agency business is brilliant execution of the wrong idea. As an idea moves from the planning stages to the execution stages it picks up ever widening circles of people. The further an idea gets away from the people responsible for planning, the more the idea gets into the hands and minds of people whose responsibility is to do or die, not to reason why.

Beware of the false start orchestrated to the nth degree. It can cost your

agency thousands of dollars in people's time. It can cost the advertiser thousands of dollars in people's time. Not to speak of the much greater cost to the advertiser in lack of selling effectiveness when this false start is circulated to millions of potential customers.

It is far less expensive (and less frustrating) but often harder work to try to sharpen up a plan in other ways. For example, maybe we need more facts. Maybe we need more hard thinking. Maybe we need a few pieces of rough execution to tell us whether we are on the right track.

Maybe we need some straight talk between advertiser and agency, among agency people or among client people. How often has work been started without full knowledge of what the sales department is really thinking or what the boss knows deep inside his head?

Do we ask for research more or less because it is good to have research? Or do we ask for research that has a job to do—that will really help us do better work? Do we ask for an extra advertising campaign just because it's nice to have something on ice—or because it serves a good purpose?

An advertising agency is one of the greatest tools an advertiser has to help him sell goods and earn money. In many cases an advertising agency can give a manufacturer as much leverage on sales and profits as his research and development department.

Potent Tool ■ Sophisticated advertisers know this. They use their advertising agency as they would an expensive but potentially highly profitable machine.

There are no financial problems in this relationship that cannot be solved by men of good will who are working toward the same goal—namely, selling the advertiser's product or service at a profit.



Philip H. Schaff Jr. is chairman of the executive committee and finance committee of Leo Burnett Co., Chicago. He has been with the agency 16 years. He served in several areas including copy, research and public relations until 1950 when he was named account executive. He became brand supervisor in 1955 and was made vice president in 1957. In 1959 Mr. Schaff became executive vice president for administration and finance and he was named to his present post in 1961.

You can't cover Indianapolis with Indianapolis TV!

**The Indianapolis Market, we mean!*

WTHI-TV in combination with Indianapolis stations offers more additional unduplicated TV homes than even the most extensive use of Indianapolis alone.

More than 25% of consumer sales credited to Indianapolis comes from the area served by WTHI-TV, Terre Haute.

More than 25% of the TV homes in the combined Indianapolis-Terre Haute television area are served by WTHI-TV.

This unique situation revealed here definitely suggests the importance of re-evaluating your basic Indiana TV effort . . . The supporting facts and figures (yours for the asking) will show how you gain, at no increase in cost . . .

1. Greatly expanded Indiana reach
2. Effective and complete coverage of Indiana's two top TV markets
3. Greatly improved overall cost efficiency

So, let an Edward Petry man document the foregoing with authoritative distribution and TV audience data.

WTHI-TV*

CHANNEL 10
TERRE HAUTE,
INDIANA

**An affiliate of WTHI AM & FM*



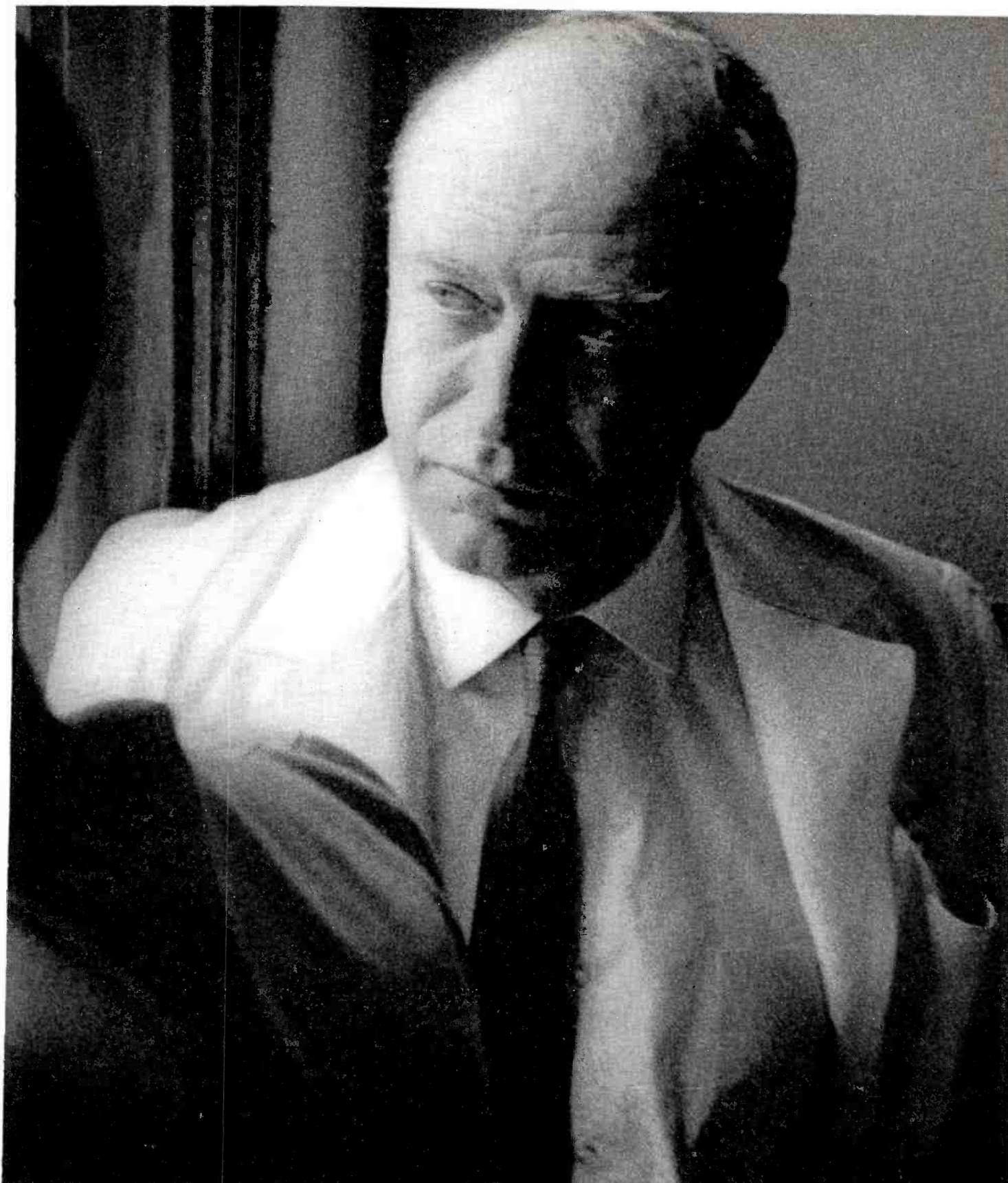
**WTHI-TV
delivers more homes
per average quarter
hour than any
Indiana station ***
(March 1963 ARB)

**except Indianapolis*



PILLARS OF THE COMMUNITY

**"My
brother's
keeper"**



Dr. John I. Nurnberger, Chairman, Psychiatry Department, Indiana University Medical Center

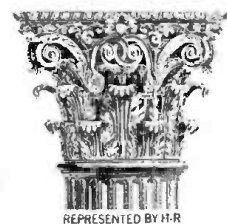
A community's concern for its troubled few is reflected in the face of this Indianapolis psychiatrist. The skill and dedication of this man and his colleagues shorten the long road back to mental health.

The struggle of a young schizophrenic to find himself is the subject of a WISH-TV documentary "Tomorrow Is A Journey." His breakdown, treatment, rejection by

his wife, and re-establishment as a productive and useful citizen are vividly and movingly portrayed in dramatic form.

Shown at mental health clinics in the U. S. and Canada, the program is typical of the prime time, public affairs documentaries produced by Corinthian stations.

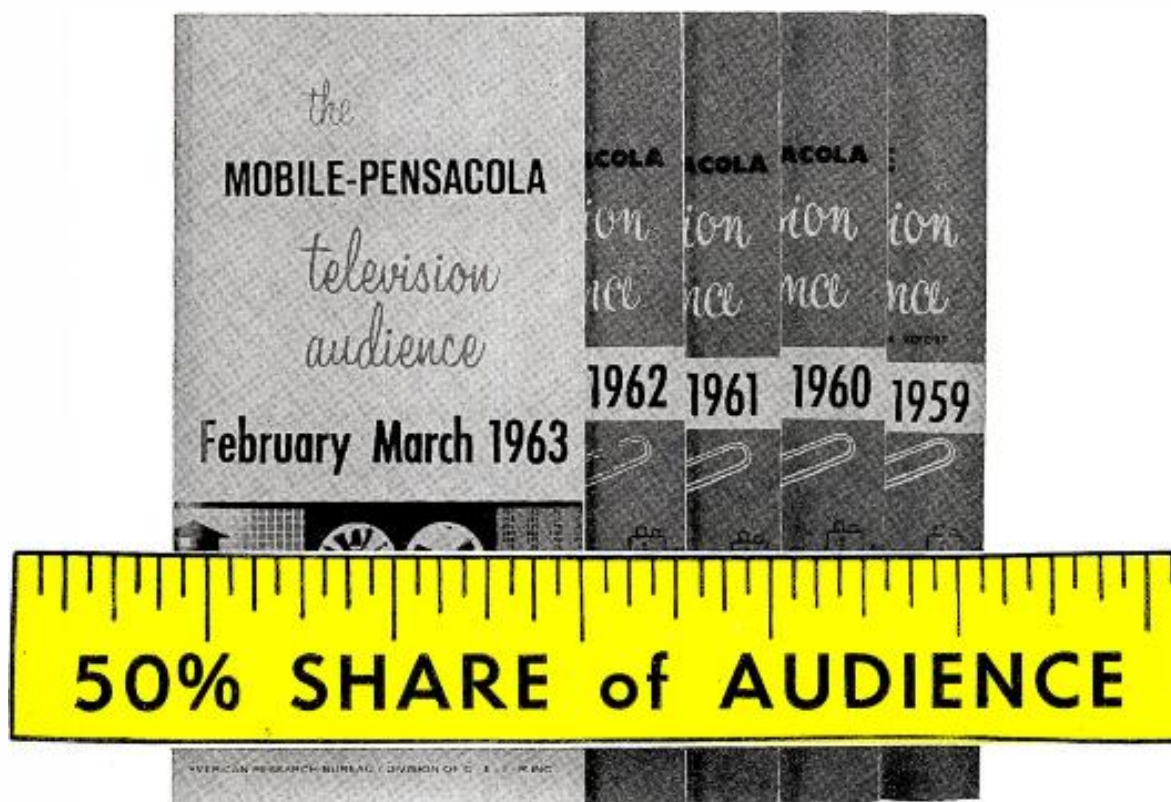
Programs like these, strengthen the ties between community and station.



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

THE CORINTHIAN STATION!
RESPONSIBILITY IN BROADCASTING

NO OTHER STATION CAN MAKE THIS STATEMENT 5 CONSECUTIVE YEARS



Exception To The Rule

WKRG-TV—Mobile—Pensacola

has averaged 50% or more share of
audience in every March ARB measurement
since 1959, from 9 a.m. to midnight.*

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



Represented by H-R Television, Inc.
or call

C. P. PERSONS, Jr., General Manager



*3 station VHF market.

AFTRA-SAG CONCESSIONS DEMANDED

- Management countercharges payments are 'more than adequate'
- Industry wants changes in 'wild spot' commercial provisions
- Unions quote industry profits as proof charges should be raised

Fireworks are expected to explode today (Oct. 21) when the first formal meeting between the industry team and representatives of the Screen Actors Guild and the American Federation of Television & Radio Artists is held in New York to discuss the union's proposals and the industry's counter-offer in the ultra-sensitive spot TV and local program commercials areas.

The unions' demands, which were made public several weeks ago (BROADCASTING, Sept. 30), seek substantial increases in performers' fees over the 1960 codes. Though management officials declined to divulge the terms of their counter-proposals, it has been learned authoritatively by BROADCASTING that they will press for provisions that, in effect, will result in decreases in performers' fees in the crucial "wild spot" TV and local program portions of the codes.

Executives at AFTRA and SAG, which are negotiating jointly in the spot TV and local program commercial portions of the talks, reported last week they had not received the industry's counter-proposals which will be discussed today. They had an inkling of

management's general attitude earlier in the week when they received counter-demands in the spot radio area, which union executives felt were "regressive," compared with the 1960 code.

The counter-demands in the spot TV and local program commercial field are calculated to bring even sharper concessions from the union than the spot radio proposals. Management's offer seeks to eliminate certain provisions of the present code and add others in a move aimed at reducing its costs, which have been a bone of contention among agencies and advertisers for three years.

Proposals ■ The counter-offer suggests at the outset that a study made by the joint committee of the Association of National Advertisers and the American Association of Advertising Agencies indicates that the current rates of payment are more than adequate. It adds that the current scale is fair compensation for performers of star status and is excessive for performers of lesser ability. It recommends that the 1960 code remain in effect except for certain changes that are tantamount to a reduction.

Several key changes in the "wild spot" TV commercial area have been proposed by industry. At present, performers are paid for 13 weeks use of a commercial in which they appear. Management suggested that scales be established for two, four, eight, or 13 weeks' use of a commercial, under which a performer would receive 15.5%, 31%, 62% and 100%, respectively, of the payment due him. This provision ostensibly gives management the prerogative of scheduling a shorter flight, rather than binding him to 13 weeks of payment.

Another vital change proposed by agencies and advertisers would eliminate such cities as Baltimore, Boston, Cleveland, Detroit, Philadelphia, Pittsburgh, St. Louis, San Francisco, and Washington from carrying more than a single weight unit. Under the 1960 code, all cities count as one unit except the nine and New York, Los Angeles and Chicago, which are covered under a separate formula.

Real Result ■ The practical effect of treating these nine cities as one unit

each, rather than two, three or four under the present code, gives a smaller cumulative weight unit when these cities are scheduled on a spot campaign. For example, under the present code (and disregarding the SAG-AFTRA proposals for raises), the use of payment for an on-camera performer whose commercials are used in the nine cities would have a cumulative unit of 24, entitling him to \$197. Under management's new proposal, the cumulative unit would be reduced to nine, entitling him to \$127.

Management's offer in "wild spot" undoubtedly will be treated as "a regression" by union officials. But the industry position is that talent costs have "gotten out of hand" and equitable adjustments must be made.

In the wild spot area, AFTRA and SAG are demanding increases that range from 20% to 30%, varying with performer functions and commercial use. For example, the unions suggested that the present session fee for on-camera performer be raised to \$120 and for off-camera work to \$90, representing a 26% and a 30% rise over present scales.

They also are seeking to raise the



Guy Farmer, consultant to ANA, AAAA joint committee, wasn't hired "for nothing" in the opinion of the negotiators for the unions.



Harold J. Saz, vice president for media relations of Ted Bates, is head of the management team arguing with AFTRA-SAG.

applicable rates for units under which, for example, an off-camera performer would receive \$120 instead of the present \$95 if the commercial is carried in cities with a cumulative weight of one to five units. Another example: An on-camera performer's fee would be raised from the present \$200 to \$260 if the commercial is carried in one of the three leading cities—New York, Chicago, or Los Angeles.

Local Program Area ■ The other crucial phase of negotiations is expected to be in the local program commercial area. In their counter-proposals, advertisers and agencies suggest that rates remain the same, but they are seeking concessions if they guarantee the commercial will attain a certain number of usages.

Under the present code, for example, an on-camera actor entitled to "class A" payment for a commercial telecast in more than 20 cities receives \$825 if the spot is used 15 times. The industry's proposal would entail a guarantee of 15 uses for 70% of the present fee, or \$577.50. This provision presumably is intended to obtain a reduction for management in return for a pledge of continuity of usage.

There is little doubt that the unions will attack management's proposals. An axiom of labor is that "you never go back," particularly in an industry considered to be growing. In background talks last week, several union officials noted that TV is a business that has grown "tremendously" over the past decade. They are ready for the meeting at AFTRA's headquarters in New York today with statistics to buttress their point.

"It's interesting to point out," one union official observed, "that the TV industry as a whole showed a profit of \$52 million in 1952 and by 1962 profits

had leaped to \$671 million. Of course talent costs have gone up. But proportionately time costs on stations have gone up even more and no one is suggesting that stations reduce their rates."

The unions will acknowledge privately that they are "in for a fight." One official commented: "they haven't hired Guy Farmer for nothing. They must be paying him a fantastic retainer, perhaps as high as \$100,000."

Mr. Farmer is a Washington attorney who has been retained as a consultant and advisor to the joint committee of the ANA and AAAA and is participating in the talks.

First For Agencies ■ These negotiations erect a milestone marking the first time that advertisers and agencies—through the negotiating committee appointed by the joint committee of ANA and the AAAA—will take an active role in the live and filmed commercial codes talks. This change resulted from dissatisfaction by the sponsors and agencies with the role played by the networks, which were the prime negotiators in 1960.

Agencies and advertisers are primarily concerned with holding down talent costs, which are estimated to have risen to approximately \$27.5 million annually for the past three years. Producers are concerned that a preoccupation with talent costs may induce advertiser-agency negotiators to "give something away" in the area of working conditions to gain a concession in costs.

Management Team ■ In the film and taped commercial area the management team is headed by Harold J. (Harry) Saz, vice president in charge of media relations for Ted Bates & Co., and includes Mr. Farmer and William Unger, partner of Elliot, Unger & Elliot. Harold Klein, executive director of the Film Producers Association of New York, is expected to attend most of the sessions in place of Mr. Unger. The networks will be represented by observers.

The chief negotiators for the unions are Donald Conaway, executive director of AFTRA, and John Dales, executive secretary of SAG. A minor contract that is being negotiated is with the Screen Extras Guild for extras appearing in commercials and programs. Its chief representative at the talks is O'Neil Shanks, SEG executive secretary.

Though the film and tape negotiations loom as the most contentious, a number of other codes are being negotiated. These include the transcribed spot announcements and radio-TV network program and owned local station contracts, in which the networks and transcription companies will negotiate with AFTRA. The joint committee will have an observer in these talks.

An interesting feature of the radio transcription code is that AFTRA for



John Dales, of the Screen Actors Guild, will represent his union in the negotiations which start today.

the first time is seeking to drop the present wild spot fees calling for flat payments and impose one based on the spot TV formula, tied to city population units. A union spokesman indicated that management has not rejected the concept of the new approach but sought in its counter-demands to expand the number of cities that would be entitled to carry the spot for a specific fee.

Cuts For Radio ■ In the radio network program commercial area, AFTRA proposed fee reductions. For example, four weeks' use of group singers would be cut from \$320 per person per spot announcement to \$240, and 13 weeks use from \$640 per person per spot to \$480.

Increases are being sought by AFTRA in TV network program fees. These appear to range from 10% to 20%. For announcers on camera five times per week in a 15-minute to 30-minute show, AFTRA asked for a fee of \$465 from the present \$397.

There was a general feeling last week among union and management officials that codes in the areas of transcribed commercials, network TV programs, network radio commercials and local station performers would pose no problem. These were reported to be "easily negotiable."

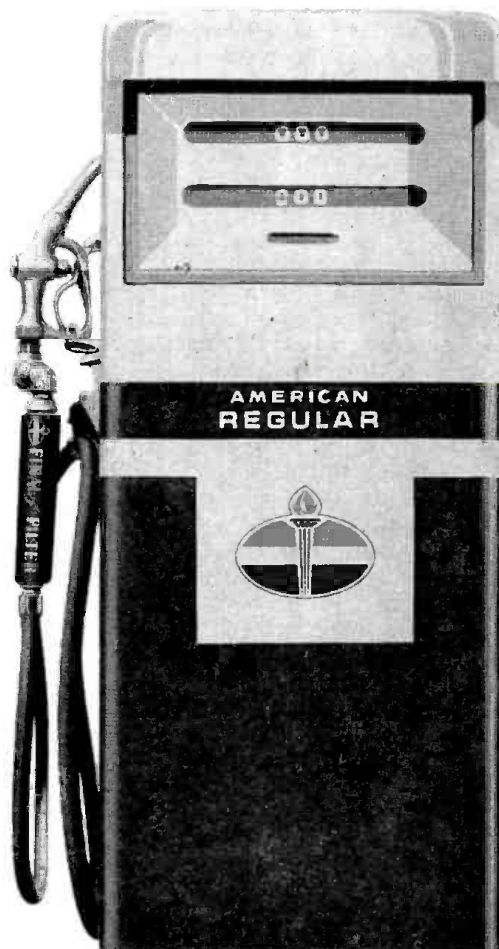
The codes in "wild spot" commercials and local TV program commercials, however, are spots of another color, so to speak. These are the areas in which management is determined to "hold the line" and labor is prepared to combat vigorously attempts to "push back" and intends to make progress.

The present contracts expire on Nov. 15. The union asked that new contracts be for another three-year period. Management is proposing that they run for five years, expiring in 1968.



Donald Conaway, American Federation of Radio and Television Artists, is experienced in arguments with management.

AMERICAN GETS MORE ON WSB



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

MORE: American Oil expects more mileage and gets it from WSB's domination (35.3% tune-in share*) of Metro Atlanta, where \$115,879,000** is spent at service stations.

MORE: And American Oil gets additional mileage in the 132 counties* WSB reaches, where motorists pump \$620,480,000** into service station tills.

Buy the one that gives you two . . .

WSB RADIO



Georgia's 50,000 watt clear channel station



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

Metro areas: major moves decreed

FOUR NEW ONES CREATED, 58 OTHERS SUBSTANTIALLY REVISED

Federal statisticians last week created four new metropolitan areas and revised their definitions of 58 others that were already in existence.

There are now 216 standard metropolitan statistical areas in the United States and three others in the territory of Puerto Rico.

These metropolitan areas are used by most radio and television audience measurement services as the base for surveying tune-in. Coverage surveys, however, often extend beyond the limits of the metropolitan areas.

Several significant changes in rank order among the major metropolitan areas resulted from last week's action.

- One of the new areas, Anaheim-Santa Ana-Garden Grove, Calif., became the 38th in order of total population.

- Los Angeles declined from second to third as the result of its loss of Orange county to the new Anaheim area.

- Cincinnati moved up from 21st to 16th position.

- Columbus, Ohio, which was 36th became 33d.

- Indianapolis, formerly 33d, advanced to 27th.

- Rochester, N. Y., formerly 43d, advanced to 34th.

- Sacramento, Calif., formerly 52d, advanced to 45th.

- Toledo, formerly 57th, advanced to 44th.

Among the 58 areas that were re-defined all but two, Los Angeles and San Francisco, were expanded by the addition of population units (counties or towns). Los Angeles's loss of Orange county to the Anaheim area cost it 703,925 people. San Francisco lost Solano county and its 134,597 population to another new metropolitan area, Vallejo-Napa, Calif., which became the nation's 126th area with a total population of 200,647. San Francisco's ranking of number six among the metropolitan areas was undisturbed.

More May Come ■ Last week's revision in the standard metropolitan statistical areas may be followed soon by additions to the list of standard consolidated areas. At present only two areas are accorded that distinction: New York-Northeastern New Jersey and Chicago-Northwestern Indiana.

Proposals for the creation of new consolidations are under study by the Federal Committee on Standard Metropolitan Statistical Areas which is composed of representatives of the major statistical agencies of the government. The Bureau of the Budget is the ultimate

authority in the definition of statistical areas.

Standard area definitions were first developed some 13 years ago for use by all federal agencies in compiling data on such subjects as population, housing, industry, trade and employment. They are widely followed by state and local governments and by private statisticians.

In defining the areas, the Budget Bureau takes into account such criteria as economic integration between the central county and outlying areas and the general metropolitan character of the communities.

The 58 Revisions ■ The capsules below show, in alphabetical order, the standard metropolitan statistical areas that were revised by last week's order of the Budget Bureau. For each are given the old and new rank order, the added (or deleted) counties and their population, and the new total population for the metro area. All the popula-

Added: Berkeley county, S. C. (38,196). New total: 254,578.

Charlotte, N. C., from 92d to 82d. Added: Union county, N. C. (44,670). New total: 316,781.

Cincinnati, from 21st to 16th. Added: Clermont county, Ohio (80,530), Warren county, Ohio (65,711), Boone county, Ky. (21,940), Dearborn county, Ind. (28,674). New total: 1,268,479.

Cleveland, 11th no change. Added: Geauga county, Ohio (47,573) and Medina county, Ohio (65,315). New total: 1,909,483.

Columbus, Ohio, from 36th to 33rd. Added: Delaware county, Ohio (36,107) and Pickaway county, Ohio (35,855). New total: 754,924.

Davenport-Rock Island-Moline, Iowa-Ill., from 93d to 82d. Added: Henry county, Ill. (49,317). New total: 319,375.

Four new standard metropolitan areas

Two of the four new standard metropolitan statistical areas were established by deleting counties from existing metros. These are Anaheim-Santa Ana-Garden Grove, Calif., using Orange county's 703,925 population previously credited to Los Angeles, and Vallejo-Napa, Calif., using Solano county's 134,757 previously credited to San Francisco plus Napa county's 65,890.

The other two new areas were never listed among the SMSAs; Boise, Idaho and Lafayette, La. Boise includes Ada county with its

94,360 people, and Lafayette, the parish of the same name with 84,656 population.

Thus, the new areas are:

■ Anaheim-Santa Ana-Garden Grove, Calif., comprising Orange county, Calif. (703,925), 38th.

■ Boise, Idaho, comprising Ada county, Idaho (94,360), 197th.

■ Lafayette, La., comprising Lafayette parish (84,656), 205th.

■ Vallejo-Napa, Calif., comprising Solano and Napa counties (134,757 and 65,890 respectively), totaling 200,647, 126th.

tion figures are based on the 1960 census.

(For information on the newly created areas see box on this page.)

Akron, Ohio, from 49th to 47th. Added: Portage county, Ohio (91,798). New total: 605,367.

Binghamton, N. Y.-Pa., from 118th to 89th. Added: Tioga county, N. Y. (37,802) and Susquehanna county, Pa. (33,137). New total: 283,600.

Boston, 7th no change. Added: Sherborn town, Middlesex county, Mass. (1,806), and Millis town, Norfolk county, Mass. (4,374). New total: 2,595,481.

Bridgeport, Conn., from 72d to 74th. Added: Easton town, Fairfield county, Conn. (3,407). New total: 337,983.

Charleston, S. C. from 117th to 105th.

Dayton, Ohio, from 34th to 35th. Added: Preble county, Ohio (32,498). New total: 727,121.

Evansville, Ind.-Ky., from 123d to 117th. Added: Warrick county, Ind. (23,577). New total: 222,890.

Fitchburg-Leominster, Mass. from 201st to 202d. Added: Townsend town, Middlesex county, Mass. (3,650) and Westminster town, Worcester county, Mass. (4,022). New total: 90,158.

Flint, Mich., from 63d to 65th. Added: Lapeer county, Mich. (41,926). New total: 416,239.

Fort Smith, Ark.-Okla., from 209th to 167th. Added: Crawford county, Ark. (21,318), LeFlore county, Okla. (29,106) and Sequoyah county, Okla. (18,001). New total: 135,110.

Grand Rapids, Mich., from 67th to 59th. Added: Ottawa county, Mich. (98,719). New total: 461,906.

Greenville, S. C., from 120th to 103d. Added: Pickens county, S. C. (46,030). New total: 255,805.

Harrisburg, Pa., from 69th to 68th. Added: Perry county (26,582). New total: 371,653.

Hartford, Conn., from 48th to 52d. Added: Granby town, Hartford county, Conn. (4,968), East Granby town, Hartford county, Conn. (2,434), Andover town, Tolland county, Conn. (1,771), Bolton town, Tolland county, Conn. (2,933), Ellington town, Tolland county, Conn. (5,580), Coventry town, Tolland county, Conn. (6,356). New total: 549,249.

Huntsville, Ala., from 177th to 150th. Added: Limestone county, Ala. (36,513). New total: 153,861.

Indianapolis, from 33d to 27th. Added: Hamilton county, Ind. (40,132), Hancock county, Ind. (26,665), Hendricks county, Ind. (40,896), Johnson county, Ind. (43,704), Morgan county, Ind. (33,875), Shelby county, Ind. (34,093). New total: 916,932.

Jackson, Miss., from 130th to 169th. Added: Rankin county, Miss. (34,322). New total: 221,367.

Kansas City, Mo.-Kan., from 22d to 21st. Added: Cass county, Mo. (29,702) and Platte county, Mo. (23,350). New total: 1,092,545.

Lawrence-Haverhill, Mass.-N. H., 129th no change. Added: George-town town, Essex county, Mass. (3,775), Merrimac town, Essex county, Mass. (3,261), West Newbury town, Essex county, Mass. (1,844) and Newton town, Rockingham county, N. H. (1,419). New total: 197,900.

Los Angeles, from 2d to 3d. Deleted: Orange county, Calif. (703,925). New total: 6,038,771.

Lowell, Mass., from 143d to 144th. Added: Westford town, Middlesex county, Mass. (6,261). New Total: 164,243.

Manchester, N. H., from 193d to 192d. Added: Bedford town, Hillsborough county, N.H. (3,636) and Hooksett town, Merrimack county, N.H. (3,713). New total: 102,861.

Memphis, from 41st to 39th. Added: Crittenden county, Ark. (47,564). New total: 674,583.

Milwaukee, from 17th to 18th. Added: Ozaukee county, Wis. (38,441). New total: 1,232,731.

Mobile, Ala., from 78th to 71st. Added: Baldwin county, Ala. (49,088). New total: 363,389.

Montgomery, Ala., from 136th to 127th. Added: Elmore county, Ala. (30,524). New total: 199,734.

Nasville, from 61st to 58th. Added:

No. one or two?

Metro Broadcast Sales is scheduled to take over the national sales representation of its second—or is it?—station, apart from those of its parent organization, Metromedia's Metropolitan Broadcasting. The station is WDRG Hartford, Conn., and although the signing has not been announced, the new representation is reportedly scheduled to become effective in November or December.

The question of whether WDRG will be the second or the only station represented by Metro Broadcast Sales outside of the Metropolitan Broadcasting family stems from the fact that the first "outside" station signed, WCBM Baltimore, has been acquired by Metromedia, subject to FCC approval. WDRG, a Buckley-Jaeger station, is on 1360 kc with 5 kw.

Sumner county, Tenn. (36,217) and Wilson county, Tenn. (27,668). New total: 463,628.

New Haven, Conn., 80th no change. Added: Bethany town, New Haven county, Conn. (2,384) and North Branford town, New Haven county, Conn. (6,771). New total: 320,836.

New London-Groton-Norwich, Conn., from 144th to 139th. Added: Griswold town, New London county, Conn. (6,472), Lisbon town, New London county, Conn. (2,019), Old Lyme town, New London county, Conn. (3,068), Sprague town, New London county, Conn. (2,509). New total: 170,981.

New Orleans, from 27th to 28th. Added: St. Tammany parish, La. (38,643). New total: 907,123.

Peoria, Ill., 84th no change. Added: Woodford county, Ill. (24,579). New total: 313,412.

Pittsfield, Mass., from 205th to 209th. Added: Lanesborough town, Berkshire county, Mass. (2,933). New total: 76,772.

Portland, Me., from 173d to 163d. Added: Cumberland town, Cumberland county, Me. (2,765), Gorham town, Cumberland county, Me. (5,767), Scarborough town, Cumberland county, Me. (6,418), Yarmouth town, Cumberland county, Me. (3,517). New total: 139,122.

Providence-Pawtucket, R. I.-Mass., from 29th to 30th. Added: Rehoboth town, Bristol county, Mass. (4,953). New total: 821,101.

Richmond, Va., from 60th to 63d. Added: Hanover county, Va. (27,550). New total: 436,044.

Rochester, N. Y., from 43d to 34th. Added: Livingston county, N. Y. (44,

053), Orleans county, N. Y. (34,159). Wayne county, N. Y. (67,989). New total: 732,588.

Rockford, Ill., from 121st to 113th. Added: Boone county, Ill. (20,326). New total: 230,091.

Sacramento, Calif., from 52d to 45th. Added: Placer county, Calif. (56,998) and Yolo county, Calif. (65,727). New total: 625,503.

St. Louis, 9th no change. Added: Franklin county, Mo. (44,566). New total: 2,104,669.

Salt Lake City, 62d no change. Added: Davis county, Utah (64,760). New total: 447,795.

San Antonio, Tex., from 35th to 37th. Added: Guadalupe county, Tex. (29,017). New total: 716,168.

San Francisco-Oakland, 6th no change. Deleted: Solano county, Calif. (134,597). New total: 2,648,762.

San Juan, P. R., to 46th. Added: Caguas municipio (32,015). New total: 621,178. (San Juan and the two other Puerto Rican metropolitan areas, Mayaguez and Ponce, are not included in this ranking of U. S. metro areas. If they were, San Juan's acquisition of last week would put it in 46th place.)

Sioux City, Iowa-Neb., from 184th to 180th. Added: Dakota county, Neb. (12,168). New total: 120,017.

South Bend, Ind., from 105th to 97th. Added: Marshall county, Ind. (32,443). New total: 271,057.

Springfield-Chicopee-Holyoke, Mass.-Conn., from 55th to 56th. Added: Hampden town, Hampden county, Mass. (2,345), Granby town, Hampshire county, Mass. (4,221), Southwick town, Hampden county, Mass., (5,139) and Somers town, Tolland county, Conn. (3,702). New total: 493,999.

Terre Haute, Ind., from 183d to 138th. Added: Clay county, Ind. (24,207), Sullivan county, Ind. (21,721), Vermillion county, Ind. (17,683). New total: 172,069.

Toledo, Ohio-Mich., from 57th to 43d. Added: Wood county, Ohio (72,596) and Monroe county, Mich. (101,120). New total: 630,647.

Waterbury, Conn., from 131st to 134th. Added: Woodbury town, Litchfield county, Conn. (3,910). New total: 185,548.

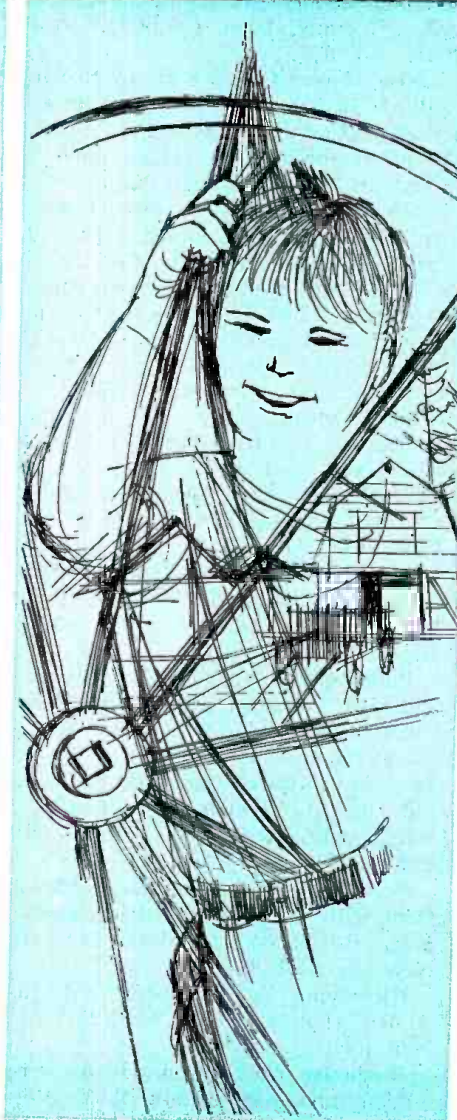
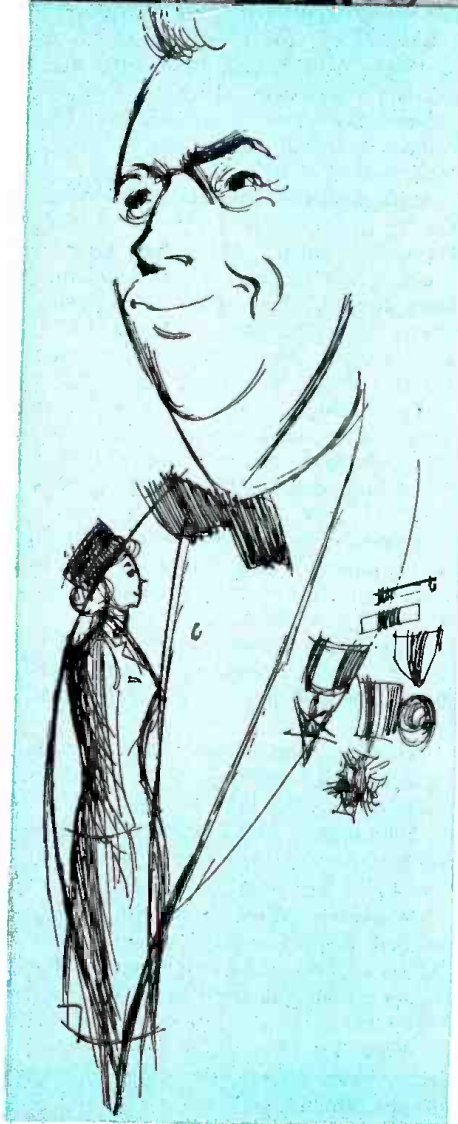
Wichita, Kan., from 70th to 67th. Added: Butler county, Kan. (38,395). New total: 381,626.

Wilmington, Del. - N. J. - Md., from 65th to 66th. Added: Cecil county, Md. (48,408). New total: 414,565.

Worcester, Mass., from 75th to 77th. Added: Paxton town, Worcester county, Mass. (2,399) and Sterling town, Worcester county, Mass. (3,193). New total: 328,898.

York, Pa. from 106th to 88th. Added: Adams county, Pa. (51,906). New total: 290,242.

NOW FOR TV-VOLUME 8-

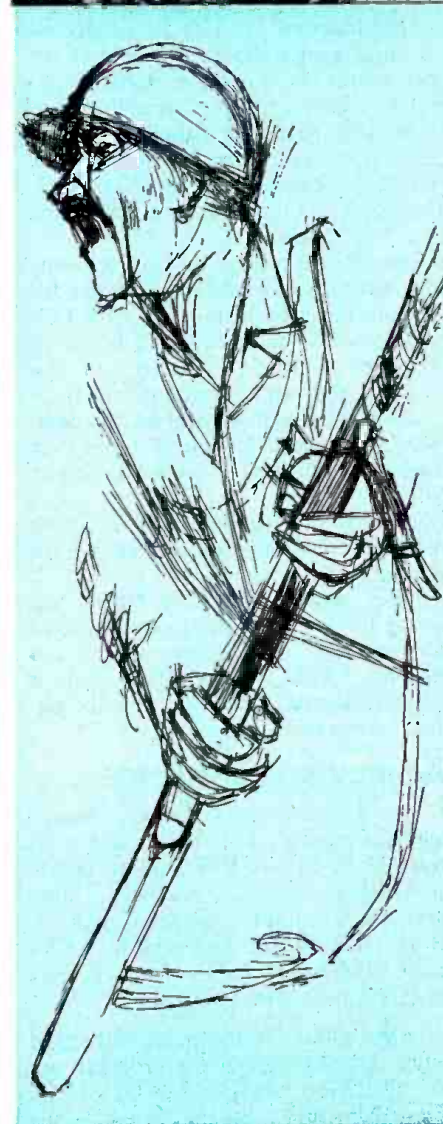




**SEVEN ARTS
ASSOCIATED
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 200 Park Avenue YUkon 6-1717
CHICAGO: 4630 Estes, Lincolnwood, Ill. ORchard 4-5105
DALLAS: 5641 Charleston Drive ADams 9-2855
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. State 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193
LONDON W1 ENGLAND: 24 Berkeley Sq. Hyde Park 0671
Distributed outside of the United States and Canada
Cable: SEVENLON London

"FILMS OF THE 50'S" FROM seven arts



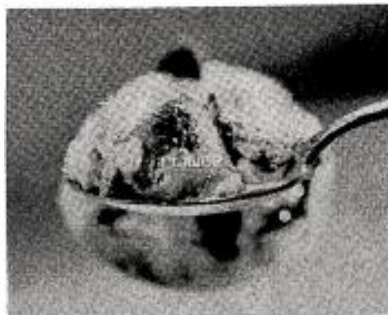
COMMERCIAL PREVIEW: 20's for Red Raspberry Swirl

Fairmont Foods Co., Omaha, is using prime time 20-second TV spots exclusively for the third consecutive year and will introduce a new ice milk flavor in a fall flight.



A man-sized helping.

Red Raspberry Swirl, new to the Fairmont line, will be seen in more than a dozen Midwest markets. Five series for fall and winter were produced for Fairmont by Fred A. Niles



The flavor sparkles.

Communications Centers Inc., Chicago.

Agency for Fairmont is Allen & Reynolds, Omaha. Thomas J. Mack is agency producer.



This is delicious.

CBS sells quarter of election coverage

The Institute of Life Insurance is investing approximately \$2 million for one-quarter sponsorship of CBS's radio and TV coverage of the Republican and Democratic party conventions and presidential elections, starting next July and ending on election day in November. The agency is the J. Walter Thompson Co., New York.

The announcement of the sponsorship was made by Blake T. Newton Jr., institute president, who said CBS-TV's package will total about 62 hours of broadcast time. Depending on the length of the two conventions, the institute will be able to present its TV commercials between 75 and 90 times over the five-month period, according to Mr. Newton.

CBS-TV still has three-quarters of its coverage on TV and radio available for sponsorship.

NBC signed Gulf Oil Corp. last spring for full sponsorship of its radio-TV coverage of the conventions and election. ABC reported last week it has not signed advertisers for its political coverage.

Agency appointments...

- The Borg-Warner Corp. of Chicago has appointed C. J. LaRoche & Co. of New York for its \$750,000 corporate advertising account. LaRoche takes over the corporate campaign Feb. 1, 1964, from Clinton E. Frank Inc., Chicago, which will continue to handle Borg-Warner's Norge division.

- LaMaur Inc., Minneapolis, will spend more than \$1 million for products under its House of Style label in 1964. The advertising program, largest in the

firm's history will include radio, spot TV and print. Style hair spray will get the bulk of the allocation. Agency: Bozell & Jacobs, Minneapolis.

- Pennzoil Co., Oil City, Pa., has appointed Eisaman, Johns & Laws, Los Angeles, as national agency for Pennzoil motor oil and lubricants, effective Jan. 1, 1964. EJ&L has been agency for Pennzoil Co. of California for six years and gets the account in line with the oil firm's plan to shift ad and sales promotion responsibilities to Los Angeles. National advertising for the two companies has been handled by Fuller & Smith & Ross, Cleveland for the past 28 years.

Radio's big asset: 'constant repetition'

Radio has one great advantage over other advertising media, the ability to develop new customers at low cost. Milton Beckman, Beckman-Koblitz Advertising, Los Angeles, told a luncheon meeting of the Southern California Broadcasters Association that the secret is repetition—the kind of constant repetition that is virtually impossible with TV or newspapers.

"People watch a TV program," Mr. Beckman stated. "They listen to a radio station. That's how radio develops new customers at low cost and that's why I recommend radio to our clients."

He berated the radio station executives for their failure to develop specific presentations showing how radio in general and their stations in particular can be used to produce results for particular advertisers. "We get lots of figures, ratings, cumes, and the like, but almost never do we get the kind of sales success stories from radio that we are constantly getting from newspapers and

television." The Television Bureau of Advertising calls him frequently to ask if he has any TV success stories "that will help them sell other agencies, other advertisers, on using television." But there are never any such calls from radio stations, reps or promotion organizations, he said.

GE to again sponsor stereo dramas on QXR

The *General Electric Stereo Drama* series will be carried again this season by QXR Network affiliates it was announced last week. First in the series will be "The Pleasure of His Company," (Oct. 31, 9-10 p.m.) to be aired by 44 FM stations, all stereocasting the play.

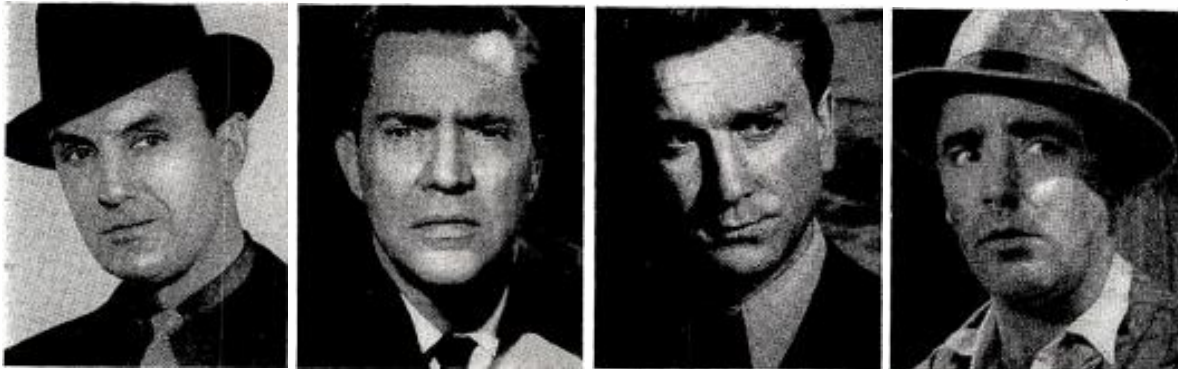
For the purposes of stereo drama series, and possibly other stereo presentations, QXR has developed an all-stereo lineup of 44 stations, some of them in markets where their regular affiliates are not stereo-equipped.

Last season GE's radio and television division sponsored four stereo dramas over QXR. The number to be carried this year is undetermined.

Estimated cost to GE for the hour-length presentation on the 44 station lineup is \$6,500, about \$3,000 of this amount in time costs.

Hearing for FTC nominees

A Senate Commerce Committee hearing on two men nominated by President Kennedy to be members of the Federal Trade Commission will be held Nov. 5, Senator Warren G. Magnuson (D-Wash.), chairman, announced last week. The nominees are Commissioner Philip Elman, for reappointment, and John R. Reilly, head of the Executive Office for U. S. Attorneys in the Department of Justice.



Washington knows about these men

They're stars of television programs watched by most of Washington. Want your commercials scheduled in these shows and others like them? All you have to do is use our major coverage plan—and over a four week period your spots will be seen in 8 out of 10 TV homes in the Washington area.*

WTTG 5

Metropolitan Broadcasting Television
A division of Metromedia, Inc.
Represented Nationally by Metro TV Sales

*NSI, JANUARY 1963 (SPECIAL ANALYSIS)

ROBERT STACK, THE UNTOUCHABLES; EDMOND O'BRIEN, SAM BENEDICT; LESLIE NIELSEN, THE NEW BREED; PETER LAWFORD, THE THIN MAN.

BROADCASTING, October 21, 1963

Three steps to improve advertising

TATHAM OUTLINES 4A PLANS TO INCREASE PUBLIC'S UNDERSTANDING

Three new significant efforts looking toward improvements in advertising practice and public understanding of advertising were highlighted in Chicago Thursday before the 26th annual meeting of the Central Region of the American Association of Advertising Agencies by the 4A board chairman, Arthur E. Tatham, who also is chairman of the board of Tatham-Laird Inc.

Mr. Tatham reported that:

- The 4A committee on improving advertising has recommended and the 4A board has approved elaboration and extension of a pilot study to a national sample to probe more deeply into public awareness and attitudes about advertising. The pilot study report was given last spring during the 4A's Greenbrier meeting.

"Arrangements have been made to have the study supervised by an ad hoc committee mostly from Harvard University," Mr. Tatham said. "It is our hope that at the Greenbrier next April much new and valuable fundamental information related to the improvement of advertising will be available."

- The 4A officials "have become convinced that a sound descriptive study of the many economic and social effects of advertising is essential to a clear understanding on the part both of the advocates and the critics." Hence they now are "exploring various authorities to produce a sound economic study of the subject."

- A proposal is under consideration among members of the 4As as well as the Advertising Federation of America and the Association of National Advertisers "for a joint organization sponsored by our three associations, plus the Better Business Bureau, to establish a mechanism for ferreting out and acting upon bad advertising which would reach all the way from the broadest extensions of national advertising down to purely local advertising."

Mr. Tatham said it appears that two keys may unlock most of the doors to advertising's side of its public relations problem. The first key is that "we need to know what elements in advertising itself and what advertising practices are at the root of the critical attitudes," he said.

"We must define these in the public's terms," Mr. Tatham explained, "and it is necessary to approach this subject objectively, enabling and encouraging people to tell us what advertising elements and advertising practice they consider bad taste, annoying, etc." This would be accomplished in the expansion of the

pilot study by the Harvard ad hoc group, he indicated.

With this information in hand, Mr. Tatham continued, advertisers, agencies, broadcasters and publishers would have the knowledge with which to correct or avoid troublesome practices. He doubted that they would "deliberately continue offensive practices once they have been defined in the terms of the audience we are all trying to reach."

Mr. Tatham recalled that the pilot study last spring found that the views about advertising of the intellectuals or thought leaders differed very little from the views of the general public. It also found there was relatively little advertising which aroused any definite criticism.

Critics And Attacks ■ The second key, Mr. Tatham said, "relates to the prob-



Agencyman Tatham
Announces 4A's plans

lems of the criticisms and attacks upon advertising made by some people in government, some intellectuals outside of government and to the doubtful attitude toward advertising which is expressed by some business leaders."

He said a government official recently wrote him on this subject, suspecting that "much of the criticism of advertising from a social and economic point of view arises from a lack of understanding of the role that advertising plays in our society and our economy."

The federal official added, Mr. Tatham continued, that "the advertising industry has not done very much to clarify this subject, which leads us to won-

der if you understand it very well yourselves."

Mr. Tatham admitted some merit to the charge, noting most advertising people can easily explain the part advertising plays in creating sales, but simple definition of the broad economic and social role comes harder. Hence the economic study project, he said.

Concerning the third proposal, that looking toward the three advertising association-sponsored organizations which would ferret out bad advertising, Mr. Tatham offered little additional information. He said that the 4A committee on improving advertising, however, "is giving sympathetic study to the subject and is prepared to make a recommendation" as to 4A participation "when the specifics of the proposal are completed."

Mr. Tatham said that according to all of the available information, "the number of dishonest or offensive advertisements is a minute portion of the total. Our desire to attack this problem is based not on its prevalence but on the simple principle that any bad advertising is too much."

Define The Problem ■ The real problem in matters of bad taste is that of definition, Mr. Tatham said. He felt there is a tendency toward confusion, an assumption "that bad taste is the opposite of good taste as defined in the aesthetic sense, whereas actually the problem with which we are here concerned is bad taste in the sense of offensive behavior."

It is for this reason, he explained, that the primary effort should be to "identify and define bad taste in the public's terms."

Mr. Tatham said it is similarly important "to separate annoyance and irritation which is caused by advertising, as such, from the annoyance and irritation which is caused by advertising practices."

His illustration: it is necessary to distinguish between the irritation which may be caused by a particular commercial and the irritation which is caused by the frequent interruption of a TV show for commercials.

"Painful corns, skin blemished with acne, and hemorrhoid treatments do not make pleasant reading or viewing for people who are not the victims of such problems," Mr. Tatham pointed out.

Advertising is the "great communicator of product information in our country," Mr. Tatham asserted, "and it must be recognized that the unfortunate minority has as much right to be informed

Ahmed, star of پاکستان TV, the best station in town.

The town was Karachi, Pakistan. The station, built by Time-Life Broadcast and Philips of Eindhoven, was the only one in the country. And the star was Ahmed the *mullah*—teacher, poet, Pakistani. He used to talk to crowds in the marketplace. Then we put پاکستان TV on the Karachi air (in just 46 days) for the Pakistan International Trade Fair, and Ahmed's listeners

jumped to thousands. The station broadcast for months after the Fair closed, proving that commercial television can inform, instruct and entertain a new-to-TV country. ■ Our International Division also has substantial interests in Latin America, travels 500,000 miles a year servicing them and finding new opportunities in the wave of the future: world television broadcasting.



We believe that the experience of operating television stations in the United States can be translated beneficially overseas. As a division of Time Incorporated, Time-Life Broadcast is committed to the policy of bringing news and information to our audiences, wherever they may be.

as the more fortunate majority."

Mr. Tatham offered this fundamental view concerning whatever public relations problems advertising might have: "We must first conduct our affairs in a fashion that deserves public approval, then we must make sure the public understands what we are doing."

Fees Vs. Commissions ■ An alleged deterioration in the relationship between agency and media people was underscored at the Chicago meeting by William A. Marsteller, chairman of the Marsteller Agency, New York, and of the AAAA board's Committee on Media Policy.

It is in the media-agency relationship that "the answer to the question of whether fees can replace agency commissions is to be found," Mr. Marsteller said.

Mr. Marsteller laid blame for the apparent lack of agency-media understanding principally on agency men who, he said, do not recognize that "while we [agencies] are indeed the agency of the client, we are performing specific services for media for which we are compensated by them."

A number of studies, he said, have pointed up media complaints about inability to reach decision-making agency people, inadequately trained buyers and "most of all, about simple rudeness and bad manners among agency people."

"There must be an element of truth in the complaints," he said, "because they are alarmingly universal."

In defense of the commission system of agency compensation, he said that a fee-only policy could result in a loss of "one of the strongest ingredients in the building of successful advertising and that is the deep involvement of the media in which it will ultimately ap-



William A. Marsteller
Fees vs. commissions

pear." Both systems, he said, have their place in agency compensation.

Mr. Marsteller asserted that "there is no such thing as standardized agency compensation," and added: "For instance, just about 50% of our gross income comes from fees, while for some agencies it will be perhaps 80 or 85% commissions and 10 to 15% fees. This is because, first of all, agencies differ in the kind of business they attract and the kind of services they provide. For instance, we are deeply involved in public relations and direct mail and collateral and similar non-commissionable activities; other agencies may choose to specialize in media advertising. Then, too, there is a difference in kind of accounts."

Substitute ■ He pointed out that although there has been talk about fee

compensation for years, the 4A's figures show no appreciable gain in the use of fees as a substitute for commissions as a basic foundation of agency compensation.

Mr. Marsteller stressed that agencies do perform a service for the media. He noted that the fee a client pays an agency does not alter the fact that media pays a commission for "doing something for them they would otherwise have to do themselves and pay for in other ways." Without the agencies, Mr. Marsteller indicated, the media would otherwise have to do it themselves and "pay for in other ways." Without the agencies, Mr. Marsteller indicated, the media would have to add a creative service department and increase their production, traffic and billing staffs.

"In fact, we say to our young people, if media commissions were eliminated entirely, it is highly unlikely that media costs would be reduced at all," Mr. Marsteller observed.

He called on advertising agencies to "reassess" their attitude toward media and urged them to impress upon their staffers to learn "how we get paid and why," and to be sure "their acts are not weakening the very relationship on which at least a part of our compensation is based."

NBC Radio has big 3d quarter sales

NBC Radio last week reported a third quarter sales volume of \$5,787,000, highest for the period since 1960.

Of 27 business orders received in the three-months stretch, the network said 23 represented new business and the remaining four were renewals.

Commenting on the future business outlook, William K. McDaniel, executive vice president in charge of NBC Radio, noted that the network has already signed 24% more first quarter business for 1964 than had been contracted for that quarter at this point last year.

Bon Ami switches agencies

The Bon Ami Co., New York, a subsidiary of Lestoil Products Inc., last week named Fuller & Smith & Ross to handle advertising for its Bon Ami cleanser, Dust 'n Wax furniture polish, Jet Spray window cleaner and its line of dust cloths and mop covers effective Jan. 1, 1964. The account is now handled by Dunnan & Jeffrey, New York, and Werman & Schorr, Philadelphia.

A company spokesman said the account is expected to bill more than \$1 million. Media plans are in the process of being formulated and both spot radio and television are being considered. Lestoil acquired control of Bon Ami last August.

Radio marathon boosts auto sales

To sell cars "you have to have something new all the time."

That's the opinion of Hudy Green, owner of Green Lincoln-Mercury, Mobile, Ala., who is highly pleased with the results of a 51-day marathon sale run from July 22-Sept. 10.

Mr. Green used WABB Mobile on a 24-hour basis during the marathon and used spot schedules on WALA, WKRK, WTUF Mobile in "the finest promotion we've ever had."

The car marathon originally was scheduled for 14 days, but "outstanding" response was responsible for the 37-day extension. During the first two weeks WABB disc jockeys vied for prizes in a contest to see who could stay awake longest in a one-room abode which stood on a

tower in the middle of the car lot.

Following the announcers' airborne tour of duty, six salesmen from Mr. Green's force went for prizes of their own in the tower house. All the salesmen topped the disc jockey record of 86 hours, 38 minutes and 57 seconds, set by Jack Mack. The winning salesman stayed awake and aloft 110 hours, 42 minutes and 11 seconds.

For Mr. Green, who said the marathon had produced "profit and volume," this was the forerunner of more promotions. "Another marathon with a new angle" is planned for the near future.

Mr. Green said "I used to advertise a lot and then cut back, but after this I won't cut back again."



Us Hayseeds Get Around!

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

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

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

BROADCASTING, October 21, 1963

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



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

There is nothing simple about radio

MANUEL SAYS MEDIUM'S COMPLEXITIES ARE JUST AGENCY HEADACHES

"Radio gives us more trouble than any other medium," Kenneth G. Manuel, president of D. P. Brother & Co., Detroit, told the Radio Advertising Bureau meeting there Tuesday (Oct. 15).

Mr. Manuel praised radio too, but he frankly pointed out to the RAB members some of the medium's growing problems for his agency. Brother's use of radio has increased steadily over the past decade and now accounts for more than 10% of its total billing.

"Radio is a highly prized communication medium but at the same time it is the most difficult and complex of all media buys," Mr. Manuel said, "and, from the agency standpoint, one of the most expensive. Our experience has been that the particular problems radio has posed for our clients and us have become steadily worse."

Overlap Galore • Taking the initial problem of station selection today, Mr. Manuel noted that there has been "a

great proliferation of stations since radio hit its low point in 1955—an increase of 1,500 in the last eight years." Today's total station population of nearly 5,000 also is compounded by duplication, "stations serving identical or almost identical markets with identical or overlapping audiences," he said.

"By comparison, the selection of newspapers is child's play," the agency president said. Los Angeles has two newspapers but 30 AM and FM stations, he explained, while Atlanta has one paper and 15 stations and Detroit has two papers and eight AM and 13 FM stations.

D. P. Brother's media department gets a "torrent" of data from some 3,800 AM stations throughout the country, Mr. Manuel said, "purporting to present these stations to our buyers in their true and honest dimensions. I must say we've found a large share of this information undependable."

Everyone's Right • He explained that in many cases "even a casual study of the data on stations serving the same markets reveals that they are claiming in all seriousness the very same listening audience at the same time."

In spite of the torrent, Mr. Manuel continued, the agency finds that the usable information supplied "is pretty sparse." He said the bulk of it, "data on markets, on income levels and special characteristics," comes from the top 40 or 50 markets and "we are hard pressed to get adequate information on the rest of the great radio audience."

D. P. Brother also is "too often" disappointed after listening to station representatives by the scores, Mr. Manuel said, "hoping for the information, the documentation that'll enable us to make the best selections and the best buys." Too often the representative stops by only "for a bit of small talk."

The representative too often "has

Fondren: the vise on advertising gets tighter

If not halted, the trend toward governmental restrictions on advertising could lead toward federal control of all communications media, Lee Fondren, manager of KLZ Denver and vice president of the Advertising Federation of America, warned last week.

Speaking at the fall conference of the National Association of Broadcasters in Hartford, Conn., Mr. Fondren told what it would be like to live in an economy which banned advertising. In Mr. Fondren's look at "Advertising: 1980," all broadcasting stations had been taken over by the government—"in the public interest, naturally."

He told his audience not to bet that this couldn't happen in America. "In fact, I maintain that not only can it happen but that it is happening and right now," he said. "Today the field of advertising and marketing is the whipping boy in both state and national legislatures, even in city councils. Hardly a day passes when we don't hear or read of a new proposal to 'put us in our place' and protect the public from advertising."

Mr. Fondren cited restrictive advertising measures against billboards, broadcasting and certain businesses and professions. "I see a threat to all of us as citizens of a democracy where we have the right to expect freedom of speech whether it's on

the platform or through an ad to sell a product or an idea," he said.

Restrictive measures usually are



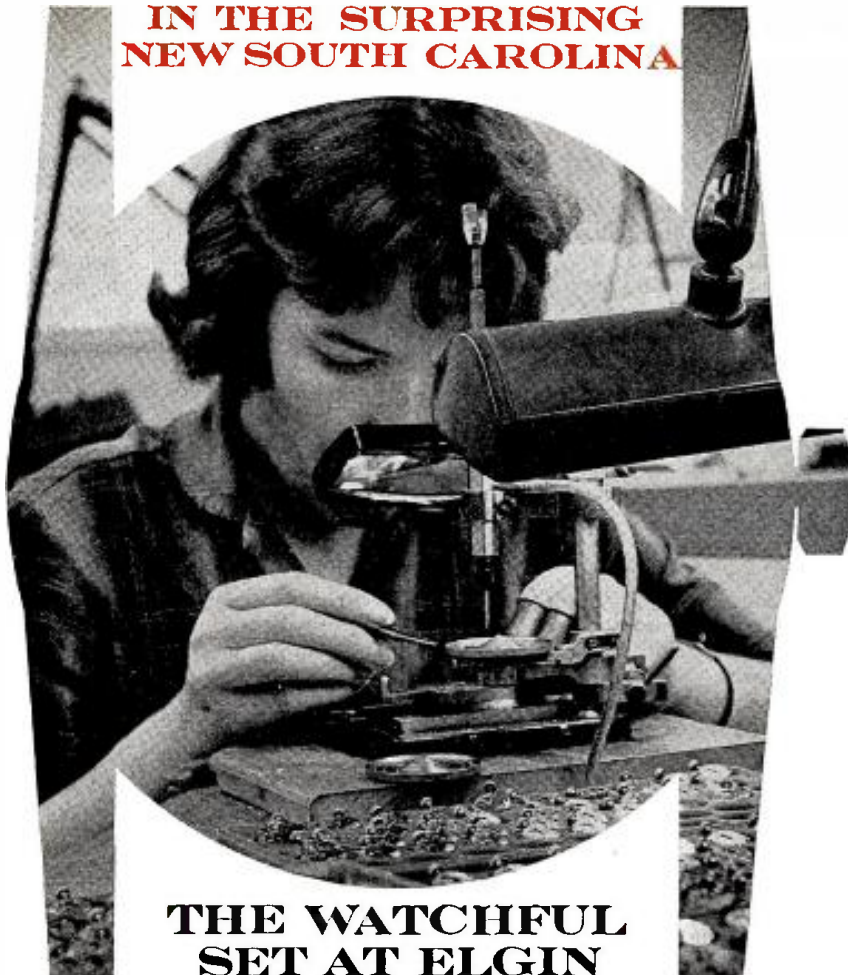
AFA's Fondren
The takeover is already happening

started by a legislator who concentrates his fire on a single part of an overall business, the AFA vice president said. "That way, he seems to be trying to correct a particular wrong against the public [and] only those in that one phase of advertising pay any serious attention to what's happening. It doesn't excite the rest of us because it isn't directed at our paycheck."

All communications media must realize that what hampers one part of the industry will eventually hurt all segments of merchandising and selling and, in the long run, the economy of the country, he said. "We should never tolerate unwarranted attacks on any part of this vital industry," he said. "Keeping quiet and failing to defend our fellow businessman's case is just about as bad as openly agreeing with the criticism."

Communicators must stop taking delight in and publicizing out of proportion the problems of their competitors," Mr. Fondren said. Also, he said, elected representatives in government at all levels must be made to know and understand the importance of keeping broadcasting free of absolute regulation. "If we give them the facts about our business, we can depend upon them to cast knowledgeable votes when legislation affecting us comes up."

**IN THE SURPRISING
NEW SOUTH CAROLINA**



THE WATCHFUL SET AT ELGIN

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

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

WIS
TELEVISION

Charles A. Batson, Managing Director

a station of The Broadcasting Company of the South



G. Richard Shafto, Executive Vice President

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

All represented by Peters, Griffin, Woodward, Inc.

Reaction to cigarette plea depresses senator

Senator Maurine B. Neuberger (D-Ore.), Congress's leading advocate of federal controls as a remedy for the burning smoking-health controversy, has few words for broadcasting in her new book, *Smoke Screen, Tobacco and the Public Welfare*.

But her remarks are pointed and reflect her disappointment that broadcasters generally have failed to follow the lead of Governor LeRoy Collins, president of the National Association of Broadcasters, who has urged modifications of the NAB's voluntary commercial code to eliminate glamorization of smoking for young people (BROADCASTING, Nov. 26, 1962, et seq.).



Sen. Neuberger

"The reaction from the industry was immediate, anguished and depressing," Senator Neuberger said.

Senator Neuberger's book gives the smoking and health problem a 133-page treatment and concludes with a set of remedial proposals: education, labeling, research and control of advertising. Ad control would be pretty much up to the Federal Trade Commission, the senator noted, but she has found a role for the FCC as well:

Public Interest ■ "Should the FTC fail to act or should FTC action be nullified by the courts, I think it would then be worthwhile to pursue the argument that a radio or television station which continues to carry today's cigarette advertising in the face of a clearly expressed governmental position that cigarette smoking is hazardous thereby fails to live up to the Federal Communications Act requirement that a sta-

tion serve the 'public interest.' The FCC may then be able to step in where the FTC had unsuccessfully trod."

The senator does not say what controls might be exerted over print advertising if the FTC "trods unsuccessfully."

The author recalls some of her disappointment with her urgings of the FTC last year. "Despite the FTC's devotion to squeezing health claims, both overt and implied out of cigarette ads . . . the commission's reluctance to utilize its full authority to police cigarette advertising has been less than exemplary." Senator Neuberger glumly noted that the FTC insisted that the "last doubt" had not yet been removed from evidence that health effects are related to smoking. To avoid protracted court action, the FTC told her, it preferred to wait "until there is available the required evidence."

Report 'Evidence' ■ That "evidence" would be the long-awaited report of the surgeon general, who has had a task force at work on the problem since October 1962. Senator Neuberger had first planned to time her book for the release of the report, but delays have prompted her to get it into publication now (officially, Nov. 8).

Senator Neuberger recalls that when NBC was moved to remark that it "does not share Governor Collins's views" [on cigarette commercials], she wrote Robert Kintner, NBC president, and informed him that "few industries have had the good fortune to attract a leader with the foresight and courage of LeRoy Collins. But surely no industry has responded so lamely to such leadership as the broadcasting industry."

Mr. Kintner's reply to a question about "child-directed" commercials on NBC was "unsatisfactory," the

senator wrote. Cigarette commercials "neither appear in programs designed specifically for children, nor in our judgment do they make special appeals to children;" if they did, Mr. Kintner said, NBC would reject them.

Perceptive Review ■ In a discussion of "significant contributions to the public dialogue about smoking," Senator Neuberger noted that a *CBS Reports* program, "A Study of Teen-Age Smoking," in September 1962, was "a remarkably perceptive and objective review of the smoking controversy . . . to the accompaniment of anguished howls from the Tobacco Institute (understandably outraged at this blow from television, its erstwhile constant ally)."

Senator Neuberger also came to the defense of Governor Collins. She said, "The Tobacco Institute went into an indignant funk at the effrontery of a *layman* [italics hers] daring to express a view on a scientific matter. Such pious condemnation of Governor Collins contrasts rather dramatically with the inevitable quick-triggered press releases from Tobacco Institute *laymen* contesting the validity of each new scientific paper implicating cigarette smoke in disease."

A broadcasting executive told a Youth Conference on Cigarette Smoking and Lung Cancer in Washington last week that radio and TV must curtail cigarette advertising for the benefit of teen-agers. Arthur W. Arundel, president of WAVA-AM-FM Arlington, Va., said that he does not accept cigarette advertising for one reason—to protect teen-agers who are not capable of realizing the risks involved in smoking.

"We are not pious or self-righteous," he said. Broadcasters are not worthy of the power they possess if they cannot put "a principle before a buck," he concluded.

nothing better to offer than his rating book and a questionable interpretation of the data," Mr. Manuel charged. "Too often he makes claims that are an affront to any self-respecting buyer."

Mr. Manuel recalled one occasion when the representative claimed his station attracted most of the professional people in the community by virtue of high level programming. "It so happened that we had made an air check," he said, and the station in question "specialized in a rapid cycle of rock 'n' roll and bizarre sound effects."

Dirty Pool ■ Mr. Manuel also dis-

liked the tendency of some representatives to "knock" the competition. He said in some cases this sniping has been done "with astonishing vigor" and "we've even had them come in with air checks calculated to damn their rivals."

The agency's media staff frequently must spend extensive time and effort doing its own research on radio, Mr. Manuel said, feeling that such a "considerable expense" on the part of an agency "is an unwarranted and misplaced burden." He congratulated RAB's decision to invest in "the devel-

opment of realistic and trustworthy audience research techniques."

Even after the agency has made station selections for a campaign and wants to place the orders, Mr. Manuel continued, "we sink deep into what is possibly the worst morass in all media—radio paperwork." He felt it is well established "that spot radio is the most expensive of all media for an agency to handle because of the enormous volume of paper that must be processed."

Mr. Manuel said that for a while "it looked like Broadcast Clearing House, with its standardized order-billing sys-

If you lived in San Francisco...



...you'd be sold on KRON-TV

tem, would provide the breakthrough, but the necessary support has not materialized." United action, he suggested, could possibly increase national advertising budgets for radio.

Mumbo Jumbo ■ Aware that national radio dollars have shrunk while station income from local advertisers has grown, Mr. Manuel felt that this growth in local business may be partially responsible for other problems relating to rates, character of programing and schedule certification. Station rate cards cry out for simplification, he said, and "there are rate cards which even our sharpest-witted timebuyers have been unable to decipher."

Complexity isn't the only fault, he noted, citing other factors such as great disparity between national and local rates. "There are often inequities and discrepancies with rubber rate cards, ad-libbed prices and the practice of 'get what you can when you can,'" he said.

Mr. Manuel noted that the ideal environment for a commercial is one of "isolation, in which it is insulated from the distraction and dilution of other commercials by music or talk or news or whatever." But such a day is long gone, he said, with double and even triple spotting "on the raise."

Lack Of Taste ■ To add insult to injury, he continued, there have been

cases in which all good taste has gone out the window even in multiple spotting, "where our commercial dealing with a \$5,000 product has run cheek to jowl with another touting a proprietary medicine for sluggish bile or 49 cent-a-pound turkey at the local supermarket."

"The number and frequency of radio commercials is not the only cause of negative audio reaction" on listeners today, Mr. Manuel said, pointing out that quality is just as important a factor as quantity.

"It must be admitted," he concluded, that much of the advertising on radio today is ineffective in its concept and structure." To be effective today, he said, the radio sales message must be able to cut through "a commercial noise barrier." Here is where the agency's creative skills must come into play, he said.

FCC Commissioner Robert E. Lee also addressed the assemblage of radio station owners and managers, revealing that the overwhelming majority of letters that the commission gets complaining about commercials concern TV, not radio.

He said that he had recently studied 500 protesting letters and had found that radio was the object of only a few of the attacks. And most of the complaints about TV commercials were di-

rected at the frequency of interruption of the ads, not their taste.

Mr. Lee, who originally proposed the adoption by the FCC of the commercial time standards of the National Association of Broadcasters, said his vote on the measure is still not committed. He added that the issue will not be decided for some time.

"Maybe," Mr. Lee said, noting that only 30% of radio stations subscribe to the NAB limitations, "there shouldn't be a code at all. If they can't live with the code, perhaps it's no good and the matter of commercial limits is best left to each individual station manager."

ROGERS HEARING SET

Both sides to speak on bill intended to block FCC's plan

Broadcaster and congressional efforts to prevent the FCC from regulating commercial time will focus in Washington early next month (Nov. 6-8) when the House Communications Subcommittee opens a hearing on legislation to block the FCC proposal.

Representative Walter Rogers (D-Tex.), chairman and author of HR 8316, which would limit the agency's power, said in an interview Thursday

THE HANGING TREE

GARY COOPER

MARIA SCHELL

KARL MALDEN

BEN PIAZZA

One of the big ones from
WARNER BROS



the latest and greatest selection of feature motion pictures for first-run television



(Oct. 17) that it would be up to the FCC to "make a case before the Congress that the [commercial] situation is so bad" that regulatory remedies are needed. "They've got a pretty big job cut out for them," Representative Rogers said.

The National Association of Broadcasters, which with Representatives Rogers and Oren Harris (D-Ark.) has been leading the attack on the FCC proposal, is expected to follow the agency to the subcommittee witness chair after the hearing opens Nov. 6. Network spokesmen and other broadcasters, many of whom have filed comments in opposition to the FCC, also would be given an opportunity to testify.

In a speech he is scheduled to deliver before the Texas Association of Broadcasters convention in Dallas today (Monday), Representative Rogers is expected to discuss the commercial time proposal, broadcast editorializing and proposed license application fees. He has been conducting a hearing on editorializing in a search for guidelines for broadcasters, and also is the author of legislation that would prevent the FCC from putting its license fee schedule into effect Jan. 1, 1964.

Regain Powers ■ Last week the congressman said the major issue Congress faces with the FCC is a matter of "get-



Representative Rogers
Outline hearing plans

ting the legislative powers back to the Congress. . . . Are there three branches of government, or a fourth not answerable to the people that has rulemaking power to write substantive law?" he asked.

On editorializing, Representative Rogers said that he wants to "close up" the

hearing with another day session to hear "whatever the commission has to offer and whoever else may want to testify." He especially wants to get to another problem raised recently by the FCC, he said. It appeared the commission held that stations would be required to provide free time for the airing of views opposing those espoused on broadcasts which may or may not have been commercial, he said.

"That's another situation that is not justified," Representative Rogers continued. "I don't believe radio and television stations were intended to be eleemosynary institutions."

The congressman also criticized the FCC for its plan to charge stations fees for license applications. "This is a matter on which there has been no public hearings before the Congress. . . . This is a matter of substantive law, not procedure."

Business briefly . . .

The Remington Rand Division of Sperry Rand Corporation in New York has purchased additional sponsorship of the *Jerry Lewis Show*, which is seen Saturday nights on ABC-TV. The new sponsorship will be devoted to the firm's portable typewriter division. Other Remington Rand advertising on the



Warner Bros. Television Division • 666 Fifth Avenue, New York 19, N.Y. • Circle 6-1000



Jerry Lewis Show is aimed at electric shavers. Remington agency: Sullivan, Stauffer, Colwell & Bayles, New York.

Lipton Tea through Sullivan, Stauffer, Colwell and Bayles will sponsor half-hour of CBS-TV *Ed Sullivan Show* on alternate weeks through 1964-65 season. Lipton will also sponsor three Carol Burnett specials to be carried on CBS-TV next season.

The National Federation of Coffee Growers of Colombia, through Doyle Dane Bernbach, New York, has purchased multiple participations in two Monday-through-Friday NBC-TV programs, *Today* and the *Johnny Carson Show*. The participations, which will span a one-year period starting January, represent the first network TV advertising placed by the Coffee Federation.

The Christian Reformed Church, through the Griswold-Eshleman Co. of Chicago, is sponsoring the Sunday religious program, *Back to God*, which has been renewed for the 17th consecutive year on MBS. Renewal of the program is effective Nov. 17. *Back to God* is produced in Grand Rapids, Mich. and Chicago.

Eastman Chemical Products Inc., Kingsport, Tenn., last week started a six-week TV campaign featuring one-

\$6 million buy on CBS-TV

Westinghouse Electric Corp. has made purchases for 1964 on CBS-TV which represent some \$6 million in estimated billing. Included are a 52-week sponsorship of *CBS Evening News* with *Walter Cronkite*, *CBS Midday News* with *Robert Trout* and *CBS Saturday News* with *Robert Trout*; minute participations in *Chronicle*, in CBS's "morning minute plan" and several in nighttime dramatic shows on the network. McCann-Erickson, New York, is Westinghouse's agency.

minute and 20-second spots in 35 major markets. Eastman, a subsidiary of Eastman Kodak Co., said the saturation campaign is expected to reach more than 90% of all TV homes in each of the markets involved. The drive is aimed at extending public identity for Eastman's Kodel polyester fiber. Eastman agency: Dougherty, Clifford, Steers and Shenfield, New York.

The Bristol-Myers Co. has purchased full sponsorship of a one-hour NBC-TV special broadcast Oct. 27 of the 12th

annual "April in Paris Ball," which marks the opening of New York society's 1963-64 season. The event will be held Oct. 25 and taped for network broadcast two nights later. The "April in Paris Ball" special, produced by Honor Productions, will pre-empt the *Du Pont Show of the Week*. The ball itself will be sponsored by the American-French Foundation Charities. Bristol-Myers agency: Foote, Cone & Belding Inc., New York.

Next for researchers: personality traits

Media planners of the future will be looking for ways to segment audiences by personality traits, not just by the socio-economic demographic breakdowns which they are demanding today.

This view was presented by Radio Advertising Bureau's director of advanced projects Dr. Alfred Watson speaking at a closed meeting of the second advanced management advertising course of the Association of National Advertisers in Highland Park, Ill., last week.

Also addressing a closed ANA session was Dr. Thomas E. Coffin, director of research for NBC, who spoke on computerization of media selection.

Dr. Watson said that students of

TALL STORY

ANTHONY PERKINS

JANE FONDA

RAY WALSTON



One of the big ones from
WARNER BROS.

The latest and greatest selection of feature motion pictures for first-run television

MARC CONNELLY



market segmentation are "turning to classes of people called the innovators, the highly mobiles, the venturesome types and other typological classifications based on personality traits . . ."

He added that future media research would have to be aimed at discovering ways of reaching these segments selectively.

Dr. Watson is director of the RAB methodology study which is currently examining techniques for measuring "the total radio audience."

In another talk last week before the Eastern Regional Industrial Marketing Conference of the American Marketing Association, Dr. Watson told market research people to focus their attention on the ultimate business aim of the corporations for which they work—maximizing profits.

He explained that every sale of a particular corporation's product is not yielding the same profit, "since some consumers are more expensive to sell than others." He advised market research people to think, not "in terms of the average cost of acquiring a customer, but rather in terms of incremental costs. . . ."

The researcher, he suggested, should be determining that point where the revenue of a sale is equal to "the additional cost of 'manufacturing' that sale."

Two false ad cases resolved

One charge of false advertising was dismissed by the Federal Trade Commission last week and a second was closed with the signing of a consent order.

The FTC dismissed a complaint against Drug Research Corp. and its advertising agency, Kastor, Farrell, Chesley & Clifford Inc., both New York, charging that false claims had been made for Regimen Tablets, a weight reducing preparation. The complaint had been pending since 1958 and the FTC said the "longevity of the case" was one of the factors in its dismissal. In closing the book with Drug Research, the FTC said its action was not intended to affect the jurisdiction of any other body over Regimen Tablets.

National Home Food Service Co., Wilkes-Barre, Pa., has consented to an FTC order prohibiting it from using false claims, "bait advertising and other misrepresentations to sell freezers, food and freezer food plans," the commission said. The FTC complaint alleges that, contrary to advertising in TV, radio and other media, purchasers of National's freezer food plan do not receive the same amount of food and a freezer for

the same amount of money they have been paying for food alone.

National also has outlets in Binghamton and Elmira, both New York, and Scranton, Williamsport, Pottsville, Harrisburg, Hazleton and York, all Pennsylvania. The agreement is for settlement purposes only and does not constitute an admission by National that it is guilty of the charges.

Esso 'World Theater' to be spotted in TV

The Standard Oil Co. (New Jersey) last week announced plans to present the *Esso World Theater*, a series of TV programs from and about eight different countries. Each of the eight full-hour programs, to be produced in the country concerned by Newmark International Inc., will feature stars and directors native to that country. Production has already been scheduled in Greece, England, Nigeria and Japan.

The *Esso World Theater* will have its premiere early next year, and it will be telecast on a spot basis in New York and six other cities in the East. The show will be presented monthly during prime time from January through May and from September through November. Esso's agency for the series is Needham, Louis & Brorby, Chicago.



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Tailored spots satisfy FM audience

Advertising revenues sometimes play the apple to programing's Eve, and a "good music" FM station can be confronted with the thorny choice of turning down money or offending the taste of listeners with certain commercials. Faced with these mutually exclusive alternatives, WRFY-FM Reading, Pa., evolved a synthesis that allows the station both its cake and the pleasure of eating it.

Earlier this year, WRFY-FM accepted Pepsi Cola's Debbie Drake jingle for Patio Diet Cola and ran the spot 15 times a day for three weeks. The station, unhappy with the commercial, surveyed its listeners and found a similar disaffection. When the same jingle was offered for a second promotional push, the station asked to produce its own version, tailored for the tastes of its

audience.

The local distributor agreed, and WRFY-FM produced two tapes, incorporating the music of the original commercial, but with spoken copy. One of the tapes used a female voice, the other a male. The sponsor approved both, and they were alternated three times a day for 13 weeks. Advertiser, station and—most important—listeners were all pleased.

WRFY-FM took the same pains with a public service announcement, although no money was involved. The spot was by Ethel Merman promoting the Post Office Department's new ZIP Code system, and the station again produced its own version. The Post Office liked the spot so well that it may offer WRFY-FM's version to other FM stations in the East.

Pulse has high hope for radio diary

A one-day diary of potentially "great promise" for in-depth research on radio audiences is being tested by The Pulse Inc., Dr. Sydney Roslow, director of the research organization, announced last week.

He said the diary, to show audience characteristics as well as estimates of audience size, is similar to one developed by the Pulse for TV, which was personally placed and personally collected. The radio diary, he reported, is personally placed but returned by mail.

Dr. Roslow said the rate of return on the TV diary was 75%, "even accounting for refusals." If that rate can be maintained on the radio diary, as Pulse hopes, then "we have a method of great promise for radio audience research in depth," Dr. Roslow said.

He announced the experiment at his firm's 22d anniversary luncheon, which honored John W. Kluge of Metromedia Inc. as Pulse's 1963 "Man of the Year" (see page 65).

Dr. Roslow, recalling Washington investigations of the ratings services, characterized 1963 as "a year in which the most desperate and urgent efforts have been made to prove that ratings are the *only* basis for the purchase of time—that nothing else counts."

He called it "a discredit to the men and women who buy radio and television, who sell radio and television, to accuse them of exclusive and idolatrous devotion to ratings only, to the exclusion of . . . creativity, programing, image, costs, flexibility, availability, etc."

He suggested that buyers and sellers

may be "shortchanging" themselves, however, "by not taking advantage of the fuller, deeper meaning and potential of audience research." He said that "a lot of good research capability, not just in our shop but throughout the research business, is going begging because lip service to 'people research' has still not given way to commitment."

Although he had "reservations about what has been accomplished by the past year's preoccupation [with] quantitative standards," he thought there had been "a contribution of value in regard to the overall picture."

He reviewed steps taken by Pulse to tighten its performance standards, including additional validation processes and a 10% increase in the size of its sample clusters.

Broadcasters may speak at next co-op session

The Senate Select Committee on Small Business will continue its examination of cooperative advertising practices. It plans to conduct further public hearings later this fall or early next year.

The committee, which held a hearing session last month (BROADCASTING, Sept. 16), may include broadcasters among witnesses at the next hearing.

The committee has been told so far that Congress should clarify the anti-trust laws to allow retailers to engage in joint advertising without running the risk of prosecution. The committee planned to call on the Department of Justice and the Small Business Administration earlier this month, and probably will hear those government witnesses when the hearing resumes.

Radio gets biggest audience since TV

Radio's average daily audience in August was the biggest since the advent of television, Sindlinger & Co. reported last week. The report showed 98,204,000 persons aged 12 or over, or 71.4% of the total continental U. S. population in this age group, tuned in during the average day.

August has been one of the traditionally high months for radio listening in the six-and-a-half years covered by the report. In terms of average daily listeners, each August since 1957 has exceeded the August that preceded it, and in population percentages the same has been true of each August but one—August 1962, when the average listener total was 71.1% as against 71.3% in August 1961.

The 98,204,000 or 71.4% who tuned in during the average day in August 1963 may be compared with 71,572,000 or 58.1% in August 1957, first year of the report. The July 1963 average was 97,071,000 or 70.5%, as against 71,170,000 or 57.9% in July 1957 and 93,998,000 or 69.6% in July a year ago.

Each month this year has exceeded the corresponding month of last year in both numbers and percentages.

"The August figure," according to A. E. Sindlinger, president of the market analysis firm, "represents peak listening to radio since the advent of television and it has been occasioned by the growth of out-of-home listening, particularly noticeable during the summer months."

Rep appointments . . .

- WALA-TV Mobile, Ala.: The Katz Agency, New York, as national sales representative.
- WALA Mobile, Ala.: Stone Representatives, New York, appointed national representative.
- KDOV Medford, Ore., and KCNO Alturas, Calif.: J. A. Lucas Co., San Francisco, named West Coast representative.
- WIVY Jacksonville, Fla. and WNOH Raleigh, N. C.: The Robert L. Williams Co. division of McGavren-Guild Co., New York, as national representative.

Coleman opens 5 new offices

Roger Coleman Inc., FM consultant and national representative firm, has opened new offices in five major cities: 21 West 58th Street, New York; 188 West Randolph Tower, Chicago; 2201 Woodward Heights Boulevard, Detroit; 4500 Excelsior Boulevard, Minneapolis; and 681 Market Street, San Francisco. The firm now represents more than 20 stations in major FM markets.



Now we can
put the
third jewel
in place.

Effective October 1, KREM Radio and KREM-TV, Spokane, Washington, the third of the Crown stations, have appointed Blair Radio and Blair Television, BTA Division as their exclusive national representatives. Now we can add the selling power of these stations — and the effective buying income of the Spokane area (which is plenty!) — to the power of Blair Radio Group Plan and Blair Television. That's a jewel in any advertiser's crown.

 **THE BLAIR GROUP PLAN** **BLAIR TELEVISION**
BTA DIVISION



HOW TO FIGHT THE BATTLE?

Hartford conference becomes pro and con session on whys and wherefores of NAB's role in federal encroachment plans

The problem of coping with toughening government controls dominated the opening round of the annual fall conferences of the National Association of Broadcasters last week.

In candid give-and-take discussions during the first conference at Hartford, Conn., last Monday and Tuesday (Oct. 14-15) there were disparate views on the NAB's program of countering encroachments by the government. The central figure in all the discussions and a participant in some was LeRoy Collins, NAB president.

Governor Collins both attacked and defended the FCC and its regulatory activities. At his news conference on the opening day and again during the closing session, he took the position that the intensification of FCC surveillance over television programming is a response by the agency to the "will and desire of the public." The commission is not trying to put an end to free enterprise in broadcasting, he said.

Governor Collins said that he knew of no instance where the FCC has taken any punitive action against a licensee because of programming and that the broadcaster must take into account that he has an obligation to present local live programs in prime time. This does not mean, he said, that a rule should be adopted to require broadcasters to devote specified numbers of hours to this category, as the FCC is advocating.

The FCC has prodded broadcasters and has proposed restrictive rules because the agency believes it is replying to demands from the public, the governor noted. "Much that the FCC does should be taken as suggestions and prodding but not as law," he said.

After the Hartford sessions, the NAB convened in Minneapolis Thursday and Friday (Oct. 17-18) for the second conference on the current tour. This week conferences will be held in Pittsburgh (Oct. 21-22) and Miami Beach (Oct. 24-25).

TV Commercials ■ Governor Collins defended his advocacy of reform in television commercial practices as a necessary step to keep the government from moving into the area. "I get a lot of criticism about advocating reform in public," he said. "The public is broadcasting's greatest ally, and I want the people to understand that they do not have to look to government to regulate and manipulate the industry. The pub-

lic must look to the industry as the leader."

He denied that his request for improvement in commercial quality and fewer interruptions of programming for advertising will "open a Pandora's box of government and public criticism."

Any guides that would be developed through a study of TV advertising would be voluntary, Governor Collins said, in pointing out that advertisers and

lins supporter and an anti-Collins broadcaster. The first broadcaster said that he was happy the FCC is proposing so many restrictive measures because it just points up the importance and vitality of radio-TV. "As long as we have leaders like Collins and [Douglas] Anello [NAB general counsel] we don't have to worry," he said.

To which the anti-NABer countered: the same thing was being said about railroads before the government moved in.

Governor Collins followed with the observation that it was healthy to have such an open exchange of opinions. "In sum, we are happy about this meeting and the broad support of the NAB which it has reflected," he said. "I am sure that all of us of the NAB staff will benefit from the free expression and broad exchange of viewpoints which developed."

An informal sampling of opinion of the 224 registrants at Hartford indicated general satisfaction with the conference.

The NAB president told newsmen in Hartford that the association's relationship with the government is good. He said federal officials respect the industry, and congressional and FCC doors always are open to the NAB.

Cigarette Ads ■ "I have not changed whatever my own feelings. . ." on cigarette advertising directed toward minors, Governor Collins said in answer to a question. He said the NAB board still is awaiting the surgeon general's report on cigarette smoking and health before taking action on his recommendation that tobacco commercials with special appeal for teen-agers be curtailed. Governor Collins said he checked with the surgeon general on the report's progress and was told it has been delayed because of the "strong position of objectivity" of the individual committee members compiling the report and the vast amount of research necessary.

He said the mounting evidence linking smoking and lung cancer is so great that "we should take steps to eliminate from any source appeals to children."

Governor Collins tied in his plea for TV commercial improvements to the industry's opposition to pay TV. It must be considered, he said, that excessive interruptions and poor quality in



NAB President LeRoy Collins ponders a question during a news conference last week in Hartford as the NAB began its annual fall meetings.

agencies are constantly telling television of the need for improvement. "The industry should try to fulfill this need and not wait for the government," he said. "It isn't really a matter of reform of anything."

Two Sides ■ At the very close of the Hartford conference Tuesday there was a brief floor exchange between a Col-

advertising on the commercial system may encourage the public to support pay TV. If pay TV were successful, he predicted, its promoters would realize "lush profits" at the expense of the public and commercial broadcasting, which would lose the World Series and other great sporting events now offered free.

Broadcasters must do such a good job that the American people will insist on keeping the present advertiser-supported system, the NAB president said in Hartford, which is the location of channel 18 WHCT(TV), only operating pay TV station in the country.

Self-Improvement ■ In opening the conference, Governor Collins exhorted broadcasters to renew their efforts toward self-improvement as the best deterrent against government intervention.

"I want to see broadcasters proud of being broadcasters," he said in stressing the need for improved support and strengthening of the television and radio codes. He said he was "tremendously heartened" by the response of newspapers in the radio-TV fight against government imposed time standards (BROADCASTING, Oct. 14).

During the opening panel on government and community relations, the NAB was criticized for (1) not fighting all FCC encroachments in programming but choosing a "weak point"—overcommercialization and (2) for always being on the defensive in government relations. Governor Collins countered that in many instances the NAB takes "great steps of a positive and constructive nature."

Governor Collins, the executive vice president, Vincent Wasilewski, and the vice president for government relations, Paul Comstock, all maintained that the NAB can deal better with the FCC at this stage in the time standards controversy than by turning to Congress. "The FCC must be made to realize that no compelling reason exists for adopting commercial time standards," Mr. Wasilewski said.

A constant theme throughout the sessions was that broadcasters must do a better job in telling their stories to the public and to elected officials from the court house to Congress.

Ratings Cleanup ■ There are three reasons why the NAB must succeed in its efforts to restore order to the chaos in ratings, Donald H. McGannon, chairman of the NAB's Research Committee, told the delegates in a comprehensive report on rating activities since the congressional hearings. Mr. McGannon, president of Westinghouse Broadcasting Co., said that only success by the industry will keep the government from moving into this area of free enterprise. Also, the industry has an obligation to put its own house in order and an obligation to the public to find better audience measurements, he said. This will

enable radio and TV to get more business and will remove any possibility of "hanky-panky," the NAB research chairman said.

He told the NAB delegates that he had met three times with Representative Oren Harris (D-Ark.) since the latter presided over congressional hearings on ratings. In addition, Mr. McGannon said there has been much correspondence between the NAB research committee and the congressional subcommittee.

Active participation by advertisers and agencies still is being sought by the NAB for its planned policing of the ratings firms. To date, they have been identified only as observers but this is a "distinction without a difference," Mr. McGannon said, because the advertiser representatives have participated freely.

However, Mr. McGannon said, the

said there has been a "major breakthrough" in the NAB's discussions with the Radio Advertising Bureau on a jointly sponsored methodology study. He said RAB has invited NAB to participate in studies to be conducted by steps or stages and that it now will not be necessary for NAB to pledge \$75,000 all at once for the study. He predicted the NAB, whose research committee meets in New York today (Monday) on the matter, will contribute to the first phase of the RAB research and delay until later decisions on further participation.

RAB estimates the project will cost \$200,000 and has asked NAB to supply \$75,000—which RAB would match. NAB has been asked for an immediate contribution of \$25,000.

[In New York, Thursday, RAB President Edmund C. Bunker said that "we



Carleton Brown (l), WTVL Waterville, Me., and Jack Lee (c), WPRO Providence, R. I., host directors for the NAB conference in Hartford last Mon-

day and Tuesday, check the program with John Meagher, NAB vice president for radio. Messrs. Brown and Lee are on the NAB radio board.

advertising fraternity is being sought as official members of the NAB Rating Council because the government will ask the industry if advertising supports its efforts. He planned to meet last Friday (Oct. 18) with the Association of National Advertisers to renew his appeal to that organization to join.

RAB-NAB Talks ■ Mr. McGannon

still expect a \$75,000 commitment from NAB with RAB raising the rest of the money. There definitely has been no change recently in RAB's position. . . . The study plan calls for a series of careful pretests so that, in a sense, both organizations will be paying for the work on an 'installment plan' basis."

Industry-devised criteria and stand-

ards for ratings services will be ready at an early date, Mr. McGannon said, and audits of the services will begin early next year. Several companies already have submitted bids to the NAB seeking contracts to perform the actual auditing, he said. All major ratings services have indicated a desire to participate in the NAB program, he said.

Other Research ■ The NAB research committee is active in several areas other than ratings, the chairman said. He pointed out that these additional projects are underway:

1. A preliminary study on entertainment and its function by Denver University.

2. A study of "children and television" by the U. S. Department of Health, Education and Welfare with the NAB and networks participating.

3. A study by Columbia University of the public's attitude toward TV commercials in a continuation of the findings of Dr. Gary Steiner's book, *The People Look at Television*.

Wide Range ■ Few subjects of interest to broadcasters were left untouched by panelists and NAB staff executives during formal sessions of the Hartford conference. Drawing a lion's share of attention were government matters such as commercial time standards, editorializing, controversial issues, fairness, political broadcasting and a request for a congressional investigation of the FCC.



Donald McGannon, chairman of the NAB Research Committee, reports to delegates at the Hartford conference on chaos in audience measurements and efforts to restore order.

Highlighting the report on government were film clips of members of the House and Senate Commerce Committees on industry matters. The films were prepared especially for the NAB fall conferences.

"I have been quite preoccupied recently with some of the actions of the FCC," Representative Harris said in the film. "The industry has been somewhat concerned and I think appropriately."

Representative James T. Broyhill (R-N.C.) said the increasing trend toward

government control is "undeniable." He said it is time "we began to ask if the phrase 'public interest' is beginning to be a watchword to justify actions and theories by those who wish to decide the public tastes."

It is essential to retain Section 315, the equal-time law for political broadcasting, because of the great power broadcasting holds in the political arena, Representative J. Arthur Younger (R-Calif.) said. "I am one of those individuals who believes sincerely that there is a vast difference between the freedom to editorialize or endorse candidates by a broadcaster as opposed to the freedom enjoyed by an editor of a newspaper or magazine," he said.

Senator John Pastore (D-R.I.) took the position that the whole question of editorials "boils down to competence on the part of the broadcasting industry. Now I think it [editorializing] should be watched very closely."

If guidelines for editorializing are necessary, then Congress should fix them and not the FCC, Representative Walter Rogers (D-Tex.), said. "Now, let me make it perfectly clear in the first instance that I do not think anyone should have the right to set guidelines as to the content of an editorial," he said.

A Broadcaster Speaks ■ Sydney E. Byrnes, president of Wsor Windsor, Conn., called for a congressional investigation of the FCC and its interpretations of the Communications Act. "I'm afraid," he said. "All of a sudden I find myself wondering whether I am violating some commissioner's interpretation of the law." He disputed the position of Governor Collins and the NAB that the fairness doctrine dispute should be negotiated with the FCC rather than with Congress.

"I don't want to make myself sick worrying whether my healthy controversial programs are going to sit right with this year's commission," he said.

Mr. Byrnes and the NAB general counsel, Mr. Anello, did most of the talking during a spirited panel discussion on controversial issues. Mr. Anello said the FCC's July 26 statement on controversial issues and the fairness doctrine has drawn "top priority" at the FCC. He has been engaged in correspondence with FCC Chairman E. William Henry in an attempt to get the commission to withdraw the statement. A meeting on the subject between NAB and FCC is planned later this month, Mr. Anello said.

He advised broadcasters to continue to editorialize and program on controversial subjects and to follow their own conscience as to fairness. The NAB asked stations to submit case histories of difficulties they have had in compliance with the fairness doctrine.

"You must show up the stupidity of

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BOTH REPRESENTED BY THE KATZ AGENCY

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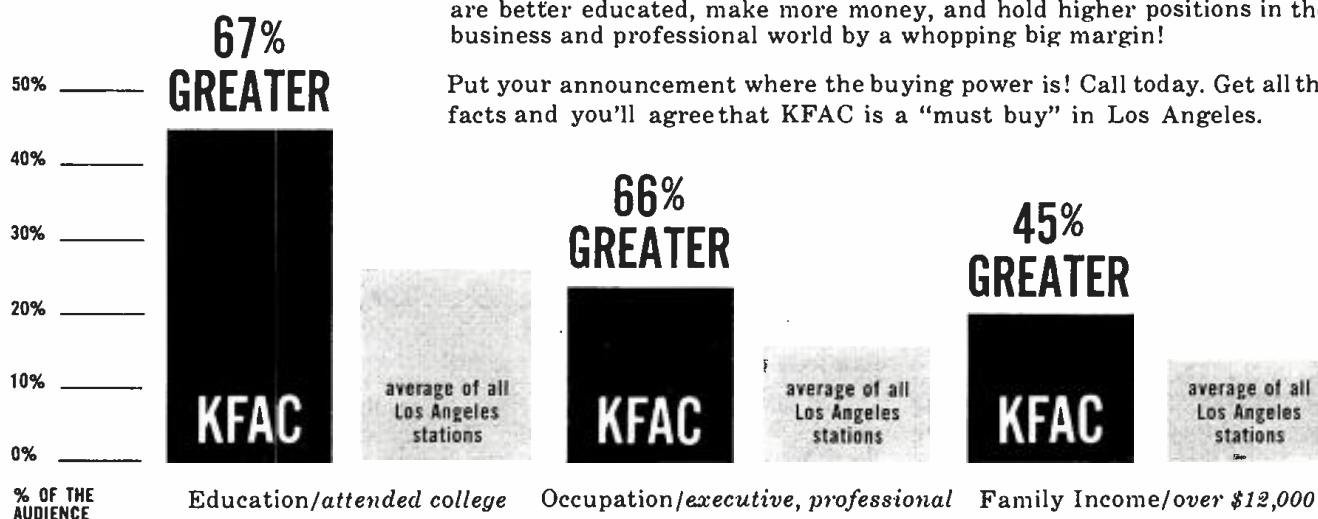
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KFAC's "consumer audience profile" shows that KFAC's listeners, as compared to the average of *all* listeners to *all* Los Angeles radio stations, are better educated, make more money, and hold higher positions in the business and professional world by a whopping big margin!

Put your announcement where the buying power is! Call today. Get all the facts and you'll agree that KFAC is a "must buy" in Los Angeles.



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those people who wrote this document [FCC statement]," Leonard Patricelli, general manager of WTIC-TV Hartford, told Mr. Anello. "They are not broadcasters."

Unwanted ■ In an earlier panel on TV public service programming, Mr. Patricelli urged television to remove the phrase "prime time" from its vocabulary. "We knife ourselves everytime we use it," he said in maintaining that all time is prime time. He urged that the words be deleted from the NAB code.

Roy Danish, director of the Television Information Office, said that public service shows are doing much better in attracting sponsors. The panel agreed that local stations do not have to try to compete with networks in producing good public service programs.

John Couric, NAB public relations director, and Carleton Brown, WTVL Waterville, Me., and NAB radio board member, reported on the association's public relations activities. Three new NAB booklets are being distributed to members at the conferences. They include (1) a pamphlet telling broadcasters how to arrange and conduct special promotions, (2) a study guide on broadcasting prepared in conjunction with the nationwide awards program sponsored by the General Federation of Women's Clubs, and (3) a special report to mem-

'Highest integrity'

"Frank Beatty was a man of the highest integrity and competency," President LeRoy Collins of the National Association of Broadcasters told the 224 delegates to the NAB fall conference in Hartford, Conn.

Governor Collins received word shortly before the conference closed last Tuesday morning of the death of Mr. Beatty, veteran senior editor of BROADCASTING Magazine and immediately made the announcement. Mr. Beatty had covered the NAB for many years and had attended hundreds of broadcaster meetings in all parts of the country.

The NAB president said he considered it an honor and a privilege to have been able to know and work with Mr. Beatty for the nearly three years he has been at the head of the association. "I feel his death very deeply," Governor Collins said.

bers on major 1963 issues and projects of the NAB.

John Blair of the representative firm bearing his name told a radio selling panel that computers will not have as big an effect on the buying of radio schedules as they will on TV. "The human element will always prevail in effective buying," he said.

Robert Palmer of Cunningham & Walsh, New York, said that radio is too much on the defensive in its efforts to attract clients. He said that most advertisers placing national schedules seek print and TV first.

Y'all come to Georgia and talk hours away

This could come from only one source—the Georgia Association of Broadcasters.

Last week, the GAB invited all seven members of the FCC to come to Georgia early next year for a one-day debate with broadcasters. The Georgia association, whose past meetings and seminars have caused the National Association of Broadcasters to take affront because of an alleged challenge to its leadership (BROADCASTING, Sept. 2, Aug. 26), proposed the debate in connection with the 19th annual Georgia Radio-TV Institute.

GAB said there would be no agenda for the debate, just "hours of rewarding conversation." Such a session would "be valuable to the FCC and to the industry," the association said in "challenging" the commissioners. "It is our belief that the FCC can make a far-reaching

and positive contribution to broadcasting by coming into the field to debate with small broadcasters who have the real problems in the industry today."

The institute is co-sponsored annually by the GAB and the Henry Grady School of Journalism at the University of Georgia. It will be held on the university campus in Athens, with delegates from several states attending. GAB has proposed that the debate be held Jan. 22, 1964.

More time for comments on AM allocations

The deadline for reply comments on the FCC's rulemaking to redefine the agency's AM allocations policy and provide a future integrated AM-FM service has been extended from Oct. 16 to Nov. 6.

The extension was requested by the Association on Broadcasting Standards, which is joined by the three networks and the National Association of FM Broadcasters in desiring more time to study comments filed last month (BROADCASTING, Sept. 23).

There was only one filing last week. This was from A. Earl Cullum Jr. and Associates, a consulting engineer firm, which again suggested that the commission drop FM problems from the rule-making and abandon the proposed inflexible "go-no-go" system of making AM allocations. The firm also suggested that particular emphasis be given to defining maximum power for the various broadcast service classes.

Oral argument set on WGMA

An oral argument has been scheduled Dec. 16 in the renewal case of WGMA Hollywood, Fla., jointly owned by former quiz show producers Jack Barry and Daniel Enright.

The argument was requested by the FCC's Broadcast Bureau, which has steadily attacked renewal of the WGMA license on grounds that Messrs. Barry and Enright lack the character qualifications to be licensees (BROADCASTING, June 10). Hearing Examiner Elizabeth C. Smith had recommended renewal (BROADCASTING, May 6), and had complimented the manner in which Messrs. Barry and Enright had operated the Hollywood station.

Wometco adds Coke franchise

Wometco Enterprises Inc., group owner of broadcast stations headquartered in Miami, Fla., announced last week an agreement to acquire its second Coca-Cola franchise; the Plattsburgh, N. Y., Coca-Cola Bottling Corp. which handles bottling for that city and surrounding Lake Placid resort area.

The stock of the Plattsburgh com-

Indiana Toll Road . . .
"The Main Street of The Mid-West"

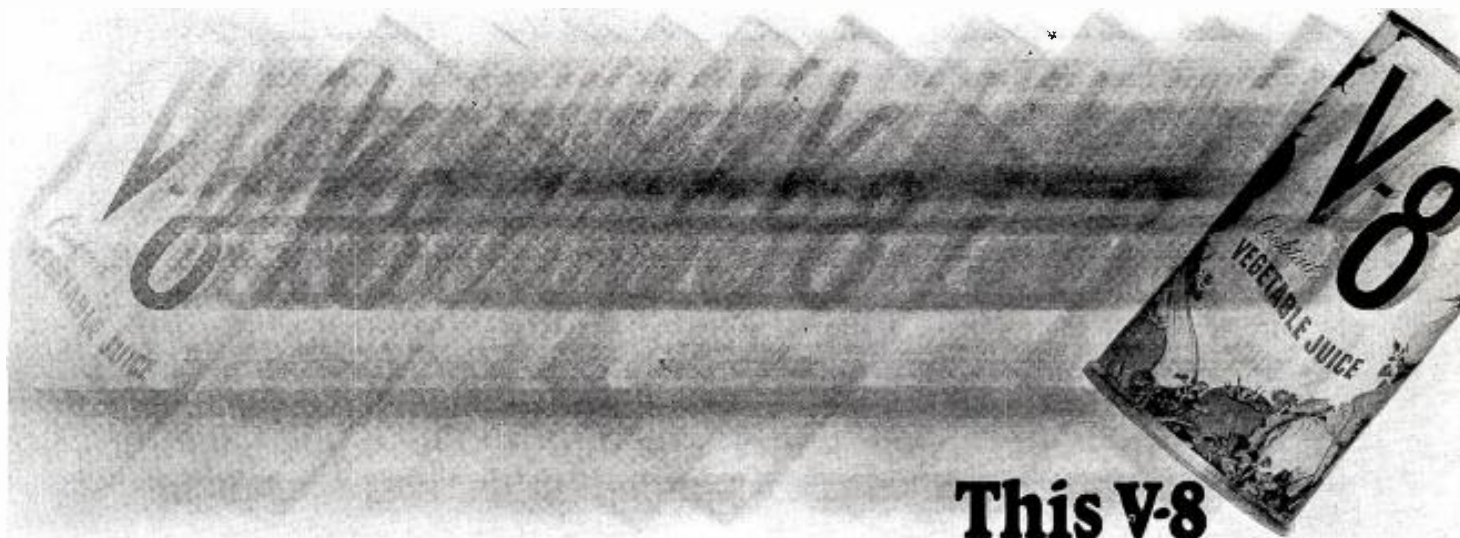


WSBT AM/FM/TV . . .

Serving "The Main Street of the Mid-West"

Most of Indiana's 157 mile toll road is reached by WSBT, South Bend. With AM and FM radio, with TV, WSBT covers the big South Bend market. It's an area rich by income measurement; rich, too, in diversity of industry, farming and commerce. Cover "The Main Street of the Mid-West" with WSBT radio or TV. Raymer has the latest markets facts.

WSBT CBS Radio & TV
South Bend, Indiana
Paul H. Raymer • National Representative



**This V-8
runs better
on air.**

...The kind of sales-producing air provided by the CBS Radio Network.

V-8 was, and is, one of the fastest selling canned juices in grocery stores today.

But research confirmed that V-8 wasn't always foremost in the minds of shoppers faced with hundreds of other kinds of appetizing foods.

Campbell Soup concluded that the way to greatest growth was to

keep reminding its many fans about V-8. And the oftener the better.

A creative approach was developed which seemed most effective when projected via radio.

And so Campbell turned to radio for this campaign—radio exclusively.

The effects were dramatic. In one key test market, advertising awareness of V-8 jumped from 36% to 55% in just four weeks. Sales increases

followed immediately.

Happily, this pattern repeated itself across the nation. And, happily, CBS Radio and V-8 have been on this beam for two years.

Because it runs better on air, V-8 is continuing on CBS Radio in 1964. Perhaps air is just what your product needs, too. The sales-producing air on The CBS Radio Network



pany is being sold to Wometco Enterprises by Lindsey Hopkins and associates. The price involves the exchange of 6,000 shares of Wometco Class A common stock. As of Oct. 17, Wometco was quoted on the over-the-counter exchanges as 34½ bid, 35½ asked. Last month, Wometco acquired, in a multi-million dollar cash transaction, the capital stock of the Coca-Cola Bottling Works of Nashville, Tenn. (BROADCASTING, Sept. 30).

Changing hands

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

■ **KOK Oklahoma City:** Sold by Wendell Mayes to William D. Schueler, James M. Stewart, Paul E. Taft and the estate of F. Kirk Johnson for \$625,000. Buyers own KJEM Oklahoma City and are selling it (see below). Mr. Taft has an interest in KODA-AM-FM Houston. Mr. Mayes is retaining real estate consisting of studio and office building and the transmitter site comprising about 80 acres. Mr. Mayes owns KBWB Brownwood, KXOL Fort Worth, KCRS Midland, and 50% of KSNY Snyder and of WACO Waco, all Texas. KOK operates fulltime on 1000 kc with 5 kw and is affiliated with ABC.

■ **KJEM Oklahoma City:** Sold by Wil-

lian D. Schueler, James M. Stewart, Paul E. Taft and the estate of F. Kirk Johnson to a group of local businessmen, including Eddie Coontz, KJEM personality, for \$315,000. KJEM operates on 800 kc daytime only with 250 w. (see KOK Oklahoma City above).

■ **KTW-AM-FM Seattle:** Sold by First Presbyterian Church of Seattle to David M. Segal for \$250,000. The church has owned the station since 1920. The purchase marks Mr. Segal's re-entry into broadcasting after an absence of four years, having formerly owned KOBV (now KKH) San Francisco, KOSI Denver and KUDL Kansas City, Mo. KTW is on 1250 kc with 5 kw day and 1 kw night, and the construction permit for the FM specifies operation on 102.5 mc with 16.5 kw. Broker: Edwin M. Tornberg & Co.

■ **KEVE and KADM(FM) Golden Valley (Minneapolis):** 50% interest sold by James A. McKenna Jr. to John H. Poole for \$200,000. Mr. Poole has interests in KGLM and KBIG(FM) Avalon (Los Angeles). Mr. McKenna, a Washington radio attorney, has interests in WCMB Harrisburg and WHUM Reading, both Pennsylvania; WAWA West Allis and WNAM Neenah-Menasha, both Wisconsin. KEVE operates fulltime on 1440 kc with 5 kw day and 500 w night. KADM(FM) operates on 92.5 mc with 2.8 kw.

■ **WHIH Portsmouth (Norfolk), Va.:** Sold by John Abbitt and Luther M. White, trustees for creditors, to Speidel Broadcasting Inc., whose president is Joe Speidel III, for \$190,000. Speidel interests include WOIC Columbia, WYNN Florence and WPAL Charleston, all South Carolina; WSON Savannah, Ga., and WKET(FM) Oak Wood-Kettering (Dayton), Ohio. WHIH is on 1400 kc, 1 kw day, 250 w night. Broker: Blackburn & Co.

■ **KNDY Marysville, Kan.:** Sold by W. N. Schnepf to Robert S. Morrow and associates, Carroll, Iowa, for \$60,000. Mr. Morrow is a certified public accountant. After the sale of KNDY, a daytimer on 1570 kc with a power of 250 w, Mr. Schnepf will still own KABI Abilene, Kan. Broker: Blackburn & Co.

■ **WTAG-FM Worcester, Mass.:** Sold by WTAG Inc., which retains WTAG and the Worcester Telegram & Gazette, to Knight Quality Stations, of which Norman Knight is president, for \$50,000. Mr. Knight has interests in WHEB Portsmouth, WTSV-AM-FM Claremont, WTSL Hanover and WGIR-AM-FM Manchester, all New Hampshire, and WEIM Fitchburg, Mass. WTAG-FM is on 96.1 mc with 10 kw and is programed separately from the AM. Broker: Blackburn & 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 93).*

■ **KTVU(tv) Oakland-San Francisco:** Sold by William D. Pabst, Ward D. Ingram, Edwin O. Pauley, et al, to the James M. Cox group for \$12,360,000 (see page 61).

■ **WGIG Brunswick, Ga.:** Sold by Hugh K. Tollison and associates to Golden Isles Broadcasting Corp. for \$250,000. Golden Isles is owned by Charles Thornquest and Central Assurance Co. of Ohio, each one-third, and four other stockholders. WGIG is a fulltimer on 1440 kc with 5 kw day and 1 kw night.

■ **WLAK Lakeland, Fla.:** Sold by Howard W. Cann and Frank W. Nesbitt to Roland B. and Doris B. Potter for \$200,000 plus \$25,000 for covenant not to compete. The Potters own WATA Boone, WKBC North Wilkesboro and WDSL Mocksville, all North Carolina. WLAK operates on 1430 kc, 5 kw day and 1 kw night.

NGC to open 6th CATV

National General Corp., which owns five community antenna systems in four states with 30,000 subscribers is preparing to open a sixth system in Biloxi, Miss., early next month. The Biloxi system will serve between 6,000 and

prospective buyers need the right perspective

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BEVERLY HILLS

Colin M. Selp
C. Bennett Larson
Bank of America Bldg.
9465 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-8151

7,000 subscribers. The monthly service fee will be \$4.75. Other NGC CATV cable systems are in Hattiesburg, Miss.; Bluefield and Logan, both West Virginia; Alpena, Mich., and Williamport, Pa.

\$150 million in time to Ad Council spots

An estimated \$150 million worth of radio and television time was contributed to the Advertising Council's campaigns in 1962-63, according to the council's annual report.

The council does not report dollar figures, but industry sources estimated that the impressions from advertisers, stations and networks, approached the \$150 million mark.

Radio stations, networks and advertisers contributed time and talent to 16 council campaigns and gave additional support to 67 other national causes, the report said. "ABC, CBS, MBS and NBC carried campaign messages daily and built programs contributing in all a billion radio home impressions" (according to a free A. C. Nielsen Co. estimate).

In television, "networks and sponsors contributed a circulation of over 12 billion TV home impressions to 18 council campaigns" (according to Nielsen) and three campaigns received more than a billion home impressions each.

The report noted formation of a New York Television Committee with Samuel Thurm, Lever Brothers, as chairman. "It helped bring about new systems of cooperation by network shows which are being improved constantly by ABC, CBS and NBC."

Also cited was TV aid in getting out the vote last November. On Nov. 1, 1962, filmed vote appeals from President Kennedy and General Eisenhower were made and prints sent to 350 TV stations and the networks. "The total vote was 7% greater than expected," the report noted.

Sale of KGLC to newspaper dropped

The proposed sale of the only radio station in Miami, Okla., to the town's sole newspaper, which had caused concern in the FCC, was dropped last week with the dismissal of the application.

Miami Broadcasting Co., licensee of KGLC, and Miami Newspapers Inc., *Miami News Record*, petitioned the FCC for dismissal of the application on the ground that prosecution of the application would adversely effect financial insolvency of KGLC's licensee. The commission had ordered a hearing on the sale to determine if it would result in a concentration of media. Agency officials believed the hearing would have

been the first ordered on a concentration issue (BROADCASTING, Aug. 5).

FCC Chief Hearing Examiner James D. Cunningham granted the dismissal with prejudice.

Miami businessmen had opposed the sale because it would cause a monopoly of advertising media in that city. It was also charged that C. C. Woodson, publisher of the *News Record*, would raise KGLC rates by 50%. The commission, however, dismissed requests for denial of the sale, calling instead for testimony at a hearing to be held in Miami.

KTVU(TV) sale to Cox gets FCC approval

The sale of KTVU(TV) Oakland-San Francisco, to the James M. Cox group was approved by the FCC last week, but not without a sober letter from the commission to San Francisco-Oakland Television Inc., seller of the station, regarding KTVU's promise vs. performance in its programming. The sale, for \$12,360,000, had been pending since last July (BROADCASTING, July 29).

KTVU (ch. 2) has been operating on a short-term license, its renewal application being granted for only a year because the FCC said the station had

not lived up to its programming promises. The commission had questioned whether the sale could be consummated when the station had a short-term license, which is "in many respects a probationary grant. . . ." The programming logs since submitted by KTVU, however, convinced the FCC, the letter said, that the station had eliminated the gap between promise and performance, and hence the commission granted the sale.

San Francisco-Oakland was owned by William D. Pabst, Ward D. Ingram and Edwin O. Pauley, each with 25.005%; Willet H. Brown, 19.79%; Stoddard P. Johnston, 4.94%, and Harry R. Lubcke, 0.25%. Miami Valley Broadcasting Corp., the buyer, is licensee of WHIO-AM-FM-TV Dayton, Ohio; WIOD-AM-FM Miami, and WSOC-AM-FM-TV Charlotte, N. C. The Cox group also owns WSB-AM-FM-TV Atlanta and community television systems in Washington and Pennsylvania. Mr. Cox's interests also control the *Atlanta Journal* and *Constitution*, *Dayton News* and *Journal-Herald*, *Miami News* and *Springfield (Ohio) News* and *Sun*.

Commissioner Rosel H. Hyde concurred to the grant of the sale but dissented to the letter, while Commissioner Robert T. Bartley dissented to the grant and voted for a hearing.

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TEXAS —Semi-major market fulltime radio station showing good profit on \$10,000.00 monthly gross. Priced at \$185,000.00 on terms to be negotiated.

Contact—DeWitt "Judge" Landis in our Dallas office!

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Write for your FREE copy of "STATION BUYER'S CHECK LIST"

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The Crosley Broadcasting Corporation has its own sales force. So when you call a WLW Radio or TV salesman, you get a WLW Radio or TV salesman. A man who is a vital member of Crosley Broadcasting... who knows his station... knows his market... knows his facts and figures. In short, knows his stuff.

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

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WLW Sales Offices—New York, Chicago, Cleveland
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Bomar Lowrance & Assoc., Atlanta, Dallas

CROSLEY BROADCASTING CORPORATION
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COMPETITION EQUALS IMPROVEMENTS

Broadcasters take care of their own, Collins says

Improvements in broadcast programming have come from within the industry and not because of outside pressures, NAB President LeRoy Collins maintained last Thursday (Oct. 17).

He told a news conference that improvements are a "natural result of competition" as the National Association of Broadcasters opened its second fall conference of the week in Minneapolis.

Much of the Minneapolis agenda was identical to that presented Monday and Tuesday (Oct. 14-15) at the first conference in Hartford, Conn. (see page 54), including a ratings situation report by Donald McGannon, president of Westinghouse Broadcasting Co. and chairman of the NAB Research Committee. His statement was presented live in Hartford and filmed for the Minneapolis conference.

Governor Collins denied that the increase in TV news and public affairs shows has taken place because of the growing specter of government threats. In addition to competition, improvements have been motivated by the sincere desire of the individual broadcaster to develop his fullest potential to serve the public, he said. FCC proposals and speeches by commissioners have had "some effect," Governor Collins said, but not to the extent of forcing improvement.

People's Choice • Broadcast Music Inc. President Carl Haverlin told Thursday's luncheon meeting that "after the most serious consideration of people I know personally in government, in education and in letters, and of others I know about," he could not draft a slate that should be entrusted with responsibility as a supreme tribunal or council to decide broadcast programming.

Mr. Haverlin said he must decide "for things as they are, with broadcasters operating under the old program authority—the American people." Relating the multiple patriotic, sensitive and courageous qualities which are expressed by "the vast, sprawling, unorganized and patient public," Mr. Haverlin pointed out that these are "the same people that are regularly entrusted with the awesome responsibility of selecting their government but are not thought by some to be capable of selecting their programs or of making their wishes known to you."

If broadcasters are guilty of anything, Mr. Haverlin said, "it is that you have failed in making known to your audiences your sensitivity to their opinions—failed to emphasize the action and reaction between you."

Mr. Haverlin said it appears that "both audience and broadcaster alike

have come to take one another too much for granted."

Mr. Haverlin urged broadcasters "to start explaining yourselves, your aims and your objectives to the people you serve." Continue this day after day, he said, until the people understand "that they have an even greater stake in the matter than you have."

Panel Agrees • The Thursday morning panel discussion on mending fences and building bridges to improve government and community leader public relations showed broad agreement that greater individual broadcaster action is necessary at the grass roots level, especially respecting relationships with senators and congressmen. The panelists included Bob Dillon, KRNT-TV Des Moines; A. James Ebel, KOLN-TV Lincoln, Neb.; Robert Enoch, WXLW Indianapolis; Robert T. Mason, WMRN Marion, Ohio; Ralph McElroy, KWWL-TV Waterloo, Iowa; Gordon Ritzan, WTCN Minneapolis, and Arthur Swift, WTCN-TV Minneapolis.

Mr. McElroy pointed out that the broadcaster's letter to his congressman will get as much attention and support as the broadcaster gave to the congressman when he was on the local scene.

Mr. Enoch, recalling the years of effort invested by broadcasters to attempt to solve their problems, protested "the young upstarts who have come to Washington" and used the industry as a whipping boy to gain personal publicity and bigger positions. He singled out former FCC Chairman Newton Minow, now with Encyclopaedia Britannica, as one who "got his name in the paper" and very soon another "good job." Mr. Enoch charged that he "then walks off" from the industry "and leaves it with a froth that we'll have to live with for another 25 years."

Mr. Dillon reported that KRNT-TV has had considerable success in community relations through its concerted use of personal letters sent regularly on a "neighborly" basis to thought leaders. Mr. Swift felt that the meeting of criticism from local officials is the job of owners and management, not that of the public affairs department alone. He cited WTCN-TV's success with airing of strong editorials and follow-up letters to key people as to why such positions were taken.

NAB radio board director John Lemme, KLTJ Little Falls, Minn., opened the morning session with praise for NAB's behind-the-scenes activity and "quiet approach" instead of shouts of "righteous indignation." He said the increase of public acceptance and understanding of broadcasting is "largely due to the NAB staff and its leadership."

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Gates President dual channel transistor console, featuring a 24 position pre-set master control for medium level inputs. Program selection is by individual illuminated touch-control keys for precise fingertip command. Eight ladder-type controls accommodate 28 inputs for exceptional versatility in AM, FM, TV or recording.



Gates Diplomat 10-position dual channel transistor console. Designed for the most demanding monaural broadcast operations.

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Summit Meeting

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FCC not unhappy about budget cut

TELLS SENATE GROUP IT WILL GLADLY ACCEPT \$15.8 MILLION

The FCC is so pleased that the House of Representatives cut only \$700,000 out of its fiscal 1964 budget request that it told the Senate Independent Offices Appropriations Subcommittee last week that it would be happy to settle for the House figure, \$15.8 million.

The Senate subcommittee seemed in a mind to go along with the House during the course of an hour hearing Monday (Oct. 14), although several members took an economy tack at the end of the session. Some of the discussion also turned to the FCC's attitude on commercials, fairness and other policy issues.

Senator Warren G. Magnuson (D-Wash.), chairman of the subcommittee and also chairman of the Senate Commerce Committee, said the FCC has "too many people."

The subcommittee doesn't mind providing more money for good people each year, Senator Magnuson said, but "the trouble is you put more people into an agency, they have nothing to do, so they make up something and that's where the trouble starts. . . . This just can't keep up. Some day you're going to reach a plateau."

Acting FCC Chairman Rosel H. Hyde said that while the agency no longer has a great number of contested television channel cases to process, it faces new problems, especially in rapidly growing areas of nonbroadcast and space communications.

At this point Senator Magnuson

turned to Commissioner Kenneth A. Cox, formerly a specialist on communications matters for the commerce committee, and said, "Don't you think, Ken, you've got yourself in a spider web of too much paper work down there."

Then the senator said, "I'm not taking this out particularly on the FCC." It's true with all agencies, Senator Magnuson added. But, he pointed out, his committee has functioned with the same size staff and its workload has "quadrupled" in the same period that agency staffs have increased 117% in the last 15 years.

Chairman Hyde said that the FCC is converting some of its paper work load to electronic machine.

(One commissioner told Senator Magnuson privately after the hearing that, "We could get along with fewer people, but it would take two man-years each to get rid of them.")

About Those Commercials ■ Senator Gordon Allott (R-Colo.) asked about the commission's announced plan to regulate commercials along the lines of the now-voluntary code of the National Association of Broadcasters. Senator Allott, who has filed his own comments in opposition (BROADCASTING, Oct. 7), said that some broadcasters say the FCC plans to eliminate all commercials.

"We're a long way from holding that view," replied Commissioner Cox.

Senator Allott said a Denver broadcaster wrote him that a competitor in that city is entirely sold out and still

has the area's largest audience. How is that compatible with the contention that the public dials away from overly commercial stations, Senator Allott wanted to know.

Maybe they're good commercials, Senator Magnuson suggested. Commissioner Cox said that the commission believes that a good station can stay within the limits of the NAB code and still make a good profit and hold its audience.

Senator Allott also was interested in "how free publicity is being abused by the government" on radio and television.

He was advised by Commissioner Hyde that the FCC does not provide broadcasters with lists of material they should accept except in broad general terms. The FCC "tries to emphasize to the licensees that we rely on their good judgment to make these decisions," Commissioner Hyde said.

Senator Allott explained that his concern grew first from attempts by the Department of Agriculture to pressure broadcasters into supporting a wheat referendum (BROADCASTING, June 24 et seq), but now it appeared many agencies are trying to get free time.

With so many of them bidding for time, Senator Allott said, it wouldn't take long for several agencies to complain to the FCC and build up a backlog of complaints against stations.

"I always advise [stations] to be doubly cautious about using anything sent in by the government," Commissioner Hyde answered.

The senator said a Colorado broadcaster has told him entertainers were trying to get publicity for themselves under the guise of helping the Army's recruiting program (see page 70).

Commissioner Hyde also gave the subcommittee a fill-in on the fairness doctrine, saying that the agency has a study underway that is intended to help spell out some guidelines. There would not be any change in the meaning of fairness, he added.

Asked about loudness of commercials, the commissioner said that a study was also underway on this.

The subcommittee wanted to know why the FCC needed \$150,000 for emergency broadcasting, an item approved by the House.

Commissioner Hyde said the money was for the FCC's Office of Emergency Communications, which needs funds for staff. "Special rooms and actions" are required, he said. "We try to anticipate what we have to do."

Senator Magnuson said the FCC had

Permanent FCC home still in the future

Senator Warren G. Magnuson (D-Wash.) last week pursued his quest for a new federal office building to house the FCC and other regulatory agencies.

During a session of the Senate Independent Offices Appropriations Subcommittee, of which he is chairman, Senator Magnuson asked Bernard L. Boutin, administrator of the General Services Administration, how things stand on the project. Mr. Boutin said a building to house the FCC, Federal Power Commission, Securities and Exchange Commission, Civil Aviation Board and National Labor Relations Board could be constructed for about \$59 million. However, he pointed out, "a new building would totally amortize itself in 15.9 years as against what it costs to house them [the agencies] in their leased state."

Senator Magnuson said such a building "has all kinds of good points in it except that it would be a tremendous

cost, but it could amortize itself."

Senator Magnuson said after the hearing that it appeared to him that GSA "could have sites and planning in the budget next year [which will be presented to Congress January 1964], or by the following year at least." The senator said the GSA administrator had told him that a "little [\$32 million] Pentagon" building, a new FBI building, and a structure for the Department of Labor seem to have GSA priority, but after those are on their way, "I would think our project would be right in there."

Earlier this year Senator Magnuson, who also is chairman of the Senate Commerce Committee, met with representatives of an all-industry committee and said he would continue his efforts to get the FCC properly housed, in its own building if possible (BROADCASTING, Jan. 21).



The Senate Independent Offices Appropriations Subcommittee gave the FCC's fiscal 1964 budget a careful scanning during last week's public hearing. Looking over the budget was this panel of senators seated (l. to r.) on the left side of the table: A. S. (Mike) Monroney (D-Okla.), Allen J. Ellender (D-La.), Chairman Warren G. Magnuson

(D-Wash.), Gordon Allott (R-Colo.) and Milton R. Young (R-N.D.). Appearing for the FCC on the right side of the table were (l. to r.) Acting Chairman Rosel H. Hyde, Commissioner Kenneth A. Cox and (extreme right) Richard F. Sloan, chief of the Budget and Fiscal Division. The commission said it was satisfied with House cuts of its budget.

been on top of the entire emergency broadcast situation from the start and should be able to absorb any additional work within its \$15.8 million budget.

The emergency office was established by an executive order of the President this summer (BROADCASTING, Aug. 5). It is run by Kenneth W. Miller, who now heads a small staff expected to expand to 15 if the \$150,000 is appropriated.

KIIX(TV) hopes to refinance

KIIX(TV) (ch. 22) Los Angeles hopes to reinstate full programing in the near future, H. Calvin Young, president, said last week. KIIX went on the air last April as a Negro station with all live programing except for a few filmed cartoons during the children's program time. In August it canceled its live shows and reduced its broadcast schedule to 2½ hours of films each weekday evening.

Mr. Young, reached by phone in Nashville, Tenn., where he owns WENO, Negro-oriented radio station, said he is attempting to refinance KIIX and hopes to restore it to full scale broadcasting in the next month or two. At that time, he said, the station's appeal will be broadened to include programs in Italian and Chinese and perhaps others aimed at other ethnic minorities among the Los Angeles population.

Kluge lashes out at pay television

TELLS PULSE LUNCHEON HE FAVORS AM-FM DUPLICATION

A sharp attack on pay television was made last week by John W. Kluge, president and chairman of the board of Metromedia Inc., in a speech accepting The Pulse Inc.'s annual "Man of the Year" award.

He also supported the duplication of AM and FM services, said "jukebox" radio should be eliminated and opposed government restrictions on commercials.

"If pay TV were a reality on the one hand and free television were limited in the number of commercials on the other, this would be a conscious or unconscious way for a government agency to destroy the world's greatest medium," he told some 400 leading advertising and broadcasting executives at The Pulse's 22d anniversary luncheon in New York's Plaza hotel last Wednesday.

Mr. Kluge said TV and radio deliver "a good service, despite criticism." He said he welcomed the addition of UHF channels "to allow diversification and counter-programing" in TV. But, he added:

"If the FCC were to allow pay TV in the United States, and if it were highly successful, the public would end up, you and I, doing exactly what it implies—paying for television—and in historical perspective that decision would go down

in communications history as a lack of statesmanship-judgment in administrative law."

He said that free television has "moved mountains of goods and services" and "helped the standard of living in the United States as no other medium has," and that "we would be dilettantes to tamper with it."

Public Choice ■ "I, for one," he continued, "believe that AM and FM should be duplicated. But set down tough, hard standards for broadcasters to perform an outstanding service, eliminate the jukebox operators of the air with their flossy FCC licenses and allow the public to eventually make the choice of what band they prefer. A good broadcaster who delivers to the public a fine service can only give a lesser service by separating FM from AM."

Mr. Kluge noted that economists anticipate annual advertising expenditures exceeding \$17 billion by 1970. This, he said, means that broadcasters will have to understand "good media research," be willing to pay for it and then use it creatively in programing and selling. They also "must seek new areas of research, make improvements, pay the cost of multiple research services and make sure not to fall into the area of



Dr. Allen B. DuMont (r), president of Allen B. DuMont Labs, and original licensee of New York's channel 5 TV station was at the head table when John Kluge (l), president of Metro-media Inc. was given The Pulse Inc.'s

'Man of the Year' award, by Dr. Sydney Roslow (c), Pulse president. WNEW-TV, on channel 5, is owned by Metropolitan Television, a subsidiary of Metromedia. It was formerly known as WABD(TV).

calcifying the media research structure," he asserted.

Broadcasters, he said, "must be dedicated to leave the medium better than

we found it." He expressed confidence that "the broadcaster who programs imaginatively and who is a vital force in his community, responding to listen-

ers' and viewers' needs and desires, will be the bulwark of the 21st century when communications will make the world even larger and the need for information and education greater."

In presenting The Pulse's 1963 Man-of-the-Year silver tray to Mr. Kluge, Dr. Sydney Roslow, director of The Pulse, hailed the Metromedia head as a man of "practically unlimited vision" who is helping to recreate the communications industry.

He praised Mr. Kluge's demonstrated desire to upgrade facilities and operations, his early faith in the profitability of independent TV, his "rare genius" in selecting executives and giving them "full responsibility with authority and money to match," his "flair for innovation" and "bold concepts for service on the local level."

Mr. Kluge, he said, "is not in radio but in broadcasting, not in broadcasting but in mass media, not in mass media but in communications, not in communications but wherever his vision extends."

Through Metropolitan Broadcasting, Metromedia owns and operates seven TV and six radio stations. It also owns Foster & Kleiser outdoor ad firm.

Somewhere a guideline is shining

LICENSE RENEWAL BACKLOG IS DEVELOPING INTO LOG JAM

The FCC's continuing backlog problem, at least in the area of pending license-renewal applications, has reached the point at which some commissioners are, in effect, ready to cry "Enough!" They are urging that changes be made to enable commission processes to move more swiftly.

And the principal area of concern, reportedly, involves the controversial one of station programing policy.

It's understood that some commissioners, notably Lee Loevinger, feel that the commission should provide the staff with more flexible—and liberal—guidelines for determining questions on programing that are delaying decisions on renewal applications.

There were signs last week that unless some changes are made, the renewal process—at least where questions on programing are concerned—will come almost to a standstill.

The staff, reportedly, is uncertain as to the extent of its authority to raise questions about programing. One reason given is the realization that inquiries inevitably lead to delays on renewal applications—which, in turn, add to the backlog which the commission wants to reduce.

Waiting for Henry ■ The commission discussed the matter at its meeting last week, but didn't attempt to reach any

conclusions because of the absence of Chairman E. William Henry. The chairman, who is attending the international conference on space frequency allocations in Geneva, is due back this week.

However, some officials reported that most commissioners last week appeared to feel that changes are necessary. And the view was expressed that some action might be taken within two weeks.

But at the same time, some commissioners acknowledged that such action could provide only a stop-gap solution, at best. What is really needed, they say, is revised program reporting forms. The commission has been trying for three years to draft a revised form for television to implement the 1960 program policy statement. But the conflicting views of the commissioners on what form the revision should take are yet to be reconciled.

Work on a revised form for radio has not begun in earnest, but most officials feel this will be an easier project.

The backlog of renewal cases is imposing. According to the commission's most recent report to Congress on the subject, 586 renewal applications were pending more than three months as of Aug. 31.

Reasons Vary ■ The applications are deferred for a variety of reasons. A

principal one is the failure of stations themselves to provide requested information. There were 143 outlets in this category. But the programing issue, involved in the deferral of 92 applications, is a major one also.

The pressure for changes began building up rapidly this month as a result of the dissatisfaction of some commissioners with the manner the staff has handled the renewal applications of stations in West Virginia, Virginia, Maryland and Washington, D. C.

The renewal date for these stations was Oct. 1. The staff acting under its delegated authority renewed some 75. But it hasn't acted on about 80 others.

In a majority of cases, questions about programing are among the reasons the staff has given for not granting renewal. These include questions about promise-versus-performance as well as about local live programing—or the lack of it—in prime time.

No Programing Letters ■ However, although the staff has sent letters to stations whose applications raise questions about engineering and other technical matters, it hasn't sent any about programing. This is a sharp departure from past practice—and is indicative of the staff's uncertainty regarding commission policy in this area.

Some officials say the staff has been

What do all these famous faces have in common?



They're all alumni of radio's oldest discussion series— Northwestern Reviewing Stand—30th year on WGN!

WGN Radio is proud to salute one of the most respected community service programs of all time—Northwestern Reviewing Stand—as it begins its 30th consecutive year.

Reviewing Stand is produced by Northwestern University in cooperation with the WGN Public Affairs Department at the WGN Mid-America Broadcast Center. The award-winning series is widely acclaimed as the outstanding University radio production in the U.S. As it begins its 30th year, Reviewing Stand will be heard again on WGN Radio, 125 Mutual affiliates and a number of non-network stations.

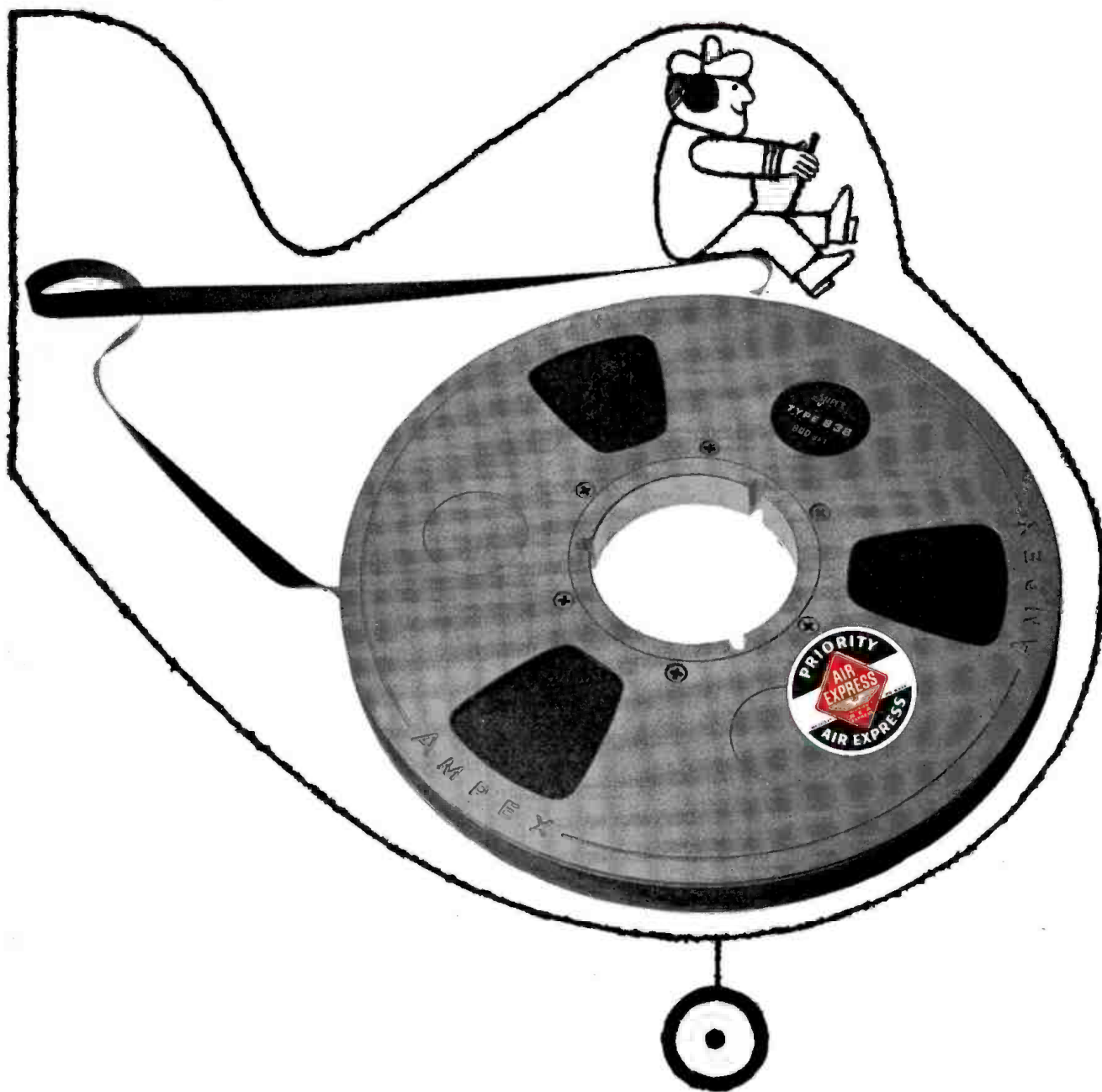
We at WGN have the feeling Reviewing Stand still will be going strong thirty Octobers from now!



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"We make sure Ampex machines all over the country are up-to-date with Air Express."

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Ampex, leader in the highly competitive field of magnetic recording equipment, is continually improving its products. To pass on these improvements to users of its equipment, Ampex relies heavily on Air Express. Regular, daily Air Express pick-ups speed modifications to customers as soon as the changes are perfected.

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Fast-moving companies like Ampex make Air Express a regular part of their operations. Try it and see how it adds to your success.



put "in the middle." On the one hand, they say, the staff feels it doesn't have the authority, under the guidelines previously provided by the commission, to grant renewal without obtaining further information from the stations.

On the other hand, they add, the staff wasn't sure the commission wanted even an initial letter of inquiry sent.

As a result of this uncertainty, the staff submitted the programming questions to the commission and asked for guidance on which should be disposed of and which warranted a letter of inquiry.

The commission last week, however, reportedly indicated more interest in providing new and "more flexible guidelines" for the staff than in deciding on the seriousness of individual questions.

The guidelines now followed by the staff in determining programming questions have never been made public. But they involve the variations between promised and delivered performance that the commission feels is reasonable. Presumably, any change would be in the direction of giving the staff greater authority in approving renewal applications without requiring additional information.

But until the issue is resolved, the applications of stations with unresolved programming questions will remain in a pending status. And on Dec. 1, the commission will get a fresh batch of problems. That's the date stations in South Carolina and North Carolina are up for renewal.

Metromedia gives \$100,000 to D.C. ETV

Educational television forces in Washington received \$100,000 last week from John W. Kluge, chairman and president of Metromedia Inc., group broadcast station owner.

In making the presentation to ETV officers, Mr. Kluge stressed that educational television must be helped because it is one of the greatest potentials for the medium. Metromedia owns WTTG (TV) Washington.

In accepting the donation, Max Kampelman, chairman of the Greater Washington Educational Television Association, said that the gift will be used to expand and intensify the programming of WETA-TV Washington (ch 26).

Last week's award brought to \$665,000 the donations Metromedia has made to ETV groups, Mr. Kluge noted. The company has given \$250,000 each to educational television in Los Angeles (where Metromedia owns KTTV[TV] and KLAC-AM-FM) and in New York (where Metromedia owns WNEW-AM-FM-TV), and \$65,000 to ETV in Sacramento (where Metromedia owns KQVR[TV] Stockton-Sacramento, which it is selling to McClatchy Broadcasting [BROADCASTING, Oct. 7]).

Theater owners fight California pay TV

A war chest of \$500,000 to fight pay TV has been pledged by the Theater Owners of California. Subscription Television Inc. has announced its intention to start closed circuit pay TV operations next spring, initially in the Los Angeles and San Francisco areas, with big league baseball as its main attraction (BROADCASTING, Aug. 26).

Meeting at the Beverly Wilshire hotel last Wednesday (Oct. 16), some 250 exhibitors representing over 800 California motion picture theaters approved a plan to circulate petitions to collect enough signatures to make the entrance of pay TV into the state a matter of public referendum. Fred Stein, Southern California chairman of the California Crusade for Free TV, who had called the luncheon meeting sponsored by the Theater Owners Association of Southern California, welcomed a delegation from the northern part of the state headed by Arnold Childhouse, vice president of United California Theaters and crusade chairman. That group promised full financial and other support.

"This marks the first time in California theater history that all theaters are unified in a common cause," Mr. Stein said. He stated that "a broad, organized front of similarly-affected businesses, industries, clubs and organizations—joined by the general public—swiftly is organizing to join the theaters in this all-out fight to preserve free home TV by way of the ballot."

The crusade has opened offices in San Francisco at 988 Market Street and in Los Angeles at 8255 Beverly Boulevard and has filed articles of incorporation in Sacramento, California's capital, as a nonprofit organization formed to warn Californians against the "danger of pay TV."

Comparative hearing on WABC 'inevitable'

The FCC believes a comparative hearing between Hubbard Broadcasting Co.'s application for a new station on 770 kc in New York and WABC's renewal application for the facility is inevitable and has asked the court's approval to get the proceeding under way.

The commission last week asked the District of Columbia Court of Appeals to approve the agency's decision to vacate the 30-day stay placed on the commission's requirement that ABC file a renewal application for WABC which would propose nighttime protection for KOB Albuquerque, N. M. KOB, an NBC affiliate, is owned by Hubbard Broadcasting, and also is on 770 kc.

ABC has appealed the commission's denial of a renewal of the network's

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

SOURCE:

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

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nondirectional license for WABC and had requested the 30-day stay pending a court decision. ABC, when it went to court, said that it wished to assure itself "treatment comparable to that accorded to other networks." A 1961 court decision established that the FCC should take care that the KOB-WABC case did not damage ABC's competitive standing.

Determination Plus ■ The controversy began in 1941, when the commission gave KOB a special service authorization to operate on 770 kc with 50 kw daytime and 25 kw nighttime. ABC has been trying to force KOB off its class 1-A channel ever since with protests to the commission and court appeals. The FCC appears determined to make WABC directional at night.

The FCC told the court that "whether or not ABC is finally determined to be correct in its asserted right to operate nondirectionally, the Hubbard New York application is entitled to a comparative hearing, having been filed when WABC's license was up for renewal." The commission noted that the hearing would involve "substantial comparative issues" beyond the directional antenna proposal. Hubbard's application proposes protective nighttime operation.

The commission also pointed out that vacating the 30-day stay will not affect ABC's appeal or its claim to a nondirectional antenna.

Winfield, Kan., grant supported by court

Upholding the FCC, a federal court in Washington affirmed a grant for a standard broadcasting station in Winfield, Kan., to Courtney Broadcasting Co.

The daytime station (KNIC, on 1550 kc with 250 w) was granted by the FCC which endorsed an examiner's proposed decision. The appeal to the U. S. Court of Appeals for the District of Columbia Circuit was taken by Lloyd Clinton McKenney, the unsuccessful applicant for the same facility in Winfield.

The unanimous three-judge decision was written by Circuit Judge Walter M. Bastian, for himself and Judges Wilbur K. Miller and Charles Fahy. He held the commission acted reasonably and within its discretion in finding Courtney to be qualified.

QXR live network begins

QXR Network is scheduled to begin its 24-station live cable hookup tonight with broadcast of *The Casper Citron Show*, described as a "news magazine of the air," (11:15 p.m.-12:15 a.m. EDT).

Formation of the live network was announced last month by QXR (BROADCASTING, Sept. 30).

FANFARE

Free publicity for army or for 'stars'?

A Colorado broadcaster asked his senator last week why he should give free time to "show people fighting the battle for free publicity" who sneak in under the guise of helping Army recruiting.

Senator Gordon Allott (R-Colo.), who heads up the Republican minority on the Senate Independent Offices Appropriations Subcommittee, reported his anonymous constituent's comments from a letter he read at a hearing on the FCC budget Monday (Oct. 14).

The broadcaster referred to the Army's new series, *Young Americans in Action*, and said that instead of "robust young men fighting for their country . . . they [the personalities on the spots] are almost 100% show people, fighting the battle of free publicity. . . . This is public service?"

The Army, on the other hand, said last week that the 13-week series has received "terrific" response from broadcasters. In fact, said Lieutenant Colonel Guy Groff, chief of the publicity branch for Army Recruiting, about 1,000 stations are carrying the series, and all of them requested the program. He explained that about 2,000 stations were asked if they would be interested in the

series early this fall, and half requested it.

The first three offerings do include interviews recorded mostly with young people in television, radio, theatre, movies and music, Colonel Groff said, but interviews later in the series include "outstanding" young Americans in science, sports and other areas of achievement.

Young Americans in Action with Hugh Downs as interviewer is being produced for Army Recruiting by its agency, Ketchum, MacLeod & Grove, New York, the colonel said. The series runs about \$2,100 for each of the 13 weekly segments, consisting of 10 to 15 two-minute spots each.

FTC checking stations on ratings used in ads

Radio and TV stations across the country have been asked by the Federal Trade Commission to furnish the agency with copies of all their advertising and promotions over the past six months.

An FTC official confirmed last week that the inquiries have been sent to stations as a part of the Trade Commission's investigation of use of rating claims by stations. He said each station which had been asked to supply the

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MIGHT BETTER ACHIEVE
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CAN BE OFFERED ONLY TO
A LIMITED NUMBER OF LICENSEES BECAUSE
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THE PETER FRANK ORGANIZATION
IN CO-OPERATION WITH

THE CROWELL-COLLIER
BROADCASTING CORPORATION
PROUDLY PRESENTS

Radio, I N C.,

TO THE INDUSTRY THROUGH
RICHARD H. ULLMAN, INC.

See current issue of Sponsor (Oct. 21) page 41

FTC with its ads already was suspect because of information in the agency's files containing rating claims which appeared to be unjustified. "This is usual procedure and does not mean that the ads are false or that the stations have done anything illegal," it was stated.

Close to 50 stations have received the inquiries from the FTC and none of this group is as yet under field investigation. Field investigations of another group of stations are underway in connection with the use of ratings, however. To date, no case involving a broadcaster's use of ratings has been presented to the full commission for disposition.

Drumbeats . . .

And a-one, a-two ■ WNAX Yankton, S. D., gave away more than \$700 in prizes to listeners who came closest in guessing how many Lawrence Welk records the station had played between Jan. 1, 1958 and Jan. 1, 1963. The winning guess of 6,151 was only two short of the correct total.

Stars on 4 ■ WRC-TV Washington is conducting a "Channel 4 Lucky Star Time" contest through Nov. 16. Viewers whose cards are chosen on the daily contests will receive the prize listed on the back of their favorite star's photograph.

Fund day ■ Twenty-four civic and business leaders will participate as co-hosts on WNAC Boston shows Tuesday, Oct. 22 for the United Fund. The action is designed to acquaint the public with the different phases of the fund.

Voices from above ■ A new sidewalk superintendent twist in Chicago at the construction site of new Equitable Life Assurance Society building opposite Wrigley building is running loud speaker commentary by sportscaster Jack Brickhouse of WGN there. Other WGN talent later will also tell folks what's going on before them. Equitable agency, Foote, Cone & Belding, will move to new building when it's ready in 1965.

EQUIPMENT & ENGINEERING

ENGINEER RULES TAKE EFFECT JAN. 1

3d-ticket regular OK'd if 1st-class man is parttime

After Jan. 1, 1964, AM stations operating with a power of 10 kw or less and a nondirectional antenna, and FM stations with less than 25 kw power, will be permitted to hire first-class engineers on a part time basis provided the routine transmitter operator holds at least a third-class license. In making the announcement last week the FCC reaffirmed the major points of a rulemaking adopted last summer providing for automatic logging and five-day-a-week inspections of transmitting facilities (BROADCASTING, July 15).

The National Association of Broadcast Employees and Technicians had re-

quested that the commission reconsider permitting the use of first-class engineers on a part time basis and asked for an oral argument (BROADCASTING, July 29). NABET believes the quality of technical service will decline with part time engineers. Commissioner Robert E. Lee dissented to dismissal of NABET's request for a hearing.

The commission said the effective date of the rules is Jan. 1, 1964, but that a transitional period will be provided until April 19, during which time restricted license operators will be allowed to supervise routine transmitter operation. The commission prohibited the hiring of parttime engineers during this transitional period unless the station already employs a qualified third-class operator.

The commission also released instructions concerning the examination that will be required to obtain the third-class operator status. The examination will be required after April 19 and will cover basic law and operating practice and broadcast; present third-class operators will be required to take the test in broadcast. The commission is preparing a study guide which will be available to licensees.

New group to fight 'uncontrolled' CATV

The formation of Television Accessory Manufacturers Institute (TAME), consisting of television antenna and accessory manufacturers, has been announced. TAME was organized to combat what it calls "uncontrolled growth" of community antenna systems in areas where CATV does not serve a technical need.

A spokesman for TAME, Morton Leslie of the JFD Electronics Corp., Brooklyn, N. Y., said the group does

not oppose systems installed in communities where TV signals cannot be received because of the topography. He said TAME will concentrate its attack on systems which are emerging in cities with normal TV reception and which claim to offer "a better TV picture." TAME, he said, plans to launch an educational campaign both on a national and regional level and to direct "a fight to the FCC for proper control of these systems."

TAME member companies are: Alliance Corp., Alliance, Ohio; Antennacraft Co., Burlington, Iowa; Antenna Designs Inc., Burlington, Iowa; Channel Master Corp., Ellenville, N. Y.; Clear Beam Antenna Corp., Canoga Park, Calif.; Cornell Dubilier Electronics Division, Fuquay Springs, N. C.; The Finney Co., Bedford, Ohio; JFD Electronics Corp.; Kay-Townes Antenna Co., Rome, Ga.; S&A Electronics Inc., Toledo, Ohio; Spaulding Products Co., Frankfort, Ind. and Winegard Corp., Burlington, Iowa.

Tele globe audio use described for AES

A detailed explanation of the audio system for the use of Denver Tele globe Pay-TV was among the papers presented last week at the 15th annual meeting of the Audio Engineering Society in New York.

Ira Kamen, executive vice president of Tele globe Pay-TV, describing the use of regular telephone lines for audio transmission and billing technique concluded that "it is anticipated that the Denver system will be the prototype for many installations in the future considering the progressive attitude of the FCC."

Te expects pay TV to "become a major telephone auxiliary service and an answer to the requirements for growing volume in urban areas so necessary to telephone companies. . ."

Communication methods and tech-

Convention plans

Costs for installation of broadcast facilities and telephone equipment for the 1964 Democratic national political convention at Atlantic City will exceed \$5 million, a telephone company official reported last week.

Harold A. Schoeffler, sales supervisor of American Telephone & Telegraph long lines division, said requirements for the Democratic convention are greater than for any past convention.

He asked stations that have not requested space and lines to do so as soon as possible so that AT&T can plan its installation and construction work.

Democratic party media officials and representatives of networks and independent stations will meet at the convention hall Wednesday and Thursday (Oct. 23 and 24) to go over plans for coverage.

"It's time to SPEAK OUT!"

"Approaching our second anniversary in Rochester Broadcast Center, I see an excellent fall and winter ahead for both WROC's listeners and WROC's sponsors. Here's why:

1. BALANCED PROGRAMMING

"The WROC-TV lineup of Rochester's most popular personalities, locally originated programs and movies complement the excellent new NBC fall schedule of exciting programs in living color and black and white. There are shows to appeal to all ages . . . to the entire household.

2. COMPLETE SERVICE

"WROC is the only complete broadcasting service in Rochester—TV, Radio and FM.

3. PETRY RATE CLASSIFICATION

WROC-TV was one of the first stations in the U.S. to institute the new Petry Plan—the most efficient system yet devised for announcement rate classification. Here is the balance, the appeal that no other local station has.

Erwin F. Lyke
PRESIDENT



TV 8
CHANNEL
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Represented by



niques used in radio and television news coverage by NBC were outlined at the conference by Eugene Juster and L. A. McClelland, director and manager respectively of NBC News film.

Five papers at the AES meeting were presented by members of CBS Laboratories. Subjects of the papers: "Personal High Fidelity," "A System for High Speed Multiple Duplication of 3-track 15/16 IPS Magnetic Tape Cartridges," "On the Damping of Phonograph Pickup Styli," "The Saga of the Recording Stylus," and "A Record for Measuring Vertical Pickup Angles."

Requests for reprints of papers delivered at the AES meeting should be sent to the society, Box 383, Madison Square Station, New York.

Electronic firms in satellite research

Four major electronic firms are studying methods to permit active communication satellites to be used by multiple users. The latest in the field, under a \$59,176 contract from the National Aeronautics & Space Administration is International Business Machines' Federal Systems Division, Rockville, Md.

In August, the Communications Satellite Corp. announced \$150,000 in research contracts on the subject of multi-

ple access to three companies: AT&T, Hughes Aircraft and RCA. These are on existing systems that can be used in operational communication satellite systems.

In the NASA contract, IBM is ordered to conduct a study to evaluate all modulation techniques that will provide random access to active communication satellites for a large number of users. This work will be applied to future satellites, such as the advanced Syncom. An important part of this work, NASA says, will be a careful investigation and comparison of multichannel combining schemes for telephony, television, computer data, telegraphy and facsimile between ground stations and the satellite.

Hughes Aircraft, Culver City, Calif., received a \$1.3 million contract from NASA last month to provide launch and orbital support for the Syncom project plus operation and maintenance of three ground stations (Lakehurst, N.J., Johannesburg, South Africa, and the USNS Kingsport). Hughes built Syncom II, now in operation.

Other contracts announced by NASA's Goddard Space Flight Center in Greenbelt, Md.:

Adler Electronics Inc., New Rochelle, N.Y.: \$421,000 for two mobile radio vans suitable for road and/or air transport. These high frequency systems will

provide point-to-point communications between Goddard and remote tracking stations located in countries without adequate commercial relay facilities.

Diecraft Inc., Raytronics Division, Sparks, Md.: \$109,115 to provide a universal TV test camera for testing various types of pickup tubes which hold promise for application in weather satellites. This type of test camera is needed to obtain information on the operation of slow-scan pickup tubes required for satellite operations.

Control Data Corp., Rockville, Md.: \$98,039 representing two contracts—\$49,759 for a magnetic tape unit, and \$48,280 for a magnetic tape unit and control synchronizer. This equipment will be used to store computer data recorded during the integration and testing of the Nimbus advanced weather satellite.

Sanborn Co., Waltham, Mass.: \$71,210 to furnish 10 magnetic tape recorders for Goddard's manned spacecraft tracking network, to be used to record digital command signals sent to the Gemini spacecraft, as well as voice conversations between the tracking stations and the craft.

Engineers hear TV technical papers

A series of papers outlining the latest technical developments in TV equipment and techniques was presented last week as part of the 94th conference of the Society of Motion Picture and Television Engineers in Boston.

Roger E. Peterson of Jansky & Bailey, consulting engineering firm in Washington, discussed TV picture evaluation and concluded that the achievement of consistently high-quality picture transmission requires at least two considerations: a staff of well-trained technical personnel and a management that can recognize a good on-the-air picture and insists that its technical staff perform the everyday maintenance tasks needed to obtain these results.

The experience of an educational TV station in operating a mobile video-tape production unit was described by Russ Morash of WGBH-TV Cambridge, Mass. He reported that WGBH-TV originally had planned to use its mobile unit conservatively until its capabilities could be tested. A fire destroyed the station's studio two years ago, Mr. Morash said, and the mobile unit has been used since that time as a control room and recording facility for a large part of the station's live and taped programs.

Michael Bellis of AT&T delivered a paper on the "tele-lecture." He reported on the increasing use in the United States and Sweden of the long-distance telephone call to bring lectures by expert teachers, statesmen and scholars into the classroom.



Make it look good, Irving, we're on TV. Coast to coast. Being carried on WITN-TV, and NBC in Eastern North Carolina. Watch the helmet. It's not mine. ARB* reports WITN-TV now leads its market with 215,000 TV homes able to receive against Station Z's 199,000. Stop showing off with the pike, Irv. And what a market. Doherty, Clifford, Steers & Shenfield places Greenville-Washington, N. C. among its 30 Advanced Markets and No. 82 nationally. WITN-TV increased its net weekly circulation 41.3% since they erected their High and Mighty tower, tallest structure in the state. Irving, are you listening? Don't just sit there with your head hanging.

*ARB Coverage Study Feb./March 1963



YOU MAY NEVER USE THE STRONGEST GLUE* —

BUT... People Stick to WKZO Radio in Kalamazoo and Greater Western Michigan!

WKZO Radio is a station that listeners latch onto. The 6-county Pulse of Sept. '62 shows WKZO Radio outscoring all others in 358 of 360 quarter-hours surveyed, and winning *all* hours surveyed both in total listening and adult listening.

We apply this pleasant stick-um throughout Greater Western Michigan, too. NCS '61 shows WKZO Radio's circulation ahead of every radio rival in the area, and 40.4% greater than all other Kalamazoo stations combined.

It's a market worth holding. Sales Management has predicted that Kalamazoo alone will outgrow all other U. S. cities in personal income and retail sales between 1960 and 1965.

Let your Avery-Knodel man tell you more reasons why WKZO's word is its bond!

* Supercooled epoxy resin can withstand a shearing pull of 8,000 lb. to the square inch.

6-COUNTY PULSE REPORT

KALAMAZOO RETAIL TRADING AREA—SEPTEMBER, 1962
SHARE OF AUDIENCE—MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	30	19	5
12 NOON - 6 P.M.	27	18	6
6 P.M. - MIDNIGHT	40	17	X

Rating projections are estimates only, subject to any defects and limitations of source material and methods, and may or may not be accurate measurements of true audiences.



The Felzyer Stations

RADIO

WKZO KALAMAZOO-BATTLE CREEK
WJEF GRAND RAPIDS
WJFM GRAND RAPIDS-KALAMAZOO
WWTW-FM CADILLAC

TELEVISION

WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTW CADILLAC-TRAVERSE CITY
WWUP-TV SAULT STE. MARIE
KOLN-TV/LINCOLN, NEBRASKA
KGIN-TV GRAND ISLAND, NEB.

WKZO

**CBS RADIO FOR KALAMAZOO
AND GREATER WESTERN MICHIGAN**

Avery-Knodel, Inc., Exclusive National Representatives

NIELSENS LIVELY TOPIC

CBS-TV still leader; NBC-TV shows improvement while ABC-TV is pleased with interest of audience

Audience ratings were the top topic at network and advertising agency offices last week with the arrival of the first national Nielsens which touch on the new television season.

The audience statistics issued by the A. C. Nielsen Co. covered the two weeks ended Sept. 29. The arrival of the estimates of the relative audience strengths of the network prime-time periods set off a round-robin of competitive claims.

ABC-TV officials generally appeared satisfied that the network's early scheduling within a single week of the new season of all its new programing had gained it a strong position which they thought will prove beneficial over the long haul.

CBS-TV and NBC-TV, however, felt the two-week "average" in presenting the top 10 and top 20 rated shows (see table that follows) could hardly be interpreted as an indicator for even the start of a season.

Premiere Week — It was pointed up by these two networks that the first week covered was the premiere week for all of ABC-TV's heavily promoted programing, both existing and new series, while very few of their own shows had made a first appearance. Much of ABC-TV's schedule, they stressed, came on the air against summer reruns.

CBS-TV, which dominated the two-week average, pointed up its dominance was actually greater in the second week when considered apart from the two-

week average. In the second week, the bulk of CBS-TV's new schedule (except for its Monday night comedy block of *The Lucy Show*, *Danny Thomas* and *Andy Griffith*) had started. Several of NBC's shows also had started that week, though five new programs had not.

ABC-TV maintained that much of the high audience sampling of its premiere week was holding against the tough competition in the second week.

An Improvement — As one ABC-TV official put it; "we don't expect to be the first network, nor do we expect to take over the 'top 10' in the program ratings. But we are confident—on the basis of performances already noted—that we will have more program workhorses in our prime time schedule this season than in the immediate past."

NBC-TV came up with its interpretation, which in essence came to this: On the basis of the second week in the two-week period, CBS-TV took six nights of the week while NBC-TV won Friday night and ABC-TV, on the second-week basis, had none. ABC-TV, this argument continued, remained as the third network.

Countered ABC-TV: The second week was CBS-TV's opportunity to benefit by any news programing sampling by the TV audience. So the discussion went.

Privately, however, each of the networks—and the agencies representing clients in network time—agreed that the national ratings season had only

begun. Subsequent Nielsens and competitive trends will be studied closely.

The top 20 (two-week average):

Rank	Program	Rating
1.	Beverly Hillbillies (CBS)	32.3
2.	Bonanza (NBC)	31.4
3.	Ed Sullivan Show (CBS)	26.8
4.	Red Skelton Hour (CBS)	26.0
5.	Petticoat Junction (CBS)	25.9
6.	Dick Van Dyke (CBS)	25.5
7.	Bob Hope Show (NBC)	25.4
8.	Opening Night Special (CBS)	25.1
9.	Jack Benny Show (CBS)	24.3
10.	Grindl (NBC)	23.9
11.	Martian (CBS)	23.8
12.	Greatest Show (ABC)	23.3
13.	Walt Disney (NBC)	22.9
14.	Candid Camera (CBS)	22.0
14.	McHale's Navy (ABC)	22.0
16.	Jackie Gleason (CBS)	21.9
17.	Comedy Hour Special (NBC)	20.8
17.	Combat (ABC)	20.8
19.	Wagon Train (ABC)	20.7
20.	Dr. Kildare (NBC)	20.6

'ADVOCATE' REACTION

TV critics more favorable to Westinghouse-backed play

"The Advocate," the first play to open on Broadway and television at the same time, drew lukewarm notice from theater reviewers last week, but fared much better with TV critics in the same newspapers.

There was speculation late in the week that the play's Broadway run, at New York's ANTA theater, might be ended last Saturday night, but authorities indicated no decision would be reached before Friday (Oct. 18).

Westinghouse Broadcasting Co. put up \$60,000 of the \$100,000 needed to put the play into the theater and in addition spent approximately \$80,000 for a video-taped presentation shown on its five TV stations last Monday night, simultaneous with the play's Broadway opening (BROADCASTING, Oct. 14).

It was acknowledged that the financial success of the venture would depend on the Broadway run. The first of two broadcast presentations to which WBC has rights for each of its stations was substantially sold out to sponsors but nevertheless returned no more than an estimated 25% of the broadcast company's investment.

The play, by Robert Noah, is based on the Sacco and Vanzetti case of the 1920's, and among Broadway reviewers the chief criticisms seemed to stem from the feeling that it offered little that is new on a subject that has been repeatedly explored. New York TV critics, generally more favorable, saw the television version in special screenings, since Westinghouse has no outlet in New York.

Mixed Reactions — In the *New York Times* Howard Taubman, drama critic,

U.S. seeks more domestic film production

Steps were announced last week by the government to curb so-called runaway film production by U. S. film companies. George L. P. Weaver, assistant secretary of the Department of Labor, said that movie producers will be encouraged to do their filming in the U. S. to help limit unemployment caused by the overseas shooting.

Mr. Weaver said no changes were planned in U. S. laws on motion picture production to implement the new policy. He said the government has agreed to adhere to the code of ethics for international trade and financial transactions on movie films of the Organization of Economic Cooperation and Development.

The same day the government an-

nounced the curb on overseas production, the U. S. State Department disclosed that film producer Frank Capra and three others will visit the Soviet Union to study the Russian motion picture industry. The visit is part of a U. S.-Russia cultural exchange program and a delegation of Soviet film experts visited the U. S. last year.

Going to Russia with Mr. Capra are Ethan M. Stifle, Eastman Kodak Co. and executive vice president of the Society of Motion Picture and TV Engineers, Dr. Deane R. White of the E. I. DuPont de Nemours & Co., SMPTE vice president, and William E. Gephart Jr., General Film Laboratories and a member of the SMPTE board.



This klystron was made the day that he was born. It is still in use today.

He's six years old. So is Eimac's 3K50,000LF power klystron. It is still going strong after 50,000 hours of almost continuous operation. That kind of performance is no accident. Long life is confidently planned — and realized — in Eimac's power klystrons. (And long life means lower cost to you.) We're able to do this because we know klystrons inside and out. We ought to. We've had more ex-

perience with more of them than any other manufacturer. May we put this experience to work for you? For details about a long-life Eimac klystron to meet your specific range and requirements write today to: Eitel-McCullough, Inc., San Carlos, California. Subsidiaries: National Electronics, Geneva, Illinois; Eitel-McCullough, S.A., Geneva, Switzerland.



concluded that as a Broadway presentation the play is "at best a flawed document rather than a drama with fresh insights"—but, even so, a "salutary" evocation for a generation unfamiliar with the case.

Jack Gould, television and radio critic of the *Times*, saw signs that television and Broadway "already have a major point in common—script trouble." He rated Westinghouse "a bold angel" and the TV presentation "an act of formidable cultural bravado since [it] meant that viewers had to forget their usual weekly favorites out of Hollywood."

In the *New York Herald-Tribune*

drama critic Walter Kerr characterized the play as "a good deed in what I am afraid may be an ungrateful world," with "stretches of performing that compel absolute attention." He had some reservations, but John Horn, TV critic in the same paper, did not. From a TV standpoint, Mr. Horn said, the operation "was a success" and the TV version "a largely successful compromise of transposing the stage play into television terms."

In the *New York World-Telegram and Sun* Norman Nadel, theater critic, thought the play failed to do justice to the Sacco-Vanzetti story. But Harriet

Van Horne, the paper's TV-radio critic, gave a better report. "Such defects as there were originated in the script, not in the acting or the camera work," she wrote. "True, there was little movement within the box of the stage, but for theater-starved folk out of town, surely this play was a great event."

John McClain, drama critic of the *New York Journal-American*, described the Broadway production as "a sincere and earnest effort" but said "it just isn't very exciting." He acknowledged, however, that "it may have been wonderfully well adapted to taped TV."

The *New York Daily News* rated it "more interesting technically than emotionally," but on the paper's TV side Kay Gardella gave it a long and favorable report.

The Associated Press and the now defunct *New York Mirror* thought it apt to have limited appeal, but United Press International gave it favorable notice from both stage and TV standpoints.

The Westinghouse TV stations are WBZ-TV Boston, KDKA-TV Pittsburgh, KYW-TV Cleveland, KPX(TV) San Francisco and WJZ Baltimore.

Film sales . . .

Stony Burke (United Artists): Sold to WNEW-TV New York; WTTG(TV) Washington; KMBC-TV Kansas City, Mo.; KOVR(TV) Stockton, Calif.; WTVH(TV) Peoria, Ill. and WTVR(TV) Decatur, Ill. Now in 45 markets.

Bomba (Allied Artists): Sold to WMCT(TV) Memphis; WQAD-TV Moline, Ill.; WRAL-TV Raleigh, N. C.; KTSM-TV El Paso, Tex.; KCHU(TV) San Bernardino, Calif.; WNBE(TV) New Bern, N. C.; KLFY-TV LaFayette, La. and WGHP-TV High Point, N. C. Now sold in 85 markets.

Volume 3 (Seven Arts): Sold to WFMJ-TV Youngstown, Ohio, and WDBO-TV Orlando, Fla. Now in 115 markets.

Volume 4 (Seven Arts): Sold to WBT(TV) Charlotte, N. C., and WDBO-TV Orlando, Fla. Now in 91 markets.

Volume 5 (Seven Arts): Sold to WBT(TV) Charlotte, N. C. and WDBO-TV Orlando, Fla. Now in 89 markets.

Volume 1 (Seven Arts): Sold to WDBO-TV Orlando, Fla. Now in 144 markets.

Volume 2 (Seven Arts): Sold to WDBO-TV Orlando, Fla. Now in 121 markets.

Special Features (Seven Arts): Sold to KPTV(TV) Portland, Ore.; KTVU(TV) San Francisco; KOGO-TV San Diego; KBT(TV) Denver; KSHO-TV Las Vegas and WFMJ-TV Youngstown, Ohio.



Mrs. Nhu's news value nil to CBS's Salant

Richard S. Salant, president CBS News, last week explained why he canceled the appearance of South Vietnam's Mrs. Nhu on the CBS-TV program, *Face the Nation*, Oct. 4.

In special filmed footage for the National Educational Television's weekly *At Issue*, Mr. Salant said that Mrs. Nhu's "many appearances on other network news programs reduced the importance of her remarks on one more program."

He added that the cancellation was not a result of the State Department suggestion that she had been re-

ceiving more coverage than she warranted. He pointed out that this suggestion was made three days after her scheduled appearance on CBS-TV. "Had I not canceled the broadcast previously," he said, "I might have been less inclined to do so after the admonition."

Mr. Salant was one of eight newsmen on *At Issue*. The eight were asked for their opinion of what determined the "newsworthiness" of a figure such as Mrs. Nhu.

Mr. Salant is shown (above-l) with Alvin Perlmutter, executive producer of *At Issue*.

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FAIRNESS CAUGHT BETWEEN

Reuther brothers report on 'radical right' calls on FCC to aid in curbing rightist growth

The FCC and its fairness doctrine have become involved in the controversy developing over a memorandum on "the radical right" that Walter and Victor Reuther submitted to Attorney General Robert F. Kennedy two years ago, but has only recently come to light.

The Justice Department says the document has been gathering dust in the files. But right-wing groups say the memorandum constitutes a blueprint for eliminating conservatism in the U.S.

The memorandum describes the growing strength of the right-wing movement, warns of the danger it poses for the Kennedy administration's domestic and foreign programs, and recommends measures for combating it.

Among other things, it suggests enlisting the aid of the FCC. The memorandum says the commission should investigate the extent to which radio and television stations give free time to representatives of the "radical right" and suggests that the commission "encourage" broadcasters to give free time for reply to spokesmen of opposing points of view.

Walter Reuther is vice president of the AFL-CIO and president of the United Auto Workers. His brother Victor is in charge of international affairs for the UAW. At the time the memorandum was submitted, he also headed UAW's legislative and citizenship activities programs.

Goldwater To Welch ■ The document

describes the "radical right" as being bound "on the left by Senator [Barry] Goldwater [R-Ariz.] and on the right by Robert Welch," head of the John Birch Society.

Besides discussing the FCC, the memorandum recommends that steps be taken to end the tax exemptions given foundations supporting right-wing movements, and to prevent the "misuse" of corporate funds for political propaganda.

It also urges the administration to silence generals and admirals "who have lost faith in democracy," to add right-wing groups to the attorney general's list of subversive organizations and to put the domestic Communist problem "in proper perspective for the American people" and thus expose "the basic fallacy of the radical right."

Officials at Justice acknowledge receipt of the memorandum, which, reportedly, was submitted on Dec. 19, 1961. However, a spokesman said the document was unsolicited and that "nothing" was ever done with it.

FCC officials last week said they didn't even know the Reuther memorandum existed until receiving inquiries about it earlier this month. They also said that, to the best of their knowledge, Justice representatives never discussed the memorandum's proposals with the commission.

Right-Wing View ■ Despite these disclaimers, some critics of the commis-

sion's fairness doctrine, and the July 26 statement "clarifying" it, see a connection between FCC actions in this area and the Reuther memorandum.

Senator Strom Thurmond (D-S.C.), a severe critic of the July 26 statement, last week inserted in the *Congressional Record* a newspaper column by Edith Kermit Roosevelt, syndicated columnist, that sought to make this connection.

Miss Roosevelt, declaring that the FCC "has begun setting the stage for the 1964 presidential elections," wrote that "the key" to the July 26 statement "is to be found" in the Reuther memorandum.

She said stations would not want to comply with "the costly and bothersome details" of providing free time for reply to conservative broadcasts and, therefore, would simply eliminate "rightist programs" from their schedules. She said this would leave on the air only those programs favored by the administration.

Hargis Broadcasts Cited ■ In discussing the FCC, the Reuther memorandum referred to the free time it said 70 radio stations were giving at that time to Billy Joe Hargis's Christian Crusade. "Certainly," the document said, "the Federal Communications Commission might consider examining the extent of the practice of giving free time to the radical right and could take measures to encourage stations to assign comparable time for an opposing point of view on a free basis." The memorandum also recommended that a check be made to determine whether FCC rules have been violated.

FCC officials, however, say the Reuther memorandum could have had no effect on their deliberations since it

Birchers against fairness policy, too, but will use it

Warning that an FCC public notice on fairness would, "if universally and objectively enforced . . . close down every radio and television station in America in three months," the John Birch Society has instructed its members to initiate "Operation Monitor," a program for opposing the FCC policy.

"Operation Monitor," as described in the society's current bulletin, calls for a three-part strategy:

- "Object emphatically . . . on the grounds that it [the fairness policy] is an utterly illegal and unjustifiable usurpation of power . . . [requiring controls] that are entirely impracticable and impossible. . . ."

- "Make careful notes with regard to every television or radio program you see or hear where unfair slanting, serious distortion, or outright falsehoods are evident, and flood the station or network or both with letters of pro-

test. Even demand equal time to present [the truth]. . . ."

- "Send copies of all letters . . . to any or preferably all [these] members of Congress": Representatives Oren Harris (D-Ark.), Walter Rogers (D-Tex.), J. Arthur Younger (R-Calif.) and John Bell Williams (D-Miss.), all members of the House Commerce Committee, and Senator Strom Thurmond (D-S.C.), member of the Senate Commerce Committee.

The society is an ultra-conservative political action organization.

The FCC announced this summer that stations were obligated to seek out and offer time for opposing views to those carried either in their own editorials or in commentary and other opinion programs (BROADCASTING, July 29 et seq). Some opponents of this policy have said it is a Kennedy administration tactic to silence political

expression from the conservative and right-wing organizations (see separate story above).

In its October bulletin, the John Birch Society cautioned members to "convince every station, no matter how preponderantly its programs may now be slanted to the left, that in this situation and this argument [seeking opposing viewpoints] we are on their side." Except where "Comsymps" control stations, the society says, "you will find even the liberal-leaning stations will welcome our support in this controversy."

"To summarize and repeat," the bulletin continues, "we should fight with radio and television stations everywhere over their unfairness, but we should fight just as hard *for them* [italics the society's] against Washington's attempt to take over all of their responsibilities and make all of their decisions."

was never submitted to them. Furthermore, they note that the fairness doctrine, under which stations are obliged to present all sides of controversial issues, has been in existence since 1949, and a part of the Communications Act since 1959.

They also said that no across-the-board inquiry into the free time made available to right-wing groups has ever been made, nor is one contemplated. They said the only broad-scale studies the commission has made involved political broadcasting in general, and resulted from congressional reports.

The memorandum, expressing concern with what it said was the growing strength of the right-wing movement, urged efforts to dam the flow of funds to right-wing groups. It noted that some organizations it characterized as rightist have a tax-exempt status and said that corporate funds are used to put "radical right" views on radio and television for political rather than business reasons.

Life Line ■ It cited the case of the Life Line radio program, which appears on over 300 radio stations. H. L. Hunt, the Texas millionaire, is the largest single sponsor, acting through several of his corporations. But local businessmen throughout the country sponsor it also. The memorandum suggests that the Internal Revenue Service determine whether such sponsorship can be written off as a legitimate business expense for tax purposes.

This has also been a matter of concern of some members of Congress. Senator Maurine Neuberger (D-Ore.) recently criticized what she said was Mr. Hunt's practice of letting the federal government assume a substantial portion of the cost of his political crusades.

The IRS, reportedly at Sen. Neuberger's urging, is investigating tax-exempt foundations to determine whether they are using their funds for propaganda rather than charitable and educational purposes.

The first public mention of the Reuther memorandum is believed to have been in the book *The Far Right*, published early this year by McGraw-Hill. Its authors are two newsmen, Bernard Eismann, of CBS, and Donald Janson, of the *New York Times*.

Copies of the document began circulating outside the Justice Department at least as long ago as July; it was learned last week. Since then, conservative groups have been disseminating it among their members with the notation that the memorandum represents a plan "on how to destroy the conservative rebellion within the U.S."

The Justice Department has also sent copies to senators and congressmen who have made inquiries about specifics of the document.



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ROCKY ROAD AHEAD ON MUSIC LICENSES

Radio and TV groups see possible court battles

Both radio and television music licensing committees are preparing for long negotiating sessions and possible court battles as broadcasters seek reductions in fees charged for music performance.

This was the word given last week to delegates to the National Association of Broadcasters' fall conferences in Hartford and Minneapolis (see stories pages 54 and 62) by Robert Mason, chairman of the All-Industry Music License Radio Committee, and Hamilton Shea, his counterpart for TV music licenses. "It appears the industry wants a fight to the finish this time," Mr. Shea said. "The committee has the stamina to follow through" on this course of action, he said.

Mr. Shea, president-general manager of WSVA-AM-FM-TV Harrisonburg, Va., limited his remarks to the current situation with the American Society of Composers, Authors & Publishers. Mr. Mason, president-general manager of WMRN Marion, Ohio, also discussed SESAC. Neither man reported any current problems with Broadcast Music Inc.

"Some disgruntled members" of the negotiating committee have complained to the Federal Trade Commission about SESAC (BROADCASTING, Oct. 14, Sept. 30) because they evidently felt the committee was not moving fast enough, Mr. Mason said. As a result, he said, members of the committee have "visited Washington several times and we shall let the matter rest there." He refused to discuss the scope of discussions with the FTC.

Several broadcasters complained about SESAC at the NAB convention last spring and as a result a SESAC subcommittee of the Mason committee was named. Attempts are being made to negotiate smaller ASCAP fees for small stations, Mr. Mason said.

ASCAP Expires ■ The radio music chairman said that negotiations for new industrywide contracts will start with ASCAP soon since present terms expire Dec. 31. He said the committee will ask (1) for major reductions in fees for music used in commercials; (2) that no sustaining fees be charged and (3) liberalization of justifiable deductions of existing payments.

Mr. Mason said he would not go beyond this "because only the dummy exposes his hand."

He made a plea for more stations to support financially the committee's efforts and noted that Georgia, Florida and Oklahoma state associations have promised at least 75% membership in the music efforts. Despite the fact the

committee has saved radio stations over \$5 million in music performance fees, the industry still has "more than its share of free riders," Mr. Mason said.

Since the music industry is so dependent on radio and TV in selling its product to the public, he said, the licensing firms should pay broadcasters to play their music rather than the other way around. He hit the \$250 penalty for copyright infringement and said this should be repealed.

Shea Watches Court ■ Mr. Shea noted that his committee is in its third round of negotiations with ASCAP and is currently waiting for the U. S. Supreme Court to rule on an industry appeal. Judge Sylvester J. Ryan of the U. S. District Court for the Southern District of New York has ruled that he does not have authority to rule on the committee's request that music fees be paid at the source rather than on a performance basis. For TV, this would mean that musical numbers would be cleared for all broadcasters' use at the program source.

The Supreme Court already has refused to accept the case once but it is back before that body a second time under a legal technicality. If the Supreme Court accepts the case and the industry wins, the committee then would go back to Judge Ryan and ask again for licenses based on payments at the source.

Two courses are open to the committee if the high court refuses to accept its case, Mr. Shea said. The industry can either file an antitrust suit against ASCAP or seek a full scale rate-making hearing before Judge Ryan. Although ASCAP has been operating for several years under a consent decree, the industry has never asked the court to set rates, the TV chairman said.

The committee is preparing for either course of action, Mr. Shea said, and already has conducted extensive legal research. The TV-ASCAP licenses expired Dec. 31, 1961, and since then the industry fees have been frozen by the court pending outcome of new negotiations.

Station Policies ■ Just prior to Mr. Mason's report, three broadcasters discussed their music policies and a representative of the record industry told broadcasters his side. William Gallagher of Columbia Records, representing the Record Industry Association of America, said that he is "appalled" at radio management's lack of knowledge of music matters. Many young talents remain undiscovered because so many stations use the "Top 40" format and

play the same records over and over, he said.

Howard L. Green, WOND Pleasantville, N. J., said that his station had discovered a new form of payola—lavish cocktail parties for disc jockeys. Following such parties, “floods of off-breed labels” have been aired, he said.

Fred Ruegg, CBS Radio, said the network-owned stations regularly police record selections as a necessary tool against payola. “The industry cannot stand another scandal of this sort,” he said. Daniel Kops, WAVZ New Haven, Conn., said that his station does not put the selection of records in the hands of disc jockeys. This, he said, is a management function.

Equal time called a hindrance

Charles H. Tower, executive vice president of Corinthian Broadcasting Corp., attacked both the equal-time law and the so-called fairness doctrine at the Indiana Broadcasters Association convention in French Lick Wednesday-Friday (Oct. 16-18).

He told the Indiana meeting the political broadcasting equal-time law has developed “a rat’s nest of complexities” and that the way to achieve more complete and informative political campaign coverage is “by immediate simplification and eventual elimination of the equal-time requirement.”

The fairness doctrine, he said, is even worse if imposed by regulation. He said he opposed it because “(1) it is contrary to . . . the first amendment, (2) there is no showing that such regulation is necessary, (3) [the administration of it] is time consuming, awkward and aggravating for both regulator and regulatee, (4) it has the effect of discouraging the use of broadcasting for the expression of opinion and (5) regulation in this sensitive area sets a dangerous precedent.”

Mr. Tower said that nobody would contend that the fairness doctrine could be applied to the print media without running afoul of the First Amendment to the Constitution—and that broadcasting enjoys the same constitutional protections as other media. Widespread abuse by broadcasting might suggest a need for regulation of fairness, he said, but “no such showing has been made—the complaints are few compared to the potential, and the situations of proven fault even fewer.”

He said some broadcasters probably would not observe a self-imposed fairness rule but that “this would not be a catastrophe.” Most broadcasters, he said, “will be fair as a matter of good business policy, simply because the overwhelming majority of them are men of

both judgment and integrity.”

Edmund C. Bunker, president of the Radio Advertising Bureau, told the IBA that “twice as many radio stations will raise rates during the next 12 months as did last year.” Despite the rate increases, he said, radio’s cost-per-thousand will remain about the same or may actually decline because of increasing set sales, which “means more in-home, out-of-home and portable listening.” The RAB president justified the prediction of increased sales by calling radio “underpriced.”

ABC News signs Drew

ABC News has signed Robert Drew to produce a minimum of three hours of TV public affairs programming during 1964.

Mr. Drew is producer of the ABC-TV News special, “Crisis: Behind a Presidential Commitment,” scheduled for telecast tonight (Oct. 21, 7:30-8:30 p.m.).

Elmer W. Lower, recently appointed president of ABC News, called the arrangement “another step in the continued expansion of ABC News.”

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Showmanship and public service

NEW PRODUCTION PACKAGE TRIES TO COMBINE THEM

Public service programing and how to fit it into a radio station's overall format so that it provides the desired public service without disrupting a carefully built station image is a tough problem for many station program executives. This is especially so at stations programmed on "top 40" or "good music" formulas where music predominates and news and other talk programs are limited to short time periods.

To help a limited number of stations achieve the desired "community involvement," the Peter Frank Organization, in cooperation with the Crowell-Collier Broadcasting Corp. has developed a program-production service, "Radio INC" (interest, necessity, convenience), encompassing seven areas of programing: agriculture, discussion, information, entertainment, news, religion and talk.

As announced by Richard H. Ullman Inc., distribution arm of PFO, "Radio INC" will offer a minimum selection of two "productions" in each of the seven areas each month. "Each area will be tailored; each area will afford a choice of production (billboarding and background) to fit the type of station; each area can be programmed as received or with locally arranged ingredients."

One educational feature in the service is a one-minute daily Spanish lesson; "Radio INC" tapes utilize the voice of an expert Spanish instructor, but it is suggested that for local involvement a teacher at a college or high school in the station's community may be substituted. A series of salutes to the states of the union or the nations of the UN falls under the heading of information.

A biblical quiz and *Thoughts to Remember* are among the religious program suggestions. Each item is fully produced, with appropriate wording, voicing background music and whatever other effects are needed.

In addition to the category items, each station may get a fully developed local public service campaign each month, tailor-made to the station's own specifications for use in a local campaign, such as raising funds for a new hospital, aiding the schools in a fight against dropouts or whatever local movement is felt most in need of this support and offering the best opportunity for station involvement. Because of the demands of such personalized service on the producers of Radio INC, only 50 stations will be accepted as subscribers, one per state.

"Radio INC's" flexibility is stressed by Morton Wagner, PFO executive vice president. He points out that so long as a station provides a balanced program service to its community in accordance with its prelicense promises it is fulfilling its responsibility, regardless of whether the material is presented with or without sponsorship. Therefore, he says, the Radio INC productions are created to be commercial or sustaining as each station individually decides. The service is also flexible in that it may be used exclusively as produced by PFO or used as the basis for additional station production and local participation.

A second new PFO service is "Alumni Radio," designed for so-called "good music" stations or, as the announcement puts it, "for stations and listeners with

graduating tastes." Produced in cooperation with the McLendon Corp., it is designed to provide stations that describe their programing as "mature, grown-up, adult, responsible, mellow [or] relaxed" with "missing ingredients, the subtleties that will assure smoothness, interest, subdued vitality, true professionalism." Unusual thematic treatments, transitional music to fit any mood, as well as mood announcements for all times of day and night and commercials for all kinds of products and services, salutes to local personalities and a host of educational and/or informative capsules are included in this service, which is limited to 150 station subscribers, a large, medium and small station in each state.

"We call it 'a quantity of quality,'" Mr. Wagner says, "because it gives the station an assortment of brightly informative features to keep its audience listening between the musical selections, as well as musical identification concepts, conceived and produced in perfect harmony with the programing they accompany. For instance, there's the 'Golden Era' group of tunes made popular by the 'big bands' of the 1930's and 1940's, each performed in the style of the band that made it great. Or the 'Symphony of Sound' collection of piano classical intros for symphonic tie-ins."

The success of McLendon's KABL San Francisco in achieving top popularity for its "good music" programing prompted PFO to seek the help of that organization in developing "Alumni Radio," Mr. Wagner said. He added that Crowell-Collier stations (KFWB Los Angeles, KEWB Oakland-San Francisco, KDWB Minneapolis-St. Paul) have been equally successful in creating public service features of a minute's duration or less that have produced the desired results despite their brevity.

490 stations added to editorializing list

In the last 20 months, an additional 490 radio and television stations have begun to editorialize, according to a survey released last week by the National Association of Broadcasters.

Of 2,584 stations replying to an NAB questionnaire, 1,546 said that they express opinions over the air. This figure includes 1,357 radio stations and 189 TV stations. A December 1961 NAB survey disclosed that 1,056 stations were editorializing at that time.

The NAB received a 54% return on its July questionnaire, which went to 4,800 radio and TV stations. Results were announced last week at the first NAB fall conference in Hartford (see story page 54). The following tables describe broadcast editorial patterns and the extent of

political editorials by stations:

Editorialize:	Editorializing Patterns		
	Daily	Weekly	Occasionally
Radio stations	327	157	873
TV stations	61	20	108
TOTAL	388	177	981

	Political Editorials		
	Editorialize on political issues		
	Yes	No	Total
Radio stations	724	633	1357
TV stations	102	87	189
TOTAL	826	720	1546

	Editorialize for or against candidates		
	Yes	No	Total
Radio stations	163	1194	1357
TV stations	12	177	189
TOTAL	175	1371	1546

Susskind-Melnick firm plans move toward film

Talent Associates-Paramount Ltd., primarily based in New York and at one time identified solely with live or tape TV production, is moving more toward film as its medium.

The production company, whose principals are David Susskind and Dan Melnick, this season has a filmed drama, *East Side/West Side* on TV (CBS, Monday, 10-11 p.m. EDT) and is planning additional filmed productions for TV. The unit also has been engaged in production of motion pictures.

In a move to bolster its plans for film, the company today (Oct. 21) is announcing the appointment of writer-producer Sam Rolfe (credits include *Eleventh Hour* on NBC-TV, *Have Gun, Will Travel*, formerly on CBS-TV and now in syndication) as its vice president, Western division.

FINANCIAL REPORTS

Plough shows increase in 9-month earnings

Continued upward trend of radio operations which started early in the second quarter, as well as strong demand for St. Joseph Vitamins for Children and continuing increases in sales and earnings of household products division helped make record nine months sales and earnings for Plough Inc., it was announced last week.

Plough Inc., Memphis pharmaceutical company, owns WMPA-AM-FM Memphis, WJJD-AM-FM Chicago, WCOP-AM-FM Boston, WCAO-AM-FM Baltimore and WPLO-AM-FM Atlanta.

Nine months ended Sept. 30:

	1963	1962
Earnings per share*	\$ 1.21	\$ 1.06**
Net sales	\$42,250,000	\$38,750,000
Net income before taxes	6,620,000	5,950,000
Federal income tax	3,310,000	3,100,000
Net earnings	3,310,000	2,850,000

* Based on 2,737,116 shares outstanding as of Sept. 30, 1963 and 2,692,234 shares outstanding at same period last year.

** Adjusted for July 2, 1962 stock split.

GIC shows increase in sales and profits

General Instrument Corp., Newark, N. J., has reported sharp sales and profit gains, bolstered in part by increased shipments of UHF tuners to TV set manufacturers for incorporation in planned all-channel receivers. The company's F. W. Sickles Division is a major producer of these tuners.

General Instrument's board chairman, M. H. Benedek, said on Oct. 5 that an increase in the firm's per share earnings indicates "a continuing recov-

ery after the loss sustained in the fiscal year ended last February 28." The firm says that for the second fiscal year quarter and the six-month period ending Aug. 31 it had the highest sales in its 40-year history.

Six months ending Aug. 31:

	1963	1962
Sales	\$47,121,239	\$41,194,131
Profits before taxes	861,683	477,609
Net profits	508,183	355,309
Number of shares outstanding	2,570,401	2,565,401

Dividend declared by Four Star TV

Four Star Television last week declared a 5% dividend on its common stock, the first dividend ever declared by the company.

Four Star TV has 634,505 common shares outstanding. At its annual meeting in Hollywood last week the directors described diversification of the company's activities as accounting for an improving financial picture.

Since 1962, they said, the company's operations have branched into TV syndication, foreign distribution, motion picture production in addition to production of network TV product.

Financial notes . . .

■ Gross Telecasting Inc. declared regular quarterly dividend of 40 cents a share on common stock and 7½ cents a share on Class B common both payable Nov. 12, to shareholders of record Oct. 25. Gross Telecasting owns WJIM-AM-FM-TV Lansing, Mich.

■ A regular quarterly cash dividend of 12½ cents a share and a 2% stock dividend, payable Oct. 21 to holders of record Sept. 30, has been declared by the board of Technicolor Inc.

SEC stock report for September

The Securities & Exchange Commission reported the following stock transactions of officers and directors of broadcasting and allied companies in its September issue of *Official Summary* (all common stock unless otherwise indicated):

Capital Cities Broadcasting—Harmon Duncan, sold 100, retains 21,444.

CBS Inc.—William C. Fitts Jr., exercised option to acquire 1,800, holds 1,800; Kenneth W. Hoehn, acquired 688 on option, holds 1,688; Clarence H. Hopper, acquired 3,000 on option, holds 4,483; Lawrence W. Lowman, acquired 3,150 on option, holds 8,688; Richard S. Salant, acquired 5,402 on option, holds 5,521.

Outlet Co. (WJAR-AM-TV Providence, R. I., and WDBO-AM-FM-TV

Orlando, Fla.): George O. Griffith, bought 100, holds 900; Bruce G. Sundlun, bought 400, holds 2,025.

Reeves Broadcasting & Development Corp.: Harry L. Petersen, sold 1,200, retains 30; also sold \$3,000 worth of 6% convertible subordinated debentures, retaining none.

Rollins Broadcasting Inc.: John W. Rollins, sold at public offering (BROADCASTING, July 22), 9,196 common and 15,964 Class B common, leaving none common and 184,036 Class B common; O. Wayne Rollins, sold at public offering 59,840, retaining 549,560.

The New York Stock Exchange reported last week that Hulbert Taft Jr., chairman of Taft Broadcasting Co., sold 6,272 shares of common, reducing his holdings to 113,453.

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State aiding program battle in Brazil

CENSORSHIP SEEMINGLY AIMED ONLY AT U. S. IMPORTS

Television Program Export Association reported last week that the U.S. government is protesting Brazil's crack-down on imported TV shows as a result of TPEA's protests.

John G. McCarthy, TPEA president, said he urged the State Department to protest a Brazilian decree which, in effect, removed from prime time there imported programs dealing with "police events of any nature, the Far West or sex." Mr. McCarthy said the State Department has instructed the U.S. Embassy in Brazil to protest the decree because it appears to be directed specifically against U.S. programs.

Mr. McCarthy claimed the Brazilian action appears to be in violation of Article III of the General Agreement on Tariffs and Trade, to which Brazil is a signatory power.

In a related move, the television division of the Motion Picture Export Association of America reported that several telecasters in Brazil have taken legal action against the government decree,

and a preliminary injunction has been favorable. The judgment was issued on the basis that the decree is "actually unconstitutional," MPEAA reported, and as a result the three TV networks are continuing to buy western and detective series for their 1964 programming.

MPEAA said its Rio de Janeiro office has been working closely with Brazilian telecasters and advertisers in an effort to lift the decree. The association added that there is strong feeling in Brazil that the decree will not be enforced but said it planned to continue its effort to have the decree rescinded.

Hockey closed circuit draws capacity crowds

International Telemeter Co.'s program of pay TV sports events shown on large screens in a closed circuit telecast at nine Toronto theaters got off to a fast start Oct. 15, when the first away-from-home game of the Toronto

Maple Leafs hockey team with the Chicago Black Hawks drew capacity crowds and a total gross of \$24,000, ITC and Famous Players Canadian Corp. reported. The nine theaters, with a total seating capacity of 11,000 and prices ranging from \$1.25 to \$2.50, turned away an estimated 2,500 people for lack of seats for the game, first of 32 to be presented between now and March via the theater TV network. In addition, Telemeter's pay TV home subscribers in the Toronto suburb of Etobicoke can tune in the games at a charge of \$1.50 per game.

ITC, a subsidiary of Paramount Pictures Corp., is aligned with Famous Players Canadian Corp., which is 51% owned by Paramount, in a four-year agreement with the Toronto hockey team for presentation of its "away" games via closed circuit pay TV in homes and theaters. The nine theaters connected for the opening hockey game are equipped with the Eidophor large-screen system of TV reception.

Church leaders meet on Town Meeting of World

Religion and science united Oct. 15 for the joint CBS-British Broadcasting Corp. production of *Town Meeting of the World*. In a show titled "The Christian Revolution," high churchmen around the world, linked by Telstar II, participated in a discussion moderated by CBS newsmen Eric Sevareid.

Seen simultaneously in the U.S. and Europe, the show featured Laurian Cardinal Rugambwa of Tanganyika and Reverend Dr. Hans Kung, dean of West Germany's University of Tübingen theological faculty, in Rome; Bishop Lesslie Newbigin, associate general secretary of the World Council of Churches, in London; Dr. Franklin Clark Fry, president of the Lutheran Church of America and chairman of the Central Committee of the World Council of Churches, in Princeton, N.J.

Senate bill sanctions foreign hams in U.S.

The Senate last week passed legislation that would permit foreign amateur radio operators visiting the U. S. to operate their stations here if reciprocal agreements are negotiated with their countries.

S 920, sponsored by Senator Barry Goldwater (R-Ariz.), an amateur operator himself, won approval of the Commerce Committee, the FCC and other government agencies after it was amended to tighten up security precautions. Amendment of the Communications Act was required, supporters of the bill explained, because the act presently prohibits aliens from operating

Stanton wants U.S.-Japan TV exchange

Dr. Frank Stanton, president of CBS, last week came out for unrestricted exchange of "the entire spectrum" of programing between the U.S. and Japan and suggested the establishment of clearing houses in both countries to assist such an exchange.

Speaking at the second U. S.—Japan Conference on Cultural and Educational Interchange in Washington, Dr. Stanton, substituting for the ailing Edward R. Murrow (BROADCASTING, Oct. 14, 7), said that the exchange of programs between countries was often fettered by concern with "the national image" and charged that this attitude implies "that what entertains us at home may embarrass us abroad, and hence should be withheld from overseas audiences. I deplore both aspects of this theory."

The U. S. and Japan, Dr. Stanton noted, are the two largest television nations in the world gauged by numbers of TV sets and percentage of population covered by TV, and therefore "it is entirely fitting that we should share our programs, our personnel and our expertise." The clearing houses he suggested for U. S.-Japan film exchange would catalogue cultural programs, pro-



Dr. Stanton

vide translation and research services and assist in personnel switches.

Noting that language and other barriers to unfettered exchange exist, Dr. Stanton said, "None of these problems—as difficult as they may appear—are insurmountable."

here. Thirty-one countries allow American hams to operate within their borders even though reciprocal agreements do not now exist.

The bill, sent to the House Commerce Committee for consideration, was backed by the American Radio Relay League and, according to the Senate committee, "will potentially benefit any of the quarter of a million U. S. amateur radio operators. . . ."

Hughes wins contract for 10 VOA transmitters

The Voice of America announced Friday (Oct. 18) that a \$2,228,192 contract for the construction of 10 250-kw shortwave transmitters has been awarded to the Hughes Aircraft Co. of Fullerton, Calif.

The transmitters will be installed at a 2.5 megawatt complex in the Philippines from which the Voice will be able to transmit a reliable signal throughout Asia, VOA said. The Hughes cost proposal was lowest of six submitted which met VOA specifications. Delivery is scheduled for Dec. 30, 1965. The VOA said it plans to be on the air with Project Bamboo in three or four years.

Five of the new transmitters, which will be capable of remote operation from distances up to two miles, will cost \$229,600 each; the other five will be constructed without the remote capability and will cost \$210,600 each. Another \$27,192 will be for installation materials.

Central America TV interconnection mullied

Officials of American Broadcasting-Paramount Theaters and ABC International Television met in Mexico City last week with representatives of Central American Television Network to examine the possibility of live interconnection between CATVN stations.

CATVN has stations in Panama, Nicaragua, Costa Rica, Honduras, El Salvador and Guatemala. It was formed in 1959.

AB-PT executives attending the meeting were Leonard Goldenson, president; Simon Siegel, executive vice president; Donald Coyle, president of ABC International Television, and Frank Marx, president of ABC Engineers Division.

The meeting included talks on new programming and sales plans for the CATVN stations.

Harris leaves for Geneva

Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, is scheduled to leave for Geneva today (Oct. 21) to join conferees attending the International Radio Conference on Space Allocations. Representative Harris is expected to

Pay TV is not a friendly face to Arkell

John H. Arkell is director of administration for the British Broadcasting Corp., and that organization has a reputation for being loath to take a position on controversial matters. But Mr. Arkell has some very definite views on subscription television and they are all negative.

If pay TV is established, Mr. Arkell says, it will deprive the viewer of what he now gets for nothing. "I feel," he says, "that pay TV could be considered against the public interest. People are going to have to pay for what they get free now. I don't like it."

Mr. Arkell also had a second observation: that the viewers with money will be getting the better programs. Unsaid but implied was the obverse: that viewers who are strapped financially will have to put up with mediocre and worse pro-

grams.

The Britisher's views were made on an interview with Mark Evans, Metromedia Inc. vice president for public affairs. The taped interview will be shown over WTTG(TV) Washington on Oct. 27.

Other views:

■ BBC does not editorialize, although there is no legal prohibition. In Mr. Arkell's view it is better not to have a single opinion, thus safeguarding the impartiality of the service. Mr. Arkell stressed, however, that BBC endeavors to present a balance on controversial issues, presenting both sides either simultaneously or in separate programs.

■ Although BBC does not have ratings services to determine the popularity of its programs, it has its own research department which interviews 4,000 families per day.

remain in Geneva for about 10 days, or until the conference ends.

BBC's second TV network to start in April 1964

Monday, April 20, 1964 has been named as the day for the start of BBC-TV's second network, BBC 2. BBC Director-General Hugh Carleton Greene promised that the new network would

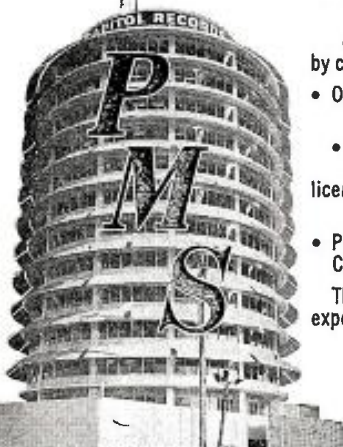
not be a poor man's copy of the present BBC-TV, and it would not be dominated by the chase after the biggest possible audience.

BBC 2 will start in London and Southeast England and will initially be available to about 10 million people. It will then spread to other parts of the country and in 1965 will cover 60% of the population.

The BBC director-general added:

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 - Offers you a wide choice of classifications, from "News & Metro" to "Fashion Show Melodic".
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that after five years BBC 2 would be available to 95% of the population.

"In giving us the job of providing a second television network the government has given us an opportunity to provide a service which can be, if we go about it in the right way, of enormous value to the nation," he said. This would be the first time in any country that two networks would be planned together "to provide a choice instead of the haphazard chances of competition."

He said that BBC 2 will provide educational and minority interest programs at peak hours.

In answer to criticism that BBC was

going ahead with such a big and expensive project without long term certainty of financial resources Mr. Greene said that the government had given BBC a firm guarantee of its responsibility toward insuring that BBC would obtain sufficient income.

EMI gets contract for Malaysian TV

EMI Electronics Ltd., London, has been appointed principal contractor for the supply of television studio and outside broadcast equipment to the Malay-

sian Ministry of Information and Broadcasting.

The company has been awarded a contract worth about \$280,000 for equipment for the first phase of the Malaysian television service. This will provide TV coverage for the Kuala Lumpur area. It is scheduled to begin in December.

Included in the contract are two image orthicon camera channels, video and audio mixers and equipment for a medium sized studio, a complete master control installation and mobile unit equipped with three image orthicon camera channels.

FATES & FORTUNES

BROADCAST ADVERTISING



Mrs. Tucker

Charlotte Tucker, formerly with Keystone Broadcasting System, Earle Ludgin & Co. and McCann-Erickson, joins E. H. Russell, McCloskey & Co., Chicago, as media director. **T. H. Hollingsworth**, advertising director of Bowes Seal Fast Corp., joins Russell agency as creative executive.

Henry W. Tavs elected senior VP in charge of sales for Revlon Inc., New York, succeeding **Jack J. Culberg**, who has been appointed to newly created post of senior VP-market development.

Boyce P. Price and **James Rooney**, account directors at McCann-Erickson, New York, elected VP's.

H. E. Christiansen, head of his own Chicago agency, is to dissolve that firm and will join Wade Adv. there as VP effective Jan. 1, 1964.

William G. Bess, senior copywriter at Donahue & Coe, Los Angeles, joins Vineyard-Hernly & Associates, Santa Ana, Calif., advertising and PR firm, as creative director.

Ronald A. Sampson, formerly with *Ebony* magazine, joins Foote, Cone & Belding, Chicago, as assistant merchandising supervisor.

Harold A. Smith, VP, Needham, Louis & Brorby, appointed assistant to president. He will also continue in charge of NL&B's press relations. Mr. Smith joined NL&B in 1958 and was formerly with National Broadcasting Company's Central Division for 12 years in both local station and network promotion and sales development capacities.

James L. Thompson Jr., former buyer and most recently assistant media director at Benton & Bowles, New York, has been named media manager for Philip Morris Inc., New York. **Donald S. Harris** is PM's director of media and programing.

Robert Ross with Leo Burnett Co., Chicago, for two years in marketing named VP and creative director in creative services division. He formerly was with Arthur Meyerhoff Co. and before that Tatham-Laird Inc.

William C. Olendorf, VP-marketing, Tobias, O'Neil & Gallay, Chicago, becomes member of firm as executive VP and agency changes name to Tobias & Olendorf.

Adolph T. Cantisano, former director of advertising and promotion for Albany, N. Y., public markets, joins WJRZ Newark, N. J., in sales department.

Ken F. Campbell joins sales staff of The Katz Agency, New York. He was formerly in radio sales at H-R Representatives.



Mr. Short

Carl J. Short appointed account executive in Los Angeles for Wade Advertising's newly acquired Falstaff beer account. He leaves Los Angeles office of Erwin Wasey, Ruthrauff & Ryan where he had handled Carnation accounts since 1953, his most recent position being senior account executive for Coffee-Mate.

Carol Gilbert, formerly with American Research Bureau, appointed manager of sales development department of Robert E. Eastman & Co., station representatives, New York.



Mr. Martin

Gerard Martin, VP-account supervisor and member of plans board of Kenyon & Eckhardt, joins Geyer, Morey, Ballard, New York, as VP-account supervisor.

Nick Barry, account executive with Ohio Stations Representatives, Cleveland, appointed sales manager of WCUE, WCUF-FM Akron, Ohio.

Peggy Prag appointed copy chief of Johnstone Inc., New York advertising agency.

Donald C. Waterous, account supervisor, and **John G. Flagg**, creative supervisor at Benton and Bowles, New York, elected VP's.

Fred L. Williams appointed advertising and sales promotion manager for Pennzoil Co. of Oil City, Pa.

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Richard H. Riggs, assistant manager of WIMA-TV Lima, Ohio, for past four years, joins WJIM-TV Lansing, Mich., as sales manager.

Mr. Riggs

Bernard F. Nosbaum, art director at Kenyon & Eckhardt, Chicago, joins Clinton E. Frank Inc. there in same capacity.

Gary Davis, account executive with Axelband, Brown & Associates, Cleveland advertising and PR agency, joins WERE, that city, in same capacity.

Charles R. O'Malley, former salesman with Pan American World Airways, joins New York sales staff of Stone Representatives Inc.

Tom B. Watson, former media buyer at BBDO and Ted Bates, and **Ron B. Titus**, promotion specialist at wow Omaha, join New York and Chicago sales staffs, respectively, of CBS Radio Network Sales.



Mr. Newi



Mr. Boorum

George H. Newi, assistant daytime sales manager, ABC-TV, promoted to director of sports and special program sales. **Warren Boorum** succeeds Mr. Newi. Mr. Boorum was formerly VP, sales development at Metromedia.

Harold Edeson appointed sales promotion manager for General Cigar and Escalante divisions of General Cigar Co., New York, and **James W. Brawley** as sales administrator for two divisions.

Paul Wagner joins Sacramento, Calif., office of Clif Furgurson Adv.,

Fresno, Calif., as account executive.

George V. Recht elected VP-controller of John W. Shaw Adv., Chicago.



Mr. Neale



Mr. Tranchina

Cary J. Neale and **Joseph Tranchina**, executive art directors at BBDO, elected VP's. Mr. Neale handles art direction on DuPont, Morgan-Jones, New York State and Greater New York Fund. Mr. Tranchina is executive art director on United Fruit, Pepsi-Cola, Lucky Strike and Curtis Publishing.

Bill Hudson, sales promotion manager of WKDA Nashville, Tenn., resigns to head his own advertising agency, Bill Hudson & Associates, with offices at 1205 Eighth Ave., South, Nashville.

Robert C. Meade joins Pete White and Associates, Tulsa advertising agency, as account executive.

Joseph Scheideler joins Foote, Cone & Belding, New York, as vice president and management representative on Lever Bros. account. Mr. Scheideler had been director and executive VP at Fletcher Richards, Calkins & Holden.



Mr. Scheideler

Robert I. Grossman, sales manager of WPKM Tampa, appointed general sales manager of WGTO Cypress Gardens, both Florida.

Marty Glickman joins Cole Fischer Rogow, New York, as account executive.

John T. McNamara, previously merchandising executive with Ted Bates & Co., New York, joins WSVA-AM-FM-TV Harrisonburg, Va., as promotion-merchandising manager.

Jean Borrelli, radio-TV supervisor at Wermen & Schorr, Philadelphia, appointed traffic manager.

Fred Von Hofen, former VP and general manager of KVI Seattle, joins KING-TV, that city, as account executive.

Betty Porter and **Alan Hirschfeld** join copy staff of BBDO's Los Angeles office.

Edward J. Galdikas, formerly with Hill, Rogers, Mason & Scott, joins W. B. Doner & Co., Chicago, as production manager.

Ralph P. McCasky Jr., account executive with Peters, Griffin and Wood-

ward, joins TV sales staff of RKO General Broadcasting National Sales, Chicago.

THE MEDIA

William N. Ellison, program director of WBJA-TV Binghamton, N. Y., appointed station manager, replacing **Warren M. Kelly**, who resigned.

Ralph Grover, sales manager, appointed general manager of WEZY Cocoa, Fla.

Ed Neilson, air personality, named continuity director at WJRZ Newark, N. J.

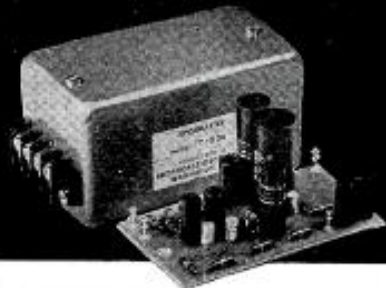
Charles Warren named manager of Washington operations of Mutual. Mr. Warren also will continue in present position of news bureau chief.

Ira I. Hewey, assistant manager and national sales manager named station manager of WHAI-AM-FM Greenfield, Mass.

Raymond C. Giese, general manager of WOSU-AM-FM (Ohio State University) Columbus, named general manager of WOSU-TV (educational ch. 34), replacing **Raymond J. Stanley**, who resigned to become director of educational TV facilities program with U. S. Office of Education in Department of Health, Education and Welfare.

Bernie Strachota elected VP-general

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Walker named head of Collins division

A. Prose Walker, assistant to vice president of Collins Radio Co. and former National Association of Broadcasters director of engineering, has been named director of Collins' broadcast communications division.

Entire division has been moved to Dallas, it was announced last week.

Named assistant director and sales manager for broadcast unit is **Thiel W. Sharpe**, who was director of commercial sales for company's international division. **Carl F. Rollert** continues as production manager.

Mr. Walker was with FCC from 1940 to 1953 when he left to direct

engineering activities of NAB. He joined Collins in 1961 as assistant director of development and in 1962 was named assistant to vice president of Cedar Rapids, Iowa, division.

Mr. Sharpe joined Collins in 1949; previously he served in engineering capacities with Texas radio stations WFAA Dallas and KARC and WOAI, both San Antonio.

Mr. Rollert joined Collins in 1956. He was with WDAF-TV Kansas City, Mo., and KCRG-TV Cedar Rapids, in engineering positions before then.

In consolidating broadcast communications division in Dallas, Collins will retain in Cedar Rapids research and development including manufacture of low power transmitters and audio equipment. Dallas division will handle sales and production for all of Collins broadcast equipment including its high power transmitter and studio-transmitter link lines. Collins also has branches in Newport Beach, Calif., and in Toronto, Ont.



Mr. Walker



Mr. Sharpe



Mr. Rollert

manager of WRIT-AM-FM Milwaukee.

Howell Ashford, WCRK Morristown, elected president of Tennessee Association of Broadcasters, replacing Jack

Michael, WREC-AM-TV Memphis. Other officers elected: **James C. Wilson**, WJCW-AM-FM Johnson City, VP for East Tennessee; **Franklin H. Brown**, WBMC McMinnville, VP for middle Tennessee; **Ken Marston**, WDXI Jackson, VP for West Tennessee; and **Hugh Trotter**, WSEV-AM-FM Sevierville, secretary-treasurer.

PROGRAMING

Marshall Schlom has been elected president of script supervisors Local 871 International Alliance of Theatrical, Stage Employees & Moving Picture Operators. Other new officers, all for two-year terms, are: VP, **Michael Preese**; secretary, **Betty Fancher**; treasurer, **Wallace Bennett**, and Sergeant at Arms, **Richard Chaffee**.

Dixon Q. Dem, assistant secretary and general studio attorney for the past three years for Desilu Productions, Hollywood, has been appointed West Coast counsel, business affairs, for United Artists Television. Before joining Desilu he had been with legal department of CBS.

Erwin Bernstein appointed director of marketing for TNT Electronics, engineering subsidiary of Theatre Network Television, New York.

Willis Duff, formerly program director at WPRO Providence, R. I., joins KLAC Los Angeles as production-creative director.

Jim Anderson, announcer-director at KHVH-TV Honolulu, appointed production manager, succeeding Jack Annon,

who resumes studies at University of Hawaii.

Tommy Holland, former news director of KBRZ Freeport, Tex., joins announcing staff of KTEM Temple, Tex.

Ben Laurie, staff announcer at KXOL Ft. Worth, Tex., joins WFAA-AM-FM Dallas-Ft. Worth as air personality.

Niles I. Goodsite appointed production manager of WOTT Watertown, N.Y.

Don Jeffries joins announcing staff of WATE-AM-TV Knoxville, Tenn.

Jerry Mallard, production supervisor, promoted to production manager at WCIV-TV Charleston, S. C.

Robert J. Burton, executive VP of Broadcast Music Inc., New York, elected to company's board of directors.

Lloyd Haynes, formerly with Heater-Quigley Productions, has joined Daystar Productions, both Hollywood, as production assistant. He will concentrate on developing new daytime TV programs.

Henry Vars, who composed musical score for motion picture, "Flipper," signed to write original music for new MGM-TV series inspired by that film. New series is now in production in Nassau and Miami with Leon Benson as producer-director.

Pat Patterson, former music director and assistant program director at WPTR Albany, N. Y., joins WGR Buffalo as air personality.

John Riley appointed production director of WFBG Altoona, Pa., succeeding Al Wolfe, who has purchased part

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Kirby Brooks joins WIOD Miami as air personality.

Bill Holley, announcer at WFUN South Miami, Fla., named program director, replacing **Bob Gordon**, who resigned to accept similar post with WCPO Cincinnati. **Roger Knight**, formerly of WMVJ Miami Beach, joins WFUN as air personality.

Georgis Hanni, attorney formerly with Composers & Lyricists Guild of America, appointed resident counsel for Writers Guild of America, West.

Larry Finley, director of premium sales at Dot Records, joins MGM/Verve Records, New York, as director of special products department.

Edward Grossman, an attorney, joins Composers and Lyricists Guild of America, Los Angeles, as executive director. **Elsa Clay** continues in guild's office as assistant to Mr. Grossman.

G. Richard Bowen, vice president of Dallas Jones Productions, joins Filmack Studios, Chicago, as production coordinator.

Clair Chotzinoff promoted to director of literary services at Columbia Records. He was previously copy editor, special projects, masterworks.

Ed Smith and **Ed Washburn** named art director and assistant art director, respectively, at KGO-TV San Francisco.

Terry Berman named farm director of WKXD Aurora, Ill.

Gregory Stone, program director and sportscaster at WTAL Tallahassee, Fla., joins WSOC-AM-FM Charlotte, N. C., as night newsman and staff announcer.

Joe Scully named producer of *Repertoire Workshop* series on KNXT(TV) Los Angeles.



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NEWS

Harry R. Flory retires as general manager of communications for UPI. **R. T. Eskew**, formerly executive sales manager, succeeds Mr. Flory. **James F. Darr** named to newly created post of assistant general manager of communications department. Mr. Darr was previously central division communications manager for UPI, Chicago.



Mr. Griffin

Arch Deal, WFLA-TV Tampa-St. Petersburg, Fla., newsman, appointed to newly created post of assistant news director. **Fred Worthington**, film editor, named assignment editor. **Howard Stonesifer** and **John Hayes** join WFLA-TV news staff as cameramen-reporters. Also joining St. Petersburg news bureau as roving reporter is **Ray Blush**.

Andy Scott, newscaster at WIS Columbia, S. C., joins air staff of WFBC-AM-TV Greenville, S. C.

Robert Hager and **Ben Waters** join news staff of WBT, WBT(TV) Charlotte, N. C.

Milt Hoffman, production manager of KHAS-TV Hastings, elected state chairman of Nebraska AP Radio and TV Association. **Lee Hall**, news director of KOLT Scottsbluff, was elected vice chairman.

Charles Munro named morning news editor of KFAC-AM-FM Los Angeles, replacing **Peter Klute**, who is leaving to resume studies at Loyola University and take PR post with Southern Counties Gas Co.

William H. Capellaro joins news staff of WISN-TV Milwaukee as writer-reporter.

John Halperin, formerly with *Wall Street Journal*, joins Albany, N. Y., staff of Associated Press.

Joe L. Langston joins WBRC-TV Birmingham, Ala., as newscaster.

Jim Kincaid, formerly with WWL-TV New Orleans, joins news staff of KMOX-TV St. Louis.

Terry Morrison joins news staff of KRON-TV San Francisco as newsfilm photographer.

Howard K. Smith, ABC News, signed to portray himself in film version of Gore Vidal play, "The Best Man."

FANFARE



Mr. Hanley

Joseph P. Hanley, special events manager for Macy's department store in New York, joins WCBS-AM-FM New York as director of public information.

Jeanne Toncre and **Donald G. Merritt Jr.** join promotion department of KRON-TV San Francisco.

Jim Corcoran, veteran radio newscaster and program personality, and since 1956 on administrative staff of Philadelphia *Daily News*, joins Triangle Stations, Philadelphia, to handle publicity and public relations.

Bernard Ruttenberg named assistant to Phil Cowan, VP of Metromedia's public relations department.

Michael Crain named PR director of A. D. Adams Adv., New York.

INTERNATIONAL

Michael Stephens, assistant director of BBC overseas talks and features, appointed secretary to Fifth Commonwealth Broadcasting Conference, effective

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Frank Beatty dies of cancer at 62

J. Frank Beatty, a senior editor of BROADCASTING, died of cancer at his Bethesda, Md., home Oct. 14. His death occurred on the eve of his 29th anniversary of service with the magazine. He was 62.

Mr. Beatty's last article, a special report on FM broadcasting, appeared in BROADCASTING July 29. He fell ill during the final stages of work on that story but insisted upon completing it before entering a hospital. After abdominal surgery that disclosed an inoperable condition he was returned to his home where he remained until his death.

For the past decade Mr. Beatty had specialized in writing regional economic reviews and situation reports. Twice he won Jesse H. Neal merit awards, which are given annually by the Associated Business Publications for outstanding work in business journalism. Associated Business Publications comprises magazines that are audited by the Audit Bureau of Circulations.

Born in Greensburg, Pa., Nov. 17, 1900, Mr. Beatty entered journalism at the age of 17 on his home town paper, the *Greensburg Record*. He continued to work on newspapers while attending Washington and Jefferson College, Washington, Pa., and Dickinson School of Law at Carlisle, Pa. He was a reporter for the *Washington (Pa.) Observer* in 1921-22, for the *Latrobe (Pa.) Morning Review* in 1923-24 and the *Harrisburg (Pa.) Telegraph* in 1924-28.

In 1928 he moved to Washington



J. Frank Beatty

and joined the *United States Daily* which became the *United States News* in 1933 and was later to become the weekly magazine, *U. S. News and World Report*. On Oct. 15, 1934, Mr. Beatty joined BROADCASTING as managing editor.

Mr. Beatty was a member of Delta Tau Delta, the National Press Club, the White House Correspondents Association, the F&AM Masonic Lodge of Greensburg, Pa., and Trinity Lutheran Church of Bethesda, Md.

He is survived by his wife, Mrs. Ruth Reymer Beatty, and a daughter, Mrs. Thomas Wardwell, of Oklahoma City. Burial was at Sewickley, Pa., on Oct. 18.

EQUIPMENT & ENGINEERING

Wendell C. Morrison appointed chief engineer of RCA's broadcast and communications products division, responsible for engineering activities of radio-TV broadcast equipment, microwave communications systems, scientific instruments, two-way mobile radio, radiomarine equipment and audio-visual products. Mr. Morrison, who has been assistant to chief defense engineer for past two years, joined RCA at Camden, N. J., in 1940.



Mr. Morrison

Thomas O. Doner, former Eastern regional manager for electronics division of Fansteel Co., appointed Midwestern regional manager for components group of Litton Industries, with headquarters in Chicago.

Thomas M. McDermott appointed sales engineer in Belleville, N. J., office of Eitel-McCullough Inc., San Carlos, Calif., electronic tube manufacturer.

Joseph Stefan, member of executive management group of RCA, New York, elected VP in charge of magnetic tape and custom products for RCA Victor Records, with headquarters in New York. In newly created position, Mr. Stefan will direct RCA Victor's custom record activities and expanding magnetic tape business which manufactures and markets tape for entertainment, computer and instrumentation fields.



Mr. Stefan

tive Dec. 15, to be held at Ottawa, Canada.

Arvid Griffin appointed managing director of MGM British Studios. Since resignation of Matthew Raymond in December 1961, post of managing director has been vacant. Mr. Griffin has

been with MGM in America since 1935 and until joining MGM's British studios in June, had served in number of executive production posts at company's Culver City, Calif., operation. Lawrence P. Bachmann continues as executive producer at British studios.

DEATHS

Natt Hale, 47, assistant to president of ABC-Paramount Records, died at Roosevelt Hospital, New York, Oct. 15 after six-week illness. Mr. Hale, veteran of 25 years in record business, joined ABC-Paramount at its inception in 1955.

John M. Printup, 66, manager of KRIB Mason City, Iowa, died Oct. 11 following heart attack.

Frank B. Walker, 73, formerly MGM vice president and general manager of MGM Records, died Oct. 15 of heart attack at his home in Little Neck, N. Y. Mr. Walker, who originated idea of low-priced pop records, organized MGM Records Division 1945. He also served as VP of Loew's Inc., VP of RCA, general manager of RCA Victor Records and VP of Columbia Phonograph Records.



STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Oct. 10 through Oct. 16 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

ACTION BY FCC

San Juan, P. R.—Antilles Broadcasting Corp. Granted CP for new TV on UHF channel 18; ERP 200 kw vis., 100 kw aur. Ant. height above average terrain 150 feet, above ground 222.5 feet. P. O. address c/o Clement L. Littauer, Box 5627, San Juan, P. R. Estimated construction cost \$202,639; first year operating cost; \$85,000; revenue \$100,000. Studio location San Juan, trans. location Pueblo Viejo. Type trans. ITA TVU-12500A; type ant. Alford 1044-S. Legal counsel Prince, Taylor & Paul, consulting engineer David Steel & Associates, both Washington. Principals: Julio M. Ortiz and Clement L. Littauer (each 50%). Antilles also owns WRSJ San Juan. Action Oct. 16.

New AM stations

ACTIONS BY FCC

Brainerd, Minn.—Greater Minnesota Broadcasting Corp. Granted CP for new AM on 1340 kc, 250 w, unl.; conditions. P. O. address 3702 East Lake Street, Minneapolis. Estimated construction cost \$25,060; first year operating cost \$42,000; revenue \$48,500. Principals: Kendall M. Light (50%), Charles E. Persons and Alver G. Leighton (each 25%). Mr. Persons owns engineering consultant firm; Messrs. Leighton and Light are connected with KDLM Detroit Lakes, Minn. Action Oct. 9.

Hastings, Neb.—K Bar J Inc. Granted CP for new AM on 1550 kw, 500 w-D; condition that presunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. P. O. address c/o James A. Lambros Jr., 600 Ross Avenue, Gillette, Wyo. Estimated construction cost \$16,700; first year operating cost \$18,000; revenue \$24,000. Principals: James A. Lambros Jr. (80%), J. A. Lambros Jr. and Yvonne N. Lambros (each 10%). Messrs. Lambros own cafe and minority interests in KIML Gillette; Mrs. Lambros is housewife. April 15 initial decision looked toward grant. Action Oct. 4.

Selma, N. C.—Carolina Broadcasting Associates. Granted CP for new AM on 1510 kc, 500 w-D; conditions include precluding presunrise operation with daytime facilities pending final decision in Doc. 14419. P. O. address Box 84. Estimated construction cost \$11,340; first year operating cost \$22,000; revenue \$34,000. Principals: Charles F. Barry Jr. (55%), Marshall Thompson (35%) and William A. Creech (10%). Reverend Barry is minister; Mr. Thompson is senior director of Ketchum Inc.; Mr. Creech is chief counsel and staff director of U. S. Senate Subcommittee on Constitutional Rights. Action Oct. 9.

Existing AM stations

APPLICATIONS

WPRY Perry, Fla.—CP to change hours of operation from SH to unl., using power of 250 w, 1 kw, and install new trans. Ann. Oct. 16.

KEUN Eunice, La.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. Oct. 14.

KNOB Hobbs, N. M.—CP to change hours of operation from D to unl. using power of 500 w-5 kw LS, install DA system (DA-N) and change ant.-trans. and studio locations. Ann. Oct. 14.

KGVL Greenville, Tex.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. Oct. 11.

New FM stations

ACTIONS BY FCC

Columbia, Ill.—Joseph L. Lepp Inc. Granted CP for new FM on 104.9 mc, ch. 285, 2.85 kw. Ant. height above average terrain 229 feet. P. O. address Columbia. Estimated construction cost \$11,111; first year operating cost \$9,069; revenue \$12,600. Principals: Joseph L. Lepp (58%), Mary Dorothy Lepp (39%) and Alvin H. Maeys, Jr. (3%). Mr. Lepp is employed by a railroad, Mrs. Lepp is housewife and Mr. Maeys Jr. is attorney. Action Oct. 10.

McMinnville, Tenn.—Harold Nelson Roney. Granted CP for new FM on 101.7 mc, 3 kw. Ant. height above average terrain minus 56 feet. P. O. address 322 West Main Street, Hendersonville, Tenn. Estimated construction cost \$1,700; first year operating cost \$8,000; revenue \$12,000. Mr. Roney, sole owner, is businessman and member of Tennessee House of Representatives. Action Oct. 10.

*Platteville, Wis.—Wisconsin State College Institute of Technology. Granted CP for new FM on 89.5 mc, channel 208, 250 w. Ant. height above average terrain 117 feet. P. O. address c/o Bjarne R. Ullsvick, 709 West Main Street, Platteville. Estimated construction cost \$2,550; first year operating cost \$1,550. Principals: board of regents. Action Oct. 9.

APPLICATIONS

Merced, Calif.—Merced Broadcasting Co. 101.5 mc, channel 268, 5 kw. Ant. height above average terrain 100 feet. P. O. address Kurt Fantl, 1481 Paseo del Mar, San Pedro, Calif. Estimated construction cost \$18,680; first year operating cost \$31,836; revenue \$46,000. Principals: Kurt and Margaret A. Fantl (each 50%). Mr. and Mrs. Fantl are both physicians. Ann. Oct. 16.

Fort Myers, Fla.—Fort Myers Broadcasting Co. 96.9 mc, channel 245, 43.8 kw. Ant. height above average terrain 251 feet. P. O. address 2824 Palm Beach Boulevard, Fort Myers. Estimated construction cost \$32,695;

first year operating cost \$30,000; revenue \$24,000. Applicant is licensee of WINK Fort Myers. Ann. Oct. 10.

Lakeland, Fla.—Lakeland FM Broadcasting Inc. 94.1 mc, channel 231, 26.2 kw. Ant. height above average terrain 300 feet. P. O. address c/o C. C. Sherwood, Box 1142, Lakeland. Estimated construction cost \$39,455; first year operating cost \$50,000; revenue \$60,000. Principals: William A. Hagerman, W. William Ellsworth Jr., James L. Ewell (each 14.3%) and others. Principals are local businessmen. Ann. Oct. 14.

Orlando, Fla.—American Homes Stations Inc. 105.1 mc, channel 286, 100 kw. Ant. height above average terrain 483 feet. P. O. address c/o R. E. Van Dellen, 5202 Falls Drive, Orlando. Estimated construction cost \$36,867; first year operating cost \$36,000; revenue \$36,000. Principals: Theodore G. Bollman, Ross E. Van Dellen and Hardy Vinson Hayes (each 33 1/3%). Mr. Hayes is station manager of WXIV Windermere, Fla.; Mr. Bollman is employee of plumbing firm; Mr. Van Dellen is employee of powder company. Ann. Oct. 15.

Canton, Ga.—Cherokee Broadcasting Inc. 105.5 mc, channel 228A, 3 kw. Ant. height above average terrain 81 feet. P. O. address Box 1290, Canton. Estimated construction cost \$49,000, first year operating cost \$4,000; revenue \$5,000. Applicant is licensee of WCHK Canton, Ga. Ann. Oct. 11.

Pittsfield, Mass.—WBEC Inc. 105.5 mc, channel 288A, 631 w. Ant. height above average terrain 586 feet. P. O. address c/o Richard S. Jackson, 33 Eagle Street, Pittsfield. Estimated construction cost \$16,890; first year operating cost \$12,000; revenue \$12,000. Applicant is licensee of WBEC Pittsfield. Ann. Oct. 11.

Charlotte, Mich.—Easton County Broadcasting Co. 92.7 mc, channel 224, 3 kw. Ant. height above average terrain 160 feet. Estimated construction cost \$9,035; first year operating cost \$15,000; revenue \$15,000. Applicant is licensee of WCER Charlotte. Ann. Oct. 10.

Conway, S. C.—Coastal Broadcasting Co. 104.1 mc, channel 281, 26 kw. Ant. height above average terrain 139 feet. P. O. address c/o L. M. Hawley, Box 799, Conway. Estimated construction cost \$32,674; first year operating cost \$3,500; revenue \$4,800. Applicant is licensee of WLAT Conway. Ann. Oct. 14.

Myrtle Beach, S. C.—Golden Strand Broadcasting Co. 92.1 mc, channel 221, 3 kw. Ant. height above average terrain 148 feet. P. O. address c/o Wade H. Alley, Box 1497, Myrtle Beach. Estimated construction cost \$13,680; first year operating cost \$2,000; no revenue. Applicant is licensee of WMYB Myrtle Beach. Ann. Oct. 11.

Abernathy, Tex.—Abernathy Broadcasting Co. 95.5 mc, channel 238, 57 kw. Ant. height above average terrain 151 feet. P. O. address 1312 61st Street, Lubbock, Tex. Estimated construction cost \$27,826; first year operating cost \$2,400; revenue \$48,000. Principals: Clyde R. Stephens (55%), Raymond V. Stephens, Steve McGlothlin (each 20%) and John R. Stephens (5%). C. R. Stephens owns farm programing firm; R. V. Stephens is assistant manager of KLEA

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Lovington, N. M.; Mr. McGlothlin is engineer; J. R. Stephens is bakery employee. Ann. Oct. 14.

Existing FM stations

APPLICATIONS

WRVM-FM Rochester, N. Y.—CP to change frequency from 100.5 mc, channel 263, to 92.5 mc, channel 223. Contingent on **WVOR(FM)** grant below. Ann. Oct. 10.

WVOR(FM) Rochester, N. Y.—CP to change frequency from 92.5 mc, channel 223, to 100.5 mc, channel 263. Contingent on **WRVM-FM** grant above. Ann. Oct. 10.

Ownership changes

ACTIONS BY FCC

KTVU(TV) Oakland, Calif.—Granted transfer of control of licensee corporation, San Francisco-Oakland Television Inc., from Ward D. Ingram, William D. Pabst, Edwin W. Pauley (each 25%) and others to Miami Valley Broadcasting Corp. (100%), primarily owned by James M. Cox Jr. Consideration \$12,360,000. Miami Valley owns **WIOD-AM-FM** Miami, Fla.; **WHIO-AM-FM-TV** Dayton, Ohio; **WSOC-AM-FM-TV** Charlotte, N. C.; **WSE-AM-FM-TV** Atlanta. Action Oct. 16.

KLOA Ridgecrest, Calif.—Granted assignment of license from Israel Sinofsky (100%), d/b as Ridgecrest Broadcasting Co., to Norval Dorman (100%). Consideration \$8,500. Mr. Dorman is insurance agent. Action Oct. 16.

WQTY Arlington, Fla.—Granted assignment of license from Sam G., Farris E. and N. Joe Rahall (each 33 1/3%), d/b as Rahall Broadcasting Inc., to Jones College. No financial consideration involved, as assignment constitutes gift to college. Jones College is business school. Action Oct. 16.

WLAK Lakeland, Fla.—Granted assignment of license from Frank W. Nesbit and Howard W. Cann Jr. (each 50%), d/b as Florida Central Broadcasting, to Doris B. Potter (80%) and Robert B. Brown and Roland B. Potter (each 20%), tr/as Sentinel Broadcasting. Consideration \$225,000. Mr. and Mrs. Potter own **WKBC-AM-FM** North Wilkesboro. **WATA** Boone and CP for new AM in Mocksville, all North Carolina, and **WHBG** Harrisonburg, Va.; Mr. Brown, son of Mrs. Potter, owns **WTLK** Taylorsville, N. C. Action Oct. 16.

WHEW Riviera Beach, Fla.—Granted assignment of license from Robert Hecksher (100%), d/b as Public Service Broadcasting, to Don R. and Lee H. Colee (each 50%), tr/as Colee Enterprises Inc. Consideration \$170,000. Mr. and Mrs. Colee have wide broadcast experience. Action Oct. 14.

WZRH Zephyrhills, Fla.—Granted assignment of license from John C. Dent (40%), Ralph C. Wasdon (30%), Edward I. Cutler (20%) and Donald E. Herndon (10%), d/b as Zephyr Broadcasting Corp., to Paul Lasobik (100%). Consideration \$39,000. Mr.

Lasobik is in floor covering and tile businesses. Action Oct. 9.

WGIG Brunswick, Ga.—Granted assignment of license from H. K. (45% plus), R. L. (12% plus) and J. L. (25%) Tollison and E. M. Champion Sr. (13% plus) and Jr. (3% plus), d/b as Brunswick Broadcasting Corp., to Charles J. Thornquest (33%) and others, tr/as Golden Isles Broadcasting Corp. Consideration \$250,000. Mr. Thornquest has interest in **KLEM** LeMars, Iowa. Action Oct. 10.

KFXD Nampa, Idaho—Granted relinquishment of negative control of licensee corporation, Fletcher Mitchell Corp., by Jonathan M. Fletcher (25% after transfer, 50% before) to Wayne C. Cornils (25%). Consideration \$7,500. Mr. Cornils is **KFXD** station manager. Action Oct. 15.

WLAP-AM-FM Lexington, Ky.—Granted assignment of license from William R. Sweeney (100%), d/b as Thoroughbred Broadcasting Co. to Dee O. Coe and Robert P. O'Malley (each 30%) and John D. Huckstep Jr. and Incentive Capital Corp. (each 20%), tr/as Thoroughbred Broadcasters Inc.; Incentive Capital is owned by group of Illinois and Indiana banks. Consideration \$400,000. Mr. Coe is part owner of **WWCA** Gary and **WLOI** Laporte, both Indiana; Mr. O'Malley owns travel bureau, paper company and other businesses; Mr. Huckstep is advertising manager of cement association. Action Oct. 9.

WMOX Meridian, Miss.—Granted assignment of license from Birney Ines Jr. (100%) to Mr. Ines (100%), d/b as Lauderdale Broadcasting Inc. No financial consideration involved. Mr. Ines is also owner of **WCBI** Columbus, **WELO** Tupelo and **WNAG** Grenada, all Mississippi. Action Oct. 9.

KBTC Houston, Mo.—Granted assignment of license from Maurice W. Covert, Warren R. McKnight, S. E. Ferguson, Raymond E. and William H. Duff and Nolan R. Hutcheson (each 15.625%) and A. W. Roffe (6.250%), d/b as Radio Co. of Texas County, to same persons tr/as Radio Co. of Texas County Inc. No financial consideration involved. Action Oct. 9.

WTTM-AM-FM Trenton, N. J.—Granted assignment of license from Peoples Broadcasting Corp., wholly owned by Nationwide Mutual Insurance Co., to Herbert Scott (75%), Herbert Sinberg (13%), Ralph Mellon (7%) and Margaret Levine (2.5%), tr/as Scott Broadcasting Inc. Consideration \$375,000. Principals are stockholders in **WPAZ** Pottstown, Pa.; Mr. Scott is part owner of **WJWL** Georgetown, Del.; Mr. Mellon owns **WCAT** Orange, Mass. Action Oct. 9.

WOHO Toledo, Ohio—Granted transfer of control of licensee corporation, Midwestern Broadcasting Co., from Samuel W. Sloan, individually and as executor of estate of Sebastian N. Sloan, to S. W. Sloan and Ohio Citizens Trust Co., trustee. No financial consideration involved. Action Oct. 10.

KOGM-FM Tulsa, Okla.—Granted assignment of license from George C. Lynde

(30%), W. E. Rowsey Jr. (30%), Harry E. Rasmussen (29%) and others, d/b as Sound Unlimited Radio Enterprises Inc., to Sidney Carl Mark (60%) and wife, Patricia G. Mark (40%), tr/as **KAKC** of Tulsa Inc. Consideration \$15,000. Mr. Mark is exec. vp and gen. mgr. of **KAKC** Tulsa; Mrs. Mark is sec. of **KAKC**. Action Oct. 9.

KAJC(FM) Alvin, Tex.—Granted transfer of control of licensee corporation, Alvin Broadcasting Co., from Odell V. Robinson (57.5%), Amanda W. Robinson (5%) and James W. Robinson (2.5%) to Edgar B. Taylor (65%); other ownership remains stable. Consideration \$48,000. Mr. Taylor is presently 1/3 owner of applicant for new FM in Dickinson, Tex. Action Oct. 16.

WNAM Neenah-Menasha, Wis.—Granted transfer of control of licensee corporation, Neenah-Menasha Broadcasting Inc., from S. N. Pickard (100%) to James A. McKenna Jr. and Hudson Broadcasting Corp. (each 45%) and Don C. Wirth (10%), tr/as **WNAM** Inc. Consideration \$450,000. Hudson Broadcasting, licensee of **WCMB** and permittee of **WDTV(TV)**, both Harrisburg, Pa., is 80% owned by Mr. McKenna; he also owns **KEVE** and **KADM(FM)** Golden Valley, Minn., has interest in **WAWA** West Allis, Wis., and is partner in Washington law firm; Mr. Wirth is manager of **WNAM**. Also see grant below. Action Oct. 9.

WNAM Neenah-Menasha, Wis.—Granted assignment of license from Neenah-Menasha Broadcasting Inc. to **WNAM** Inc.; follows grant above. No financial consideration involved. Action Oct. 9.

APPLICATIONS

KBUC Corona, Calif.—Seeks assignment of license from Radion Broadcasting Inc., owned by James F. Hadlock (68%) and others, to Major Market Stations Inc., owned by William J. Roberts, F. Demey Mylar, Donald Horton, Bible Fellowship Hour and World Literature Crusade (each 20%); two corporations are nonprofit organizations. Consideration \$200,000. Mr. Roberts is president of International Advertising Agency, Los Angeles; Mr. Horton is employed by Hughes Aircraft Co.; Mr. Mylar is 50% owner of **KBGN-AM-FM** Caldwell, Idaho. Ann. Oct. 10.

KFIL(FM) Santa Ana, Calif.—Seeks assignment of license from Gus Malpee, trustee in bankruptcy, to Lee T. Floyd. Consideration is assumption of obligations. Mr. Floyd is past broadcaster. Ann. Oct. 16.

KFEL Pueblo, Colo.—Seeks transfer of control of licensee corporation, **KFEL** Inc., from Frank D. Hall (100%) to Joseph M. Clifton (100%). Consideration \$140,000. Mr. Clifton is local businessman. Ann. Oct. 11.

WLAQ Rome, Ga.—Seeks assignment of license from Don Mitchell's **WLAQ** Inc., owned by Mitchell Melof (100%), to Clarke Broadcasting Corp., owned by H. Randolph Holder and John T. Lloyd Sr. (each 50%). Consideration \$150,000. Messrs. Holder and Lloyd own **WGAU-AM-FM** Athens, Ga. Ann. Oct. 10.

WDHF(FM) Chicago—Seeks assignment of license from de Haan Hi-Fi Inc., owned by James de Haan and family, to Federal Broadcasting Corp., owned by George R. (Bob) Newhart (86 2/3%) and Frank J. Hogan (33 1/3%). Consideration \$235,000. Mr. Newhart is comedian and partner with Mr. Hogan in several music publishing firms. Ann. Oct. 10.

WBTO Linton, Ind.—Seeks transfer of control of licensee corporation, Linton Broadcasting Inc., from Henry C. Sanders (75%) and Norman Hall (25%) to Harrison D. and Geraldine Bordman (100%). Consideration \$22,386. Mr. Bordman is **WBTO** general manager, Mrs. Bordman is program director. Ann. Oct. 15.

KNDR(FM) Des Moines, Iowa—Seeks assignment of license from Charles D. Funaro, trustee in bankruptcy, to Iowa Fine Music Broadcasting Corp., owned by Herbert Burton (70%) and William N. Plymat (30%). Consideration \$250. Mr. Burton owns **KFMQ(FM)** Lincoln, Neb.; Mr. Plymat is president of insurance company. Ann. Oct. 10.

KASO Minden, La.—Seeks assignment of license from Harold R. Cook to Cook Enterprises Inc., owned by Mr. Cook (51%), H. S. O'Dell Jr. (33.3%) and R. F. Forester (15.7%). Consideration \$11,500. Mr. O'Dell

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Oct. 16

	Lic.	CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,842	45	140	302
FM	1,113	17	85	255
TV	521 ¹	55	82	120

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Oct. 16

	VHF	UHF	TOTAL TV
Commercial	486	90	576 ¹
Noncommercial	51	29	80 ²

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Sept. 30

	FM	TV
Licensed (all on air)	3,838	521 ¹
CP's on air (new stations)	49	55
CP's not on air (new stations)	134	81
Total authorized stations	4,021	657 ¹
Applications for new stations (not in hearing)	185	70
Applications for new stations (in hearing)	123	51
Total applications for new stations	308	121
Applications for major changes (not in hearing)	226	46
Applications for major changes (in hearing)	52	10
Total applications for major changes	278	56
Licenses deleted	2	0
CP's deleted	2	1

¹ Does not include seven licensed stations off air

² Includes three stations operating on unreserved channels

is KASO chief engineer; Mr. Forester is local businessman. Ann. Oct. 11.

KLIC Monroe, La.—Seeks assignment of license from Frank P. Cerniglia, deceased, to KLIC Inc., owned by Dr. Cerniglia's widow and children. No financial consideration involved. Ann. Oct. 18.

WDMC Otsego, Mich.—Seeks assignment of license from Dwight M. Cheever to Allegan County Broadcasters Inc., licensee of WOVE Allegan. Consideration \$62,500. Assignee plans to discontinue WOVE and take over WDMC; both stations cover same market. Ann. Oct. 9.

KRAD East Grand Forks, Minn.—Seeks assignment of license from Marlin T. Obie to KRAD Inc., owned by Mr. Obie (80.8%), John G. French (19%) and Mary L. Obie (2%). Consideration is cancellation of debt. Mr. French is employee of KRAD. Ann. Oct. 11.

KTVO(TV) Kirksville, Mo.—Seeks transfer of control of licensee corporation, KTVO Television Inc., from James J. Conroy (66 2/3%) and Raymond E. Russell (33 1/3%), to Post Iowa Corporation, subsidiary of Post Publishing Co., owned by V. I. Minahan (18.42%) and others. Consideration \$1,250,000. Post owns WEAU-TV Eau Claire and WAXX Chippewa Falls, both Wisconsin, and numerous newspapers. Ann. Oct. 11.

WWRL New York—Seeks assignment of license from Long Island Broadcasting Corp., owned by William H. Reuman (99%) and Edith Dickscheld (1%), to Richard Goodman (55%), Egmont Sonderling (25%) and Mason A. Loundy (20%). Consideration \$1,825,000. Messrs. Goodman, Sonderling and Loundy also own WOPA-AM-FM Oak Park, Ill., WDIA Memphis, KDIA Oakland and KFOX-AM-FM Long Beach, both California. Ann. Oct. 18.

WSKP Miami—Seeks transfer of control of licensee corporation, WSKP Inc., from Ohio Music Corp. (52.38%) and Ohio Sound Systems Inc., both owned by William M. O'Neil (75%) and J. W. Lemmon (25%), to Messrs. O'Neil and Lemmon individually. No financial consideration involved. Ann. Oct. 18.

WFAG Farmville, N. C.—Seeks assignment of license from Farmville Broadcasting Co., owned by Carl Venters Jr. and H. Clold Wade Jr. (each 50%), to company of same name, owned by Messrs.

Venters and Wade (each 49.5%) and Bobbie H. Venters (1%). No financial consideration involved. Ann. Oct. 9.

KGRL Bend, Ore.—Seeks assignment of license from John H. McAlpine (100%), tr/as McAlpine Broadcasters, to KGRL Inc., 100% owned by Mr. McAlpine. No financial consideration involved. Ann. Oct. 15.

WKFD Wickford, R. I.—Seeks assignment of license from Jack C. Salera and Joseph A. DeCubellis (each 50%), d/b as South County Broadcasting Co., to Mr. DeCubellis (100%), tr/as as company of same name. Consideration \$7,500. Ann. Oct. 9.

WFNL North Augusta, S. C.—Seeks assignment of license from Harry Hammond to Central Savannah Broadcasting Co., owned by Mr. Hammond (100%). No financial consideration involved. Ann. Oct. 10.

WZOO Spartanburg, S. C.—Seeks assignment of license from Spartanburg Broadcasting Co., owned by John K. L. Peterson (71%), T. S. Robinson (25%) and A. R. Peterson (4%), to Mid-South Broadcasting Inc., owned by Philip A. Buchheit (50%), Fred D. Moffitt and Thomas W. Thuman (each 25%). Consideration \$150,000. Mr. Moffitt is associate publisher of Spartanburg Herald & Journal; Mr. Thuman is past general manager of WORD Spartanburg; Mr. Buchheit is publisher of Herald & Journal. Ann. Oct. 9.

WYFI(FM) Norfolk, Va.—Seeks assignment of license from Metro-WBOF Inc., owned by Temple W. Seay (100%), to WYFI-FM Radio Inc., owned by Dudley D. Cocke, George C. Garriss, Robert E. Garriss, J. Powell Watson and Harry I. Warren (each 20%). Consideration \$53,100. Principals are local businessmen. Ann. Oct. 10.

WHIH Portsmouth, Va.—Seeks assignment of license from James Broadcasting Corp., owned by Edwin T. Elliot and others, to John M. Abbott Jr. and Luther W. White III, trustees. No financial consideration involved. Ann. Oct. 10.

WXRA(FM) Woodbridge, Va.—Seeks transfer of control of licensee corporation, WBVA Inc., from John C. Moran, Howard B. Hayes, Carl L. Lindberg and S & W Enterprises (each 25%) to Potomac Broadcasting Corp., 100% owned by Mr. Lindberg. Consideration is assumption of obligations. Ann. Oct. 15.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward granting application of WKYR Inc. to change location of WKYR Keyser, W. Va., to Cumberland, Md., and increase operating hours from daytime to unl. time with 1 kw-N, DA-2, continued operation on 1270 kc, 5 kw-D. Action Oct. 11.

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward granting application of Edward Walter Piszczek and Jerome K. Westerfield for new FM on 98.7 mc in Des Plaines, Ill. Action Oct. 11.

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward granting application of Hampden-Hampshire Corp. to increase daytime power of WHYN Springfield, Mass., on 580 kc from 1 kw to 5 kw, continued nighttime operation with 1 kw; conditions include precluding presunrise operation with daytime facilities pending final decision in Doc. 14419. Action Oct. 15.

DESIGNATED FOR HEARING

■ By memorandum opinion and order, commission (1) designated for hearing application of Big Chief Broadcasting Inc. for nighttime operation of KLPR Oklahoma City, with 500 w, DA-N, continued operation on 1140 kc, 1 kw-D (slight change in daytime operation), and made WRVA Richmond, Va., party respondent, and (2) dismissed motion by KLPR to strike WRVA's objection. Action Oct. 16.

WENC Whiteville, N. C.—On own motion, waived Sect. 1.351 of rules and designated for hearing application for increased power on 1220 kc, D, from 1 kw to 5 kw; made WALD Walterboro, S. C., party to proceeding. Commissioner Lee dissented. Action Oct. 9.

Lake Valley Broadcasters Inc., Crystal Lake, Ill.—Designated for hearing application for new AM on 850 kc, 500 w-D, DA; made WFOU Milwaukee and KFUD Clayton, Mo., parties to proceeding. Action Oct. 9.

Boardman Broadcasting Inc., Boardman, Ohio; Daniel Enterprises Inc., Warren, Ohio—Designated for consolidated hearing applications for new daytime AM stations 1570 kc, DA—Boardman with 1 kw and Daniel with 500 w; made WAKR Akron party to proceeding. Action Oct. 9.

OTHER ACTIONS

■ By memorandum opinion and order, commission reaffirmed, with some mod., decision, announced in July 15 report and order concerning operator requirements for AM stations with power of 10 kw or less which use non-DA, and FM stations with trans. power output of 25 kw or less. Action stems from petitions for reconsideration and for oral argument filed by National Association of Broadcast Employees and Technicians. Commissioner Lee dissented to memorandum opinion and order to extent that he would have accorded oral argument to petitioner. Action Oct. 16.

■ By memorandum opinion and order, commission denied petition by Tribune Publishing Co. for reconsideration and rehearing of June 12 action which returned as unacceptable for filing tendered application for new TV on channel 2 in Portland, Ore. Channel 2 is occupied by KATU(TV) Portland and, pursuant to Sects. 1.305(c) and 1.607(a) of rules, channel is not available for other applications. Commissioner Lee dissented. Action Oct. 16.

■ By separate memorandum opinions and orders, commission denied petitions by King Broadcasting Co. (KGW-TV [ch. 8]) and Oregon Television Inc. (KPTV-TV [ch. 12]), both Portland, Ore., for designation of hearing and reconsideration of June 28 action which granted application of Fisher Broadcasting Co. to change trans. site of KATU (TV) (ch. 2) Portland from about 14 miles northeast of city on Livingston Mountain to site in Portland, and increase ant. height from 1,090 to 1,550 feet. Commissioners Bartley and Lee dissented. Action Oct. 16.

City of Butte, Butte, Mont.—Granted CP for new VHF TV translator station on channel 7 to rebroadcast programs of KMSO-TV (ch. 13) Missoula. Action Oct. 16.

■ By order, commission denied petition by Speidel Broadcasting Corp. of Ohio for stay of July 8 decision which granted application of Greene County Radio for new AM on 1500 kc, 500 w-D, in Xenia, Ohio, and which denied mutually exclusive application of

Speidel for new station on 1510 kc, 10 kw, DA, D, in Kettering, Ohio. Speidel has pending petition for reconsideration of July 8 decision. Commissioner Loevinger not participating. Action Oct. 16.

■ By order, commission denied application by Ridge Radio Corp. for review of Review Board's March 7 decision which granted application of Windber Community Broadcasting System for new AM on 1350 kc, 1 kw-D, in Windber, Pa., conditioned that presunrise operation with daytime facilities is precluded pending final decision in Doc. 14419, and which denied application of Ridge Radio for same facilities. Action Oct. 16.

■ By memorandum opinion and order in proceeding on applications of John A. Egle and KLFT Radio Inc. for new AM stations in Golden Meadow, La., commission, on application for partial review by KLFT Radio, (1) vacated and set aside that portion of Jan. 28 decision by Review Board which denied joint request by applicants for approval of agreement whereby KLFT Radio would be compensated \$3,100 for partial expenses in connection with application and (2) remanded proceeding to examiner for further hearing to determine unresolved character issues concerning KLFT Radio and whether reimbursement agreement is consistent with public interest. (That portion of Jan. 28 decision which granted Egle's application and which dismissed with prejudice KLFT Radio application was left undisturbed.) Action Oct. 16.

■ Commission scheduled oral argument for Dec. 2 in proceeding on application of KATV Inc. for mod. of CP to change trans. location and increase ant. height of KATV (TV) (ch. 7) Little Rock, Ark.; granted Arkansas Educational Television Commission limited intervention, with 10 minutes to address itself to questions of reopening record and enlarging issues (as sought in petition), and Broadcast Bureau and KATV twenty-five minutes each and City of Pine Bluff and Pine Bluff Chamber of Commerce together 25 minutes to address themselves to merits of case as well as to AETC's request to reopen record and enlarge issues. In addition, commission denied petition of Broadcast Bureau for extension of time within which to file opposition to AETC request to reopen record and enlarge issues. Action Oct. 16.

■ By separate memorandum opinions and orders, commission denied applications by Camellia Broadcasting Inc. (KLFY-TV) and Radio Lafayette Inc. (KPEL), both Lafayette, La., for remission or mitigation of \$1,000 and \$250. forfeitures, respectively, imposed for broadcasting "teaser" announcements without identifying product or sponsor. Notices of apparent liability were issued on April 10 and, on July 3, commission affirmed forfeitures. Action Oct. 9.

■ By order, commission (1) granted application of Frontier Broadcasting Co. for minor mod. of CP of KTVS (TV) (ch. 3) Sterling, Colo., to change type of monitors and move trans. about 450 feet; without prejudice to whatever action commission deems appropriate as result of decisions of U. S. Court of Appeals in May Broadcasting Co. vs. FCC, case Nos. 17730 and 18133; and (2) dismissed opposing petition by May Broadcasting Co. (KMTV-TV) (ch. 31) Omaha. Commissioner Lee concurred in result. Action Oct. 9.

■ By memorandum opinion and order, commission denied motion by Valley Broadcasting Inc. (KIVA-TV) Yuma, Ariz., for stay of Aug. 9 action which granted assignment of license of KBLU and CP of KBLU-TV, both Yuma, from Desert Telecasting Co. to Desert Telecasting Inc. KIVA has pending petition for reconsideration of Aug. 9 action. Action Oct. 9.

■ By letter, commission on own motion waived Sect. 1.354 of AM "freeze" rules and accepted for filing application of KRKC Inc. for mod. of license to change identification of KRSA (1570 kc, 250 w-D), from Alisal to Salinas, Calif. Alisal is now annexed to Salinas. Action Oct. 9.

■ Commission gives notice that Aug. 21 initial decision which looked toward granting application of K-FIV Inc. to increase daytime power of K-FIV Modesto, Calif., on 1360 kc from 1 kw to 5 kw, continued nighttime operation with 1 kw, and change from DA-N to DA-2; conditions include precluding presunrise operation with daytime facilities pending final decision in Doc. 14419, became effective Oct. 10 pursuant to Section 1.153 of rules. Action Oct. 16.

■ By memorandum opinion and order in consolidated proceeding on applications of Edina Corp. and Tedesco Inc. for new AM

stations in Edina and Bloomington, both Minnesota, respectively, granted requests to dismiss appeals from examiner's ruling (since reconsidered and set aside by examiner) which directed evidence would be adduced by applicants under hearing issues 4 and 11. Action Oct. 15.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Members Berkemeyer, Pincock and Slone adopted decision granting application of Thomas County Broadcasting Inc. to increase power of WKTG Thomasville, Ga., on 730 kc, D, from 1 kw to 5 kw; conditions. Member Berkemeyer issued statement. March 12 initial decision looked toward action. Action Oct. 14.

■ Granted petition by Broadcast Bureau to extent of extending time to Oct. 18 to file exceptions to initial decision in proceeding on application of Blue Ridge Mountain Broadcasting Inc. for new AM in Ellijay, Ga. Action Oct. 11.

■ By memorandum opinion and order in proceeding on application of Beamon Advertising Inc. for new AM in Dainfield, Tex., (1) on own motion, enlarged issues to include determination as to whether (a) Beamon has adequate land available for trans. site, (b) there have been any false statements, misrepresentations, lack of candor, or nondisclosure of material facts, (c) applicant has requisite character qualifications to be licensee, and (d) whether there have been repeated errors, inaccuracies, nondisclosures of material facts, etc., and if so, whether they reflect negligence, carelessness, ineptness, or disregard of commission's processes that commission cannot rely upon applicant to fulfill duties and responsibilities of licensee, and remanded proceeding to examiner for further hearing and issuance of supplemental initial decision; and (2) dismissed related pleadings by Mt. Pleasant Broadcasting Co. (KIMP), Mt. Pleasant, Tex., and Broadcast Bureau. Action Oct. 10.

■ By members Nelson, Slone and Pincock, adopted decision denying application of Dolph-Petty Broadcasting Co. to increase nighttime power of KUDE Oceanside, Calif., on 1320 kc, from 500 w to 5 kw, change from DA-1 to DA-2, continued daytime operation with 500 w. March 12 initial decision looked toward action. Action Oct. 10.

■ Continued Oct. 29 oral argument to Nov. 1 in proceeding on AM application of International Radio Inc. (KGST), Fresno, Calif., in Doc. 14792. Action Oct. 9.

■ Continued Oct. 29 oral argument to Nov. 1 in proceeding on applications of Laramie Community TV Co. and Albany Electronics Inc. for new VHF TV translator stations in Laramie and Tie Siding, Wyo., in Docs. 14552-6. Action Oct. 9.

ACTIONS ON MOTIONS

■ Commission granted petition by Association of Broadcasting Standards Inc. to extent of extending time from Oct. 16 to Nov. 6 to file reply comments in matter of amendment of part 3 of rules regarding AM assignment standards and relationships between AM and FM broadcast services. Action Oct. 10.

By Office of Opinions and Review

■ Granted petition by Broadcast Bureau to extend time to Oct. 30 to file replies to petition for reconsideration and for other relief in matter of revocation of licenses of Quality Broadcasting Corp. (WKYN), San Juan, Supreme Broadcasting Inc., of Puerto Rico (WFQM-FM) San Juan and Radio Americas Corp. (WORA-FM), Mayaguez, all Puerto Rico. Action Oct. 14.

■ Granted joint motion by Florida Gulfcoast Broadcasters Inc., City of St. Petersburg, Fla. (WSUN-TV), Suncoast Cities Broadcasting Corp., Tampa Telecasters Inc., Bay Area Telecasting Corp. and Broadcast Bureau to further extend time from Oct. 15 to Oct. 22 to file exceptions to supplemental initial decision in Largo, Fla., TV channel 10 proceeding. Action Oct. 14.

■ Granted petition by Spa Broadcasters Inc. (WSPN), Saratoga Springs, N. Y., to extend time to Oct. 29 to file exceptions to initial decision in consolidated proceeding on applications involving Martin R. Karig, et al. Action Oct. 11.

■ Granted request by John J. Farina, tr/ as Mount Holly-Burlington Broadcasting Co., to extend time to Oct. 18 to file opposition to Burlington Broadcasting Co.'s petition for reopening of record and rehearing in proceeding on applications and that of

Burlington County Broadcasting Co. for new AM stations in Mount Holly and Burlington, respectively, all New Jersey. Action Oct. 11.

By Chief Hearing Examiner James D. Cunningham

■ Granted motion by Clay Service Corp. to extent of dismissing, but with prejudice, application for new AM in Ashland, Ala., and terminated proceeding. Action Oct. 15.

■ In proceeding on applications for assignments of licenses of KGLC Miami, Okla., from Miami Broadcasting Co. to Miami Newspapers Inc., granted petition by applicants to extent of dismissing, but with prejudice, application and terminated proceeding. Action Oct. 15.

■ Designated Examiner Basil P. Cooper to preside at hearing in proceeding on AM application of Whiteville Broadcasting Co. (WENC), Whiteville, N. C.; scheduled prehearing conference for Nov. 12 and hearing for Dec. 11. Action Oct. 14.

■ Designated Examiner Sol Schildhouse to preside at hearing in proceeding on AM application of Lake Valley Broadcasters Inc., Crystal Lake, Ill.; scheduled prehearing conference for Nov. 20 and hearing for Dec. 9. Action Oct. 14.

■ Designated Examiner Herbert Sharfman to preside at hearing in proceeding on AM applications of Boardman Broadcasting Inc., Boardman, and Daniel Enterprises Inc., Warren, both Ohio; scheduled prehearing conference for Nov. 12 and hearing for Dec. 9. Action Oct. 14.

■ Granted petition by Stanley Helfman to extent of dismissing, but with prejudice, application for new AM in Fontana, Calif., and terminated proceeding. Action Oct. 9.

■ Designated Examiner Chester F. Naumowicz Jr. to preside at hearing in proceeding on AM application of Central South Dakota Broadcasting Co. (KEZE), Huron, S. D.; scheduled prehearing conference for Nov. 4 and hearing for Dec. 12. Action Oct. 7.

■ Designated Examiner Walther W. Guenther to preside at hearing in proceeding on AM application of Jerrell A. Shepherd, tr/ as Moberly Broadcasting Co. (KNCM), Moberly, Mo.; scheduled prehearing conference for Nov. 6 and hearing for Dec. 4. Action Oct. 7.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by Broadcast Bureau to extend time from Oct. 11 to Oct. 18 to file proposed findings in proceeding on AM application of James S. Rivers Inc. (WJAZ), Albany, Ga. Action Oct. 9.

By Hearing Examiner Arthur A. Gladstone

■ Granted request by Des Moines County Broadcasting Co. to reopen record in proceeding on application for new AM in Burlington, Iowa, to receive in evidence exhibit 15 showing that no consideration was promised or paid on account of dismissal of application of Tedesco Inc. (KWKY), Des Moines, and closed record; ordered that filing dates for proposed findings and replies specified in Oct. 4 order remain unchanged; by separate order, granted motions by applicant and Broadcast Bureau to correct transcript. Action Oct. 10.

By Hearing Examiner Isadore A. Honig

■ Pursuant to commission's memorandum opinion and order released Oct. 11, remanding to examiner for further hearing consolidated AM proceeding on applications of WEXC Inc., Depew, N. Y., et al, reopened record and scheduled prehearing conference for Nov. 7 to make procedural arrangements for further evidentiary proceedings. Action Oct. 14.

By Hearing Examiner Jay A. Kyle

■ Granted petition by Broadcast Bureau to reopen record in consolidated AM proceeding on applications of Jupiter Associates Inc., Somerset County Broadcasting Co. and Radio Elizabeth Inc. for new AM stations in Matawan, Somerville and Elizabeth, respectively, all New Jersey, in Docs. 14755-7 and scheduled further hearing for Oct. 16 limited to matters referred to in bureau's pleading. Action Oct. 10.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Formalized by order certain agreements reached and rulings made at Oct. 11 hearing conference in proceeding on applications of Edina Corp. and Tedesco Inc. for new AM stations in Edina and Bloomington, respectively, both Minnesota, and scheduled cer-

Continued on page 103

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

Southern California, immediate opening for solid salesman, capable of management, top station multiple chain. Good starting salary. Box M-15, BROADCASTING.

Manager: Strong on sales for Colorado small market station. Young man seeking first managerial post. Radio sales knowledge and experience necessary. Recent photo, resume and references. Salary, commission, car furnished. Box M-151, BROADCASTING.

Sales

Sales promotion writer, strong on research, sales presentation and ideas in top five markets. Box H-128, BROADCASTING.

For a radio salesman energetic and experienced the number 1 station in metropolitan midwest city, not Chicago, has a lucrative position. Unlimited earning potential in thriving market. Guarantee, commission, car allowance. Replies confidential. Box M-21, BROADCASTING.

Ambitious young man to grow with progressive organization. Box M-128, BROADCASTING.

\$500 monthly guarantee to man who can produce in rapidly growing Arizona market. Good account list waiting. Send full application to Box M-139, BROADCASTING.

Detroit—Immediate opening for solid salesman, capable of management, top station multiple chain. Good starting salary. Box M-169, BROADCASTING.

Broadcast service organization desires salesmen experienced in station management or station sales management. Attractive salary plus commission plus fringe benefits. We will develop needed skills for qualified men. Position requires a willingness to travel, real go-go-go ambition. Send resume to Box M-212, BROADCASTING.

Immediate opening, experienced radio times salesman, established account list with good billing, liberal guarantee, plus commission, pleasant Iowa community—KCHA Charles City, Iowa.

Wanted—Salesman/announcer for small-medium 5 kw station. Sales primary, announcing secondary. Ability determines salary. Contact Manager, WCWC, P.O. Box 64, Ripon, Wisconsin, 414-748-5111.

Immediate opening sales manager for full time country music station. Excellent opportunity for right man! Contact Carl Davis, Manager radio station WFMX, Statesville, N. C. Tel. 872-6345.

Needed at once experienced time salesman for fulltime Ohio regional station. Excellent income for aggressive salesman. Big active account list. Call or write C. B. Heller, WIMA, Lima, Ohio, CA 3-2060.

Manage a winner. No. 1 for 5 years. No. 1 local and national sales. 400,000 metro market. Working sales manager needed for 5 man staff. Call Harvey Hudson, vice-president, radio station WLEE, Richmond, Virginia.

Salesman, Washington, D. C. Quality music station—WQMR has immediate opening for top flight major market salesman. Unique selling technique plus unparalleled research material gives you the strongest selling material ever afforded a radio salesman. Send resume & salary requirements to WQMR, Box 9686, Wash. D. C. or call Mr. Dorf, Whitehall 6-1050.

Sales—(Cont'd)

Opening for experienced salesman with ability and ambition. If your visiting Florida, come and see us, or write WQXT, 3000 S. Ocean Blvd., Palm Beach, Fla.

If you can produce, you're in demand. Write and application details. Broadcast Employment Service, 4825 Tenth Ave. S., Minneapolis, Minnesota, 55417

Announcers

Immediate opening for 1st phone-announcer for AM radio station east coast or mountain area West Virginia. Reply Box M-20, BROADCASTING.

Illinois AM station in modern, prosperous city has fine opportunity for smart, experienced newsmen. Established station, tops in ratings, leader in news coverage. Salary excellent, merit raises. Give full details of experience, also references, in letter to Box M-22, BROADCASTING.

Newsman-announcer for Texas station. Must gather, write, deliver news. Box M-43, BROADCASTING.

Move up! Quality Illinois kilowatt seeks skilled announcer for news gathering, writing, airing, plus some deejay work. Newsmobile, beeper, all top flight equipment. Opportunity also for production spot work. Excellent starting salary plus many extra benefits for competent man. Personal interview required. Send tape, complete resume, phone number. Box M-45, BROADCASTING.

Immediate opening for fresh, lively personality with top-40 experience. Top-rated 5 kw in eastern market. Salary open. Photo, tape, resume to Box M-112, BROADCASTING.

Metropolitan 5 kw Michigan station has immediate opening for an alert air personality with a smooth, mature, easy and spontaneous professional delivery. Must deliver a tight top rated modern format. No screamers. Send complete resume, tape, late photograph. Ratings will help. All replies confidential. Box M-138, BROADCASTING.

Experienced announcer for suburban Maryland, independent. Send tape, resume, photo immediately to Box M-143, BROADCASTING.

Eastern major market looking for morning man with flair toward humor. If you are presently working in a smaller market and think you could be the most talked about man in town, send audition tape and resume. Box M-168, BROADCASTING.

Interesting, bright personality, also sportsman-deejay for adult operation. Immediate openings. Box M-174, BROADCASTING.

Personality-type DJ wanted for southern New England AM station. Must be capable of tight production and imagination. Ability to appeal to the younger audience as well as the adult. Send tape and resume. Box M-184, BROADCASTING.

Announcer, experienced, conscientious with pride in his work. Regular board shift and play-by-play sports. No frills just \$125 per week. Pennsylvania. Box M-192, BROADCASTING.

Can you announce? Sell advertising? Service accounts? Write copy? Supply good work references. Colorado kilowatt has attractive opening. Box M-200, BROADCASTING.

New c & w station in Tucson wants dj-1st phone man. KHOS—Box 5945.

Announcers—(Cont'd)

Announcer: With first phone—permanent employment—Radio station KLCO, in Poteau, Oklahoma.

Multiple station owner has immediate opening for combo man. 5000 watt station, 24 hour a day operation, located in the fastest growing city in the U. S. Top 40 format station has been No. 1 in market for 5 straight years. Fringe benefits include bonus, 2 weeks paid vacation and sick leave. Also have TV in same market. Merit raises are guaranteed. Salary \$115 to \$135 weekly, depending on ability. Living conditions excellent in city of 125,000 population. Call collect station WAAV, Huntsville, Alabama or home office Smith Broadcasting Inc. TR-1-0383, Birmingham, Alabama.

Announcer with first phone. Send tape . . . Resume, and wage demands. No floaters. W. A. M. D., Aberdeen, Md.

Newsman announcer in college town must be experienced and reliable. Send complete resume with references to A. H. Kovlan, WATH, Box 527 Athens, Ohio.

Immediate opening at established good music station for mature, experienced air man. Pleasant voice, good news delivery, tight board. Medium market, home of Purdue University. Start \$100. Send tape, resume, phone number to WAZY, Lafayette, Indiana.

Wanted: Experienced announcer. First class license helpful but not absolutely necessary. Send replies to WCLW, 771 McPherson St., Mansfield, Ohio.

Immediate opening for experienced afternoon personality on good music station. Must have bright adult sound and production ability. Network affiliate with TV. Send complete background, experience, picture, audition tape complete with dj show, production spot, live spots and news representation. Carl Hollberg, WDBO, Orlando, Fla.

Immediate opening, news staff, with chance at news directorship, near future. News-oriented station; accent on quality delivery. Must write: Craig S. Parker, PD, WDEV, Waterbury, Vt.

Announcer-copy writer, wanted immediately. Send tape and resume to manager, WFAW, Fort Atkinson, Wisconsin.

Wanted: Radio announcer—for "rock" format. Prefer young man seeking permanent job and advancement. Contact Hudson Millar, WKUL, Cullman, Alabama.

Kentucky 5 kw opening for staff announcer with good background, training and experience. Forward complete resume and audition to program director, WLSI, Pikeville.

Wanted immediately, experienced personality announcer with bright sound. No rockers, prima donnas or non-conformists need apply. Must run own board. Also need 1st phone announcer, emphasis on announcing. Send tape, resume, photo and references first letter, WMIX, Mt. Vernon, Illinois.

Announcers, combination sales or 1st phone—no maintenance. Top salary for right men, WPAC, Patchogue, N. Y.

WPAZ, Pottstown, Penna., expanding. In need of 2 disc jockeys immediately. Play by play available. Top salary. Profit sharing plan with live wire organization beginning 13th year. Excellent working conditions. Modern studio with best equipment. Phone FA 6-4000.

Help Wanted

Announcers—(Cont'd)

Night man for good music station, NBC affiliate. Must be experienced. Immediate opening. Send tape, photo and resume to Ed Huot, WTRC, Elkhart, Ind.

Choose your job carefully. Many openings with Broadcast Employment Service, 4825 Tenth Ave. South, Minneapolis, Minnesota. 55417. Write today!

Announcers! All states. Tapes to Darden Associates, Box 231, Roosevelt, N. Y., 212-TW6-1245.

Technical

Radio engineer of good character, best technical qualifications for South Texas station. Box M-52, BROADCASTING.

Kentucky—Chief Engineer. Directional transmitter operation. Trouble shooting. Proofs. Present chief leaving radio. Stable operation. Pay based upon experience and ability. Box M-120, BROADCASTING.

Chief engineer for Detroit area FM station \$100.00. Box M-170, BROADCASTING.

Immediate opening for qualified man to serve as chief engineer for 1 kw New Mexico station. Good schools; beautiful churches; dry, healthy climate; progressive town of 12,000; one hour drive to Carlsbad Caverns; two hours to 9,000 ft. Cloudcroft; deer hunting. Will have complete responsibility for maintaining all broadcast equipment. Must keep up on FCC regulations; some announcing desired. Good pay. Congenial staff. Apply to: Bob Hess, General Manager, KSVF, Box 38, Artesia, New Mexico.

Wanted engineer for WARE radio in WARE, Massachusetts.

Chief engineer for college town daytimer. Good combo man preferred. WBUZ, Fredonia, New York.

Studio engineer for nite operation. 1st phone license required. Five day week. Excellent benefits. WJW radio, 1630 Euclid Ave., Cleveland 15, Ohio, c/o studio supervisor.

Transmitter - studio engineer, WRFK-FM, Union Seminary, Richmond, Va.

Wanted: Boardman-chief engineer. Interested all phases of radio. \$375 to \$450. Box 1077, Ephrata Washington. SK-4-4686.

Radio and TV. Register for opportunity. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis, Minnesota, 55417.

First phone for Connecticut AM/TV—experience not necessary. Starting salary with overtime, \$90.00. Call collect—Bob Corbett—203-755-1121.

Chief engineer for 50 kw day—10 kw night in Jackson, Mississippi. Experienced—sober—reliable—self starter—permanent employment with expanding southern radio group. Excellent salary—fringe benefits. Contact Ray Horton, Director of Engineering, McLendon Communications Company, 372-9111 Jackson, Miss., between 6:00 p.m. and 9:00 p.m. every day.

Production—Programing, Others

Radio-Productions-Programing. Production-Supervisor with understanding of good format radio. Midwest market. Excellent opportunity for right man. Expected to do some air work. Middle of road music policy with lots of good production and interesting features. Send complete resume, tape and photo. Box M-10, BROADCASTING.

Continuity writer with speed and commercial creativity. Box M-68, BROADCASTING.

Mature responsible man wanted, program director material. Must be fully experienced all phases. Opportunity with growing top rated station. Florida east coast. Box M-86, BROADCASTING.

Production, Programing & Others

Continued

Somewhere there is a radio newsman who can read and write authoritative broadcast news. If you are on your way up and ready to join a top flight 50 kw operation, contact immediately Dick Tobias, News Director, WHAM, Rochester 4, N. Y.

Situations Wanted—Management

Manager with eleven years experience, available as general or operations manager. Programing promotion, news, sales, sports, first phone. College, mature family man seeking opportunity to invest. Box M-117, BROADCASTING.

General manager available soon. Excellent background and top flight record. Box M-162, BROADCASTING.

Looking for a sales manager or station manager? Can offer eight years of successful sales experience, college education, business background and enthusiasm. Box M-177, BROADCASTING.

Semi-retired broadcasting executive desires management position where experience and ability come first and age second, small salary and expenses to augment other income. 25 years experience plus ownership. Prefer southwest. Box M-185, BROADCASTING.

Controller—Business manager. Top NYSE broadcast company experience, all phases finance and sales support functions. Seeking broader opportunity with group operator or station representative organization. Finest references. Box M-193, BROADCASTING.

Will manage your radio station, 30 years experience, no salary just a good commission. Box M-209, BROADCASTING.

General Manager—pro American conservative. Dynamic news and commercial delivery. Strong on local sales. Prefer managerial—but will work in sales and/or programing capacity with right team. All inquiries answered. Available soon. Jack Wright Hatcher Route 3, Oneida, Tenn. Phone 569-8598.

Sales

Hard working thoroughly experienced executive for medium or major market quality station. Background, ownership, management, major market sales, programing. Excellent references. Desire management or sales management position with progressive station or group in West, southwest, midwest. Box M-201, BROADCASTING.

Salesman—6 years experience, grossing \$60,000 at present job. Will consider any interesting offer. Box M-218, BROADCASTING.

Imaginative, aggressive, broadcast salesman seeking eventual managership, small-medium market. Could invest. Thirteen years experience all phases. Married, college grad. Box M-229, BROADCASTING.

Announcers

Sports announcer, seven years experience. Excellent voice, finest of references. Box L-353, BROADCASTING.

First phone—6 years professional, college, draft free, showmanship, major—markets, Box M-126, BROADCASTING.

Good music stations only! Announcer-dj, 3 years experience, veteran, rich authoritative voice, smooth professional delivery. Box M-146, BROADCASTING.

Humorous, lively, but non-frantic morning personality. Number one in top twenty-five market. Box M-163, BROADCASTING.

News director. 8 years radio. Currently small east market. Thorough knowledge news/programing small independent. Box M-166, BROADCASTING.

Announcer-dj—strong news background—1st phone—6 years exp. with reference. Family. Box M-167, BROADCASTING.

Announcers—(Cont'd)

Gal announcer—single, 25, tape, college & recent broadcasting school grad., desires start with sound station. Box M-172, BROADCASTING.

Bright air personality, experienced, family, authoritative news, will settle down, not floater, prima donna. Box M-175, BROADCASTING.

Looking for position in Iowa or midwest. Little experience, radio school graduate, money no problem, married, age 30. Box M-178, BROADCASTING.

Attention: Seattle area, Pacific Northwest. First phone, announcer-dj, experienced all phases. Mature, family. Employed top rated major market. Desire return. Box M-183, BROADCASTING.

I need my particulars, but if you're really interested? I'll send them. Announcer, dj. Box M-27, BROADCASTING.

R & B jock, tired of doing good music. Want to do what I like. Can anybody help? Box M-159, BROADCASTING.

R & B jock, music director, production, news . . . if you need an all around man in this category—try me. Box M-158, BROADCASTING.

Need start in small market. Limited experience. Central or S. California preferred. Will sell part-time but announcing main goal. Mature, married, dependable. Box M-160, or call Los Angeles—Normandy 1-8915.

Experienced dj, first phone, family man. Prefer Florida. \$140 minimum. Box M-176, BROADCASTING.

Great telephone talk show mc-newsman available. Now employed Philadelphia, but available from format change. Offers over \$150.00 weekly considered. Have documented success record. Box M-187, BROADCASTING.

DJ announcer. Negro. College journalism. Good strong sell delivery. Excellent newscaster. Locals and money no problem. Ready now. Box M-195, BROADCASTING.

Authoritative newscaster. Bright personality. Want to settle. Not a prima donna or floater. Box M-196, BROADCASTING.

Announcer, 1st phone, 4 years experience. News & sales, seeks challenging opportunity with stable station. Box M-197, BROADCASTING.

Air personality. Bright sounding dj with tight board, also mature newscaster with crisp authoritative delivery. Experienced, selling sound. Want to settle—not a prima donna or floater. Box M-198, BROADCASTING.

I'm about the best morning man I know! Not the funniest, but 20 years experience has developed a warm, friendly, authoritative style listeners like, plus a proficiency at programing and production, copy and news. Presently working large market, but want to be more than record spinner. Married, 39, BA. Box M-202, BROADCASTING.

Friendly, entertaining top 40 personality, desires position with stable adult-music organization in major market. Smooth, intelligent delivery. 8 years experience. Married. Sober. Reliable. Box M-207, BROADCASTING.

DJ-newsman with first phone available soon. Young, sober, top 40 & adult format experience. Box M-210, BROADCASTING.

Will relocate for good position in growing market. Experienced in top 40—run tight board, single, lively, good references. Box M-214, BROADCASTING.

Basketball announcer, copywriter, salesman. available immediately, prefer Indiana. Box M-224, BROADCASTING.

Top 40 dj first phone, experienced afternoon humor, part time sales, if desired. Like to relocate in West or South. Contact Doug Johnson, KQAQ, Austin, Minn. After Oct. 24, contact at ST 9-0461, Mpls., Minn.

Situations Wanted

Announcers—(Cont'd)

Announcer, deejay, bright ad lib sound, no screamer, news, write copy, dependable family man, no prima donna, references. Bill Schuler, KSGT, P. O. Box 100, Jackson Hole, Wyo.

Country disc jockey desires relocation at a country and western station that programs country music. Four years experience. Please do not answer this advertisement if you want a button pusher, if you intend to make false promises, if you are not full time country and western, and if you cannot or will not pay at least \$125 starting salary. Presently employed with a country and western that programs very little country music. Box M-225, BROADCASTING.

15 years experience, A-1 voice, third phone, 516-PARK 7-6197.

Progressive announcer, newsman, sportscaster and personality. News powerhouse. Intimate, natural and lively show style. Creative production tops. Musical background. Credits on Pacific coast, Los Angeles through San Francisco and Rockies. Write Wally Jones—435 Soledad, Salinas, California.

Young ambitious Negro, fresh out of broadcasting school, (now being tutored at WPEN, Phila.), seeks full or part time employment. Can play rock, R & B, jazz, and gospel. Can do bright, tight production show and excellent commercials. Bill Anderson 1220 Peach St., Wilmington, Del., 19801.

Technical

Experienced radio-TV operating engineer. Any location considered. No announcing. Box M-217, BROADCASTING.

Oregon-Washington only. First class engr.-announcer. 7 yrs. experience, automation, microwave. Family man, age 29, present station sold! Robert Rathman, 339 Lk. Washington Blvd., Seattle, Washington. 98122.

Production—Programing, Others

Young man 18 years old, interested in broadcasting, no experience. Box M-96, BROADCASTING.

Personality. Now working network 6 & 3 station on west coast. Wish to move my children/adult show to midwest or east. Its wild and completely unique. Work with your film or all live. Other TV credits include movie host, dance show host, variety show emcee, newsreader, plus several network appearances. Management sorrowfully aware of this ad. Full story and VTR at your request. Box M-110, BROADCASTING.

Attention Biloxi - Gulfport - New Orleans areas. Experienced copywriter. 5½ years one station. U. of Mo. graduate. Know production, taping, traffic, dialogue writing. High work standards. Personal interview. Little TV experience, but interested. Ditto agency. Box M-135, BROADCASTING.

Why management? I like it! Responsible, talented, able. Operations or program manager. Ten years radio experience. Available now for medium or major market. Box M-181, BROADCASTING.

Attention Philadelphia and vicinity! I want to specialize in news-writing and airing. B.A. in radio speech, 2 years announcing experience. Plan to study journalism. Box M-182, BROADCASTING.

Experienced all phases studio activity, especially production aspects, technical, directing, operating all types cameras, audio consoles, writing, directing live television commercials, creative formats for new TV shows, arranging scenery and props. Graduate RCA TV Institute. Ambitious to succeed. Will relocate. Box M-199, BROADCASTING.

Production Programing & Others

Continued

Program director with ten years experience and currently operations manager of number one station in medium market looking for position with major radio and TV operator. Personal rating highest on station. Major market experience and excellent reputation and references. Family man with college background. Box M-203, BROADCASTING.

Program director—mature, able, aggressive, specialist in adult programing. Successful background in all phases of station operations. Top rated in top 10 market. Production, public affairs and merchandising know-how. Seeking permanent relocation as program executive with station offering growth potential in major market. Highly respected. Outstanding references. Box M-208, BROADCASTING.

Need an experienced production man? I have background of eight years as producer/director—unit floor manager and cameraman. Employed on network spot events. Presently working in top ten market. Prior promotional experience in New York. College background. Single. Box M-211, BROADCASTING.

Pd/some air, small to medium large market. Sixteen years programing, top sports. Presently large market. Best references. Box M-213, BROADCASTING.

13 years radio & television experience as announcer/director and program director. Wish position as program director or news director. Available 31 October. Leaving present position at own decision. Box M-221, BROADCASTING.

Sports Director in major college market. Seven years play-by-play. Wishes to devote fulltime to building or maintaining your sports department. Willing to wait for right opportunity. Married. Employed. Box M-222, BROADCASTING.

Aggressive news director available. Excellent airman, reporter, writer, 13 years newspaper, AM-TV experience. Journalism grad. Box M-230, BROADCASTING.

Production engineer. Excellent board work. Have FCC second class phone. George Phinn, 825 Quincy St., Brooklyn 21, N. Y.

TELEVISION

Help Wanted—Management

Television sales manager midwest network affiliate experience, able direct local sales staff. First class job for first class man. Boozers, floaters, loafers don't reply. Congenial staff, fine living conditions for aggressive man who will settle down, raise family, join church, work hard and make money. Starts \$10,000 plus. Box L-253, BROADCASTING.

Help Wanted—Technical

Experienced engineer, best technical qualifications, for Texas station. Box M-64, BROADCASTING.

Qualified TV engineer trainee with first phone for Texas station. Box M-65, BROADCASTING.

Maintenance chief for southwest station. Must have superior technical qualifications. Box M-60, BROADCASTING.

Assistant chief engineer with proven ability for Texas VHF. Box M-61, BROADCASTING.

Wanted: First phone engineer with TV studio equipment maintenance experience. Write or call WCET, Cincinnati 19, Ohio, phone: 381-4033.

Have opening for experienced first phone engineer at KLBK-TV, Lubbock, Texas. Also have opening at KWAB-TV, Big Spring, Texas. Experience desired, but not essential. Contact Albert Shannon, Chief Engineer, KLBK-TV, Box 1559, Lubbock, Texas. Phone SH 4-2345.

Technical—(Cont'd)

Experienced transmitter and studio engineer needed. Must be familiar with RCA black & white and color equipment, including studio, film, transmitter, microwave and VTR. Maintenance experience essential. Contact J. W. Robertson or Harry Barfield, WLEX-TV, Lexington, Ky.

Need master control room engineers for one of the best educational television stations in the country. Contact Orbra W. Harrell, Chief Engineer, WEDU, Tampa 5, Florida.

Immediate opening for experienced 1st phone with audio-video switching experience. KSWO-TV Lawton, Oklahoma. Contact Jim Lockerd, Chief Engineer.

Production—Programing, Others

Texas VHF station looking for excellent continuity writer. Box M-58, BROADCASTING.

Director with creativity wanted in southwestern resort city. Box M-59, BROADCASTING.

Experienced, dependable newsman-photographer, adept at gathering and writing news. Box M-62, BROADCASTING.

Alert newsman-announcer to gather write and photograph news, southwest station. Box M-63, BROADCASTING.

Experienced TV newscaster for station in top 45 markets. Send complete resume, picture, film vtr or audio tape of your work. Replies confidential. Our people know of this ad. Box M-136, BROADCASTING.

5000 watt, 70 Ohm dummy load, 8 amp DPDT RF relay, Gates 16" turntable, Gray 16" arm. \$385 total. Box M-205, BROADCASTING.

Wanted—Experienced, seasoned TV traffic manager. Excellent opportunity with large southeastern market station. Must be able to assume management responsibility of traffic operations. Write or wire: WALL-TV, Atlanta, Ga.

Cameraman for documentary film unit creating programs for major midwest video chain. Must be thoroughly experienced with 16mm double system sound and capable of both creative photograph and editing. Unit produces 9 films per year in variety of documentary-forms ranging from spot news to dramatic dialogue technique. Must be able to supply sample films on which you have full photography and editing credits. Write personnel department, Crosley Broadcasting Corporation, Cincinnati, Ohio. 45202.

TELEVISION

Situations Wanted—Management

General manager available for television station. Mature, dependable, top record. Box M-161, BROADCASTING.

National sales manager. Twelve years continuous experience in television sales and sales management in New York city. Possess thorough knowledge of: ideal station—national representative relations; the creation of rate structures that are competitive and profitable; programing which meets the needs of advertisers; merchandising which will create sales; all agency and advertiser echelons from time-buyer to corporate officers. Have directed local sales staffs. Aggressive, articulate, stable family man. Excellent references throughout the industry. Write for complete resume, or to arrange meeting. Box M-165, BROADCASTING.

Announcers

Sports director, 11 years experience, all phases radio & television. Box M-194, BROADCASTING.

Top TV sportscaster desires employment in major market. Nine years experience includes play-by-play on state network. Box M-233, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Engineering supervisor, 13 years experience, TV construction, maintenance, direction, operations, desires responsible position. Presently employed, excellent references. Box M-216, BROADCASTING.

Chief engineer, 12 years radio experience, studio, directional systems, technical school, desires television. Married. Presently employed, references. Box M-219, BROADCASTING.

Production—Programing, Others

Announcer-newscaster-writer, buried alive in major market VHF and 50 kw. AM, seeks return to smaller market TV. College graduate, 15 years experience. Box L-338, BROADCASTING.

TV production and programing: Nine years experience in all phases of TV operation including on air announcing. Desire to relocate in major southwest market. Details on request. Box M-3, BROADCASTING.

A substitute for experience? None's been invented yet! I have 15 years in most phases of radio-TV on local and network levels. Prefer TV news gathering and editing. Each reply promptly answered. Box M-34, BROADCASTING.

Experienced radio newsmen, top delivery and copy, would like TV or radio-TV opportunity Box M-154, BROADCASTING.

4 years experienced, switcher, cameraman, projectionist, studio maintenance all phases. One year as studio supervisor. Married—dependable and honest. Available immediately. 1st phone Box M-173, BROADCASTING.

TV production: Big ten grad., TV major with theatrical background. Box M-179, BROADCASTING.

Mot's attention—20 years as General Manager, news and sports director plus other facets, telecasting and broadcasting. Prefer to work for Lantzman, anywhere. I produce, or no salary till satisfied. Box M-189, BROADCASTING.

TV Program Manager looking for aggressive, creative station. 12 years experience, major eastern market, all phases program operations, including station-network relations, news, traffic, operations, budget, unions, program planning, development and direction. Now handling special project for major group. Seeking permanent situation. Box M-190, BROADCASTING.

Film editor and/or photographer news or commercial (film or stills) experienced dark room technician. What do you need? Background of commercial and educational TV, newspaper and commercial photography. Box M-220, BROADCASTING.

Progressive television announcer, newsmen, sportscaster and personality. One year television, five years radio. Dramatic and musical background. College. Natural winner on commercials. Good looks and voice. Write Wally Jones, 435 Soledad, Salinas, Calif.

WANTED TO BUY

Equipment

For channel 5 we need 500 or 1000 watt transmitter and three gain antenna. Box M-56, BROADCASTING.

RCA or GE studio cameras. Must be in good condition. Box M-100, BROADCASTING.

Wanted—2 good used Ampex 602 or 601 recorders or equivalent at bargain price. Also a used Gates studioette board. WMOC, P. O. B. 886, Chattanooga.

Wanted: Used 250 watt AM transmitter. Prefer late model Raytheon RA250. Send picture and price to Gene Newman, WHRT, Hartselle, Ala.

Need zoom lens for 3" image orth. Will consider Studio Zoomar, Bertholt or Varatol II. Write stating age, condition, and price. Box M-191, BROADCASTING.

FOR SALE

Equipment

Television/radio transmitters, cameras, micro-wave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1½" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused, 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California, Templebar 2-3527.

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.

RCA TT5A tuned to channel 2. Priced to sell quickly. Write Box M-23, BROADCASTING.

GPL 16mm Kinescope recording unit complete. Good condition. Contact Al Powley, WMAL-TV, Washington, D. C. Kellogg 7-1100.

Will sell or swap for light fixtures new General Electric Type PF-3-C TV slide projector equipment—never used. Box M-180, BROADCASTING.

Raytheon RL-10 limiting amplifier, \$250.00. WABQ, Cleveland, Ohio.

Gates spot tape \$700. Gray viscous damped arms, \$35 each. WLIR, Garden City, N. Y.

Spare turntable motors type, Bodine NYC-12. Fits Gates, RCA and most standard broadcast tables. Used but completely rebuilt and guaranteed for 90 days in turntables use. \$18.95 each. Cash, check or money order please. Shipped prepaid anywhere in U. S. Electromagnetic Products, P.O.B. 51, Lexington, Ill.

Mohawk tape recorder and play back amplifier with case. Good condition. Make offer cost \$300. Recco cut table 33 and 78 rpm turntable and lathe. Make offer. Box M-171, BROADCASTING.

For Sale: RCA WX-2D field intensity meter. \$600.00. Lewis M. Owens, Columbia, Ky.

RCA TTV-1B—Good physical electrical condition. Needs work and some parts. Purchased for overhaul but an emergency demands immediate sale. Bargain—no time to write—please phone for particulars. John Ledbetter, Broadcast Engineering Services, Box 391, Buena Park, Calif. Phone 521-0171.

Ampex 351, 7½, 3¾, half track, 50 hrs, \$1050. Crown type 702, 250 hrs, \$375. Vega Mike, tape recorders, microphones, etc. Write us your requirements. F.T.C. Brewer Company, 2400 W. Hayes Street, Pensacola, Florida.

For sale: 3V color television film system, original price \$40,000 also 35 ft. television mobile van, driven only 3600 miles. Includes 40KVA stand-by engine-driven generator, voltage regulator, isolation transformer, rack mounting space for video and audio equipment. For complete details, write Box M-215, BROADCASTING.

Collins, mod. 42E ant. tuning unit, complete remote MTR transformer. 3 RCA Universal, 2 RCA lightweight pickup arms, filters, spare heads. Best offer. Wallace Guptill, KATE, Albert Lea, Minn.

Console: G.E. 4BC1A1 dual-studio, tops—\$595. Tape spotter: Gates ST-101, excellent—\$525. Tape play-backs: Two Magnecord 814's long-play, 10 ¾" reels, excellent—\$250 each. Mikes: Altec 633-A "saltshaker," new—\$50; W.E. 639-A Cardoid, excellent, less cradle—\$115. Automation: Gates "Auto-trans," near new, new diamond styli—\$625. Video tape: new, 3600-ft. (45 minute) reels—\$90. Used, 4800 ft. (1 hr) reels—\$75. 10 reels each left. Film processor—Houston-Fearless "Labmaster," model 16NP (neg.-to-pos.). Top condition, all accessories, must go immediately—\$3995. FM transmitter parts: Federal 192A. Most parts—transformers, power supplies, modulator, etc. Offer, all or part. Broadcast Engineering Services, Box 391, Buena Park, Calif. Phone 521-0171.

Western Electric 10 kw FM Transmitter Model 506-B2. Excellent condition. WHIO, Dayton, Ohio.

Used UHF 1 kw RCA transmitter excellent condition, immediate delivery. A bargain. WCET, 2222 Chickasaw Street, Cincinnati 19, Ohio.

BUSINESS OPPORTUNITY

Small market on Florida Gulf Coast, excellent coverage, good frequency. Best living conditions, resort area plus industry. Willing to sell up to 49% interest to qualified manager. Allied business interests reason for change. All communications will be confidential. \$10,000 cash required. Box M-164, BROADCASTING.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications, 2221, Steiner St., San Francisco.

Recording studio, serving southeast from metropolitan area, fully equipped, A-1 reputation, strong potential. Reply Box M-70, BROADCASTING.

Resume professionally prepared by mail. Free descriptive brochure. Career Development Institute, Box B-341, Beltsville, Maryland.

Increase sales—news, exciting booklet, "Principles & Techniques of Good Radio Salesmanship." Just \$2 postpaid. Billings Publishing Co., Box 1752, Billings, Montana.

Attention program directors and djs—Terse, controversial comments in the actual voices of top Washington public figures. Perfect for controversy—listener response programing. Little cost—big rewards—peak listener reaction. Box M-24, BROADCASTING.

Bingo cards for radio and television programs, personalized. Forsyth Manufacturing, 1930 W. 41 Ave., Denver 11, Colorado.

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.

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, 2803 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2803 Inwood Road, Dallas 35, Texas.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduate 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, 1653 North Cherokee, Hollywood, Calif. "No cram school."

INSTRUCTIONS—(Cont'd)

San Francisco's Chris Borden School graduates are in constant demand. 1st phone and "modern" sound. Plenty of jobs. Free placement. Illustrated brochure, 259 Geary St. Starting date for next class November 4, 1963.

Same 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 class starting 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, WLLQ, 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.

Three days . . . gets third class broadcast endorsed radio telephone license. Classes start each Tuesday 8:30 a.m. Write/phone Broadcast License School, Box 26, Pineville, Ky., 606-337-3838—337-2100.

1st ticket class . . . 6 week course resident, or correspondence Live and study in Denver, Colorado. The greatest! Write for bulletin. Next resident class starts November 4 or January 18. Signal Broadcasting, 431 W. Colfax, Denver, Colorado, 80204. Also announcing station operations course and TV production.

To reach everyone in Broadcasting and its allied fields.

You Can't Top A
CLASSIFIED AD



BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Help Wanted—Sales

SALES ENGINEER

Broadcast Equipment

Midwest equipment manufacturer has immediate sales opening to headquarter in San Francisco area. Wonderful career opportunity with excellent starting salary, sales incentive program, profit sharing, insurance, and all travel expenses provided. Requirements include thorough technical knowledge of AM, FM, and Audio Broadcast Equipment, demonstrated sales ability, plus the initiative and energy to travel and to work effectively without close supervision. Send complete resume to:

BOX M-227, BROADCASTING

ANNCR.—TOP MAN

We want a production-conscious, mature deejay, who has at least 5 years experience (some in major market) for our heads-up formula station. Rush your resume and tape—including references—to: Irv Schwartz, KUDL, 800 W. 47th St., Kansas City, Mo.

Production Programing & Others

—NEWSMAN—

One of the nation's leading radio operations is contemplating a number of major changes in it's air staff. We're a 50,000 watt network o & o in one of the nation's top 3 markets. If you can gather, write and deliver a network quality newscast with enthusiasm and interest, send tape, picture and complete resume to:

Box M-204, BROADCASTING

CAN YOU PRODUCE?

Creative Ideas
Copy That Sells
Production That Sells

Pop Format station in top 20 Eastern Market seeks Production-Continuity Chief. Rush resume-copy-tapes to:

Box M-226, BROADCASTING

WANTED TOP FLIGHT

production-promotion man must be creative, top flight production accent on ideas, knowledge of new trend in format production. Deejay ability helpful but not essential. Contact D. J. Brien, or Ken Elliott, WNOE, New Orleans.

Situations Wanted—Management

NOW AVAILABLE

Sales manager at one of the country's top radio operations, now seeking Manager's position. 15 years radio experience. Married. Top references. Strong sales and administrative ability.

Box M-18, BROADCASTING

TELEVISION—Help Wanted—Technical

TELEVISION/FIELD BROADCAST ENGINEERS

1st phone, transmitter and video operation, installation and maintenance experience. Considerable travel involved, possibility of some foreign. Openings in Midwest and East. Send resume to: Mr. D. K. Thorne, RCA Service Company, Cherry Hill, Camden 8, N. J.

An Equal Opportunity Employer

EMPLOYMENT SERVICE

JOB HUNTING?

Sherlee Barish
BROADCAST PERSONNEL AGENCY
New Offices: 527 Madison Ave.,
New York, New York.

FOR SALE—Stations

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in the eastern states and Florida
W. B. GRIMES & CO.
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Washington 7, D. C.

To buy or sell Radio and/or TV properties contact:

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 56, TEXAS

Me.	single	fulltime	\$ 85M	terms
Ill.	small	daytime	85M	29%
Gulf	medium	daytime	80M	29%
S. E.	metro	daytime	125M	50%
M. W.	major	fulltime	525M	terms

buying and selling, check with

✓ **CHAPMAN COMPANY INC**
2045 PEACHTREE RD., ATLANTA, GA. 30309

Continued from page 97

tain procedural dates and resumption of hearing for Dec. 9. Action Oct. 9.

■ Granted petition by Broadcast Bureau to extend time to Nov. 5 to file proposed findings and to Nov. 21 for replies in proceeding on AM application of John Self, Winfield, Ala. Action Oct. 9.

By Hearing Examiner Sol Schildhouse

■ On own motion, continued Oct. 18 prehearing conference to Oct. 21 in proceeding on applications of WEAT-TV Inc. and Scripps-Howard Broadcasting Co. to change trans. location, increase ant. height and make other changes in WEAT-TV (ch. 12) and WPTV (TV) (ch. 5), respectively, both West Palm Beach, Fla. Action Oct. 14.

■ Granted request by Broadcast Bureau to extend time from Oct. 16 to Oct. 23 to file proposed findings in proceeding on application of WGUN Inc. for mod. of license of WGUN Decatur, Ga. Action Oct. 14.

■ Upon agreement of parties in proceeding on applications of WEAT-TV Inc. and Scripps-Howard Broadcasting Co. to change trans. location, increase ant. height, and to make other changes in WEAT-TV (ch. 12) and WPTV (TV) (ch. 5), respectively, both West Palm Beach, Fla., continued Oct. 14 further prehearing conference to Oct. 18. Action Oct. 8.

By Hearing Examiner Herbert Sharfman

■ In view of Review Board's memorandum opinion and order released Oct. 14 in proceeding on application of Beamon Advertising Inc. for new AM in Daingerfield, Tex., scheduled conference for Nov. 4. Action Oct. 15.

■ Granted motion by Southern Radio & Television Co., Lehigh Acres, Fla., to correct transcript in proceeding on AM application and that of Robert Hecksher (WMYR), Fort Myers, Fla., and corrected transcript as proposed with one exception. Action Oct. 14.

■ Issued memorandum of ruling made at Oct. 9 further hearing granting petition by Easton Broadcasting Co. (WEMD), Easton, Md., to sever application from consolidated AM proceeding in Docs. 14873 et al; closed record of hearing on application and separate initial decision will be issued on WEMD's application. Action Oct. 10.

By Hearing Examiner Elizabeth C. Smith

■ In consolidated AM proceeding on applications of Piedmont Broadcasting Co., Travelers Rest, S. C., Henton Broadcasting Co. and Mountaineer Corp., Hendersonville, N. C., in Docs. 15108-15110, granted motion by counsel for Mountaineer on behalf of three applicants to continue Oct. 11 hearing to Nov. 18. Action Oct. 10.

■ Granted request by Eastside Broadcasting Co., Phoenix, Ariz., to continue further hearing from Nov. 19 to Nov. 26 in proceeding on AM application. Action Oct. 10.

BROADCAST ACTIONS by Broadcast Bureau

Actions of Oct. 15

■ WRC-TV Washington—Granted renewal of license (main trans. and ant. aux. ant.) and auxiliaries; without prejudice to such action as commission may deem warranted as result of final determinations: (1) with respect to conclusions and recommendations set forth in report of network study staff; (2) with respect to related studies and inquiries now being considered or conducted by commission; and (3) with respect to pending antitrust matters relating to NBC and RCA.

■ WTTG-TV Washington—Granted renewal of license (main trans. and ant., alternate main driver, and aux. ant.) and auxiliaries; without prejudice to whatever action, if any, may be taken by commission as result of disposition in *WORZ Inc. v. FCC* (C.A.D.C.), case No. 13,996.

FOR SALE—Stations—(Cont'd)

STATIONS FOR SALE

CALIFORNIA. Daytime station. Growing market of close to 200,000. Priced at \$78,500. 29% down.

MIDWEST. Full time. Exclusive. Volume exceeds \$70,000. Priced at \$90,000. Terms.

JACK L. STOLL & ASSOCS.
6381 Hollywood Blvd.
Los Angeles 28, California

■ Granted renewal of licenses for following: WBOF Virginia Beach, Va.; WCAO Baltimore; WEST Richmond, Va.; WELK Charlottesville, Va.; WEFM-AM-FM Martinsburg, W. Va.; WFHG Bristol, Va.; WHEE Martinsville, Va.; WHIS Bluefield, W. Va.; WINA-AM-FM Charlottesville; WLSD Big Stone Gap, both Virginia; WMMN Fairmont, W. Va.; WODY Bassett, Va.; WPRW Manassas, Va.; WWHY Huntington, W. Va.; WYTI Rocky Mount, Va.; WCOD(FM) Richmond, Va.; WFWA-FM Fredericksburg, Va.; WOL-FM Washington; WRFL(FM) Winchester, Va.; *WAMU-FM Washington; *WEMC(FM) Harrisonburg, Va.; *WMUL(FM) Huntington, W. Va.; *WTJU(FM) Charlottesville, Va.; *WETA-TV Washington; WHRO-TV Hampton-Norfolk, Va.; WVEC-AM-FM Hampton, Va.; WANN Annapolis, Md.; WBBL Richmond, Va.; WCAW Charleston, W. Va.; WCYB Bristol, Va.; WELC Welch, W. Va.; WGH-AM-FM Newport News, Va.; WHEO Stuart, Va.; WJDY Salisbury, Md.; WJMA Orange, Va.; WLOH Princeton, W. Va.; WMAL-AM-FM-TV Washington; WMVA-AM-FM Martinsville; WNNT Warsaw; WNRV Narrows-Pearisburg; WNVA Norton; WRAD Radford; WSVS-AM-FM Crewe; WTON Staunton, all Virginia; WWDC-AM-FM Washington; WXGI Richmond, Va.; WYPR Danville, Va.; WYRE Annapolis, Md.; WASH(FM) Washington; WBKW(FM) Beckley, W. Va.; WJEJ-FM Hagerstown, Md.; WJMD(FM) Bethesda, Md.; WKNA(FM) Charleston, W. Va.; WKWK-FM Wheeling, W. Va.; WNOR-FM Norfolk, Va.; WOAY-FM Oak Hill, W. Va.; WRFK-FM Richmond, Va.; WSWA-FM-TV Harrisonburg, Va.; WTAZ-FM-TV Norfolk, Va.; WXRI(FM) Norfolk, Va.; WYFI(FM) Norfolk, Va.; WTRF-TV Wheeling, W. Va.; WBAL-TV Baltimore; WBOC-TV Salisbury, Md.; WBOY-TV Clarksburg, W. Va.; WCHS-TV Charleston, W. Va.; WJPB-TV Weston, W. Va.; WJZ-TV Baltimore; WLVA-TV Lynchburg, Va.; WMAR-TV Baltimore; WOAY-TV Oak Hill, W. Va.; WTAP-TV Parkersburg, W. Va.; WTOP-TV Washington; WYAH-TV Portsmouth, Va.

■ WDUK Waupaca, Wis.—Granted CP to make changes in ant. system (increase height).

■ WLS Chicago—Granted CP to install aux. ant. and ground system at Tinley Park, Ill.

Actions of Oct. 14

■ WJBF-TV Augusta, Ga.—Granted mod. of license to change name to Fuqua Industries Inc.

■ WAVU-FM Albertville, Ala.—Granted CP to increase ERP to 20 kw, decrease ant. height to 320 feet and install new trans. and new ant.; conditions.

■ WHNT-TV Huntsville, Ala.—Granted mod. of CP to change ERP to 386 kw vis. and 208 kw aur.; change type ant. and ant. height to 1060 feet and make changes in ant. system.

■ KFVR-TV Bismarck, N. D.—Granted mod. of CP to change ERP to 100 kw vis. and 50 kw aur.; change type ant.; make changes in ant. system; and decrease ant. height to 1400 feet.

■ WSJS-TV Winston-Salem, N. C.—Granted mod. of CP to delete aux. ant. system (main trans. and ant. and aux. ant.).

■ WBVA Waynesboro, Va.—Granted mod. of CP to change ant.-trans. location, specify main studio location same as trans., make changes in ground system and in ant. system (decrease height); without prejudice to such further action as commission may deem warranted in light of case No. 18084, U. S. Court of Appeals, D. C. Circuit.

■ W03AC Fayetteville, N. C.—Granted mod. of CP to change frequency to channel 3 for VHF TV translator station; conditions.

■ Following stations were granted extensions of completion dates as shown: KVSE-TV Santa Fe, N. M., to April 18, 1964; KHQA-TV Hannibal, Mo., to Jan. 21, 1964.

Actions of Oct. 11

■ KLIQ Portland, Ore.—Granted renewal of license.

■ El Dorado Broadcasting Co., El Dorado, Ark.—Granted SCA on subcarrier frequency of 67 kc for new FM.

■ KTVK-TV Phoenix, Ariz.—Granted CP's to install aux. ant. system and aux. trans. at main trans. and ant. location.

■ KPDQ-FM Portland, Ore.—Granted CP to change transmission line.

■ *KTXF-FM Lubbock, Tex.—Granted CP to change type ant.; remote control permitted.

■ WRVM-FM Rochester, N. Y.—Granted mod. of CP to change ant.-trans. location and type trans.; remote control permitted; conditions.

■ *WCMU-FM Mount Pleasant, Mich.—Granted mod. of CP to change type ant. and type trans.

■ WETT Ocean City, Md.—Granted authority to operate with sign-off at 7 p.m., except for special events, for period ending Dec. 25.

Actions of Oct. 10

■ *WGBH-TV Cambridge, Mass.—Granted mod. of license to change studio location to Boston.

■ WHNT-TV Huntsville, Ala.—Granted CP to replace expired permit for new TV.

■ KFVR-TV Bismarck, N. D.—Granted CP to install aux. ant. system near St. Anthony, N. D.; condition.

Actions of Oct. 9

■ WHBB Selma, Ala.—Granted increased daytime power on 1490 kc, from 250 w to 1 kw, continued nighttime operation with 250 w and installation of new trans.; conditions.

■ WROX Clarksdale, Miss.—Granted increased daytime power on 1450 kc, from 250 w to 1 kw, continued nighttime operation with 250 w and installation of new trans.; remote control permitted; conditions.

■ KBZZ La Junta, Colo.—Granted increased daytime power on 1400 kc, from 250 w to 1 kw, continued nighttime operation with 250 w and installation of new trans.; remote control permitted; conditions.

■ WSSO Starkville, Miss.—Granted increased daytime power on 1230 kc, from 250 w to 1 kw, continued nighttime operation with 250 w and installation of new trans.; conditions.

■ KFLW Klamath Falls, Ore.—Granted increased daytime power on 1450 kc, from 500 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions.

■ KPRM Park Rapids, Minn.—Granted increased power on 1240 kc, unl., from 100 w to 250 w; conditions.

■ WDCD-TV Adams, Mass.—Granted CP to change ERP to 116 kw vis. and 58 kw aur.; ant. height to 2,100 feet.

■ WTTM-FM Trenton, N. J.—Granted extension of completion date to March 18, 1964.

■ WTOR Torrington, Conn.—Granted mod. of CP to make changes in ant. system (increase height) and change type trans.; conditions.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ WNEG Toccoa, Ga.—Requests amendment of rules so FM channel 280A is assigned to Toccoa. Received Oct. 3.

■ *St. Cloud, Minn.—St. Cloud State College. Requests amendment of rules to reserve for noncommercial educational purposes channel 14 (470-476 mc), presently assigned Little Falls, Minn. Received Sept. 23.

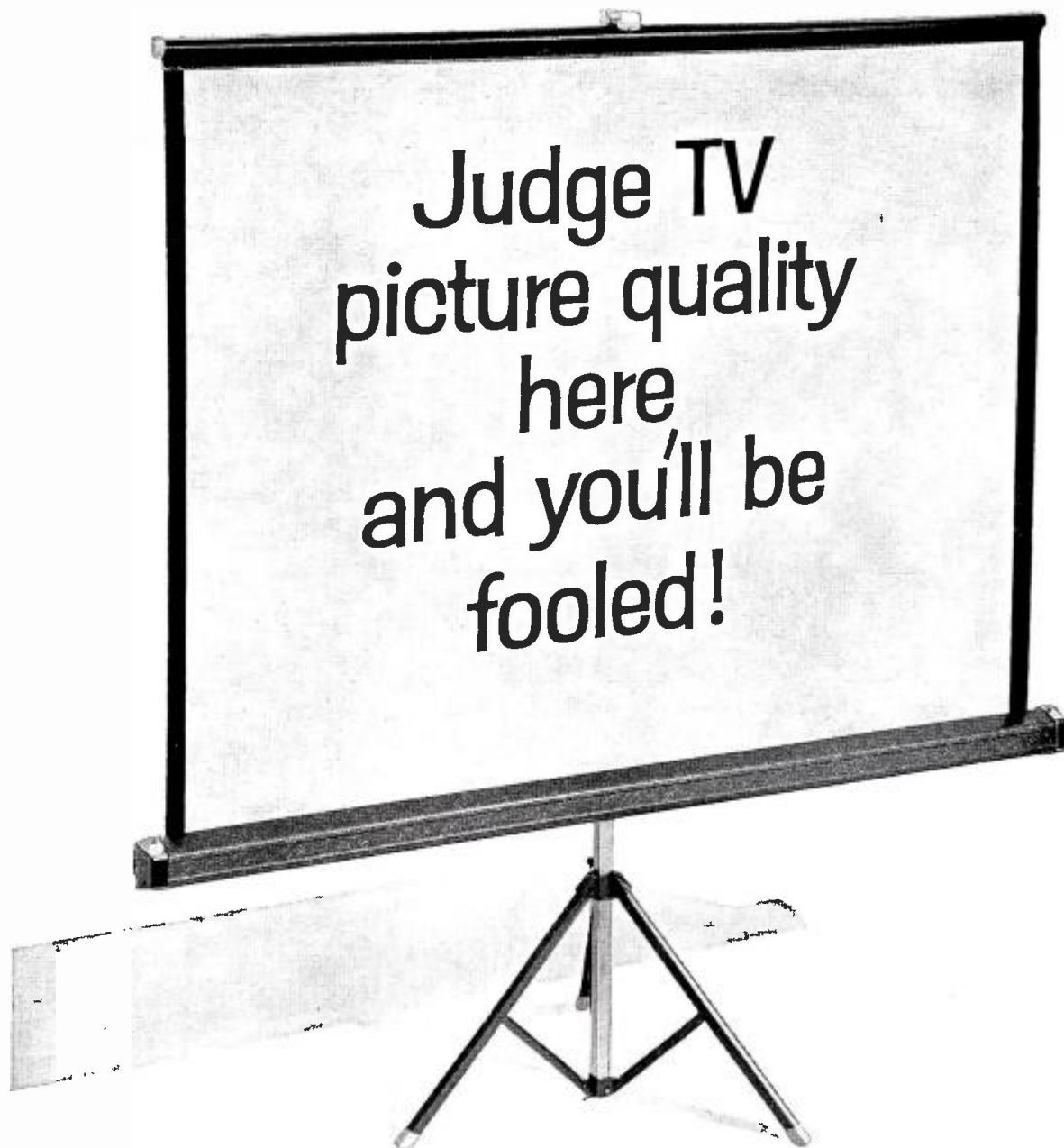
■ Menomonee Falls, Wis.—Falls Broadcasting Corp. Requests institution of rulemaking proceeding to assign channel 252A to Menomonee Falls. Received Oct. 4.

■ WWLP-TV Springfield, Mass.—Requests amendment of rules looking toward allocating low UHF assignment to Toledo, Ohio: Toledo, add 17; Marion, Ohio, add 80, delete 17; Windsor, Ont., add 14, delete 32; Chatham, Ont., add 32, delete 14; Mt. Pleasant, Mich., add 29, delete 14; Muskegon, Mich., add 14, delete 29. Received Oct. 4.

■ KRIS-FM St. Louis Park, Minn.—Requests amendment of rules to change table of assignments as follows: St. Louis Park, add 271, delete 281; Minneapolis, add 281, delete 271. Received Oct. 4.

■ Santa Cruz, Calif.—Regents of University of California. Request institution of rulemaking proceeding to reserve channel 56 at Santa Cruz for use as noncommercial educational TV station or, alternatively, to assign to Santa Cruz another channel reserved for noncommercial use. Received Oct. 7.

■ Yakima, Wash.—Sunset Broadcasting Co. Requests amendment of rules to delete channel 17, Centralia, Wash., and reassign to Yakima. Received Oct. 9.



View it on a tv tube and you'll see why today's best-selling pictures are on SCOTCH® BRAND Video Tape

Don't fall into the "April Fool" trap of viewing filmed tv commercials on a movie screen in your conference room! The only sensible screening is by closed circuit that reproduces the film on a tv monitor. Then you know for *sure* how your message is coming through to the home audience.

When you put your commercial on "SCOTCH" Video Tape and view it on a tv monitor, you view things as they really appear. No rose-colored glasses make the picture seem better

than it will actually be. No optical-to-electronic translation takes the bloom from your commercial or show. Every single image on the tape is completely compatible with the tv tube in the viewer's home.

You've just completed a commercial you think is a winner? Then ask your tv producer to show it on a tv monitor, side-by-side with a video tape. Compare the live-action impact and compatibility that "SCOTCH" Video Tape offers agencies, advertisers, producers, syndicators. Not to mention the push-button ease in creating special effects, immediate playback, for either black and white or color. Write for a free brochure "Techniques of Editing Video Tape", 3M Magnetic Products Division, Dept. MBX-103, St. Paul 19, Minn.



"SCOTCH" IS A REGISTERED TM OF 3M CO., ST. PAUL 19, MINN.

Magnetic Products Division **3M** COMPANY

OUR RESPECTS to Charles Rossiter Stuart Jr.

Ad manager for an untypical bank

"Radio and television are real work-horses on our media team," Charles R. Stuart Jr., advertising manager of the Bank of America, said last week. "We look to the broadcast media for hard selling. We give them the tough jobs, such as introducing a new bank service, and we expect them to deliver results."

If that statement seems a far cry from the philosophy that produced the "tombstone" newspaper ads which used to typify bank advertising, there's a reason. The Bank of America is not a typical bank. It's the world's largest. Its headquarters are not in New York or Chicago, but in San Francisco. It serves California with more than 800 branch banks in about half as many cities throughout the state. It achieved its dominance through aggressive business practices, aggressively introduced into banking by its founder, A. P. Giannini, described by Mr. Stuart as "the Henry Ford of banking."

Aggressive Advertising ■ The Bank of America's advertising has matched its other procedures from the start. In 1939 the *American Banker* stated: "The Bank of America uses its advertising as a straight merchandising medium. It sells 'loans' just as American Tobacco Co. sells Lucky Strikes. It is doubtful that there is a single literate person in California who has not heard of the willingness of the Bank of America to lend money."

In its advertising, the Bank of America has never hesitated to leave the well-traveled highway if a new path seemed worth exploring. It was one of the first banks to use radio, sponsoring a statewide network show with a young orchestra conductor named Meredith Willson. When television came along the Bank of America was again in the forefront. But perhaps the best example of the willingness of the Bank of America to break with advertising tradition was the appointment of Charles Stuart as advertising manager before he had celebrated his 30th birthday.

Banks are notoriously close-mouthed when it comes to revealing details of financial transactions, particularly when it's their own money that's being talked about. But it has been estimated that today the Bank of America is spending some \$6 million a year for advertising. This is roughly double the advertising budget in 1957, when Mr. Stuart became advertising manager. The largest portion goes for radio and television. The rest is divided among outdoor, newspapers and magazines, with international advertising a new factor that is becoming increasingly important.

Humor And Hard Sell ■ Mr. Stuart's

department and the bank's advertising agency, Johnson & Lewis, San Francisco, spare no pains to make the Bank of America advertising attractive, attention-holding and memorable. Humor is a favorite tool, but it is always accompanied by a solid sales message. A case in point is the introductory campaign for BankAmericard, Bank of America's entry in the credit card arena. Top-flight comedians like Mike Nichols and Elaine May, Bob and Ray, Stan Freberg, won it a warm reception from radio listeners. Animated TV spots featuring the "little maestro" captivated the TV audience (and the judges of the International Broadcasting Awards competition, who selected this as the world's best television advertising of 1961).

But this was just the frosting on the cake. The important result was the insertion of thousands upon thousands of BankAmericards into wallets and pocket-books of California consumers.

A Born Ad Man ■ Charles Rossiter Stuart Jr. is a native Californian, born June 23, 1928, in Glendale, where he was graduated from Glendale high school and Glendale College before going on to the University of Southern California, where he majored in advertising. It could be said that Charles was born into advertising, since his father owned an agency with offices in both Los Angeles and San Francisco. The Bank of Italy (which became the Bank of America in 1930) was a client of the Stuart agency, but Mr. Stuart denies any connection between that relationship and his present position, pointing out that his father retired in 1940, when he (Charles Jr.) was only 12 years old.



Mr. Stuart

(The Stuart agency became the Johnson agency, which became Johnson & Lewis, so it also could be said that the Bank of America has had the same agency since 1917, when Mr. Stuart Sr. secured the account.)

It was after his graduation from USC (and a postgraduate year in France) that Mr. Stuart was making the rounds, talking to anyone who might be helpful in getting him started in advertising. One such man was L. M. Giannini, who had succeeded his father as Bank of America president. "Why don't you come to work here?" he asked. After Charles had explained he was interested in advertising, not banking, the banker reminded him that banks were advertisers too. So Charles became a member of the executive development training program, a two-year course which took him into many departments of the bank's branches, with the promise of a job in the advertising department when the training period was over.

Starting with the Bank of America in Los Angeles, Mr. Stuart was transferred in 1953 to advertising headquarters in San Francisco. The following year he was appointed assistant advertising manager and in 1957 he was promoted to his present position. "It's a full time job," he says, "with no time left for hobbies. Management leaves advertising up to the advertising department and it's up to us to do the job on our own. A bank deals in services that are largely personal relationships, so the direct results of advertising are hard to measure, but I think it's fair to say that the success of the Bank of America in pioneering new bank services is proof of the effectiveness of its advertising."

Perhaps he has no time for hobbies, but Mr. Stuart has always found time to help advance the cause of advertising in general. He is past president of the San Francisco Advertising Club, past president of the Milline Club of San Francisco, past chairman of the Northern California Bank Advertisers' Association, treasurer of the Advertising Association of the West, advertising manager of the governor's traffic safety program ("which has used radio with gratifying results"), representative of western banks on the financial public relations committee of the Foundation for Commercial Banks and has served on a number of committees of the Association of National Advertisers.

Mr. Stuart has two daughters—Mary Robin, 7, and Marleigh, 3, and a son, Charles III, 5, who live in Belvedere with their mother, from whom he was divorced last year. He occupies an apartment in the city, on Telegraph Hill.

Season's greetings

THIS is the time of year when the television critics trot out the fancy negatives with which they earn their keep, and at the risk of sending them into apoplexy we suggest that the trouble with programing—from their standpoint—is not that it's as poor as they say, but that it has become too good.

Viewers and critics have grown accustomed to expect a little more from television each year, which is as it should be. But improvement always is greater at first, for the simple reason that there's more room for it. In any evolution the time must come when further advances are achieved only with much difficulty. At such times, critics tend to fret.

The fact that mass-audience programing no longer generates new outbursts of wild excitement at each beginning of a season does not mean that the quality of programing as a whole is at a standstill. There is still progress, but it's in a different—and much more meaningful—direction. We refer, of course, to informational programing. No other force has come close to matching television's accomplishments in making the American public aware of the really important issues confronting it.

These accomplishments are subsidized, if you will, by the entertainment shows that the critics—but not the viewers—are quibbling about. When the time comes that advertisers will give informational programing their support to a degree approaching their current interest in entertainment, television will be able to put more jam on what is now its bread and butter. That time is coming, even if progress is slow. Meanwhile, what the critics call run-of-the-mine entertainment cannot be faulted for pleasing the viewers while it also pays for a great deal of programing that is superb by any rational calculation.

A serious assignment

NOW that hearings have been called on bills to prohibit the FCC from limiting the length and frequency of broadcast advertising, broadcasters had better muster their best brains to prepare their arguments in support of the legislation. They haven't much time. Representative Walter Rogers (D-Tex.), chairman of the House Communications Subcommittee, set the hearing dates as Nov. 6 through 8.

More than the question of commercial regulation is involved. The bill that Mr. Rogers and others have introduced would amend the Communications Act to impose a definite limit on the FCC's power. It will not be enough for broadcasters to defend their record of commercial practice and to cry out against the FCC's threat to impose new regulation over advertising. The broadcasters must make a case, and indeed a good one can be made, for congressional restraints on an agency that is bent on stretching its current authority to the breaking point.

Unmanaged news

THE extensive broadcast coverage of Mrs. Ngo Dinh Nhu during the recent missionary travels of that outspoken first lady of South Vietnam has proceeded despite what amounted to a State Department suggestion that she be given less attention. On the eve of Mrs. Nhu's arrival in the U. S. a high American official, speaking under the promise of anonymity at a State Department briefing for broadcasters and print journalists, rebuked the news media for planning the considerable exposure she has received. He said it was counter to official U. S. policy.

The wish that was implied in the official's remarks was for a system of journalism that would take its editorial

guidance from the government. It is a wish that has probably occurred to almost every high official in every administration when the course of the news, as presented in the various organs of journalism, has run at cross-purposes with whatever project the official was seeking to advance. This type of wishing is by no means exclusive to the Kennedy administration, although certain activists in the incumbent officialdom may be more eager than some of their predecessors to transform desire to accomplishment.

As licensed media of journalism, radio and television are especially susceptible if official wish becomes the father of official fiat. A year ago, it may be recalled, NBC-TV postponed a broadcast of a documentary on the digging of a tunnel under the Berlin wall when the State Department objected that the presentation would harm negotiations with the Russians.

As far as can be determined, the observations of the official at the State Department briefing had no effect on plans for broadcast coverage of Mrs. Nhu. There is no evidence that they figured in the decision of CBS News to cancel her appearance on *Face the Nation*, although that program was broadcast earlier on the same Sunday that she appeared on NBC-TV's *Meet the Press*.

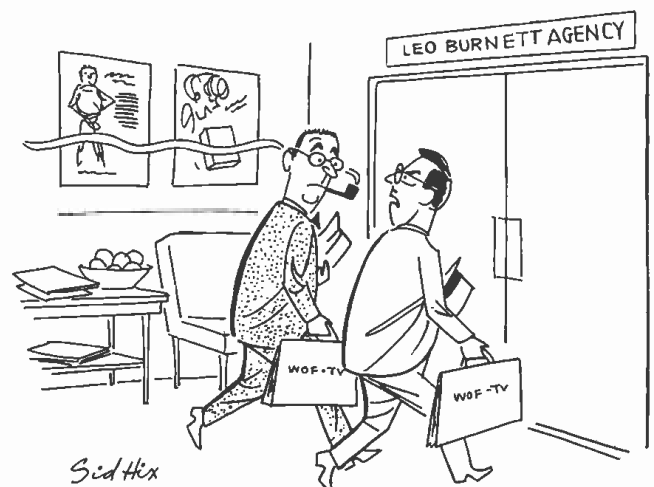
Whether the news value in Mrs. Nhu justified the amount of exposure she was given on the air and in print is a matter for debate. It is not, however, a matter for government decision, although clearly some officials wish it were. Surely, some itchy bureaucrat was tempted to counter Mrs. Nhu by an invocation of the fairness doctrine on radio and television. We must presume he was frustrated by the lack of a request from the Buddhist bloc for equal time.

A pro to the last

J. FRANK BEATTY, senior editor of BROADCASTING, died last Monday. Two weeks earlier, knowing he was fatally ill, he had written his own obituary, the substance of which appears in this issue. He was that kind of newsman.

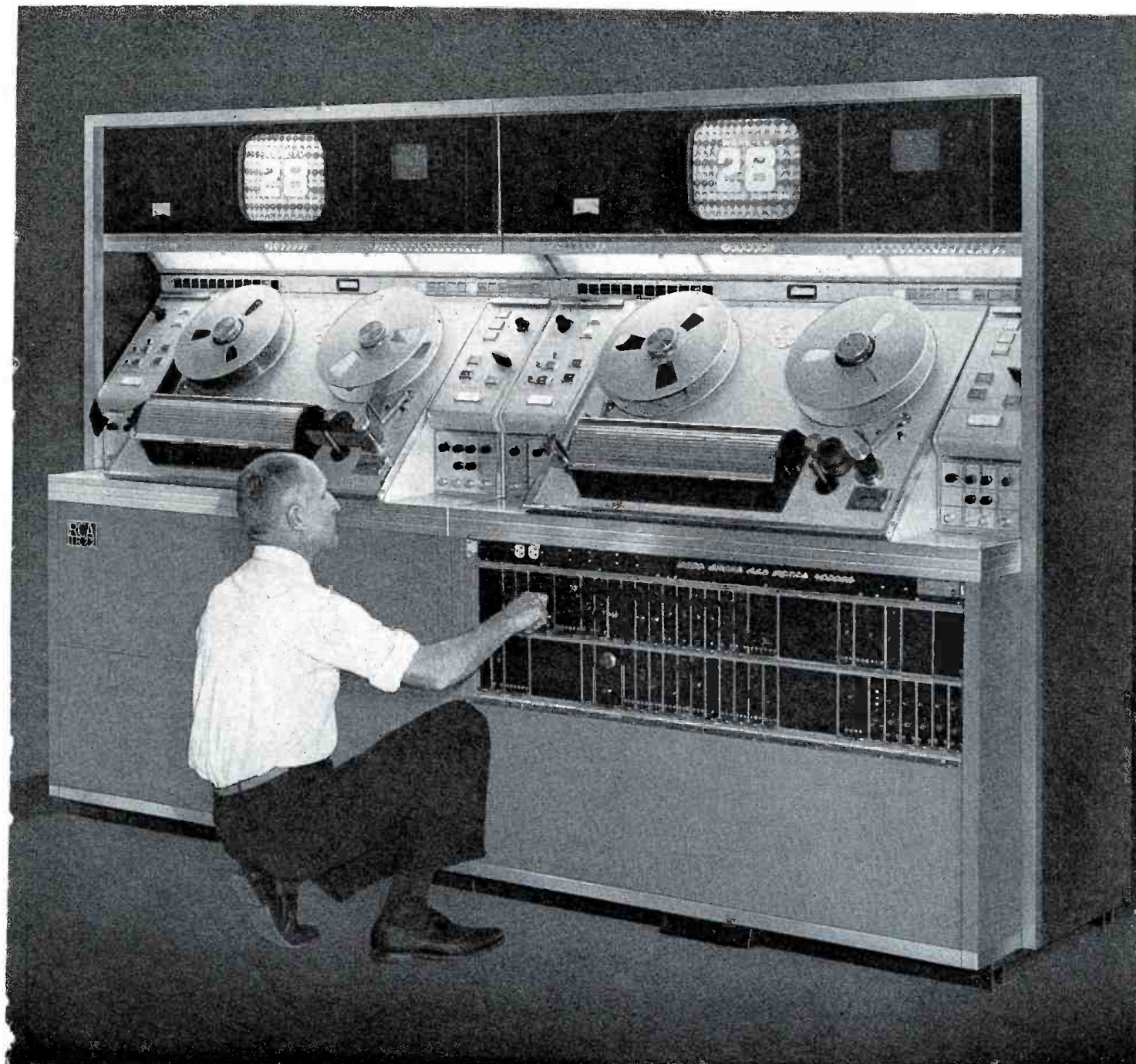
In his three decades with us, Frank covered the spectrum of broadcast news. He never lost the verve or enthusiasm of a cub. He was a talented reporter with unbounded faith in our free institutions and in unfettered journalism.

We mourn the loss of a devoted and inspired co-worker. All broadcasting has lost a competent journalist and a good-will ambassador. We extend our sympathy to his beloved wife, Ruth, and to his daughter, Jayne.



Drawn for BROADCASTING by Sid Hix

"Get rid of that pipe, Wadleigh . . . We're in Marlboro Country."



TAPE DUO DELUXE AT WBRE

"A Prestige Builder with Our Customers"

This is the look of leadership for the years ahead—new excellence of design and brilliant performance. With two TR-22 Deluxe TV Tape Recorders, this station can record on one unit while on air with the other. The two units occupy the space of a previous single tape unit.

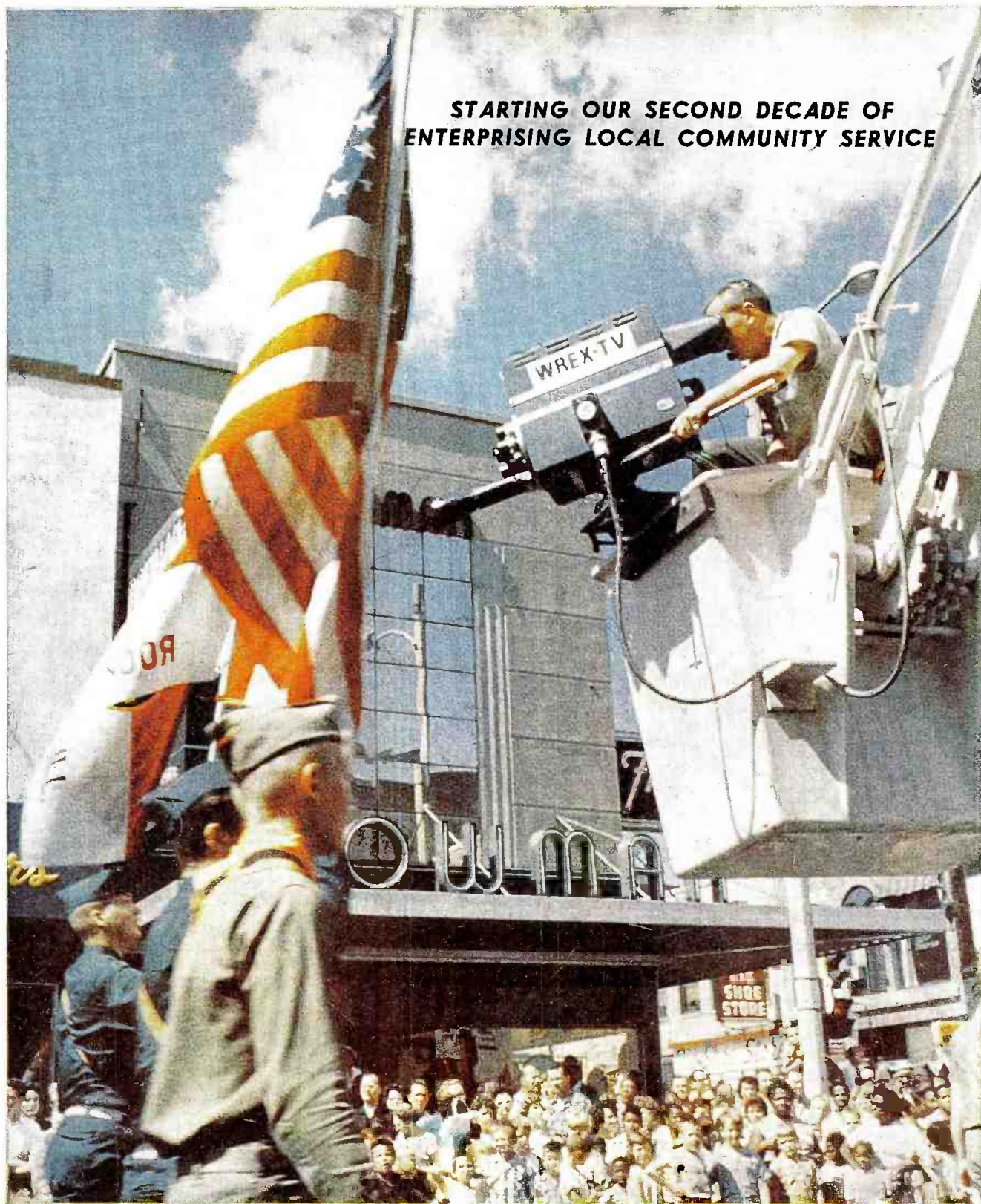
Fully transistorized design does away with the problems of power and heat, reduces maintenance, and

assures a new standard of excellence. Clients are impressed with the efficient "look," the quality of performance, the increased versatility. It's a prestige builder with customers. Your own studio can benefit from this symbol of the finest in TV Tape.

See your RCA Representative. Or write RCA Broadcast and TV Equipment, Building 15-5, Camden, N.J.



The Most Trusted Name in Television



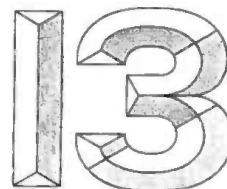
**STARTING OUR SECOND DECADE OF
ENTERPRISING LOCAL COMMUNITY SERVICE**

WREX-TV 'Live' Remote Telecast of Rockford Memorial Day Parade

	WHEC TV/RADIO Rochester, N. Y.	WREX-TV Rockford, Ill.	WINR TV/RADIO Binghamton, N. Y.	WDAN RADIO Danville, Ill.
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Joe M. Baisch, Vice Pres., Gen. Mgr.
Represented by H-R Television, Inc.

WREX-TV



Remarkable ROCKFORD, ILL.