



BROADCASTING

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AND RADIO

NEWSPAPER

NOVEMBER 25, 1963

Radio income in '62 reaches 10-year peak,
FCC records show 37

CBS offers candidates carte blanche in '64
for prime time debates 66

Cunningham's initial decision favors trade
of NBC-RKO properties 80

Broadcast promoters meet in San Francisco,
learn variations of drumbeating 92B

COMPLETE INDEX PAGE 7

CLEVELAND BLOCKBUSTERS!

JIMMY BROWN
...and the
COLUMBIA
features
on KYW-TV!

NORTH DAKOTA
STATE UNIVERSITY

NOV 23 1963

LIBRARY

COLUMBIA



PICTURES

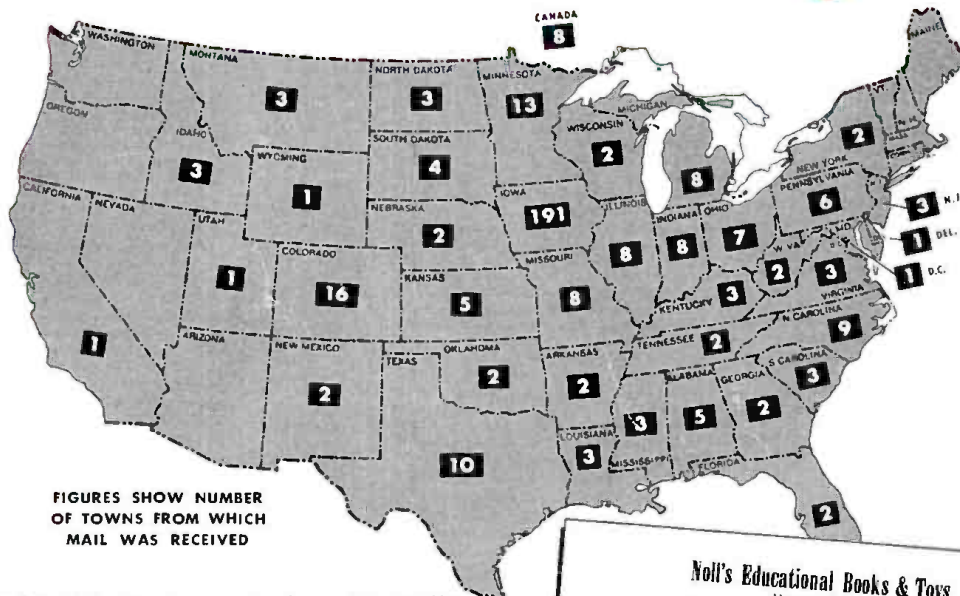
The COLUMBIA features can be
currently seen in more than 140 markets

Distributed exclusively by

SCREEN GEMS

621.3805
B-71

Who in the world ever said "Radio Is Dead At Night"???



If you have wondered how many people radio really "gets" during prime TV hours . . . well, please listen to this *Clear Channel Radio* success story.

On April 12, 1963, we began broadcasting the night baseball games of the Minnesota Twins—almost all starting at 7 p.m. Beginning August 26 and ending September 27 (17 games), we had a brief message, asking our listeners to write us what they thought of the broadcasts. Mostly, we had one announcement per game, but never more than three. No "rewards" for the listeners—no prizes, no name-mention on the air, no favorite tunes played; *nothing* except the trouble of writing and mailing a response. (And the Twins were not, at the time, even in close competition for the pennant.)

As of October 7, we had received a total of 724 replies. 41% from metro Des Moines—the rest from as far away as British Columbia, Florida and New York. The map tells the story.

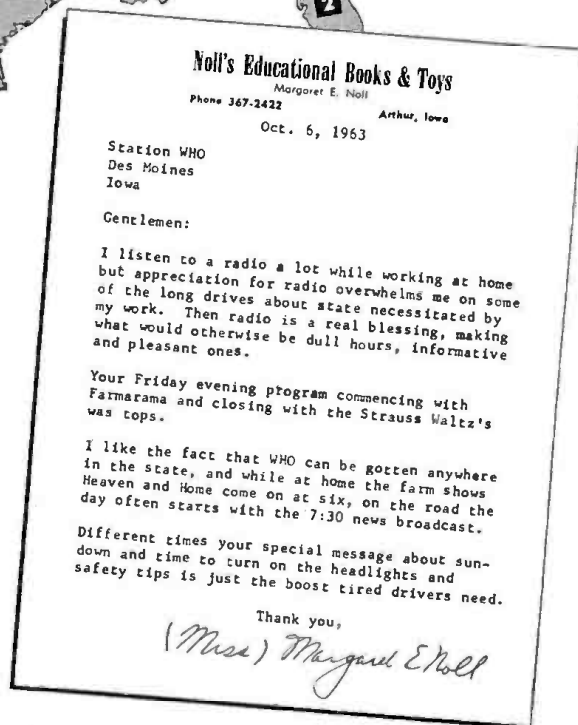
Most of the cards and letters said almost precisely the same things. Here are some samples:

From Pueblo, Colorado: "I listen to your sports broadcasts every night. There is no other station anywhere that does a more complete sports broadcast."

From Waynesboro, Va.: "Although we live many hundreds of miles from your city you come in real clear here. I have missed very few night games this season."

From Ainsworth, Iowa: "I listen to them and to all your other programs whether I'm in Iowa, or Illinois, or Missouri, or Kentucky. Keep broadcasting those games!"

From Chicago, Illinois: "Here we are limited to Chicago baseball only and would be brainwashed if it were not for stations such as yours."



P.S. This letter, above, has no connection with the Twins "success story." It just came in, entirely unsolicited, while we were preparing this ad. It is typical of hundreds that WHO Radio receives, thanking us for what our listeners believe to be uniquely good service. Why don't you ask PGW for some availabilities—and make your own test?

WHO RADIO
for Iowa PLUS!

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

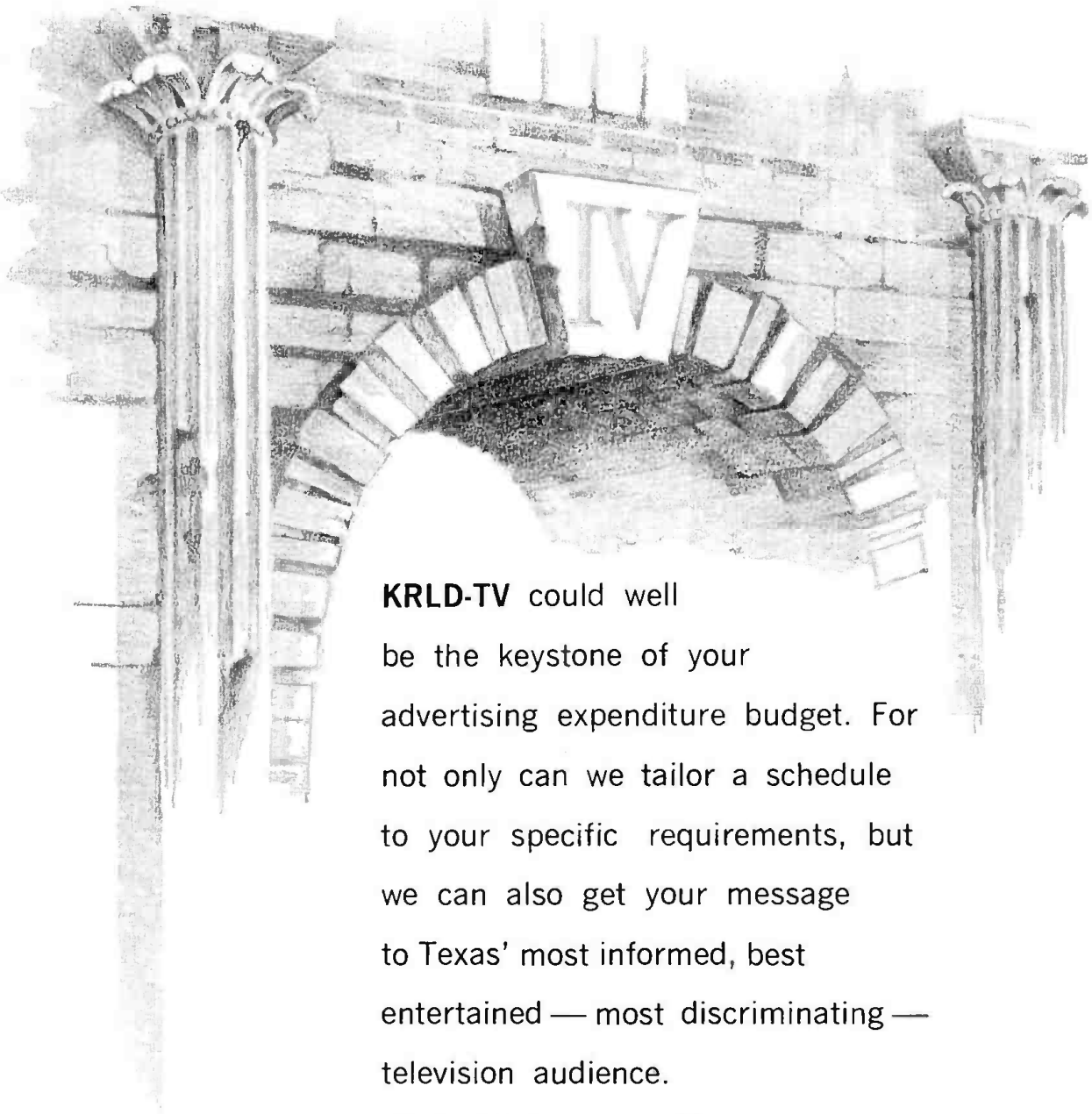


Peters, Griffin, Woodward, Inc., National Representatives



DIMENSIONS : DEPTH

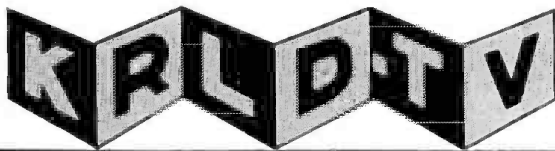
How is depth best measured? In the perspective of a television station depth becomes both penetration and content. As broadcasters penetrate deeply into their communities at all levels they come to know the nature and dimension of their responsibilities. In Houston **DIMENSION: DEPTH** is **KTRK-TV**



KRLD-TV could well
be the keystone of your
advertising expenditure budget. For
not only can we tailor a schedule
to your specific requirements, but
we can also get your message
to Texas' most informed, best
entertained — most discriminating —
television audience.

Find out for yourself.

See your **ADVERTISING TIME**
SALES representative.



represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President



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

Grappling over groups

Within FCC sentiment is building for reconsideration of multiple ownership rules, and staff reportedly has begun work on background study. FCC Commissioner Lee Loevinger, who was antitrust chief in Justice Department before being moved to FCC, has publicly criticized FCC's permissiveness in development of group station ownership, and he's said to be stirring up new FCC interest in subject—with assistance from some colleagues.

Change of command

J. Leonard Reinsch, executive director of Cox stations, formally named last month as executive director of 1964 Democratic National convention, tendered his resignation Friday to allow President Lyndon B. Johnson to select his own man, if he so desires. Mr. Reinsch had already handled preliminary arrangements for convention for Democratic committee, including TV-radio aspects. Convention will be held in Atlantic City beginning Aug. 24. Mr. Johnson's TV-radio adviser during 1960 campaign was John S. Hayes, president of Post-Newsweek stations (see story page 9).

Mr. Reinsch arrived in Washington Friday night to make himself available at White House. For him, it was reminiscent of experience on April 12, 1945, when President Franklin D. Roosevelt died and Harry S. Truman assumed office. Mr. Reinsch reported to White House that day and was promptly named press secretary by new President, which post he subsequently relinquished to become adviser to Mr. Truman.

Ancient history

If Washington ratings hearings earlier this year caused any general hesitancy among agencies about use of ratings, it appears to be dissipating. Dancer-Fitzgerald-Sample has just signed for Pulse Inc.'s complete radio package—ratings reports from about 250 markets per year—and number of others have signed recently for similar deals. These include Sullivan, Stauffer, Colwell & Bayles, Kudner, Doyle Dane Bernbach, Campbell-Mithun and Lang, Fisher & Stashower. In all, it's understood, about 150 to 160 agencies buy all or part of Pulse's radio research.

Guaranteed ratings

New dialogue in ratings controversy is certain to develop with release by Sindlinger & Co. of its proposals for nationwide radio rating plans (see story page 44). One aspect of proposal—to guarantee and defend re-

search against Federal Trade Commission or FCC attack—sets precedent in ratings field and may force competition into similar protective assurances.

New Sindlinger service, it's understood, represents initial research investment of more than \$150,000. Since Sindlinger received kudos of House Investigating Subcommittee early this year, it's presumed that service was devised in effort to thwart ratings legislation. Rex Sparger, committee staffer who has joined Sindlinger, in some measure was responsible for criteria used in development of service. Sindlinger, who is veteran in research field, was "rediscovered" two years ago by ABC Radio President Robert Pauley.

It's a puzzlement

Is FCC effort to revise AM-FM program reporting form going to run into same kind of bureaucratic quicksand in which TV form has been mired for years? There's agreement on how form should be revised, but getting it down on paper is problem. Major difficulty is finding time to iron out details. Commissioner Lee Loevinger, who is annoyed more than most by red tape, is pressing for action, and has taken over task of collecting ideas and drafting them in proposed form.

At present, sentiment is for greatly simplified reporting form. Some commissioners would ask no more than six or eight main questions about handful of major programing categories, such as entertainment, news, commercials, public service. However, no one is predicting what shape form will eventually take.

Sudden softening

Slight setback may be developing in what is sure to be spot TV's best year in business volume. After unusually good business in October, several station reps report wave of cancellations and schedule cuts in spot by number of top TV advertisers, beyond normal seasonal trimming. Impact being felt this month is expected to intensify in December.

Mentioned as among advertisers cutting schedules (cancellations, cut-backs and like) are Colgate-Palmolive for string of products; Bromo-Seltzer, Dristan, Post cereals, International Latex, General Mills' Wondra flour, 4-Way cold tablets, Procter & Gamble's Tide and Ivory liquid. One new product advertiser, Bristol-Myers, suddenly took hiatus in December for Score

hair cream. Reps say nobody is panicking since fall-off is attributed to any number of reasons but without set pattern.

Voice to Australia

Radio Press International has signed with key radio stations in Australia's The Major Network to provide them with voiced news service. RPI's service goes into effect with opening of new commonwealth Pacific cable-hookup that includes microwave relay and 8,700 miles of submarine cable from Canada to Sydney. Cable originates in London from where RPI will emanate its service (European-African-Asian report combined with western hemisphere report sent from RPI in New York). R. Peter Straus, president of RPI and WMCA New York, is scheduled to be at ceremonies Dec. 2 in Sydney with formal opening of cable's facilities. He'll represent RPI as first commercial user of facility. RPI in United States and Canada provides service to some 130 stations.

Make work

Washington lawyer Paul L. Laskin, who developed interest in television as counsel for Senate Juvenile Delinquency Subcommittee during two years of sex and violence hearings, is trying to sell some benevolent foundation on private study of "all the major problems raised or faced by television." Mr. Laskin, coming to end of year's work on narcotics for White House, has been contacting lawyers, network executives, some foundation people about idea. He thinks "about \$100,000" would support 12-18 month project by small staff plus dozen "highly prestigious" persons from "wide range of disciplines"—TV, law, arts, education, social sciences, etc.

Search for a home

Campaign for new FCC headquarters building of its own (perhaps on shared basis with several other independent agencies) has made more headway than has been disclosed. In conversations with General Services Administrator Bernard L. Boutin, Chairman Warren G. Magnuson (D-Wash.), of Senate Commerce Committee, has received assurance that project will be expedited with prospect that funds will be earmarked next year. Preliminary figures indicate that building project could "pay out in 15 years" based on rent now charged for borrowed and begged space in other buildings (in case of FCC, in Post Office and old Evening Star buildings).



WE'VE GOT A WAY WITH WOMEN

Again, the first Fall rating books show that Southeastern Michigan gals pick WJBK-TV as one of their steady dates. For instance, Nielsen (Sept. 2-29, 1963)* indicates that 47% of the girls in 4-station Detroit are tuned to TV2 between noon and 5 p.m. It's quite an affair, this thing between WJBK-TV and the big-spending Detroit homemakers! Make the most of it! Contact your STS man for further details and fine availabilities.

*Estimated and limited as shown in report.



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

STORER TELEVISION
SALES, INC.
Representatives for all
Storer television stations.

WEEK IN BRIEF

Radio recovers from 1961 slump; total revenues in 1962 reached new high of \$636.1 million—a 10-year mark. Profits were up too. Combined radio-TV revenues top \$2 billion for first time. See . . .

RADIO INCOME HITS 10-YEAR HIGH . . . 37

Crosley Broadcasting works out yardstick for measuring radio stations, both quantitatively and qualitatively. System has agency aid, is seen as helping time buyers buy not by numbers alone. See . . .

RADIO VALUE MEASUREMENTS . . . 52

Lavin warns telecasters their rates are too high, but TvB meeting reads message as indication that rates may be too low. Higher goals are urged by Cash. Participants see new promotion film. See . . .

LAVIN WARNING BACKFIRES . . . 56

CBS offers free prime time to both major political parties for debates by presidential and vice presidential candidates, provided Congress suspends Sec. 315. Offer made by Stanton at ceremony. See . . .

BLANK CHECK FOR '64 . . . 66

Pat Weaver sees pay TV as next big innovation in audio-visual field. Foresees gamut of special interest programs taking up omissions in network programing. New STV president makes first public appearance. See . . .

WEAVER'S ACE: SPECIAL PROGRAM . . . 68

Appeals court weighs Charlie Walker case, hears argument that WDKD death sentence by FCC is programing censorship. Commission upholds its decision as fair and within its authority. See . . .

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First transmission of live TV between U.S. and Japan using Relay run off. Seen as test of possible live coverage of Tokyo summer Olympics in 1964. New Relay being readied as present one due to cease within month. See . . .

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FCC examiner recommends licenses be renewed for NBC's Philadelphia stations, that Philco be denied, and that exchange of network's Philadelphia stations for RKO General's Boston stations be approved. See . . .

INITIAL DECISION FAVORS SWAP . . . 80

House communications unit approves Rogers' bill prohibiting FCC from imposing commercial time limits on broadcasters. Hearings on imposition of fees is scheduled; other actions considered. See . . .

FCC'S 'POWER GRAB' . . . 90

Promotion men gather in San Francisco and roll up their sleeves. Not a "sensational" in the halls, as BPA convention holds working sessions all week on how to do a better job. See . . .

DRUMS BEAT LOUDLY . . . 92B

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BROADCASTING

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Cape Cod Sod

It was cool in summer, warm in winter, fireproof, and cost the average homesteader \$2.78 for the window, door, and maybe even a doorlatch. The rest of the house was free: sod, plowed from the great plains and laid, like bricks, with mud mortar.

Modern cities and rich farm homes have replaced Nebraska's 19th century Sod House. But KMTV's Special Projects Unit preserved the pioneer heritage by creating "The Saga of the Soddy," an exceptional program and one of a series of fully-sponsored, regularly scheduled Channel 3 Events.

If you must have exceptional television, ask Petry about Omaha's pioneer station.

KMTV-3-OMAHA!



Photo courtesy of Nebraska History Historical Society.

New President, new tone of regulation

SUDDEN TRAGEDY PUTS INTO OFFICE A PRESIDENT WHO'S DIFFERENT

The elevation of Lyndon B. Johnson to the Presidency of the United States could portend significant changes in the regulation of broadcasting.

For one thing Mr. Johnson is himself intimately familiar with broadcast operations. His wife owns the controlling interest in a company that has extensive station holdings. Mr. Johnson over the years has acquired an intensely practical approach toward the business of broadcasting.

In general the new President inclines toward a more conservative view than

that of the late John F. Kennedy and many of the latter's appointees. FCC Chairman E. William Henry, who was named to the commission and the chairmanship by Mr. Kennedy, is in the classic mold of the New Frontier, of which Mr. Johnson was never an insider.

It is the prerogative of a President to name his own chairmen from among members of the federal regulatory agencies. If a change in command at the FCC were to take place, FCC Commissioner Robert T. Bartley would be a

likely candidate to succeed Mr. Henry. Mr. Bartley, 54, is like the new President, a Texas Democrat, a nephew of the late Sam Rayburn, longtime speaker of the House, and a close friend of Mr. Johnson.

Even if personnel changes are not extensive throughout the federal establishment, the tone of regulatory philosophy is expected to veer toward the center of the political spectrum. The hard line pursued by the FCC and Federal Trade Commission under the administration of Mr. Kennedy will be at odds with the

A President of the television era

Television may not have elected John Fitzgerald Kennedy President of the United States, but he himself said he could not have been elected without it. In his campaign for the Presidency he made history by appearing with his opponent, Richard M. Nixon, in four televised confrontations, the first time that two

presidential candidates had appeared in any forum face-to-face.

The so-called Great Debates of 1960 put the two candidates before an audience estimated at more than 100 million. They set a precedent that future candidates will find it difficult to ignore.

After he took office Mr. Kennedy

made another innovation: He decided to permit live television coverage of his news conferences (Dwight D. Eisenhower had been considered daring when he let radio and TV occasionally make tapes for use after White House inspection and editing).

Mr. Kennedy encountered resistance when he opened his conferences to live TV. "Hazardous," said David Lawrence, syndicated columnist and editor of *U. S. News and World Report*. "The goofiest idea since the hula hoop," said James Reston, Washington correspondent of *The New York Times*. But the conferences attracted so large an attendance of Messrs. Lawrence's and Reston's ilk that they had to be held in the vast auditorium of the new State Department building. Again Mr. Kennedy had created a journalism institution, featuring television as its centerpiece, that it will be difficult for any successor to reject.

In December 1962, at the midpoint of what many people thought would be the first of his two terms in office, Mr. Kennedy submitted to an unrehearsed interview on television with reporters of the three networks. It was another precedent.

It fell to television, the medium that had been so close to Mr. Kennedy, to deliver the first dread report of his death. A newsman for KRLD-AM-TV Dallas was the first to report, on the CBS network, that the President was dead. The newsman had obtained the information from a doctor at the Dallas hospital. It was some 15 minutes before anyone else got the word.



Two days before he was struck down by an assassin in Dallas, President John F. Kennedy received the chief of the U. S. delegation to a Geneva conference that negotiated international allocations of frequencies for space communications. The picture above was made

when Joseph H. McConnell, the U. S. chief negotiator, reported to the White House last Wednesday, Nov. 20. Mr. Kennedy called the McConnell mission "one of the most successful of its kind held in recent times." Mr. McConnell is president of Reynolds Metals Co.

WEEK'S HEADLINERS



Mr. Eversman



Mr. Clyne

C. Terence Clyne, corporate executive VP of Maxon Inc., New York, elected chairman of agency's executive committee. **W. George Eversman**, senior VP of Maxon in Detroit, elected VP in charge of Midwest operations. Mr. Clyne joined Maxon in 1962 from McCann-Erickson where he was vice chairman of board. Mr. Eversman has been with Maxon for more than 20 years. Also announced by Maxon: **Michael F. Mahony** and **Peter G. Levathes** elected executive VP's and **Hunter Hendee**, senior VP, appointed director of creative services in Detroit office. **George Ogle**, supervisor on marketing services, elected VP in charge of product planning. He had been at Lennen & Newell on Colgate Palmolive account. **Ray Stone**, media director, elected VP in charge of media in Maxon's New York office. **Robert F. Gibbons**, VP, appointed head on agency's toiletries division of Gillette. Mr. Gibbons had been TV group head at McCann-Erickson and joined Maxon last June.

For other personnel changes of the week see FATES & FORTUNES

attitude of the new President.

Mr. Johnson's No. 1 aide during the new President's service in the Senate and as Vice President has been Walter Jenkins who presumably will move to a key position on the White House staff. Mr. Jenkins has kept in close touch with the operations of the Johnson station properties.

Several important figures in broadcasting have been close to Mr. Johnson.

One of the new President's confidantes going back to Senate days is Frank Stanton, CBS president. Reportedly Dr. Stanton could be enticed to leave CBS only by the offer of a high government position. In a Johnson administration a cabinet job for Dr. Stanton would not be out of the question.

Others from broadcasting who have worked with Mr. Johnson are John S. Hayes, president of the Post-Newsweek Stations and chairman of the Washington Post Co. executive committee, and Leonard H. Marks, Washington communications attorney. Mr. Hayes was

Clark Grant, WOOD-AM-FM-TV Grand Rapids, Mich., elected president of Broadcasters Promotion Association, succeeding **Dan Bellus**, WDOK-AM-FM Cleveland, at organization's eighth annual seminar last week in San Francisco (see story, page 92-B).

C. George Henderson, VP and general manager of wsoc-TV Charlotte, N. C., elected board chairman of Television Bureau of Advertising, succeeding **Gordon Gray**, president of WKTU-TV Utica, N. Y., at TvB's ninth annual meeting in Chicago last week (story, page 56).

Hendrik (Hank) Booraem, program executive at Lennen & Newell, New York, resigns to join WPIX (TV), that city, in newly created post of VP in charge of programs. Mr. Booraem entered broadcasting field in 1937 as assistant to VP in charge of radio at Kudner Agency. In intervening years he has served as producer-director at Young & Rubicam; VP in charge of radio-TV for Ogilvy, Benson & Mather, McCann-Erickson and C. J. LaRoche & Co., all New York, and as manager of national programs for Mutual Broadcasting System.



Mr. Booraem

radio-TV adviser to Mr. Johnson during the 1960 vice presidential campaign. Mr. Marks was active in the Johnson campaign financing. His firm, Cohn & Marks, also represents the station interests that the new First Lady, Mrs. Claudia T. (Lady Bird) Johnson owns.

Cancel commercials, all entertainment

Television and radio networks cancelled all commercials and all entertainment programs Friday afternoon for news and special coverage of assassination of President John F. Kennedy and related developments.

CBS and NBC radio and TV networks said they would carry no commercial announcements or entertainment shows until after funeral. Mutual radio network said it would follow similar policy. ABC said its radio and TV networks would do so "indefinitely."

Many affiliated and independently

LBJ broadcast holdings

President Lyndon B. Johnson is himself a broadcaster once removed. His wife, Mrs. Claudia T. (Lady Bird) Johnson, owns 57.49% of the LBJ Co., the licensee of KTBC-AM-FM-TV Austin, Tex. LBJ Co. also owns 29.5% of KWTX Broadcasting Co., licensee of KWTX-AM-TV Waco, Tex. KWTX Broadcasting Co. owns 50% of KBTX(TV) Bryan, Tex.; 80% of KVII(TV) Ardmore, Okla., and 80% of KNAL Victoria, Tex.

The LBJ Co. holds an option to acquire 50% of TV Cable of Austin Inc., which holds a franchise to construct a CATV system in Austin, Tex. TV Cable of Austin is owned principally by local residents.

Associated with Mrs. Johnson in the ownership of LBJ Co. are: J. C. Kellam, 5.95%; O. P. Babbitt, 1.19%; Paul Bolton, 2.9% and Warren Woodward, .34%. Both Johnson daughters, Lynda Bird and Lucy Baine, hold 13.6% each in trusts.

operated stations similarly cancelled commercial programming.

Date of funeral not set late Friday but was expected to be held Monday or Tuesday.

CBS cancellations include its regional coverage of collegiate football Saturday and National Football League professional games Sunday. ABC-TV has American Football League pro games whose coverage presumably would also be affected. Mutual said it would not provide its regularly scheduled football coverage over weekend.

Radio, TV stations sold in Guam, South Carolina

Sale of KUAM-AM-TV Agana, Guam, by Phil Berg to H. Scott Killgore and associates for \$650,000 was announced Friday (Nov. 22).

Killgore group owns KALI San Gabriel, Calif., KUDL Kansas City, KOFY and KUFY(FM) San Mateo, Calif., and CP for KECC-TV El Centro, Calif.

KUAM is 1 kw fulltime on 610 kc, and is affiliated with MBS and NBC. KUAM-TV is on channel 8. Broker was Blackburn & Co.

Also on Friday, FCC announced approval of sale of WQXL Columbia, S. C., by Edgar Morris and associates to Henderson Belk for \$225,000. Mr. Belk, Charlotte, N. C., department store chain owner, owns WIST-AM-FM there and WORD Spartanburg, S. C. WQXL operates daytime only on 1470 kc with 5 kw.

Presenting WARNER BROS. ONE

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

CASH McCALL, STARRING JAMES GARNER AND NATALIE WOOD □
THE CROWDED SKY, DANA ANDREWS AND RHONDA FLEMING □
THE DARK AT THE TOP OF THE STAIRS, ROBERT PRESTON AND
DOROTHY McGUIRE □ THE DESERT SONG, KATHRYN GRAYSON
AND GORDON MacRAE □ THE FBI STORY, JAMES STEWART AND
VERA MILES □ THE HANGING TREE, GARY COOPER AND MARIA
SCHELL □ ICE PALACE, RICHARD BURTON AND ROBERT RYAN □
LOOK BACK IN ANGER, RICHARD BURTON AND CLAIRE BLOOM □
MANHUNT IN THE JUNGLE, ROBIN HUGHES AND LUIS ALVAREZ
□ THE MIRACLE, CARROLL BAKER AND ROGER MOORE □ THE
NUN'S STORY, AUDREY HEPBURN AND PETER FINCH □ BLACK
PATCH, GEORGE MONTGOMERY AND DIANE BREWSTER □ PETE
KELLY'S BLUES, JACK WEBB AND JANET LEIGH □ RIO BRAVO, JOHN
WAYNE AND DEAN MARTIN □ THE RISE AND FALL OF "LEGS"
DIAMOND, RAY DANTON AND KAREN STEELE □ THE RISING OF
THE MOON, NOEL PURCELL AND DENIS O'DEA □ SERGEANT
RUTLEDGE, JEFFREY HUNTER AND CONSTANCE TOWERS □ SO BIG,
JANE WYMAN AND STERLING HAYDEN □ THE SUNDOWNERS,
DEBORAH KERR AND ROBERT MITCHUM □ TALL STORY, ANTHONY
PERKINS AND JANE FONDA □ —30—, JACK WEBB AND WILLIAM
CONRAD □ UP PERISCOPE, JAMES GARNER AND EDMOND O'BRIEN
□ WESTBOUND, RANDOLPH SCOTT AND VIRGINIA MAYO □ YEL-
LOWSTONE KELLY, CLINT WALKER AND EDWARD BYRNES □ THE
YOUNG PHILADELPHIANS, PAUL NEWMAN AND BARBARA RUSH.

Burton

Cooper

Hepburn

Kerr

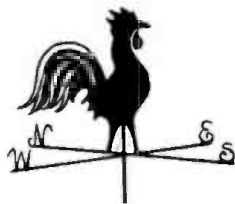
Newman

Stewart

Wayne



WAPI



PERSONALITY PORTRAIT



**CLANCY
LAKE**

Clancy Lake, former City Editor of The Birmingham News and ace reporter of The Miami Herald is "Mr. News" to WAPI listeners. From the Alabama Senate floor or from a plane in the eye of a hurricane, from a disaster area, or the scene of crime . . . if the news is breaking, Clancy finds a way to bring WAPI listeners a direct on-the-spot report. Not only are WAPI listeners the best informed people in Alabama, but WAPI is the only station in the country to have its own "great Lake."

WAPI-RADIO

**50,000 WATTS
BIRMINGHAM, ALABAMA**

WAPI radio represented by Henry I. Christal Company, Inc.

DATEBOOK

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

■ Indicates first or revised listing.

NOVEMBER

Nov. 25—American Jewish Committee Appeal for Human Relations, dinner for broadcasting and advertising division at New York Hilton hotel in honor of William S. Cutchins, president of the Brown & Williamson Tobacco Co. Senator Thruston Morton (R-Ky.) is the speaker. Co-chairmen: Everett H. Erlick, vice president and general counsel of American Broadcasting-Paramount Theaters, and Sydney Eiges, NBC vice president.

Nov. 25-26—NAB conference, Fairmont hotel, San Francisco.

■ Nov. 26—Luncheon meeting of the Advertising Club of Metropolitan Washington, Presidential Arms, Washington, D. C. Guest speaker will be Mark F. Cooper, president of the Advertising Federation of America. Title of his talk is "Advertising—The Voice of Free Choice."

Nov. 26—Annual stockholders meeting, Screen Gems Inc., New York.

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

DECEMBER

■ Dec. 2—Hollywood Advertising Club luncheon meeting, Hollywood-Roosevelt, 12 noon. George B. Storer Jr., president of Storer Broadcasting Co., speaks on "Break Through in Television Portability."

Dec. 2-3—NBC Affiliates annual convention: radio meetings and radio network luncheon-presentation followed by evening banquet on Dec. 2, TV meetings and NBC Board Chairman Robert W. Sarnoff address to joint radio-TV affiliates luncheon and an evening banquet on Dec. 3. Robert W. Kintner, NBC president, addresses radio and TV affiliates meetings. Beverly-Hilton hotel, Los Angeles.

■ Dec. 3—Luncheon meeting of Advertising Club of Metropolitan Washington, Presidential Arms, Washington, D. C. Principal speaker will be Arthur Godfrey, CBS Radio.

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

■ Dec. 4—Chicago chapter of American Women in Radio and Television dinner meeting 6 p.m. Fourth Estate, 535 Michigan Avenue. Speaker is John Madigan, news director of WBBM-TV Chicago.

Dec. 5—Board of directors meeting of the Association of Maximum Service Telecasters, Riviera hotel, Palm Springs, Calif.

Dec. 5—Association of National Advertisers will hold a workshop on "New and Practical Ways to Evaluate the Effectiveness of Your Advertising," Plaza hotel, New York. Alfred Whittaker, vice president for marketing, Bristol-Myers Products Co., is program committee chairman. Speakers include: Gail Smith, General Motors Corp.; William Weilbacher, C. J. LaRoche; Wallace Drew, Coty Inc.; and William Gillilan, Ketchum, MacLeod & Grove.

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.

Dec. 6—Arizona Broadcasters Association annual fall meeting, Paradise Valley, Phoenix. FCC Commissioner Frederick W. Ford will be principal speaker.

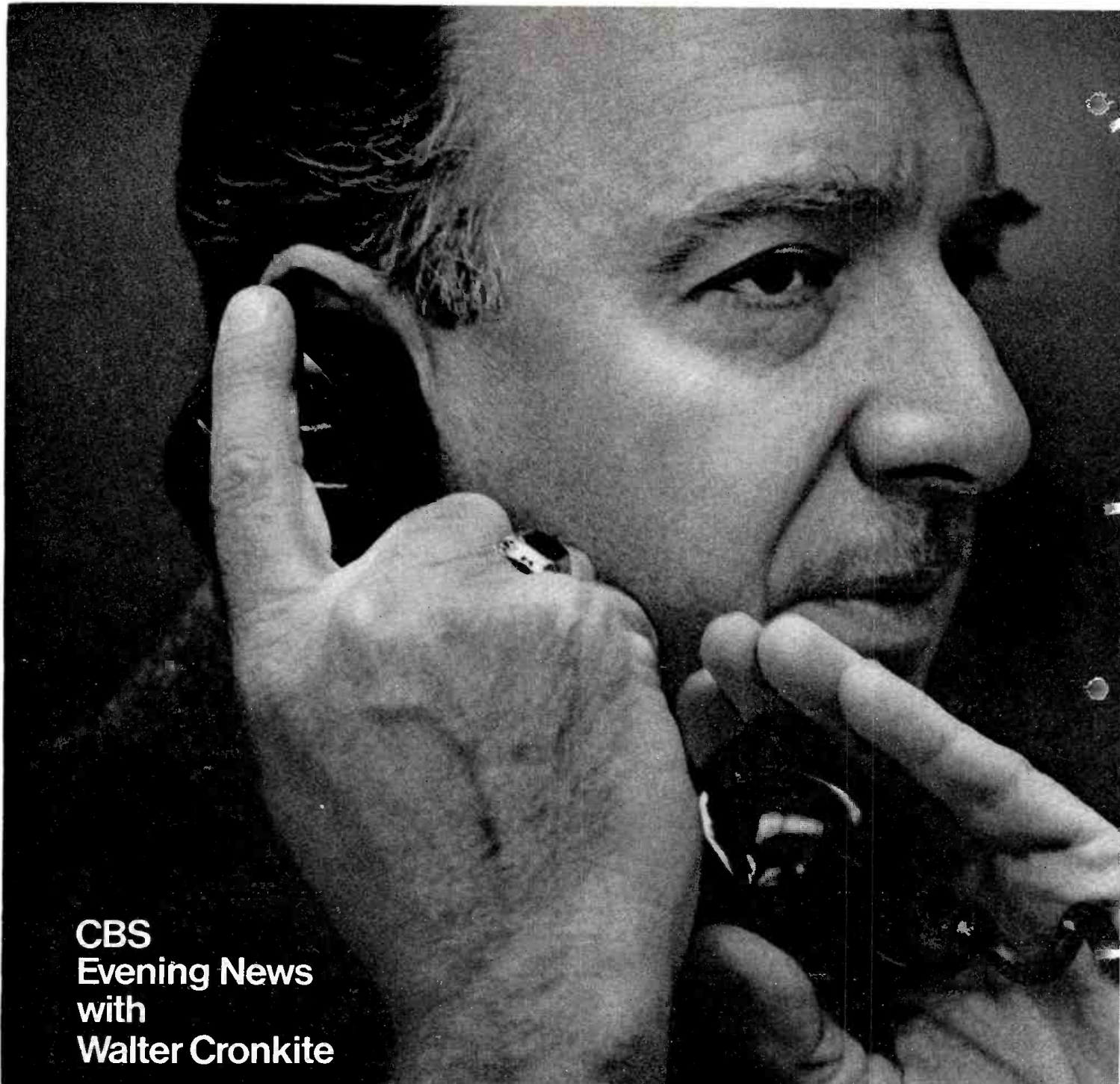
■ Dec. 9—FCC oral argument on proposed rulemaking to adopt commercial time

BROADCASTING, November 25, 1963

From WBBM-TV to the people of Chicago: a gala television premiere of a recent Hollywood blockbuster, celebrating the tenth anniversary (on November 29) of Chicago's favorite late-evening entertainment, The Late Show. *** Since opening night ten years ago, The Late Show has been a showcase for the finest feature films in Chicago television. *** And the best is yet to come. "From Here to Eternity," "On the Waterfront," "The Eddy Duchin Story," "Dark at the Top of the Stairs," "Ice Palace," "The FBI Story" and dozens more first-run-on-television hits assure long life and prosperity for movies on Channel 2. *** For The Late Show fans – audiences and advertisers alike – the future promises many happy returns!

Birthday Present





CBS
Evening News
with
Walter Cronkite

AND:

Eric Sevareid
Charles Collingwood
Harry Reasoner
Arthur Bonner
Winston Burdett
Wells Church
Tom Costigan
David Dugan
Bernard Eismann
George Herman

Richard C. Hottelet
Bernard Kalb
Marvin Kalb
Peter Kalischer
Frank Kearns
Alexander Kendrick
Charles Kuralt
Bill Leonard
Stanley Levey
Blaine Littell
Roger Mudd
Paul Niven

Stuart Novins
Robert Pierpoint
Dan Rather
Hughes Rudd
Robert Schakne
Daniel Schorr
Neil Strawser
Charles von Fremd
Harry Arouh
Steve Banker
Russ Bensley
Nelson Benton



**Josh Darsa
Murray Fromson
Jeff Gralnick
Ben Holman
Walter Lister
Tony Pell
Bert Quint
Sam Roberts
Tony Sargent
Phil Scheffler
Don Webster
Lew Wood**

This is the formidable team of CBS News reporters and correspondents stationed around the world who track down and present the news each weekday night on the CBS EVENING NEWS WITH WALTER CRONKITE.

In aggregate they add up to the most experienced, enterprising and penetrating journalists in broadcasting.

The central figure in this picture is Walter Cronkite, who has repeatedly established that he is one of the ablest and most versatile reporters in journalism. As one critic reported, he cannot be parodied because "he works in such pure, literal, unmannered straight news fashion." A distinguished fellow journalist has said of him "He's a pro. He does his homework." This reputation for integrity and dedication has earned the confidence of world leaders and given him access to exclusive interviews and news-breaking information.

But the news is far too big for one man to handle—or even two. As managing editor, Cronkite starts assembling his material and shaping his nightly news broadcast early in the day, screening thousands of feet of news

film that have come into the news office overnight, conferring with producers, writers and assignment editors and discussing the stories that are expected to "break" throughout the afternoon. He continues to check for any significant developments right up to air-time.

He may call in Stanley Levey, one of the nation's top labor reporters, to analyze a knotty economic issue. He may ask roving correspondent Harry Reasoner to bring his special insight to bear on a major news story. He may ask Eric Sevareid, "broadcasting's foremost essayist," to illuminate a complex social problem, or Marvin Kalb, CBS News Diplomatic Correspondent in Washington, to assess the latest international development.

Monday through Friday on the CBS EVENING NEWS WITH WALTER CRONKITE you'll learn more about what has happened, where it happened, how it happened—and most important of all—why it happened—than anywhere else in television.

 **CBS News**

Now...

No. 1

... WVON is
Chicago's leading
Negro radio station!

MONDAY THROUGH FRIDAY

6 AM 12 Nn 6 PM
12 Nn 6 PM 12 Mid.

Pulse 30 41 29

7 AM 12 Nn
12 Nn 6 PM
Hooper 17.1 27.2

NOTE: The data quoted are estimates. Hooper, Chicago city only—predominantly Negro areas, August 26 thru 30, '63 and Pulse, Chicago city Negro audience, July-August '63. These ratings are subject to limitations of sample size and other qualifications which are available on request.

WVON
Voice of the Negro

1450 Kc.

1,000 watts Non Directional



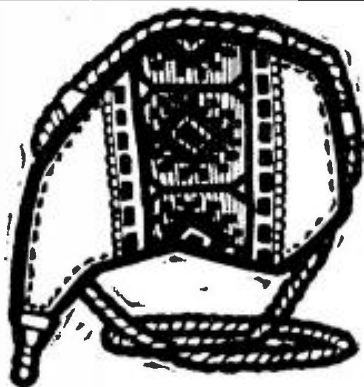
BERNARD HOWARD & CO. INC.

National Representatives

or call

Lloyd Webb,
Commercial Mgr.

312-847-2600



WHY SALES CLIMB ALONG THE SKYLINE

There's refreshing sales performance in this "one-buy" TV market with Food sales as large as the 29th metro area and Drug sales that rank 26th!



SKYLINE
TV NETWORK

P.O. BOX 2181 • IDAHO FALLS, IDAHO
CALL MEL WRIGHT, AREA CODE 208-523-4527
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 / KMTV Twin Falls

standards of National Association of Broadcasters as rules.

■ Dec. 9—NAB President LeRoy Collins will head a delegation of 11 broadcasters to meet with representatives of the National Council of Churches in New York to discuss council's controversial policy statement on TV programming.

■ Dec. 14—FCC Christmas dance, at Willard hotel, Washington, D. C. Commission's newest member, Lee Loevinger, will be guest of honor. Dance is open to commissioners, staff, and employees, as well as communications engineers and attorneys. Ticket information may be obtained from George Euston, at commission headquarters building.

■ Dec. 16—Deadline for the return of FCC questionnaires by the Pacifica Foundation attesting to the political loyalty of the foundation's directors and other officials.

JANUARY 1964

■ Jan. 1—New FCC engineering rules requiring that third-class radio-telephone operator be present for routine transmitter operation if first-class operator is employed parttime.

Jan. 3—Comments due on proposal to authorize on regular basis operation of Midwest Program for Airborne Television Instruction Inc. (MPATI) and to allocate six UHF channels for the purpose.

Jan. 3—Comments due on proposed expansion of UHF table of assignments.

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. 10-11—Arizona Community Television Association meeting, Ramada Inn, Scottsdale, Ariz. Anyone interested in CATV and allied fields is welcome to attend. For additional information contact Arlo Woolery, manager of KSUN Bisbee, Ariz., ACTA president.

Jan. 17-18—Midwinter meeting of Oklahoma Broadcasters Association, Enid. Paul Comstock, National Association of Broadcasters vice president for government affairs, will be featured speaker.

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.

Jan. 27-31—Annual winter meetings of National Association of Broadcasters' radio, television and combined boards, Far Horizons hotel, Sarasota, Fla.

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. 5-6—Annual legislative dinner and mid-winter convention of the Michigan Association of Broadcasters, Jack Tar hotel, Lansing.

Feb. 5-7—National Winter Convention on Military Electronics, Ambassador hotel, Los Angeles. C. D. Perrine, executive vice presi-

dent 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.

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

MARCH

March 4—International Radio and Television Society 24th anniversary banquet, Grand Ballroom, Waldorf-Astoria, New York. Gold Medal award for 1964 will be presented to Leonard H. Goldenson, American Broadcasting-Paramount Theatres president.

March 9—Symposium on electronics marketing, sponsored by the Electronic Industries Association, Statler Hilton hotel, Washington.

March 11-12—Annual meeting of Southeast Council of American Association of Advertising Agencies at Riviera motel, Atlanta.

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

APRIL

■ April 1—British Broadcasting Corporation's second television network, BBC 2, is scheduled to begin operating.

■ April 2—Twenty-five annual White House News Photographers Association photo contest dinner, Washington. All photos, black and white, must have been made by WHNPA members between Jan. 1, 1963 and Dec. 31, 1963. All color must have been made or appeared for the first time between the same dates. Each member may submit up to, and including, 15 prints for judging. The contest deadline is Friday, Jan. 31, 1964. All prints and mounted transparencies shall be delivered to the receptionist desk of the National Geographic Magazine, 1146 Sixteenth Street, N.W., Washington, no later than 5 p.m. of the above date. Tom Shields is co-chairman of the photo committee. Telephone: DI 7-1124.

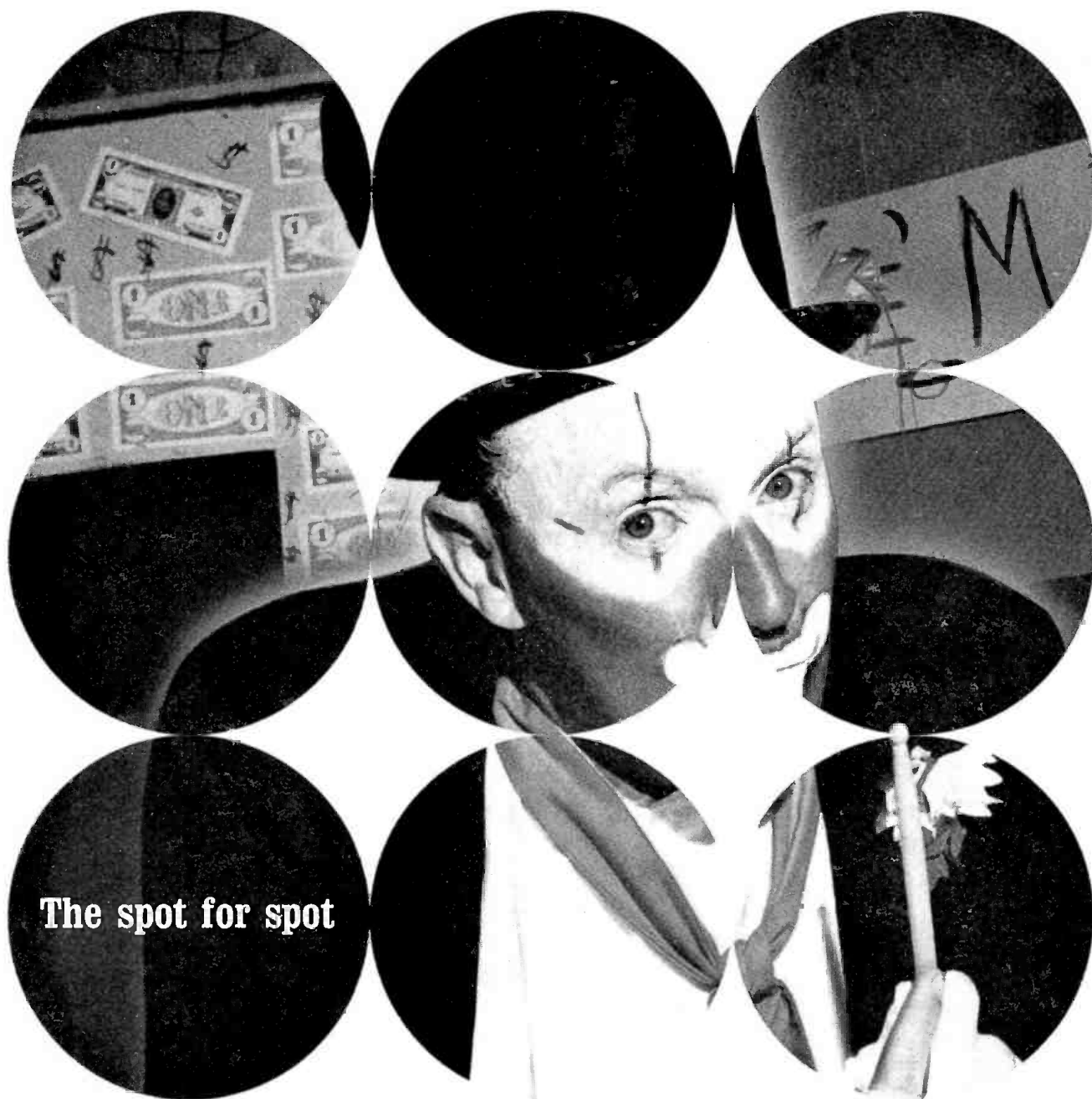
April 5-8—Annual convention of the National Association of Broadcasters, Conrad Hilton hotel, Chicago.

April 6-9—Thirty-first annual National Premium Buyers Exposition, under auspices of National Premium Sales Executives, the Premium Advertising Association of America and the Trading Stamp Institute of America. More than 600 manufacturers expected to participate in exhibits. McCormick Place, Chicago.

April 7—Premium Advertising Conference of the Premium Advertising Association of America, McCormick Place, Chicago.

■ April 12-17—Ninety-fifth Technical Conference of the Society of Motion Picture and Television Engineers (SMPTE), Ambassador hotel, Los Angeles. John M. Waner, of Eastman Kodak Co., Hollywood, is program chairman. Papers committee chairman is C. Loren Graham, of Kodak Color Technology Department in Rochester, N. Y. Topics and topic chairmen for papers to be presented at the semiannual conference include: Cinematography; Viscous Process-

■ Indicates first or revised listing.



The spot for spot

*If you cater to kids, you'll find that Charlotte's WSOC-TV is your sell-
ingest station in the Carolinas. Our tastier fare for youngsters—sweetened
by award-winner "Clown Carnival"—does a joyful job for advertisers.
Nearly three million people, children included, are served by this great
area station. Ask us or H-R about packages, participations; how to get
the quick results you want.*

Charlotte's WSOC-TV

NBC and ABC. Represented by H-R. WSOC-TV is associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton; WIOD, Miami.

Special Holiday Rates



BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

ONE YEAR SUBSCRIPTION

52 WEEKLY ISSUES—\$8.50

Reduced Rates Effective
through December, 1963

EACH ADDITIONAL GIFT—\$7.50

Please send 52 issues of BROADCASTING as my gift to:

1
\$8.50

name		title/position	
company name			
street & number			
city	zone	state	

Sign gift card _____

occupation required

2
\$16.00

name		title/position	
company name			
street & number			
city	zone	state	

Sign gift card _____

occupation required

3
\$23.50

name		title/position	
company name			
street & number			
city	zone	state	

Sign gift card _____

occupation required

4
\$31.00

name		title/position	
company name			
street & number			
city	zone	state	

Sign gift card _____

occupation required

additional subscriptions may be listed separately at \$7.50

all orders will be checked, in the event of duplication you will be notified immediately

☐ I enclose \$

☐ please bill

name		title/position	
company name			
street & number			
city	zone	state	

MAIL TODAY!

BROADCASTING Subscription Department • 1735 DeSales St., Wash., D. C. 20036

sing, Roderick T. Ryan, Eastman Kodak Co., Hollywood; Motion Pictures, Television and Education, Howard Stucker, Los Angeles State College, Los Angeles; Television Engineering Developments, Henry Ball, RCA, Burbank, Calif.; and Television Production, Edward P. Ancona Jr., NBC, Burbank, Calif.

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

April 21-24—Alpha Epsilon Rho, honorary radio-TV fraternity, annual national convention in Los Angeles at the Hollywood Roosevelt hotel.

April 24—Spring conference of Oregon Association of Broadcasters, Village Green motor hotel, Cottage Grove, Ore.

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

MAY

May 6—Broadcasting follies and annual meeting of the International Radio & Television Society. Luncheon at Grand Ballroom of Waldorf Astoria, New York.

JUNE

■ June 7-10—National convention of the Advertising Federation of America, St. Louis. Fran Harris, women's editor at WWJ-AM-TV Detroit, is general chairman of the 1964 Advertising Women of the Year committee. The award will be presented during the AFA national convention.

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

■ June 15-16—Chicago Spring Conference on Broadcast and Television Receivers, O'Hare Inn, Des Plaines, Ill. Deadline for papers is Feb. 17, 1964. Papers should be sent to Francis H. Hilbert, Papers Committee, Motorola Inc., 9401 W. Grand Avenue, Franklin Park, Ill.

JULY

■ July 12-15—Third annual executive conference of the New York State Broadcasters Association, O-TE-SA-GA Inn, Cooperstown, N. Y.

■ Indicates first or revised listing.

BOOK NOTES

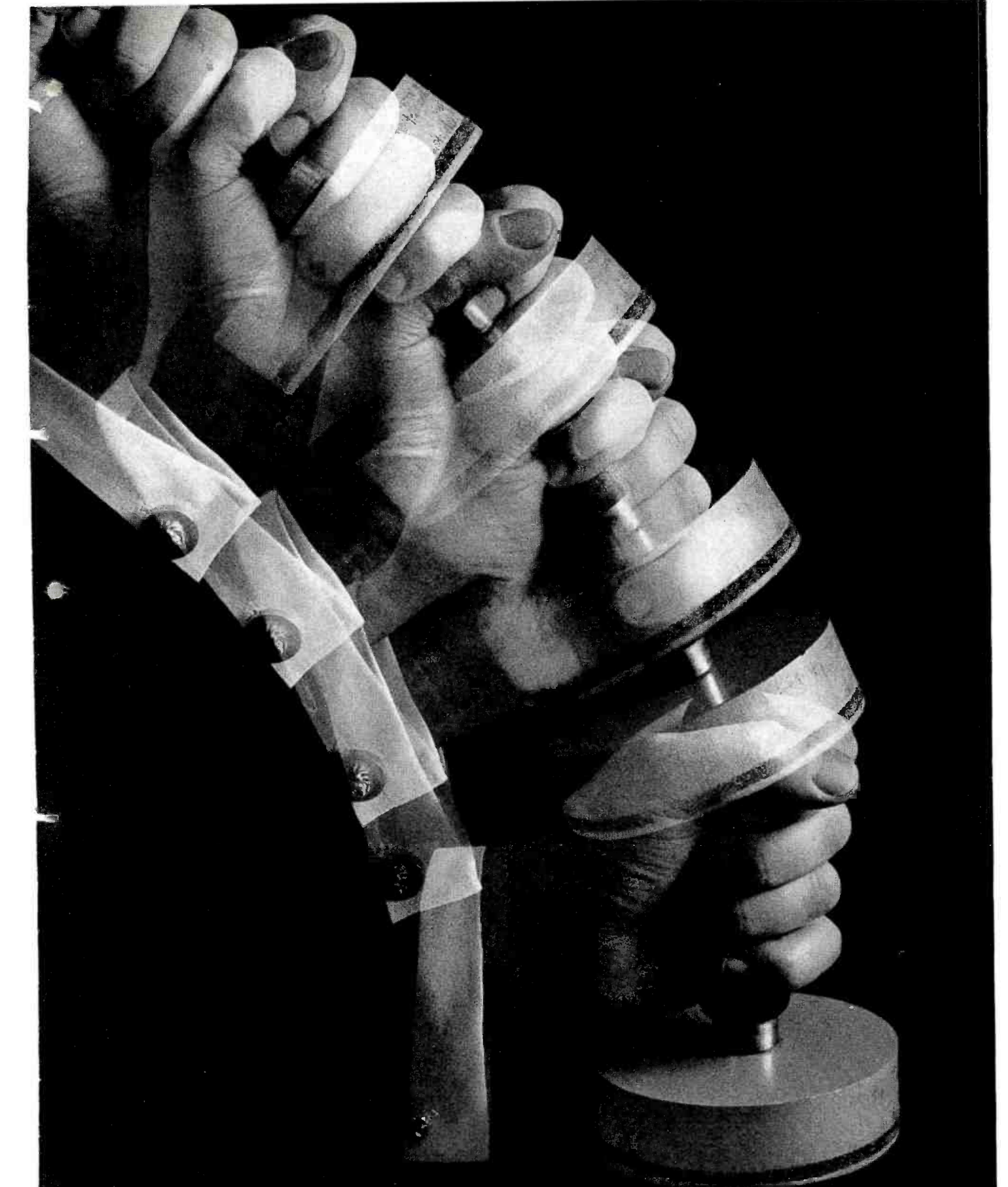
"Chases' Calendar of Annual Events" (Special Days, Weeks and Months), compiled by Apple Tree Press, 2322 Mallery St., Flint 4, Mich. 56 pp. Paperback. \$1.50.

Advertisers, agencies and promotion men will find a complete list of events in 1964, ranging from the well-known holidays to such things as The Natural Chimney Jousting Contest. In all, there are 1,183 special events in the year ahead.

"The Best American Television Commercials," prepared and edited by Wallace Ross in cooperation with the U. S. Tele-Service Corp. The American TV Commercials Festival, 40 East 49th Street, New York 17. \$17.50 on orders received before Jan. 15, 1964; \$20 after that time. 150 pp.

Mr. Ross, director of the American TV Commercials Festival, has written this book as a textual analysis that

BROADCASTING, November 25, 1963



Only one seal of approval really counts...

**...in the motion picture
business it's public
acceptance at the box
office that stamps the
true picture of success**



The largest box-office-approved
Post '48 feature film entertainment
ever offered by MGM Television

40/64

Forty exciting films with
a \$195 million box office
record now available to
television for the first time

Big Stars in Box Office
Hits such as

"Love Me Or Leave Me"
"Vengeance Valley"
"Take The High Ground"
"Tea And Sympathy"
"On The Town"
"The Little Hut"
"The Invisible Boy"
"Cry Of The Hunted"

Cash in on the proven box office
appeal of the 40/64 features right
now. Individual prices and availabili-
ties from any MGM Television office



New York • Chicago • Culver City





Mr. A. Carroll Jones
Advertising Manager
Koester Baking Company

"We advertise on WFBR extensively to promote our new Ring 'a Round Bread, and our radio campaign is most successful. We look forward to many more successful campaigns on WFBR."

Koester Baking Company is a longtime advertiser on WFBR, Baltimore, which carried more local advertising volume during the first eleven months of 1963 than during any corresponding period in the station's 41 year history.

You, too, can sell an important segment of the Maryland market on WFBR. So join our host of friendly and happy local advertisers. Call your Blair man today.

RADIO WITH REASON



BALTIMORE

points up concepts and techniques which have prevailed in some 40 product classifications. The book features post-production picture and storyboard analyses of some 60 notable commercials produced during the past five years.

The editor also presents credits for the 200 commercials cited among over 5,300 entered in the first four American TV Commercials Festivals. The entries were considered by panels of advertising executives.

OPEN MIKE ^R

'Victim' of AM too long

EDITOR: I read "AM-FM Duplication" [BROADCASTING, Nov. 11] with mixed emotions. What are the AM boys afraid of? FM is another avenue of broadcasting which many people want, just as they want AM or TV.

Where FM has been given a fighting chance, as it has in one of the top five markets, Hooper shows more people prefer FM to the offerings of a 50-kw AM.

Let's put it bluntly: FM has been the victim of AM for too long. Most AM operators have FM licenses for only one reason. They fear the future of FM broadcasting. They have kept their licenses and duplicate AM and FM because it costs them nothing and it is insurance against FM becoming a factor. . . .

I don't often agree with the FCC but this time they are on the right track. Give FM a chance and it will emerge as a potent factor in broadcasting.

Separate AM and FM and watch the fur fly. Maybe some of the AM "free ride" boys will get a new perspective. —John E. Surrick, Surrick Associates, 358 Kirk Lane, Media, Pa.

Is radio-TV a stepchild?

EDITOR: If you would publish my letter to Eugene P. Foley, administrator, Small Business Administration, Washington, I could get some support from other fellows on an omission that could cost broadcasters a lot of retail advertising. The letter:

"Dear Mr. Foley: I have before me a copy of *Small Market Aids No. 96* for October 1963. You kindly sent this to me and it is excellent.

"However, I do feel that the great radio and television industry was slighted somewhat in the 'For Further Information' section at the end of the booklet.

"You specifically call attention to a publication from the Bureau of Advertising, American Newspaper Publishers Association, complete with address. And you also say [How to Budget Advertising for Bigger Volume, More

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO
Executive and publication headquarters:
BROADCASTING-TELECASTING Bldg., 1735 DeSales
Street, N.W., Washington, D. C. ZIP code
20036. Telephone: 202 Metropolitan 8-1022.

EDITOR AND PUBLISHER
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Publications and Circulation

DIRECTOR OF PUBLICATIONS
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Bureaus

New York: 444 Madison Avenue, ZIP code 10022. Telephone: 212 Plaza 5-8354.

EDITORIAL DIRECTOR: Rufus Crater; BUREAU NEWS MANAGER: David W. Berlyn; ASSOCIATE EDITOR: Rocco Farnighetti; STAFF WRITERS: John Gardiner, Charles E. Karp, Ellen R. McCormick. ASSISTANT: Francis Bonovitch.

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

*Reg. U. S. Patent Office
Copyright 1963: Broadcasting Publications Inc.

BROADCASTING, November 25, 1963



Traumatic License

Why Dr. Freud was afraid of missing trains is one personality secret that will remain unexplored on "The Eleventh Hour," but it is one of the few.

With ever-increasing realism, the pioneering psychiatric series is setting new standards of dramatic honesty in its second season, not to mention a new trend in television entertainment.

For this, credit literate scripts; the close cooperation of The American Psychiatric Association; and the compelling performances of co-stars Jack Ging, as psychologist Paul Graham, and Ralph Bellamy, as psychiatrist

L. Richard Starke.

A distinguished 35-year career has brought Mr. Bellamy many dramatic plums (notably, the role of FDR in "Sunrise at Campobello"), and developed the considerable skills that make him one of the most appealing actors in television, motion pictures or the theatre. It's no wonder that NBC is happy to have him. Nor is it any surprise that "The Eleventh Hour," in Wednesday night's anchor position, is attracting one of television's most substantial and significant audiences. Frankly, that's just what we expected.



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

THE EFFICIENT WAY

RCA 25 KW Transmitter...

This is the new TT25DH designed with compact walk-in cabinet using half the usual floor area. Diplexed circuits plus air-cooled tubes and transformers assure the ultimate in reliability and trouble-free performance.

 *Television*

TO GET 316 KW ERP!

Plus RCA Traveling Wave Antenna

This "Traveling Wave" antenna design based on slot radiators results in improved signal effectiveness, excellent circularity, low VSWR, high power handling capacity and low wind load. Simplicity of construction means virtually no maintenance and it is resistant to lightning damage.

This RCA "package" provides the most efficient and most economical combination of antenna gain and transmitter power. The 25 KW transmitter, with an antenna gain of 15-18, provides an ERP (Effective Radiated Power) of 316 KW. A carefully designed vertical radiation pattern satisfies requirements for *close-in* as well as *far-out* coverage. It's the "easiest way to get 316 KW." Compared to other transmitter-antenna combinations this one (a) uses only half the transmitter power; (b) requires only a fraction of the

usual floor space; (c) cuts operating costs in half; (d) requires lower capital investment. RCA offers single-source supply, undivided responsibility, and matched equipment. RCA supplies all hardware—arranges for installation, if desired. And RCA is on call for service 24 hours a day.

Your RCA Broadcast Representative is ready to help you work out the best proposition to fit your requirements. Call him, or write RCA, Broadcast and Television Equipment, Dept. CD-22, Building 15-5, Camden, N. J.



The Most Trusted Name in Television



Now hear this, you little monsters. You already have one of the biggest Christmas presents the FCC ever created. A new leader in Eastern North Carolina television. Name of WITN-TV with NBC. You don't have to believe old Santa. Uncle ARB says so. Uncle ARB allows how 215,000 of your homes can now receive the new WITN-TV and only 199,000 can pick up Station Z. Net weekly circulation is up 41.3% in two years. Net daily circulation is up 38.1%. WITN-TV isn't made out of spitballs, after all. It took big, fat things like a new 1523-foot tower, new transmitter, enlarged studio and office building, \$100,000 Telemobile and new tape facilities to make WITN-TV the new leader. Now go back and tell that to all your time-buying parents or I won't open up this box and give you your ponies of gin.

ARB Coverage Study Feb./March 1963

It's Here! The Easiest-To-Use, Best Organized Hi-Quality Production Music Series

In Broadcasting!



- Saves your time in selecting background music by categories, not titles—almost push-button selection.
 - Offers you a wide choice of classifications, from "News & Metro" to "Fashion Show Melodic".
 - Costs nothing extra — you pay only once for unlimited live use all material. Can be licensed for videotape or film scoring upon request and at a nominal cost.
 - Provides the assurance that goes with Capitol's High Fidelity Recording
- This is music especially created & recorded by experts for your needs.

**GET YOUR FREE DEMONSTRATION
DISC TODAY. WIRE OR WRITE:**

CAPITOL LIBRARY SERVICES
HOLLYWOOD AND VINE, HOLLYWOOD, CALIFORNIA

Profits'] is available from member newspapers.

"Radio-television also has aids available and I would like to request that you include same in future booklets.

"Newspapers sell [but] so does radio-television."—Walter H. Stamper, sales manager, WAPO Chattanooga, Tenn.

The farm directors are coming

EDITOR: I, like many in the broadcast industry, have always considered the radio-television farm director one of the foremost personalities in our industry. Now as a part of the sales committee for the National Association of Television and Radio Farm Directors, I am trying to help them get their story of who they are and what they do and how well they do it told to as many advertising agencies and advertisers as possible here in Chicago.

In years gone by on the Monday following the annual farm directors' convention, a luncheon was held with agency people being invited. However, in most or all cases, it was one or two executives from agencies who attended. In my opinion, we were not reaching out far enough to the account level, creative level and media level. Consequently, instead of the luncheon, this year we plan to have the farm directors split into teams of two and simultaneously at 10 a.m. Monday, Dec. 2, visit a total of 50 offices. We have sent invitations throughout Chicagoland.

Incidentally, we have one specific presentation which all teams will deliver covering the group as a whole. In no instance will the individual RFD's discuss their own programming and/or market. Also, it is not to be construed as a specific sales endeavor but instead more informative for those people at all agencies who have not had reason in the past to be closely aware of what an RFD does. — Roger O'Sullivan (NATRFD Sales Committee), senior vice president, radio, Avery-Knodel, Chicago.

Open end interviews

EDITOR: My sincere thanks for the mention of our new syndicated record service "Assignment: People" (BROADCASTING, Nov. 11).

In setting up our own syndicated record service I was amazed to find that many stations around the country apparently are still using "open-end" type interviews. The interviews that Ted White Productions is sending to the stations are conducted by professional newsmen in New York and other parts of the country. Their voices are identified and they are paid an AFTRA fee for their professional work. . . . I believe that the FCC has condemned the practice of using "open-enders," which I personally consider to be unethical

"One picture worth a thousand words?

**You give me 1,000 words and I'll take
The Lord's Prayer,
the twenty-third psalm,
the Hippocratic oath,
a sonnet by Shakespeare,
the Preamble to the Constitution,
Lincoln's Gettysburg Address,
and I'd still have enough words left
over for just about all of the
Boy Scout oath. And I wouldn't
trade you for any picture on earth."**

**No place do words mean more or
do more than on today's radio.**

●● ABC OWNED RADIO STATIONS ●●

WABC NEW YORK • WXYZ DETROIT • KQV PITTSBURGH • WLS CHICAGO • KGO SAN FRANCISCO • KABC LOS ANGELES

**Radio...one of the good things
about America**

 **ABC OWNED RADIO STATIONS** 

WABC NEW YORK • WLYZ DETROIT • KQV PITTS • RGH • WLS CHICAGO • KGO SAN FRANCISCO • KABC LOS ANGELES

and actually bordering on dishonesty. Most reputable radio and TV stations have a definite policy against using "open-enders" which deceive the radio and TV audience.

I have in my possession a record sent to stations around the country with a five-minute "open-end" interview made with Bob Hope. According to the producer of this record, several hundred radio stations permitted someone on their staffs to inject their own voices into the interview to pretend that they were actually talking to Bob Hope.

As a teacher of radio and TV at New York University and a professional news editor at WOR-AM-TV New York, I find this practice extremely distasteful.—*Ted White, Ted White Productions, 345 West 88th Street, New York 24.*

The seven-voiced oracle

EDITOR: . . . If television and radio station owners would follow the advice in your editorials, we would not have a "ball up" with an FCC that seems to think it is the voice of 185 million people.

After all is said and done, the listening and viewing public is the arbiter of the matter, and all the regulating that the FCC can do will not satisfy the vast majority of our citizens.

The greatest force today against over-commercialism and bad programing is that little knob which the viewer or listener can twist quickly.—*Nat L. Royster, sales executive, WINA Charlottesville, Va.*

More on call letters

EDITOR: I would imagine that you have received quite a bit of comment about the recent letter from a gentleman who is compiling a history of station call letters (BROADCASTING, Nov. 4). The subject fascinates me, too, for obvious reasons.

To add to your collection I have two others, and I don't believe the stories about them have ever been told.

Jim Rivers in Cordele, Ga., once told me that his application for a construction permit was returned by the secretary of the FCC Mary Jane McCormick, because he had neglected to propose call letters. In an effort to return the application to the commission as quickly as possible, Jim picked the initials of the commission's secretary, and we now have WMJM Cordele.

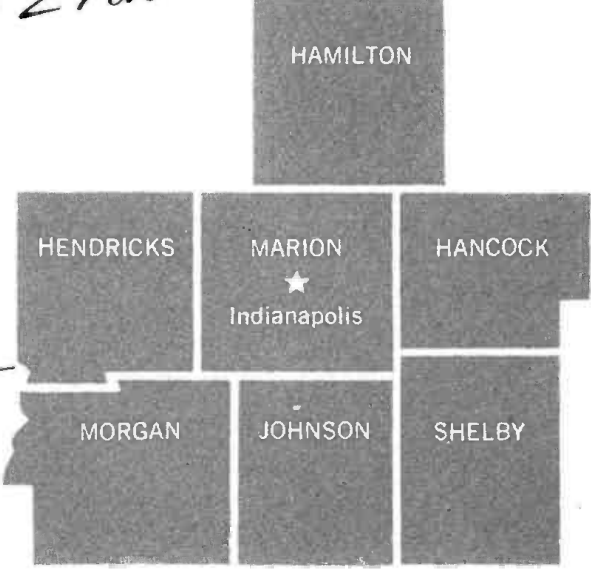
When Al Lowe received his construction permit for a new station in Macon, Ga., in 1945, he pondered about call letters. In his bathroom one morning, he spied a box of Kleenex, and from that brand names submitted two pairs of call letters: WKLE and WNEX. The FCC granted the latter.

There are probably thousands of in-

WIBC

The Friendly Voice of Indiana

Indianapolis — Now 27th Market!



LEADS IN GROWTH

The Bureau of the Budget confirms what we have long known—Indianapolis is a booming market! The Indianapolis Metropolitan Area is . . . officially . . . a seven-county complex with a population of almost 1,000,000. This puts Indianapolis in 27th place among the nation's metropolitan markets. Spendable income of \$2.2 billion annually earns a 26th place rating. We're 20th in drug sales; 23rd in general merchandise; 24th in automotive sales, etc.

LEADS IN SERVICE

WIBC is the only 50,000 watt station serving the important Indianapolis market and the only station capable of serving the entire 46-county Indianapolis retail trade area. Year in . . . year out, this area continues to grow and prosper at a rate far above the national average. Ask your Blair Man about WIBC's dominance in both Indianapolis and Indiana.

50,000
WATTS

WIBC

1070
KC

The Friendly Voice of Indiana

2835 N. Illinois Street
Indianapolis 8, Indiana

JOHN BLAIR & COMPANY
National Representative

**WIBC IS A MEMBER OF
THE BLAIR GROUP PLAN**

Stations DO Have Personality



LES BIEDERMAN, PRESIDENT

STATISTIC -- The Northern Michigan Grade B Area of WPBN-TV and WTOM-TV lists annual drug sales of \$20,825,000.

ENTHUSIASM -- That's the keynote of OUR Les Biederman, up to his neck in an eager, very vocal push for civic improvements and growth of Northern Michigan.

Les starts campaigning and the public (most of it) joyfully joins in.

The enthusiasm boiling out of this man reflects in his stations. It is an enthusiasm that sells YOUR product.

The PAUL BUNYAN STATIONS

WPBN-TV WTOM-TV WTCM WMBN WATT WATC WATZ

Soren H. Munkhof, Gen. Mgr.

Paul Bunyan Bldg., Traverse City

Nat. Rep. - Venard, Torbet and McConnell -- Network Rep. - Elisabeth Beckjorden

interesting stories about call letters, and I don't recall that anybody has ever tried to collect them. Among the most obvious, of course, are those which are picked because of city identity such as: WNYC New York; WPIT Pittsburgh; WBOS Boston; KCMO Kansas City, Mo., and KCKN Kansas City, Kan.

Your editorial comment also mentioned WACO Waco, Tex. There is one other set of call letters which spells out the city of the licensee, WARE Ware, Mass.

Your readers might also find some interesting stories about those stations whose call letters reflect the owner's name, such as the former KECA Los Angeles, (Earl C. Anthony); KWKH Shreveport, La. (the former W. K. Henderson); and one of the newer ones, WHWH Princeton, N. J. (Herbert W. Hoebler).—Charles W. Godwin, vice president, Mutual Broadcasting System, New York.

An educator for the FCC?

EDITOR: I was quite amazed as well as consternated at the Nov. 4 letter of D. A. Rock, WSMN Nashua, N. H. [which asked how many broadcasters were urging their congressional delegation to press for the appointment of a broadcaster to the FCC], even more so at your added comment ["Not enough"].

I would suggest that both of you reread the Communications Act as amended, specifically Title I, Section 4, paragraph b. Perhaps the FCC is not the only group that needs to know its limitations.

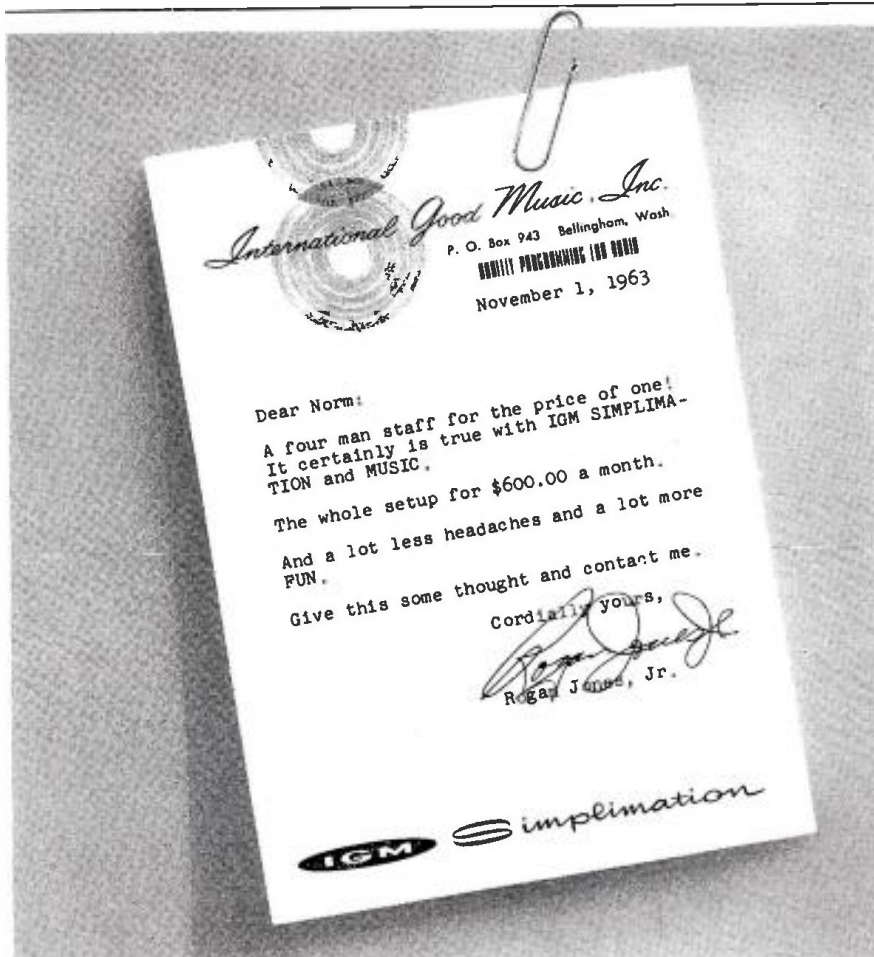
As to Mr. Rock's suggestion, if it were possible it would be great. But as it is not, might I suggest an alternative? Suppose the President were urged to appoint some broadcast educator to the commission? There are many in the field who know the commercial broadcasters' problems because they've been in it.

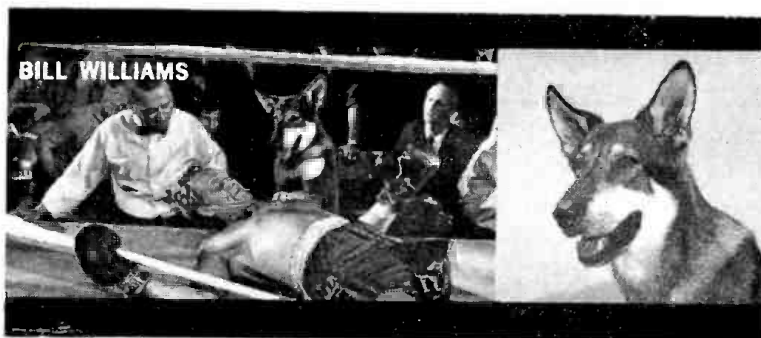
The only other available solution would be an amendment to the aforementioned section and because of possible "conflict of interest" I doubt if it would even get by Mr. Rogers.—Donald W. Hansen, director of radio, Wichita University, KMWU(FM) Wichita, Kan.

Gift subscriptions

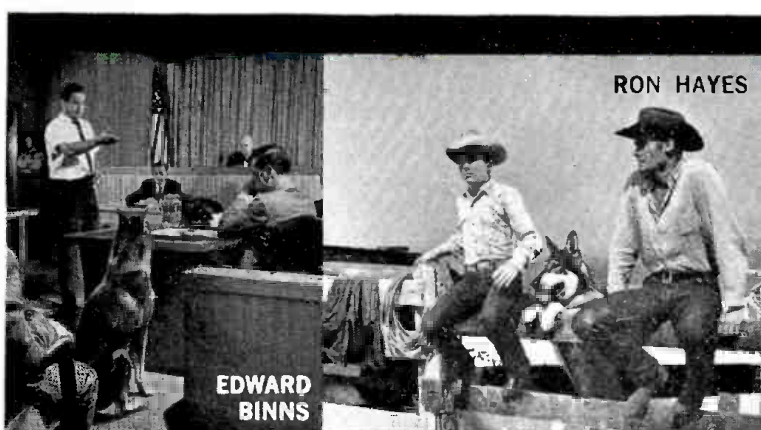
EDITOR: I should like to inquire about the possibility of subscribing to BROADCASTING as a gift for a radio station in the Philippines. My daughter is serving in the Peace Corps on the island of Leyte and she broadcasts one day a week from a small radio station in the city of Tacloban. She would like to give the station a gift for Christmas.—Mrs. J. T. Corwin, Hingham, Massachusetts.

(Special holiday gift subscriptions at reduced rates are in effect until Dec. 31. Announcement appears on page 18, or write Circulation Department for details.)





THE LITTLEST HOBO



SOLD! ON FIVE CONTINENTS

The Littlest Hobo, the newest first run adventure series for television, is now sold in major markets in England, South America, Europe, Asia, Australia, North America and fully sponsored by General Foods on the Canadian Television Network.

London, the amazing German Shepherd is capturing audiences everywhere. London roams the world over seeking adventure — by train, plane, ship — meeting new people in new locales. Each adventure's changing co-stars and supporting players are drawn from Hollywood's finest, such as: Keenan Wynn, Richard Rust, Nita Talbot, Edward Binns, Charles Bateman, Harry Townes, Keye Luke, Ron Hayes, Bill Williams, etc.

The Littlest Hobo is good entertainment for the entire family. Schedule this fresh new series in your market now!



Radio is better than ever

Today, more than ever, local radio is playing a major role in the advertiser's budget. Unlike any other medium, radio offers the great advantage of repetition at a cost realistic to those who cannot afford similar saturation in TV or print. Take X amount of dollars and start weighing the advantages of radio and television and you'll find quite a difference in the repetition value. Television eats up those dollars at a frightening rate. Radio, on the other hand, not only gives us more for our money, but allows us more flexibility in frequency, copy and scheduling.

Most of us have learned that the most economical way to buy radio is on a lengthy schedule. But what about the cases where this would be of no value for a client? Radio can still be the big hero if used properly.

One of our clients had a special year-end inventory problem. While a healthy advertising budget was set up for this situation, television was not the answer. Nor was newspaper. Our client had to resolve his inventory problem in a matter of three or four weeks. By placing a heavy saturation schedule on a number of local radio stations, we were able to reach the same audience time after time with our message. Taking advantage of radio's flexibility, we produced several different copy approaches. At the end of three weeks, our client's messages were exposed to more people more times than would have been possible with television or newspapers.

Low Cost Success ■ The most important thing, however, is that the entire campaign was highly successful at a cost far below television or newspapers. But cost is just one favorable advantage of radio. Think about this the next time you are considering broadcast. People watch a television program but they listen to a radio station. Right here is the greatest selling tool available to any radio rep who finds himself in competition with the video giant.

In television, the advertiser becomes associated with a program. To get any value from repetition, he must try to second guess the viewers' habits and follow them around as they switch from channel to channel. This becomes very expensive and risky for a limited budget.

Take the same amount of money and put it into radio and you have a completely different picture. You do not buy a *program* on radio—you buy the station. Of course we look for the most valuable time slots suitable to a particular product, but because saturation is more flexible with radio we are in es-

sence buying an overall audience. Each radio station has its own personality and naturally its own type of following. This allows us to expose our message time after time to the same group of people.

We are constantly amazed at how often this is overlooked by station reps. They always provide us with ratings . . . shares . . . cumes . . . and the like, but almost never do they develop presentations showing how radio in general, and their stations in particular, can be used to show advertisers tangible results.

Research ■ When we sell radio to our clients, we find it necessary to do a great deal of our own research. How much better it would be for all of us, if radio put aside ratings, etc. and concentrated on some good solid success stories.

Many agency timebuyers consider qualitative data more important than quantity data. In a recent study made by Trendex, 56 timebuyers and media executives voiced their opinions on the subject. Most of the agency men stated that they made their buys based almost entirely on qualitative data as opposed to ratings. At our agency, we believe that qualitative data should be made up of plain and simple facts that will help us sell our clients on a particular station. Audience composition is very essential—so is coverage analysis, but keep it simple. We want some good down to earth reasons why one station is better than the other. Let's not confuse the issue with a bunch of figures that supposedly form a magic formula.

While we are on the subject of what radio stations can do for us, let's consider the subject of rotation. Sure, we all want a wider audience for our money. But in doing so aren't we de-

feating the repetition value? In a sense radio is saying, "Why spend a dollar when fifty cents will catch 'em with rotation?" Well, Mr. Rep, we would much rather reach 50 people five times than 200 people one time. We can not do this when forced into a rotation schedule.

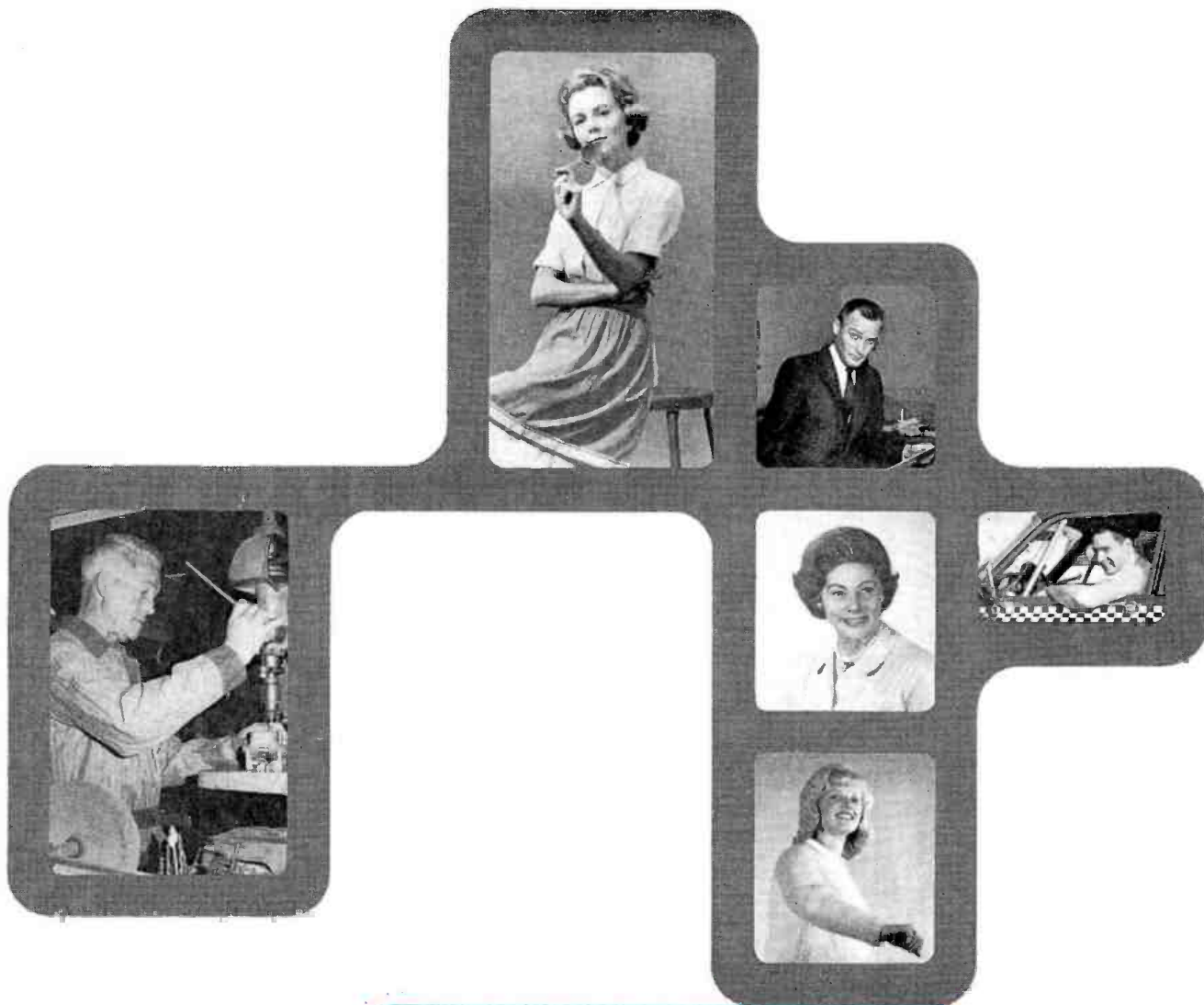
Sales Tools ■ An advertising agency can go so far in selling radio to a client. The rest is up to the station. Right now, when radio is more competitive than ever, station management should take a good look at their selling tools. We would much rather hear about a station's track record for other clients than about its ratings. Newspapers and television give us this kind of presentation and, believe me, it is very effective in selling the client on their media.

The advertiser, these days, is taking a good long look at the media budget. We must get maximum value out of every media dollar. If radio wants a bigger share of that dollar it can start by stronger presentations built around tangible evidence of what it has done for others and how it can help us. All this might indicate that radio is not living up to its role as a media leader. Let's clear the air on this right away. Radio is doing a tremendous job in many areas. A keener eye to programming has helped to hypo many a slipping station.

It's a tough battle to be different from your competition, especially when every market is infested with stations. Radio has met this challenge and is doing a remarkable job. Merchandising is another area in which radio has vastly improved. The same is true of their approach to public service and special events. All in all radio has come a long way from being a tiny crystal. It, like the movies, is better than ever.



Milton J. Beckman, president of Beckman, Koblitz Inc., Los Angeles, has been active in advertising since the end of World War II. He was president of Television Production Inc., Milwaukee, an independent production company. In 1950, he became vice president and account executive in the Los Angeles office of Gregory & House, Cleveland-based ad agency. In 1952, he opened Beckman-Hamilton & Associates, which merged in 1957 with the Edwards agency, to form Beckman, Koblitz Inc.



WKNR

THE STATION THAT
KNOWS DETROIT

KNORR BROADCASTING CORPORATION

Mrs. Fred Knorr,
President

Walter Patterson,
Executive Vice President
& General Manager

REPRESENTED NATIONALLY BY THE PAUL H. RAYMER COMPANY

A WORLD OF DIFFERENCE

The praises rang on successive Mondays for NBC's "That Was The Week That Was" and "Quillow and the Giant." But never were two major offerings so dissimilar in content.

One set a new television standard for sophisticated, no-holds barred lampooning. The other was a gentle but ingenious musical puppet show for children. As examples of diversity and quality, the two shows underscore a basic aim of NBC: to offer fine programs that satisfy a broad range of public taste.

Last week on NBC's varied schedule of *special* programs, were three more examples of this programming philosophy. Sunday afternoon and evening, "Museum Without Walls," a program via Relay satellite, linking the Louvre and our National Gallery of Art; Tuesday night, a fascinating study of "Greece: The Golden Age," and on Wednesday a searching report, "That War in Korea."

These one-of-a-kind television offerings merely supplement the rich schedule of *regular weekly* NBC series. It's a schedule that champions the cause of original drama; that provides a showcase for fine young performers; that pioneers in color, and that boasts the nation's number one news series. In short, it's a varied schedule whose universal appeal attracts millions of viewers and earns NBC more awards, year after year, than any other network.

Between a "That Was The Week That Was" and a "Quillow and the Giant"; between a "Bonanza" and an "Exploring," there *is* a world of difference. But it's a difference that doesn't extend to quality—for the one thing they all have in common, in the words of the *St. Paul Dispatch's* P.M. Clepper, is a striving for "the very best that can be had."

THIS IS NBC

...serving 410,000,000 people all over the world

THAT WAS THE WEEK THAT WAS

"...There's never been an hour of television quite like it. Nothing quite so impudent, so gay, so salty, so outrageously funny....Superb insults—all delivered in good humor." HARRIET VAN HORNE
N. Y. WORLD TELEGRAM & SUN, NOV. 11, 1963



QUILLOW AND THE GIANT

"Things are looking up for children...Yesterday 'NBC Children's Theatre' got started with 'Quillow and the Giant,' a charming musical adaptation of the James Thurber story...a family joy." JOHN HORN, N. Y. HERALD TRIBUNE, NOV. 4, 1963



Metro Radio Sales is a special kind of rep. We offer our stations a specialized, highly concentrated sales effort and we represent only a limited number of select stations in major markets. These stations are important, full dimensional properties and Metro Radio Sales' highly concentrated, in-depth selling technique enables us to fully present every aspect of these unique radio stations.

WNEW New York
KLAC Los Angeles
WIP Philadelphia
WCBM Baltimore
WHK Cleveland
KMBC Kansas City
WDRG Hartford
(EFFECTIVE: DECEMBER 1, 1963)

Metro Radio Sales offices :
New York, Boston, Philadelphia,
Chicago, Detroit, St. Louis,
San Francisco and Los Angeles

H. D. NEUWIRTH, V. P. & DIRECTOR
METROPOLITAN BROADCASTING RADIO
A DIVISION OF METROMEDIA, INC.

Metro Radio Sales

RADIO INCOME HITS 10-YEAR HIGH

- Official FCC figures show 1962 revenues at \$636.1 million
- Profits up 48% over 1961—\$43.5 million compared to \$29.4
- Greatest part of the increase came from local advertisers

Radio broadcasters in 1962 not only recovered from the slump they fell into in 1961, but zoomed ahead in total revenues to the highest level in the 10 years since TV made its impact felt.

In 1962, according to financial figures released by the FCC last week, radio revenues hit a new high—\$636.1 million, up 7.7% over 1961's \$590.7 million and the highest total since 1952.

And profits for radio, before federal income taxes, soared a good 48% over 1961's—from \$29.4 million in 1961 to \$43.5 million in 1962. This was still

\$2.4 million less than 1960's \$45.9 million and well under the peak of \$60.1 million reached in 1952.

Total time sales increased \$48 million to \$665.2 million in 1962, when the total was \$617.2 million. This includes gross revenues before deduction of commissions. It does not include revenues from 279 independently owned FM stations. Although the percentages among revenues from network, national spot and local sales remained relatively constant—6% from network, 31% from national spot and 63% from lo-

cal, approximately three-quarters of the increase, \$35.5 million, was attributable to local advertising.

Over \$2 Billion ■ Total revenues for the broadcasting industry, both radio and TV, for the first time went over the \$2 billion mark. The grand total for both radio and TV in 1962 was \$2,122.1 million, up 11.2% over 1961's \$1,909.0 million.

Industry profits increased by almost \$90 million—to \$355.1 million, up 33% over 1961's \$266.4 million.

The financial figures for TV were re-

Top 50 national spot radio markets

1962 FCC REPORT

Rank	Market	Dollars (in millions)		Rank	Market	Dollars (in millions)	
1.	New York	23.106	Top five	26.	Columbus (Ohio)	1.620	Top 30
2.	Chicago	12.770	markets got	27.	Milwaukee	1.604	markets got
3.	Los Angeles-Long Beach	11.177	29% of total	28.	Indianapolis	1.573	58.8% of total
4.	Philadelphia	6.938	National	29.	Des Moines	1.548	National
5.	Detroit	6.499	Spot Dollars	30.	San Diego	1.429	Spot Dollars
6.	San Francisco-Oakland	5.748	Top 10	31.	New Orleans	1.314	Top 35
7.	Boston	5.254	markets got	32.	Albany-Schenectady-Troy	1.292	markets got
8.	St. Louis	3.604	39.4% of total	33.	Memphis	1.260	61.8% of total
9.	Cleveland	3.540	National	34.	Sacramento	1.218	National
10.	Washington	3.396	Spot Dollars	35.	Rochester (N. Y.)	1.163	Spot Dollars
11.	Pittsburgh	3.045	Top 15	36.	San Antonio	1.099	Top 40
12.	Cincinnati	2.933	markets got	37.	Providence-Pawtucket	1.088	markets got
13.	Minneapolis-St. Paul	2.654	45.8% of total	38.	Dayton	1.082	64.3% of total
14.	Miami	2.538	National	39.	Nashville	1.054	National
15.	Baltimore	2.392	Spot Dollars	40.	Tampa-St. Petersburg	1.036	Spot Dollars
16.	Buffalo	2.297	Top 20	41.	Omaha	.988	Top 45
17.	Kansas City	2.152	markets got	42.	Fort Worth	.976	markets got
18.	Hartford	2.130	50.9% of total	43.	Oklahoma City	.964	66.6% of total
19.	Atlanta	1.956	National	44.	Newark (N. J.)	.921	National
20.	Houston	1.903	Spot Dollars	45.	Charlotte	.918	Spot Dollars
21.	Denver	1.832	Top 25	46.	Syracuse	.910	Top 50
22.	Seattle	1.826	markets got	47.	Richmond	.884	markets got
23.	Dallas	1.744	55% of total	48.	Birmingham	.809	68.6% of total
24.	Louisville	1.649	National	49.	Fresno	.776	National
25.	Portland (Ore.)	1.646	Spot Dollars	50.	Grand Rapids	.773	Spot Dollars

leased by the FCC last September (BROADCASTING, Sept. 23).

In sales for the four radio networks, their 19 owned stations and 3,679 other stations, total broadcast revenues reached \$626.8 million. This is after commissions are deducted for time sales, but includes revenues from talent and sundry broadcast activities.

Networks took in \$31.6 million, up 2.4% from the previous year; their owned stations took in \$32.5 million, up 5.8%, and the 3,679 independently owned stations took in \$562.7 million, up 7.8%.

Broadcast income before federal income tax was \$46.7 million, up 45.7% over the previous year. Networks were \$2.4 million in the red, but their owned stations had income of \$4.6 million. The independent stations showed a profit of \$44.5 million before federal income taxes, a 39.8% increase.

Fewer Losers ■ In 1962 there were fewer stations reporting losses than in 1961. Of the 3,533 radio stations in operation for the full year, slightly more than one-third reported a loss. In 1961 almost 40% reported a loss.

The difference between profit and loss apparently depends on national spot business. Profitable stations reported an average of \$73,796 in national spot revenues. Unprofitable stations reported less than half that amount from national spot, \$33,783 as an average.

Payment To Proprietors ■ Almost two out of three radio stations reported payment of some kind to owners, partners or stockholders as part of operat-

On the button

BROADCASTING's estimates of 1962 local, national spot and network revenues, prepared from a sample of confidential station reports and published last Feb. 18, coincided closely with the official FCC figures issued last week. In local advertising, BROADCASTING estimated \$426,042,000, within 1½% of the FCC's \$419,468,000; in national spot, BROADCASTING's \$209,431,000 was within .4 of 1% of the FCC's \$208,455,000, and in network, the magazine's \$39,385,000 was within 5½% of the FCC's \$37,326,000.

ing expenses. This did not include dividends or other payments out of surplus.

Of these 2,348 AM or AM-FM stations (63.5% of the total), nine reported paying over \$100,000; 15, between \$75,000 and \$99,999, and 50, between \$50,000 and \$74,999. The greatest number, over 1,000, reported payments ranging from \$5,000 to \$15,000.

Of the 1,345 radio stations reporting a loss (totaling \$27.6 million), 791 reported paying proprietors and other owners \$9.3 million. Depreciation was taken by 1,220 stations reporting a loss; this totaled \$14.9 million.

The commission pointed out that of the 1,215 stations operating a full year which reported a loss, 697 reported

payments to owners and/or depreciation expenses which exceeded the amount of the loss. And, the FCC added, 413 stations reported payments to owners which alone exceeded the amount of the loss.

FM stations reported total revenues of \$13.9 million. Of this, \$4.6 million was reported as FM revenues by AM licensees operating FM adjuncts. This is \$1.7 million more than was received in 1961.

Independent FM stations (those not owned by AM licensees) reported revenues of \$9.3 million, an increase of \$2.2 million from 1961. Nevertheless, independent FM stations in the aggregate reported a loss of \$3.2 million as against a loss of \$2.6 million in 1961.

Expenses Up ■ Expenses for radio broadcasting were up 5.2% to \$580 million, with the largest amount, \$209 million, going for general and administrative outlays. Other expense items and their amounts: programing, \$191.9 million; selling, \$105.9 million, and technical, \$73.3 million.

There were 54,091 people employed in radio broadcasting in 1962. Of this number, 2,357 were employed by the networks and their owned stations, and 51,734 by the other radio stations. There were 11,493 employees who were engaged part time.

Investment in tangible property by the total radio broadcasting complex was listed at \$455.7 million for original cost, and \$251.0 million as depreciated cost.

The average profitable radio station in the country took in \$192,990 in revenues, spent \$159,955 in expenses and made a profit of \$33,035. This is based on reports from 2,288 radio stations operating for the full year and reporting a profit. It does not include stations with total time sales of less than \$25,000.

As has been true throughout broadcasting's financial history, stations with the most people in their coverage area take in the most. Where the population is 2 million or more, the average revenues for the 132 stations in this category were \$941,443, expenses \$719,639 and income \$221,804.

In areas with populations less than 2,500, the 92 stations in this category took in an average of \$55,130 in revenues, \$47,176 was spent on doing business, and \$7,954 was the average profit.

Total revenues here consist of time sales less commissions but including talent and program sales. The figures are before federal income taxes.

There were 1,154 stations reporting losses. This averaged \$21,151, on an average revenue of \$117,965 and expenses of \$139,116. Highest losses were suffered by those stations with populations in the 1 million and over classifi-

BROADCAST REVENUES, EXPENSES AND INCOME OF NETWORKS AND STATIONS OF RADIO¹ AND TELEVISION BROADCAST SERVICES 1961-62

(In millions of dollars)

Service	1962	1961	Percent Change 1961-62
Total Broadcast Revenues			
Radio	\$ 636.1	\$ 590.7	7.7
Television	1,486.2	1,318.3	12.7
Industry Total	\$2,122.1	\$1,909.0	11.2
Total Broadcast Expenses			
Radio	\$ 592.6	\$ 561.3	5.6
Television	1,174.6	1,081.3	8.6
Industry Total	\$1,767.0	\$1,642.6	7.6
Broadcast Income (before Federal Income Tax)			
Radio	\$ 43.5	\$ 29.4	48.0
Television	311.6	237.0	31.5
Industry Total	\$ 355.1	\$ 266.4	33.3

¹Includes AM and FM broadcasting.

NOTE: 1962 radio data cover the operations of 4 nationwide networks, 3,698 AM and AM-FM and 279 independent FM stations. Excluded are 74 AM and AM-FM stations and 33 independent FM stations whose reports were filed too late for tabulation. 1961 data are for 4 nationwide networks, 3,810 AM and AM-FM and 249 independent FM stations. 1961 TV data cover the operations of 3 networks and 540 stations. 1962 TV data cover the operations of 3 networks and 554 stations.

cation: \$65,577 loss for stations with 1-2 million, and \$65,789 for stations with 2 million or more people.

FM Revenues Up — Total FM broadcast revenues for the 993 stations operating in 1962 were \$13.9 million, up from the \$10 million reported in 1961 for the 938 stations on the air. Of this total, \$9.3 million (\$1.4 million from "incidental" activities such as functional music and special services) was taken in by 279 non-AM affiliated FM stations, as against \$7.1 million in 1961. The independent FM stations reported a loss of \$3.2 million for the year, up \$1.6 million over 1961's loss of \$2.6 million.

FM's investment in tangible property was listed at \$10.4 million at original cost, and at \$7.8 million at depreciated cost.

There were 2,038 people employed in FM in 1962—1,161 full time and 877 part time.

AM broadcasters running FM sister stations are required to report FM revenues to the FCC, but not expenses separately from their AM operation since so many of the FM stations are operated jointly with their AM companions.

Seventy-one of the 279 independent FM stations reported a profit in 1962; 208 reported losses. In 1961, 59 of the

Toys from 'Santas'

Timebuyers — and others — at Papert, Koenig, Lois want toys for Christmas from stations which act like Santa Claus in the gift-giving season. But with this important qualification: PKL asks that all radio and TV stations, if they were planning to play St. Nicholas, apply the value of the proposed gift for the purchase of toys and send them to the Children's Center at 104th Street, New York, a city-supported shelter for children.

PKL this season will wrap gifts for the shelter and the agency also plans to buy additional toys for the youngsters who range in age up to 16.

249 independent stations reported a profit.

Although overall, FM stations reported losses, in three areas profits were reported. These were Chicago, whose 13 independent FM stations reported total revenues of \$1.5 million, expenses of \$1.49 million, with profits for all 13 of \$17,848; Hamilton-Middleton, Ohio, with 3 stations, taking in \$19,201 spend-

ing \$13,183 and remaining \$6,018 in the black; Oklahoma City, with 3 stations taking in \$37,864, spending \$37,137, leaving \$727 profit.

Market Revenues — As it did in 1961, New York led the roster of radio markets with total revenues of \$34.4 million, compared to \$32.8 million in 1961.

One of the major leaps was by San Francisco-Oakland, whose 19 stations boosted total revenues from \$9.2 million in 1961 to \$11.6 million in 1962—making it the fifth market in the nation for radio revenues. Other revenues for the top 10 markets: Chicago, \$23.5 million in 1962 (\$22.9 million in 1961); Los Angeles, \$23.5 million (\$21.1 million); Philadelphia, \$11.8 million (\$11.5 million); Detroit, \$10.3 million (\$9.6 million); Boston, \$9.8 million (\$9.5 million); Washington, \$8.9 million (\$8.0 million); Cleveland, \$7.2 million (\$6.5 million), and St. Louis, \$6.6 million (\$6.5 million).

In the national spot revenues ranking, New York again led with \$23.106 million, but this was a loss from 1961's \$24.6 million. Other cities in the top 10 markets whose radio stations did not do as well in national spot last year as the year before: Boston, \$5.24 million, compared to 1961's \$5.34 million, and Cleveland, \$3.54 million (\$3.637 million).

NEW YORK

Is it the most imitated station in the United States? (We aren't sure.)

Is its annual volume of business biggest of any station's in the country? (We're told it is by those who should know.) Is it the favorite station by far of more listeners 20-44 than any other in the N. Y. market? (Most research we've seen indicates it is.) Is it "the best sound coming out of radio in America today"? (Variety said so.)

We are positive, however,

...that WNEW's *talent* line-up is the strongest in its 30-year history (Klavan & Finch, Wm. B. Williams, Bob Landers, Ted Brown, Wally King, Billy Taylor, Mary O'Hara, Fred Robbins, Kyle Rote);

...that WNEW's *music* is more carefully selected and more imaginatively programmed than ever before;

...that WNEW's *News* covered more miles, reported more stories and won more accolades from people, press and public officials this year than any other;

...that WNEW's audience has shown more enthusiasm for our music spectaculars, live remotes or the other exclusives—like the Fabulous Football Giants—than even we anticipated. We're also positive that WNEW will be a better station the day you read this than the day it was written. May we refer you to the theme of our continuing 30th Anniversary celebration—"The Best is Yet To Come!"

WNEW Radio 1130 Kc/102.7 FM 50,000 watts.

John V. B. Sullivan, V.P. & Gen. Mgr

Metro Radio Sales

METROPOLITAN BROADCASTING RADIO
A DIVISION OF METROMEDIA, INC.

WNEW

Revenues and expenses of national networks and stations

COMPARATIVE FINANCIAL DATA OF 4 NATIONWIDE RADIO NETWORKS AND 3,698 AM AND AM-FM STATIONS—
1961-1962
(In thousands of dollars)

Item	4 nationwide networks	% change from prev. yr.	19 o&o stations	% change from prev. yr.	3,679 other stations	% change from prev. yr.	Total, 4 networks, 3,698 stations	% change from prev. yr.
A. Revenues from the sale of time:								
1. Network time sales:								
a. Sale of major network time to advertisers	\$33,954	7.1	\$ 615	13.9	\$ 5,077 ¹	25.4		
b. Sale of other network time					2,990	(21.9)		
Total network time sales	33,954	7.1	615	13.9	8,067	2.4		
2. Deductions from network's revenue from sale of time to advertiser:								
a. Paid to owned and operated stations.....	615	13.9						
b. Paid to affiliated stations	4,695	25.8						
Total participation by others (excluding commissions) in revenue from sale of network time	5,310	24.3			2.4			
3. Total retentions from sale of network time	28,644	4.5	615	13.9	8,067		\$ 37,326	4.2
4. Non-network time sales:								
a. National and regional advertisers			23,081	2.4	185,374	6.0	208,455	5.6
b. Local advertisers			13,410	14.5	406,058 ²	9.0	419,468	9.2
Total non-network time sales			36,491	6.5	591,432	8.1	627,923	8.0
5. Total time sales	28,644	4.5	37,106	6.6	599,499	8.0	665,249	7.8
6. Deduct—Commissions to agencies, representatives, etc.	5,028	6.8	6,845	4.4	59,915	9.1	71,788	8.5
7. Net time sales	23,616	4.0	30,261	7.1	539,584	7.9	593,461	7.7
B. Revenues from incidental broadcast activities:								
a. Talent	6,781	(2.8)	1,899	(5.9)	10,317	(0.7)	18,997	(2.0)
b. Sundry broadcast revenues	1,164	4.6	353	(24.6)	12,804	10.6	14,321	8.8
Total incidental broadcast activities	7,945	(1.8)	2,252	(9.4)	23,121	5.2	33,318	2.4
TOTAL BROADCAST REVENUES	31,561	2.4	32,513	5.8	562,705	7.8	626,779	7.4
C. TOTAL BROADCAST EXPENSES	33,947	0.4	27,938	1.5	518,198	5.7	580,083	5.2
D. BROADCAST INCOME (before Federal income tax) (\$2,386)	3	3	\$ 4,575	42.2	\$ 44,507	39.8	\$ 46,696	45.7

¹Amount differs slightly from that shown in Item 2.b because of variations in accounting practices.

²Some small amount of network and national non-network time sales may be included here since stations with less than \$25,000 time sales for the year do not report detailed revenue breakdown.

³Loss in 1961 was \$3,010 thousand.

() Denotes loss or percentage decrease.

Note: Data for 1961 cover the operations of 4 nationwide networks, their 19 owned and operated stations, and 3,591 other stations.

SCHUELE CALLS FOR RADIO CRUSADE

BTS president tells stations to bypass agencies

A blast against advertising agencies generally for "short-changing" and "bypassing" radio, and a call for a crusade to sell spot radio directly to advertisers were sounded last week by Carl Schuele, president of Broadcast Time Sales.

Mr. Schuele's frontal attack against agencies was incorporated in a bulletin sent by BTS to the 27 radio stations it represents. The bulletin cites the criticisms of radio raised by agencies, seeks to refute them and tosses out this challenge to stations:

"There is only one thing to do about it. We must fight. We must have the courage to fight for that which we believe in—radio. Since agencies . . . refuse, for the most part, to buy radio—let alone actively sell our medium—we've got to do it ourselves.

"Let's take the results-of-local-advertisers story to national advertisers—all clients. Make no mistake, it takes courage. The agencies will do their best to keep us away from their clients.

"Strike hard on the point that radio enables an advertiser's dollar to go fur-

ther—production costs, mark-up, etc., are far less in radio. Almost all dollars are spent, therefore, on exposure and two-fisted salesmanship. And remember, national advertisers are faced with a growing need to get more for their dollar."

Mr. Schuele wrote that agencies apparently are not content with ignoring radio in the "media buying arena" but recently have carried their campaign to seminars and trade associations meetings.

He referred specifically to a speech made by Kenneth G. Manuel, president of D. P. Brother & Co., before a Radio Advertising Bureau meeting in Detroit, and quoted Mr. Manuel as saying that radio "is the most difficult and most complex of all media buys, and, from the agency standpoint, one of the most expensive," (BROADCASTING, Oct. 21).

Mr. Schuele retorted that radio "is not that difficult to buy." He charged that agencies want to use a medium that is "most profitable to buy and that which affords them the most emotional satisfaction."

He contended that agency antipathy toward radio is influenced by two considerations—the medium offers "few opportunities for profitable mark-ups" and does not provide as much "emotional satisfaction" as television and the printed media.

Selling Is Basic — But Mr. Schuele insisted that the basic reason for advertising is to sell clients' products and posed this question:

"What would happen if we confront them (agency men) with the results that thousands of nonagency advertisers are getting?"

In this connection, he revealed that Broadcast Time Sales is making a survey among 500 radio station to ascertain (1) how many accounts are on that station? (2) how many local accounts are on that station (3) how many are national and (4) how many do not have agencies.

He claimed that tens of thousands of local advertisers are "enjoying the benefits of radio advertising" and asserted that "an all-out crusade to positively sell radio will pay off—but it must be an implacable, relentless effort that cannot be stopped by anyone or anything."

How market size influenced radio time sales

AVERAGE FINANCIAL DATA FOR AM AND AM-FM STATIONS REPORTING PROFITS BY SIZE OF AREA OR COMMUNITY IN WHICH STATION IS LOCATED,¹ 1962 (Stations Operating Full Year)

Population of:	No. of stations with time sales of \$25,000 or more ²	Average Time Sales Per Station Reporting			Total stations reporting	Average Per Station Reporting		
		Networks	Natl. & reg. advertisers and sponsors ³	Local advertisers and sponsors ³		Total broadcast revenues ⁴	Total broadcast expenses	Total broadcast income ⁵
2,000,000 and over	132	\$ 9,551	\$557,190	\$484,789	132	\$941,443	\$719,639	\$221,804
1,000,000 - 2,000,000	89	12,596	260,758	320,828	89	526,870	417,899	108,971
500,000 - 1,000,000	159	7,323	154,059	208,368	160	329,400	273,349	56,051
250,000 - 500,000	176	4,051	84,652	159,364	176	230,380	197,698	32,682
200,000 - 250,000	70	1,806	57,144	148,014	70	198,815	173,772	25,042
150,000 - 200,000	72	1,824	56,135	139,787	72	193,217	168,807	24,410
100,000 - 150,000	83	5,329	50,264	130,827	83	180,249	157,237	23,012
50,000 - 100,000	46	5,854	31,372	110,183	46	141,996	124,182	17,814
25,000 - 50,000	246	1,734	23,762	110,554	246	135,991	120,721	15,270
10,000 - 25,000	458	1,078	15,378	88,789	461	104,434	91,139	13,296
5,000 - 10,000	416	600	10,087	65,388	424	74,966	65,616	9,349
2,500 - 5,000	249	523	5,819	52,611	262	56,814	49,117	7,697
Less than 2,500	92	147	5,489	51,844	97	55,130	47,176	7,954
TOTAL	2,288	\$ 2,859	\$ 73,796	\$132,435	2,318	\$192,990	\$159,955	\$ 33,035

¹Classified by population of Standard Metropolitan Statistical Areas and communities outside SMSA's, Census of Population, 1960.
²Stations with total time sales of less than \$25,000 are not required to report time sales separately.

³Before commissions to agencies, representatives and others.
⁴Total revenues consist of total time sales less commissions plus talent and program sales.
⁵Before Federal income tax.

LOS ANGELES

KLAC is a station on the move. Within 100 days of Metromedia ownership, KLAC was the only Los Angeles independent to win two Golden Mike awards for news.* A greatly expanded news department, infectious entertaining personalities, tasteful popular music, plus features of real service to the community—these elements are helping to establish the new KLAC sound. It's an exciting, informative sound especially designed for this bustling Los Angeles market.

KLAC RADIO, 570KC, 5000 WATTS
 ALLEN HENRY, V.P. & GEN. MGR.

Metro Radio Sales

METROPOLITAN BROADCASTING RADIO
 A DIVISION OF METROMEDIA, INC.

*AWARDS FOR "REGULARLY SCHEDULED RADIO NEWSCAST"
 AND "NEWS COVERAGE OF A SPECIAL SCHEDULED EVENT,"
 RADIO & TV NEWS ASSOCIATION OF SOUTHERN CALIFORNIA

KLAC

Financial picture for FM-only stations

BROADCAST REVENUES OF ALL FM STATIONS AND EXPENSES, INCOME, INVESTMENT IN TANGIBLE BROADCAST PROPERTY AND EMPLOYMENT OF 279 FM STATIONS OPERATED BY NON-AM LICENSEES

A. Broadcast Revenues, Expenses, and Income				
Item	1962 Number of Stations	Amount (Millions)	Number of Stations	Amount (Millions)
Total FM Broadcast Revenues				
FM Stations Operated by:				
AM licensees:				
Reporting no FM revenues	306		405	
Reporting FM revenues	408	\$ 4.6	284	\$ 2.9
Non-AM licensees	279	9.3 ¹	249	7.1
Total FM Stations	993	13.9	938	10.0
FM Broadcast Expenses				
FM Stations Operated by				
Non-AM licensees	279	\$12.5	249	\$ 9.7
FM Broadcast Income (before Federal income tax)				
FM Stations Operated by				
Non-AM licensees	279	(\$ 3.2)	249	(\$ 2.6)

B. Investment In Tangible Broadcast Property

1962 (\$ Millions)	Original Cost	Depreciated Cost
	\$10.4	\$7.8

C. Employment (As of December 31, 1962)

Full Time	Part Time	Total
1,161	877	2,038

() Denotes loss.

¹ Of this amount \$1.4 million was reported as incidental broadcast revenues including revenues from providing functional music or other special services.

NOTE: In view of the difficulty in a joint AM-FM operation in allocating FM operation expense separately from AM station operation expense, licensees of such stations were not required to report FM station expense separately. As a result, FM industry totals for expense and income are not available. AM-FM licensees, however, were requested to report separately the revenues, if any, attributable to FM station operation.

How FM-only stations fared in metropolitan areas

BROADCAST REVENUES, EXPENSES AND INCOME OF FM STATIONS OPERATED BY NON-AM LICENSEES IN STANDARD METROPOLITAN STATISTICAL AREAS WITH 3 OR MORE STATIONS

Standard Metropolitan Statistical Areas	Total Stations Reporting	Total Broadcast Revenues ¹	Total Broadcast Expenses	Total Broadcast Income ²
Chicago, Ill.	13	\$1,506,237	\$1,488,389	\$ 17,848
Detroit, Mich.	10*	508,641	702,533	(193,892)
Hamilton-Middleton, Ohio	3*	19,201	13,183	6,018
Houston, Tex.	4*	97,807	159,107	(61,300)
Los Angeles-Long Beach, Calif.	20*	823,433	1,086,314	(262,881)
Madison, Wisc.	3*	39,822	46,615	(6,793)
Milwaukee, Wis.	4	102,295	128,267	(25,972)
New York, N. Y.	5*	575,873	633,357	(57,484)
Oklahoma City, Okla.	3*	37,864	37,137	727
Philadelphia, Pa.- New Jersey	4	245,710	444,668	(198,958)
Sacramento, Calif.	3	68,500	106,606	(38,106)
St. Louis, Mo.-Ill.	3*	147,515	173,848	(26,333)
San Diego, Calif.	5	107,260	172,404	(65,144)
San Francisco-Oakland, Calif.	11	443,899	621,528	(177,629)
Santa Barbara, Calif.	3	85,873	127,746	(41,873)
Seattle, Wash.	4	163,565	245,785	(82,220)
Tulsa, Okla.	4*	16,308	59,980	(43,672)
Total	102	\$4,989,803	\$6,247,467	(\$1,257,664)

¹Total revenues consist of total time sales less commissions plus total incidental broadcast revenues.

²Before Federal income tax.

() Denotes loss.

*Not all stations in this group operated a full year during 1962.

Radio ads lead listeners underground

Advocates of the supremacy of radio advertising over print can point with pride to the case of Howe Caverns, a tourist attraction at Howe's Cave, N. Y., 37 miles west of Albany.

The caverns' advertising agency—MacDonald, Rosman & Holdsworth, Schenectady, N. Y.—says that the current upswing in both attendance and, correlatively, revenue is due to the wide use of radio. The tourist spot is currently having the best season in its 34-year history.

One-fourth of the \$50,000 advertising budget of the caverns, which has traditionally relied on highway billboards, is allocated to radio. Until

five years ago, only one radio station was used. Increasing the money for radio yearly, the agency also noted an increase in attendance. Checking license plates at the caverns, it was found that most came from New Jersey and New York, so radio was extended to those regions. Attendance increased further. Connecticut and Massachusetts have been added to advertising coverage, and earlier this year the use of a Boston station, nearly 200 miles away, increased tourist traffic still further. With its highest attendance ever, Howe Caverns intends to add still more radio stations to its advertising schedule.

NUMBER OF FM STATIONS OPERATED BY NON-AM LICENSEES REPORTING PROFIT AND LOSS, 1958-62

Year	Total Number Reporting	Number Reporting Profit	Number Reporting Loss
1962	279	71	208
1961	249	59	190
1960	218	50	168
1959	148	38	110
1958	93	25	68

Ford gets half of game

The Ford Motor Co., through J. Walter Thompson, New York, has purchased the first half of the exclusive MBS broadcast of the National Football League Playoff Bowl game, scheduled for Jan. 5, 1964, in Miami. The sponsorship was arranged on behalf of Ford Motor and Autolite Divisions.

Mutual says the second half of the broadcast has been made available to network affiliates for local sale.

Market size comparisons of radio stations losing money

AVERAGE FINANCIAL DATA FOR AM AND AM-FM STATIONS REPORTING LOSSES BY SIZE OF AREA OR COMMUNITY IN WHICH STATION IS LOCATED, 1962¹
(Stations Operating Full Year)

	No. Stations with Time Sales of \$25,000 or More ²	Average Time Sales Per Station Reporting			Total Stations Reporting	Average Per Station Reporting		
		Networks	Natl. & Reg. Advertisers and Sponsors ³	Local Advertisers and Sponsors ³		Total Broadcast Revenues ⁴	Total Broadcast Expenses	Total Broadcast Losses ⁵
Population of:								
2,000,000 and over	75	\$3,476	\$105,598	\$230,628	75	\$302,162	\$367,951	\$65,789
1,000,000 - 2,000,000	58	3,982	96,682	189,781	58	254,334	319,910	65,577
500,000 - 1,000,000	116	3,271	63,935	132,002	117	179,901	218,165	38,264
250,000 - 500,000	145	2,082	47,112	110,429	148	145,618	173,254	27,635
200,000 - 250,000	39	1,789	29,845	96,607	40	122,074	141,272	19,197
150,000 - 200,000	34	2,965	24,853	92,714	34	118,129	137,761	19,632
100,000 - 150,000	56	1,735	29,480	98,549	58	121,305	141,356	20,051
50,000 - 100,000	25	1,792	22,165	76,219	26	95,220	105,351	10,132
25,000 - 50,000	132	2,277	18,742	77,170	134	95,946	108,938	12,992
10,000 - 25,000	191	986	12,061	67,163	199	76,967	86,474	9,507
5,000 - 10,000	140	976	10,403	51,470	154	58,317	64,455	6,138
2,500 - 5,000	101	224	4,786	45,774	120	45,360	50,365	5,005
Less than 2,500	42	136	6,644	44,315	52	44,341	51,135	6,794
TOTAL	1,154	\$1,854	\$ 33,783	\$ 95,909	1,215	\$117,965	\$139,116	\$21,151

¹Classified by population of Standard Metropolitan Statistical Areas and communities outside SMSA's, Census of Population, 1960.

²Stations with total time sales of less than \$25,000 are not required to report time sales separately.

³Before commissions to agencies, representatives and others.

⁴Total revenues consist of total time sales less commissions plus talent and program sales.

⁵Before Federal income tax.

PHILADELPHIA

WIP reaches more counties and ranks 1st in more counties than any other Philadelphia radio station.* The sound is alive, vital — with adult-oriented popular music, articulate personalities, outstanding award-winning news and a host of meaningful service features for Philadelphians.

WIP RADIO, 610KC, 5000 WATTS
HARVEY L. GLASCOCK, V.P. & GEN. MGR.

Metro Radio Sales

METROPOLITAN BROADCASTING RADIO
A DIVISION OF METROMEDIA, INC.

WIP

A look back at radio's finances over the past ten years

AM AND AM-FM RADIO FINANCIAL DATA,¹ 1952-62
(Industry Totals)

A. Time Sales						
Year	Total (\$ millions)	Network (\$ millions)	Percent of total	National Spot (\$ millions)	Percent of total	Local (\$ millions)
1962	\$665.2	\$ 37.3	6%	\$208.4	31%	\$419.5
1961	617.2	35.8	6	197.4	32	384.0
1960	622.5	35.0	6	202.1	32	385.3
1959	582.9	35.6	6	188.2	32	359.1
1958	541.6	46.5	8	171.9	32	323.2
1957	536.9	50.6	9	169.5	32	316.8
1956	491.7	48.4	10	145.5	30	297.8
1955	456.5	64.1	14	120.4	26	272.0
1954	451.3	83.7	18	120.1	27	247.5
1953	477.2	98.1	21	129.6	27	249.5
1952	473.2	109.9	23	123.7	26	239.6

B. Broadcast Revenues, Expenses, and Income²
(\$ Millions)

Year	Revenues	Expenses	Income
1962	\$626.8	\$580.1	\$46.7
1961	583.6	551.6	32.0
1960	591.9	543.6	48.3
1959	555.7	511.7	44.0
1958	520.6	482.6	38.0
1957	515.2	460.9	54.3
1956	479.2	429.6	49.6
1955	452.3	406.0	46.3
1954	448.8	406.3	42.5
1953	474.6	418.8	55.8
1952	468.6	407.5	61.1

¹Excludes independently owned FM stations.
²Before Federal Income Tax.
Source: Annual Financial Report, Form 324
filed by licensees and permittees.

Sindlinger: 'We'll defend you'

FIRST RADIO REPORT ISSUED ON DETROIT MARKET

A vow to "defend the subscriber before any proceedings of the Federal Trade Commission and/or the Federal Communications Commission" accompanies the first local market radio report being released today by Sindlinger & Co.

The four-month demographic breakdown of the Detroit metropolitan area using the telephone interview method is the first report of the new service with which the firm will cover 67 major

markets (BROADCASTING, Sept. 23).

Cost of the study is a minimum of \$1,000 for a fulltime AM station; \$750 for a daytime AM, and \$500 for an FM-only station with discount structures for all categories.

In an agreement accompanying the market report Sindlinger agrees to "be responsible for the accuracy of the data" provided the subscriber "agrees that he will not distribute any promotion material or publish any advertisements us-

ing any data from the listed reports without first having submitted in writing such proposed material or advertisements to Sindlinger. And, having received written approval from Sindlinger as to the accuracy of such proposed promotion material or advertisements."

The agreement also notes that the subscriber "shall have the right . . . to inspect the sample design as drawn for any published report which it has purchased. The subscriber may further inspect the execution of the sample as it was drawn by Sindlinger and also has the right to analyze and tabulate all actual field interviews and the materials reproduced therefrom."

Media Data ■ Each of the nearly 800 interviews completed each day of each week for the local radio service gathers "yesterday's" media data on radio, newspapers, magazines and nighttime TV programs. Also, according to the report, each interview gathers data on sports, consumer attitudes and opinions on economic measurements, automobile inventory, trade-in and buying plans (by make) in addition to 13 demographic characteristics.

All data is on punched cards and all reports come from an IBM 1620 computer. As a result unlimited cross-tabulations are available for each individual market. Reports are published when each market share of the continental U. S. reaches a sample size of 2,000 completed interviews.

The Detroit study lists a sample of 2,663; 1,266 male and 1,397 female, all 18 years old and older, and covered Wayne, Macomb and Oakland counties, making up the metro area.

Each station is reported for each 15-minute period where there is at least one listener in the sample and all data also are presented in ranges.

Each market report presents the characteristics of the total sample interviewed so certain biases in the sample are known to the client.

Included in the demographic study

'Let there be light' on affiliate negotiations

The regulatory ground on which networks negotiate for the acquisition of their affiliates is dark and uncertain, and should be illuminated by statute.

FCC Chief Hearing Examiner James D. Cunningham made this comment last week in his initial decision in the NBC-Philco case involving channel 3 in Philadelphia (see story page 80).

A key issue in the case is Philco Broadcasting Co.'s allegation that NBC abused its network power by forcing Westinghouse Broadcasting Co. to exchange its Philadelphia stations for the network's properties in Cleveland in 1955.

The examiner held that, since the commission approved the transfer with full knowledge of all the facts involved, it would not be proper to pin a "misconduct label" on NBC at this time.

He said "there is no question" that NBC used its ability to grant or withhold affiliations as an instrument in effecting the Philadelphia-Cleveland swap. But, he said, "the

matter . . . is, for regulatory purposes," not easily resolved.

"There is as yet in this evolving field no principal of law or policy which discourages a network from dealing for the acquisition of one of its affiliate stations," he said.

He said such cases have to be decided on an ad hoc basis, with consideration given to such variables as superior bargaining position, the value of the facilities under negotiation, and the fairness of the terms of the transaction.

"The mere statement of the problem," he said, "demonstrates how much more desirable and fulfilling of administrative purpose would be the enactment of a statute which, among other things, would spare licensees, network or otherwise, the risk of having to proceed at their own peril."

He said the commission has gone as far as it can under existing rules in the field of network regulation. He added that the record of the NBC-Philco hearing could be viewed as "the exposure of a problem calling for broadbrush examination."

Did payments to owners influence station profit or loss?

NUMBER OF STATIONS REPORTING PAYMENTS TO PROPRIETORS, PARTNERS, OR STOCKHOLDERS, 1962

(Excludes dividends and other payments from surplus)

Number of stations reporting payments of:		Amount
Over \$100,000	9	\$1,132,234
75,000- 99,999	15	1,220,624
50,000- 74,999	50	2,934,354
40,000- 49,999	51	2,273,279
30,000- 39,999	116	3,985,455
25,000- 29,999	116	3,153,323
20,000- 24,999	159	3,548,093
15,000- 19,999	272	4,672,101
10,000- 14,999	447	5,461,218
5,000- 9,999	566	4,148,784
2,500- 4,999	249	927,788
Under 2,500	298	375,280
Total	2,348	\$33,832,533

RELATIONSHIP OF STATION LOSSES TO REPORTED PAYMENTS TO PROPRIETORS, PARTNERS AND STOCKHOLDERS, AND TO REPORTED DEPRECIATION EXPENSES, 1962

1. Total number of stations reporting a loss	1,345	
a. Total amount of losses		\$27,617,056
2. Number of losing stations which reported payments to proprietors, etc.	791	
a. Total amount of payments to proprietors, etc.		9,284,351
3. Number of losing stations which reported depreciation expense	1,220	
a. Total amount of depreciation expense		14,863,804
4. Number of stations in operation a full year which reported a loss:		
a. Total number of stations	1,215	
b. Total number of stations reporting payments to proprietors, etc. and/or depreciation expense which exceeded the amount of the loss	697	
c. Total number of stations reporting payments to proprietors, etc. which alone exceeded the amount of the loss	413	

are automobile ownership, marital status, education and household size, number of children in household, occupation of household head and household income.

The second local radio study, due Dec. 9, will cover the Los Angeles metro area.

Musical spots a speciality

The newly formed firm of Richard Adler Enterprises, New York, announced last week that it plans to specialize in the creation of musical campaigns for commercials and industrial films. Mr. Adler has been associated with several long-running campaigns,

including "Newport Filter Cigarettes," "Kent with the Micronite Filter" and "Let Hertz Put You in the Driver's Seat."

John W. Hull, formerly a commercial producer for Young & Rubicam, New York, has been named sales manager of Richard Adler Enterprises.

BALTIMORE

WCBM is Baltimore's quality station, with an audience virtually 100% adult.* No wonder WCBM reaches adults in large numbers! This station boasts of CBS affiliation, the largest and most active local and regional news staff in town, tasteful, familiar popular music, and appealing communicative personalities who say things worth hearing.

WCBM RADIO, 680KC, 10,000 WATTS
GEORGE ROEDER, V.P. & GEN. MGR.

Metro Radio Sales

WCBM

A city-by-city comparison of radio revenues and expenses

1962
SELECTED REVENUE ITEMS AND BROADCAST REVENUES, EXPENSES AND INCOME¹ OF 3,698 RADIO²
STATIONS BY STANDARD METROPOLITAN STATISTICAL AREAS AND BY COMMUNITIES NOT IN
STANDARD METROPOLITAN STATISTICAL AREAS

Item	No. of stations in operation	No. reporting \$25,000 or more sales ³	Networks	Time sales: national and regional advertisers and sponsors ⁴	Local advertisers and sponsors ⁴	Total stations re-reporting ⁵	Total broadcast revenues ⁶	Total broadcast expenses	Total broadcast income ¹
United States Metropolitan Areas	1441	1378	\$5,950,007	\$180,772,614	\$264,546,311	1420	\$411,326,277	\$373,580,959	\$37,745,318
Non-Metro. Areas of 3 or more stations	299	275	606,630	5,032,328	22,924,531	289	28,361,032	28,442,773	81,741—
Non-Metro. Areas of less than 3 stations	1994	1804	1,248,004	20,554,870	127,103,113	1951	150,987,054	140,429,583	10,557,471
Total United States	3734	3458	7,804,641	206,359,812	414,573,955	3660	590,674,363	542,453,315	48,221,048
Commonwealth & Possessions	38	34	877,350	2,095,197	1,897,075	38	4,544,213	3,682,954	861,259
GRAND TOTAL	3772	3491	\$8,681,991	\$208,455,009	\$416,471,030	3698	\$595,218,576	\$546,136,269	\$49,082,307
Abilene, Tex.	5	4	3,349	90,380	418,692	5	523,248	506,103	17,145
Akron, Ohio	4	4	2,366	590,357	1,709,752	4	2,059,258	1,442,636	616,622
Albany, Ga.	4	3		46,962	261,597	4	317,352	316,196	1,156
Albany-Schenectady-Troy, N.Y.	11#	9	48,559	1,291,871	1,528,518	9	2,482,400	2,521,897	39,497—
Albuquerque, N.M.	9	8	14,898	317,610	971,533	8	1,184,157	1,409,722	225,565—
Allentown-Bethlehem-Easton, Pa.-N.J.	8	8	7,158	326,379	1,254,175	8	1,604,920	1,452,582	152,338
Altoona, Pa.	5	5	4,831	119,974	426,827	5	533,108	620,082	86,974—
Amarillo, Tex.	7#	6	7,004	240,831	765,413	7	956,071	959,402	3,331—
Ann Arbor, Mich.	5	3	807	89,808	281,376	5	375,529	484,017	108,488
Asheville, N.C.	4	4	5,245	106,925	415,603	4	526,481	556,780	30,299—
Atlanta, Ga.	19#	19	93,385	1,956,107	3,259,086	19	4,618,908	4,001,504	617,404
Atlantic City, N.J.	5	5	4,011	62,918	526,181	5	581,503	631,288	49,785—
Augusta, Ga.-S.C.	9#	8	7,558	129,411	791,603	8	964,359	919,707	44,652
Austin, Tex.	5	5	3,078	332,485	738,740	5	997,119	995,465	1,654
Bakersfield, Calif.	14	12	22,443	309,394	829,670	14	1,107,973	1,221,670	113,697—
Baltimore, Md.	15	15	92,604	2,392,286	4,586,481	15	6,055,924	5,082,869	973,055
Baton Rouge, La.	6	5	6,435	153,409	820,791	6	934,222	845,850	88,372
Bay City, Mich.	2	2	*	*	*	2	*	*	*
Beaumont-Port Arthur, Tex.	8	8	1,290	222,021	931,018	8	1,069,216	1,074,881	5,665—
Billings, Mont.	5	5	29,272	108,429	408,399	5	536,808	599,962	63,154—
Binghamton, N.Y.	4	4	9,456	187,822	590,759	4	756,016	832,055	76,039—
Birmingham, Ala.	12	11	22,460	808,695	1,645,748	11	2,375,835	2,291,186	84,649
Boston, Mass.	17	17	135,703	5,253,944	5,501,325	17	9,840,614	8,645,066	1,195,548
Bridgeport, Conn.	2	2	*	*	*	2	*	*	*
Brockton, Mass.	2	2	*	*	*	2	*	*	*
Brownsville-Harlingen-San Benito, Tex.	2	2	*	*	*	2	*	*	*
Buffalo, N.Y.	11	11	79,266	2,296,904	2,684,017	11	4,280,611	4,422,570	141,959—
Canton, Ohio	5	5	34,213	428,769	580,260	5	1,079,201	956,079	123,122
Cedar Rapids, Iowa	4	3	991	714,188	524,083	4	1,244,757	1,198,894	45,863
Champaign-Urbana, Ill.	2	2	*	*	*	2	*	*	*
Charleston, S.C.	6	6	16,736	199,431	585,256	6	755,786	692,035	63,751
Charleston, W.Va.	6	6	6,485	251,791	772,413	6	987,769	1,016,025	28,256—
Charlotte, N.C.	7	7	12,749	918,431	1,048,855	7	1,806,316	1,812,659	6,343—
Chattanooga, Tenn.-Ga.	9	9	10,900	196,243	1,124,306	9	1,290,341	1,268,284	22,057
Chicago, Ill.	27	26	101,848	12,770,243	12,035,890	26	23,508,829	17,078,823	6,430,006
Cincinnati, Ohio-Ky.	8	8	559,904	2,932,953	2,321,555	8	5,376,673	4,314,428	1,062,245
Cleveland, Ohio	9	9	128,290	3,540,042	3,846,061	9	7,154,270	6,268,231	886,039
Colorado Springs, Colo.	6	6	40,637	88,420	602,344	6	700,139	702,182	2,043—
Columbia, S. C.	7	7	12,739	257,901	791,205	7	1,031,000	951,476	79,524
Columbus, Ga.	6	5	7,614	100,265	586,726	5	695,426	667,496	27,930
Columbus, Ohio	6	6	7,222	1,620,193	1,912,639	6	3,175,212	2,775,618	399,594
Corpus Christi, Tex.	6	6	18,949	429,437	585,680	6	927,487	825,662	101,825
Dallas, Tex.	12	12	34,697	1,743,910	3,226,960	12	4,141,868	3,875,531	266,337
Davenport-Rock Is.-Moline, Iowa-Ill.	5	5	17,472	360,960	735,588	5	1,030,295	1,111,646	81,351—
Dayton, Ohio	5	5	10,669	1,082,304	1,806,535	5	2,513,794	2,067,326	446,468
Decatur, Ill.	2	2	*	*	*	2	*	*	*
Denver, Colo.	20#	19	36,612	1,831,723	3,157,759	20	4,578,044	4,657,840	79,796—
Des Moines, Iowa	6	6	74,623	1,548,496	958,927	6	2,307,469	2,176,585	130,884
Detroit, Mich.	11	11	170,892	6,499,215	5,503,703	11	10,275,672	7,742,138	2,533,534
Dubuque, Iowa	2	2	*	*	*	2	*	*	*
Duluth-Superior, Minn.-Wis.	9	8	16,408	352,283	695,070	8	1,003,524	1,043,269	39,745—
Durham, N.C.	4	4	2,477	160,629	405,916	4	556,991	591,801	34,810—
El Paso, Tex.	7	6	6,768	294,908	818,522	7	1,044,141	1,088,169	44,028—
Erie, Pa.	5	5	10,095	305,650	540,574	5	791,932	782,012	9,920
Eugene, Ore.	9#	7	7,171	180,868	518,323	9	764,259	901,354	137,095—
Evansville, Ind.-Ky.	5	5	9,983	255,122	603,336	5	845,538	869,512	23,974—
Fall River, Mass.-R.I.	2	2	*	*	*	2	*	*	*
Fargo-Moorhead, N.D.-Minn.	4	4	20,011	283,447	490,231	4	760,550	730,512	30,038
Fitchburg-Leominster, Mass.	2	2	*	*	*	2	*	*	*
Flint, Mich.	6	6	16,833	452,204	1,094,458	6	1,464,179	1,364,933	99,246
Ft. Lauderdale-Hollywood, Fla.	5	5		134,331	719,473	5	819,420	903,906	84,486—
Fort Smith, Ark.	4	4	4,016	66,160	400,277	4	459,751	408,342	51,409
Fort Wayne, Ind.	4	4	12,532	477,140	1,094,866	4	1,605,931	1,258,673	347,258

Item	No. of stations in operation	No. re-reporting \$25,000 or more time sales ³	Networks	Time sales: national and regional advertisers and sponsors ⁴	Local advertisers and sponsors ⁴	Total stations re-reporting ⁵	Total broadcast revenues ⁶	Total broadcast expenses	Total broadcast income ¹
Fort Worth, Tex.	7	7	40,652	975,817	1,669,244	7	2,385,187	2,227,272	157,915
Fresno, Calif.	12#	8	25,162	775,776	1,104,139	12	1,718,470	1,863,883	145,413—
Gadsden, Ala.	3	3	206	42,767	260,551	3	310,347	295,526	14,821
Galveston-Texas City, Tex.	3	3		94,747	257,599	3	334,122	327,528	6,594
Gary-Hammond-East Chicago, Ind.	3	3		73,442	537,867	3	663,988	649,220	14,768
Grand Rapids, Mich.	6	6	20,001	772,567	908,160	6	1,529,495	1,535,860	6,365—
Great Falls, Mont.	4	4	93,750	179,792	233,187	4	502,223	480,281	21,942
Green Bay, Wis.	3	3	7,913	171,907	499,385	3	658,410	559,174	99,236
Greensboro-High Point, N.C.	8#	7	3,825	197,985	857,638	8	1,082,404	1,016,945	65,459
Greenville, S.C.	8	8	6,349	216,662	791,967	8	1,022,161	922,566	99,595
Hamilton-Middleton, Ohio	2	2	*	*	*	2	*	*	*
Harrisburg, Pa.	6	6	11,884	395,787	752,340	6	1,078,261	889,364	188,897
Hartford, Conn.	6	6	34,746	2,129,635	867,303	6	2,542,507	2,266,301	276,206
Honolulu, Hawaii	14	14	52,819	498,040	1,914,382	14	2,439,670	2,587,064	147,394—
Houston, Tex.	12	12	161,529	1,903,034	3,515,090	12	4,604,235	4,126,891	477,344
Huntington-Ashland, W.Va.-Ky.-Ohio	6	6	8,020	239,426	602,911	6	818,722	786,681	32,041
Huntsville, Ala.	4	4		72,376	373,184	4	434,609	385,241	49,368
Indianapolis, Ind.	6	6	29,392	1,672,956	2,348,202	6	3,646,963	2,964,424	682,539
Jackson, Miss.	6	6	10,304	318,396	762,418	6	1,056,363	858,595	197,768
Jackson, Mich.	2	2	*	*	*	2	*	*	*
Jacksonville, Fla.	11	11	44,322	730,754	1,078,281	11	1,709,616	1,768,654	59,038—
Johnstown, Pa.	6	6	5,368	147,814	484,577	6	627,615	644,115	16,500—
Kalamazoo, Mich.	4	4	174	302,881	597,808	4	879,338	847,397	31,941
Kansas City, Mo.-Kan.	9	9	26,443	2,152,390	2,984,706	9	4,397,685	4,313,296	84,389
Kenosha, Wis.	1	1	*	*	*	1	*	*	*
Knoxville, Tenn.	12	12	16,170	495,836	1,083,550	12	1,544,440	1,489,959	54,481
Lake Charles, La.	4	4	668	97,782	348,578	4	440,834	424,485	16,349
Lancaster, Pa.	5	4	6,078	226,993	402,054	4	611,691	568,369	43,322
Lansing, Mich.	5	5	5,708	288,853	800,834	5	1,082,972	885,798	197,174
Laredo, Tex.	2	1	*	*	*	2	*	*	*
Las Vegas, Nev.	7#	6	17,726	177,637	597,717	6	721,506	722,580	1,074—
Lawrence-Haverhill, Mass.-N.H.	2	2	*	*	*	2	*	*	*

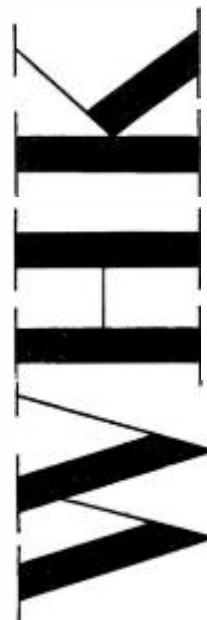
CLEVELAND

WHK reaches more homes, listeners, adults, men, and women in the Cleveland metropolitan area than any other Cleveland Radio station.* The sound is specifically designed to reach and sell the Cleveland market. The music is current, and the personalities alive and personable. Program features and services are designed to fulfill real community needs.

WHK RADIO, 1420KC, 5000 WATTS
JACK THAYER, V.P. & GEN. MGR.

Metro Radio Sales

METROPOLITAN BROADCASTING RADIO
A DIVISION OF METROMEDIA, INC.



Item	No. of stations in operation	No. reporting \$25,000 or more time sales ³	Networks	Time sales: national and regional advertisers and sponsors ⁴	Local advertisers and sponsors ⁴	Total stations re- porting ⁵	Total broadcast revenues ⁶	Total broadcast expenses	Total broadcast income ¹
Lawton, Okla.	2	2	*	*	*	2	*	*	*
Lewiston-Auburn, Me.	2	2	*	*	*	2	*	*	*
Lexington, Ky.	3	3	5,258	189,674	484,202	3	707,873	767,369	59,496—
Lima, Ohio	1	1	*	*	*	1	*	*	*
Lincoln, Neb.	3	3	1,827	105,360	627,721	3	729,915	649,950	79,965
Little Rock-N. Little Rock, Ark.	8	7	44,482	433,974	629,413	8	1,006,861	1,090,748	83,887—
Lorain-Elyria, Ohio	2	2	*	*	*	2	*	*	*
Los Angeles-Long Beach, Calif.	31	31	164,074	11,176,735	16,132,049	31	23,476,403	19,167,002	4,309,401
Louisville, Ky.-Ind.	10	10	49,344	1,649,151	1,630,293	10	2,907,717	2,861,309	46,408
Lowell, Mass.	2	2	*	*	*	2	*	*	*
Lubbock, Tex.	7#	7	5,914	200,328	906,817	7	1,051,222	966,582	84,640
Lynchburg, Va.	5#	5	2,503	70,457	392,958	5	463,427	456,494	6,933
Macon, Ga.	7	7	720	258,756	643,749	7	882,298	882,999	701—
Madison, Wis.	3	3	10,193	374,784	737,920	3	1,105,426	1,070,618	34,808
Manchester, N.H.	3	3	24,901	146,262	586,777	3	735,494	720,966	14,528
Memphis, Tenn.	11#	9	56,143	1,260,133	1,773,651	11	2,832,248	2,503,911	328,337
Meriden, Conn.	1	1	*	*	*	1	*	*	*
Miami, Fla.	14#	14	34,979	2,537,541	3,144,885	14	4,999,365	4,533,395	465,970
Midland, Tex.	3	3	437	111,091	259,796	3	362,225	301,096	61,129
Milwaukee, Wis.	9	9	60,034	1,604,496	2,984,933	9	4,410,925	3,713,019	697,906
Minneapolis-St. Paul, Minn.	14#	14	32,981	2,653,936	4,010,727	14	6,278,629	5,729,371	549,258
Mobile, Ala.	8	8	10,922	273,971	672,408	8	914,089	976,237	62,148—
Monroe, La.	4	4	2,532	69,917	338,580	4	421,594	403,174	18,420
Montgomery, Ala.	6	6	8,752	286,686	540,855	6	883,226	774,019	109,207
Muncie, Ind.	1	1	*	*	*	1	*	*	*
Muskegon-Muskegon Heights, Mich.	4	3	901	193,986	317,185	4	512,832	456,987	55,845
Nashville, Tenn.	8	8	66,462	1,054,098	1,800,837	8	2,594,786	2,601,303	6,517—
New Bedford, Mass.	2	2	*	*	*	2	*	*	*
New Britain, Conn.	2	2	*	*	*	2	*	*	*
New Haven, Conn.	5	5	7,079	533,222	981,076	5	1,374,924	1,339,150	35,774
New London-Groton-Norwich, Conn.	3	3	8,307	149,562	355,476	3	476,160	460,962	15,198
New Orleans, La.	10	10	34,671	1,313,572	1,683,090	10	2,601,602	2,548,388	53,214
New York, N.Y.	30	30	306,829	23,106,170	15,286,847	30	34,436,358	28,274,293	6,162,065
Newark, N.J.	6#	5		921,013	1,659,198	5	2,301,947	1,941,859	360,088
Newport News-Hampton, Va.	3	3	4,456	311,430	585,128	3	836,861	842,616	5,755—
Norfolk-Portsmouth, Va.	7	7	267	620,484	1,560,028	7	1,984,844	1,804,616	180,228
Norwalk, Conn.	2	2	*	*	*	2	*	*	*
Odessa, Tex.	4	4		77,522	362,460	4	421,487	422,825	1,338—
Ogden, Utah	4	3	83,930		250,030	3	286,980	355,011	68,031—
Oklahoma City, Okla.	8	8	46,862	964,104	1,589,519	8	2,277,409	1,764,683	512,726
Omaha, Neb.-Iowa	7	7	37,763	988,113	1,810,500	7	2,485,284	2,343,794	141,490
Orlando, Fla.	10	9	6,299	404,238	1,037,207	9	1,325,026	1,184,155	140,871
Paterson-Clifton-Passaic, N.J.	1	1	*	*	*	1	*	*	*
Pensacola, Fla.	8	7	2,329	87,049	747,531	8	823,486	835,921	12,435—
Peoria, Ill.	5	5	5,476	343,976	876,545	5	1,191,329	1,281,811	90,482—
Philadelphia, Pa.-N.J.	22#	21	89,009	6,537,861	6,681,137	22	11,778,138	10,918,118	860,020
Phoenix, Ariz.	17#	15	73,717	699,885	2,491,620	17	3,049,459	3,038,140	11,319
Pittsburgh, Pa.	21#	20	302,909	3,045,026	3,793,318	21	6,746,350	5,505,266	1,241,084
Pittsfield, Mass.	2	2	*	*	*	2	*	*	*
Portland, Me.	5	5	26,078	266,898	450,461	5	727,001	744,203	17,202—
Portland, Ore.-Wash.	16	15	110,532	1,646,096	2,097,196	15	3,497,975	3,509,144	11,169—
Providence-Pawtucket, R.I.-Mass.	13	13	47,296	1,088,027	1,931,405	13	2,783,320	2,889,768	106,448—
Provo-Orem, Utah	4	3	27,670	27,412	186,865	4	258,319	260,870	2,551—
Pueblo, Colo.	6	5	17,238	114,313	306,833	5	427,630	437,586	9,956—
Racine, Wis.	2	2	*	*	*	2	*	*	*
Raleigh, N.C.	6#	5	47,434	563,748	567,081	6	1,105,041	1,036,699	68,342
Reading, Pa.	3	3	1,418	130,015	597,401	3	686,315	581,827	104,488
Reno, Nev.	6	6	4,655	94,132	492,694	6	552,510	478,508	74,002
Richmond, Va.	9	9	51,470	884,373	1,343,546	9	2,154,702	2,012,853	141,849
Roanoke, Va.	7	7	11,414	151,015	703,901	7	842,058	883,450	41,392—
Rochester, N.Y.	6	6	65,771	1,163,139	1,294,968	6	2,194,932	2,236,211	41,279—
Rockford, Ill.	5#	4	1,681	22,435	692,043	5	891,892	850,228	41,664
Sacramento, Calif.	6	6	40,367	1,217,514	1,305,861	6	2,188,284	2,143,937	44,347
Saginaw, Mich.	3	3	12,727	150,774	461,908	3	586,203	555,642	30,561
St. Joseph, Mo.	3	3	1,555	129,245	373,233	3	458,155	410,919	47,236
St. Louis, Mo.-Ill.	17	17	47,398	3,604,382	3,999,250	17	6,599,274	7,117,278	518,004—
Salt Lake City, Utah	10	10	136,508	465,485	1,554,308	10	2,017,365	2,157,233	139,868—
San Angelo, Tex.	4	3	3,161	134,285	159,858	3	288,480	270,623	17,857
San Antonio, Tex.	11	11	85,450	1,098,991	2,347,598	11	3,125,427	2,975,376	150,051
San Bernardino-Riverside-Ontario, Calif.	23	22	23,038	587,816	1,573,914	22	2,053,073	2,388,301	335,228—
San Diego, Calif.	9	9	34,268	1,428,646	1,559,296	9	2,616,327	2,819,624	203,297—
San Francisco-Oakland, Calif.	19	19	137,513	5,747,972	6,671,788	19	11,625,980	11,224,464	401,516
San Jose, Calif.	6	6	2,982	317,833	946,005	6	1,275,948	1,277,972	2,024—
Santa Barbara, Calif.	10#	7	54,417	117,401	738,921	10	900,490	904,284	3,794—
Savannah, Ga.	6	5	10,030	190,967	498,188	5	663,983	615,255	48,728
Scranton, Pa.	6	6	9,230	293,864	721,758	6	963,853	918,122	45,731

Item	No. of stations in operation	No. reporting \$25,000 or more time sales ³	Networks	Time sales: national and regional advertisers and sponsors ⁴	Local advertisers and sponsors ⁴	Total stations re- porting ⁵	Total broadcast revenues ⁶	Total broadcast expenses	Total broadcast income ¹
Seattle, Wash.	18	18	48,611	1,825,976	3,120,035	18	4,415,877	4,432,741	16,864—
Shreveport, La.	9	8	38,430	683,477	668,375	8	1,243,385	1,295,250	51,864—
Sioux City, Iowa	3	3	6,543	98,242	359,128	3	445,646	385,267	60,379
Sioux Falls, S.D.	3	3	6,420	138,882	366,733	3	494,670	421,298	73,372
South Bend, Ind.	3	3	534	286,144	383,664	3	637,983	629,060	8,923
Spokane, Wash.	11#	8	15,905	655,101	884,862	11	1,406,782	1,388,312	18,470
Springfield, Ill.	3	3	6,010	124,866	733,513	3	840,450	799,347	41,103
Springfield-Chicopee-Holyoke, Mass.	10	9	27,764	343,627	984,899	9	1,268,373	1,238,836	29,537
Springfield, Mo.	4	4	8,570	199,590	603,096	4	764,402	734,750	29,652
Springfield, Ohio	2	2	*	*	*	2	*	*	*
Stamford, Conn.	1	1	*	*	*	1	*	*	*
Steubenville-Weirton, Ohio-W.Va.	2	2	*	*	*	2	*	*	*
Stockton, Calif.	4	4	12,770	235,111	536,550	4	746,153	771,340	25,187—
Syracuse, N.Y.	10	10	42,975	909,581	1,529,902	10	2,171,822	1,890,123	281,699
Tacoma, Wash.	4	4	6,577	203,787	310,576	4	569,119	568,262	857
Tampa-St. Petersburg, Fla.	16	15	13,986	1,035,581	1,891,685	16	2,742,499	2,743,458	959—
Terre Haute, Ind.	3	3	1,196	105,185	332,177	3	422,547	463,181	40,634—
Texarkana, Tex.-Ark.	4	4	1,407	102,814	296,528	4	386,780	425,346	38,566—
Toledo, Ohio	4	4	34,546	642,799	1,371,435	4	1,856,861	1,552,521	304,340
Topeka, Kan.	4	4	4,001	358,872	716,857	4	1,023,890	955,615	68,275
Trenton, N.J.	3	3	288	220,606	455,425	3	665,737	660,173	5,564
Tucson, Ariz.	10	9	17,609	196,025	1,028,493	9	1,176,701	1,259,318	82,617—
Tulsa, Okla.	8#	7	44,798	670,382	1,309,165	8	1,822,019	2,005,300	183,281—
Tuscaloosa, Ala.	5	5	188	58,091	392,047	5	463,759	464,031	272—
Tyler, Tex.	4	4	2,800	103,371	322,493	4	406,657	377,289	29,368
Utica-Rome, N.Y.	9#	9	20,386	152,303	725,247	9	882,555	865,432	17,123
Waco, Tex.	4#	3	1,106	150,955	410,708	4	560,744	573,110	12,366—
Washington, D.C.-Md.-Va.	18#	17	65,289	3,395,531	5,846,436	18	8,876,708	7,440,577	1,436,131
Waterbury, Conn.	3	3	3,643	110,403	339,304	3	418,762	414,830	3,932
Waterloo, Iowa	3	3	10,403	102,341	441,370	3	531,602	513,961	17,641
West Palm Beach, Fla.	9#	8	5,840	155,607	718,030	9	861,365	930,474	69,109—
Wheeling, W.Va.-Ohio	5	5	3,592	534,008	681,377	5	1,175,341	1,096,189	79,152
Wichita Falls, Tex.	3	3	433	212,868	524,203	3	678,544	658,500	20,044
Wichita, Kan.	6	6	8,174	523,402	1,075,687	6	1,456,382	1,336,834	119,548

KANSAS CITY

KMBC is Kansas City's fastest growing radio station with audience gains of 90%.* The sophisticated, popular sound of KMBC has proven to be just what adults have been listening for. They have been flocking to KMBC in increasing numbers since Metromedia's acquisition in late '61. Advertisers, too, are moving to KMBC—more, in fact, than at any other time in the station's history.

KMBC RADIO, 980KC, 5000 WATTS
DAVE CRONINGER, V.P. & GEN. MGR.

Metro Radio Sales

METROPOLITAN BROADCASTING RADIO
A DIVISION OF METROMEDIA, INC.

KMBC

*PULSE, 6AM-7PM AVERAGE SHARE MON-FRI, MARCH-APR, 1961 VS. MARCH-APR, 1963

Item	No. of stations in operation	No. reporting \$25,000 or more time sales ³	Networks	Time sales: national and regional advertisers and sponsors ⁴	Local advertisers and sponsors ⁴	Total stations re-reporting ⁵	Total broadcast revenues ⁶	Total broadcast expenses	Total broadcast income ¹
Wilkes Barre-Hazleton, Pa.	7	7	21,583	162,159	676,097	7	844,491	859,678	15,187—
Wilmington, Del.-N.J.	4	4	13,529	174,185	961,386	4	1,127,077	945,892	181,185
Winston-Salem, N.C.	5	5	6,994	171,883	785,328	5	967,810	887,761	80,049
Worcester, Mass.	4	4	30,894	574,163	625,250	4	1,133,244	1,159,569	26,325—
York, Pa.	4	4	9,379	307,584	567,316	4	833,113	669,380	163,733
Youngstown-Warren, Ohio	5	5	41,211	560,119	914,208	5	1,440,840	1,321,020	119,820
	1441	1378	5,950,007	180,772,614	264,546,311	1420	411,326,277	373,580,959	37,745,318

NON-METROPOLITAN AREAS OF 3 OR MORE STATIONS

Anniston, Ala.	3	3	574	27,579	275,830	3	302,072	277,652	24,420
Decatur, Ala.	3	3	350	16,056	158,101	3	173,163	171,139	2,024
Dothan, Ala.	3	2	*	*	*	2	*	*	*
Selma, Ala.	3	3	35	18,156	153,236	3	171,382	145,238	26,144
Anchorage, Alaska	4	4		126,814	648,735	4	838,960	880,686	31,726—
Flagstaff, Ariz.	5#	2	*	*	*	4	218,291	198,164	20,127
Prescott, Ariz.	3	2	*	*	*	3	**	**	**
Yuma, Ariz.	4	3	2,630	43,839	145,456	3	184,175	191,345	7,170—
Hot Springs, Ark.	3	3	472	24,480	148,821	3	171,190	201,396	30,206—
Pine Bluff, Ark.	4	4		28,140	250,040	4	270,208	256,042	14,166
Eureka, Calif.	3	2	*	*	*	2	*	*	*
Merced, Calif.	3	3	713	63,086	181,534	3	232,868	285,993	53,125—
Modesto, Calif.	3	3	2,232	99,239	483,977	3	583,624	625,390	41,766—
Redding, Calif.	5	3	1,554	41,625	134,136	4	184,512	206,959	22,447—
San Luis Obispo, Calif.	3	3	802	71,372	268,491	3	334,404	289,287	45,117
Santa Rosa, Calif.	4#	3	4,715	57,524	230,947	4	318,204	425,193	106,989—
Grand Junction, Colo.	4	3	11,387	56,258	286,637	4	357,130	354,926	2,204
Daytona Beach, Fla.	3	3	4,376	57,107	264,567	3	317,147	315,058	2,089
Gainesville, Fla.	4	4	4,075	51,941	328,233	4	416,537	387,180	29,357
Lakeland, Fla.	3	3	3,511	48,958	264,048	3	310,440	317,016	6,576—
Ocala, Fla.	3	3		27,879	223,874	3	252,987	264,122	11,135—
Sarasota, Fla.	4	4		21,988	247,777	4	268,479	309,272	40,793—
Tallahassee, Fla.	4	4	11,025	53,662	261,307	4	332,531	316,198	16,333
Athens, Ga.	3	3	2,110	42,091	323,355	3	388,315	366,946	21,369
Gainesville, Ga.	3	3	70	43,920	332,170	3	386,012	370,313	15,699
Griffin, Ga.	3	2	*	*	*	3	**	**	**
Rome, Ga.	4	3	61	30,386	370,417	4	433,236	424,508	8,728
Valdosta, Ga.	4#	4		65,321	199,809	4	262,286	258,613	3,673
Hilo, Hawaii	3	3	5,509	16,646	151,245	3	171,181	154,531	16,650
Boise, Idaho	6	6	83,116	99,358	485,819	6	622,133	681,520	59,387—
Idaho Falls, Idaho	4	4		97,745	269,666	4	358,147	368,632	10,485—
Pocatello, Idaho	3	3	21,997	51,282	192,296	3	252,391	232,122	20,269
Twin Falls, Idaho	3	3	58,436	34,388	238,986	3	296,294	295,430	864
Mason City, Iowa	3	3	130	108,910	289,581	3	386,792	371,293	15,499
Bowling Green, Ky.	3	3	5,563	27,344	258,297	3	286,911	263,021	23,890
Paducah, Ky.	3	3	3,152	61,316	231,336	3	283,515	271,912	11,603
Alexandria, La.	3	3	2,987	81,567	401,537	3	474,023	420,755	53,268
Lafayette, La.	3	3	877	42,234	357,890	3	391,338	388,344	2,994
Bangor, Me.	3	3	54,385	94,786	268,521	3	421,161	410,078	11,083
Salisbury, Md.	3	3	538	73,237	305,340	3	371,097	352,234	18,863
Greenville, Miss.	3	3	2,433	58,452	214,210	3	265,711	277,650	11,939—
Hattiesburg, Miss.	4	3	1,937	25,672	232,870	3	259,513	257,345	2,168
Laurel, Miss.	3	3	925	17,228	264,822	3	292,525	283,989	8,536
Meridian, Miss.	5	4	184	71,524	293,697	4	352,482	341,598	10,884
Joplin, Mo.	4	3	1,896	54,901	253,281	4	304,754	321,355	16,601—
Butte, Mont.	3	3	60,494	27,220	198,256	3	259,656	315,548	55,892—
Missoula, Mont.	4	3	10,267	48,004	274,543	4	333,388	330,409	2,979
Farmington, N.M.	3	3	9,322	28,022	264,622	3	298,020	279,835	18,185
Roswell, N.M.	3	3	1,119	62,036	315,328	3	373,887	383,637	9,750—
Elmira, N.Y.	3	3	6,909	39,442	324,199	3	376,406	331,510	44,896
Kingston, N.Y.	3	3	322	32,639	374,821	3	405,184	402,800	2,384
Watertown, N.Y.	3	3	8,732	63,067	254,233	3	328,963	331,722	2,759—
Fayetteville, N.C.	4	4	7,890	26,117	451,659	4	495,841	476,372	19,469
Goldsboro, N.C.	3	2	*	*	*	2	*	*	*
Greenville, N.C.	3	2	*	*	*	3	**	**	**
Kinston, N.C.	3	3	7,192	36,297	260,873	3	307,399	292,347	15,052
Rocky Mount, N.C.	3	3	5,949	28,264	261,979	3	299,169	272,128	27,041
Wilmington, N.C.	3	3	8,363	69,675	264,172	3	353,481	347,959	5,522
Wilson, N.C.	3	3	9,198	86,511	223,897	3	319,928	304,114	15,814
Bismarck, N.D.	3	3	12,846	226,430	210,688	3	403,062	379,032	24,030
Minot, N.D.	3	3	1,383	72,149	259,853	3	317,566	301,336	16,230
Klamath Falls, Ore.	3	3	13,262	50,870	195,412	3	250,316	248,332	1,984
Medford, Ore.	5#	5	9,955	64,154	303,189	5	380,619	440,399	59,780—
Pendleton, Ore.	3	3	2,332	49,646	134,271	3	175,824	174,779	1,045
Roseburg, Ore.	3	3	3,216	29,680	183,913	3	211,508	221,847	10,339—
Salem, Ore.	4	4	734	103,891	229,540	4	326,393	437,304	110,911—
Williamsport, Pa.	3	3	5,863	54,368	224,334	3	290,771	264,881	25,890
Florence, S.C.	3	3	2,111	48,323	238,090	3	279,321	251,596	27,725
Orangeburg, S.C.	3	3	422	27,379	240,190	3	266,064	257,686	8,378
Spartanburg, S.C.	3	3	203	114,331	370,071	3	486,124	482,057	4,067
Sumter, S.C.	3	3		18,145	215,326	3	222,264	207,517	14,747

Item	No. of stations in operation	No. reporting \$25,000 or more time sales ³	Networks	Time sales: national and regional advertisers and sponsors ⁴	Local advertisers and sponsors ⁴	Total stations reporting ⁵	Total broadcast revenues ⁶	Total broadcast expenses	Total broadcast income ¹
Rapid City, S.D.	4#	4	114	70,930	371,792	4	449,670	442,224	7,446
Jackson, Tenn.	3	3	2,471	77,738	201,398	3	272,688	238,087	34,601
Big Springs, Tex.	3	3	476	24,719	197,034	3	217,022	239,582	22,560—
Burlington, Vt.	3	3	7,145	53,402	365,302	3	420,677	430,185	9,508—
Charlottesville, Va.	3	3	1,950	78,911	274,390	3	375,246	391,345	16,099—
Danville, Va.	4	4	1,748	77,990	497,814	4	588,897	577,165	11,732
Bellingham, Wash.	3	3	582	56,093	244,147	3	284,248	309,202	24,954—
Kennewick-Pasco, Wash.	3	2	*	*	*	3	**	**	**
Walla Walla, Wash.	3	3	4,956	46,981	170,941	3	216,300	220,065	3,765—
Wenatchee, Wash.	3	3	1,363	60,256	226,385	3	271,136	292,814	21,678—
Yakima, Wash.	5#	4	4,976	174,686	292,714	5	439,110	448,964	9,854—
Clarksburg, W.Va.	3	2	*	*	*	2	*	*	*
Parkersburg, W.Va.	3	3	943	55,157	208,934	3	255,682	284,237	28,555—
Eau Claire, Wis.	3	3	3,847	105,458	374,333	3	473,587	465,428	8,159
La Crosse, Wis.	3	3	11,597	78,026	346,580	3	466,597	436,161	30,436
Wausau, Wis.	3	3	2,990	109,099	241,920	3	331,716	284,327	47,389
Casper, Wyo.	3	3	6,535	41,300	233,227	3	266,955	281,855	14,900—
Cheyenne, Wyo.	4	2	*	*	*	3	**	**	**
	299	275	606,630	5,032,328	22,924,531	289	28,361,032	28,442,773	81,741—
Commonwealth & Possessions									
Arecibo, Puerto Rico	3	3	4,237	122,282	88,208	3	207,976	191,716	16,260
Mayaguez, Puerto Rico	5	5	111,392	185,012	225,994	5	484,186	402,373	81,813
Ponce, Puerto Rico	5	4	163,821	308,203	145,300	5	579,075	389,604	189,471
San Juan, Puerto Rico	10	10	489,255	1,022,316	955,262	10	2,271,341	1,769,966	501,375
	23	22	\$768,705	\$1,637,813	\$1,414,764	23	\$3,542,578	\$2,753,659	\$788,919
Other Communities	15	12	108,645	457,384	482,311	15	1,001,635	929,295	72,340
	38	34	\$877,350	\$2,095,197	\$1,897,075	38	\$4,544,213	\$3,682,954	\$861,259

¹Before Federal income tax.

²Excludes 279 independently operated FM stations.

³Stations with less than \$25,000 time sales report only total revenues and total expenses. Stations with total time sales of \$25,000 or more, however, accounted for over 99% of the broadcast revenues of the 3,698 reporting stations.

⁴Before commissions to agencies, representatives and others.
Note: — denotes loss.

⁵Excludes data for 74 stations whose reports were not filed in time to be included in this report.

⁶Total revenues consist of total time sales less commissions plus talent and program sales.

Not all stations in this market operated a full year during 1962.

** Data not published for groups of less than 3 stations.
** Data withheld to maintain confidentiality of individual station figures.

HARTFORD

WDRC delivers more Hartford metropolitan area home impressions than any other Hartford radio station.* The fact that listeners have accepted it with open ears proves that WDRC's sound is geared to Hartford tastes. It's a current, cheerful sound—vibrant popular music performed by familiar artists entertaining and engaging personalities and a News Department with a unique record of "firsts."

WDRC RADIO, 1360KC, 5000 WATTS
WILLIAM CRAWFORD, V.P. & GEN. MGR.

Metro Radio Sales

(EFFECTIVE: DECEMBER 1, 1963)

WDRC

Agencies like radio value measurement

CROSLY PROPOSAL FOR COMMON DENOMINATOR WINS BUYERS' SUPPORT

A simple method by which timebuyers may measure radio stations' qualitative and quantitative values on the same yardstick was announced last week by Crosley Broadcasting Corp.

President John T. Murphy said the system was developed with the assistance of leading advertising agencies and that, although intended originally as a tool for the salesmen of Crosley's WLW Cincinnati, it will be made available to agencies and broadcasters for use generally.

Common Evaluation Basis. ■ The heart of the system is a form that gives buyers a common denominator for evaluating—in relation to a client's particular needs—the extent to which individual stations in a market measure up not only in terms of ratings, circulation and audience composition but also in terms of such qualitative factors as news service, type of music, and general community statures.

In each case, it was stressed, it is the buyer who makes the determination as to (1) what criteria are important to the client in a given market and the relative importance of these criteria to that client and (2) the degree to which each station meets these client standards.

Then, if the system is followed to the end, the buyer winds up with a numerical evaluation, or "common denominator figures," based on all factors he considers important for the client, not a cost-per-thousand based on audience numbers alone.

H. Peter Lasker, Crosley vice president in charge of sales, said that announcement of the system, called "standards for buying persuasive radio," was "somewhat delayed by the fact that the first 100 trial applications proved too complicated for a media buyer to use during the crucial buying period. Since the standards must be applied during the harried media-buying period, it was vital that the method be refined until it added no more than five minutes per market to the buyer's calculations. This we have now done."

Agencies Cooperate ■ BBDO, J. Walter Thompson Co., Kudner and Kenyon & Eckhardt were among agencies said to have cooperated intensively with Crosley officials in refining the system over the past five months. Media directors of 25 leading agencies also were consulted, along with computer organizations, research groups and station representatives.

Crosley officials acknowledged that the concept isn't new—that most agencies traditionally have said their selec-

tion of stations for a campaign is based only partially on "the numbers" and also includes consideration of various qualitative factors.

"Most advertising people have agreed that numbers alone cannot indicate the climate under which a radio commercial is heard and that climate plays an extremely large part in the success of a radio advertising campaign," Mr. Murphy said. "But there has been little agreement on just how to avoid the pitfalls of a numbers-only buy."

The newness of the Crosley system, it was emphasized, is in its provision for numerical values to be assigned to whatever considerations a buyer thinks important for a specific campaign. This was seen as having subsidiary advantages, aside from station selection:

- It requires the buyer to define the client's radio needs more sharply than he might otherwise do, because it requires him to write down those needs



John T. Murphy, Crosley president, shows numbers alone cannot indicate climate.

and specify how important he considers each in relation to the others.

- Even if the buy is ultimately made on the basis of ratings alone, the media planners and buyers will at least have considered the qualitative factors involved and thus will have been reminded that considerations exist beyond "the numbers."

In essence the plan works this way:

The form sets out basic criteria and provides space in which the buyer can specify—in percentage terms—the importance he ascribes to each one. There is also a "deuces wild" section in which he can enter any criteria which he con-

siders important but which are not among the basic ones prelisted on the form. To these, too, he assigns the percentage values he thinks they deserve.

There is space in which to make this point-by-point evaluation of all the criteria in terms of the client's needs, and then for each station in the market individually.

In practice, it is expected, most media planners and buyers probably will start by specifying what percentage of the buying decision should be based on "the numbers." This may vary from zero, as indicated by Foote, Cone & Belding's recent announcement that the numbers not be considered, to 90% or more in the case of some advertising agencies.

Say an agency specifies that for a particular campaign 60% of the decision should be based on a station's metro ratings of total audience or on a combination of ratings, audience composition and circulation. That leaves 40% to be distributed among the qualitative criteria. These include.

- Frequency and power (does this client need to reach a wide area, or is his distribution limited to the metro area?)

- News programing (does the quality of a station's news operation have any value to this client in this particular case, or will "rip-and-read" stations serve him just as well?)

- Weather programing (does a station's weather service add anything that this client needs?)

- Farm service (will a station's maintenance of a professional farm department contribute something extra to the "persuasive assistance" that this client wants from radio?)

- Music policy (does it matter, for this client's purposes, what kind of music is played on the station carrying his commercials?)

- Personalities (can the quality of a station's on-air talent mean anything in terms of extra sales of this client's product?)

- Community stature and believability (is there anything to be gained for this client by having his message appear on stations whose public-service work, commercial practices and general attitude toward the public have given them special standing and acceptance in the community?)

The agency that decided to base 60% of its decision on "the numbers" now allocates the remaining 40% "wild" depending on the campaign and the prod-



Time is ripe

Paying last respects to some of her father's 20,000 feathered friends, Iowa's Favorite Farmer's Daughter, Rosalie Bowman, may well reflect that tomorrow's white meat is yesterday's chores.

Rosalie won the sixth annual Favorite Farmer's Daughter contest sponsored by the Iowa Electric Light and Power Co. and the WMT Stations. Her parents, both college graduates, operate a 240-acre farm in WMTland. In addition to beautiful daugh-

ters and turkeys, the Bowmans raise hogs, cattle, sheep, corn and soy beans.

Besides turkeys (Iowa's estimated eight million is about 9% of the nation's total 1963 crop), WMT gets out to approximately 1,629,800 farmers and townspeople in some 500 communities of 46 Eastern Iowa and eight Illinois, Minnesota and Wisconsin counties.

WMT-AM • CBS Radio for Eastern Iowa

Mail Address: Cedar Rapids

National Representatives: The Katz Agency • Affiliated with WMT-TV; WMT-FM; K-WMT, Fort Dodge; WEBC, Duluth



Apple growers buy 'total zone' from Piano

One of the first national advertisers to sign with Vic Piano Associates for a new "total zone" spot radio concept was the Western New York Apple Growers' Association that bought the "Northeast Radio Spot Network." The "total zone" concept gives the advertiser contiguous markets, pricing all spot plans involved at a rate discounted verti-

cally, according to Mr. Piano, president of the station representative firm. Standing (l-r): L. G. (Gus) Bruggemann Jr., account executive, W. Hoyt agency; Mike Leckner, vice president of the rep firm. Seated (l-r): Mr. Piano and Douglas Sinclair, executive secretary of the Western New York Apple Growers Association.

uct being advertised, some criteria may get 20 or 30%, others 10, 5 or 2%, or none. But it should all add up to 100.

In this way the agency has indicated how big or little a part it thinks each factor should play in the final decision.

Then, using as much reliable information as he has accumulated on each station in the market, he goes down the list again and indicates, for each station, the degree to which he thinks it measures up to the objectives set for the client in each of the criteria.

Each station's totals are then added up and compared with the client-goal figures to determine which comes closest to the optimum. Since most buyers say they mentally evaluate such qualitative factors anyway, Crosley officials feel that the writing-down process will add little, if anything, and not more than five minutes at most, to the buyer's current calculations for each market, and that accordingly they are now ready to begin distribution of forms among other spot salesmen as well as agencies.

DO HOUSEWIVES WATCH TUNED-IN TV?

'Not always,' studies made by FC&B seem to indicate

Another top advertising executive took a broad swipe last week at the inadequacy contemporary of media research but also reported that his agency, Foote, Cone & Belding, is doing something about the problem.

Edward M. Stern, vice president and director of media for FC&B, Chicago, told the St. Louis chapter of the American Marketing Association Wednesday that the agency presently is engaged in an extensive research project designed

to test the value of an undisclosed client's television commercials against his magazine ads.

The study now is in the field, he said, and covers 20 major markets with about 10,000 interviews. It seeks to measure degrees of awareness and attitudes respecting the advertised brand and competitive brands in both media. Needham, Louis & Brorby, Chicago, also is currently engaged in a major study of television commercial awareness

(CLOSED CIRCUIT, Nov. 11).

FC&B during the last two years has already ventured on its own into two other research projects dealing with television commercial awareness, Mr. Stern said. The first study was in Queens county, New York, involving over 20,000 phone calls, and the other was more recently made in the St. Louis metropolitan area.

Non-Watchers ■ Mr. Stern said that the Queens findings, "confirmed by St. Louis," indicated that many tuned programs are not watched by housewives, that many housewives watching programs do not see the commercials and that exposed commercials are not necessarily communicated and remembered.

He noted that in the print media field the Starch reports have indicated a similar situation for many years. No comparable data has been available for TV, however, he said.

The findings of the Queens study, the FC&B executive said, showed that "of every 100 homes that we found tuned to network programs, about one-third had no housewife viewer, about one-half had no housewife exposed to the commercial and less than one-fifth of the housewives could recall any commercial content 24 hours later."

Mr. Stern said the problem lies "in the sad truth that we are stuck with a great mass of media statistics that relate (at best) only to superficial media vehicle exposure and really tell us nothing about the ability of the medium to help communicate what we are trying to say. It is in this area that we need all the help that research can provide."

Differing Results ■ Past and current inter-media studies "only hint at the differences that may exist between individual media," he continued, "and of course we must remember that what is best for one product may not necessarily apply to another." He complimented pioneer studies made this year by CBS-TV, *Life* and *McCall's* and urged that media research activity be accelerated.

"I believe the most important thing we can say about media is that it is inseparable from the advertising message," Mr. Stern said. "Any discussion of media efficiency or effectiveness must be completely linked up with what we are trying to say and how we are trying to say it."

Mr. Stern said the industry cannot continue to accept the proposition that a medium's sole role "is to provide an audience—and then depend on the creativity of the ad and the inherent interest of the product to communicate the message."

Mr. Stern added, "I strongly believe that some media can provide a certain atmosphere or climate and this, together with their physical properties (color, size, motion or sound), can con-



puzzle:
this
is a
real
stopper

225



The distance from midtown New York to WMAL-TV in Washington is exactly 225 miles as the car throttles via tunnels and turnpikes.

One day last week, Art Elliott, Eastern Sales Mgr., and John Dickinson, Nat'l Sales Mgr., of HR&P, decided to safari down to the provinces to trap some data first hand. They left New York at 10 a.m. and travelled at a steady 60 miles an hour. Precisely one hour later, Bob Whiteley, WMAL-TV Nat'l Sales Representative, set out from Washington to New York via the same route. He averaged 50 miles an hour. As the two cars barrelled along in opposite directions, they were both stopped at the same instant by highway patrolmen searching for Japanese beetles. (This tale abounds in fortuities.)

"I say," said Elliott, looking across the highway, "isn't that Whiteley of WMAL-TV?"

"By Jove," answered Dickinson, "I believe you're right." And he was.

At the point where this scintillating colloquy occurred, which car was closer to Washington?

If it takes you more than two coffee breaks to work this one out, you're wasting your time. However, we'll reward diligence with some trifling prize.

The closest you can get to the real Washington is WMAL-TV. Locally-oriented daytime programming—"Girl Talk," "Woman's World," "Exercise Time," "Divorce Court"—makes every day ladies' day on WMAL-TV. Pitch your clients' products to these gals. They control most of the buying power in one of the richest markets in the country. If you can't get down personally, a call to Harrington, Righter & Parsons, Inc. will get you the necessary details.

Address answers to: Puzzle #92, WMAL-TV, Wash., D.C. 20008

wmal-tv 

Evening Star Broadcasting Company
WASHINGTON, D. C.

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

siderably enhance the opportunity to communicate."

FC&B has contracted for a computer to aid in media planning, Mr. Stern said, but he doubted that a machine could ever replace the media planner who assembles all the facts available "and then thinks about his own individual problem."

Mr. Stern said "until we get better information on just how advertising works and until we have better data that takes us beyond media exposure, I don't believe that computer print-outs can necessarily make the best media plans."

He concluded: "creativity in media selection will always transcend the unimaginative quantitative approach."

McGavren-Guild drops three

McGavren-Guild Co., New York, said last week that by "mutual consent" the station representative had resigned three radio stations—KUDL Kansas City, Mo.; WFUN Miami and WLKW Providence, R. I.—in keeping with its policy of "maintaining a limited station list."

The firm said that it shortly would announce its appointment by new stations.

LAVIN SAYS TV RATES ARE HIGH

But his complaint starts talk of still higher charges

A record attendance at the ninth annual meeting of the Television Bureau of Advertising in Chicago last week politely swallowed a charge by one of the industry's prime advertisers that they may be getting too "greedy" when they continue to raise station and network rates.

But in the sessions after the speaker left—he was Leonard H. Lavin, president of Alberto-Culver Co., who admitted his firm's soaring sales success has been stimulated chiefly by television—TvB members suggested that Mr. Lavin inadvertently may have done them a favor. He made them realize that perhaps their rates are not high enough.

The TvB meeting included the premiere Wednesday (Nov. 20) of the organization's newest sales promotion film. The film makes the distinction that while print advertising's function is to inform, that of television advertising is "to convince through emotional response."

C. George Henderson, vice president-

general manager, WSOC-TV Charlotte, N. C., was elected chairman of the TvB board succeeding Gordon Gray, president of WKTU-TV Utica, N. Y.

Other highlights of the Tuesday-through-Thursday meeting devoted to exploring television's dimensions "beyond the numbers" included:

- Mr. Lavin's confirmation that "television is the strongest selling medium there is." But he coupled it with a warning: "learn a lesson from a salesman. Don't price your goods too high. You're just making business for someone else when you do."

- Admission by Dr. Seymour Banks, vice president of media, creative and copy research, Leo Burnett Co., Chicago, during Wednesday's sales managers' conference that the translation of "station image" into numerical values for use in computers is guesswork so far—"the hardest job there is."

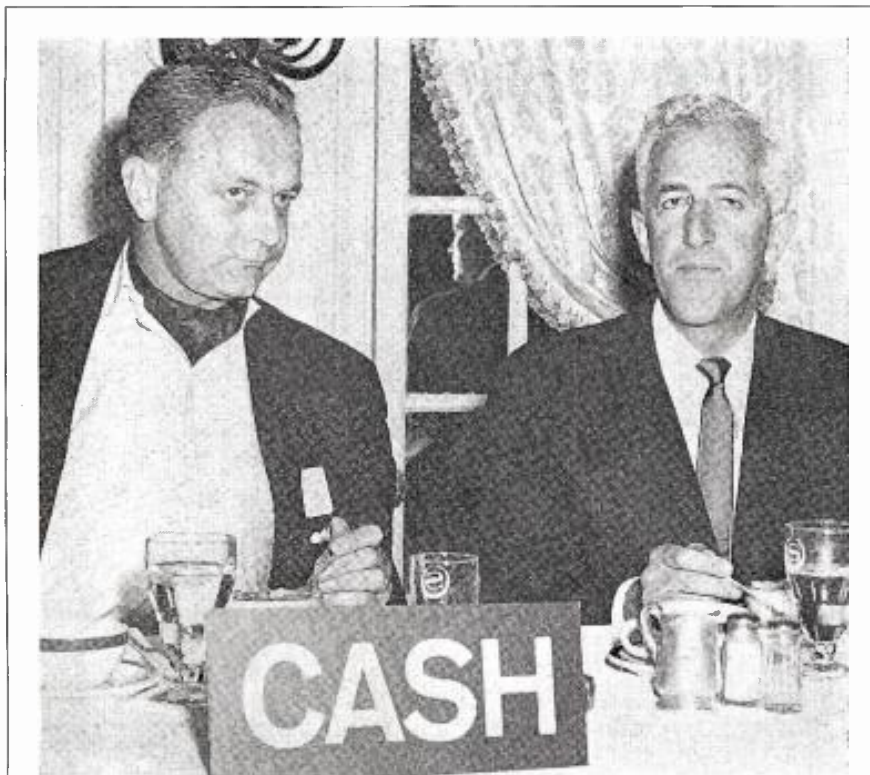
- Urging by TvB's president, Norman E. (Pete) Cash, in his report Thursday that telecasters can grow larger by setting their aims higher—a growth that must be achieved if TV is to provide all of the additional services now being demanded of the medium from so many different quarters.

- Warning by Dr. Kenneth McFarland, sales consultant for General Motors, to beware of false "so-called liberals clothed with government power." He called for stronger broadcaster support for basic education in America's free enterprise system and explained "you must raise the standard of living before you can raise the standard of living."

Mr. Lavin told the Wednesday luncheon meeting that his view of television "is a businessman's view." As a producer of mass packaged goods, Mr. Lavin explained that he does not "create or mold the tastes of the ordinary citizen. I conform to them. I am not out to reshape the tastes of the ordinary citizen. I am out to reach the ordinary citizen."

Alberto-Culver began with net sales of only \$400,000 in 1955, he recalled, but sales this year will be about \$80 million. The company has invested nearly all of its advertising budget in TV and this year will spend over \$30 million in the medium.

Recounting Aesop's fable about the goose that laid the golden egg, Mr. Lavin attacked television's cost spiral as unjustified. Speaking "as a friend who owes a great deal" to TV and "as a friend and advertiser who keeps tabs on every single television buy made by my agencies," Mr. Lavin read an agency memo which told him that rate increases "seem to be based primarily on



Cash wasn't touched—he was clobbered

Weekend collar bone injury resulting from friendly family touch football scrimmage didn't keep Norman E. (Pete) Cash (l), president of Television Bureau of Advertising, from presiding at TvB's annual meet-

ing in Chicago last week. Here he estimates the "house" at packed Wednesday luncheon meeting for guest speaker, Leonard H. Lavin, president of the Alberto-Culver Co., Melrose Park, Ill.

what the traffic will bear."

"I presume station owners and managers are searching for the golden mean," he said. "That is, how much money can you charge the advertiser before you drive him crazy. I suggest you're coming pretty close to that point with a lot of your customers right now."

"To be frank, gentlemen, I think you're getting greedy," Mr. Lavin added.

Computer Help ■ Dr. Banks explained some of the paperwork problems facing his agency which computers are helping to lighten. He said that last year "we bought almost 350,000 broadcast availabilities" of which 190,000 dealt with TV. Of these 160,000 represented TV spots and the other 30,000 were program placements. Each month this involved 1,500 TV contracts and over 6,000 pages of estimates, he said.

The next challenge for the industry, Dr. Banks indicated, will be the "linking of our systems together"; agency computers with those of station representatives or stations, so as to automate "as much as possible the entire TV spot ordering, buying, billing, paying, reporting operation." Airlines and stock brokers have done it, he noted.

Dr. Banks explained that as Burnett works more and more with its computer "we find it necessary to go into finer and finer detail on marketing strategy." He said time after time the analyses show that national media "just don't lay down their advertising weight in the way they ought for the best match against our marketing problems and opportunities."

Dr. Banks said it "may be shocking but nonetheless true AA spot television is one generation behind other major media in concerning itself with the marketing significance of its audience. TV has been so busy producing rating points that attention seems to have been taken away from the fact that advertisers are interested in markets."

The sales managers' conference also heard Jack Harris, vice president and general manager of KPRC-TV Houston, relate his station's experience in qualitative research of its audience. Sterling (Red) Quinlan, vice president in charge of WBKB(TV) Chicago, explained his outlet's new method of tabulating traffic information so that current availabilities are always at hand and are especially helpful to salesmen in preparing new packages to prospects on short notice.

Learn The Language ■ Retiring TvB Chairman Gray predicted the trend to computers will spread and increase "and with the computer comes a new language most of us haven't started to learn." He said TV station customers are using terms that station management doesn't understand today, hence he urged a "back to school" movement to

catch up. Mr. Gray also suggested that stations underwrite the nominal \$100 associate membership fee in TvB for more colleges in order to help improve the training of the industry's new generation.

TvB President Cash recited TV's amazing growth record but pointed out it still is not good enough.

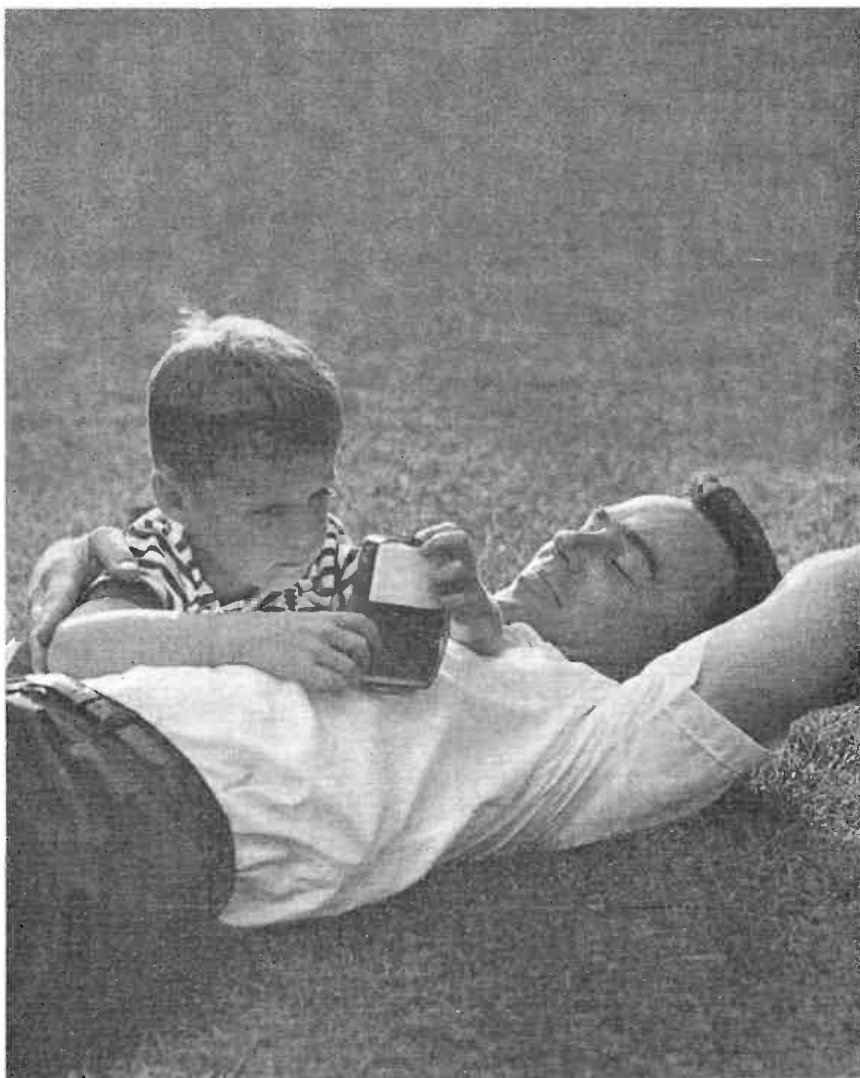
Mr. Cash said he doesn't think "profit is a dirty word." He said he agrees with Dr. McFarland "that the value of something is established in the marketplace and there should be no restrictions placed upon the freedom of this marketplace. I don't agree with

Leonard Lavin, whom I admire as an advertiser, that there is a limit on the amount of money an advertiser has to spend on advertising. I believe such a limit would really mean there was a limit on the size this manufacturer wanted his company to become."

The TvB president continued, "I think we telecasters are too easily impressed with our own big numbers and forget that they can grow larger if we'll only aim our sights higher."

The other new directors elected to the TvB board: Bill Brazzil, WTVJ(TV) Miami; Joseph Dougherty, WPRO-TV Providence, R. I.; Peter Lasker, Cros-

So good to team up with... 1-1-3



... boon companion everywhere

Detroit's good music station ...

W-CAR
50,000 watts

1130 KC

One of a series in Detroit newspapers and The Advertiser

Representation: AM Radio Sales

Salada tries out 'conversation' coffee

Salada Foods, as a test promotion, has put a few cans of Krindleman coffee on Worcester, Mass., supermarket shelves to complement its Stan Freberg radio spot commercials for Salada tea.

Like the commercials, the message on the coffee cans suggests to the consumer that he would be better advised buying Salada tea.

Salada advertising manager Jack Colpitts told BROADCASTING last week

that Salada did not have any intention of getting into the coffee-making business. He indicated, however, that Salada's agency, Hoag & Provandie Inc. of Boston, might expand Krindleman test marketing to other Salada tea markets if the New England test is successful. It was noted, nevertheless, that Krindleman coffee is seen only as a "conversation piece," and its use expanded if it is believed tea sales will benefit.

ley Stations, New York; George Koehler, WFIL-TV Philadelphia, and Howard Stalnaker, WOW-TV Omaha. Frank Headley, H-R Television Inc., was elected treasurer succeeding Mr. Henderson who becomes chairman. Mr. Cash was re-elected president and Jack Tipton, KLZ-TV Denver, was re-elected secretary.

Katz pushing media mix as most effective tool

A new audio-visual spot radio presentation developed by the Katz Agency went into use earlier this month at the nine offices of the station representation firm.

Designed to sell spot radio rather than individual Katz-represented stations, it is described as "objective" in approach. It advocates a TV-radio mix for most effective advertising impact.

Katz officials said the presentation would be directed at agency people at the media decision level.

Among data cited is a Nielsen frequency and reach study showing a jump from 11% to 62% in number of homes reached by five ad impressions when network TV and spot radio were used instead of network and spot TV alone.

Also noted is the finding of a Bruskin "Association-Identification-Measure" study which shows that "most of the adults who watch TV actually spend more time listening to radio."

Final action on Reilly nomination still stalled

John R. Reilly, pending nominee to the Federal Trade Commission, may occupy the Senate's "on-deck circle" for a while before there's room for him on the commission.

The Senate Commerce Committee considered Mr. Reilly's nomination at a closed session Tuesday (Nov. 19), but again put off final action because there is no opening on the commission for him were he to be approved.

Members have indicated that the nominee, now heading the executive office of U. S. attorneys at the Depart-

ment of Justice for \$17,000 a year, faces no opposition from the committee, although he did become involved in some questioning about Justice views and practices on wiretapping during his nomination hearing (BROADCASTING, Nov. 18, 11). The senator who raised the issue is continuing to take it up with Justice, but he said he would not stand in Mr. Reilly's way because of it.

Meanwhile, the man whom Mr. Reilly would replace, FTC Commissioner A. Leon Higginbotham, is having troubles of his own getting the job for

which he's been nominated. Commissioner Higginbotham, a Negro, was nominated to the federal bench in Eastern Pennsylvania Sept. 25, but the Senate Judiciary Committee reported last week that no date for a nomination hearing had been scheduled.

Rep appointments . . .

■ KTUL-TV Tulsa, Okla., KATV(TV) Little Rock, Ark. and WLUC-TV Marquette, Mich.: Peters, Griffin, Woodward, New York.

■ WDBO-TV Orlando, Fla.—Edward Petry & Co., New York, effective Dec. 1.

■ WLKW Providence, R. I.: Robert L. Williams, New York, effective immediately.

■ WNHC New Haven, Conn.: Blair Radio, New York, effective Dec. 1.

■ WIVK Knoxville, Tenn.: Stone Representatives, New York, as national representative.

■ KEZY Anaheim, Calif.: Venard, Torbet & McConnell Inc., New York.

Commercials in production . . .

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager. Approximate cost is listed, where given by producer.

JLN Productions Inc., 124 East 40th Street, New York 16.

Heritage House Products Inc., Pittsburgh (lawn aids); three 60's for TV, live on film. Norton Gretzler, producer. Lee Jones, director. Agency: Wermen & Schorr, Philadelphia. Jerry Samuelsohn, agency producer.

F. K. Rockett Productions, 6063 Sunset Boulevard, Hollywood 28.

Chicken Delight Inc., Los Angeles (restaurants); one 60 for TV, live on film. F. S. Webb, production manager. Agency: Tilds & Cantz, Los Angeles. Marvin Cantz, account executive. Alan Berger, agency producer. Approximate cost: \$4,000.

Pepper Sound Studios Inc., 51 South Florence Street, Memphis 4.

Guerdon Industries Inc., Southfield Mich. (mobile housing); one 60 for radio, jingle. Bud Smalley, production manager. Placed direct. Walter Simcoe, producer.

S. S. Kresge Co., Detroit (dime store); one 60 for radio, jingle. Ernie Berhardt, production manager. Placed direct. W. F. Crissman, producer.

Consolidated Dairies, Birmingham, Ala.; one 60 for radio, jingle. Joe D'Gerolamo, production manager. Agency: Crauswell Advertising, Birmingham. Bruce Crauswell, account executive.

Food Fair Stores; one 60 for radio, jingle. Hub Atwood, production manager. Agency: Radcliffe Advertising, Jacksonville, Fla. Harry Rad-

cliffe, account executive.

Roto-Rooter Corp., Des Moines, Iowa (sewer cleaning); one 60 for radio, jingle. Vincent Trauth, production manager. Placed direct.

Nat Buring Packing Co., Memphis (King Cotton meat products); three 60's for radio, jingles. Joe D'Gerolamo, production manager. Agency: Rosengarten & Steinke, Memphis. Norton Rosengarten, account executive.

Snazelle Productions Inc., 155 Fell Street, San Francisco 2.

TB & Health Association of California (Christmas seals); three 20's for radio, live on tape; three 20's for TV, live on film. Ernest E. Snazelle Jr., production manager. Placed direct. Ken Langley, producer.

WGN Mid-America Videotape Productions, 2501 West Bradley Place, Chicago 18.

Shaler Co., Waupun, Wis. (Rislon oil alloy); one 60 for TV, live on tape. Dale Juhlin, director. Agency: Stern, Walters & Simmons. Keith Holden, account executive.

K&S Films Inc., 5819 Wooster Pike, Cincinnati 27.

All Star Dairy Association, New York (dairy merchandising); seven 10's, seven 20's, seven 60's for TV, live on film. Jack R. Rabius, production manager. Agency: Fessel, Siegfriedt & Moeller, Louisville, Ky. Fred Siegfriedt, account executive and agency producer. Approximate cost: \$6,500.

Kenner Products, Cincinnati (toy projector); one 60 for TV, live on film. Jack R. Rabius, production manager. Agency: Leonard M. Sive & Associates, Cincinnati. Robert Grannen, account executive. Don Poynter, agency producer. Approximate cost: \$1,500.

Burger Brewing Co., Cincinnati (beer); six 10's, six 20's, six 60's for TV, live on film. Jack R. Rabius, production manager. Agency: Midland Advertising, Cincinnati. Jack F. Koons Jr., account executive. Richard Broshar, agency producer. Approximate cost: \$3,500.

VOLUME 8— "FILMS OF THE 50's" NOW FOR TV

FORTY-TWO OF THE FINEST
FEATURE MOTION PICTURES
FROM SEVEN ARTS



**CLIFTON WEBB
DOROTHY McGUIRE
CHARLES COBURN
JILL ST. JOHN
DAVID NELSON
DOROTHY STICKNEY**



**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

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





Opening Gun

In the Marine tradition, "The Lieutenant" goes straight into action and fights to win. Television's first Marine Corps dramatic series stormed the critical beaches only two months ago, and Gary Lockwood already looks like one of the season's conquering heroes.

Harry Harris of the *Philadelphia Inquirer* sees the promise of "another Dr. Kildare." Speaking for the girls, *Boston Traveler's* Eleanor Roberts finds Gary "a fine actor...

(who)...may be the handsome heart-throb of the season." "The Lieutenant," says Bill Irvin of *Chicago's American*, "could well emerge as one of the TV season's most popular military figures."

We agree. Gary attracts both the gun-and-garrison buffs and those who prefer civilian affairs (his, we must say, are very pretty). "The Lieutenant," in short, offers a great deal to every segment of the viewing public, at a choice, early Saturday evening hour.

NBC

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

West Coast SAG members okay TV strike

TWO-THIRDS OF EARNINGS COME FROM TELEVISION

With only one dissenting vote cut out of about 1500 present, Screen Actors Guild members at annual meeting in Hollywood Monday night (Nov. 18) voted to authorize the SAG board to call a strike against TV advertisers and advertising agencies, and TV commercial producers as a result of the impasse in negotiations for a new contract on wages and working conditions in commercials. The vote followed a unanimous ballot by SAG members in New York authorizing the strike (BROADCASTING, Nov. 18).

SAG is in negotiation on filmed commercials jointly with the American Federation of Television and Radio Artists, which represents performers in live TV and radio. Talks are continuing in New York to replace contracts which expired Nov. 15.

Earnings of guild members now total more than \$75 million annually, George Chandler, retiring SAG president told members when he addressed the organization's session at the Beverly Hilton hotel.

He said the \$75 million figure does not include any earnings over \$100,000 a star per picture. Of that amount \$50 million is earned from TV entertainment films and filmed and taped TV commercials, and \$25 million from theatrical, educational and industrial films.

Mr. Chandler also announced the trustees of the Guild-Producer Pension Plan have voted a major improvement—an increase ranging from 10% to 30% in the amount of pension benefits to be paid guild members.

Dana Andrews was installed as new

SAG president, succeeding Mr. Chandler who was elected first vice president. Also elected were Charlton Heston, second vice president; Walter Pidgeon, third vice president; Dwight Weist, (New York), fourth vice president; Ann Doran, recording secretary and Warner Anderson, treasurer.

Mr. Andrews discussed developments in pay TV and what they will mean to the actor when it becomes established on a nationwide scale.

A report was made that the guild collected and distributed to members \$7,852,744 in TV residuals which required the processing of 87,669 checks during the fiscal year ending Oct. 31. Since December 1953, a total of \$36,093,706 has been distributed in TV residuals, SAG members were told.

The guild's gross income for the year was \$885,671, with expenses of \$871,132, leaving a surplus of \$14,539, which brings the guild's total surplus to \$872,963.

During the year, SAG collected \$337,522 in formal claims from employers under its collective bargaining contract, bringing claims collected since the guild's first contract in 1937 to \$4,187,943.

'Battle Line' in 112 markets

Official Films has completed a regional sale on its half-hour *Battle Line* series to Pearl Brewing Co., San Antonio, it was announced last week by Charles King, vice president in charge of sales for Official. Pearl, through

Tracy-Locke Co., Dallas, has signed to buy a one-minute participation in the series on 28 stations in the South and Southwest for 52 weeks.

Other regional advertisers which have bought *Battle Line* in recent weeks include Champlin Oil Co. and the Pacific Gas & Electric Co. The series is now in 112 markets.

NAB says Kahlua too hard for code

A radio spot advertiser of three years ago—Kahlua coffee liqueur—is trying to buy back into the medium but the radio code authority of the National Association of Broadcasters is saying no.

Charles Stone, radio code manager, warned all subscribers last week that the commercials for liqueur violate the code prohibition against the advertising of hard liquor. "Hard liquor is any beverage product classified as a distilled spirit by the alcohol tax unit of the treasury department," Mr. Stone said. Liqueurs are included in this definition.

In late 1959, Kahlua began advertising its liqueur on KDAY Los Angeles and is again soliciting stations in the Los Angeles area for schedules.

Mr. Stone said that 873 (58%) code subscribers have been monitored since April 1 and that, at the time of the first check, 78.2% were in compliance with the code time standards. Of those which were not complying when monitored, 87.8% altered their practices when contacted by the code office for a final compliance of 97.3%, he said. Over 51,000 broadcast hours were checked during the monitoring, Mr. Stone said.

SAG polling members by mail on strike call

Following membership meetings in New York and Hollywood, which voted almost unanimously to authorize the Screen Actors Guild board of directors to call a strike, if necessary to obtain new contract for performers in TV commercials, the guild is polling its 15,000 members.

Guild by-laws provide for an affirmative vote of 75% of those voting in a mail referendum to call a strike. At the membership meeting, the Hollywood count was 1,499 to 1 in favor of a strike call; New York count was 255 to 0 in favor. (Both meetings were closed and the lone Hollywood dissenter was not identified by SAG).

In a letter accompanying the ballot, the guild board declared that "the television industry negotiators' claim—that present rates are too

high and should be rolled back—is fantastic when viewed in the light of the television advertising business, whose growth and profits during the term of our expiring contract are phenomenal."

Citing that the joint advertisers-networks-agencies-producers' committee is "still demanding what amounts to rate reductions ranging from 30 to 65% in the area where the majority of the business is," the guild compares this picture with recent financial statements showing NBC profits for first nine months of this year, "up 70%," CBS net income in third quarter this year "up 97% over last year"; and that net TV broadcast industry income, after expenses, rose from \$171.9 million in 1958 to \$311.6 million in 1962, with gross revenue being "well over

\$1 billion."

Urging return of the marked ballot no later than Dec. 2, the strike referendum letter said:

"In response to the guild contract proposals for adjustment of the inequities in the present contract and reasonable overall increases, the advertisers in their last money offer said they would raise the daily session fee from \$95 to \$100 for on-camera and the rate for a national network program commercial used 13 times nationally in 13 weeks by six-tenths of one percent, plus a very few other similar miniscule raises. They have also agreed to a guild clause against racial discrimination, some improvements in exclusivity provisions and the maximum period of use, and curbs on the 'stealing' of still photos in commercials."

TOY ADS CONTINUE UPWARD TV TREND

Spot budget down \$3 million; network up \$8 million

The sharp upward trend in broadcast advertising for toys continues in 1963, Toy Manufacturers of the U.S.A. President A. C. Gilbert Jr. told a news conference last week.

Referring to a recent in-depth survey on the distribution of the toy advertising dollar, Mr. Gilbert pointed out that broadcast advertising will amount to \$55,375,000, more than half the \$102,196,000 that will be spent on all toy advertising this year.

The broadcasting total, 99% of which was accounted for by television, reflects a gain of 7%, or more than \$3.6 million above last year's totals. Television network advertising was budgeted for \$24,103,000, compared to \$16,247,000 in 1962, while spot television accounted for the remaining \$31,233,000, a decrease from last year's expenditure of \$35,346,000.

Mr. Gilbert called the heavy flow of the toy advertising dollar to television "the most significant change that has taken place in toy advertising in the past 25 years."

He complimented the manufacturers on what he called their "classic" response to public opinion in upgrading their advertising toward a more tasteful presentation and, at the same time, realizing more fully their sales potential.

The toy association's survey shows that all forms of advertising had increases this year to account for the 19% increase over last year's total of \$85,395,000.

Print Up Too ■ The highest percentage gain was recorded in the combined print media: 44% from \$13,918,000 to \$20,131,000. Point of purchase advertising jumped 31% from \$14,116,000 to \$18,605,000.

Mr. Gilbert was quoted as having pegged the decline in spot TV use by toy advertisers to a "saturation" of local children's programs with advertising.

Industry authorities doubted, however, that TV stations actually were running several commercials together, as Mr. Gilbert alleged. And they averred, if this were true then the toy advertisers ought to complain to the FCC. As to "saturation," these observers declared that there are obviously other viewing hours appealing to toy purchasers than the so-called "kiddie" periods—"how about family viewing periods on TV?" they asked.

It's noted additionally that "true" figures on toy purchasing of TV are difficult to come by because brokers in the business buy up local time and sell off to toy manufacturers—the contract is drawn with the station and the manufacturer not mentioned and thus not

reported. There's also an unmeasurable amount of TV used by toy makers in co-op advertising with parent toy firms allocating funds to supermarket and department store advertising.

Another surprising point, said these authorities, was the apparent inclusion of direct mail expenditures with magazine and newspapers in so-called "combined print media."

RADIO INVESTMENT

Workers enthusiastic over management sponsored shows

There is a growing list of big corporations that are turning to local radio in their own backyards to efficiently, economically and effectively communicate with their own employees as well as the public.

The story was related last week by Gerald H. Rideout, director of public relations for the Buick Motor division of General Motors, Flint, Mich., in a



Shown above are Gerald H. Rideout (l) and Bill Lamb discussing a "Factory Whistle" segment. Mr. Rideout is director of public relations for Buick and Mr. Lamb produces and moderates the award-winning show on WKMF Flint, Mich.

talk before the annual conference of the Public Relations Society of America in San Francisco.

He cited Buick's success with its *Factory Whistle* program on WKMF Flint (MONDAY MEMO, Feb. 4), and said six other large corporations have undertaken similar radio ventures of their own. Fifty other major corporations and many smaller firms have the idea under consideration, Mr. Rideout said.

Buick's *Factory Whistle* program (weekdays, 6-7 a.m. and 3:30-4:30 p.m.) started on WKMF Oct. 31 1960,

and this fall was expanded to the second afternoon hour to reach second shift workers. WKMF's Bill Lamb is producer-moderator. The show now reaches 19,000 Buick workers plus the public. It won PRSA's Silver Anvil Award in May.

Last Monday the Hammermill Paper Co. started a thrice daily weekday program on wvyn Erie, Pa., called *The Mill Whistle*. By Thursday, Hammermill's P. R. Horky reported, "it's the talk of the plant and interest and enthusiasm are very high." Show times on wvyn are 6:15-6:30 a.m., 7:30-7:45 a.m. and 2:15-2:30 p.m.

In early September American Motors Corp. launched its *Rambling Along* show for a 13-week trial run on stations in the areas of its Milwaukee and Kenosha plants. WAUX Milwaukee carries the program 6-7 a.m. and 3-4 p.m.; WRJN Racine airs a weekday segment 6-6:45 a.m., and WLIP Kenosha carries a 3-4 p.m. show. AMC's Robert McCoy said reception there has been "enthusiastic too and the company probably will continue the shows."

Several other similar corporate shows stemming from the Buick program have been running a bit longer, Mr. Rideout said. Earlier in the year two other GM divisions, the Guide Lamp division and the Delco-Remy division, both at Anderson, Ind., undertook co-sponsorship of *Factory Whistle* weekdays 6-7 a.m. on WHUT Anderson.

Two programs have been going a year. Clark Equipment Co., Buchanan, Mich., sponsors *Clark News of the Air* weekdays 6:30-7 a.m. on WNIL Niles, Mich. GM's Packard Electric division at Warren, Ohio, sponsors *Assembly Line* weekdays 6:05-7 a.m. on WHHH Warren.

Mr. Rideout said listenership to Buick's WKMF show is high. He reported that more than 85% of all day-shift workers who drive to work hear *Factory Whistle* while they are getting up, dressing, breakfasting and going to work.

Cigarette ad curb urged

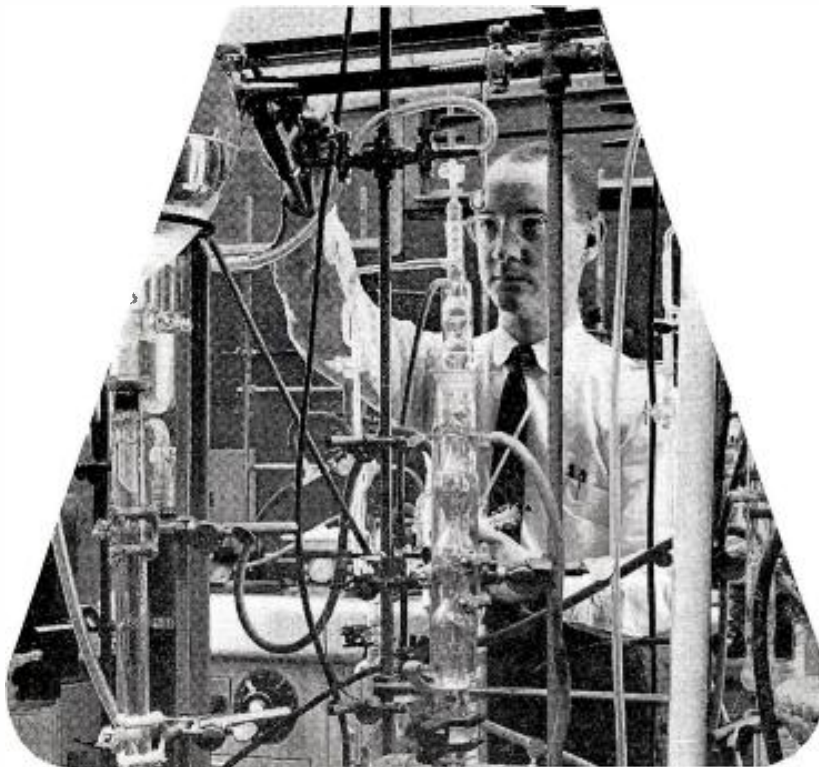
The American Public Health Association last week urged state legislatures to consider laws restricting cigarette advertising, particularly ads appealing to teen-agers. At its annual convention in Kansas City, the association adopted a resolution maintaining that cigarette smoking constitutes a serious health hazard.

Also last week, seven Illinois medical groups recommended that all cigarettes sold in that state be imprinted with a warning that they are a danger to health. A committee representing the seven organizations said that tobacco could be listed as a drug under state law which would authorize the requested warning.

THE CHEMISTRIES OF BUYING POWER

The chemist, tongue firmly wedged in cheek, might write the formula thus: $EBI \cdot G^-$. Or: effective buying income, bonded with or mixed with growth. The little symbol beside the G indicates an electrical charge, and that pretty well sums up what's happening in South Carolina. The Du Pont Orlon plant in the photograph is a good example. Near Columbia, it's only one of many that have chosen to move into the State during a revitalization of industry, producing a growth rate which far outstrips the rest of the nation. For the EBI symbol in that formula, substitute \$5,932 per household, says Sales Management's Survey of Buying Power.

South Carolina looks to the most experienced station (33 years of operating broadcast facilities) for news, information, and entertainment, because WIS Television understands them best. This is why the elements mix and bond.



IN THE SURPRISING NEW SOUTH CAROLINA

WIS

TELEVISION

Columbia, South Carolina

CHARLES A. BATSON, MANAGING DIRECTOR

a station of THE BROADCASTING COMPANY OF THE SOUTH



G. RICHARD SHAFTO, EXECUTIVE VICE PRESIDENT

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

All represented by Peters, Griffin, Woodward, Inc.



can't mistake
his hat...

The WLW salesman's. Because he wears only one. That of WLW Radio or Television.

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.

When Crosley started its own national sales organization over 20 years ago, it was a revolutionary move now widely acclaimed. Just another example of the unique leadership and spirit of the WLW Radio and TV Stations!

Crosley Color TV Network

WLW-C Television Columbus	WLW-T Television Cincinnati	WLW-D Television Dayton	WLW-I Television Indianapolis
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WLW Radio—Nation's Highest Fidelity Radio Station

WLW Sales Offices—New York, Chicago, Cleveland
Edw. Petry & Co., Los Angeles, San Francisco
Bomar Lowrance & Assoc., Atlanta, Dallas

CROSLEY BROADCASTING CORPORATION
a subsidiary of Arco

Interpublic losing \$4 million in billing

Interpublic Inc., which last month became the largest advertising complex in the world, appeared to be suffering growing pains last week in the form of lost billing—estimated to be \$4 million.

At least part of the loss, a portion of the Minnesota Mining & Manufacturing account, was reportedly precipitated by the recent acquisition by Interpublic of Erwin Wasey, Ruthrauff & Ryan (BROADCASTING, Oct. 14) and a resulting product conflict.

Minnesota Mining has moved an estimated \$2 million in billings representing seven divisions of the company out of EWR&R and into another of its agencies, MacManus, John & Adams, Minneapolis. One of the 3M divisions which is moving is Revere-Wollensak, photographic equipment manufacturer, which competes with Bell & Howell whose agency, McCann-Erickson, also falls under the Interpublic corporate umbrella.

Other 3M divisions moving to MacManus, all effective Jan. 1, are Duplicating Products, DI-NOC, Medical, Reflective Products Retail Tape and Gift Wrap.

The broadcast portion of the account, estimated at \$1 million annually, will be handled through MacManus's New York office.

In another switch last week involving an Interpublic subsidiary, the Nestle Decaf instant coffee account at McCann-Erickson, with estimated billings of \$2 million, went to Warwick & Legler.

Delta using 8 cities for 1-hour color special

Delta Air Lines, through Burke, Dowling, Adams Inc., Atlanta, is sponsoring in the eight major cities the airline serves a 60-minute color film produced by Burrud Enterprises at the New Orleans Mardi Gras, in Puerto Rico and the Virgin Islands.

The first showing was Nov. 20 on KCOP-TV Los Angeles. Other stations scheduled for the Delta special are WDSU-TV New Orleans (Nov. 30), KPRC-TV Houston (Dec. 1), WSB-TV Atlanta (Dec. 12), WBAP-TV Fort Worth-Dallas, KRON-TV San Francisco, KSHO-TV Las Vegas and KSL-TV Salt Lake City.

Dual listing denied to two Miami stations

Two Miami television stations which wanted the hyphenated identification of Miami-Fort Lauderdale were rebuffed by the FCC last week on the grounds that the dual city designation is unnec-

essary for competitive purposes and might stifle the growth of UHF television in the latter city.

The two stations were WTVJ (ch. 4), licensed to Wometco Enterprises Inc., and WCKT (ch. 7), licensed to Sunbeam Television Corp. The commission noted that in the past it has allowed stations dual identification if they were "in relatively small communities seeking identification either with neighboring communities or with larger nearby cities." The FCC said that it could "thus improve their competitive position vis-a-vis big city stations" by acting "to enhance the attractiveness of small town stations to national advertisers." This consideration, however, doesn't apply in the case of WCKT and WTVJ, the commission said.

Nielsen, CMB clients to get computer data

A. C. Nielsen Co. announced last week that its station index data would be supplied to the Central Media Bureau in computer tape form. The data will be used for mutual agency clients of Nielsen and CMB.

Nielsen said the arrangement with CMB is not exclusive, and a comparable deal had been made with H-R Representatives whereby H-R uses Nielsen Station Index tapes in its new data processing technique (BROADCASTING, June 17).

Kenneth Schoenberg, CMB president, said the Nielsen data, after feeding through computers, will be used in both pre- and post-spot TV buying services which CMB performs for its agency clients. The computerized information, he said, will be used in facilitating media buying decisions.

CMB performs this service on portions of the spot TV business placed by Compton Advertising; Kenyon & Eckhardt; Doherty, Clifford, Steers & Shenfield; Sullivan, Stauffer, Colwell & Bayles, and Benton & Bowles.

Two Bolling executives to start own rep firm

Richard Swift, president of the TV division of the Bolling Co., New York representative firm, and Richard Koenig, vice president in charge of radio for Bolling, have resigned to establish a new station representative company. The new firm, whose name is currently undergoing legal clearance, has its interim headquarters at 247 Park Avenue in New York.

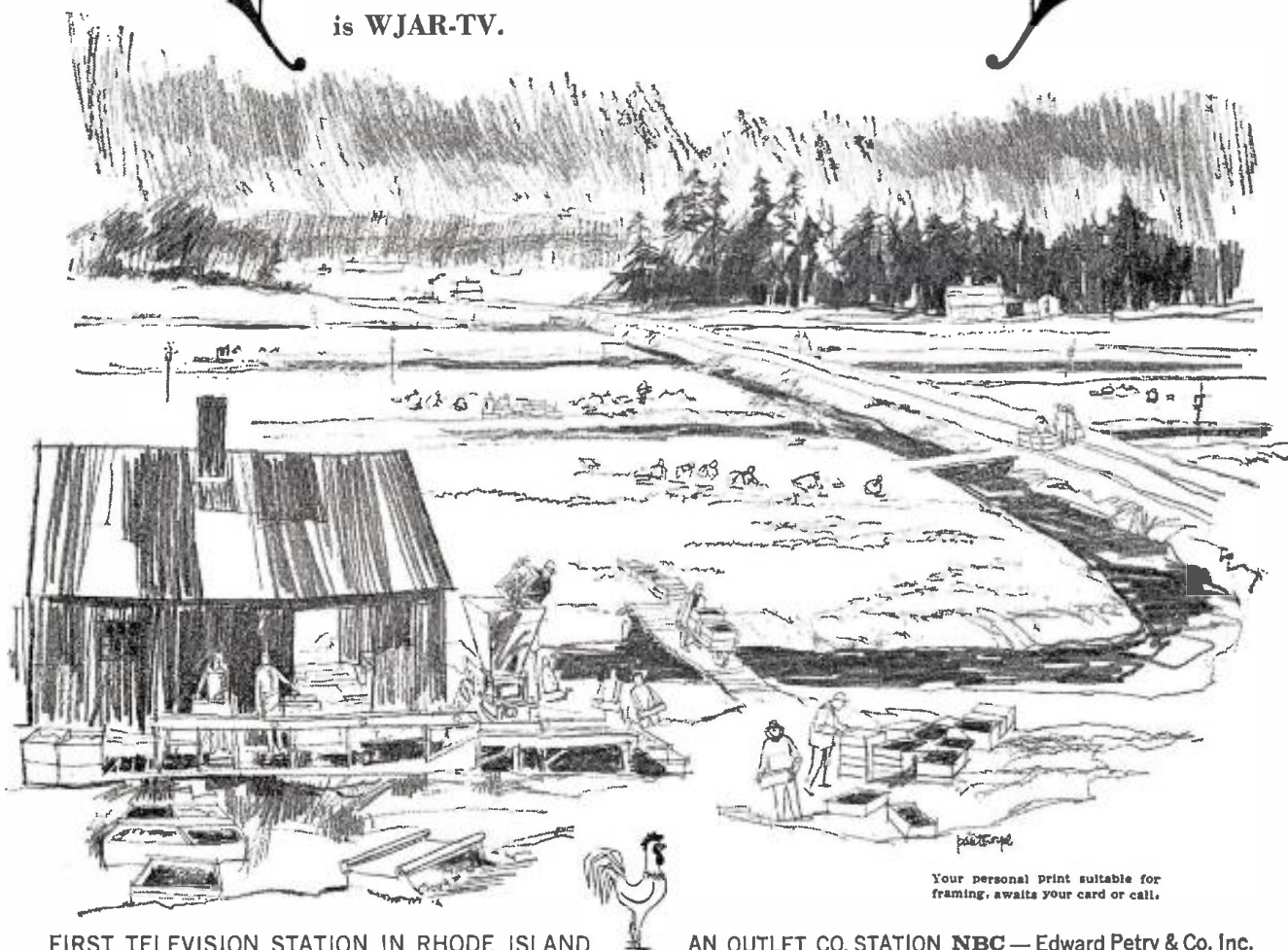
Mr. Swift joined Bolling 11 years ago after being with CBS for 15 years, where he served with CBS-TV and was general manager of WCBS-TV New York. Mr. Koenig has been with Bolling for six years and has also been with MBS.

How High Can A Cranberry Bounce?

"This is a 25-million dollar game we play in Massachusetts, 'specially out on the Cape . . . the place where cranberries got their start.

"A good berry bounces, you see. A bad one don't. So we drop 'em on a board, to sort. Each little red beauty has to hop a four-inch hurdle before he can ship out. Sixty-six million pounds of cranberries picked here this year. And the big thing is *bounce!*"

But then, the whole billion dollar Providence market has bounce. From Provincetown, Chatham, Falmouth, Martha's Vineyard, Middleboro, Brockton and Worcester, all in Massachusetts . . . to New London, Willimantic and Norwich, all in Connecticut . . . enterprising Yankees are prospering. Of course, Providence is Rhode Island. People in television say **Providence is WJAR-TV.**



Your personal print suitable for framing, awaits your card or call.

FIRST TELEVISION STATION IN RHODE ISLAND
BROADCASTING, November 25, 1963

AN OUTLET CO. STATION **NBC** — Edward Petry & Co. Inc.

At CBS: blank check for '64 debates

FOR FACE-OFFS TOP CANDIDATES MAY HAVE WHAT THEY WANT

An offer of practically unlimited free prime time on the CBS networks for debates between the major parties' 1964 presidential and vice presidential nominees was announced Thursday night by Frank Stanton, CBS president.

The offer is good for the eight weeks before election day next November. It would set aside prime CBS radio and TV network time for whatever number of joint appearances the candidates may agree upon, for debates of whatever lengths they wish. The broadcasts would not be available for sponsorship, Dr. Stanton said.

He announced the offer in a speech accepting a gold medal award of the National Institute of Social Sciences, given annually to honorees chosen for "outstanding contributions for the welfare of humanity."

The offer was made on the assumption that Congress will agree, as expected, to exempt the presidential and vice presidential campaigns from Section 315's equal-time restrictions in 1964 as it did in 1960. It was contained in identical letters sent Thursday to the chairmen of the Democratic and Republican National Committees and made public by Dr. Stanton in his speech.

The Proposal ■ In his letter to the party chairmen Dr. Stanton expressed hope that the nominees would agree to face-to-face debates, without the intervention of questioning by panels as in the 1960 debates, and that they would concentrate on a single issue in each confrontation rather than try to cover several issues at once.

He suggested that in the first and final joint appearances in the series the nominees discuss their and their parties' "overall approach . . . to the sum of the problems facing the nation."

These were suggestions, however, and not conditions.

Dr. Stanton cited the rise in public interest and in voting after the 1960 TV-radio debates as indications of "the tremendous implications such candidate-to-candidate confrontations can have in strengthening the democratic processes in our country at their base—the choice of our leadership."

But, he added, a third of the eligible voters still did not vote in 1960 and "we need to do much better in 1964."

Some Issues ■ In urging that the debaters in 1964 concentrate on a single major issue in each broadcast, Dr. Stanton mentioned "civil rights, defense policies, the economy, relations

with our allies, and the containment of our adversaries" as examples.

Although any direct exposition and defense of his views by a candidate is "of great use" to the voter, Dr. Stanton continued, the exploration "should go as deeply and as thoroughly into a subject as possible. . . . The candidates' exhaustive discussion, in depth, of overriding issues could be the single most powerful force in educating our citizens, not only better to meet their electoral responsibility, but also to participate more actively and more usefully in the continuing colloquy that is the essence of self-government."

In his Institute speech Dr. Stanton said the failure of Congress to free broadcasting from Section 315's restrictions on primaries as well as election campaigns "is a cause for deep regret

on the part of everyone concerned with a fully informed electorate."

Limited Freedom ■ Section 315, the political broadcasting law, originally required that if a station allowed any candidate to appear on any kind of broadcast, it must provide equal opportunities for all other candidates for the same office to appear.

The law was amended in 1959 to exempt most kinds of news presentations from its equal-time restrictions.

In 1960, Dr. Stanton, during hearings on proposals to make further modifications of the law, suggested it be suspended, as a test, in all its applications to contests for the Presidency and Vice Presidency. The suspension was later voted for the 1960 elections.

In a ploy of one-upmanship, Robert W. Sarnoff, chairman of NBC, got off wires to the two party candidates, offering free time for debates on NBC's radio and television networks, as soon as both had been nominated. That set the stage for the Great Debates between John F. Kennedy and Richard M. Nixon.

The Status Now ■ Leading broadcasters, including Dr. Stanton and Mr. Sarnoff argued for further liberalization of the political broadcasting law in the wake of the 1960 elections. The House has passed a resolution that would make essentially the same conditions of suspension for the 1964 elections as were imposed in 1960. The Senate has passed another resolution that differs only in minor details from that passed by the House. Neither measure would become effective until after both parties hold their nominating conventions.

Stanton's Kudo ■ On the occasion of his speech last Thursday, the CBS president was one of four honorees who received the National Institute of Social Sciences' gold medal at the organization's 50th anniversary awards dinner in New York. The others were Dr. Katharine McBride, president of Bryn Mawr college; Dr. Nathan M. Pusey, president of Harvard University, and Arthur H. Dean, chairman of the U. S. delegation to the Geneva disarmament conference.

The citation accompanying the award to Dr. Stanton hailed his "outstanding leadership" in radio and television and his work in the Rand Corp. research organization and as founding chairman and now a trustee of the Center for Advanced Study in the Behavioral Sciences.



Dr. Stanton, long the broadcasters' most consistent advocate of liberalization of the political broadcasting law, appeared last March before the House Communications Subcommittee (see picture above) to urge the "out-right, permanent and total repeal" of Section 315. So far the House has agreed only to suspend the law in its application to the candidates for Presidency and Vice Presidency in the 1964 elections. Another bill only slightly different from the House version, has passed the Senate.

rasp

Programs that rasp on people seldom grasp the mind or heart. When a broadcaster rants, it rankles. Very odd. Especially since nagging programming seems to go hand in hand with lagging ideas. People watch. People listen. 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.



How Henry would broaden educational television

Educational television broadcasters were urged by FCC Chairman E. William Henry last week to start competing with commercial stations for mass audiences.

"As far as I'm concerned," said Mr. Henry, "you can even use Gina Lollobrigida to fill up your screen, build up your audience and give you a good lead-in."

Mr. Henry addressed the annual convention of the National Association of Educational Broadcasters in Milwaukee.

He said the programing function of educational stations ought to be expanded beyond its original conception as primarily a teaching operation. In fact, he said, the FCC ought to come up with a new name for ETV.

"You are more than educators," he said. "You are broadcasters serving your community, and your title should be broader than it now is in order to reflect your broader responsibilities."

If Mr. Henry has his way, the FCC will redefine its program policy for educational stations. In the past, he said, the FCC has granted stations to any educational group that promised a "minimal service." Now



Miss Lollobrigida
Bait for the ETV audience?

that the FCC has undertaken to provide more educational stations and is receiving more applications for them, the FCC needs to provide more specific guidelines.

Chairman Henry pointed out that the FCC now has 350 channels reserved for ETV and, in its new table of allocations, purposes to reserve an additional 350. He promised the FCC would give the "most serious consideration" to the NAEB's request for the reservation of 1,200 channels (BROADCASTING, Nov. 11).

President's Report • In his address to the membership, NAEB President William Harley said the NAEB's allocation plan enhances ETV's likelihood of obtaining sufficient channels for its future growth. He said a new profession of broadcaster-educator is being born with 10,000 persons now professionally involved in educational radio and TV. Today there are 150 colleges and universities offering 2,000 courses in broadcasting to 3,000 undergraduates, he said.

Mr. Harley outlined a six-point plan calling for a comprehensive reorganization of the NAEB. He said the association as presently constructed cannot adequately serve all its classes of memberships.

Special interest programs Weaver's ace

HIS WEST COAST PAY TV WILL RUN GAMUT FROM BASEBALL TO BACH

"We're going to offer the kind of programing the networks can't," Sylvester L. (Pat) Weaver, recently appointed president of Subscription Television Inc., said last week.

"We'll have cultural programs, how to-do-it shows, programs of self-improvement and education, rodeos and other such sporting events, lots of special reporting. If you compared it to a newsstand the networks are like *Life* or *Look*. They offer something for everybody but they predetermine what everybody is going to see. We'll run the whole gamut of special interests, from *The New Yorker* to *Popular Mechanics*, from *Atlantic Monthly* to *Sports Illustrated* or *Field and Stream*.

"We can serve special interest groups; the networks have to concentrate on the mass audience," the veteran broadcaster said. "Of course we'll have lots of good entertainment," Mr. Weaver continued while declining to mention any projected programs until contracts for

them have been signed.

STV plans to have its pay system in operation July 1 with at least 20,000



Pat Weaver

homes linked by coaxial cable to receive Los Angeles Dodger and San Francisco Giant home games and other programs.

Subscription TV service will be the "quantum jump"—the next massive advance in the field of audio-visual communication, Mr. Weaver said Wednesday (Nov. 20) when he talked about pay TV at a Greater Los Angeles Press Club luncheon meeting. He stressed that he had been on the job but a few weeks and "lawyers are telling me all the things I cannot say." It's a legal problem, he added, saying he would answer no questions about money and other specifics.

Describing home cable TV as a "fabulous jump forward" in communications, the veteran ad agency and network executive described the programing in which his company will operate as entertainment, the arts, self-improvement and instruction, non-fiction, special interest; complementing, not replacing radio, motion pictures and com-

mercial TV. Only thing definite at this time are the Dodger and Giant games, with the cost of home TV to be "in the area of the general admission price" to a ball game.

Mr. Weaver expressed belief that one-third of the population has "a passionate interest in some phase of cultural TV programing and will pay to see it." He said he didn't believe the pay system would hurt commercial television "which deals in programs of acceptability rather than total absorption—we want the passionate audience." As an advertising man, he said that commercials on pay TV would be completely ridiculous.

Reports that theater owners have a war chest to oppose pay TV were shrugged off by Mr. Weaver who said that they (the theater owners) "opposed talking pictures, color, wide screen, drive-ins, radio and commercial television, so naturally we expect them to oppose us."

Mr. Weaver said he feels that movie theaters "which have lost 85% of their

adult audience" might be helped by the exposure of new "A" movies on pay television.

John Burke, assistant vice-president of Lear Siegler Inc. and a director of Subscription Television, said the cable system would have a decoder giving the subscriber choice of three channels plus a "free" service of 24 hour stereo high-fidelity music. Checking for billing of the service would be done by sending electronic impulses over the cables, giving a central office an accurate check on what channel the subscriber is using, he said. It is planned to have a \$10 installation charge for the decoder, which will not interfere with the normal operation of the set. An additional \$1 per week charge will be made for the stereo music and "bonus" programs.

After his news conference in Los Angeles, Mr. Weaver made a quick trip to San Francisco where he appeared on KQED(TV), that city's educational station and held a second news conference.

JERRY LEWIS REPLACED BY 'PALACE'

ABC-TV pays off comedian, renames theater, moves show

ABC-TV last week completed the negotiation of Jerry Lewis's contract, switched some of its programs in this season's schedule but left a few questions.

NBC-TV, in an independent move, revamped a story line in one of its series (*Temple Houston*) and worked with Colgate-Palmolive toward scheduling a replacement for *Harry's Girls* which leaves the air in about a month.

The Jerry Lewis negotiation started a brush fire in rumor as to the actual settlement price on the contract which had been made for 40 shows this season with options to renew each year for a total of five years. The show's run—placed this season in the Saturday, 9:30-11:30 p.m. period—has been shortened to 13 weeks and a new variety show, *Saturday Night at the Hollywood Palace*, takes over Jan. 4 in the 9:30-10:30 slot, leaving the question of what will follow. At least a half hour apparently will be returned to affiliates, it was said, and possibly a full hour (10:30-11:30).

What Price Glory ■ Another major question: How much did ABC pay comedian Lewis for the contract settlement? Any estimate apparently was accepted by the TV business and one could take his choice. One problem in figuring the cost to ABC was the disposition of the El Captain Theater where the show originates and which had been renamed the Jerry Lewis Theater.

Originally the theater was leased by NBC for such TV productions as the old *Comedy Hour* and for early Bob Hope programs. It also had been used

in radio and as a legitimate theater.

More recently ABC had leased the theater for Frank Sinatra's programs. For Mr. Lewis, the theater had been completely renovated along with new equipment (camera and audio) and marquees at a cost quoted anywhere from \$500,000 to just under \$1 million. The revamp reportedly was approved step by step by Mr. Lewis.

In the contract with the comedian, ABC had an arrangement in the leasing which eventually—about two years or so—would turn over the property lock, stock and barrel to Mr. Lewis. Sources claimed Mr. Lewis perhaps received as much as \$2 million in the settlement.

New Neons ■ The new program, ABC-TV said, would continue to originate at the theater, deftly titled by ABC as the ABC Palace Theater. Production of the new variety show will be under the supervision of Nick Vanoff, who is producing Bing Crosby specials this season and who formerly produced Perry Como programs among others.

Other changes by ABC-TV: *The Farmer's Daughter*, also new this season, moves from Friday, 9:30-10 p.m., to Wednesday, 8:30-9 p.m., effective Dec. 4, swapping time periods with *The Price Is Right*.

ABC-TV said *Farmer's Daughter* will join two other comedies, *Ozzie and Harriet* and the *Patty Duke Show* on Wednesdays, and *Price* will obtain a better competitive position.

Also expected, but not announced, will be the demise by early winter of *Laughs for Sale*, Sundays, 10-10:30.

WDKD'S DAY IN COURT

Three-judge panel hears appeal on license revocation

The latest battle in the continuing legal war over the license of WDKD Kingstree, S. C., was waged last week before the U. S. Court of Appeals for the District of Columbia, with the FCC defending its refusal to renew the station's license (BROADCASTING, July 30, 1962) and WDKD fighting for its life. Appearing as a friend of the court was the American Civil Liberties Union, which fears the FCC is coming dangerously close to censorship in attacking the station's programing.

Vernon L. Wilkinson, the attorney defending the station before the court, noted that the death penalty meted by the FCC was based on two charges: that Charlie Walker, a WDKD disc jockey, aired "vulgar" shows and that E. G. Robinson Jr., owner of the station, deliberately misrepresented his knowledge of the broadcasts.

Mr. Wilkinson attacked the FCC's decision as being program censorship on the first count and unsubstantiated on the second. A member of the Washington communications law firm of McKenna & Wilkinson, he cited Supreme Court rulings on books, magazines and motion pictures to bolster his contention that the commission has no business interfering with programing. The First Amendment protects citizens from such government regulation, Mr. Wilkinson said, and it would only be permissible in the WDKD case if the commission had charged and could prove obscenity, a criminal offense.

The "public interest" standard was the only rule invoked by the FCC in cracking down on the Walker shows, Mr. Wilkinson said, and hence the commission's action amounts to a violation of the First Amendment.

Specific Complaints ■ On the subject of Mr. Robinson's alleged misrepresentations to the FCC, Mr. Wilkinson noted that WDKD's owner had denied knowledge of eight specific remarks of Mr. Walker's, drawn from tapes supplied to the commission by a rival station. Mr. Wilkinson noted that Mr. Robinson's letter to the FCC denied knowledge of "these" specific remarks and that after receiving the tapes he promptly fired Mr. Walker. The commission had charged Mr. Robinson with misrepresentation because witnesses at the FCC's hearing on license renewal had claimed that Mr. Robinson over the years had received complaints about the Walker broadcasts.

The ACLU's case was presented by Harry M. Plotkin, a Washington attorney who formerly was assistant general counsel of the FCC. He called for a "middle ground" between the positions



More post-50 movies from MGM to TV

MGM-TV, closing out its three-day annual sales meeting last week, announced it will release 40 post-1950 feature films to TV in 1964.

Among the new releases by the syndication company to be added to an MGM-TV distribution list which already includes 90 post-1950 features are "All At Sea," "Doctor's Dilemma," "On the Town," "Red Badge of Courage," and "Tea and

Sympathy."

Shown above, perusing a brochure on *Zero One*, international crime detection series, another MGM-TV package going into distribution on Jan. 1, are MGM-TV officials (l-r) Karl Von Schallern, field sales supervisor; John B. Burns, sales vice president and Richard A. Harper, director of feature films and syndicated sales.

taken by the commission and WDKD, maintaining that the case should be sent back to the FCC for a more precise ruling. The public interest standard is specific enough if the commission "appropriately applies" it, but in this case the FCC has been "lazy" and might scare "the rare and courageous licensee who has a message." He claimed it is necessary to "further define" objectionable material so stations can have some guideline in their programing and not have to "throw themselves on the mercy of the commission" during renewals.

The FCC's case was argued by Daniel R. Ohlbaum, associate general counsel. He acknowledged that the death blow dealt to WDKD was based on misrepresentation and "smutty and offensive" programs, but he claimed that the first charge was sufficient in itself to disqualify Mr. Robinson from holding a license.

Mr. Ohlbaum charged that the FCC wrote to Mr. Robinson asking him about the Walker broadcasts and that Mr. Robinson's reply had denied knowledge of any objectionable programs. Then the FCC sent the tapes to WDKD's counsel, Mr. Ohlbaum said, and he listened to part of them and jotted down the eight excerpts, which he then sent to Mr. Robinson with a note advising him to discontinue such programing. That prompted Mr. Robinson's dis-

claiming letter. Mr. Ohlbaum claimed, and if the WDKD owner was referring only to those eight specific comments "that was a lack of candor in itself." But the fact is, Mr. Ohlbaum said, that Mr. Robinson told the commission hearing examiner that he was generally ignorant of that sort of material being broadcast.

Other Cases ■ On the question of program censorship the FCC attorney also stood firm. He charged that WDKD has tacitly conceded through the case that Mr. Walker's shows, which constituted more than 25% of the station broadcast day, were often vulgar, and he said the courts have already upheld the FCC's power to lift licenses for "improper conduct." He cited, among others, the KRLA Pasadena, Calif., case, in which the Supreme Court recently reviewed a court of appeals decision which upheld the FCC (BROADCASTING, Nov. 18).

Mr. Ohlbaum disputed the ACLU position that stations would be afraid to program "boldly" unless more specific program standards are defined. "This case [WDKD] is clear," Mr. Ohlbaum said, but if a licensee undertook to defend his programing, the FCC would lend great weight to the station's argument. WDKD never disputed the commission's contention that the Walker broadcasts were objectionable, and Mr. Ohlbaum maintained that there is no

reason to use the case as a vehicle for the launching of a general opinion on programing.

Mr. Ohlbaum also said that before its hearing on renewal WDKD had asked the FCC to examine its overall programing in hopes that the commission's wrath might be eased. But, Mr. Ohlbaum related, the statistics revealed that no educational programs had been aired by the station and that it had exceeded by 400 its estimate of the number of commercial spots it would run in a week.

Mr. Wilkinson countered these charges by arguing that WDKD had aired announcements on behalf of schools and that many of the commercial spots were 10 seconds as well as 30 seconds long. At all times, he said, the station was within the NAB recommended commercial time limitations.

WDKD last September had asked that the case be heard by the full court of nine members (BROADCASTING, Sept. 23), but last week's arguments were heard only by the customary three-judge panel, which consisted of Chief Judge David L. Bazelon and Judges Wilbur K. Miller and George T. Washington.

'Life Line' attracts new fairness request

The FCC's fairness doctrine has helped generate a request by the National Farmers Union for free time on 500 radio stations to reply to Life Line Inc. broadcasts on the stations opposing the foreign aid program.

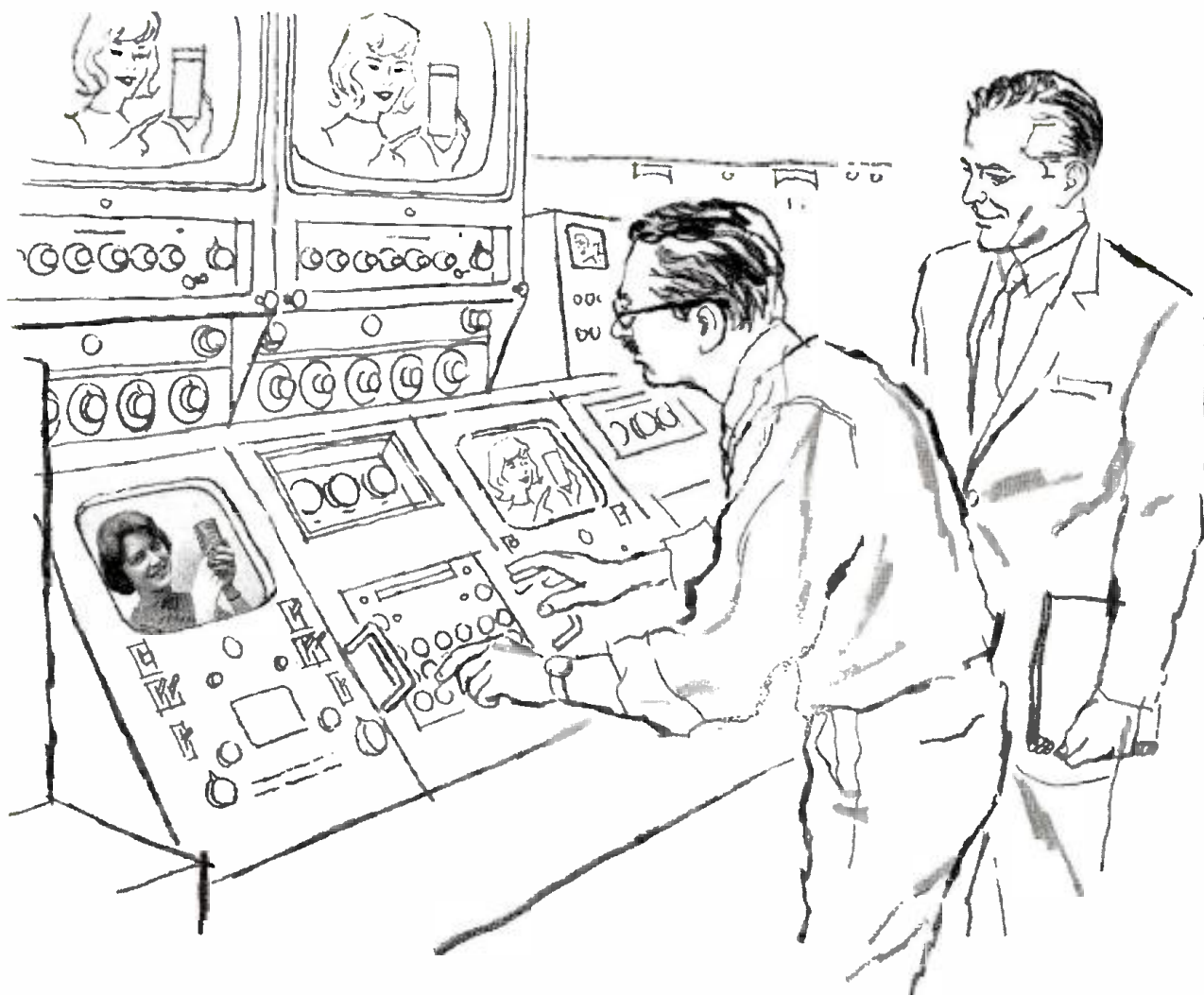
The NFU asked the stations to carry a 15-minute tape it prepared as a public service "towards the objective of presenting both sides on this crucial issue and under the provisions" of the FCC's fairness doctrine.

The request was sent Nov. 13 over the signature of NFU President James Patton. Within a week, 105 replies were received at NFU headquarters in Washington. A spokesman said 50 stations agreed to take the tape, while 35 turned it down. The remaining 20 stations were considered "possibilities." The spokesman expressed satisfaction with the response.

One of those rejecting the tape was WIBW Topeka, Kan. Thad M. Sandstrom, vice president and general manager, told the NFU that WIBW has carried "many programs which have discussed fully various aspects of the foreign aid issue."

"In our judgment," he added, "this station has more than adequately met the provisions of the commission's fairness doctrine—and, in fact, if anything, we believe more time has been devoted to programs and statements supporting the foreign aid program than to those in opposition. . ."

Cycle Start ■ Mr. Sandstrom also



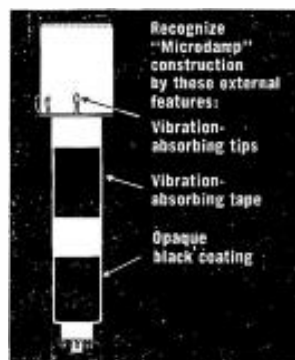
For Picture Quality Sponsors Want Use the New RCA-7295B and 7389B Image Orthicons

You'll air the sharpest product shots ever with these two new 4½" field-mesh image orthicons, each a substantial improvement over its predecessor types.

Improvement in 7389B over 7389A... New improved and tighter limits in: signal output current—operating sensitivity—background uniformity—signal uniformity • Increased amplitude response • Highest signal-to-noise ratio of any commercial image orthicon (95:1 at 4.5 Mc) • Decreased microphonics • Improved detail response with best gray scale obtainable FOR LIVE B&W STUDIO PICKUP AND MAGNETIC TAPE RECORDING OPERATIONS.

Improvements in 7295B over 7295A... Improved background uniformity • Higher signal-to-noise ratio (75:1 at 4.5 Mc) • Improved signal uniformity • Higher signal output levels • Lower microphonics • More stable sensitivity characteristics. FOR B&W VIDEOTAPING.

INCORPORATING NEW "MICRODAMP" CONSTRUCTION



"Microdamp" construction in these new image orthicons reduces microphonic noise in the output signal by isolating the target-to-mesh assembly from the effects of external acoustical noise and camera vibration, and by damping out internally induced vibration of the target.

An opaque black coating is applied to lower part of tube which eliminates possibility of "washed-out" pictures due to extraneous light entering tubes.

RCA ELECTRONIC COMPONENTS AND DEVICES, HARRISON, N.J.



The Most Trusted Name in Electronics

AVAILABLE THROUGH YOUR AUTHORIZED RCA BROADCAST TUBE DISTRIBUTOR

FOR NAME AND ADDRESS OF YOUR LOCAL DISTRIBUTOR WRITE OR CALL YOUR NEAREST RCA DISTRIBUTOR PRODUCTS SALES OFFICE—NEW YORK, NEW YORK: 36 W. 49th St., MU 9-7200; NEEDHAM HEIGHTS 94, MASS.: 80 "A" St., HI 4-8480; WASHINGTON 6, D. C.: 1725 "K" St., S.W., FE 7-8500; ATLANTA, GA.: 134 Peachtree St., N.W., JA 4-7703; CLEVELAND, OHIO: 1621 Euclid Ave., CH 1-3450; CHICAGO, ILL.: Merchandise Mart, 467-5900; DALLAS 7, TEXAS: 7901 Carpenter Freeway, ME 1-3050; KANSAS CITY 14, MO.: 7711 State Line, EM 1-6462; LOS ANGELES 22, CALIFORNIA: 6801 East Washington Blvd., RA 3-8361.

November TvQ ratings by age

Rank	Program	Total audience TvQ*	Age groups				
			6-11 TvQ*	12-17 TvQ*	18-34 TvQ*	35-49 TvQ*	50 + TvQ*
1	Bonanza (NBC)	54	53	67	46	47	59
2	Beverly Hillbillies (CBS)	50	82	66	37	43	42
3	Saturday Movies (NBC)	48	53	58	48	46	39
4	World of Color (NBC)	45	66	51	35	37	44
5	Andy Griffith (CBS)	43	61	45	34	40	46
6	Red Skelton (CBS)	42	68	52	32	36	38
7	Combat (ABC)	40	51	53	42	37	24
8	Dr. Kildare (NBC)	39	48	42	36	31	44
8	Gunsmoke (CBS)	39	50	37	30	38	46
8	Monday Movies (NBC)	39	40	46	40	41	28
8	Virginian (NBC)	39	41	48	32	36	42

*Percentage of those familiar with program and who say it is one of their favorites.
Copyright Home Testing Institute, Inc., 1963

said that, by requesting free time, "you are inviting others who oppose your views to do the same" whenever the station carries programs supporting the NFU.

However, he said, if the station were to receive a request for time in response to a pro-NFU program it would reject it on the ground that the station has already adequately covered "all major points of view on the farm program."

Life Line Inc., whose programs are sponsored, invited the NFU to present its views on one of Life Line's taped broadcasts rather than request time from the stations. An NFU official said the offer was declined because

the organization's own tape had already been prepared.

The program opposing foreign aid, which was carried Oct. 26, was the second Life Line broadcast to stimulate a request for free time for reply. Last August, the Citizens Committee for a Nuclear Test Ban Treaty asked the stations for an opportunity to respond to a Life Line program opposing the treaty (BROADCASTING, Aug. 26).

The same committee also asked for free time on more than 300 stations carrying two Manion Forum programs opposing the treaty (BROADCASTING, Sept. 2). In both requests, the committee cited the FCC's fairness doctrine.

ITC'S FIVE-YEAR PLAN

Has \$50 million bankroll to invest in plans for co-production of television programs

Independent Television Corp. will allocate \$50 million over the next five years to co-produce TV program series, Michael Nidorf, ITC president, announced last Wednesday (Nov. 20).

ITC will not produce programs itself, Mr. Nidorf stressed, but will seek production associations with the networks, U. S. independent producers, talent agencies and major station groups. ITC, in turn, will gain the distribution rights to the series.

"ITC is prepared to guarantee up to two-thirds of the production costs of a series from sales outside the United States," Mr. Nidorf stated. "This assures a handsome built-in profit for the series from its U. S. sale to a network, or from its first-run release, if put into syndication."

ITC is a subsidiary of the British-owned Associated Television (ATV), one of the leading program contractors in the United Kingdom. Mr. Nidorf's reference to a guarantee presumably means that series to be undertaken will

be produced outside the British quota and can rely on sales in the UK and throughout the world in addition to U. S. sales.

ITC's blueprint, when implemented, will represent the most ambitious effort of a British-owned company to "crack" the U. S. market. ITC distributes various syndicated shows, including the *Jo Stafford Show* in the U. S., and has sold several programs to the networks for daytime showing. In addition, ITC is a co-producer of *Espionage* along with Plautus Productions and NBC-TV (Wednesdays, 9-10 p.m.).

Mr. Nidorf emphasized that ITC's policy is to bring completed series into the TV market and "not just a pilot." He added that it is ITC's objective to make "co-production so creatively rewarding and financially attractive" that producers, networks, talent agencies and station groups "will want to work with us and reap the benefits of our resources and distribution set-up, both domestic and international."

AFL-CIO to survey right-wing programs

A "nationwide program to insure fairness" by radio and television stations toward labor is planned by the AFL-CIO national headquarters in Washington. As the first step in the campaign, AFL-CIO President George Meany has asked locals across the nation to survey stations to determine whether they are carrying conservative-type programming which might contain statements considered unfair to organized labor.

In a letter to the local unions, Mr. Meany said organized labor's story is not always being told by radio-TV. He included a copy of the FCC's July 26 statement on fairness, which the union president said "clarifies" the broadcasters' responsibilities to present all sides on controversial issues.

Mr. Meany asked the locals to report to their state organizations which in turn are reporting to the national AFL-CIO headquarters on conservative programming. He asked that programs by the following specifically be checked to see if they were being carried by local stations: Manion Forum, Christian Crusade (Billy James Hargis), America's Future (R. K. Scott), Human Events, 20th Century Reformation Hour (Dr. Carl McIntyre), National Right-to-Work Committee, LifeLine, National Education Program (Harding College) and Dan Smoot.

AFM again opposing renewal for WWL-TV

The American Federation of Musicians (AFL-CIO, local 174) is so disturbed over the programming of WWL-TV New Orleans that it last week asked the FCC to deny the station's renewal application; or failing this, to designate a hearing to investigate its local live programming record.

Last week's petition by AFM was not the first time the union has requested that the commission not renew the station's license. The union made a similar attack against WWL-TV when the license was up for renewal about a year ago. Although the commission disqualified AFM's position it granted WWL-TV's license for a one-year period only because the station failed to produce the local live programming that it promised in its original application for the channel 4 facility (BROADCASTING, Dec. 12). At that time the commission warned that licensees had best not disregard proposals which have been made. The commission's decision was based on the findings of the KORD Pasco, Wash., case, which has been invoked a number of times since.

AFM claims that WWL-TV, which is

3

STATIONS

1

RATE CARD

1

CONTRACT

1

INVOICE

1

AFFIDAVIT

995690

unduplicated ABC homes covered*

Good arithmetic. Good business, too. The three stations of Ga.-Tenn. Network put you in touch with just under a million homes in America's tenth largest television market. And it's as simple as dealing with only one station. It's the efficient way to buy a market

that buys over \$6½ billion** worth of consumer goods each and every year. Try it now and see for yourself.

*1963 ARB COVERAGE STUDY; 1962-63 TV FACT BOOK; SEPTEMBER 1962 NIELSEN TV SET OWNERSHIP ESTIMATES
**SALES MANAGEMENT 1963 SURVEY OF BUYING POWER

AUDIENCE MEASUREMENT DATA ARE ESTIMATES ONLY...SUBJECT TO DEFECTS AND LIMITATIONS OF SOURCE MATERIAL AND METHODS. NEITHER BLAIR TELEVISION NOR ITS REPRESENTED STATIONS ATTEST TO THE ABSOLUTE ACCURACY OF DATA PROVIDED.

Ga.-Tenn. Network ***WTVM*** ***WAIL*** ***WTVC***
REPRESENTED BY BLAIR TELEVISION, BTA DIVISION Columbus Atlanta Chattanooga



*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

74 (PROGRAMING)

'Limits' extended

While ABC-TV was cancelling Jerry Lewis and shifting other shows to bolster their ratings, there was one program that it decided was doing OK (see page 69). *The Outer Limits* (Mondays, 7:30-8:30 p.m.) was extended from its original 26-week contract to 32 weeks.

The program is produced by Daystar-Villa di Stefano.

owned by Loyola University, has still failed to fulfill its promised schedule or percentage of local live shows—in particular musical shows. The union said that when the station's original application was being processed its members worked sans pay to aid Loyola in demonstrating the feasibility of presenting 24.27% of its programming with local talent.

The union said that WWL-TV presently presents only 16.14% of its programming as local live—using no musical talent—and has still failed to meet the 24.27% proposal.

Carling Open to CBS-TV on four-year contract

CBS-TV has won the exclusive rights to telecast the \$200,000 Carling World Golf Championship for the next four years.

The network will devote four hours of live coverage to the first tournament, to be held at Oakland Hills Country Club, Birmingham, Mich., next Aug. 27-30. Future tournaments will be held in the U. S., England and Canada.

Sponsored by the Carling Brewing Co. of Cleveland, through Lang, Fisher & Stashower, Inc., the event is the first to have an international field that must qualify through open competition.

Senior Bowl game is question mark at NBC

Still up in the air late last week was the question whether NBC-TV would drop its planned Jan. 4 coverage of the Senior Bowl game from Mobile, Ala. in a dispute over the eligibility of Negro players.

The network last week asked bowl officials for a "clarification" of their rules on Negro players, but by Thursday (Nov. 21) no word had been received from Mobile. On Wednesday Carl Lindemann Jr., vice president NBC Sports, said it could be assumed that the game would be dropped if Negroes are not allowed to play. In a similar case earlier this month, NBC-TV canceled plans to broadcast the an-

nual Blue-Gray game at Montgomery, Ala. Dec. 28 because officials there said a Negro player ban would be continued (BROADCASTING, Nov. 11, 4).

Sponsors lined up for the Mobile telecast are: Brown & Williamson Tobacco Co., Colgate-Palmolive and Texaco.

'Esso World Theater' to be on 4 stations

The new *Esso World Theater* TV series on eight different national heritages has been booked into four north-eastern cities, with the premiere program on England to be shown Jan. 12 on WOR-TV New York.

The initial offering, "England: Puritan Versus Cavalier," which traces the historic battle of morals between the two sides, will be shown later in January on WHDH-TV Boston; WOKR-TV Rochester, N. Y., and WNHC-TV New Haven, Conn. Each station will repeat the segments within 11 days after they first are aired.

In succeeding months, similar programs outlining the heritage of Greece, Nigeria and Japan will be shown.

Standard Oil of New Jersey and its agency, Needham, Louis and Brorby, are still negotiating for programs about four other countries that will round out the series. Bert Lawrence's Newmark International Inc. is producer.

Struck stations give strikers equal air time

Some of the air personalities of WJW-AM-TV Cleveland appeared on WJW-TV last Wednesday (Nov. 20) even though they were on strike against the stations.

The performers, members of the American Federation of Radio and Television Artists, were given "equal time" to answer a management presentation of Monday (Nov. 18) on the strike.

Major unsolved issue of the walkout as of Thursday (Nov. 21) involved fees to be paid for commercials on participating programs.

The stations, owned by Storer Broadcasting Co., remained on the air throughout the strike with the aid of supervisory personnel from Storer stations in Atlanta and Miami.

Film sales . . .

Science Fiction features (United Artists TV): Sold to WSJV-TV Elkhart, Ind.; WQAD-TV Moline, Ill.; KGO-TV San Francisco; WAFB-TV Baton Rouge, La.; WREX-TV Rockford, Ill.; WVEC-TV Hampton-Norfolk, Va.; KVXM-TV Monahans, Tex.; WFLA-TV Tampa, Fla.; WBAY-TV Green Bay, Wis.; KOAT-TV Albuquerque, N. M.; WMBD-TV Peoria,

BROADCASTING, November 25, 1963

One good thing leads to another



1,000 Watts to



10,000 Watts to



20,000 Watts

It also leads to an easy, economical method of matching your equipment to your FM growth. You start with Collins 830D-1A 1,000 watt transmitter. You'll get immediate benefit from its stability. You'll like the operating and adjusting convenience as well as its clean, accessible design. Adding stereo takes just a few minutes.

As your operation grows, all you need

do is add on a final power amplifier cabinet, making the 830D the driver unit. You now have an 830F-2A 10,000 watt transmitter. The addition of stereo still takes just minutes.

To increase to 20,000 watts you simply add another final power amplifier and a diplexer to your existing Collins equipment. Near, easy, economical expansion.

Find out how one good thing can lead to another in your station. Ask your Collins Broadcast Sales Engineer for full details on the complete FM line: Nine models from 10 watts to 20 kilowatts.

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Ill.; WEAU-TV Eau Claire, Wis.; KCBD-TV Lubbock, Tex.; KOGO-TV San Diego; KORK-TV Las Vegas; WCIA-TV Champaign, Ill.; KFDA-TV Amarillo, Tex.; KARD-TV Wichita, Kan.; KRGV-TV Weslaco, Tex.; WSOC-TV Charlotte, N. C.; WBRZ-TV Baton Rouge, La.; KROD-TV El Paso, Tex.; WLBW-TV Miami; WSPA-TV Spartanburg, S. C.; WOWL-TV Florence, Ala.; WOR-TV New York; KIEM-TV Eureka, Calif. and KBES-TV Medford, Ore.

M-Squad (MCA TV): Sold to KPIX-TV San Francisco; KFMB-TV San Diego; KELO-TV Sioux Falls, S. D. and WKBW-TV Buffalo.

Bachelor Father (MCA TV): Sold to KID-TV Idaho Falls, Idaho; and WILX-TV Lansing, Mich.

'Wide Country' syndicated

Three Metropolitan Broadcasting TV stations and KGNC-TV Amarillo, Tex., have purchased *Wide Country*, a full-hour off-network adventure series being made available for local sale by MCA TV New York. The Metropolitan stations involved are WNEW-TV New York, KTTV-TV Los Angeles and WTTG-TV Washington.

MCA has made 28 *Wide Country*

Film saved; a show made

If the Time-Life television stations seem to have unusually extensive film available as a background for the recent triple coup in Iraq, the reason why is clear—the stations have been hoarding the film for months.

Last summer two of the group's news directors—Dick Cheverton of WOOD-TV Grand Rapids, Mich., and Pat Higgins of KOGO-TV San Diego—shot film in Baghdad and held it for the time when an appropriate story would break in the country. Sure enough, the last two weeks all five Time-Life stations have featured a report on the Iraq situation titled *Mischief in the Land*, making extensive use of last summer's film. Other Time-Life TV stations are KLZ-TV Denver, WTCN-TV Minneapolis and WFBM-TV Indianapolis.

hours available. The show, which completed a season's run on NBC-TV in 1962-63, was produced by Gemini Productions and Revue Studios.

Faulk's verdict dropped to \$550,000 by court

The Appellate Division of the New York State Supreme Court last week reduced the libel award of \$3.5 million to John Henry Faulk, radio-TV personality, to \$550,000 and told Mr. Faulk he could accept the lesser amount or seek a new trial.

Mr. Faulk had been awarded \$3.5 million by a New York State Supreme Court jury on June 28, 1962, after an 11-week trial. Mr. Faulk had charged he had been blacklisted from radio-TV on the basis of a pamphlet issued by AWARE Inc., which linked him falsely with Communist-front organizations. The defendants in the suit were AWARE Inc.; Vincent Hartnett, a consultant who wrote the pamphlet and the late Laurence A. Johnson, who circulated the pamphlet. Mr. Johnson died the day before the jury returned the verdict.

The Appellate Division called the award "shockingly excessive." It ruled that unless Mr. Faulk accepted \$400,000 in compensatory damages and \$50,000 in punitive damages from Mr. Hartnett, a new trial would be ordered at a future date.

EQUIPMENT & ENGINEERING

U.S. to Tokyo via Relay satellite

FIRST TRANS-PACIFIC TV TRANSMISSION MADE IN 15-MINUTE SHOW

Live television coverage of the 1964 Olympics in Tokyo received a dry run Friday when for the first time a TV program was scheduled to be telecast from the United States to Tokyo via the Relay satellite.

The 15-minute program (transmitted twice, at 3:30 p.m. EST and again three hours later), included remarks by the Japanese ambassador to the United States, remarks by James Webb, chief of the space agency, an animated cartoon of how Relay works, and clips from programs relayed via Relay to Europe.

Don Meaney, NBC, was supervisor of the pool telecast, produced by James Kitchell for NBC and Paul Greenberg for ABC. CBS did not participate.

The trans-Pacific telecast was the first of a series of television-type experiments from the United States to Japan to be held Nov. 22-Dec. 13.

The program went from New York to the ground station of the National Aeronautics & Space Administration at Mojave, Calif., to Relay then 4,000 miles above the Pacific Ocean to a Japanese receiving station about 100 miles northeast of Tokyo.

The Nov. 22 telecast was to be one-way. NASA's Mojave facility is not capable of receiving signals via satellite at present.

Television coverage in this country of the Tokyo Olympics has been bought by NBC. The network paid \$1.2 million for the U. S. rights. The programs will be sponsored by P. Lorillard Co., Texaco Inc. and Joseph Schlitz Brewing Co. (BROADCASTING, Oct. 14).

In Tokyo last month, Robert W. Sarnoff, NBC board chairman, said that video tapes of all the games will be recorded in Tokyo by the Japanese government network (Nippon Koso Kyokai) and flown to the U. S. each day.

But, he added, it is hoped that opening ceremonies can be brought "live" to the U. S. via one of the communications satellites.

The summer Olympics begin in Tokyo Oct. 10, 1964 (late date is due to excessive heat there).

Relay Due to Quit ■ Relay was launched Dec. 13, 1962 and scheduled for a life of one year. It is provided with an automatic cut-off device which will silence it some time before the end of this year. It was built by RCA for

NASA.

At the same time, Relay II will be launched during the first quarter of 1964 to take up the task.

With the Nov. 22 transmission, Japan joins a growing list of nations taking part in Relay communications activities. The others are: Great Britain, France, Germany, Italy and Brazil, and, of course, the U. S.

Full Use ■ The three TV networks have made frequent and steady use of the Relay and Telstar satellites since the first U. S. to Europe transmission via Telstar I in July 1962.

A log of Telstar II's usage kept by AT&T, which paid for the development and launching of both Telstar satellites, shows 26 instances of pooled use by American networks, three individual uses by CBS-TV and one by NBC-TV between May 7, 1963, and Nov. 6. European networks used the AT&T satellite seven times during that period.

Unfavorable orbit position makes the Telstar satellite currently unsuited to trans-Atlantic telecast and consequently Relay has been getting heavy use in the past few weeks.

NBC-TV has scheduled several uses



Sell him a new car? On a cold day in July!

He may get a jalopy, but if you want to land your new 1964 model in the family driveway, you'll have to talk to pop. And the place to do that in Indianapolis is WFBM. For we cater to adult tastes and interests. Our music, for instance, leans heavily to

the great show tunes and the popular classics of today and yesterday.

It's pretty plain what we're driving at. We're out to swing your ad dollars *our* way . . . and Indianapolis sales dollars *your* way!

Put your advertising where the money is!

WFBM RADIO **TIME LIFE**
 1260 INDIANAPOLIS BROADCAST
 REPRESENTED NATIONALLY BY THE KATZ AGENCY • 5000 WATTS

Europeans want fees for satellite TV services

The heyday of the TV networks' use of communications satellites may be drawing to a close. It's all financial, not any lack of interest on the part of the networks.

In mid-October, the networks received an announcement by Great Britain's General Post Office and France's Ministry of Postes et Telecommunications, that they were planning to charge fees for the use of their space ground stations at Goonhilly Downs in England and Pleumer-Bodou in France. The proposal suggested \$1,400 for the first 15 minutes and \$140 for each additional minute, with charges retroactive to

Oct. 1.

American broadcasters protested and enlisted the support of the European Broadcasting Union. This resulted in a revised proposal for charges: \$560 for the first five minutes and \$112 for each minute thereafter.

At the moment, no payments have been made by the American networks, but they're unsure how long this can continue.

Since all of the communication satellites, Telstar, Relay and Syncom, are experimental U. S. spacecraft, no charges are permitted to be made

for their use under existing Communication Act provisions.

National Aeronautics & Space Administration which controls Relay and Syncom and AT&T which controls Telstar both publish schedules indicating favorable passes of their respective satellites for U. S.-Europe transmissions. They both clear requests with foreign ground stations.

Coordination of network use of the satellites is handled by a three-man committee: Nick Archer, ABC News assignment editor; Don Meaney, NBC director of news programs, and Ralph Paskman, CBS News assignment manager.

of Relay for special programs since Nov. 17 when its *Museums Without Walls* program linked Paris and Washington in a cultural exchange. NBC-TV appears to be making maximum use of the "electronic bird" developed by RCA before its planned demise.

The satellite was used for a "chat" between London and New York about the theater seasons in each of the cities, and presented on the network's *Today* show last Thursday, Nov. 21.

NBC said this was expected to be the first of several TV reports from Europe to be presented on *Today* in coming months.

Still another use of Relay was scheduled by NBC-TV for yesterday—an international version of *Meet the Press* with French minister of foreign affairs Maurice Couve de Murville in a Paris studio to be interviewed by U. S. newsmen in an NBC studio in New York.

Use of the communications satellites for hard news reports has become so frequent by each of the three TV networks that precise records of every transmission have already headed toward the limbo of hazy history.

NBC-TV's program analysis division has discontinued the practice of logging every instance of their use.

ABC-TV which has frequently entered into network pool arrangements for use of the satellites also used them singly during President Kennedy's recent European trip, when all the networks were using them extensively.

However, ABC-TV has not yet scheduled any program specials based on satellite communications as have the other two networks.

Radio's use of the satellites has been incidental to their television application. The simplicity of cable transmission of radio signals makes satellite transmission of them alone senseless, although the radio networks have used tapes of satellite-transmitted recordings of im-

portant news stories.

CBS-TV coverage of the death of Pope John and coronation of Pope Paul, of President Kennedy's trip to Europe and in news stories of the past two months has used Relay 20 times and Telstar 27 times.

CBS-TV's *Town Meeting of the World* telecasts by satellite on July 10 and Oct. 15 this year established further dimensions to international communication.

Exhibitors get look at NGC's Talaria

The first public demonstration of closed circuit color entertainment on a full size screen under actual theater operating conditions was staged last Tuesday (Nov. 19) by Theatre Color-Vision Corp., subsidiary of National General Corp., at Fox Village Westwood Theater in West Los Angeles.

The event was heralded by Eugene V. Klein, NGC president, as the start of the "world's first permanent closed circuit theater network." The program, which was carried to the theatre from NBC studios in Burbank over existing AT&T lines also marked first time General Electric's revolutionary Talaria color projector had been demonstrated in a theater, it was said.

The presentation was narrated by Ralph Bellamy, president of Actors Equity, and produced and directed by Gower Champion and Bill Colleran. It consisted of live, taped and filmed segments to demonstrate the wide capabilities of the Talaria projector. Included in the program were scenes from Broadway, action from football and baseball games, golf and basketball, portions of the Ice Capades, scenes from the Indianapolis 500 miler, part of an Isaac Stern concert, demonstration of industrial and medical uses and cartoons.

A Few 'Bugs' ■ Although there was

generally favorable reaction, many present at the demonstration expressed the opinion that there are technical "bugs" yet to be worked out before screenings can come up to near technical standards. Color in some instances bled and in some cases the film shots were muggy as in the early days of color movies and color TV. As an example, the face of Ralph Bellamy took on an orangy hue for a moment before toning down to near skin coloring. At times, facial features of personalities failed to show clear and there was a lack of definition in much of the film.

Mr. Klein, before the showing, pointed out that the demonstration was essentially on 16 mm film, blown up to 35 mm for exhibition, thus losing much of the color definition. He said most of the actual programing will be shot in 35 mm.

Some 20 different camera crews and 100 lighting technicians were involved in the variety of clips and sections designed to show versatility. In actual programing, only one crew would be used, giving better technical and light control and color definition, Mr. Klein stressed.

Many exhibitors attending commented that the system showed unusual opportunities following further development and they would be interested in seeing future demonstrations.

The Talaria projector will not necessitate any modification of existing projection booth, Mr. Klein stressed, and pointed out that the equipment will first be leased, with the programing to the houses. Outright purchase price of the project would be \$95,000. Owners of some 3,000 theaters have expressed interest in joining the telephone wire network, he said.

In addition to the demonstration, both Mr. Klein and Irving H. Levin, executive vice president of NGC and president of its wholly owned Theater

Color-Vision Corp. reported the signing of several major programming contracts which will begin in 1964 in a network of at least 100 theaters. Among the contracts signed:

Carnegie Hall concerts to be carried live from the stage with Bob Banner and Julius Bloom, latter a hall executive, as the producers.

Grand opera series from Metropolitan Opera House, consisting of five full-length operas in three years, directly from stage, under the supervision of Rudolph Bing.

Five-year contract with composer-conductor Dimitri Tiomkin under which he'll produce and direct two shows annually, Gower Champion as executive producer.

Five-year contract with Bill Colleran and Kate Production for musical and dramatic shows; four shows yearly from David Ross, exponent of the classic theater, two from London and two from Broadway; Broadway producer Arthur Whitelaw to produce and direct a minimum of four shows annually.

In addition, a deal has been worked out with the National Council of Churches for religious programs.

Mr. Klein also reported Color-Vision is negotiating with Hanna-Barbera, cartoon producers, to create special children's programs; with professional and college football and basketball on a national, regional and local blackout basis, in addition to a variety of other seasonal sport events.

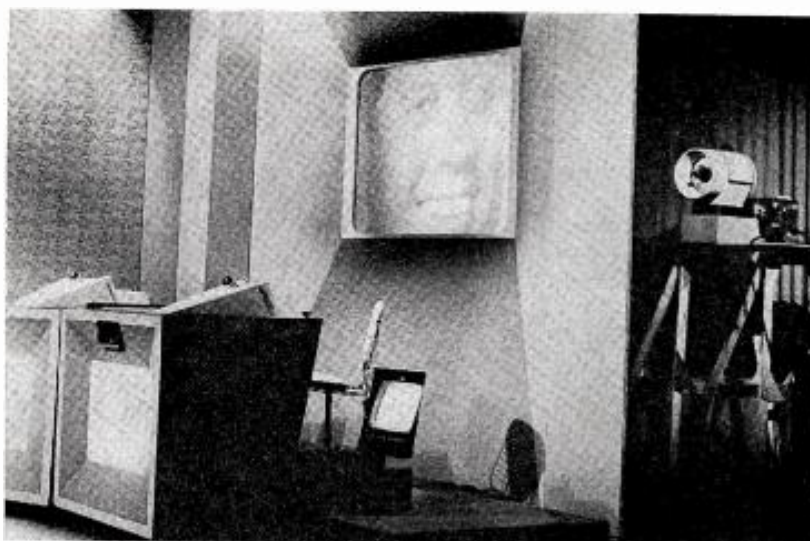
A word to wise TV set makers is given by Lee

FCC Commissioner Robert E. Lee, prime mover in the commission's drive to establish UHF television on an equal footing with VHF, last week attempted to put the damper on possible evasions by set manufacturers of the all-channel receiver law which takes effect April 30, 1964.

Speaking to a meeting of the Northwestern Ohio chapter of Sigma Delta Chi, professional journalism society, in Toledo, Ohio, Commissioner Lee warned that some set makers may try to "maneuver around the new law" by producing V-only receivers for consumption within the state. The all-channel rule will apply to receivers involved in interstate shipment.

"I appeal to anyone considering this seeming escape hatch," he said, "... to forget it. Do not stoop to such a ruse." "Moreover," Commissioner Lee warned, "if the manufacturer still is producing all-channel sets for shipment outside the state where made, the law is binding on all receivers produced. . . ."

He also surmised that manufacturers might decide to accelerate production prior to the cut-off date in order to build up a large inventory, since the law allows for the shipping of V-only



Variable focal length projector in use

A large-screen TV projector is used in an audience participation program recently developed at KTLA (TV) Los Angeles.

A Tele-Beam projector is part of an in-studio closed circuit system used in the program called *Zoom*.

A camera is first focused on a small portion of a familiar object or person and the picture thrown on a screen by rear projection (Tele-Beam at right on table). Focal length of

the camera is gradually changed to show an increasingly larger portion of the object until some member of the studio audience is able to identify it.

As more of the object is shown the value of the prize to the participant who identifies it is reduced.

Tele-Beam is manufactured by the Waltham Precision Instrument Co., Waltham, Mass., and distributed by Tele-Measurements, New York.

sets after the deadline and only prohibits further manufacture. But, Commissioner Lee said, "any big inventory build-up in an attempt to temporarily avoid the law would, in my opinion, indicate a lack of good faith and could well leave a lasting impression, one that might be recalled in any future discussions with industry on measures it deemed too binding and restrictive."

ABC asks FCC drop deadline order

ABC is not going to take chances on losing its facilities for WABC New York, the network told the FCC last week in requesting that the commission vacate its order issued Oct. 16. The order would terminate the stay of the 30-day period in which ABC is to file a directional antenna renewal application for WABC.

It also was a move on the part of the agency to get underway with, what it termed, the inevitable comparative hearing between ABC's nondirectional renewal application and Hubbard Broadcasting Co.'s application for a new station on WABC's frequency (770 kc) (BROADCASTING, Oct. 21). There is now pending before the District of Columbia Court of Appeals a request

by ABC for review of the commission's decision denying renewal of WABC's nondirectional operation in order to protect the nighttime service of Hubbard's KOB Albuquerque, N. M. (also on 770 kc).

The network last week told the commission "ABC is in effect being told by the Oct. 16 action to make an election—either abandon its pending appeal or forego the opportunity accorded by the July 8 [denial] decision to salvage something on 770 kc by filing at this juncture (now or never) an application for directional operation" on WABC.

ABC also attacked the commission's timing and jurisdiction. The network said since the requested stay was granted July 26, the 30-day period in which the commission may set aside a decision has long since expired. At any rate the court now has jurisdiction.

ABC questioned how, under the rules governing the filing of an application, could it submit a proposal to which it couldn't swear that it contained the true intent of the network while it is before a court attempting to gain a reversal of a decision which forced the application.

ABC said it could see no hurry for the hearing. If the court reverses the commission decision ABC feels that Hubbard might discontinue its application for the New York frequency.

TV set sales up, radio down

Television set sales and production were up for the nine months of 1963 compared with the same period last year, but radio sales and production slipped somewhat.

For the month of September, however, both TV and radio sales and

production were substantially above figures for August.

Sales and production figures for the year through September reported by the Electronic Industries Association last week:

Period	TV	SALES (with UHF)	Radio	(with FM)
Jan.-Sept. 1963	4,758,191	—	6,616,451*	—
Jan.-Sept. 1962	4,423,117	—	7,825,890	—
		PRODUCTION		
Jan.-Sept. 1963	5,188,815	(732,650)	12,932,168**	(1,057,955)†
Jan.-Sept. 1962	4,864,120	(418,966)	13,848,819	(791,587)

*Excluding auto radios.

**Includes 5,525,897 auto radios for period compared to 4,990,274 for same period last year.

†Does not include auto sets.

Technical topics...

Power rating increase ■ Andrew Corp., Chicago, has announced a 50% increase in average power ratings for three-eighths and seven-eighths Helix cables. These cables now use a higher temperature insulation material recently introduced in 3-inch and 5-inch Helix cables which permit higher average power ratings and significant reduction in attenuation over comparable cables.

Installed in plant ■ J. Herbert Orr Enterprises Inc., Opelika, Ala., has consolidated its production and assembly processes of audio equipment in a new \$300,000 plant. The firm's divisions

formerly were located in six separate buildings.

Georgians form engineering division

The Georgia Association of Broadcasters announced last week the formation of a division on broadcast engineering designed to raise engineering standards in Georgia and foster a better understanding of technical problems by management. James Wilder, WBIE Marietta, is chairman of the GAB engineering division.

Mr. Wilder said the engineering division will hold regular meetings, publish a special engineering news letter and

conduct workshops to help Georgia broadcast engineers keep up-to-date with new developments. "We are inviting all equipment manufacturers, distributors and engineering consultants to join and take an active part," he said. The need for the new service to engineers was recognized following a series of GAB regional meetings early this fall, he said.

\$3,500 fine for WVAR confirmed by FCC

The failure of WVAR Richwood, W. Va., to employ a fulltime first-class engineer will cost the station \$3,500, the FCC ruled last week. The fine was originally proposed last spring (BROADCASTING, June 24), and the commission made it stick despite the station's pleas of mitigating circumstances.

W. Courtney Evans, the president and principal of the 1kw daytime's licensee, Royal Broadcasting Co., is himself a first-class operator, the FCC said, and his bemoaning the difficulty of finding a suitable engineer to work in Richwood doesn't soften the fact that he promised to stay at WVAR at least five days a week if necessary. It was necessary, the commission said, but he didn't.

The FCC cited different periods when the station was minus a first-class engineer, yet Mr. Evans was present far less than five days a week. The licensee "admitted the violations as charged," the commission said, and the fine, which could have been as high as \$10,000, was not reduced.

THE MEDIA

Initial decision favors NBC-RKO swap

EXAMINER CUNNINGHAM WOULD RENEW LICENSES, GRANT TRADE

NBC has won an important, if preliminary, victory in its effort to trade its Philadelphia broadcasting properties for RKO General Inc. stations in Boston.

The FCC's chief hearing examiner, James D. Cunningham, last week resolved all issues in the controversial proceeding, which involves Philco Broadcasting Co., in favor of the network.

The examiner recommended affirming the 1957 renewal of the licenses for WRCV-AM-TV Philadelphia and granting renewal of those authorizations for the period beginning in 1960.

He also endorsed the proposed exchange of the Philadelphia stations for RKO General's WNAC-AM-TV and WRKO-FM in Boston. In this connection he also recommended renewal of WNAC's license.

And he recommended denial of

Philco's competing application for a new television station on channel 3 in Philadelphia.

The recommendations were contained in the examiner's initial decision, which is subject to review by the commission. The case, which involves 20 issues, was considered in a hearing extending over a seven-month period that ended last May.

Experience Counts ■ An important factor in the initial decision in favoring NBC over Philco for the channel 3 grant was what Examiner Cunningham called "NBC's runaway superiority in experience" as a broadcaster.

The importance of the case extends beyond the value of the stations immediately concerned. Examiner Cunningham noted that, with issues involved affecting NBC's and RKO General's qualifications to be licensees, their suitability for holding any broadcast au-

thorizations is under question.

NBC is under court order to divest itself of the Philadelphia stations by June 30, as the result of an action brought by the Justice Department in 1956. The department had charged NBC with violating antitrust laws by pressuring Westinghouse Broadcasting Co. into exchanging the Philadelphia stations, which it then owned, for the network's Cleveland stations in 1956.

Philco had cited the network's "pressure" in effecting the exchange with WBC as one reason the commission should deny NBC's renewal applications for the Philadelphia stations. The commission's Broadcast Bureau—without recommending approval of Philco's application—urged denial of the network's applications on the same ground (BROADCASTING, Sept. 30).

Examiner Cunningham, however, said the commission had consented to

If you would like to buy radio and/or television announcements in Des Moines on participating programs hosted by personalities who have been at a station long enough to strongly establish themselves *who have exposure on both radio and TV so they're far better known than air people at any other stations * *who serve their audiences by giving important information on community service projects * * *who are recognized by these same audiences as real friendly, pleasant people with families that they'd welcome as neighbors * * * *and who know the professional way to do polite and persuasive selling for you * * * * *buy KRNT RADIO and KRNT-TV, Channel 8.

- * We have 2 Twenty Year Club air people. On KRNT Radio—7 who have been with us 15 of our 28 years. On KRNT-TV—8 who have been here since we went on the air 8 years ago. You need such stability to build audience loyalty to the stations, personalities and to the products they represent.
- * * Inter-media Motivation Factor. Whereas most operations keep Radio and Television separated, ours embrace each other. In our opinion, both media and personalities and sponsors are far better off for it.
- * * * All our personalities read the cards and letters about church chili suppers and women's club rummage sales and teen-age car washes and men's charity shows and a thousand other small-but-so-important efforts by friends in our community. These folks know we will help them publicize it. We're kind and gentle people in this phase of our operation.
- * * * * Central Surveys, 1962. "Which radio and/or television personalities would you like to have as next door neighbors?" KRNT personalities were an overwhelming choice.
- * * * * * Both KRNT Radio and KRNT-TV do more local business than any other station in the market. By far the greatest number of these advertisements are done "live" by our personalities. They have the experience—the "know-how" to make folks "go-now" and buy now.

KRNT and KRNT-TV

DES MOINES

An Operation of Cowles Magazines and Broadcasting, Inc.

Represented by The Katz Agency, Inc.

the transfer with full knowledge of the facts involved, including "the reluctant role of Westinghouse."

Continuity Essential ■ "Under these circumstances," he said, "the pinning of a misconduct label on NBC at this time would appear unfitting." He said "the continuity and integrity of process would seem to oblige government to spare private citizens the setbacks likely to flow from a refusal to honor the proper acts of predecessors in office."

The examiner said NBC's involvement in the quiz show scandals of the late 1950's is a "serious demerit" against the network in its application for license renewal. He said the network carried "rigged" quiz shows and that, while NBC claims to have been "duped," it took no remedial action until its hand was forced by a rising tide of public indignation and a growing

because of latter's experience "and long-time industry involvement."

"Against untried Ford and Philco," he said, NBC offers a demonstration of likely know-how, the dimensions of which are perhaps fairly exemplified by the nearly 5,000 hours of programing which its television network provides each year and the approximately \$30 million it spends annually on its news operation.

"NBC's runaway superiority in experience easily carries all before it and makes its case a winning one over Philco."

The validity of the 1957 renewal grants for the Philadelphia stations was challenged on the basis of charges that RCA, NBC's parent concern, had been guilty of antitrust violations in its patent-licensing activities. Another issue was whether the 1957 TV renewal grant

sion, in designating RCA's activities as one of the issues to be examined, contemplated the full development of evidence of behavior. "In this process," he added, "the bureau has no evidence to offer."

Examiner Cunningham reached the same conclusion in commenting on antitrust allegations involving Ford's practices in the automotive field. Ford had pleaded nolo contendere in 1959 in settlement of a criminal action. The examiner said that while the plea "is an adjudication for the purpose of sentencing in that case," it is of no value in appraising Ford's qualifications as a broadcast licensee. He noted that, as in the case of RCA, the indictment detailing the allegedly criminal conduct of Ford, was ruled out as evidence in the FCC proceeding.

Ford's Character Qualifications ■ He said nothing in the record raises a substantial question on Ford's character qualifications to be a licensee.

In commenting on whether the 1957 renewal of WRCV-TV was in accord with the commission's multiple ownership rules, the examiner noted that there is overlap of the Grade B contours of NBC-owned stations in Philadelphia and New York. He also said that commission rules prohibit common ownership of two stations serving substantially the same area. But, he said, "a long line of precedent would not fault the overlap here involved," since it's restricted to a limited amount of Grade B.

He added that commission rules prohibit concentration of ownership and that NBC-owned television stations have access to about one-fourth the population of the U. S. But offsetting this, he said, is the fact that the stations are in separate markets, each of which has many radio and television stations and newspapers, and that the commission has permitted the networks to own the same number of TV stations "with comparable audience reach."

He added that the 1957 grant also complied with a commission rule limiting network ownership of television stations in markets where existing outlets "are so few or of such unequal desirability . . . that competition would be substantially restrained by such licensing." He said that in 1957, as at present, each of the three networks had access to comparable TV facilities in Philadelphia.

Similarly, he held that granting NBC the television license in Boston now held by RKO General would not restrain competition among that market's television stations for network affiliation, among networks for station affiliations, or among independent program producers.

He noted that the three TV stations in Boston are sufficient to provide out-



Chief Examiner Cunningham
'NBC's superiority makes its case a winning one'

concern on the part of government.

But he said NBC appears to be "genuinely" determined to prevent a recurrence of such incidents. He added that the quiz show scandals should be viewed "only as an isolated instance in the network's busy and fruitful history."

Examiner Cunningham also said that, if the ideal of diversification of ownership of mass media were to be observed, Philco would be preferable to NBC. He noted that while NBC is a multiple owner, Philco is applying for what would be its first broadcast license.

Main Goal ■ But, he said, "with a view toward the main goal of choosing the candidate likely to do the better broadcasting job," the "bid of an automobile manufacturer" [Philco is a subsidiary of the Ford Motor Co.] must be rejected in favor of the application by the broadcasting network primarily

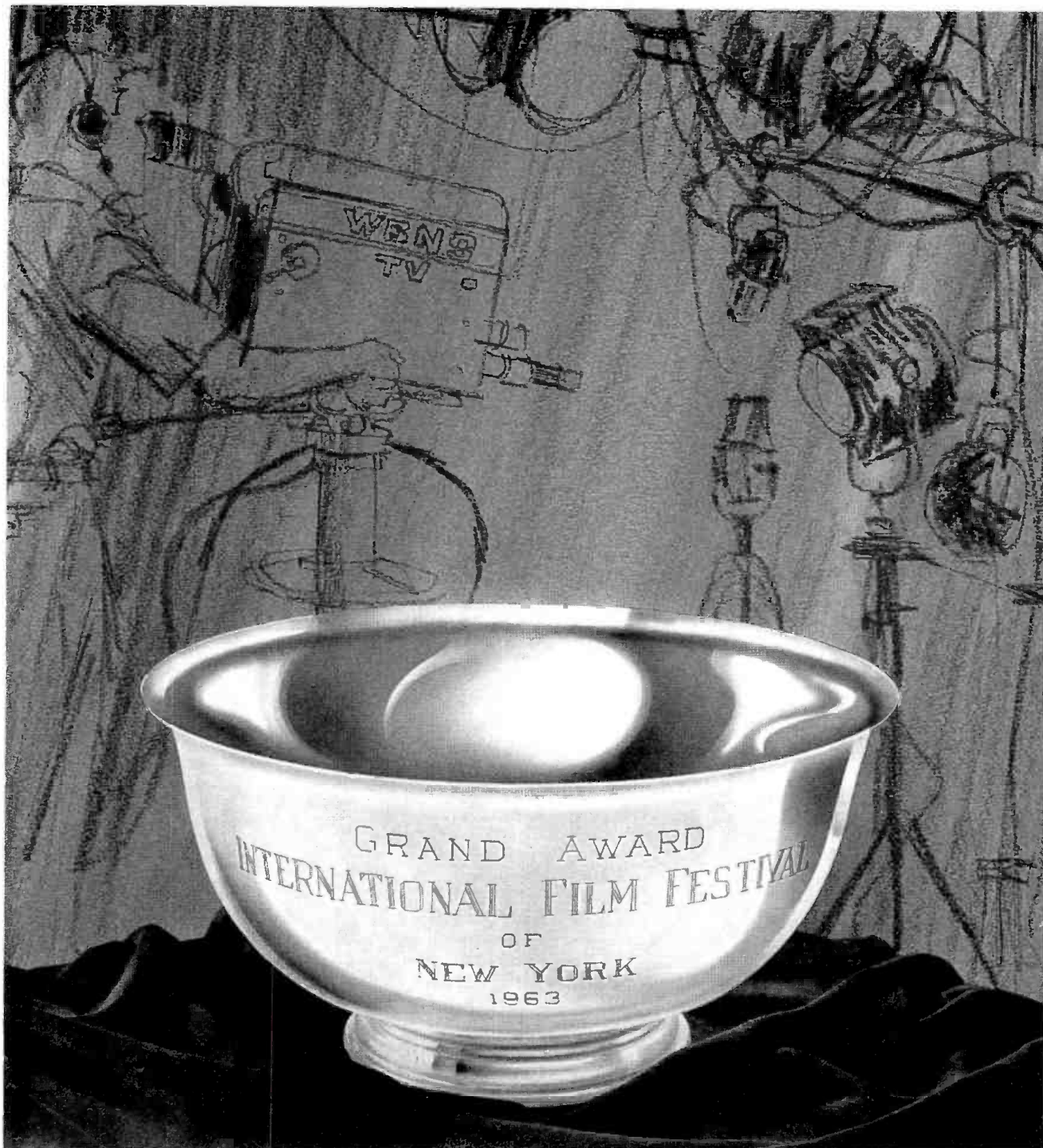
violated multiple ownership restrictions in the commission's rules.

The examiner resolved both issues in favor of the network.

No Court Decision ■ He said that although RCA entered a nolo contendere (no contest) plea in 1958 in an antitrust suit brought by the government, "no court has held that the licensing practices followed by RCA during the period covered by the evidence is illegal."

The Broadcast Bureau had maintained that the nolo contendere plea was the equivalent of adjudication. However, the examiner said that the settlement of the government's suit doesn't adjudicate RCA's conduct for the commission's purposes.

He said the bureau, which had resisted the admission in evidence of the government's indictment, "is hoist with its own petard." He said the commis-



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WBNS-TV

CBS Television in Columbus, Ohio



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is tuned in to

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FLORIDA'S **2** CHANNEL

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lets for each of the networks. WBZ-TV, a Westinghouse station, is now affiliated with NBC; WNAC-TV is affiliated with ABC and WHDH-TV, owned by the *Boston Herald-Traveler*, is affiliated with CBS. If the NBC-RKO General swap is approved, WNAC-TV's affiliation would be switched to NBC, leaving WBZ-TV available for ABC.

The examiner held that nothing in the hearing record reflected on the qualifications of RKO General to be a licensee. One of the issues in the complicated proceeding was whether that company was involved in NBC's efforts to acquire KTVU(TV) Oakland-San

Francisco. Negotiations for that proposed assignment terminated in 1961.

At issue was whether RKO General sought to facilitate the sale by using its influence with former employees who were officers of the Oakland-San Francisco station. NBC's purchase of KTVU was a condition for what had been a proposed sale of the network's Washington stations, WRC-AM-FM-TV, to RKO General.

The examiner noted that an investigation by the Department of Justice concluded that there were no grounds for finding RKO General exerted any influence over KTVU.

THE HARVEST OF 'CHANGE'

Agencyman urges NAB conferees not to fear or ignore change but to take advantage of it

A record number of broadcasters attended the regional conference of the National Association of Broadcasters in Fort Worth last Monday and Tuesday (Nov. 18-19) with the very real threat of government interference sharing the spotlight with pleas for the industry to accept changes and responsibility.

The 251 delegates at Fort Worth were the most ever to attend an NAB fall conference in Texas and the highest number registered in the seven meetings held to date this fall.

NAB President LeRoy Collins urged broadcasters to become more professional in his remarks opening the conference. Stephens Dietz, executive vice president of Kenyon & Eckhardt, New York advertising agency, urged the industry not to fear or ignore change but to "harvest the opportunities it brings with it." He asked the NAB to support K&E's policy to buy only code stations by improving its own enforcement procedures.

Discussing the future growth of

UHF, NAB officials agreed that community antenna TV systems may have a depressing influence on the number of new stations which would utilize that band. Vince Wasilewski, NAB executive vice president, said CATV already established in a city could cause prospective UHF applicants not to seek a new station.

Governor Collins said the best way to handle a competitor who consistently violates FCC technical rules is not to report him to the commission but for a group of broadcasters to point out the violation to him. It was pointed out that if the violations are serious, the FCC will hear about them anyway and the station will be subject to a stiff fine.

From Fort Worth, the NAB road show moved to Denver for Thursday-Friday sessions last week (see page 86). The eighth and final conference of the fall series was to begin today (Monday) in San Francisco but was cancelled Friday. (See AT DEADLINE.)

Develop Professionalism ■ In his remarks opening the conference, Governor Collins said that above all else broadcasting must assume its place as a true profession.

Broadcasters should not band together in a national association "merely out of fear, or solely for self-protection," the NAB president said. While the NAB has a continuing battle with the federal government, this is "neither all our work nor does it fulfill all of our aspirations to serve broadcasting's needs," he said.

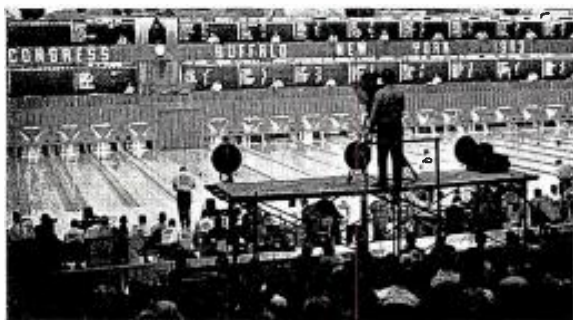
The desired professionalism must be based on standards of the highest quality and excellence, Governor Collins said. "We cannot allow any hate-the-government disposition, or any over-materialistic reach to obscure this broad goal, or diminish our efforts to attain it."

Governor Collins listed these specific elements of professionalism for which

Texans to visit D.C.

Texas will send over two dozen broadcasters to Washington Dec. 2-3 to tell the industry's story to the state's congressional delegation. Jack Roth, KONO-AM-TV and president of the Texas Association of Broadcasters, said that 25 Texans already have agreed to make the trip and that more are expected.

Mr. Roth reported on the plans for a trip to Washington at the National Association of Broadcasters' fall conference in Fort Worth last week. He said TAB hopes 25 more will sign up for the trip.



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Three-million-plus people in WBEN-TV's coverage area offer a challenging composite of diverse interests and backgrounds.

WBEN-TV meets this challenge by a continuing creative effort in developing public service programs that satisfy all interests — that entertain as well as inform.

During the past months WBEN-TV cameras focused on the installation of the Buffalo Diocese's new bishop, recorded five documentaries on cancer at famed Roswell Park Memorial Institute, caught the action of the All-American Bowling Team battling Buffalo's top bowling five during the ABC Tournament, brought new

insight to area viewers on their rights and obligations under the law in "The Law and You" series that again won the top State Bar award, and captured the gaiety and color of the Chopin Society's beautiful choral music and exciting Polish dances.

Religion, medicine, sports, the lively arts — all are in range of WBEN-TV's production facilities, mobile remote unit and enterprising staff.

That's why, in this great market — extending from northwestern Pennsylvania to the Canadian Niagara Peninsula — pioneer WBEN-TV retains its unsurpassed audience loyalty.

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The Buffalo Evening News Station



CH.

CBS In Buffalo

4



Linda Loftis, former Miss Texas, welcomes NAB President LeRoy Collins (l) to Fort Worth for the NAB regional conference there last week. Also in on

the greeting is Roy Bacus, general manager of WBAP-AM-FM-TV Fort Worth-Dallas, who provided the entertainment for the conference reception.

the industry must strive: "A due regard for the fact that our prime purpose is to serve the public welfare; ethical conduct beyond reproach; acceptance of a common responsibility for the performance of all broadcasters; superior personnel and training to assure this; daily attention to the continuing improvement of standards of programming; increased knowledge through sound research.

K&E Wants Help ■ Stephens Dietz, executive vice president of Kenyon & Eckhardt Inc., called for the support of "every responsible advertising agency" of K&E's new policy on buying radio and TV spots. Less than two weeks ago, K&E President David Stewart announced the agency will, whenever it can secure approval of clients, confine spot purchases to stations which subscribe to and follow the NAB codes or an equivalent code (BROADCASTING, Nov. 18). He also called on the NAB to tighten its code controls, correct abuses, and expel subscribers who continually violate advertising standards.

Mr. Dietz, speaking to the luncheon session at the Fort Worth conference, said initial client reaction to the K&E plan has been highly favorable and "I think you will see the policy in action in a very short time."

He said advertisers, agencies and broadcasters must solve their mutual

problems and recognize that they are tied to individual responsibilities. Noting that in 1962 the top 100 advertisers

placed 58% of their budgets in broadcasting and that each of the top 10 places three-fourths or more in radio-TV, Mr. Dietz said this points up that a healthy and free broadcast industry is vital to advertisers and agencies.

Mr. Dietz said K&E has been "greatly encouraged" by the response of individual stations to the new buying policy as well as the endorsement by agency clients. Much can be accomplished, he said, if only one or two other major agencies join K&E.

Request Justice Ruling? ■ K&E is investigating the possibility of obtaining a ruling from the Justice Department permitting agencies, acting in association, to assist the broadcasting industry "in its efforts at self-regulation. To this end, K&E has made contact with the FCC and our first discussion of the subject was somewhat encouraging."

Mr. Dietz said K&E wants every advertiser, agency and broadcaster to be made aware of its intentions and urged the NAB code authority to move against code violators. He said replies from stations to K&E have "turned up a number of accusations and evidence that certain NAB members continually abuse code standards. Many of these abusers are major stations in top markets. . . ."

"I urge you now to re-evaluate your methods and procedures for exerting controls with your member stations. If they are inadequate, then correct them. And look over your membership. If there are abuses, have them corrected or terminate the violating station's membership," he concluded.

ALLOTT LAMBASTS FCC

Colorado senator, Representative Brotzman hit government encroachment at Denver conference

Two Colorado Republican members of Congress assailed the efforts of the FCC to move into the program areas of broadcasting last week at the National Association of Broadcasters' fall conference in Denver.

One of them, Representative Donald Brotzman, was an extra added attraction as he filled in for the scheduled speaker, Senator Gordon Allott (R-Colo.), at the Thursday luncheon. Senator Allott's plane was unable to land in Denver until too late for his lunch date and Representative Brotzman, who was seated at the head table, substituted without advance warning.

Senator Allott addressed a special combined session of radio and TV delegates later in the afternoon. He said broadcasting today is confronted by a "clever and insidious enemy . . . which is opposed to all the principles for which you stand." This enemy, he said, is unfortunately increasingly successful in

its bold attacks upon free, creative and individual enterprise.

The common enemy of any business today is the "executive establishment—a bureaucratic mastodon assuming monstrous and frightening proportions, conspicuously lacking any sense of built-in limitations."

Senator Allott said that he was not referring to the President himself but a concept of governmental philosophy.

Every segment of free enterprise—including steel, drugs, broadcasting—is under attack by this executive establishment, he said in citing several examples. "Your own industry can add to that documentation page-by-page because perhaps more than any other industry you have been subjected to the gossamer-veil threats used as a major weapon by this revolutionary force in its efforts to control your business."

FCC Threats ■ The FCC, he charged,

**You can't appreciate the new WABC if
you don't dig the new American...**

GRAMPS



Gramps is a gasser. He fancies he still has sex appeal, if in moderation. He digs the new things; no Silver Threads Among the Gold for him. He's no cliché. And because we know it, we suit him to a T.

Our All Americans suit him; he likes their easy wit and the up-to-date music they swing his way. Gramps likes to know what's going on in his world... so every half hour we tell

him. In frequent editorials we give him our outlook on important issues and sometimes he gives it right back with letters and opinions. He's got a heart, too. We know because he responds regularly to WABC heart or cancer drives. He volunteers his blood when we tell him about an emergency need.

The point is: we talk to Gramps every day. And because we know

what he's really like, he listens.

One more thing: Gramps, who spoiled a daughter for 30 years, is about to do the same for two grandchildren. And now he has more money to do it with.

Got the picture? Give him the word on...

WABC/NEW YORK

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in license renewal inquiries "threatens the peripheral area of our very freedom to think and speak and your freedom to provide for the public the things the public wishes to hear and see." Illustrative of the FCC techniques is Chairman E. William Henry's recommendations following the Omaha local TV hearing (BROADCASTING, Oct. 28). "His interpretation of those hearings was not only shocking, it was frightening," the senator said.

"Not only would his proposals make him and his colleagues the program directors of every broadcast facility in the nation, they would endow the commission with the dictatorial powers increasingly sought by some of the members since the advent of the cultural cult headed by . . . Mr. Minow."

Despite unqualified endorsement of the three Omaha TV stations by witnesses, Chairman Henry "makes it clear in his capricious statement that the commission knows better than the public what it should watch or listen to and when," Senator Allott said. "This verbose effort on the part of the chairman of the commission to excuse a time consuming, wholly unjustified and unconscionable foray into an area where the responsibility lies with the licensee is a glaring example of interpretive travesty on Congress, the FCC, the broadcasters and the viewing and listen-

ing audience."

Fortunately, he said, "these advocates of centralized power and controls might have gone too far." Undoubtedly the "flagrant flaunting of power" in the Omaha report prompted the "violent reaction" of the House Communications Subcommittee when the FCC testified on commercial time standards three weeks ago (BROADCASTING, Nov. 11), Senator Allott said. Also, he pointed out, the Senate Appropriations Com-

mittee (of which he is a member) has reduced the FCC's requested appropriation, a clear indication that "we were not pleased with their efforts to proliferate the control of that agency."

Representative Brotzman had high praise for the job broadcasting is doing in serving the public. He said he agreed with NAB President LeRoy Collins that federal control of programming will result in thought control of the public (BROADCASTING, Nov. 11).

Agreement with FCC is major NCTA concern

MALARKEY HEADS COMMITTEE SEEKING NEW PRESIDENT

The board of directors of the National Community Television Association met in Chicago last week with a major topic of discussion centering around how best to obtain an FCC agreement on federal regulation of the growing industry.

And, while the NCTA was in Chicago, the FCC in Washington scheduled a meeting for today (Nov. 25) on the very same subject—regulation of community antenna TV systems with a view toward protecting local TV stations from outside signals brought in by CATV.

NCTA also is looking for a new president to replace Bill Dalton, who resigned last summer (BROADCASTING,

Aug. 26) and the board appointed a special committee to screen applicants.

Fred Stevenson, NCTA chairman, said the board was "united" in its wish for further negotiations with the FCC in an effort to reach a mutual agreement on legislation to propose to Congress authorizing direct regulation of CATV. However, the FCC staff has told the commission that it has ample authority already to embrace CATV under a rulemaking proceeding.

The CATV industry and the commission staff have held a series of meetings on the subject, the latest 10 days ago (BROADCASTING, Nov. 18). This meeting, with Ward Quaak, WGN-TV Chicago as host, featured broadcasters who also own CATV systems.

NCTA and the FCC staff have been stymied on one major issue—duplication of a local station by a CATV system. NCTA will agree to legislation prohibiting only simultaneous duplication while the staff now is recommending a period of about two weeks before and after a local station carries a program. NCTA also takes the position that regulation should come through legislation by Congress, Mr. Stevenson repeated last week.

The National Association of Broadcasters, which is embroiled with the FCC in several areas of real and proposed or threatened regulation of broadcasting, sides with the FCC on this issue. The NAB's position is that the FCC can institute a rule making proceeding to regulate CATV.

FCC Today ■ At its meeting today, the FCC is expected to cover a wide-range of regulatory problems involving the community antenna industry (BROADCASTING, Oct. 28). The main subject to be considered will be a comprehensive staff report and recommendation that the commission should resolve the problem of protecting TV stations from CATV competition.

The staff recommends that the FCC adopt an outstanding rulemaking conditioning microwave grants in the business radio service to service CATV on a provision not to duplicate local stations for about two weeks. The pres-

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ent rulemaking sets a 30-day hiatus but this is expected to be cut back. Several microwave grants have been made since this rulemaking was announced but all were conditioned upon a no-duplication agreement.

Also before the FCC will be a proposal to accept comments on rulemaking which would set the same ground rules for CATV systems getting signals relayed to them by common carrier microwaves. A third plan, and one which is sure to motivate considerable debate, is the staff recommendation that the FCC assert regulatory jurisdiction over all CATV systems, including those which pick up TV signals directly from the stations' transmissions.

A majority of the FCC would prefer legislation, it is understood, but harbor a doubt that the commission could get Congress to pass the type of bill it wanted. A bill authorizing the FCC to regulate CATV failed to pass the Senate by one vote in 1960.

Malarkey Heads Selectors ■ Martin Malarkey, a member of the NCTA board and pioneer in CATV, heads the screening committee to select a new president for the association.

Changing hands

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

■ **Wew** St. Louis—Sold by Franklin Broadcasting Co. to Charles P. Stanley and associates for \$500,000. Mr. Stanley, the present station manager of the station, holds 51% interest. Others in the buying group and their ownership: Robert A. William and John A. Griesedieck (brewing) and John A. Butler, a brother-in-law, 20%; Peter J. Nikolai-son, advertising, 15%; Richard Deringer, advertising, 7½%. The purchase price consists of \$150,000 and assumption of obligations. Franklin Broadcasting, headed by William F. Johns and Alvin Koenig, at one time owned five radio stations, but has disposed of them all. Wew operates on 770 kc with 1 kw daytime only.

■ **WLET-AM-FM** Toccoa, Ga.: Sold by Virgil E. Craig to H. F. Lawson and R. Gene Cravens for \$90,000. The buyers are physicians, and at one time were part owners of WCLC Jamestown, Tenn. Dr. Lawson still owns WAEW Crossville, Tenn. WLET is a 5 kw daytimer on 1420 kc. WLET-FM operates on 106.1 mc with 730 w. Broker: Chapman Co.

■ **KALF** Mesa (Phoenix): 31% interest acquired from Sheldon Engel by Lee Ackerman for more than \$50,000 (\$1,000 plus assumption of obligations). Mr. Ackerman, already a 20% owner, will become 51% owner; Mr.

That's one way to get a license renewal

At least one station now has reason to believe that the FCC has a heart.

Last Thursday (Nov. 21), during a dedication of the new \$2.5 million Broadcast Center housing WOC-AM-FM-TV Davenport, Iowa, Ben F. Waple, FCC secretary, personally delivered a license renewal for WOC-TV.

The television station had been awaiting action on its renewal appli-

cation for more than a year. Like hundreds of other stations, WOC-TV had been in the FCC's backlog.

Mr. Waple, who represented the FCC at the dedication ceremonies, made the surprise presentation to David D. Palmer, president of the Palmer stations in Davenport and Des Moines; William Wagner, vice president and secretary of the company, and Ray Guth, general manager of WOC-AM-FM-TV.

Engel, 51% owner now, will retain a 20% interest. Mr. Ackerman is a local businessman, former publisher of Phoenix Sunpapers, and has financial and investment interests. In 1960 he was Democratic nominee for governor of Arizona. Mr. Engel will continue to manage the station. KALF operates daytime only with 10 kw on 1510 kc.

■ **Kdgo** Durango, Colo.: Sold by Robert W. Tobey to Jerry and Marcie Fitch for \$32,000. Mr. Fitch is co-owner and executive vice president of KGLN Glenwood Springs, Colo., and is president of the Colorado Broadcasters Association; Mrs. Fitch is station manager. Kdgo is 1 kw fulltime on 1240 kc.

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 103).

■ **KSMN** Mason City, Iowa: Sold by Donald F. Blanchard and Harry Campbell to Hayward L. Talley for \$170,000, including \$30,000 agreement not to compete for six years. Mr. Talley owns KXGI Fort Madison, Iowa, and controls WSMI-AM-FM Litchfield, Ill. KSMN is a 1 kw daytimer on 1010 kc.

■ **Ksxx** Salt Lake City: Sold by William Parmer Fuller III to Starley D. Bush and group for \$160,000. Mr. Bush recently disposed of a 25% interest in KWIC Salt Lake. Ksxx operates with 1 kw daytime only on 630 kc.

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FCC'S 'POWER GRAB'

House group okays Rogers's bill that would thwart commission plan to regulate commercials

The House Communications Subcommittee last week continued its efforts to halt what a majority of its members call the FCC's runaway with the legislative power of Congress.

The panel met in closed session Monday (Nov. 18) and approved legislation to block the FCC's proposal on commercial time standards and quickly turned to a bill that would prevent the commission's license fee schedule from starting Jan. 1, 1964.

Representative Walter Rogers (D-Tex.), subcommittee chairman and author of both measures, said the subcommittee probably would conduct hearings on license fees early next month. It may also resume consideration of broadcast editorials and the FCC's July 26 statement on fairness. Representative J. Arthur Younger (R-Calif.), ranking Republican on the subcommittee, introduced a bill (HR 9158) Tuesday to establish "a statutory policy governing the broadcasting of views on controversial issues."

The Republican Congressional Campaign Committee stepped up its attacks on the FCC's fairness policy in material prepared for GOP members of Congress.

Representative Rogers said the subcommittee discussed commercials, license fees and fairness at its Monday meeting. The chairman has said before that he considered the three matters were related to one issue—a general power grab by agencies of the executive branch and a special hatchet job on congressional authority by the FCC (BROADCASTING, Nov. 18).

The Latest ■ Briefly, these are last week's developments on the three broadcasting issues facing the Communications Subcommittee: The panel, by a voice vote, approved HR 8361 without opposition. It would prevent the FCC from going ahead with its proposed rulemaking on the length and frequency of commercials. Present and voting were Representatives Rogers, Younger, Glenn Cunningham (R-Neb.), James T. Broyhill (R-N.C.) and W. R. Hull Jr. (D-Mo.). Representative John E. Moss (D-Calif.), sole opponent on the panel, was attending a meeting of another subcommittee and did not vote, the chairman said. Two other members were unable to attend the session either, he said. The bill is presently pending before the full Commerce Committee.

The FCC, which defended its proposal against broadcaster and congressional attacks at a hearing earlier this

month (BROADCASTING, Nov. 11), has scheduled an oral argument for Dec. 9.

Meanwhile, Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, said he favored self-regulatory moves by broadcasters to curb commercial excesses. Two weeks ago the senator issued invitations to key broadcasters and officials of the National Association of Broadcasters to meet informally in his office and bring him up to date on what the NAB is doing about commercials (BROADCASTING, Nov. 18). His invitation followed an exchange of letters with NAB President LeRoy Collins, who has been trying to organize a meeting of his own with NAB code board heads and network presidents. The networks turned Governor Collins down last summer, but Senator Pastore said he fully expected their cooperation, "as they always have [given] in the past."

License Fees ■ The license fee question is not on the merits of licensees helping defray some of the expenses the government incurs in regulating them, Representative Rogers said. It's on whether the FCC has the power to go ahead and levy fees without legislative approval by Congress.

The FCC sent the subcommittee its comments in opposition to the Rogers bill and pointed out that the Department of Defense and the Federal Aviation Agency adopted fees last year. Why should its functions be treated differently from those of other agencies, the FCC asked. The commission and the other two agencies all rely on a 1952 appropriation bill for fee authority, as well as on recommendations of the President and the Bureau of the Budget, the FCC pointed out.

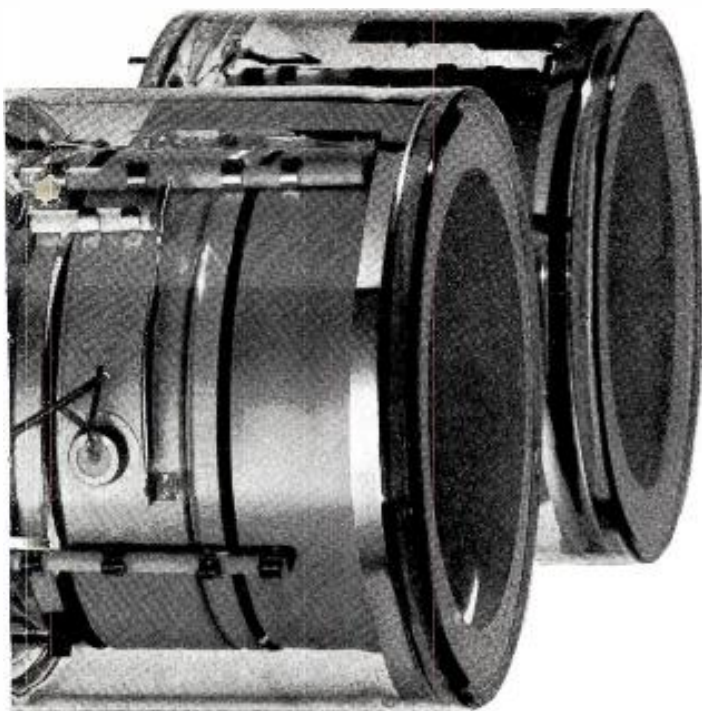
Anyway, the commission argued, the FCC already has conducted its own proceeding on fees and adopted a rule (BROADCASTING, May 13). Furthermore, it said, the fees it has set up and revised "represent the most practicable method of administering a fee schedule which is nominal in amount and equitable in its application."

All these arguments, Representative Rogers, said, avoid the main issue—does the FCC have the authority to go ahead? He contends it does not and said he hoped to hold a hearing on his bill about the first week in December.

Free Time Vs. Paid Time ■ Representative Younger's bill on controversial programming is the first measure aimed at the FCC's position on fairness since

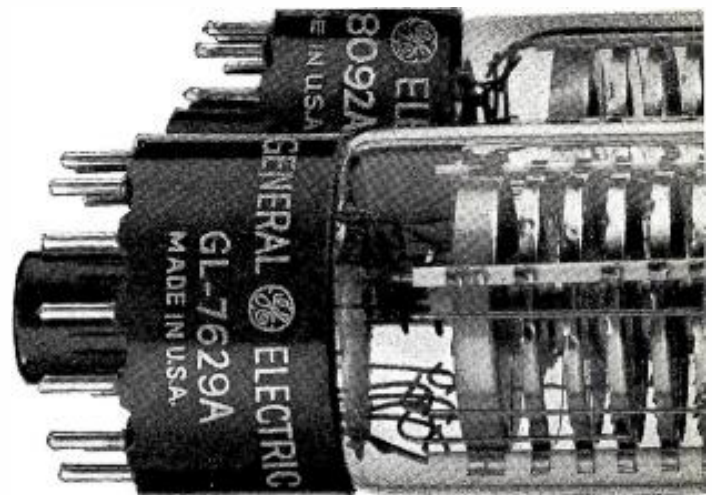


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G. E.'s 7629 and 8092
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highly sensitive,
long-lived tubes...
up to 9000 hours and more...



signal-to-noise ratios,
however, were a bit low...

(36:1 and 34:1 average)



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Senator has tax problem from station sale

Senator Herbert W. Walters (D-Tenn.), former 50% owner of Cherokee Broadcasting Inc., one-time licensee of WCRK Morristown, Tenn., is feuding with the Internal Revenue Service on his sale of stock in the radio station.

The IRS says the senator owes \$2,250 in back taxes, interest and penalties. Senator Walters said last week that his auditors and IRS accountants have disagreed on this matter since the sale to WCRK Inc. in 1960 (BROADCASTING, Oct. 31, 1960).

The disagreement, he explained,

is on the value of the stock and whether depreciation of equipment, state taxes and final closing costs should be allowable as deductions. His case is on the docket of the U.S. Tax Court in Washington where it is awaiting hearing.

Senator Walters and W. E. Hodges, both Morristown businessmen, each owned 50% of Cherokee Broadcasting, which they sold for \$130,000 in 1960. FCC records show that both men retain 2.5% interests in WCRK, a daytimer which operates on 1350 kc with 1 kw.

the FCC sought to clarify its policy in July (BROADCASTING, July 29). It would amend Section 315 of the Communications ACT to provide that licensees who sell time for controversial programming "shall not be required to afford the use of such station for the presentation of contrasting views with respect to such issue without making comparable charges for such use."

In other words, the bill would protect broadcasters from a strict interpretation of the FCC's fairness policy: that stations might find themselves in a position where they would have to offer free time to answer a controversial sponsored program.

Representative Rogers, whose subcommittee already has held public hearings on editorials (BROADCASTING, Sept. 23, July 29), said he thought the panel could consider his license fee measure and later turn to the fairness issue at the same sitting. The FCC, he said, wants to testify on both.

No rerun of decision on incentive pay plan

In the interest of assuring that a network could not place restraints on its affiliates, the FCC last week denied reconsideration of its decision made last spring to prohibit the CBS-TV incentive compensation plan.

Prohibition of the CBS compensation plan was a companion to the commission's action killing network option time practices (BROADCASTING, June 3). In both cases the commission indicated its purpose was to strengthen the ability of nonnetwork program producers to compete with the networks by giving greater freedom to television stations in choosing program sources.

The commission found the compensation plan violated two rules. The first prohibits stations from making contracts that prevent them from rejecting network programs. The second is the option time rule which prohibits time opting contracts and any other agreement "which has the same effect."

Lee: government vs. self-regulation

FCC Commissioner Robert E. Lee has warned broadcasters that unless they do an effective job of self-regulation they can expect more government control and more death sentences for stations that fail to abide by commission rules.

The commissioner spoke at the Institute of Social Ethics at Georgetown University in Washington.

He said the National Association of Broadcasters codes go "further," in detailing broadcasters' programming responsibilities than the commission's 1960 statement on programming policy. But, he added, the commission "has effective sanctions and the NAB has, at best, ineffective ones."

If the history of broadcasting "is prophetic," and the codes fail "to do the job," he went on, "more of the FCC policy statements may become a matter of rule and regulation, the noncompliance of which could mean a license revocation."

Commissioner Lee, who spoke on "Ethics, Advertising and Responsibility," made no direct reference to the current FCC proposal to adopt the NAB commercial codes, or a variant of them, as a commission rule. One of the main arguments advanced by the commission in this connection is that not all broadcasters adhere to the codes and that the NAB has no effective sanctions to employ against those who violate them.

Maintain Public Confidence ■ Commissioner Lee said that he doesn't favor government control any more than broadcasters do. But, he said, to prevent "incursion by government," broadcasters must "achieve and maintain the plateau where the public has confidence in the ability of any given industry to manage its own affairs with acceptable morality."

He said most "onerous government controls" are "triggered" by public in-

dignation over "sharp practices" by a relative handful of individuals.

"Without the sinning few," he said, "I believe the majority could have more freedom from government interference, including substantially longer license periods. The broadcasting industry will make progress when it finds a way to obtain substantial compliance with its self-regulating devices, such as codes, through imposition of some form of sanction against violators." He acknowledged, however, that "this is easier said than done."

The commissioner also defended the commission against the charge that it engages in censorship in examining programming. He said that although the Constitution and the Communications Act prohibit censorship by the commission, the agency has the statutory obligation to grant and renew licenses only after a determination that "the public interest" would be served.

And the FCC, he said, has concluded that the proscriptions against censorship do not prohibit it from examining programming proposals "in broad categories to determine whether such proposals would meet the public interest."

He also said that anyone perceiving "any threat of censorship" in the 1960 programming statement would be "straining."

Senate cuts FCC budget

The Senate passed a \$13.4 billion appropriation bill last week that includes \$15.4 million for the FCC's fiscal 1964 operations. The House version of the appropriation bill fixed the FCC figure at \$15.8 million.

Fiscal 1964 began in June and the FCC has been spending money since then at its 1963 authorized rate, \$14.9 million.

The FCC asked originally for \$16.5 million.

The Federal Trade Commission, also covered in last week's bill, was voted \$12,329,500, \$1.1 million less than it requested.

California BP's organize

A luncheon organization meeting of the Southern California Chapter of the Broadcast Pioneers will be held in Los Angeles at noon on Dec. 4 at the Hollywood Roosevelt hotel. Arrangements are being handled by Loyd Sigmon, executive vice president and general manager of Golden West Broadcasters. Participating at the luncheon meeting will be Lee Jahnce, national pioneers president, and Ward L. Quaal, immediate past president. Sol Taishoff, chairman of the chapter expansion program of the pioneers, will also be present.

Members of the national Broadcast Pioneers as well as those eligible to join are being invited to attend the luncheon.

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 Norman Dello Joio . . . "Diversion of Angels" and "Seraphic Dialogue"
 William Schuman . . . "Night Journey"

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DRUMS BEAT LOUDLY OVER THE BAY

Broadcasters Promotion Association's seminar stresses sessions designed to help promoters do a better job

An unglamorous, hardworking, shirt-sleeves meeting; that's what the eighth annual seminar of the Broadcasters Promotion Association, held Monday-Wednesday (Nov. 18-20) at the Jack Tar hotel in San Francisco, turned out to be. There was little drama, little excitement, during the daytime hours. The 14 professional panels played to SRO rooms, even when three sessions were going at the same time. The BPA members attending the three-day meeting, first in BPA history to be held on the West Coast, showed themselves to be concerned with learning things that might help them do a better job.

The meeting opened Monday morning with a report from President Dan E. Bellus, general manager, WQOK Cleveland, that the registration was a record high of 314, the first time a BPA

O'Flaherty defined the broadcasting promotion men as "the people responsible for the baloney that is found so thinly sliced everywhere on the radio and television dials and in the newspaper columns as well.

"The fields of endeavor are varied for the members of the BPA," the columnist wrote. "They push coming attractions, place expensive ads, call attention to the sponsor's products, arrange interviews for critics, falsify the ages of their clients and toss around words like 'provocative,' 'hard-hitting' and 'sensational' in a manner that is awesome. And they can lie with a smile as big as next year's budget. . . . They are to be avoided like the plague—except when needed. And then they are to be loved like brothers."

And so on.

feathers which the columnist said he had received in response to his Monday column. He then quoted at length from the "less graphic but just as firm" reaction of Mr. Bellus, who pointed out that the BPA image is the "exact opposite" to that described in the first column. "We're not press agents such as the stars in Hollywood employ. We are employees of broadcasting operations who are dedicated to disseminating information of and about our offerings. . . ."

Mr. O'Flaherty wound up his second BPA column: "Just as I was preparing to take a flying roll in the feathers, a telegram arrived: 'Overheard two BPA delegates saying "It was a hell of a column if you like honesty.'" And there you have it. I've got the tar barrel open. Now what shall I do with the



Successful merchandising and the art of agency presentations were the topics of discussions for these two groups at the BPA convention.

Left photo (l-r): Robert Werden, U.S. Borax Co., Los Angeles; Dick Paul, WAVY-AM-TV Norfolk, Va.; Art Garland,



GE stations, Schenectady, N. Y., and Leo Gutman, Four Star Distribution Corp., New York.

Right photo (l-r): John Vrba, The Fourth Network; Dean Linger, Corinthian Broadcasting Corp., and Rod MacDonald, Guild, Bascom & Bonfigli, San Francisco.

seminar had topped 300. He said that the BPA membership was also at an all-time peak, with 514 paid-up members. King Harris, president of the San Francisco Advertising Club, and Joseph P. Constantino, KTVU(TV) Oakland, seminar chairman, joined in welcoming the members to San Francisco.

O'Flaherty's Prose ■ The opening session was enlivened with numerous expressions of antagonistic reactions to the comments about the meeting made that morning by Terrence O'Flaherty, TV-radio columnist of the *San Francisco Chronicle*. In a column headed "An Encampment of Gypsies," Mr.

Recommendations of BPA members on the best way to treat the column ran the gamut from "ignore it completely" to "let's send a formal protest to the publisher," with one proposal that Mr. O'Flaherty be invited to join a panel session on station promotion "to let us share some of his wisdom and to let him see that we aren't all gypsies." The matter was referred to the Tuesday afternoon business meeting for formal action, but before then a second column had appeared.

This one, headed "Jack Tar Revisited," began with the report of a gift of a can of tar and a box of

feathers?"

The convention agenda from the opening until its close Wednesday noon consisted mostly of panel sessions whose subjects ranged from "Management Thoughts on Promotion" to "Promoting Movies on Television" and "Publicity Problems of Radio Stations." Jack Webb, keynote speaker at the Monday luncheon, discussed his own career in radio and TV, his rise to fame with *Dragnet* and his present worries as head of television for Warner Bros. He also had some practical suggestions about program promotion (see page 94).

Tuesday's luncheon was the occasion

for the presentation of the BPA "On-the-Air" promotion awards for 1962, following the reproduction of the winning promos. Tennessee Ernie Ford made the presentations (see page 92-D). The annual banquet was held Tuesday evening, following a cocktail party jointly sponsored by 14 advertising-broadcasting trade publications.

The chief accomplishments of the closed business session on Tuesday afternoon were reported to be the decision to drop the apostrophe from the first word of the organization's name—making it Broadcasters (instead of Broadcasters') Promotion Association—and to set the sites for the next four conventions: Chicago in 1964, Washington, in 1965, St. Louis in 1966 and Toronto in 1967.

Aid To The Rep. ■ Syndicators want to help stations make a profit on the \$101 million they spend each year for filmed programing, but it can't be done in the way it was when syndicated programs were sold to individual local and regional advertisers—banks, bakeries and such—for individual sponsorship, Leo Gutman, vice president of Four Star Distribution Corp., told a session on merchandising. Today, he said, the help that is needed is in aiding the station representative sell spots in the pro-

sellout before the first air dates.

To help the stations build audience for the programs, special on-air promos were prepared.

Station promotions generally fall into four categories, Art Garland, promotion manager of the General Electric stations, Schenectady, N. Y., reported. There is the card, "whose main job is to get the attention of the recipient on its way to the circular file"; the gimmick mail piece, such as a letter for a vermouth sponsor with an Italian and a French coin attached, or an outline picture of a collection of the sponsor's products distributed to children as a coloring project; station news letters, "expensive but effective"; all-out merchandising schemes, which are really costly and need to be tailored to the specific account but on occasion well worth the work and the money.

Help Is Expected ■ The program sponsor who buys station time for his show expects as much merchandising help as he can get to build audience for his program and sales for his products, Robert Werden, publicity manager, U. S. Borax Co., stated. He cited a station-run contest for the best Borax displays in supermarkets, resulting in a sharp increase in retail sales, as an example of the sort of thing his com-

pany as *Vincent Van Gogh: a Self Portrait*, told the session on "Promoting Specials and Sports Programs," at which he was a surprise panelist. "Money isn't everything in producing a program worth promoting," he said, "but it's almost everything."

'Special' Season ■ Alex Kennedy, director of program promotion, CBS-TV, predicted that "specials will become the image of all television during the next 12 months," with the national elections dominating the scene. Paul W. Sheldon, director of advertising, Gulf Oil Corp., and Caley E. Augustine, promotion manager, WIC(TV) Pittsburgh, discussed successful promotion campaigns during the session moderated by Steve Libby, manager of the TV department of Infoplan.

"If your promotion looks better, it's apt to be more effective as a sales tool," G. Dean Smith, graphic designer, stated during a session on graphic arts. "It can cost a lot of money," he said, "but it doesn't have to. The essential ingredients are a lot of thought and some good ideas."

The late William Golden of CBS was hailed as the father of good broadcast advertising art by Edwin L. Jay, promotion manager of WAGA-TV Atlanta, who with the aid of more than 100 slides showed how good art and good design, can improve the impact of every item of station communications, rate cards and ID's as well as more formal promotions on air and in print.

Yet when Paul Woodland, promotion manager, WGAL-TV Lancaster, Pa., asked the question, a show of hands indicated that only about 10% of the stations represented at the session have an artist on their promotion staff. R. O. Trautwein, San Francisco sales manager, Addressograph-Multigraph Corp., reported on improvements in reproducing equipment that have lowered costs while improving quality.

As Long As It Sells ■ Tuesday morning was devoted to the controversial topic of humor in advertising and promotion, although the chief speaker, Alan Alch, creator of such broadcast ads as Butternut Coffee's "Subliminal" and BankAmericard's "Little Maestro," expressed bewilderment over why it should be. "It's funny but will it sell?" is a standard response to the presentation of a humorous advertising theme, he reported, asking in turn, "why don't we ever hear anyone say, 'It's serious, but will it sell?'"

Maybe the problem is one of semantics, Mr. Alch observed, and the word "humorous" should be replaced with "entertaining." The primary purpose of a commercial is to sell the product, he said. To do that it has to be seen and if the viewer isn't entertained he won't sit through it and then what chance does it have to sell any-



Among participants in Broadcasters Promotion Association's Monday session on 'Promoting Specials and Sports Programs' were (l-r): Caley E. Augustine, WIC(TV) Pittsburgh; Paul

W. Sheldon, Gulf Oil Corp., Pittsburgh; Alex Kennedy, CBS-TV, New York, and Steve Libby, Infoplan, New York. Lou Hazam, writer-producer (not shown) was a surprise panelist.

gram period to agency timebuyers.

For *Dick Powell Theatre* the help was a two-page trade ad that listed the calls, cities and station reps of all stations who had bought the series, with an invitation for buyers to pick the markets they wanted to use and call the reps. Reprints of the ad were mailed to 4,000 timebuyers.

Sales aids, such as ratings histories, with lead-ins and competition also shown, were sent to the stations and the representatives.

The same procedure was followed for *The Rifleman* and Mr. Gutman said that 80% of the stations reported a

pany would like to see done by every station on the *Death Valley Days* list.

When panel moderator Dick Paul, director of advertising, promotion and merchandising, WAVY-AM-TV Portsmouth-Norfolk, Va., commented on a recent upswing in requests for merchandising by advertisers and agencies, Mr. Werden said it was an inevitable result of the educational campaign conducted by BPA on the value of merchandising.

More money for programing has paid off for promotion managers as well as program directors, Lou Hazam, writer-producer of such TV spectaculars

thing? Proof of Mr. Alch's thesis was promptly provided. When he finished speaking he was besieged with requests for his full humor-filled text, which BPA members wanted to take home with them for distribution in their local advertising circles. This did not happen at any other session of the three-day meeting.

An Effective Whisper ■ In a session on radio humor, John Asher, vice president for advertising and promotion, Golden West Broadcasters, told of the use of a contest on what the call letters of the GW stations really mean to impress them on listeners "without continually shouting them," as one of his more successful uses of humor in station promotion.

Norman S. Ginsburg, sales promotion director, CBS Radio Spot Sales, played highlights of an LP record, "That Agency Thing," which he reported had been enthusiastically received by agency executives and had been responsible for opening their doors to radio time salesmen. Carl Hixon, associate creative director, Leo Burnett Co., Chicago, recounted the story of the "corny" campaign for Kellogg's corn flakes, probably the outstanding radio success story of 1963. Paul N. Lindsay, promotion manager, WIND Chicago, moderated this session.

"Use humor to get their attention, then you can safely go into the hard sell," a keystone of Mr. Alch's argument, was emphasized also by Steven Fox, promotion director, KOA-TV Denver, who cited the TV spots of Western Airlines and Culligan water softeners as prime examples of how well this theory works in practice, when the practioner is an expert in his craft. Charles Cash, director of promotion and publicity, WSB-TV Atlanta, showed film clips to illustrate the use of humor in station promos, even for news shows. Harry Honig, sales promotion manager of KSD-TV St. Louis, ad libbed some humorous promo spots, as an unscheduled addition to the session.

Don Garrett, director of publicity and promotion, Screen Gems, said that the best program promotions stem from the themes of the shows themselves. For example, he cited the contest to guess the weight of Baby Pebbles, which he credited with boosting *The Flintstones* into the enviable position of top-rated program on ABC-TV, and the use of the Swedish angle in such *Farmer's Daughter* promotions as a "think Swedish" campaign among stations and travel agencies. George Stantis, program promotion director, KFMB-TV San Diego, was moderator of this panel discussion.

Use Your Medium ■ Most publicity problems of radio stations stem from the failure of the station publicists to

use their own medium properly, Bruce Wallace, promotion and public service manager, WTMJ-AM-TV Milwaukee, declared at a session on this subject. "Your station reaches more people than any newspaper or magazine, but how many of you use it intelligently in your promotion?" he asked. "Do you give your station news department the break on an important program change or other station news? Do you devote as much time and thought to preparing a station announcement as on a news release to the papers? If the answer is yes, you've got nothing to worry about."

People listen to radio more than ever before, but television has taken its place as the glamour program medium and the radio station's toughest problem is to get the newspaper radio-TV editor to take time away from television to listen to its outstanding programs, such as

BPA promotion awards conferred at convention

TELEVISION (Markets over 500,000)

Station Image: First place, KFMB-TV, San Diego, Calif.; honorable mention, WIICTV, Pittsburgh; KTRK-TV, Houston.

Special Events: First place, WFAA-TV, Dallas; honorable mention, WCBS-TV, New York; WTVT-TV, Tampa-St. Petersburg, Fla.

Personalities & Programs: First place, KFMB-TV, San Diego, Calif.; honorable mention, WTCN-TV, Minneapolis; WTVJ-TV, Miami. TELEVISION (Markets under 500,000) (No winners in any category).

RADIO (Markets over 500,000)

Station Image: First place, WHAS, Louisville, Ky.; honorable mention, WGBS, Miami; WMCA, New York; KCBS, San Francisco.

Special Events: First place, WIL, St. Louis; honorable mention, KCBS, San Francisco; WFAA, Dallas; WABC, New York.

Personalities & Programs: First place, KCBS, San Francisco; honorable mention, WHAS, Louisville; WLS, Chicago; KCBS, San Francisco.

RADIO (Markets under 500,000)

Station Image: (No winners)
Special Events: First place, CJOB, Winnipeg, Man.; honorable mention, KRNT, Des Moines, Iowa.

Personalities & Programs: First place, KOB, Albuquerque, N. M.

a local public service show, Robert Blake, publicity director, Group W stations, commented. One solution that has proved successful for some stations has been to tape these broadcasts and take the tapes to the editor's office and play them for him there, at his convenience, Mr. Blake said.

He noted that community papers may be more receptive to radio news than the metropolitan dailies and suggested that participation in community enterprises by station management and personalities is often the avenue for fine public relations for the station.

The Personal Touch ■ Personal contact is the key to good press relations,

Dwight Newton, radio-TV columnist of the *San Francisco Examiner*, told the session, whose moderator was J. W. Axtell, promotion manager, KRDL Dallas.

The best way to promote movies on television is the way the movie makers promote them in theaters, by film clips from the pictures themselves, Robert Nelson, director of promotion and information service, KNXT-TV Los Angeles, said at a session on this topic, moderated by Donald R. Peacock, director of advertising and promotion, WBAL-TV Baltimore.

Keith Nicholson, promotion director, KOGO-TV San Diego, reported on the successful use of other movie-type promotion devices; actors costumed as characters in a movie walking the streets or riding around the city on a flatbed truck, for example.

He and Gerald Rowe, director of audience advertising and promotion, NBC-TV, stressed the value of reminding the viewer of the elaborate and expensive promotion preceding the theatrical debut of the pictures by adroitly adapting some of the original art stills, film clips and display ads to advertise the TV showings.

Give 'em Hell ■ Mr. Rowe pointed out that TV can take advantage of the rise to stardom of actors appearing in a picture since its theatrical release by updating the cast billing to take advantage of the new box office names. But by whatever means, "communicate your own enthusiasm for what you think is a hell of a movie and you'll have a hell of an audience," he declared.

The station representative can be a valuable member of a station's sales promotion team if he's given the opportunity, BPA members were told by representatives of two rep firms and an advertising agency at a Wednesday morning session moderated by Robert M. Adams, promotion director, WTOP-TV Washington.

Agency timebuyers have little time to peruse promotion material received by mail, Ruth Jones, supervisor of network and station relations, J. Walter Thompson, New York, said, and the 25 buyers in her department receive an average of 10 pounds of station promotion pieces a week apiece ("It was too much to count, so I weighed it"), much of which goes into the wastebasket unseen. This is an expensive waste of ammunition, she commented, and the target is worth shooting at, for these buyers purchased over \$35 million worth of spot time on local stations last year.

The way to be sure their material reaches the buyer, she counseled the station promotion managers, is to give it to the station representative. The buyers know him and when he presents

Promotion men told they belong on management team



Mr. Faust

Mr. Block

Mr. Drilling

Mr. Sullivan

Mr. Tower

The station promotion manager should be, but all too often is not, a part of the top management team, according to a panel of broadcast executives who informally discussed their thoughts on promotion at the Broadcasters Promotion Association San Francisco meeting. Sterling Quinlan, vice president and general manager of ABC-owned WBKB-TV Chicago, was moderator of the group, whose members were: A. Donovan Faust, vice president and general manager, WJRT(TV) Flint, Mich.; Richard C. Block, executive president, broadcast division of Kaiser Industries; Charles Tower, executive vice president, Corinthian Broadcasting Corp.; John B. Sullivan, vice president and general manager, WNEW New York, and Joseph C. Drilling, president, Crowell-Collier Broadcasting Corp.

The typical station promotion manager was described by Mr. Tower as "suffering from a syndrome of

incipient vocational paranoia. He has feelings of being unappreciated by management, uninvolved in management decisions, underbudgeted, underpaid and misunderstood. And he has a tendency to spend more time complaining about his plight than trying to do something to improve it."

Perhaps, the panel agreed, this is because at most stations, the promotion manager has to be what Mr. Quinlan called "a three-headed monster." He must be an expert publicist, able to command or cajole editors and columnists into devoting much space to the station and its programs. He must be adept at public relations, able to explain away an unhappy situation. And he must be a skilled advertising man, who can change a station's image in the eyes of the public and the advertisers. The man who can successfully wear these three hats is rare, Mr. Drilling noted, but perhaps the fault is man-

agement's in expecting him to physically do all three jobs, where he ought to be concerned with planning and supervising the work of the publicity, public relations and advertising departments.

It was the consensus of the group that unsatisfactory promotion is often the fault of management rather than of the promotion manager. If he is not included in the sessions at which management decisions are thrashed out, it is difficult for him to interpret those decisions properly in his dual job of creating a larger audience and more sales. If his budget is slashed—and they agreed that the promotion budget is the easiest for management to cut—he should not be blamed for failing to carry out his original plans, but he usually is. The executives felt, however, that the lot of the promotion man has improved in recent years as management has come to a greater appreciation of his importance in the overall station operation.

something to them they take the time to listen.

Short And Sweet ■ "Send us tapes," Kenneth Mills, associate director of research and promotion, The Katz Agency, told the radio station promotion people. But make them terse, he advised. "Ten minutes is the most you can expect any busy buyer to sit still."

The tapes also should be "honest," he declared, "representative of what the programing really sounds like . . . indicative of your choice of music, your news approach, your talents' delivery. Try to include, for each personality, a section which includes a live commercial."

"The role of the representative is to transfer the information to the agency buyer that will make him want to spend his client's money on your station," Avery Gibson, vice president, H-R Representatives, told the promotion managers.

Ratings are the most important factor, she said, but not the only one and it's up to the stations to see that the rep has the information he needs to give to the buyer when the buyer needs it. "Don't wait until the last minute to let us know about a special local program," she warned. "It's not too soon right now to tell your rep about your plans covering the elections in Novem-

ber 1964."

The agencies began buying for fall in June, Miss Gibson noted, yet some of the stations her firm represents did not get their fall schedules in until August. "I hate to think how much business was lost by this delay," she said.

All the panel members urged the station executives to make the promotion material for agencies brief, pertinent and expressive of the station's personality. Most national spot buys are multi-station buys, Mr. Mills commented, and if the two top rated stations in a market both reach the same type of listener the chances are they won't both be used, but another station reaching a dif-



Outgoing BPA President Dan Bellus (l) of WDOK Cleveland, congratulates his

successor, Clark Grant of WOOD-AM-FM-TV Grand Rapids, Mich.

ferent audience, will get the business.

The Katz Co. and Edward Petry & Co. each held Monday evening seminars, at which the promotion managers of the stations each firm represents were given detailed instructions as to what type of material is most useful to the representative and how he presents it to the agency buyers.

Pick Bosses Carefully ■ The best way for a station promotion man to become station manager is to pick a good station manager as boss, two former promotion men who became station managers, told the BPA members. Jules Dundes, vice president and general-manager, KCBS, and Don B. Curran, vice president and general-manager, KGO, both San Francisco, agreed that they would not hold their present positions if their former bosses had not given them the chance to learn about all aspects of station operation. The two also agreed that the promotion department managership is a better springboard for advancement than any other departmental post, as it is necessarily concerned with the operation of other departments, especially programming and sales, whereas the other department heads are almost exclusively occupied with the problems of their own

segments of the station.

The third member of the "Which Way Up" Panel, William H. Stipich, director of marketing services, Jos. Schlitz Brewing Co., urged the promotion managers to impress top management by learning so much about the associated activities of the business that they become the ones consulted concerning them. It takes time and hard work, he counseled, but it pays off in the end. Fred Birnbaum, promotion manager, WCAU Philadelphia, moderated this session.

The promotion man is one of the most essential figures in the world of broadcasting, Jack Webb, head of Warner Bros. television production told the Monday luncheon of the Broadcasters Promotion Association meeting.

"The value of promotion to the star, the producer, the series, the station, the network and the client is incalculable. The fact is that without the promotion department and the ingenious promotion devices . . . people who must know about a program would never be told about it," he stated.

The broadcast promotion department has a much tougher task than its movie studio counterpart, Mr. Webb commented. A motion picture producer

asking someone to buy a ticket for a picture is asking for a one-time decision. But in a TV or radio series, Mr. Webb noted, the same customer is asked to buy a ticket every week for 52 weeks. "You have to get that decision out of your audience 51 more times" than out of the movie patron.

Mr. Webb called attention to a "neglected" area of promotion . . . more promotion and more publicity particularly "pounded much more effectively in behalf of the second season TV show, or for that matter, the third and fourth season shows. I believe this second-season entry is just as important as the first one. It must be in the eyes of the people who renewed it. If it is not promoted on a first-run basis, then it might as well be written off. Competition in programing, like death, never takes a holiday."

Presentations rate good reasons

"Don't make a presentation unless there's a good reason for it—and new ratings don't constitute a reason unless they show dramatic changes due to a change in program format," Bob MacDonald, media vice president of Guild, Bascom & Bonfigli, San Francisco, told the Broadcasters Promotion Association session on agency presentations.

The presentation should have a point of view and stick to it, without any extraneous material, he said. It should have a logical development of ideas and a definite conclusion. If documentation is needed, don't recite the statistics, but include them in a leave-behind piece "and make that of a size that will fit our files," he warned.

Finally, he cautioned the promotion managers to leave the presenting to the station manager or sales manager.

When a local station is making a presentation to an agency, two-thirds of it should be devoted to the market and its importance to the sales picture of the agency client, the final third to the reason why the particular station should be used to cover it, John Vrba, president, The Fourth Network, counseled.

A five-point guide for presentations was presented by Lon King, vice president, Peters, Griffin, Woodward: Have something to say. Pick a specific target at the agency at whom to direct the presentation. Determine the best way to put the message across to that target. Schedule the presentation at the right time. Find ways to merchandise it to the fullest with additional updated material.

Dean Linger, advertising and promotion director, Corinthian Broadcasting Corp., panel chairman, reported on the results of an informal survey of

media directors and other executives at 20 New York agencies made earlier this month. These agency executives pretty much agreed that simplicity, clarity and brevity are the earmarks of a successful presentation. They dislike overlong presentations, puffery, downgrading the competition, lack of pertinent market data and pointlessness.

They want a presentation to tell them what makes a station different, its management policies and its program philosophy as well as the ratings, also any information on changes in the market, new industry, new business, new people. Generally they prefer that the presentation be made by the station manager or sales manager or the station representative.

Drumbeats . . .

Just dial ■ WJRT(TV) Flint, Mich., is sending telephone stickers to viewers. The stickers give the phone number of WJRT's recorded weather report and have spaces for emergency phone numbers.

ABC's Own Hour ■ The ABC-owned TV stations will carry a promotional campaign to the public stressing their community interest programming, and they'll do it via their own medium—

television. The promotion, begun in trade and consumer magazines, with a seven-page insert explaining specific public service programming undertaken by each of the five ABC O&O's will be continued with a one-minute TV film. The spot explains a special community effort made by each of the five stations.

Chocolate Kildare ■ Fair Play Caramels, a candy distributor in Johnson City, N. Y., has a new chocolate bar on the market. Called "Dr. Kildare," it has a picture of Richard Chamberlain, protagonist of the NBC-TV *Dr. Kildare* series, on its wrapper.

In The Yellow Pages ■ The *Huntley-Brinkley Report* is becoming institutionalized. NBC has entered the program in the classified telephone directories of New York, Chicago, Los Angeles, Philadelphia and Washington. Under a heading of "Television News Program Producers," the listing space includes the name and telephone number of the local NBC outlet and the program's broadcast time.

Aid To Youth ■ NBC's WNBQ(TV)-WMAQ Chicago has announced establishment of the Artists' Showcase Foundation on the third anniversary of *Artists' Showcase* live musical series aired by the stations. Foundation will provide finan-

cial assistance and performance opportunities to talented youth. Civic, business and music leaders comprise judging panel administering foundation.

Fall promotion ■ WNEW-TV New York is conducting an extensive advertising campaign for its fall program schedule, utilizing truck posters, bus cards and outdoor one sheets. One of the features is the use of more than 400 Railway Express panel trucks with posters.

CBS-TV Buys Boldface ■ CBS-TV through National TV Log Inc., New York, has bought special boldface listings in newspapers in 42 major markets for *Route 66*, *Danny Kaye Show*, *Phil Silvers* and *East Side/West Side*.

Ruder & Finn appointed for AB-PT-PR program

American Broadcasting - Paramount Theaters has appointed Ruder & Finn, New York, to help develop public relations programs for ABC-TV and other AB-PT interests, including ABC Radio, ABC International Television, ABC-Paramount Records and ABC Films.

Announcement of the new arrangement was made last week by AB-PT President Leonard H. Goldenson, who also said that his organization is pleased with the high public acceptance of ABC-TV's programming this season.

Hours of listening enjoyment With your MITSUBISHI transistor radio



This 8-transistor, 2-band (MW & SW), all-wave radio has a large (12cm) speaker and a 10mm by 180mm ferrite core antenna that gives you clear, static-free reception from those distant as well as local stations. These are some of the outstanding features that have made this smart, table model transistor radio so popular. Why not drop in at your nearest Mitsubishi electrical appliance dealer or write to: Mitsubishi International Corporation, Chicago Branch, Room 3505, Prudential Bldg., 130 East Randolph Drive, Chicago, Ill.



TR-864



TR-443



TR-803S



MITSUBISHI ELECTRIC CORPORATION

Head Office: Mitsubishi Denki Bldg., Marunouchi, Tokyo. Cable Address: MELCO TOKYO

Opposition increases to megawatt station

BROADCASTERS GAIN DIPLOMATIC SUPPORT IN BATTLE

The projected nondirectional megawatt AM station in San Jose, Costa Rica, planned and paid for by Wilbur C. Windsor Jr. through the Trinity Texas Foundation, may soon have its superpower hopes cut to purely a local operation—if broadcasters and diplomats have their way.

The somewhat mysterious operation, in that it is not known to what purpose the station will be put, will make use of the present facilities of TIDCR San Jose which operates on 625 kc with 6 kw. According to the listing of the *Foreign Broadcast Information Service*, a U. S. government publication, the station is owned by the *Diario de Costa Rica*, a San Jose newspaper (conservative and in opposition to the government). Mr. Windsor, owner of KJIM Fort Worth, has reportedly purchased 40% (\$60,000) of TIDCR. The remaining 60% interest is held by Daniel Comacho. A 50 kw shortwave station is also planned on the 9615 (31 meter band) on which TIDCR presently has a 3 kw operation (BROADCASTING, June 17).

The Association on Broadcasting Standards last week continued its opposition to the projected operation, which up until now had been protested only by it and the National Association of Broadcasters. ABS said the situation was brought to its attention by Herbert E. Evens, the NAB delegate to the Inter-American Association of Broadcasters.

The ABS sent letters of concern to FCC Commissioner Fredrick W. Ford and C. W. Loeber, chief of the Telecommunications Division of the Department of State. ABS reiterated its position that if TIDCR uses a power in the area of 1 megawatt it will cause ruinous interference to some 80 stations in the U.S., Mexico, Canada and Cuba operating on 620-630 kc. ABS said it "regards this proposal [TIDCR] as a significant threat to the sound development and maintenance of a truly efficient standard broadcast service in the United States." The association offered its assistance in any studies the government authorities might make.

A State Department official said last week that the department had been in contact with the U.S. Embassy in San Jose but could give no word as to what the Costa Ricans may be planning to do. He pointed out that Costa Rica is not a signatory of the North American Regional Broadcast Agreement and would not be bound to prevent interference to North American radio channels.

There is, however, an informal agreement among some broadcasters in the Central American area to limit station power to 15 kw. It is likely that if the Costa Rican government does take action to assure noninterference by TIDCR it would place the 15 kw limit on the station. The 15 kw agreement is not a government treaty and any such limit is not set by law and would have to be made by decree.

No smoking on TV

A nonpartisan motion urging the government to ban all cigarette advertising on television has been introduced in Britain's House of Commons. It is supported by 65 Members of Parliament.

The motion expresses grave concern at the impact of such advertising on young people in view of the so-called dangers to health caused by smoking.

Summer TV audience up 1 million in Britain

The number of people who watched television in Britain during July, August and September was 43,220,000, according to the latest report of the BBC audience research department. This is 88.2% of the population over five years of age and over a million more viewers than in the corresponding quarter last year.

Most viewers now have sets which can tune in BBC-TV and the commercial network. More than 31½ million people watched TV on the average day during the quarter. Average audience for a BBC-TV program was 5.1 million with a commercial network show attracting an average 6.1 million.

Viewers able to choose between the two networks spent on the average 5.4 hours a week watching BBC-TV and 6.7 hours viewing the commercial network. For the quarter this was an audience ratio of 45% for BBC-TV to 55% for the commercial network.

FINANCIAL REPORTS

Purchaser found for bankrupt WNCN(FM)

The complex bankruptcy case of Concert Network Inc., a group of FM stations with headquarters in Boston, was inched closer to resolution last week with the announcement that one of the stations, WNCN New York, is tentatively slated for purchase by the SN Network—a special group set up specifically for the proposed transaction.

Lou Powell, an attorney for a creditors' committee set up in New York Oct. 30, said last week that papers concerning the proposed sale will be filed this week—with completion of the transfer depending on final FCC approval. Dave Peters, member of a firm which represents the purchaser, said the sale may be cleared within three months. Mr. Peters also said FCC approval is expected to come at the same

time that a Federal Court in New York decides on a creditor arrangement plan filed Nov. 19 by WNCN.

The WNCN plan calls for a return of 100% to all creditors. Attorney Michael M. Goldberg, appointed tentative trustee Oct. 30, (BROADCASTING, Nov. 4) said several notices of creditor approval of the plan have already been received and all other parties are expected to follow suit. Another hearing on the case may be held in about three weeks, but referee Edward Ryan has not yet set any definite date.

Allied Artists' net up 49%

Allied Artists Productions Inc. reported a 49% increase in net profits for the first quarter of its fiscal year compared to the same period in 1962. During the quarter ended Sept. 28, Allied Artists reduced its direct liabilities

by \$1,343,000 and contingent liabilities by \$157,000.

Three months ended Sept. 28:

	1963	1962
Gross income	\$4,542,000	\$7,986,000
Net profit*	244,000	163,000
*Due to prior year losses, no federal income tax is necessary for either year.		

Record earnings seen for Disney Productions

The board of directors of Walt Disney Productions on Nov. 14 declared a regular quarterly dividend of 10 cents a share and the annual stock dividend of 3%, both payable Jan. 18 to stockholders of record Dec. 18.

Roy O. Disney, president, said earnings for the fiscal year ending Sept. 28, 1963 would be highest in the company's history. While final audited figures are not yet available, he estimated that earnings would range between \$3.75 and

\$3.80 per share.

Disney said that a payment of \$2.5 million was made on a Prudential Insurance Co. loan of \$15 million, leaving a loan outstanding at \$12.5 million.

C-C reduces indebtedness

As of Sept. 30, total indebtedness of Crowell-Collier Publishing Co. was \$16 million, it was reported last week. At the beginning of the year indebtedness was \$27 million. The reduction was accomplished by a \$16 million line of credit furnished on an unsecured basis at 4½% by six banks. C-C owns KFWB Los Angeles, KEWB Oakland-San Francisco and KDWB St. Paul.

Nine months ended Sept. 30:

	1963	1962
Earned per share*	\$ 1.09	\$ 1.08
Sales and revenues	79,614,000	69,804,000
Income before federal and foreign income taxes	7,432,000	7,436,000
Net income	3,564,000	3,511,000

*Based on 3,259,736 shares outstanding as of Sept. 30.

Chris Craft revenue up

Chris Craft Industries Inc., diversified West Coast company which also owns KCOP(TV) Los Angeles and KPTV(TV) Portland, Ore., boosted consolidated revenues by \$1 million, but earnings slumped, for the nine months ended Sept. 30 compared to the same period last year.

Nine months ended Sept. 30:

	1963	1962
Earned per share*	\$ 1.04	\$ 1.08
Consolidated revenues	52,684,402	51,693,524
Federal income taxes	940,000	1,135,000
Consolidated net earnings after taxes	1,436,303	1,481,309

*Based on 1,376,672 shares outstanding.

MCA net up slightly

MCA Inc. reported last week that consolidated unaudited net earnings for the first three quarters of 1963 were up slightly over the corresponding period of 1962. The figures include the company's interest in the reported consolidated net earnings of Decca Records Inc. for the nine months.

Nine months ended Sept. 30:

	1963	1962
Earned per share	\$ 1.90	\$ 1.87
Net earnings	9,535,000	9,197,000

Trans-Lux earnings off

Trans-Lux Corp. has reported that net earnings for the nine months ended Sept. 30 declined slightly from its comparable 1962 level.

Nine months ended Sept. 30:

	1963	1962
Earned per share	\$.68	\$.74
Net earnings*	491,050	532,235

*Including nonrecurring income of \$89,680 for 1963 period and \$11,100 for 1962 period.

Sale, earnings, income show increase at GTE

The sale of home electronic products for the nine months of this year ended Sept. 30 was up nearly 25% over the same period last year, Donald C. Power, chairman of General Telephone & Electronics reported. GTE's subsidiary, Sylvania Electric Products Inc., had sales and net income up from the same period last year, he said.

Consolidated sales and net income for the third quarter and for the nine months of this year set records for the company, Mr. Power noted.

Nine months ended Sept. 30:

	1963	1962
Earned per share*	\$.94	\$.79
Consolidated revenues and sales	1,047,787,000	970,770,000
Combined net income of subsidiaries	72,833,000	60,156,000
Corporate expenses, less miscellaneous income	1,310,000	880,000
Consolidated net income	71,523,000	59,276,000

*Based on 75,498,000 shares outstanding compared to 74,224,000 at same time last year.

General Precision down

A slump in third quarter reports for General Precision Equipment Corp., Tarrytown, N. Y., reflects the termination of one of the company's contracts with the Air Force for steller inertial guidance systems, it was reported last week. The company, however, received a letter contract from the North Atlantic Treaty Organization to build two mission simulators.

Nine months ended Sept. 30:

	1963	1962
Earned per share*	\$ 1.21	\$ 1.63
Consolidated net sales	163,033,173	163,020,970
Consolidated net income before federal income taxes	4,199,034	6,597,789
Federal income taxes	1,894,100	3,595,000
Consolidated net income after federal income taxes	2,304,934	3,002,789
Dividends paid on \$4.75 preferred and \$1.60 preference stocks	316,046	326,130
Net income	1,988,888	2,676,659

*Based on 1,643,101 shares outstanding.

Financial notes . . .

■ The board of directors of Chirurg & Cairns, New York and Boston advertising agency, has voted a 12-cent dividend, payable Dec. 1 to stockholders of record of Nov. 15, 1963. This is the fourth consecutive quarter in which the firm has declared a dividend.

■ Metromedia Inc. has declared a regular quarterly common stock dividend of 10 cents a share for the first quarter of 1964, payable Jan. 31, 1964 to stockholders of record Dec. 27.

PERSONALITY POWER

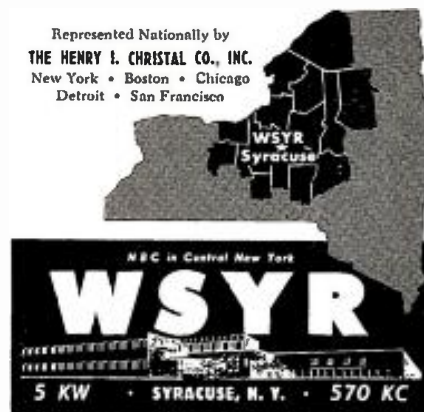
It packs a friendly punch. Stroll down the street with any of a dozen WSYR personalities. Watch the smiles light up people's faces; hear the known-you-all-my-life greetings from total strangers.

This friendly attitude is for you, too, when these personalities are selling for you. And that's why WSYR Radio is the greatest sales medium in Central New York.

So you see what happens:

Personality Power = Sales Power for you in the 18-county Central New York area. Instant friends for what you have to sell.

Represented Nationally by
THE HENRY I. CHRISTAL CO., INC.
New York • Boston • Chicago
Detroit • San Francisco



SPOTMASTER

Tape
Cartridge
Racks



. . . from
industry's
most comprehensive
line of cartridge tape equipment.

Enjoy finger-tip convenience with RM-100 wall-mount racks. Store 100 cartridges in minimum space (modular construction permits table-top mounting as well); \$40.00 per rack. Extra rack sections available at \$12.90. Spotmaster Lazy Susan revolving cartridge rack holds 200 cartridges. Price: \$145.50. Write or wire for complete details.

Spotmaster
BROADCAST ELECTRONICS, INC.
8800 Brookville Road
Silver Spring, Maryland

BROADCAST ADVERTISING



Mr. Detchon

Elliott Detchon, VP and management supervisor on American Express Co. and Nationwide Insurance Co. accounts at Ogilvy, Benson & Mather, New York, elected senior vice president.

Mr. Detchon joined agency in October 1961.

David L. Dimmock, account supervisor on Crisco Oil at Compton Adv., New York, elected VP. Mr. Dimmock joined Compton in 1954 as media trainee. He was named executive on Crisco account in 1959.

Noel C. Johnson elected VP in charge of radio-TV production at Van de Car and DePorte Inc., Schenectady and Albany, N. Y., advertising and public relations agency. Mr. Johnson, former promotion specialist and script writer for WRGB(TV) Schenectady, joined Van de Car in February 1963 as account executive and director of radio-TV.

Willie Harris Jr., national sales manager of KGBT-AM-TV Harlingen, Tex., elected vice president.

Douglas H. Donoho appointed Detroit sales manager for CBS Radio network, effective today (Nov. 25), succeeding **Wayne Wilcox**, who died Nov. 8 in automobile accident near Northville, Mich. Mr. Donoho joined CBS Radio in 1958 as member of Chicago sales staff.



Mr. Donoho

Helen Lydon, TV advertising administrator for Mattel Inc., Hawthorne, Calif., toymaker, joins Clinton E. Frank Inc., Los Angeles, as broadcast supervisor, effective Dec. 1. She formerly

held similar post at Frank's Chicago headquarters for eight years.

Robert I. Angelus, **E. William Dey Jr.**, **Ira F. Sturtevant** and **Theodore N. Williams**, all of New York office of Foote, Cone & Belding, elected VP's. Messrs. Angelus, Dey and Williams are account supervisors; Mr. Sturtevant is copy group head.

Stan Brown, account executive at Hixson & Jorgensen, Los Angeles, elected VP. Before joining H&J in 1960, Mr. Brown was VP of General Adv. Agency, Hollywood. **Ed Reilly**, account supervisor at Erwin Wasey, Ruthrauff & Ryan, San Francisco, joins Los Angeles office of Hixson & Jorgensen as account executive, replacing Mr. Brown.

William B. Cook Jr., account executive at KTRG Honolulu for past six months, promoted to sales manager.

Forrest (Frosty) Blair appointed radio sales manager for Chicago office of Edward Petry & Co., national radio-TV sales representatives, replacing **William Pipher**, who has resigned. Mr. Blair has been with Petry organization since 1949.



Mr. Blair

Seymour Lusterman, formerly VP and market research director of Pepsi-Cola Co., joins Lawrence C. Gumbiner Adv., New York, as VP and director of research.

Earl Kraft, media director of Earle Ludgin & Co., Chicago, elected VP. Mr. Kraft has been with agency since 1956 and before that was with Oscar Mayer & Co.

Richard E. Hellyer, formerly of McCann-Erickson, joins John W. Shaw Adv., Chicago, as account supervisor.

Herman Aronson, for past three years production supervisor for adver-

tising and sales promotion department of CBS Television Stations Division, named assistant director of advertising and program promotion at WCBS-TV New York.

Neil Derrough, national sales representative for KCBS San Francisco, appointed account executive at CBS Radio Spot Sales, Detroit.

Dale Smith, general sales manager of WLWD(TV) Dayton, Ohio, since 1956, joins WSB-TV Atlanta as national sales manager. **Deloney Hull**, WSB-TV account executive, promoted to local sales manager.



Mr. Smith

E. Holland Low, of E. J. Hughes Co., Springfield, Mass., advertising agency, joins WWLP(TV) Springfield as account executive.

Bill Keaton, formerly with sales staff of WKBW Buffalo, N. Y., joins WGR-AM-FM, that city, as account executive.

Winfield R. Rushnell joins WTRL Bradenton, Fla., as account executive.

Richard G. Sears, for past 18 months account executive with N. W. Ayer & Son, joins CBS Television Network Sales, New York, in same capacity.

Robert A. Seat, formerly head of his own St. Louis advertising agency, joins Winius-Brandon Co., advertising and public relations agency, that city, as account executive.

Delbert O. Fuller Jr., previously marketing director of *Jack and Jill* magazine at Curtis Publishing Co., joins C. J. LaRoche and Co., New York, as account supervisor.



Mr. Newton

Nicholas Newton, director of sales for WPAT-AM-FM Pater-son, N. J., appointed general sales manager of WOLF Syracuse, N. Y., and Northeast Radio Network, both divisions of Ivy Broadcasting Co., Ithaca, N. Y. Before joining WPAT, Mr. Newton was director of sales for Films Five Inc. and Sturm Studios-Academy Pictures, both New York City.

Edmond H. Johnson Jr. named account executive at WTAR-AM-FM Norfolk, Va.

Nevin W. Meredith, formerly of Kenyon & Eckhardt and Compton Adv., both Chicago, and **Ray Pepoon**, account executive at Campbell-Mithun, join Gardner Adv., St. Louis, as ac-



count executive and creative contact executive, respectively. Other Gardner appointments: **James J. Moore Jr.** transfers from Gardner copywriter to account executive; **Charles W. Haines Jr.**, former media director at Krupnick & Associates, to media planner; and **Alexander Podhorzer**, formerly of Young & Rubicam, New York, to media buyer at Gardner.

Stanley T. Burkoff, VP and creative director of Young & Rubicam Ltd., Toronto, joins W. B. Doner & Co., Detroit, Baltimore and Chicago advertising agency, as partner and director of agency's creative departments. Mr. Burkoff will make his headquarters in Detroit.



Mr. Burkoff

William M. Hardwick, formerly advertising manager of Hunter Fan Co. and account executive with N. W. Ayer & Son on agency's Plymouth account, named account executive at Ridgway, Hirsch & French, St. Louis.



Mr. Smith

Willard S. Smith, director of advertising and promotion for WJBK-TV Detroit, resigns, effective Nov. 29, to establish his own Detroit advertising agency, effective Jan. 2, 1964. Mr. Smith joined WJBK-TV in 1955 as promotion manager. He was appointed director of advertising and promotion in 1960.

Donald R. Carrell, formerly with ABC Radio's central division, joins WLS Chicago as account executive.

Mert Draper, sales executive at KMUR Murray, Utah, joins KCPX-TV Salt Lake City as account executive.

Richard W. Ostrander, national sales manager, promoted to general sales manager of WTVN(TV) Columbus, Ohio.



Mr. Ostrander

John (Jake) P. Fendley, for past five years account executive in Chicago for ABC-TV network, and **John McEntee**, account executive with WGN-TV Chicago, appointed account executives in Chicago office of ABC Television Spot Sales. Mr. Fendley replaces **Grant Norlin**, who has been transferred to ABC-TV Spot Sales' New York office.

Bernard Jaffe, research group manager at Foote, Cone & Belding, New York, appointed research director at Ketchum, MacLeod & Grove, Pittsburgh, succeeding **C. Dorsey Forrest**, who has returned to teaching as professor at University of Utah, Salt Lake City. **James W. McFarland** has been promoted to assistant research director, and **Thomas W. Frank** to marketing supervisor in KMG's Pittsburgh office.

Robert J. Horen joins Chicago sales office of Crosley Broadcasting Corp., Cincinnati, as radio account executive.

Frank DiGrace, previously account executive with Adam Young TV Corp., joins New York sales staff of H-R Television Inc.

Rex Gay, Theodore R. Boardman and **Andrew R. Muldoon** join sales department of UHF channel 26 WCIU(TV) Chicago as account executives. Mr. Gay had been with WBKB(TV), that city. Messrs. Boardman and Muldoon were securities salesmen.

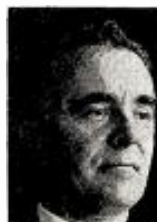


Mr. McDonald

J. M. McDonald, formerly of KGBT-TV Harlingen, Tex., has formed McDonald Adv. Agency, with offices at 120 S. Broadway, P. O. Box 1166, McAllen, Tex. Telephone: MU 6-1161. Mr. McDonald served as first president of Texas Association of Broadcasters, organized in 1952.

Charles Liotta, formerly of N. W. Ayer & Son, and **Earl McNulty**, BBDO, join Sullivan, Stauffer, Colwell & Bayles, New York, as TV producers. **Len Lipson**, assistant producer at SSC&B, promoted to producer.

Noel Schram, previously director of Seattle, Wash., copy department of Allied Adv. of California, has purchased Advertising Counselors Inc., that city. Agency name has been changed to Noel Schram & Associates. Officers, in addition to Mr. Schram who was elected president by board of directors, are **Vic Gauntlett**, VP, and **Roy Sparke**, secretary-treasurer. Both Messrs. Gauntlett and Sparke held similar posts on former board of directors.



Mr. Schram

John H. Cleland, for four years with Milwaukee staff of Klau-Van Pietersom-Dunlap, named senior public relations counsel in agency's Chicago office.

Bernard Rapaport, of Young & Rubicam, joins research department of Sullivan, Stauffer, Colwell & Bayles, New York, as research supervisor.

Nathaniel S. Rubin, manager of sales development and research at WNBC-TV New York, joins A. C. Nielsen Co.'s

New York Station Index staff. His responsibilities include NSI sales and client service in East Coast area.

Lars Giertz joins Tracy-Locke Co., Dallas-based advertising agency, as radio-TV producer.

THE MEDIA



Mr. Dudley

Richard D. Dudley, president, general manager and member of board of directors of Wisconsin Valley Television Corp. (WSAU-AM-FM-TV Wausau), named managing director of Wisconsin Radio Network, succeeding late George Frechette. **William Huffman**, acting general manager of WFHR-AM-FM Wisconsin Rapids, elected secretary-treasurer and member of network's board.

Larry B. Payne, director of news and public affairs at WHFI(FM) Birmingham, Mich., appointed general manager, succeeding **Garvin H. Meadowcroft**.

John B. (Jack) Soell, who resigned as VP and general manager of KTVE(TV) El Dorado, Ark.-Monroe, La., two months ago (BROADCASTING, Sept. 23), has entered station brokerage business, handling radio, TV and community antenna television systems.



-49°

A-C? It's All-Canada Radio and Television Limited, first and paramount representation firm North of the Border in broadcast sales.

A-C reps 43 radio, 22 TV stations—in all primary, most secondary markets. Weekly radio reach is 50% of all households for 60% of national retail sales. TV: 62% of households for 53% of national retail sales.

A-C has 12 offices: New York, Detroit, Chicago, San Francisco, Los Angeles, Dallas, Atlanta and Montreal, Toronto, Winnipeg, Calgary, Vancouver.

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Lloyd Elliott, local sales manager of KGBT Harlingen, Tex., named assistant general manager.

Harold W. Roeth, program manager of WRVR(FM) New York, promoted to assistant manager.

Robert S. Yaeger, program manager of WHEC Rochester, N. Y., assumes added duties as operations manager of WHEC-TV. **Christina Farley**, WHEC traffic assistant, promoted to music director and assistant to Mr. Yaeger.



Mr. Wren

Everett Wren, administrative director of WOLF Syracuse, N. Y., appointed general manager of WOLF and Northeast Radio Network, both divisions of Ivy Broadcasting Co., Ithaca, N. Y. Before joining Ivy earlier this year, Mr. Wren had served as production director of Music Makers and Mark Century Inc., both New York City. Previously he was president of Wren Radio-TV Productions, Denver, and partner of Skyway Adv. Agency.

James A. Hudgens, formerly with New York law department of Westinghouse Electric Corp., performing services exclusively for Westinghouse

Broadcasting Co., joins Washington, D. C., law firm of Amram, Hahn & Sundlun as associate. Before joining Westinghouse, Mr. Hudgens was with FCC's office of opinions and review.



Miss Fahy

Broadcasting System, Chicago.

George L. Brantley named traffic manager of WTAR-TV Norfolk-Newport News, Va., replacing **Mary West Ball**, who resigned.

Roger S. Shales, sales manager, promoted to station manager of WKKD-AM-FM Aurora, Ill.

LeRoy Collins, president of National Association of Broadcasters, elected trustee of Keep America Beautiful Inc., New York.



Mr. Matthews

Missouri.

Richard Meeder, national sales manager, promoted to station manager of WAVY Portsmouth, Va.

Joseph Grady appointed operations manager of WPEN-AM-FM Philadelphia.

FANFARE

Inez Aimee, formerly media supervisor and buyer at Norman, Craig & Kummel and director of research and sales promotion at WINS New York, appointed director of promotion for McGavren-Guild Co., national radio-TV sales representatives, New York.

Marianne Lattak, formerly with Daniel J. Edelman Co., joins Richard Taylor & Associates, Chicago advertising and public relations agency.

Brandol West joins promotion department of WDBJ Roanoke, Va., replacing **Melvin Mayfield**, who resigned.

Allen D. Christiansen, for three years with KVTv(TV) Sioux City, Iowa, joins KETV(TV) Omaha as public service and

promotion director. He succeeds **Mike Ruppe**, who resigned.

John F. Connors appointed sales and audience promotion manager of KLZ-TV Denver.

Merle J. Levin, sales manager of WCuy(FM) Cleveland Heights, Ohio, appointed director of publicity and public relations for KYW-AM-FM Cleveland.



Mr. Duff

old Corp., Philadelphia.

Anthony J. Cortese appointed director of community affairs at KQV-AM-FM Pittsburgh.

Elliott Ames, since October 1959 senior presentation writer in sales development department of ABC-TV network, named manager of promotion and client services for Sports Programs Inc., an ABC division, N.Y.



Mr. Ames

Allan Moll, newscaster at KHJ-AM-FM Los Angeles, assumes additional duties at station as director of public affairs, a newly created post.

Robert Floury, formerly entertainment editor for Deal Publications, named administrator of publicity for KNBC(TV) Los Angeles.

PROGRAMING

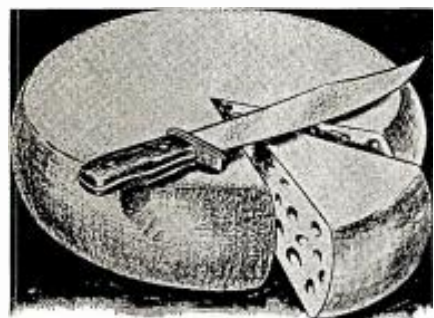
David T. Wilkinson, staff producer at WTIC-AM-FM Hartford, Conn., promoted to assistant program manager.

Howard Rayfiel, attorney, joins Desilu Productions, Hollywood. Mr. Rayfiel, who will work under Bernard Weitzman, studio VP in charge of contract administration, formerly headed his own production firm, Independent Film Enterprises Ltd., New York.

Karl von Schallern appointed to newly created post of field sales supervisor, with headquarters in Chicago, for MGM Television.

Peter Kalison, formerly assistant scouting director for New York Yankees baseball club, appointed to newly created post of coordinator of sports for ABC Radio network, New York.

Al Hulsen, formerly of WGBH-FM (educational) Boston, joins WRVR(FM) New York as program manager, replacing **Harold W. Roeth**, who has been



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promoted to assistant manager.

Sig Moglen, writer on *Camera Three* experimental series at WCBS-TV New York, named producer of that program.

Robert Pirosh, writer-producer and creator of *Combat TV* series (Tuesdays, 7:30-8:30, ABC-TV), signed by Screen Gems, New York, to develop three original properties—*Hall of Justice*, *El Paso* and *Barbary Coast*—for TV series earmarked for 1965-66 season.

John W. Hull, former commercial producer at Young & Rubicam, appointed sales manager of newly formed Richard Adler Enterprises, New York. Company plans to specialize in creation of musical campaigns for commercials and industrial films.

Robert M. Akin, for past two years director of finance for Storer Broadcasting Co., elected VP of Southern California Cable TV Corp. and appointed general manager of Storer Broadcasting's community antenna TV interests. Storer entered CATV field two months ago (BROADCASTING, Sept. 9) with purchase of 80% of stock of Southern California Cable TV Corp., owner and operator of two CATV systems—in Ojai Valley and Thousand Oaks, both California. Mr. Akin, who joined Storer in November 1961 from Dittmar & Co., San Antonio, Tex., investment firm, will make his headquarters in Thousand Oaks.



Mr. Akin

Johnny Goodman, promotion manager of KGBT-TV Harlingen, Tex., assumes added duties of program director for KGBT radio.

Peter Porter, formerly of Sutherland Associates and Filmways Inc., both New York, joins Sarra Inc., producers of TV film commercials, New York, as production manager.

Kenny Adams appointed studio supervisor at KTVE(TV) El Dorado, Ark.-Monroe, La.

William Collieran, who produced several of Frank Sinatra and Bing Crosby specials and directed *The Hit Parade* for several years on TV, named executive producer of *The Judy Garland Show* (Sundays, 9-10 p.m., CBS-TV). **Dean Whitmore**, director of *The Dinah*

Cox named to HEW post

Robert W. Cox, deputy assistant director of FCC, appointed chief of operations analysis staff in office of secretary of Department of Health, Education & Welfare, effective Dec. 2. Mr. Cox has been with FCC since 1948, beginning as budget officer. His duties at HEW will include analyzing agency's efficiency and making recommendations on how operations can be improved. Mr. Cox's initial responsibilities will be to organize newly created staff.

Shore Show for past four years, named regular director of Garland show. **Peter Gennaro** joins Garland staff to handle choreography, and will also appear from time to time in dance numbers on show. **Johnny Bradford** appointed associate producer. **Frank Peppiat** and **John Aylesworth**, writers on *The Perry Como Show*, join Garland show's writing staff. **Gary Smith** continues as series' producer.

Kenyon Hopkins, motion picture and TV composer-conductor, named creative musical director for CBS-TV network, succeeding **Lud Gluskin**, who retired.



Mr. Stone

Marshall Stone, executive VP and producer-director at Filmex Inc., New York, since 1961, re-joins MPO Videotronics Inc., that city, as executive producer-director. Mr. Stone had previously been associated with MPO and earlier served as staff director at NBC.

James Komack signed to multiple-picture writing contract by producer Jack Chertok to write minimum of four more scripts for CBS-TV's *My Favorite Martian* series starring Ray Walston. Mr. Komack has already written five of first 16 segments filmed and directed two of them.

Robert Lewis, formerly of WBAY-AM-TV Green Bay, Wis., joins announcing staff of WTMJ-AM-TV Milwaukee.

Fred Knight, formerly of WAVY Norfolk, Va., and **Dave Michaels**, of WAGA Atlanta, join announcing staff of WMAL-AM-FM-TV Washington.

Bob Van Camp, music director and host of morning *Merry-Go-Round* show at WSB-AM-FM Atlanta, assumes added responsibilities as senior announcer.

Kenneth A. Christiansen, director of educational TV at University of Florida, Gainesville, has received Fulbright

grant to lecture as specialist in communications and educational TV at Leeds University in London. Dr. Christiansen leaves in January for six-month project of establishing closed-circuit TV facility at British university.

Steve Armstrong, formerly of WJAB Westbrook, Me., joins WHEW West Palm Beach, Fla., as air personality.

Pat Downey joins WFLA-AM-FM Tampa-St. Petersburg, Fla., as air personality.

Perry Allen, formerly of KTLN Denver, joins KVI Seattle as air personality.

NEWS



Mr. McClelland

David R. McClelland appointed news director of KTAL-TV Texarkana, Tex.-Shreveport, La., replacing **John Griffin**, who resigned last month to join WTAR-AM-FM-TV Norfolk, Va., in same capacity.

Marvin Scott, formerly news editor at WOOD-AM-TV Grand Rapids, appointed night assignment manager of UPI's TV newsfilm service in New York.

Ned Calmer and **Dallas Townsend**, CBS News correspondents, have



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Research firm enlarges staff, elects several VP's

New vice presidents elected last week at SRDS Data Inc., research firm of Skokie, Ill., are **Hugh E. Rogers**, director of account service, formerly of Barnard Inc.; **Burton Gintell**, controller, formerly of Audits & Surveys Co.; **Bruce Z. Bortner**, director of research, formerly of Mediascope; **Frank J. Fulvio**, director of research operations, formerly of National Analysts; **Charles Morris**, director of sales, formerly of 20th Century Marketing Service; **John J. Mason**, director of data processing, formerly of Ted Bates, New York.

Ben Gedalecia, vice president of research at BBDO, New York, joins Data as consultant in advertising agency services.

Other executive appointments announced last week at Data include: **Charles M. Hildner**, of American

Newspaper Publishers Association, named account supervisor for client service division; **George Myatt**, formerly with Grey Adv., named account supervisor of client service division; **Alan Steinberg**, formerly with Fairchild Publications, and **Marshall Dickman**, formerly with Crossley S-D Surveys, named research sales managers; **Martin Finn**, formerly with Erickson Enterprises, named manager of data processing operations; **Helen W. Heynes**, formerly with National Analysts, named regional field director.

Other new regional field directors at Data are **Marquerite Vasburn**; **Mary Sperling**, formerly with Chesebrough-Pond's Inc.; **Mary Sutherland**, formerly with Crossley S-D Surveys; and **Alice Michael**, formerly with National Analysts.

switched assignments, Mr. Calmer leaving anchor spot on *World News Round-up* and becoming anchorman on *The World Tonight*, effective today (Nov. 25), and Mr. Townsend doing reverse. Both programs are on CBS Radio.

Richard S. Harrington joins news staff of WGN-AM-TV Chicago as reporter-editor.

Adam Lynch, previously of news staff of WPRO-TV Providence, R. I., joins WHC(TV) Pittsburgh as newscaster on station's Saturday and Sunday *Dateline '63* series at 11 p.m.

Lee Israel, book reviewer for Virginia Kirkus Service, joins news staff of WVRV(FM) New York as editor.

EQUIPMENT & ENGINEERING



Mr. Overstreet

Charles Overstreet appointed advertising manager for University Loudspeakers division of Ling-Temco-Vought, Oklahoma City, responsible for all advertising and public relations for division's line of high

fidelity and public address speakers, microphones and related electronic equipment. **John Pacconi Jr.**, director of sales for Empire Scientific Corp., joins University Loudspeakers as special products manager.

James W. Burke, assistant to president of tuner division of Standard Kollsman Industries, Melrose Park, Ill., elected vice president and general manager of that division.

Chester A. Siegrist, sales engineer at

ITA Electronics, Lansdowne, Pa., appointed area sales representative in Pennsylvania, West Virginia, Maryland, Delaware and southern New Jersey for Visual Electronics Corp., New York.

Frederick J. Cudlipp, eastern region manager of EMI division of Capitol Records, New York, appointed director of professional product marketing for CBS Laboratories, Stamford, Conn. Position is newly created to meet CBS Labs' growing activity in broadcast equipment area, with products including Audimax, professional test records, video distribution amplifiers, digital display units and kine recorders. Before joining Capitol, Mr. Cudlipp was regional sales manager of Ampex Corp., Los Angeles.



Mr. Cudlipp

Vernon M. Setterholm elected president of Vitro Electronics, a division of Vitro Corp. of America, Silver Spring, Md. Mr. Setterholm has served in executive and technical capacities with Vitro since 1947. Most recently he was VP of Vitro Electronics, responsible for manufacturing and operations.

Steve deSatnick, engineer in charge of technical facilities at WNDT(TV) (educational ch. 13) Newark-New York, appointed manager of technical and production operations.

Vern Harris appointed west-central region sales manager for semiconductor products division of Motorola Inc., Phoenix. **Dr. William E. Taylor** joins Motorola's semiconductor products division as operations manager for ma-

terials replacing **Dr. Remo A. Pellin**, who resigned.

Daumant (Del) Kusma, director of manufacturing for Lansdale (Pa.) division of Philco Corp., joins International Resistance Co., Philadelphia, as director of operations. Mr. Kusma succeeds **John L. Keating**, who continues as director of management services.

Francis R. Flood, marketing manager for battery product section of General Electric Co., Gainesville, Fla., joins Raytheon Co.'s semiconductor division at Mountain View, Calif., as marketing manager.

Samuel R. McConoughey, director of marketing for Prodelin Inc., Hightstown, N. J., named manager of military marketing for Continental Electronics division of Ling-Temco-Vought, Dallas.

INTERNATIONAL

George Slipp, previously VP and director of client services for McConnell Eastman & Co., Toronto, joins Kenyon & Eckhardt Ltd., that city, as VP and general manager.

Roberto Daglio, of El Salvador, elected president of Central American TV Network (CATVN), which includes TV stations in Guatemala, El Salvador, Honduras, Costa Rica, Nicaragua and Panama. CATVN, at meeting last week in Mexico City, also elected **Rodolfo Paredes Chiari**, of Panama, VP; **Simon B. Siegel**, of American Broadcasting-Paramount Theatres, treasurer; and **Robert S. Tancer**, AB-PT, secretary.

John Radford, managing director of CFJR Brockville, Ont., elected CFJR president.

Gordon Keeble, executive VP of CTV Television Network Ltd., Toronto, elected president of Central Canada Broadcasters Association, succeeding **William D. McGregor**, CKCO-TV Kitchener, Ont. Elected first VP was **Frank Murray**, CJBQ Belleville, Ont.; second VP, **Karl Monk**, CHOK Sarnia, Ont.; secretary-treasurer, **Don Martz**, CFCF-TV Montreal.

James D. Bowman, member of Associated Press' foreign and world service desks in New York, named AP bureau chief at Bogota, Colombia, replacing **James C. Dewey**, who resigned. Mr. Bowman joined AP at Dallas in 1955.

Bill Ward, production controller for Associated TeleVision Ltd., London, since company began operations in 1955, named to new post of executive controller at ATV's Elstree studios. **Bernard Marsden**, deputy technical controller at ATV since December 1962, promoted to technical controller. **Terence MacNamara** appointed to new-

ly created post of technical counsellor. **Pamela Grey** appointed to newly created post of personal assistant to Lew Grade, managing director of Associated TeleVision Ltd.

Harvey Kirck, director of CTV Television Network Ltd. news department at Toronto headquarters, joins news-casting team of CJOH-TV Ottawa, succeeding **Baden Langston**, who has joined ABC News in Washington.

Terry McGovern, formerly of *Ottawa (Ont.) Journal*, appointed promotion director of CFRA Ottawa.

DEATHS

Thomas Edward Downes, 57, assistant night newsroom chief for Voice of America, died Nov. 12 at Georgetown University Hospital in Washington after long illness. Mr. Downes joined USIA's

broadcast division in Washington in 1955.



Mr. Roeder

George H. Roeder, 57, executive VP and general manager of WCBM-AM-FM Baltimore, died Nov. 16 at Maryland General Hospital, that city. Mr. Roeder became general manager of WCBM in 1930, was elected to board of directors in 1933 and executive VP in 1954. His brother, **Charles A. Roeder**, is program and news director of WCBM.

M. Anthony Mattes, 62, manager of advertising department of Standard Oil Co. of California, San Francisco, since 1944, died Nov. 13 while on vacation in Puerto Vallarta, Mexico.

Ursula Halloran, 38, head of her own public relations organization in New York and formerly with NBC and Rogers & Cowan, died Nov. 13. Recently, she had served as publicist for Bob Hope and Victor Borge.

Lowell H. Swenson, 51, VP and director of marketing at Colle & McVoy Adv., Minneapolis, died of heart attack Nov. 14 while attending National Grocer's Manufacturing Association convention in New York City. Mr. Swenson joined Colle & McVoy in 1952, was previously assistant to president of Hawkeye Steel Products. From 1943 to 1948 he served in Washington as executive VP of National Aeronautics Association.



Mr. Swenson

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Nov. 14 through Nov. 20 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.—waits. 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 station

APPLICATION

Kingsport, Tenn.—American Television Service. UHF channel 28 (554-560 mc); ERP 19.7 kw vis., 10.58 kw aur. Ant. height above average terrain 690 feet, above ground 349 feet. P. O. address Box 975, Kingsport. Estimated construction cost \$65,400; first year operating cost \$120,000; revenue \$200,000. Studio and trans. locations both Kingsport. Geographic coordinates 36° 33' 38" north latitude, 82° 26' 08" west longitude. Type trans. RCA TTU-1B, type ant. RCA TFU-24D. Legal counsel Frederic Brandt, Johnson City, Tenn.; consulting engineer James Robertson, Lexington, Ky. Principals: C. E. Feltner Jr. (70%), Frederic H. Brandt and Earl L. Boyles (each 15%). Mr. Feltner owns TV film production and distribution firm; Mr. Boyles is executive vice president and general manager of WLEX-TV Lexington, Ky.; Mr. Brandt is lawyer. Ann. Nov. 20.

New AM station

ACTION BY FCC

Plymouth, Ind.—Van Wert Broadcasting Co. Granted CP for new AM on 1050 kc, 250 w-D. DA; condition. P. O. address Marsh Building, Van Wert, Ohio. Estimated construction cost \$28,115; first year operating cost \$46,000; revenue \$54,000. Applicant is licensee of WERT Van Wert. Sept. 20 initial decision looked toward grant. Action Nov. 12.

Existing AM stations

ACTION BY FCC

WDBC Escanaba, Mich.—Waived Sec. 1.323(b) of rules and granted application

to replace expired permit for increased daytime power from 1 kw to 10 kw, install new trans. and make changes in daytime DA system, continued operation on 680 kc with 1 kw night. Action Nov. 20.

APPLICATIONS

WDOG Marine City, Mich.—CP to change station location to Warren, Mich., change studio location to Warren, change trans. location to 2676 Ten Mile Road, Warren, install new trans. and make change in DA (two additional towers). Ann. Nov. 18.

KNOP North Platte, Neb.—Mod. of CP (which authorized new AM) to change hours of operation from daytime to unl., using power of 500 w-N, 1 kw-D, install DA-N. Ann. Nov. 18.

WCVP Murphy, N. C.—CP to change hours of operation from daytime to unl., using power of 500 w-N, 1 kw-D, install DA-N and change ant.-trans. location to three miles northeast of Murphy on Highway 19. Ann. Nov. 20.

KORK Las Vegas—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. Nov. 15.

New FM stations

ACTIONS BY FCC

Osage Beach, Mo.—Central Missouri Broadcasting Co. Granted CP for new FM on 93.5 mc, channel 228, 2.45 kw. Ant. height above average terrain 300 feet. P. O. address Box 125, Osage Beach. Estimated construction cost \$14,407; first year operating cost \$10,000; revenue \$12,000. Principals: James L. Risner Jr. and Ella Mae Risner.

Central Missouri is licensee of KRMS Osage Beach. Action Nov. 15.

***Canton, N. Y.**—St. Lawrence University. Granted CP for new FM on 89.3 mc, 8 kw. Ant. height above average terrain 76 feet. P. O. address Canton. Estimated construction cost \$19,645; first year operating cost \$3,500. Principals: board of trustees. Action Nov. 19.

***Kingston, R. I.**—University of Rhode Island. Granted CP for new FM on 91.1 mc, channel 216, 10 w. Ant. height above average terrain 24 feet. P. O. address c/o WRIU, Memorial Union, Kingston. Estimated construction cost \$4,025; first year operating cost \$500. Principals: board of trustees. Action Nov. 15.

Lawrenceburg, Tenn.—Lawrenceburg Broadcasting Co. Granted CP for new FM on 95.9 mc, 3 kw. Ant. height above average terrain 205 feet. P. O. address Box 353, Jackson, Tenn. Estimated construction cost \$10,850; first year operating cost \$8,400; revenue \$11,350. Lawrenceburg is licensee of WDKE that city. Action Nov. 15.

Fort Worth, Tex.—Dalworth Broadcasting Inc. Granted CP for new FM on 93.9 mc, Franklin A. Hardy c/o WMMB Melbourne, terrain 350 feet. P. O. address 2049, Fort Worth. Estimated construction cost \$30,000; first year operating cost \$18,000; revenue \$30,000. Principals: Kurt A. Meer (97.68%) and Mary A. & Mrs. Annette Meer (each 1.16%). Mr. Meer owns KCUL Fort Worth. Action Nov. 19.

APPLICATIONS

Denver—Armstrong FM Broadcasting Corp. 101.1 mc, channel 266, 57 kw. Ant. height above average terrain 110 feet. P. O. address c/o KOSI, Box 98, Aurora 8, Colo. Estimated construction cost \$23,826; first year operat-

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Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

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West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531



ing cost \$6,000; revenue \$24,000. Applicant is subsidiary of Armstrong Broadcasting Corp., licensee of KOSI Aurora. Ann. Nov. 18.

Fort Smith, Ark.—The Valley Corp. 99.1 mc, channel 256, 100 kw. Ant. height above average terrain 2,000 feet. P. O. address 1780 Tower Building, Little Rock, Ark. Estimated construction cost \$77,837; first year operating cost \$48,000; revenue \$50,000. Principals: Joe F. Wheeler (25.6%) and others. Principals are local businessmen. Ann. Nov. 20.

Key West, Fla.—Florida Keys Broadcasting Corp. 92.5 mc, channel 223, 26.9 kw. Ant. height above average terrain 138 feet. P. O. address c/o Roth E. Hook, Aliceville, Ala. Estimated construction cost \$24,466; first year operating cost \$8,000; revenue \$10,000. Applicant is licensee of WKIZ Key West. Ann. Nov. 15.

Melbourne, Fla.—Indian River Radio Inc. 102.3 mc, channel 272, 3 kw. Ant. height above average terrain 225 feet. P. O. address Franklin A. Hardy, c/o WMMR Melbourne. Estimated construction cost \$36,503; first year operating cost \$36,000; revenue \$42,000. Applicant is licensee of WMMB Melbourne. Ann. Nov. 18.

West Point, Ga.—Radio Valley Inc. 100.9 mc, channel 265A, 3 kw. Ant. height 334 feet. P. O. address c/o Dige Bishop, Box 427, West Point. Estimated construction cost \$11,989; first year operating cost \$5,600; revenue \$9,000. Applicant is licensee of WBMK West Point. Ann. Nov. 18.

Crete, Ill.—South Cook Broadcasting Inc. 102.3 mc, channel 272, 3 kw. Ant. height above average terrain 300 feet. P. O. address c/o Anthony Santucci, 119 Olympia Place, Chicago Heights, Ill. Estimated construction cost \$11,000; first year operating cost \$10,000; revenue \$15,000. Applicant is licensee of WCGO Chicago Heights, Ill. Ann. Nov. 18.

Plainfield, Ind.—James T. Barlow. 98.3 mc, channel 252A, 3 kw. Ant. height above average terrain 200 feet. P. O. address 863 Walton Drive, Plainfield. Estimated construction cost \$21,465; first year operating cost \$26,000; revenue \$32,000. Mr. Barlow, sole owner, owns 50% of insurance firm, which he will sell upon station grant. Ann. Nov. 15.

Fort Campbell, Ky.—Fort Campbell Broadcasting Co. 107.9 mc, channel 300, 38.9 kw. Ant. height above average terrain 156 feet. P. O. address c/o Gary H. Latham, Fort Campbell. Estimated construction cost \$26,734; first year operating cost \$4,000; revenue \$7,000. Applicant is licensee of WABD Fort Campbell. Ann. Nov. 7.

Whitesburg, Ky.—Folkways Broadcasting Inc. 103.9 mc, channel 280, 208 w. Ant. height above average terrain 938 feet. P. O. address Box 660, Whitesburg, Ky. Estimated construction cost \$9,146; first year operating cost \$7,500; revenue \$8,800. Applicant is licensee of WTCW Whitesburg. Ann. Nov. 15.

St. Louis—M. R. Lankford Broadcasting Co. 102.5 mc, channel 273, 25.5 kw. Ant. height above average terrain 362 feet. P. O. address 1900 West Broadway, Princeton, Ind. Estimated construction cost \$28,866; first year operating cost \$60,000; revenue \$70,000. R. D. Lankford, sole owner, is owner of WRAY-AM-FM Princeton. Ann. Nov. 18.

St. Louis—Lorenzo W. Milam. 102.5 mc, channel 273, 29.2 kw. Ant. height above average terrain 423 feet. P. O. address 9027 Roosevelt Way, Seattle. Estimated construction cost \$23,150; first year operating cost \$18,500; revenue \$22,500. Mr. Milam, sole owner, owns KRAB(FM) Seattle. Ann. Nov. 15.

Scranton, Pa.—Lane Broadcasting Corp. 104.9 mc, channel 285A, 1.6 kw. Ant. height above average terrain 391 feet. P. O. address c/o William J. Lane, 2905 Dunglew Road, Baltimore. Estimated construction cost \$14,259; first year operating cost \$18,000; revenue \$20,000. Principals: William J. and Virginia B. Lane, jointly, and Douglas V. Lane (each approximately 35%) and others. W. J. Lane is employee of Bethlehem Steel Corp. V. B. Lane is housewife and D. V. Lane is student. Ann. Nov. 15.

Chattanooga, Tenn.—W. D. E. F. Broadcasting Co. 92.3 mc, channel 222, 50 kw. Ant. height above average terrain 895 feet. P. O. address c/o Carter M. Parham, 3300 Broad Street, Chattanooga. Estimated construction cost \$30,614; first year operating cost \$7,332; revenue \$4,800. Applicant is licensee of WDEF-AM-TV Chattanooga. Ann. Nov. 15.

Henderson, Tex.—Henderson Broadcasting Corp. 100.1 mc, channel 261A, 3 kw. Ant. height above average terrain 197 feet. P. O. address c/o James T. Reeves, Box 128, Madison, Tenn. Estimated construction cost \$13,000; first year operating cost \$48,000 (AM and FM); revenue \$50,000 (AM and FM). Applicant is licensee of KGRI Henderson, Tex. Ann. Nov. 15.

Existing FM station

ACTION BY FCC

WOIA-FM Saline, Mich.—Granted mod. of license to change designation of station to Ann Arbor; conditioned that before operating with new designation, applicant shall request and receive change in call letters of either WOIA-FM or its WOIA Saline. Commissioner Cox dissented. Action Nov. 20.

Ownership changes

ACTIONS BY FCC

WAFG-TV Huntsville, Ala.—Granted transfer of control of permittee corporation, Rocket City Television Inc. (29,130 shares issued), from J. E. Beasley Jr. (6,640 shares), John S. Gregory Jr. (3,390 shares) and others to Smith Broadcasting Inc., 98% owned by M. Davidson Smith III. Consideration \$509,775. Applicant is licensee of WAAY Huntsville and has application pending for new FM in same city; Mr. Smith has CP for new TV (channel 25) in Huntsville, which will be surrendered following above grant. Mr. Smith is 51% owner of WNUE Fort Walton Beach, Fla. Action Nov. 13.

KFIF Tucson, Ariz.—Granted assignment of license from R. E. Pruitt Jr. (70%) and John F. Badger (30%), d/b as Southwest Broadcasting Co., to Mr. Pruitt (100%), tr/as KFIF Broadcasting Corp. Consideration \$5,000 and assumption of debt. Action Nov. 13.

WPUP Gainesville, Fla.—Granted assignment of license from John A. Dowdy (100%), d/as as Southern Broadcasting Co. of

Marianna Inc., to Leon E. Mims (100%). Consideration \$106,800. Mr. Mims is employee of WGCG Gainesville, will disassociate on acquisition of WPUP. Action Nov. 19.

WKTG Thomasville, Ga.—Granted assignment of license from Thomas County Broadcasting Inc. to Triple C Broadcasting Corp., owned by Mrs. Lem J. Clark and others. Consideration \$95,000. Action Nov. 19.

KUPI Idaho Falls, Idaho—Granted acquisition of positive control of license corporation, KUPI Inc., by Elizabeth J. B. Echo (50% before transfer, 100% after) from Gene Riesen (50%). Consideration \$1,000. Action Nov. 15.

WCRW Chicago—Granted assignment of license from Josephine A. White, tr/as WCRW, to WCRW Inc., wholly owned by Mrs. White. No financial consideration involved. Action Nov. 13.

KCLN Clinton, Iowa—Granted assignment of license and CP from Russell G. Salter, Stanley B. Noyes and Robert O. Moran (each 33 1/3%), d/b as Valley TV & Radio Inc., to Robert Z. Morrison (51%), Cecil Hamilton (15%), William H. Moore III (20%) and Dorothy M. Moore (14%), tr/as Valley Broadcasting Co. Consideration \$140,000. Mr. Morrison is sales manager of WKET(TV) LaCrosse, Wis.; Mr. Hamilton is sales manager of KCLN; Mr. Moore is investor; Mrs. Moore is housewife. Action Nov. 15.

KSMN Mason City, Iowa—Granted assignment of license from Donald F. Blanchard and Harry Campbell (each 50%), d/b as Land O'Corn Broadcasters Inc., to Hayward L. Talley (100%), tr/as North Central Iowa Broadcasting Co. Consideration \$170,000. Mr. Talley is majority owner of WSMI-AM-FM Litchfield, Ill., and owns KXGI Fort Madison, Iowa. Action Nov. 19.

KASO Minden, La.—Granted 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 is KASO chief engineer; Mr. Forester is local businessman. Action Nov. 15.

KRAD East Grand Forks, Minn.—Granted 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. Action Nov. 13.

WGTC-AM-FM Greenville, N. C.—Granted assignment of license (AM) and CP's (AM and FM) from WGTC Broadcasting Co. to Roy H. Park Radio Inc. (AM) and Roy H. Park Broadcasting Inc. (FM); three companies are commonly owned. No financial consideration involved. Action Nov. 14.

KGRL Bend, Ore.—Granted assignment of license from John H. McAlpine (100%), tr/as McAlpine Broadcasters, to KGRL Inc., 100% owned by Mr. McAlpine. No financial consideration involved. Action Nov. 13.

KSOO-AM-TV Sioux Falls, S. D.—Granted relinquishment of positive control of licensee corporation, KSOO-TV Inc., from Morton H. Henkin (51% before transfer, 33 1/3% after) to Thomas Barnstable (27 1/3% after, 19% before), Harold W. Bangert, Julius Hetland and Earl Reineke (each 13% after, 10% before). Consideration \$50,000. Action Nov. 14.

KSDR Watertown, S. D.—Granted assignment of license from Paul D. Bernards to Richard J. Kopp. Consideration \$29,000. Mr. Kopp is employed by KBFS Belle Fourche, S. D. Action Nov. 15.

KARO(FM) Houston—Granted assignment of license and SCA from E. F. Weerts (51%) and A. L. Herzog (49%), d/b as Multi-Casting Inc., to J. T. Trotter (65%), Ronald G. Schmidt (20%) and Joseph L. Brown Jr. (15%), tr/as Apollo Broadcasting Co. Consideration \$40,000. Mr. Trotter is attorney and businessman; Mr. Schmidt is past program director of KODA(FM) Houston; Mr. Brown is part owner of record shop. Action Nov. 19.

KMOO Mineola, Tex.—Granted assignment of CP from J. A. Windham and Lee Robinson (each 50%), d/b as Mineola Broadcasting Co., to Mr. Windham (100%), tr/as company of same name. Consideration \$2,000. Action Nov. 14.

KSXX Salt Lake City—Granted assignment of license from William P. Fuller III to Starley D. Bush (70.60%), Thomas R. and Murry D. Van Wagoner, Thomas C. Cuthbert (each 5.88%) and others, tr/as Star Broadcasting Co. Mr. Bush recently disposed of 25% interest of KWIC Salt Lake City; Messrs. Van Wagoner are representative of manufacturing firms and employed by copper smelting firm and respectively; Mr.

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Nov. 20

	Lic.	ON AIR	CP's	NOT ON AIR	TOTAL APPLICATIONS
				CP's	for new stations
AM	3,850		64	118	295
FM	1,111		19	96	225
TV	521 ¹		57	80	124

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Nov. 20

	VHF	UHF	TOTAL TV
Commercial	473	88	561 ¹
Noncommercial	52	29	81 ²

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Oct. 31

	AM	FM	TV
Licensed (all on air)	3,844	1,110	521 ¹
CP's on air (new stations)	67	20	57
CP's not on air (new stations)	118	92	80
Total authorized stations	4,029	1,222	658 ¹
Applications for new stations (not in hearing)	174	187	66
Applications for new stations (in hearing)	124	12	57
Total applications for new stations	298	199	123
Applications for major changes (not in hearing)	213	55	43
Applications for major changes (in hearing)	50	2	10
Total applications for major changes	263	57	53
Licenses deleted	0	0	0
CP's deleted	1	4	0

¹ Does not include seven licensed stations off air.

² Includes three stations operating on unreserved channels.

Cuthbert is attorney and area businessman. Action Nov. 19.

WFOX Milwaukee—Granted assignment of license from Wisconsin Broadcasters Inc. to parent corporation, Fox Broadcasting Corp. No financial consideration involved. Action Nov. 14.

APPLICATIONS

KDXE North Little Rock, Ark.—Seeks assignment of license from Arkansas Valley Broadcasting Co., owned by Sim C. Callon (66 2/3%) and Wallace Hoy (33 1/3%), to Capital Broadcasting Inc., owned by Dale D. Mahurin (100%). Consideration \$37,500 and assumption of debt. Mr. Mahurin is commercial manager of KDXE. Ann. Nov. 15.

KATA Arcata, Calif.—Seeks acquisition of positive control of licensee corporation, M & P Radio Broadcasting Corp., by Earl J. Madray (100% after transfer, 50% before) through purchase of stock from Robert D. Price (50%). Consideration \$1,200 and assumption of debt. Ann. Nov. 14.

WMPP Chicago Heights, Ill.—Seeks transfer of control of permittee corporation, Seaway Broadcasting Inc., from William S. Martin and J. B. Martin, as family group, to Mrs. W. S. Martin, administratrix of estate of W. S. Martin, deceased, and J. B. Martin, as family group. No financial consideration involved. Ann. Nov. 18.

WSIL-TV Harrisburg, Ill.—Seeks assignment of license from partnership of Ethel M. and O. L. Turner, Charles O. Farrar and Harry R. Horning, d/b as Turner-Farrar Association, to company of same name with same principals but with O. L. Turner as trustee of Turner trust. No financial consideration involved. Ann. Nov. 19.

KUXL Golden Valley, Minn.—Seeks assignment of CP from Edward D. Skotch to Greater Happiness Inc., 100% owned by Mr. Skotch. No financial consideration involved. Ann. Nov. 15.

KFMN(FM) Abilene, Tex.—Seeks assignment of license from Lowell G. Perry (90%) and Earline Perry (10%), d/b as Fine Music Enterprises, to Fine Music Enterprises Inc., 100% owned by Mr. Perry. No financial consideration involved. Ann. Nov. 14.

KRGV-AM-TV Walsaco, Tex.—Seeks assignment of license from Kenco Enterprises Inc., owned by Bruce L. (53.72%) and John A. (46.28%) Kennedy, to Mobile Video Tapes Inc., owned by Douglas L. Manship and Charles P. Manship Jr. (each 50%). Con-

sideration \$1,375,000. Messrs. Manship, brothers, have interests in WJBO-AM-FM and WBRZ-TV New Orleans and newspaper in that city. Ann. Nov. 20.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Millard F. French issued initial decision looking toward granting application of Georgia M. and Gerald A. Brush, d/b as Brush Broadcasting Co. for new daytime AM on 1600 kc, 500 w, in Wauchula, Fla.; conditions include presunrise operation with daytime facilities precluded final decision in Doc. 14419. Action Nov. 19.

■ Hearing Examiner Charles J. Frederick issued initial decision looking toward dismissing application of Reading Radio Inc. for new FM on 92.9 mc in Reading, Pa. Action Nov. 15.

■ Hearing Examiner Isadore A. Honig issued supplemental initial decision affirming Aug. 2, 1962, initial decision which looked toward granting application of Higson-Frank Enterprises for new daytime AM on 1520 kc, 500 w, in Houston. Action Nov. 14.

DESIGNATED FOR HEARING

North Caddo Broadcasting Co., Vivian, La.—Designated for hearing application for new AM on 1600 kc, 500 w; issues include Sect. 3.35(a) multiple ownership consideration. Action Nov. 20.

OTHER ACTIONS

■ Commission denied requests by Wometco Enterprises Inc. and Sunbeam Television Corp. for waiver of Sect. 3.652(a) of rules to permit identification of respective Miami TV stations WTVJ and WCKT as Miami-Fort Lauderdale stations. Commissioner Hyde dissented; Commissioner Bartley would deny requests on grounds that licensees have no studios in Fort Lauderdale. Action Nov. 20.

■ By memorandum opinion and order, commission denied petition by CBS for reconsideration of May 28 action which held that CBS-TV incentive compensation plan, as amended, violated Sect. 3.658(e) of rules concerning right of stations to refuse network programs. In rejecting CBS argument, commission adhered to previous view that CBS plan involves restraint which has like restraining effect to that of option time.

(TV option time was prohibited by commission as of Sept. 10, 1963.) Commissioners Ford and Loevinger not participating. Action Nov. 20.

■ Commission, by Commissioners Henry (Chairman), Hyde, Bartley, Lee, Ford, Cox and Loevinger (with Commissioners Hyde, Ford and Cox dissenting), voted Nov. 15, 1963, to deny petitions for reconsideration of May 29 action which denied drop-in of VHF channels with short separations in seven markets—Johnstown, Pa. (channel 8); Baton Rouge (channel 11); Dayton, Ohio (channel 11); Jacksonville, Fla. (channel 10); Birmingham, Ala. (channel 3); Knoxville, Tenn. (channel 8); and Charlotte, N. C. (channel 6). Action Nov. 18.

WBOY-TV Clarksburg, W. Va.—By order, designated for oral argument on Jan. 9, 1964, application for assignment of license of only local TV station to Northern West Virginia Television Broadcasting Co., local CATV system owners. Commissioners Hyde and Ford dissented. Action Nov. 13.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Scheduled following proceedings for oral argument on Dec. 17: AM application of WBUK Broadcasting Co. (WBUK), Doylestown, Pa.; and AM applications of Bluestem Broadcasting Inc., Emporia, and KAYS Inc., Hays, both Kansas. Action Nov. 18.

■ Denied motion by Wright Broadcasting Co. to extend time to Nov. 28 to file exceptions to initial decision in proceeding on application and that of Marshall Broadcasting Co. for new AM stations in East Lansing and Marshall, respectively, both Michigan. Action Nov. 15.

■ By memorandum opinion and order in proceeding on applications of Laramie Community TV Co. and Albany Electronics Inc. for new VHF TV translator stations in Laramie and Tie Siding, both Wyoming, (1) granted petition by Laramie Community to dismiss applications, but dismissed applications with prejudice; and (2) withheld further consideration of Albany applications pending receipt of affidavit as to whether it received consideration with respect to Laramie's request for dismissal. Action Nov. 15.

■ By memorandum opinion and order in proceeding on applications of Collier Electric Co. (parent corporation of Laramie Community TV Co.) for renewal of licenses of KAQ79, Fort Morgan, Colo., et al, (1) granted petition by Laramie Community to Carrier Bureau to modify and enlarge issues to extent of adding issues to determine (a) whether on or about Jan. 3 applicant's licenses were assigned and/or control was transferred without prior consent of commission in violation of Sect. 310(b) of Act and Sect. 21.28 of rules; (b) whether on or about Jan. 3 and subsequent thereto, applicant failed to comply with Sect. 21.305, and (c) whether applicant or principals made misrepresentations to or withheld facts from commission with respect to changes in licensee partnership, or were lacking in candor with respect to documents filed subsequent to Jan. 3; (2) in light of Nov. 15 memorandum opinion and order in Docs. 14552 et al (Laramie Community TV Co., Laramie, Wyo., et al.), added issues to determine (a) whether applications for CP for VHF translator stations filed by Laramie in Docs. 14552 et al., applicant or principals made misrepresentations to or withheld facts from commission or were lacking in candor, and if so, whether Collier possesses requisite character qualifications to be licensee; and (b) whether in light of evidence adduced on issues et al., on Laramie's applications in Docs. 14552 et al., grant of any or all of Collier's applications would serve public interest; and (c) amended issue "j" to determine, if in light of evidence adduced, Collier's applications are denied, whether in view of evidence adduced on issues (g) through (i), effective date of commission's final decision should be stayed in order to afford applicant reasonable period of time in which to recover unauthorized portion of investment in microwave systems, and if so, length of stay. Action Nov. 15.

ACTIONS ON MOTIONS

By the Office of Opinions and Review

■ Granted motion by WTSP-TV Inc. to extend time to Nov. 27 to file briefs in reply to exceptions to supplemental initial

decision in Largo, Fla., TV channel 10 proceeding. Action Nov. 18.

■ Granted petition by Camden Radio Inc. (KAMD), Camden, Ark., to extend time to Nov. 19 to file exceptions to initial decision in proceeding on AM applications of Smackover Radio Inc., Smackover, and Magnolia Broadcasting Co. (KVMA), Magnolia, both Arkansas. Action Nov. 14.

**By Chief Hearing Examiner
James D. Cunningham**

■ Granted motion by Abacoa Radio Corporation (WRAI), Rio Piedras (San Juan), and Mid-Ocean Broadcasting Corp., San Juan, P. R., to extend time from Nov. 15 to Dec. 16 for exchange of nonengineering exhibits in proceeding on AM applications. Action Nov. 19.

■ By order, made certain corrections to transcript of hearing in proceeding on NBC-RKO broadcast transfers and related applications. Action Nov. 19.

■ Designated Examiner Basil P. Cooper to preside at hearing in proceeding on FM applications of Jupiter Broadcasting Inc. (WSAI-FM), North Cincinnati Broadcasting Co. (WAEF-FM) and Edward D. Scotch, all Cincinnati; scheduled prehearing conference for Dec. 13 and hearing for Jan. 15, 1964. Action Nov. 15.

■ Designated Examiner Isadore A. Honig to preside at hearing in proceeding on AM application of LaFollette Broadcasting Inc. (WLAF), LaFollette, Tenn.; scheduled prehearing conference for Dec. 9 and hearing for Dec. 23. Action Nov. 12.

By Hearing Examiner Basil P. Cooper

■ Issued order governing conduct of Nov. 26 prehearing conference in proceeding on application of Capitol Television Inc. for renewal of license of KVUE (ch. 40) Sacramento, Calif., and Camellia City Telecasters for new TV on that channel. Action Nov. 13.

■ Pursuant to agreements reached at Nov. 12 prehearing conference in proceeding on AM application of Whiteville Broadcasting Co. (WENC), Whiteville, N. C., continued Dec. 11 hearing to Jan. 8, 1964. Action Nov. 12.

By Hearing Examiner Thomas H. Donahue

■ Issued memorandum following Nov. 15 prehearing conference in proceeding on applications of Boardman Broadcasting Inc. and Daniel Enterprises Inc. for new AM stations in Boardman and Warren, respectively, both Ohio, in Docs. 15190-1 and scheduled among other procedural dates further prehearing conference for Nov. 20 and continued Dec. 9 hearing to Dec. 18. Action Nov. 15.

By Hearing Examiner Charles J. Frederick

■ Granted motion by Albert John Williams (KTYM), Inglewood, Calif., to correct transcript in proceeding on AM application. Action Nov. 13.

By Hearing Examiner Millard F. French

■ Granted request by Norristown Broadcasting Inc. (WNAR), Norristown, Pa., to continue Dec. 3 hearing to Dec. 16 in proceeding on AM application. Action Nov. 15.

By Hearing Examiner Arthur A. Gladstone

■ Granted motion by Marshall Broadcasting Co. to correct transcript in proceeding on application and that of Wright Broadcasting Co. for new AM stations in Marshall and East Lansing, respectively, both Michigan. Action Nov. 18.

By Hearing Examiner H. Gifford Irion

■ Continued Nov. 14 further hearing to Nov. 15 in proceeding on applications of D and E Broadcasting Co. and Great State Broadcasters Inc. for new AM stations in San Antonio, Tex. Action Nov. 13.

By Hearing Examiner David I. Kraushaar

■ On own motion, corrected transcript of Nov. 13 prehearing conference in proceeding on application of Raul Santiago Roman for new AM in Vega Baja, P. R. Action Nov. 14.

■ By memorandum opinion and order in Boston TV channel 5 proceeding, denied motion by WHDH Inc. (WHDH-TV) for continuance of Nov. 21 prehearing conference and Dec. 16 hearing pending action by

commission on WHDH motion for stay of hearing. Action Nov. 13.

■ Granted motion by Raul Santiago Roman for further continuance of hearing to Dec. 9 in proceeding on application for new AM in Vega Baja, P. R. Action Nov. 13.

By Hearing Examiner Jay A. Kyle

■ Granted petition by Broadcast Bureau to extend time from Nov. 15 to Nov. 25 to file proposed findings and to Dec. 6 for replies in proceeding on application of Geoffrey A. Lapping for new AM in Blythe, Calif. Action Nov. 14.

By Hearing Examiner Herbert Sharfman

■ Granted request by Esquire Inc. (WQXI), Atlanta, to further extend time from Nov. 15 to Nov. 18 to file initial proposed findings in proceeding on application of North Atlanta Broadcasting Co. for new AM in North Atlanta, Ga. Action Nov. 14.

■ Granted request by Esquire Inc. (WQXI), Atlanta, to further extend time from Nov. 12 to Nov. 15 to file initial proposed findings of fact and conclusions in proceeding on application of North Atlanta Broadcasting Co. for new AM in North Atlanta, Ga. Action Nov. 12.

By Hearing Examiner Elizabeth C. Smith

■ In proceeding on AM applications of Piedmont Broadcasting Co., Travelers Rest, S. C. James C. Liles, tr/as Hentron Broadcasting Co., and Mountaineer Corp., Hendersonville, N. C., granted request by Mountaineer Corp. on behalf of three applicants to continue hearing from Nov. 18 to Dec. 18. Action Nov. 15.

**BROADCAST ACTIONS
by Broadcast Bureau**

Actions of Nov. 19

KUFY(FM) San Mateo, Calif.—Granted SCA on subcarrier frequency of 21.5 kw.

WKRG-FM Mobile, Ala.—Granted license covering changes in ant.-trans. location, ant. system, ERP and ant. height and installation of new ant. and trans.

KEPR-TV Pasco, Wash.—Granted mod. of license to change studio location.

WAGM-TV Presque Isle, Me.—Granted CP's to change ERP to 27.5 kw (DA) vis. and 13.8 kw (DA) aur.; and change type trans. (main trans. and ant.); and use of old main trans. as aux. trans. at main trans. and ant. location.

*WYES-TV New Orleans—Granted CP to change ERP to 316 kw vis. and 158 kw aur.; and change type trans.; condition.

KOTGA Soldatna, Kaslof and Kenai, all Alaska—Granted CP to change frequency to channel 7 and make changes in ant. system for VHF TV translator.

■ Following were granted extensions of completion dates as shown: KLFY-TV (aux. ant.) Lafayette, La., to April 21, 1964; KBEY (FM) Kansas City, Mo., to May 20, 1964; *WIPR-FM San Juan, P. R., to Jan. 15, 1964.

Actions of Nov. 18

WCEN-FM Mt. Pleasant, Mich.—Granted license; redescribe trans. and studio location.

KOIN-FM Portland, Ore.—Granted license covering change in ERP and ant. height and installation of new ant.; specify trans. location.

KRSN-FM Los Alamos, N. M.—Granted license covering installation of new trans. and ant. and changes in ERP, ant. height and ant. system.

WGPC-FM Albany, Ga.—Granted license covering installation of new ant.

*WGVE(FM) Gary, Ind.—Granted license covering change of frequency and facilities.

*WCDR-FM Cedarville, Ohio—Granted license covering change in frequency.

*WBOE(FM) Cleveland—Granted license covering change in ERP (aux.).

*WNTH(FM) Winnetka, Ill.—Granted license covering installation of new ant.; specify type ant.

WVCA(FM) Gloucester, Mass.—Approved engineering technical data submitted, pursuant to commission's Oct. 24 memorandum opinion and order in Doc. 14185, to modify CP, specify operation on 104.9 mc; ERP 200 w; ant. height 180 feet; specify type trans.; conditions.

Continued on page 113

Shhhhh... Don't tell Broadcasting but...

this Yousuf Karsh photo
appeared in a rival newsletter with an appeal
for help in the March Against Muscular Dystrophy.
We're Robbie and Kerrie Whitaker,
National Poster Children for the March.
Did you see the ad?
Did you help?

For filmed and recorded celebrity spots as well as live copy, write—
Gordon D. Graham, Director of Public Information
Muscular Dystrophy Associations of America, Inc.
1790 Broadway, New York, N.Y. 10019

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

Station manager, major market, midwest full time, c&w, old time. Must be hard hitting, aggressive, idea salesman with administrative experience. Track record in sales most important. Good salary and incentive. Write details first letter, Box N-153, BROADCASTING.

Manager Midwest, top fifty, aggressive news department, multiple operation. Opportunity for advancement. Box N-215, BROADCASTING.

Manager for medium market radio. \$15,000.00 to \$20,000.00, California. Write long career letter, lots of references, and include samples of your sales presentations, brochures, rate cards, how you run a sales staff, programing ideas, picture of you and your wife. All confidential, we will not approach your present employer. Box N-244, BROADCASTING.

Manager for small Iowa operation. Needs ideas, imagination and leadership. Excellent opportunity. Preference given First Class holders. Salary open, job open now. Reply with complete resume. Box N-258, BROADCASTING.

Help Wanted—Sales

Detroit—Immediate opening for solid salesman, capable of management, top station multiple chain. Good starting salary. Box M-169, BROADCASTING.

Sales manager, number one station, modern music, aggressive news department. Must have proven sales record. Box N-214, BROADCASTING.

Sales promotion man. Major manufacturer seeks ambitious, creative young man, capable of setting up promotions in the field with wholesalers, dept. stores, shopping centers and TV stations. Good opportunity. N. Y. headquarters. Travel. Min. 2 yrs. exp., sal. \$8-10,000 plus expenses. Write Box N-239, BROADCASTING.

Have opening in one of top 20 Texas markets—include all information 1st time. Box N-208, BROADCASTING.

Westchester County—sales opening after January. Salary, commission and expense. References. Reply in confidence. Box N-254, BROADCASTING.

We have ambition to become best small market station in country. Need salesman to join 17 man staff and help us grow. Will consider man presently doing part time sales. We offer security, stability, respect in the community. This is your dream answered if you want to settle in a good community, and have a good income from a professional station. Dale Low, KNCM, Moberly, Missouri, AM 3-1230.

Radio salesman for newest top-rated top 40 station in Pennsylvania, WFEC, the most talked about radio station in the industry. (See Billboard article, November 11th) Contact Ralph Hartman, sales mgr., Harrisburg 234-4988.

Experienced time salesman with knowhow, immediate opening with one of Midwest's fastest growing chain. WHUT—Anderson, Indiana is looking for aggressive salesman with ideas and ability, if this is you and you are ready for work . . . telephone Manager 644-1255—salary, commission and bonus.

Sales—(Cont'd)

Broadcast sales representatives: Visual Electronics Corporation, a leader in broadcast equipment sales and engineering, engaged in expansion program. Seek top level, experienced field salesmen with proven sales records for West Coast and other areas. AM or TV technical or engineering background required. Salary plus attractive incentive. Please send resumes in complete confidence to: George H. Wagner, Sales Manager, Visual Electronics Corporation, 356 West 40th Street, New York, New York. 10018

Announcers

Help wanted: Strong commercial announcer for top station in Southeastern market. Excellent salary for right man. Send audio or video tape, or film audition, also picture and salary requirement to Box N-146, BROADCASTING.

Are you a young radio announcer with a mature voice, some commercial experience, and a desire to join a good medium market station? Then let's get together. We're loaded with employee benefits. The market's a good one, and the staff is broadcasting minded. Send tape resume and salary range to Box N-154, BROADCASTING.

Immediate opening for experienced, mature announcer with pride in his work. Old, established, adult station needs mature man with authoritative bright voice for morning shift and possible play by play sports. Send resume, tape and photo to Box N-191, BROADCASTING.

Announcer needed for new FM affiliate of established 5 kilowatt daytimer in suburban New York City area. Must have mature voice and experience with "good music" programing. Box N-197, BROADCASTING.

Experienced better music air personality with mature voice for Ohio market under 50,000. Modern facilities—complete fringe benefits—fine sound and service image—\$90 wk. to start—automatic raises—additional benefits for copy writing ability. Box N-217, BROADCASTING.

Immediate opening for fast paced radio announcer. Looking for young man that wants advancement. News or sports background advantageous but not necessary. Send tape and background information in first letter. Box N-229, BROADCASTING.

News announcer, experienced, for small city in Iowa. Good pay, good security for good man. Send tape, photo, with first letter. Box N-230, BROADCASTING.

Top voice and air personality combined with a first class ticket. Need two men for Midwest and California. \$550.00 to \$600.00 to start. Want men who sound good, and also are good engineers. Send long resume, photo, lots of references. No drifters—this is a long term position with top company. Box N-245, BROADCASTING.

First phone, salesman or announcer. Must be able to do routine maintenance. Southeast Florida, Gold Coast, daytime. Good pay and conditions. Box N-247, BROADCASTING.

Chicago perimeter pop music station has openings for gifted production-minded announcer; also an experienced salesman-announcer. Resume and interview required. Box N-252, BROADCASTING.

Announcing position open for Texas station. Salary open. Send tape with references. Box N-262, BROADCASTING.

Good music station in Illinois looking for announcer-newsman. Must have genuine interest in news gathering and writing. Box N-267, BROADCASTING.

Announcers—(Cont'd)

Radio announcer wanted: \$500 per month for the right combo man. KMRS radio, Morris, Minnesota.

Announcer sales combination strong sales experience KPRM radio, Park Rapids, Minnesota.

This is it, the chance of a lifetime . . . we have two openings. One for a program director . . . if you are, or think you should be, then let us hear from you . . . the other, a great announcer—plus—a nut for production. Both men will do air shifts, so send 30 minute air check. Top 40 . . . top ratings . . . have got to be a real swinger . . . Dick Oppenheimer, WALT, Tampa, Florida.

Experienced announcer for suburban Maryland, independent. Send tape, resume, photo immediately to WASA, Havre De Grace, Md.

Metropolitan station wants experienced top flight record personality. No rock and roll. Send resume and tape to WBRB, P. O. Box 489, Mt. Clemens, Michigan.

Newsman—full time days. Experienced. Mail tape, resume and salary expected to WEEX, Easton, Pa.

Going fulltime by end of November. Need two first class combo men. Salary open. Other benefits. WHPL, Winchester, Va., P.O. Box 828 or call 662-5101.

Mature morning announcer with rich full voice wanted for full time radio, part time television work. Adult music station with good production sound. Send resume and tape to WKBH, LaCrosse, Wis.

Wanted: Radio announcer—for modified "pop & rock" format. Early morning shift. Prefer young man seeking permanent job and advancement. Contact Hudson Millar, WKUL, Cullman, Alabama.

Announcer-newsman immediate opening. New station. Must be dependable for morning shift. Rush tape and resume to WMBT radio, Box 1530, Shenandoah, Penna.

Announcers with first phone. Also announcers with first and potential sales ability. Send resume and audition tape to: WSYB, Rutland, Vermont.

Announcers! All states. Tapes to Darden Associates, Box 231, Roosevelt, N. Y., 212-TW6-1245.

Wanted Negro 1st phone combo. Little maintenance for small market daytimer. Call collect Ted Reynolds 919-654-3971.

DJ's learn the professional way to introduce a record. 300 interchangeable, intelligent intros by excellent writers for vocals and instrumentals. \$3.95. Broadcast Intoros, 975 North 35th, Milwaukee 8, Wisconsin.

San Juan calling: Quality radio network looking for quality announcer. If you are young, ambitious, hard-working, and preferably single, then contact us immediately. Send tape, resume, and references first letter. Contact, via-air, program director, Quality Broadcasting, Box 9986, Santurce, Puerto Rico.

Experienced first phone announcer, accent on announcing, no nights. Rush tape, photo, complete resume. Box 608, Ann Arbor, Michigan.

Technical

Production engineer need for independent 5 kilowatt daytimer and new FM station in suburban New York City area. Must have 1st class ticket and some experience. Box N-196, BROADCASTING.

Help Wanted—Technical—(Cont'd)

Southerner wanted as assistant manager—chief engineer for small Carolina market daytime. Must be experienced all phases and capable of handling personnel. Salary \$125.00 plus travel, insurance, commission. Send complete details. Replies confidential. Box N-279, BROADCASTING.

Immediate opening for first phone combination in a top station, beautifully located. Salary no object to the right man. If interested write immediately and we will contact you by telephone. KODI Box 1222, Cody, Wyo.

Wanted first class ticket engineer, recent technical school graduate acceptable. 42 hour week with starting salary at \$75.00 per week. Contact Morton S. Hayes of radio station WETT, in Ocean City, Maryland.

Chief engineer—WGLI-AM-FM, Babylon, New York. 5 kw directional. Contact Sherman Egan. MOhawk 9-1290.

Chief engineer needed for lavishly equipped station. 1000 watt non-directional day, 500 watt directional night. Have applied for 50 kw FM. Must handle all this and vast amount of audio equipment in three studios. Send complete resume, photo and references to E. D. Beydush, WLPM, Suffolk, Va.

1st class engineer. WNKY, Box 248, Neon, Kentucky. Phone 855-7714, Walter Kincer, mgr.

Immediate opening for chief engineer. Must be sober, energetic, experienced in broadcasting operation, thoroughly trained and capable of assuming full responsibility for operation and maintenance of AM and FM facilities including directional antenna in station managed by people with engineering background and appreciation. Must be capable of assisting in planning and directing new construction in established station. Send complete summary of education and experience along with personal biography and photograph to Howard B. Hayes, General Manager, WPIK, Alexandria, Va.

First phone, combination, for 3 hours daily announcing, 6 weekdays. Approximately 18 hours announcing. All new equipment, on air for 15 months with never a failure. Very little engineering. We need a log keeper. \$75.00 weekly, plus 10% on all sales and vehicle furnished. WQIZ, St. George, S. C. Only those over 30 years of age need apply.

Chief engineer WTFM New York City's first and only fulltime FM stereo station. Contact Sherman Egan, Lenox 9-5600.

Production—Programing, Others

Need both experienced news director and dj. Want mature voices. Good pay. Send tape, resume to Box N-185, BROADCASTING.

Experienced pd wanted for kilowatt, 24 hr., showcase downtown studios. Audition tape. Box N-237, BROADCASTING.

Wanted: Experienced—sports director—with first phone license. First love must be play-by-play announcing of all sports. Metropolitan area—near Chicago—wonderful opportunity for energetic, ambitious young man. State experience and salary desired, also recent picture and names of last two or present employer . . . address Box N-285, BROADCASTING.

Opening on January first for experienced, combination local news and sports man. Rip and readers need not apply. We want man to gather, write, and re-write news. About eighteen hours per week on board. Must know local sports. Must sound authoritative on both news and sports. We're not a training ground. Good proven station with talented personnel in small, nice town. Send background, full details, marital status, salary required. We're looking for a stable man, with man's voice, to be the news department, with tape recorder, private office possibly, own news car. Pay based on your ability and ambition. Contact Mason Dixon KFTM radio, Fort Morgan, Colorado.

Production Programing & Others

Public Affairs Director: Have immediate opening for seasoned professional who qualifies in research, writing and airing both editorials and documentaries. Rare opportunity for creative writer with degree in journalism or English. Send complete resume with sample of writing ability together with photo and tape. State minimum salary requirements. B. E. Cowan radio station WSAC Fort Knox, Kentucky.

Wanted skilled program man who can handle details of tape recording, program planning and management of Negro personnel in a Negro format station in New Orleans. Must have good imagination, copy writing ability, understand operation of radio recording and taping equipment. Good salary with chance for advancement. Write giving details of experience and complete background information. Write OK GROUP, 505 Baronne Street, New Orleans, La.

Situations Wanted—Management

Seasoned pro! 15 years general manager competitive markets. Flawless record. N-187, BROADCASTING.

Manager—excellent background—production, sales, 1st telephone—would like opportunity to invest now or in future. Box N-189, BROADCASTING.

If you don't already know this man, you should! Fourteen years in ownership—management of important facilities. Ten years in broadcast journalism. A vigorous and imaginative entrepreneur and civic leader. Write today for free presentation kit. Box N-223, BROADCASTING.

Experienced—management—sales—announcing—programing—radio-TV, prefer TV news booth. Am all around man—present radio station manager sales—announcer—one man station—will consider any sound offer. Box N-232, BROADCASTING.

Check these qualifications. 17 years in radio. Administration: nine years as GM. Local sales: top record as sales manager. National Sales: have worked with top Reps. Programing: Five years as PD. Now managing in competitive medium market. Box N-243, BROADCASTING.

Does your station meet your expectations? If not hire me to manage and watch your station grow. 5 years experience in medium markets, programing, sales and engineering. Have first phone. Box N-257, BROADCASTING.

General management wanted, currently in major market. Desire smaller market, young, hard working, knows radio, especially sales. Box N-265, BROADCASTING.

General sales and program manager—33 years old, 8 years experience. AM and separately programed FM. AM net 18-22% for 63. FM programed for one of top ten markets. Successfully developed FM program concept. On air 9 months—25 regional—national advertisers, manage staff of 29. Present employment offers no further advancement. Resume and interview available. Box N-273, BROADCASTING.

Sales

Sls. Mgr./Mgr., presently managing. 15-yr. exp., mostly in sales. Made money for others—can do same for you. No floater, non drinker, just a solid citizen. Reason for move, a good one. Box N-263, BROADCASTING.

Announcers

Sports announcer, seven years experience. Excellent voice, finest of references. Box L-353, BROADCASTING.

San Francisco first phone personality available. Interested? Box N-45, BROADCASTING.

Dependable PD available. Forty, family. Sixteen years air, administration, production, top sports. Now large market—want to raise child in small or medium city, clean, good schools. Permanent with reasonable pay. Excellent references. Box N-213, BROADCASTING.

Announcers—(Cont'd)

Want challenge, management potential. Creative combo-announcer. 5 years major market radio—3 FM stereo. All phases: classical to folk, sales, copy. College, married. Box N-216, BROADCASTING.

Radio announcer—four years experience including good music, top-40, TV booth and some news. S.R.T. grad. and 3 yrs., college. Seeking position with steady employment and advancement potential. Box N-227, BROADCASTING.

Swinging deejay. Experienced. Great on ad lib. Smooth commercial delivery. Box N-228, BROADCASTING.

Young, experienced announcer desires position in midwest news dept. Good voice—also d.j. Box N-233, BROADCASTING.

Ex-Storz personality dj now available! Number 1 Pulse & Hooper for past three years. Tight board, college background, five years experience, not a drifter. Will relocate to any major or medium market. Box N-235, BROADCASTING.

Experienced 1st phone, announcer, college, six years experience, desires advancement to an up tempo, progressive station in East. Would welcome chance at TV and desire commensurate salary and good working conditions. Box N-241, BROADCASTING.

Young man, no experience, radio oriented, wants 1st opportunity to prove aptitude and ability. Tape and resume will further interest you. Write Box N-248, BROADCASTING.

For rent or long term lease. One friendly, experienced, bright air personality with highest ratings, success, and first class license. To submit bids on this top-notch property write Box N-249, BROADCASTING.

Exp. staff annncr. with PBP ability willing to relocate in L.A. Excellent background. A-1 references. Box N-253, BROADCASTING.

Announcer, 1st phone, married, experienced announcing, engineering, sales. Desires announcing and/or engineering position in western Oregon, Washington area. Resume and tape on request. Box N-258, BROADCASTING.

Very professional morning personality. Bright non-frantic sound. Number one in 8 station survey. Box N-260, BROADCASTING.

Swinging DJ currently number one in market. Have gimmicks, voices, want to move up. Top 40 only. Box N-261, BROADCASTING.

Experienced comical personality, professional gag writer, want music, interview show, comedy style like Groucho Marx, college degree, broadcasting school graduate, veteran. Box N-272, BROADCASTING.

Bilingual (English & Spanish) dj-announcer. Authoritative newscaster, dependable, not a floater. Box N-277, BROADCASTING.

Announcer looking for a start, can handle news, commercials, dj willing to travel. Box N-282, BROADCASTING.

Gal disc jockey, traffic, women's programs, great writer, continuity, scripts, available immediately. Box N-283, BROADCASTING.

Is there a good top-40 or middle of the road station that needs a good man now! Humor, good production, tight board, no. 1, rating. Call Larry Ryan, 515-753-3219, Marshalltown, Iowa.

Wanted: radio announcing, prefer dj or copywriting. Michael Pettengill, 805 Trenton St., Toronto, Ohio, Phone LE 7-2892.

Experienced sportscaster seeking college basketball play-by-play. Presently employed by professional football team. 617-383-8986.

Situations Wanted

Announcers—(Cont'd)

Announcer-DJ, college journalism, sports minded. Broadcast school graduate looking for 1st job. Prefer AM station, will relocate anywhere. Jerry Fox, 1349 Washington Blvd., Cleveland 24, Ohio. 442-3509

Personable ambitious announcer-dj. Seeking right offer from good music station. Three years experience, rich pleasant voice. Available immediately. Steve Irwin, 8 Pinetree Drive, Farmingdale, New York. 516 MYrtle 4-3685 evenings.

Army discharge February. Job by January for family to move to a necessity. Ten years experience. Age 28. Jack Reno, phone 368-6334, Ft. Leonard Wood, Missouri. Box 328, Waynesville, Missouri. Former Kansas City, D.J.

Attention West or Southwest, experienced top 40 announcer, good with trax-voices-and audiences. To contact this ratings builder write Dave Cooper, 1460 Cortez Ave., Burlingame, California or 415-344-2945.

Build Ratings! Highly experienced air personality with first phone knows how to grab 'em! Excellent copy and production! Mature family man. Prefer southwest or far West markets, but will consider all. Phone now 312-328-7650.

Technical

Chief Engineer—AM/FM, construction, operation, maintenance of directionals. \$200.00 minimum. Box N-32, BROADCASTING.

Chief AM/FM Proofs Directionals, some TV, solid air work. Outstanding references. Box N-87, BROADCASTING.

Attention chief engineer & station managers. If you are looking for a top notch engineer I am for you. I am experienced with maintenance, AM & FM proofs, d.a. & common point work. Box N-156, BROADCASTING.

Experienced chief engineer, maintenance of transmitters, studio and directional system, a little television, would like Florida or South but will consider all, references, presently employed. Box N-224, BROADCASTING.

1st phone, 1 year schooling in electronics, 2 years electronics maintenance experience, Grantham graduate, single, 22, military complete. Wishes to break into broadcast engineering, any location. Box N-231, BROADCASTING.

Chief engineer some announcing. Bill Taylor, 642 N. 4th Ave., Phoenix, Ariz., Alpine 2-6455.

Production Programing & Others

Experienced TV production-program man seeks wider horizons. Now located in 100,000 market, in charge of programing for two channels. Seven years radio-TV experience. Will locate anywhere West of El Paso. Salary open. Reply Box N-160, BROADCASTING.

Experienced program director-operations manager with major market experience. Capable, ambitious. Ten years all phases including sales. Excellent production ability. Available immediately. Box N-170, BROADCASTING.

Production—12 years experience, all phases operation—excellent voice—music background—1st telephone. Box N-190, BROADCASTING.

TV news director, reporter, writer, newscaster, worker. Experience includes major markets and smaller locations. High caliber person and show. \$850 minimum. Box N-250, BROADCASTING.

Wanted \$15,000.00 investment opportunity plus program manager-announcer position. Beautiful music format radio 18 years. Married. All markets. No daytimers. Box N-259, BROADCASTING.

Production Programing & Others

Continued

Do you want your news and sports to sound network caliber? My tapes will prove I can do this for your station. 8 years experience, light sales background, capable dj. Have done sports re-creations. Consider all offers. Box N-266, BROADCASTING.

Three years editorializing experience. \$150 minimum. Box N-269, BROADCASTING.

Copywriter/announcer. Radio station and advertising agency experience. Tape or copy available. Currently employed. Box N-274, BROADCASTING.

Experienced weather girl, single, 28. Professional model, can model styles for sponsor. Prefer middle West or Florida. Box N-286, BROADCASTING.

Chicago suburban area only. College and recent broadcasting school graduate desires part time work in any capacity. Experience no. 1 goal. Do not need money. All evenings and weekends free. Prefer news gathering, writing and announcing. Resonant voice. Call or wire collect. John Hamilton Clark, 1223 Hull Terrace, Evanston, Ill. GR 5-5049.

TELEVISION

Help Wanted

Sales

Ready to step up? Right now you're the top TV salesman in your market. The market is small though, and you're ready to move to a larger one. If you're our guy you can step up to the number one station in one of the top ten markets. Tell us all about yourself by writing to Box N-255, BROADCASTING.

TV salesman, experienced, wanted for 14-year CBS affiliate. Liberal salary, commission, travel expenses. Good hustler, can make excellent money in this beautiful, rich market. Write full details to Commercial Manager, WFMV-TV, Greensboro, N. C.

Announcers

Wanted: Combination on camera announcer and director. Must be willing to work and know good production. Emphasis will be directing. Excellent working conditions and all company benefits. Send resume and references to R. J. Smith, program director, WTVO, Rockford, Illinois.

Help Wanted—Technical

Have immediate opening for experienced CATV engineer in construction and operation of proposed elaborate and large system. Send full particulars in initial response. Box N-7, BROADCASTING.

Chief, small VHF station, Eastern seaboard. Must have good knowledge transmitter. Unusual opportunity. Box N-198, BROADCASTING.

Television station in attractive Eastern Michigan market has an immediate opening for studio engineer. Must have first phone. Experience in switching, audio, video and film projection desired. Send qualifications, references, salary desired and availability to Box N-240, BROADCASTING.

Engineering opportunity in New York State. Box N-280, BROADCASTING.

Production Programing & Others

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: WAH-TV, Atlanta, Ga.

Production Programing & Others

Continued

Program director wanted by progressive television station. This station in the Southeast, CBS affiliate, is progressive and profitable. It needs a program director who has a number of years experience in production and a number of years experience as director of programing and production in a commercial station. If you have executive ability, are a creative planner, are truly familiar with production techniques, work well with a large staff, and want a position of real responsibility with a respected station in an excellent market, good living conditions, a salary commensurate with your ability, this may be the job for you. A good job is offered a good man. Apply by sending detailed resume of your education, training, and experience. Give us some good references. All qualified people will receive replies and your application is strictly your business and ours. Write Box N-193, BROADCASTING.

Program director—must have knowledge of operations, personnel management, traffic, film and network relations. Include photograph references and salary with resume write Box N-275, BROADCASTING.

Newsman wanting to join top rated operation and work with professional news staff. WSBT TV is looking for young man with 1-2 years experience preferably in Indiana or adjoining states who has ability to gather, write and report. Will handle morning radio and Saturday night TV news. Send tape with photo, sound film or video tape to Personnel Director, South Bend Tribune, South Bend 26, Indiana.

Situations Wanted

Management

If you don't already know this man, you should! Fourteen years in ownership-management of important facilities. Ten years in broadcast journalism. A vigorous and imaginative broadcaster and civic leader. Write today for free presentation kit. Box N-287, BROADCASTING.

Announcers

Staff announcer presently in radio would like to break into television as booth announcer. Authoritative voice, decent looks, cooperative worker. Accept \$80.00 per week during "breaking-in period." Write Alex Kuhn, P.O.B. 15, Kewanee, Illinois.

Technical

Have you opportunity for engineer with 12 years TV experience including color, planning, construction. Box N-104, BROADCASTING.

Sharp young man switcher, projectionist, first phone desires expand studio production experience into all phases TV studio operation, RCA trained. Box N-234, BROADCASTING.

Experienced studio engineer wants position with highly professionally run station using engineering personnel as cameramen. Must have above average local live originating programs. Resumes on request. Box N-242, BROADCASTING.

Production, Programing & Others

Am worth 10 thousand to current employer as cameraman. Will consider less in exchange for director's position with advancement potential; network experience, degree, married, creative. Box N-246, BROADCASTING.

News Director. Efficient combination of experienced administrative ability and top-rated, major market, on-the-air delivery. Unusual situation makes this award-winning reporter available after first of year. Kines and VTR available. Very best references including current employer. Box N-251, BROADCASTING.

WANTED TO BUY

Equipment

Wanted: 350 feet hard copper 3-1/4 inch transmission line. L. Wittenberg, Chief Engineer, WISN Radio, 759 N. 19th Street, Milwaukee, Wisconsin.

Wanted—used Ampex 600, 601, or 602. S.O.S. 270 Northcrest, Chattanooga, Tennessee.

Wanted: Thermometer for Doolittle frequency monitor, type FD-1A. Will pay good price. Contact WGRM, Greenwood, Mississippi.

Wanted: Complete used Automated equipment for radio station. Schaffer, A.T.C. etc. Box N-271, BROADCASTING.

Eight-bay Andrew FM, antenna. Box N-284, BROADCASTING.

FOR SALE—Equipment

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line: Teflon insulated, 1 1/2" 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, Telex 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.

Used UHF 1 kw RCA transmitter excellent condition, immediate delivery. A bargain. WCET, 2222 Chickasaw Street, Cincinnati 19, Ohio.

Limiting amplifiers, guaranteed new, trouble free workhorse, new model. Western Electric 1126D, no thumping, original cost \$950.00, Cash \$250. Box N-78, BROADCASTING.

Recording Lathe. Fairchild 199, including head & amplifier with variable equalizers, 33-1/3 & 78, excellent, \$350. Box N-80, BROADCASTING.

Amplifiers, remote, Collins 212-U, almost new; Gates Monitor MON-4; Langevin Monitor AM-138-M; RCA Program BA-3A, BA-13A; RCA Booster BA-2C. Power supplies, Gates PWR-10, Raytheon RC-11. Box N-79, BROADCASTING.

Wanted trailer studio equipped with turntables and console contact chief engineer Box N-236, BROADCASTING.

5000 watt, 75 Ohm dummy load, 8 amp DPDT RF relay, Gates 16" turntable, Gray 16" arm. \$385 total. Box M-205, BROADCASTING.

Two 200 foot Blaw Knox self-supporting towers now operating 5 kw directional. 5 kw—RCA transmitter. Excellent condition. WAAB, Worcester, Mass.

4 VHF TV transmitters for sale. For details write or call William S. Ward, 7505 Carroll Ave., Takoma Park, Md. 587-5136.

GE two-way remote unit—ideal for news, sports, 1963 on-the-air coverage from 8 lb. power pack through truck unattended three way report—perfect condition. Format change negates usefulness KWAC; presently installed in 1961 Ford window Econoline truck (6,000 miles, purchased new). For sale with or without truck, complete unit—latest advancements, wide range coverage, factory guarantee, terms, write or phone KWAC radio, Bakersfield, California. Tremendous discount.

RCA BTF-3B, latest cavity modifications. Good condition. Automatic overload reset device, harmonic filter, transmission line monitor. Excellent results with BTS-1a stereo generator, (not included). Instruction book and extra installation instructions and schematic. Best offer over \$3,500. F.O.B., WJBC, Bloomington, Illinois by December 15th.

For Sale: 1000 watt General Electric FM transmitter with spare tubes and matching cabinet rack. Clean and reasonably priced. WRAY Princeton, Ind.

FOR SALE—(Cont'd)

For sale—3 RCA BQ-2A 16" 3-speed turntables, complete with grey arms and equalizers. \$150.00 each. Gates 52CS Studioette \$425.00. Schefer deluxe remote control system, \$650.00. Contact W. E. Marcy, 4007 Bellaire Blvd., Houston 25, Texas.

Rust Model RI-108 remote control unit consisting of: control unit, transmitter unit, AM monitor, pre-amp also sample pickups for plate voltage and current, antenna current, and tower lights. Fair condition \$450.00. Mr. Lee WPVL, Painesville, Ohio.

For sale: Telechrome 1003C transmission test set, \$1850.00. Contact W. E. Marcy, 4007 Bellaire Blvd., Houston 25, Texas.

RCA TM-6A and TM-6C monitors less power supplies. Very good condition. H. A. Dorschug, WTIC-TV, Broadcast House, Hartford 15, Connecticut.

Ampex type 1260, new, 5, \$350.00 ea. One 1250, \$330.00. Viking RP62VU, used excellent, \$79.00. Microphones, etc. Write us your requirements. F. T. C. Brewer Company, 2400 W. Hayes Street, Pensacola, Florida.

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.

Zag Pennel . . . Last known whereabouts Richmond, Virginia radio station, wanted for musical engagement. Write to: Musicians Aid Society, 1697 Broadway, New York City.

"TALK TO YOURSELF" is a new file of comedy banter for disc jockeys who can do two voices. Quick time fillers. \$5.00—Also; available new "SOUND EFFECTS BITS"; using stock sounds for maximum laughs . . . \$5.00 . . . Show-Biz Comedy Service (Dept. T) 65 Parkway Court, Brooklyn, N. Y., 11235.

168 hours—A complete summary of the week in review, accenting the major stories of the past 168 hours. A perfect 15 minute program, spiced with actualities, and the sounds of the news—Air Mail Special Delivery for week-end broadcasting. Top audience response—Added depth and prestige—amazingly low cost. Write Box N-125, BROADCASTING.

PGA Golf Tournaments fed to your station (28 feeds). \$1.00 per 1,000 (city pop.). Write Tee-Putt Productions, 614 N. Rampart, New Orleans, La.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write: Dept. 3-K, Grantham Schools, 3123 Gillham Road, Kansas City, Missouri.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

INSTRUCTIONS—(Cont'd)

Announcing, programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and graduate placement list. Don Martin School of Radio and TV Arts & Sciences, 1653 North Cherokee, Hollywood, Calif. "No cram school."

San Francisco's Chris Borden School graduates are in constant demand. 1st phone and "modern" sound. Plenty of jobs. Free placement. Illustrated brochure, 259 Geary St. Starting date for next class January 13, 1963.

Save time! Save money! You get an FCC first class license in just five (5) weeks with R. E. I. training in beautiful Sarasota. Affiliated with modern, commercial station. Free placement. Radio Engineering Institute of Florida, Inc., 135 Pineapple Ave., Sarasota, Florida.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting January 8, March 11, May 13. 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 first phone preparation available at Los Angeles Division of Grantham Schools. New classes begin January 13, March 16, and May 18. Lab training and advanced electronics available after first phone course to those who wish to continue. For free brochure, write: Dept. 3-B, Grantham Schools, 1505 N. Western Ave., Los Angeles, Calif. 90027

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.

1st ticket class . . . 6 week course resident, or correspondence. Live and study in Denver, Colorado. The greatest! Write for bulletin. Next resident class starts January 13. Signal Broadcasting, 431 W. Colfax, Denver, Colorado, 80204. Also announcing station operations course and TV production.

America's pioneer. 1st in broadcasting since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

RADIO

Help Wanted—Management

Southern Metropolitan Market Radio Station Manager

Salary Range \$15,000 to \$20,000

This man must be capable, aggressive, experienced radio man under 50 years of age. He must know the radio station management business, including sales, promotion, collections and market analysis.

You will be working for highly accepted radio station, selling to a specialized market with a proven program format. The stations ratings are good, the result story is well accepted, its national billing is representative of the best accounts, its local billing is also of leading advertisers. You will be supported by an intensive promotion plan, with strong selling pitch.

Give your complete history and experience and detailed report of your sales results, your education, your present employment. This is a permanent job for the right man. Salary commensurate with your record. Personal interview after careful survey of your background and experience.

All applications strictly confidential.

BOX N-176, BROADCASTING

RADIO—Help Wanted—Announcers

WINZ, MIAMI—WINQ, TAMPA 50,000 WATTS IN FLORIDA

Rand Broadcasting expanding operations: Need Strong Music Air Personalities with in-depth background in good popular music, and alert, authoritative News Personalities to find, develop and deliver News and Special Feature Material.

Send Brochures and tape to:
Mark Richard
Program Director
WINZ Radio
Miami, Florida

WANTED TOP NIGHT TIME PERSONALITY

A Metropolitan-market Network station has an opening for a top personality to take over the magic hours—12 Mid-night to 6 AM. If you've got ideas about making money during these hours then you can make more for yourself—unequalled opportunity for stepping up in a chain organization that also offers Network possibilities—1st Ticket Required. Write—wire—Box N-211 Broadcasting.

NEED

Staff announcer/weatherman Ability to fill for news and sports director desired. Ad-lib ability necessary. Send photo, audio tape or SOF with resume. Salary commensurate with experience and potential. Write Jeff Evans, Operations Manager, WRDW-TV, Augusta, Georgia 29841.

WANTED

50,000 watt midwestern good music station wants experienced, personable music-man. Bright, lively sound, minimum talk. Send resume and salary expected to:

Box N-278, BROADCASTING

Production Programing & Others

TV PROGRAM DIRECTOR

Did you come up through the ranks of production? Have you been responsible for overall production and direction of personnel? Do you have years experience and are you fully qualified as an administrator? Tell us what you have done and send us proof of reasons you are qualified for this position. Give us salary requirements, knowing you will be rewarded for results as you grow with this old, established station. Five figure salary is available to right man. Let's try to get together."

Box N-192 BROADCASTING

ARE
YOU
OUR
MAN

Situations Wanted

Production Programing & Others

PERSONALITY

15 year Top Drawer Background including a decade at one of the nation's truly greats. Top radio and TV ratings. Interviews, M. C. records, voices, special events, news, philosophy, variety. Adult and children's programs. Write and produce all own material. P. D. and management experience. Available for really challenging and rewarding opportunity.

Box N-276, BROADCASTING

WANTED TO BUY

Equipment

TV Equipment Wanted

UHF Broadcaster needs 12 kw transmitter or amplifiers, cameras, projectors, tape machine, 200 foot guyed tower, video equipment, etc. Send details to: Communication Consulting Engineers, 3312 M St. Nw., Wash. 7, D. C. Phone 202/337-5400.

FOR SALE—Equipment

FOR SALE . . . RADAR

Collins Weather Radar System. Excellent condition and currently in use by broadcaster. \$5,000 complete including spares. Write or wire.

Box N-266, BROADCASTING

FOR SALE

Equipment—(Cont'd)

USED BROADCAST TRANSMITTERS IN STOCK GATES RADIO COMPANY QUINCY, ILLINOIS OFFERED SUBJECT TO PRIOR SALE

AM TRANSMITTERS

Gates RC-1J, 1 KW. In good condition, now on 1310 kc. Price as is \$ 2,995.00
Tuned 3,245.00
RCA BTA-1MX, 1 KW. In good condition, now on 1490 kc. Price as is 2,995.00
Tuned 3,295.00
Gates BC-250GY, 250 watt, now on 1450 kc and in good condition Price tuned 1,350.00
Gates BC-250CI, 250 watt, now on 1130 kc and in good condition. Price tuned 995.00
We have two Gates BC-250CI, 250 watt transmitters in fair to poor condition. Good for parts or standby. Take your pick. As is each 325.90
Western Electric Model 405-B2, 5 KW. Now on 980 kc, was operating when traded in on new Gates BC-5P. As is 2,500.00

FM TRANSMITTERS

Gates FM-10A, 10 KW refurbished and in good condition. Price tuned 10,955.00
RCA Model BTP-5B, 5 KW. Now on 107.5 Mc and in good condition Price tuned 7,850.00
Collins Model 37M 8 bay FM antenna for 102 to 104 Mc. Refurbished and in good condition. Price tuned 1,995.00

TV TRANSMITTERS

Gates BT-1AH 500 watt TV transmitter. This one is new and never been on the air. For any single Channel 7-13. (Discontinued model. new price was \$16,000.00.) Price tuned 9,950.00
Gates BT-100AH, 100 watt TV transmitter. New but discontinued model. Will tune to any single Channel 7-13. Last list price was \$7,000.00. Will sell for 3,950.00

NOTE: On above TV transmitters will consider any reasonable offer.

All transmitters supplied with used set operating tubes and one crystal.

To place an order, or for more information, contact Gene Edwards, Gates Radio Company, Quincy, Illinois, phone Area Code 217 222-8202.

USED AM TRANSMITTERS

- 1 Collins 21A—5 kw—FOB East Coast. Price \$4,950.00.
- 1 Collins 20V2—1 kw—FOB Michigan used only 18 months. Price \$2,-995.00.
- 1 Collins 20V2—1 kw—had excellent care. FOB San Carlos, Price \$2,-495.00.
- 1 Gates BC1J—1 kw—Needs work. FOB San Carlos. Price \$1,495.00.
- 1 Gates BC1F—1 kw—FOB Florida Price \$1,650.00.
- 1 RCA BTA—1 MX—1 kw—used as standby. FOB East Coast. Price \$2,-750.00.
- 2 Raytheon RA-1000—one on each coast—choice \$1,295.00 each.
- 1 Gates BC-250T—convertible to 1 kw. FOB San Carlos. Price \$1,495.00.
- 1 RCA BTA 250M—250 watt—used only one year. FOB San Carlos. Price \$1,295.00.
- 1 RCA BTA 250L—Clean—FOB Oregon. Price \$550.00.

Terms—cash. As is—where is.

Contact Paul Gregg,
Bauer Electronics Corp.
San Carlos, California
Phone 591-9466

To reach everyone in BROADCASTING and its allied fields.

You Can't Top A
CLASSIFIED AD



BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

MISCELLANEOUS

MAJOR MARKET FM

Present owner, Major market FM station, wishes to extend into another major market. Station wanted in one of the following cities, or in the suburbs thereof: New York, Philadelphia, Washington D. C., San Francisco, Los Angeles, Excellent references, immediate cash.

Box M-25, BROADCASTING

FOR SALE

Stations

RADIO

Station in Oklahoma for sale; Wonderful property for manager with foresight & ingenuity. Presently in black after only 12 weeks. Excellent opportunity for either resident or absentee owner. Sale will include: station equipment, grounds, building, license. General introduction to accounts, plus 30 days personal assistance by owner to acquaint you with area, people, accounts. Consultation 6 Mo. No charge. Sales Contingent Acceptance FCC. Box N-281. BROADCASTING.

ARKANSAS DAYTIMER

Never again at this price—\$55,000. Don't inquire if you aren't qualified.

Box N-270, BROADCASTING

FOR SALE: RADIO STATION
1000 watt daytimer. Medium-sized isolated market, beautiful northwest. Full Price \$50,000. \$15,000 handles.

Box N-264, BROADCASTING

To buy or sell Radio and/or TV properties contact:

PATT McDONALD CO.
P. O. BOX 9266 - CL 3-8080
AUSTIN 56, TEXAS

STATIONS FOR SALE

SOUTHWEST. Exclusive. Daytime. Gross \$90,000. Priced at \$150,000 including building. Terms.
CALIFORNIA. Medium market. Daytime. Priced at \$145,000. Terms.

JACK L. STOLL & ASSOCS.
6381 Hollywood Blvd.
Los Angeles 28, California

S. E.	single	daytime	\$ 45M	cash
N. E.	single	fulltime	85M	25M
La.	small	fulltime	79M	terms
Fla.	metro	fulltime	240M	29%
M. W.	major	daytime	600M	29%

buying and selling, check with

✓ **CHAPMAN COMPANY INC**
2045 PEACHTREE RD., ATLANTA, GA. 30309

Continued from page 107

Actions of Nov. 15

WCPS-FM Tarboro, N. C.—Granted SCA on subcarrier frequency of 67 kc.

■ Granted renewal of licenses for following: KBUC Corona, Calif.; KHOK Hoquiam, Wash.; KIHHR Hood River, Ore.; KMSL Ukiah, Calif.; WAYZ Waynesboro; WAZL-FM Hazelton; WBFD Bedford; WBLF Bellefonte, all Pennsylvania; WBRV Boonville, N. Y.; WBUD Trenton, N. J.; WCOJ Coatesville, Pa.; WEDA-FM Grove City, Pa.; WELM Elmira, N. Y.; WGAN Portland, Me.; WICU Erie, Pa.; WKAL Rome, N. Y.; WKDN Camden, N. J.; WMSA Massena, N. Y.; WNBZ Saranac Lake, N. Y.; SCA only for WNYC-FM New York; WQDY Calais, Me.; WSAY Rochester, N.Y.; *WSPE(FM) Springfield, N. Y.; WTEL Philadelphia; WXYJ Jamestown; WOSC-AM-FM Fulton; *WVHC (FM) Hempstead; WGNV Newburgh; WAPC-FM Riverhead, all New York; WTTT-FM Towanda, Pa.; KSDR Watertown, S. D.; KUPI Idaho Falls, Idaho; WBCR Christiansburg; WEVA Emporia; WILA Danville, all Virginia; WPTX Lexington Park, Md.; WAMD Aberdeen, Md.; WAYE Dundalk, Md.; WBBI Abingdon, Va.; WEEL Fairfax, Va.; WFTF Front Royal, Va.; *WGTE-FM Washington; *WGTS-FM Takoma Park, Md.; WKWK Wheeling, W. Va.; WRBS(FM) Baltimore; WSPZ Spencer, W. Va.; WTRF-AM-FM Westminster, Md.

WTHH Port Huron, Mich.—Granted license covering increase in power, installation of new trans., changes in DA system and DA pattern, and change ant.-trans. location; redescribe trans. and main studio locations; condition.

***KOAP-FM Portland, Ore.**—Granted license covering change in frequency.

WFMK(FM) Mount Horeb, Wis.—Granted license covering change in ERP and ant. height, changes in ant. system and installation of new ant. and trans.

***WHA-FM Madison, Wis.**—Granted license covering change in ant. height, alternate-main trans. location, transmitting equipment and type ant. and changes in ant. system; specify type trans. (alternate-main trans.).

WBAL-FM Baltimore—Granted CP to make changes in ant. system (increase height), increase ant. height to 950 feet and decrease ERP to 3.9 kw; redescribe ant.-trans. location.

WFMI-FM Montgomery, Ala.—Granted mod. of CP to move ant.-trans. and main studio location and remote control point.

K70CW, K72BV, K81AM, K83AW, Borie and Lagrange, both Wyoming—Granted mod. of CP's to make changes in transmission line for UHF TV translator stations.

Actions of Nov. 14

WSAI-FM, WAEF-FM, Edward D. Scotch, all Cincinnati—Designated for consolidated hearing FM applications of WSAI-FM to change facilities from 102.7 mc, 14.7 kw, 550 feet to 98.5 mc, 33.1 kw, 593 feet; WAEF-FM to change frequency from 104.3 mc to 98.5 mc, and ERP from 4.8 kw to 20 kw; and Edward D. Scotch for new station on 98.5 mc; ERP 30.9 kw; antenna height 285 feet.

KARA-FM Albuquerque, N. M.—Granted SCA on subcarrier frequency of 67 kc.

K07CH, K09BN, P & P TV Inc., Plains, Mont.—Granted assignment of licenses of VHF TV translator stations to Plains-Paradise TV District (under supervision of county commissioners); no monetary consideration.

■ Granted renewal of licenses for following: WIDU Fayetteville; WTNC-AM-FM Thomasville; WJRM Troy; WNOS-AM-FM High Point; WTOE Spruce Pine, all North Carolina.

■ Granted renewal of licenses for following: WAKN Alken; WATP Marion; WBAW Barnwell, all South Carolina; WBBB-AM-FM Burlington-Graham; WDBM-AM-FM Statesville; WDNC Durham; WENC Whiteville; WFTC Kinston; WGVF Charlotte, all North Carolina; WJMX Florence, S. C.; WKIX Raleigh; WLOS-FM Asheville; WMFD Wilmington; WNNC Newton; WSDC Mocksville, all North Carolina.

Actions of Nov. 13

Television Improvement Inc., Cherokee, Okla.—Granted CP's for new UHF TV translator stations, on channels 77, 79, 81 and 83, to translate programs of WKY-TV (ch. 4), KWTW-TV (ch. 9), KOCO-TV (ch. 5)

and *KETA-TV (ch. 13), all Oklahoma City, respectively.

■ Granted CP's for following new VHF TV translator stations: Spartan Radiocasting Co., Mountain City and Clayton, both Georgia, to translate programs of WSPA-TV (ch. 7) Spartanburg, S. C.; Greer Community TV on Channel 7, Greer, Ariz., KVCA-TV (ch. 4) Tucson, Ariz.

KMUR Murray, Utah—Granted license covering increase in daytime power and installation of new trans.

WRAL-FM Raleigh, N. C.—Granted license covering increase in ERP, ant. height, change ant.-trans. location, installation of new trans. and ant. and ant. changes.

WABI Bangor, Me.—Granted license for new aux. trans.

***WETA-TV Washington**—Granted CP to change ERP to 550 kw vis., 209 kw aur., type trans. and make changes in ant. system; condition.

WIMA-TV Lima, Ohio—Granted CP to change ERP to 202 kw vis., 102 kw aur., install new ant. tower, make changes in ant. structure and equipment; ant. height 540 feet (main trans. & ant.).

WPTA-TV Roanoke, Ind.—Granted CP to change aur. ERP to 18.2 kw.

WFAM-TV Lafayette, Ind.—Granted CP to change aur. ERP to 26.3 kw.

KXEW Tucson, Ariz.—Granted license and specify main studio location same as trans.; conditions.

KBEW Blue Earth, Minn.—Granted license and specify type trans.

Actions of Nov. 12

Shoshone River Power Inc., Upper South Fork of Shoshone River and Valley, Wyo.—Granted CP's for new VHF TV translator stations, on channels 11 and 13, to translate programs of KOOK-TV (ch. 2) and KULR-TV (ch. 8), both Billings, Mont., respectively.

Actions of Nov. 8

Nor-Sis TV Corp., Yreka and vicinity, Calif.—Granted CP's for new VHF TV translator stations, on channels 9 and 4, to translate programs of KHSL-TV (ch. 12) Chico and KVIP-TV (ch. 7) Redding, both California.

Actions of Nov. 6

Gunnison County Chamber of Commerce TV Division, Monarch Pass Area, Powderhorn Valley and Sargents, all Colorado—Granted CP's for new VHF TV translator stations on channels 8 and 9, to translate programs of KBTW-TV (ch. 9) Denver and KREY-TV (ch. 10) Montrose, Colo.; condition on translator operating on channel 9.

Actions of Nov. 4

Packwood Community T.V. Broadcasters, Packwood, Wash.—Granted CP's for new VHF TV translator stations on channels 10 and 12 to translate programs of KOMO-TV (ch. 4) and KING-TV (ch. 5), both Seattle.

Carbon County, Spring Glen, Price and Rural Emery County, all Utah—Granted CP for new VHF TV translator on channel 6 to translate programs of *KUED-TV (ch. *7) Salt Lake City.

Fine

■ By memorandum opinion and order, commission ordered Royal Broadcasting Co. to forfeit \$3,500 to government for willful or repeated violations of Sect. 3.93(c) of rules by failing to have radiotelephone first-class operator, in regular full-time employment, at WVAR Richmond, W. Va. It is payable to treasurer of U. S. Commissioner Cox not participating. Action Nov. 20.

Rulemakings

PETITIONS FOR RULEMAKING FILED
■ Advisory Council on Educational Television of Commonwealth of Virginia—Requests amendment of rules to change Danville proposal so channel 24 would remain commercial and channel 68 be reserved for education. Received Nov. 4.

■ **WJSB Crestview, Fla.**—Requests amendment of rules to allocate FM assignment to Crestview as follows: channels 257A (99.3 mc), 285A (104.9 mc) and 240A (95.9 mc). Received Oct. 30.

■ **KGVO Missoula, Mont.**—Requests amendment of rules looking toward assigning FM channel 261A as additional assignment for Missoula. Received Nov. 12.

TIME OUT FOR A MATTER OF LIFE AND BREATH!

**TB Kills Every
60 Minutes!**

**Respiratory Diseases
Rank Fourth Among All
Causes Of Death!**

RADIO:

These stars have contributed their talent to make this public service material available:

15-minute transcribed programs starring:
PAT BOONE, COUNT BASIE,
NAT "KING" COLE, KINGSTON TRIO,
JULIE LONDON, LESTER LANIN,
FRANKIE LAINE, JOHNNY MATHIS,
PAUL ANKA, GLEN GRAY.

5-minute transcribed programs starring:
COUNT BASIE, KINGSTON TRIO,
PAUL ANKA, NAT "KING" COLE.

Transcription of All Time Greatest Hits,
featuring outstanding artists

Transcription of 24 Celebrity Spot Announcements.

Transcription of 20 Recording Artists' Announcements
for Disc Jockey Shows.

TELEVISION:

BURT LANCASTER,
COMMANDER SCOTT CARPENTER,
ANN LANDERS,
FRANK SINATRA (movie-trailer)
and a special documentary series (1 min.-20 sec.)

8-second ID

Plus SLIDES, TELOPS, FLIP CARDS and POSTERS.
GREYED AND COLOR.

Produced by

JOEL FILMS, PARAMOUNT STUDIOS, Hollywood, Cal.,
VISION ASSOCIATES, N. Y., SINATRA ENTERPRISES.

57th ANNUAL CHRISTMAS SEAL CAMPAIGN NOVEMBER 15th through DECEMBER

For network use: Contact Milton Robertson, Director,
Radio-Films-Television
National Tuberculosis Association
1790 Broadway, New York, N. Y., 10019
Circle 5-8000.

For local use: Contact Your Local Tuberculosis Association
in your own community.



BURT LANCASTER

OUR RESPECTS to Joseph Samuels (Dody) Sinclair

An uninhibited manner and a drive for community service

A "western approach" in his contacts with the public has guided Joseph Samuels Sinclair in broadcasting and retailing as president of the Outlet Co. (WJAR-AM-TV Providence, R. I., and the Outlet Co. department store).

There is no question that his methods have been highly successful, though at times somewhat shocking to the proper New Englander, Mr. Sinclair admits. For example, the Outlet Co. president grew a beard three years ago for the 325th anniversary of the founding of Providence. Mr. Sinclair decided to keep the beard as a tool in selling both radio-TV and clothing. "I felt something different was needed and I didn't mind providing a jolt," he said.

He was chairman of the Providence Retail Trade Board then and official eyebrows were raised each time Mr. Sinclair and his beard presided at a meeting or made one of his numerous speeches extolling Providence or broadcasting. Mr. Sinclair shaved his beard last summer but "he still acts like a westerner in a New England town," according to a close associate.

Mr. Sinclair in 1937 first went to work for the Outlet Co., founded by his grandfather Joseph Samuels. He has been with the firm ever since with time out for school, the U. S. Naval Academy and two hitchhikes in the Navy. He now is the largest single stockholder (32%) and gained control only after a long court fight with trustees and other stockholders who wanted to sell the company to a William Zeckendorf syndicate.

Actions Speak ■ Known throughout the industry as "Dody," Mr. Sinclair says—and shows through his actions—that "broadcasting is my primary interest." The Outlet Co. also owns a minority interest in WNYS(TV) Syracuse, N. Y., and last summer purchased WDBO-AM-FM-TV Orlando, Fla. The company plans further expansion into broadcasting.

Dody Sinclair was born June 14, 1922, in Narragansett, R. I. His prep schooling was taken at Moses Brown there and Choate School in Connecticut. He attended Williams College in 1940-41 and graduated from the Naval Academy in 1945 with a degree in electrical engineering.

The new ensign was sent to the Pacific theater and, while attending gunnery school in Hawaii, met his future wife on a blind date. Betty Hintz was secretary to the naval commandant of Pearl Harbor and Mr. Sinclair married her in 1946. He did his courting on a motorcycle until it caught fire one day while the future Mrs. Sinclair was

along. "I haven't been on one since," he said.

Released from active duty in 1947, Mr. Sinclair was recalled to service during the Korean War. He presently is commander of the Rhode Island Naval Militia and honorary naval aide to the governor. As a member of the Coast Guard Auxiliary, Lieutenant Sinclair helped guard President Kennedy during the 1962 President's Cup races off Newport, R. I.

Broadcast Beginning ■ Following his first tour of naval duty, Mr. Sinclair returned to the Outlet Co. as assistant to the buyer of radio and TV sets. WBZ-TV Boston went on the air shortly afterward and he was responsible for getting an acceptable signal through elaborate means into the salesroom.

After an intensified three-month course on TV production in New York, he helped put WJAR-TV on the air in July 1949. The station's early programming consisted of news wire reports (which the reader read from a news scope) and weather.

"One time out of curiosity I ran the fish-loading reports from Boston to see if anybody really watched and another time, inadvertently, I ran the news tape upside down for about an hour," he said. WJAR-TV did not receive a single phone call either time, he remembers.

After his second naval tour, Mr. Sinclair was named director of public relations for WJAR-AM-TV, assistant to the vice president in 1955, and manager of the TV station in 1957. In 1958, Mr. Sinclair began his successful fight to block the sale of the Outlet Co. (including the broadcast stations) to the

Zeckendorf group. He was the beneficiary of a large block of stock but the trustees of over 50% contracted to sell the company for approximately \$12.5 million. Mr. Sinclair got an injunction, upheld by the Rhode Island Supreme Court, blocking the sale.

Having gained control of the Outlet Co. and its broadcast properties, Mr. Sinclair was elected vice president in January 1960 and president three months later.

Community Ties ■ Mr. Sinclair maintains a close community identification for WJAR-AM-TV and the department store through active involvement in local affairs by himself and the company's top executives. He has been a leader in downtown Providence renewal projects and last July the Outlet Co. opened a 435-car, self-parking garage. During the same month, the company opened its first branch store and on Aug. 1 took control of the Orlando stations.

Fulfilling his own civic responsibilities, Mr. Sinclair has taken such extra duties as president of a local PTA and the chairmanship of the Retail Trade Board. He served two years as a member of the TV board of the National Association of Broadcasters (1960-62) and currently is a member of the NAB's TV Information Committee.

An operating committee of Outlet Co. executives meets once a week for an exchange of ideas relative to both broadcasting and retailing. Every other week, different religious, civic and educational leaders of the community are invited to lunch with the WJAR executives to discuss broadcasting in general and the Outlet stations in particular.

This practice, started last spring, has resulted in the scheduling of special programs on WJAR-TV dealing with important local affairs. WJAR-AM-TV editorializes "whenever the occasion warrants" but not on a regular basis.

Mr. Sinclair's naval background shows in his present forms of relaxation—boating on a 35-foot cruiser, sailing races with his daughter Sherry, 16, deep-sea fishing and "sleeping on weekends." While fishing with CBS-TV personality Garry Moore, Mr. Sinclair caught a 9-foot, 11-inch sailfish. He raced sports cars from 1953-56 strictly as a hobby, driving a Siata V-8, at that time one of only 10 such cars in this country.

"I finally won a cup and quit racing," he said.

The Sinclairs live in suburban Warwick and have two other daughters in addition to Sherry: Lani, 14, and Jodie, 9.



Mr. Sinclair

Everybody gains

THE billing figures that BROADCASTING compiles in producing its annual rankings of the top 50 radio-TV agencies, the 1963 edition of which appeared in these pages a week ago, tell a story much more significant than simply that of who outranks whom.

It is an amazing story of growth, both in total agency billing and in the use of the broadcast media, and the parallel between the two is so striking as to leave no doubt that the former derived largely from the latter.

Back in 1952, when BROADCASTING started these annual studies, the biggest broadcast agency, which happened to be BBDO, billed \$40 million in radio and television combined. In this year, 1963, that expenditure would rank 17th on the list; it is exactly one-fourth of this year's estimate for J. Walter Thompson Co., which tops the list for the sixth straight time. In 1952, incidentally, JWT placed sixth by billing \$27 million in radio-TV—exactly the amount by which, this year, it has increased its broadcast commitments over last year's. And BBDO, No. 1 in 1952, is now in fourth place although its broadcast investments have risen from \$40 million then to \$104.5 million now.

No agency on the 1952 list committed more than 60% of its total billing to radio-TV; the median commitment was less than 40%. In 1963 radio-TV will account for more than 60% of the total billings of 18 agencies, and the median is about 55%.

Broadcasters, of course, are beneficiaries of the agencies' increasing commitments to broadcasting. But equally the beneficiaries are the clients whose money it is—and, no less so, the agencies who have found in television and radio the means to hasten their clients' growth and their own.

Sound radio

THE FCC has unquestioned jurisdiction in devising station allocations and establishing engineering criteria to control interference within tolerable limits.

It is when the commission attempts to inject programing and business factors in its consideration of broadcast allocations that trouble develops. Those are the factors that provoke the current lamentable status of aural broadcasting.

The FCC last May announced a proposed rulemaking in aural broadcasting by proposing "birth control" in AM broadcasting through a quota system based on population and by lumping in limitations on duplication of AM and FM programing. A year before it had imposed a tight AM freeze that still is in effect.

There would be no overpopulation problem in AM if the FCC, over the years, had stuck to engineering standards.

The FCC is playing with fire in attempting again to control the destiny of FM by proposing to restrict FM duplication of AM programing.

The National Association of FM Broadcasters understandably wants duplication terminated so there will be head-to-head competition between AM and FM. Most dual operators want to continue duplication and oppose the FCC's announced goal of invoking the duopoly rule to AM and FM stations which ultimately would mean that a licensee would have to choose between his AM and FM station. The patterns of AM and FM coverage are not identical. They are different classes of service.

One of the pioneer FM licensees is the *New York Times* WQXR-FM, operated in conjunction with its good music WQXR-AM. We are impressed with the logic of its argument. Separate programing, it commented, would divide

the audience, necessitate a reduction in rates "just at the time when our costs for additional programing, additional announcers and engineers would be greatly increased." To survive, the stations would be faced with lowering of programing and advertising standards.

The FCC should separate AM from FM in its rule-making. The plausible answer in AM is to re-establish engineering standards and stick to them, without getting into forbidden areas of programing and economics. The AM freeze should be lifted forthwith.

In FM it is premature to raise the duopoly issue. Licensees should continue to determine for themselves how they will program their stations.

Thank you, Mr. Henry

BROADCASTERS, and the public too, owe a debt to FCC Chairman E. William Henry and his like-minded powerbent majority, although the commissioners didn't intend things to work out that way.

The debt is owed because the FCC majority has overplayed its hand. It has gone too far too fast in finding nothing good in American broadcasting, in moving in on program control, in attempting to limit earning power, in ignoring the obvious intent of the law, and in all but spitting in the eye of the Congress that created it.

It was this piling on of excesses that aroused broadcasters and Congress too.

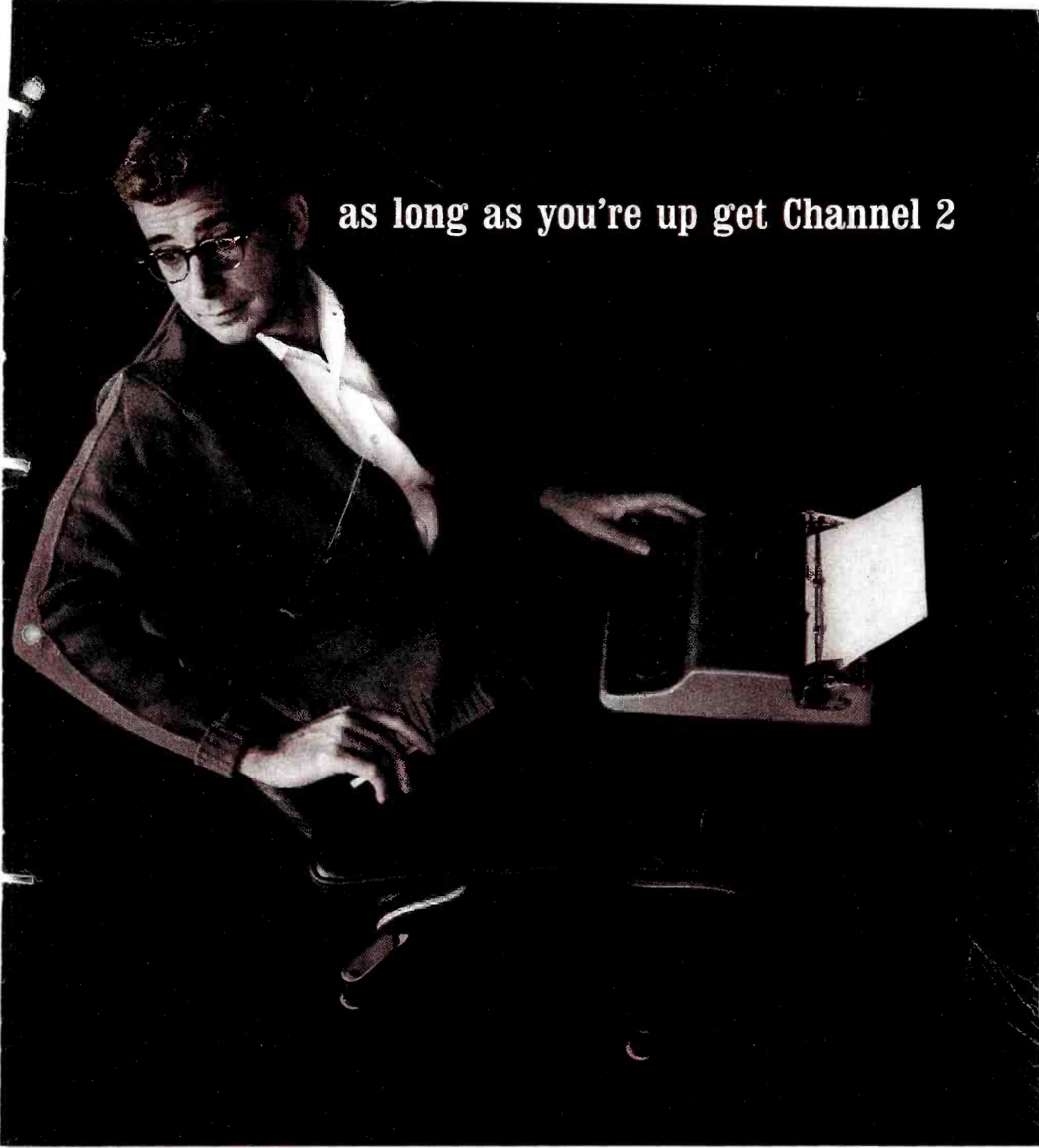
The House Communications Subcommittee, after bombing Mr. Henry a fortnight ago, has reported out a bill to block the FCC's commercial rulemaking plan. The Senate Independent Offices Appropriations Subcommittee clipped the FCC in unusually strong language in its report. The FCC's fairness doctrine is under congressional attack.

It is to be hoped that broadcaster, public, congressional and even newspaper ardor will not be allowed to cool. Yet care should be exercised in consideration of hastily drawn legislation. There should be no loopholes or loose ends. This has happened before with unfortunate results.

The goal must be a completely new law that will assure the broadcaster of his right to provide the public with the information and entertainment it wants, free from bureaucratic dictatorship.



Drawn for BROADCASTING by Sid Hix
"How come they don't make more miles per day now that they're on 90 minutes?"



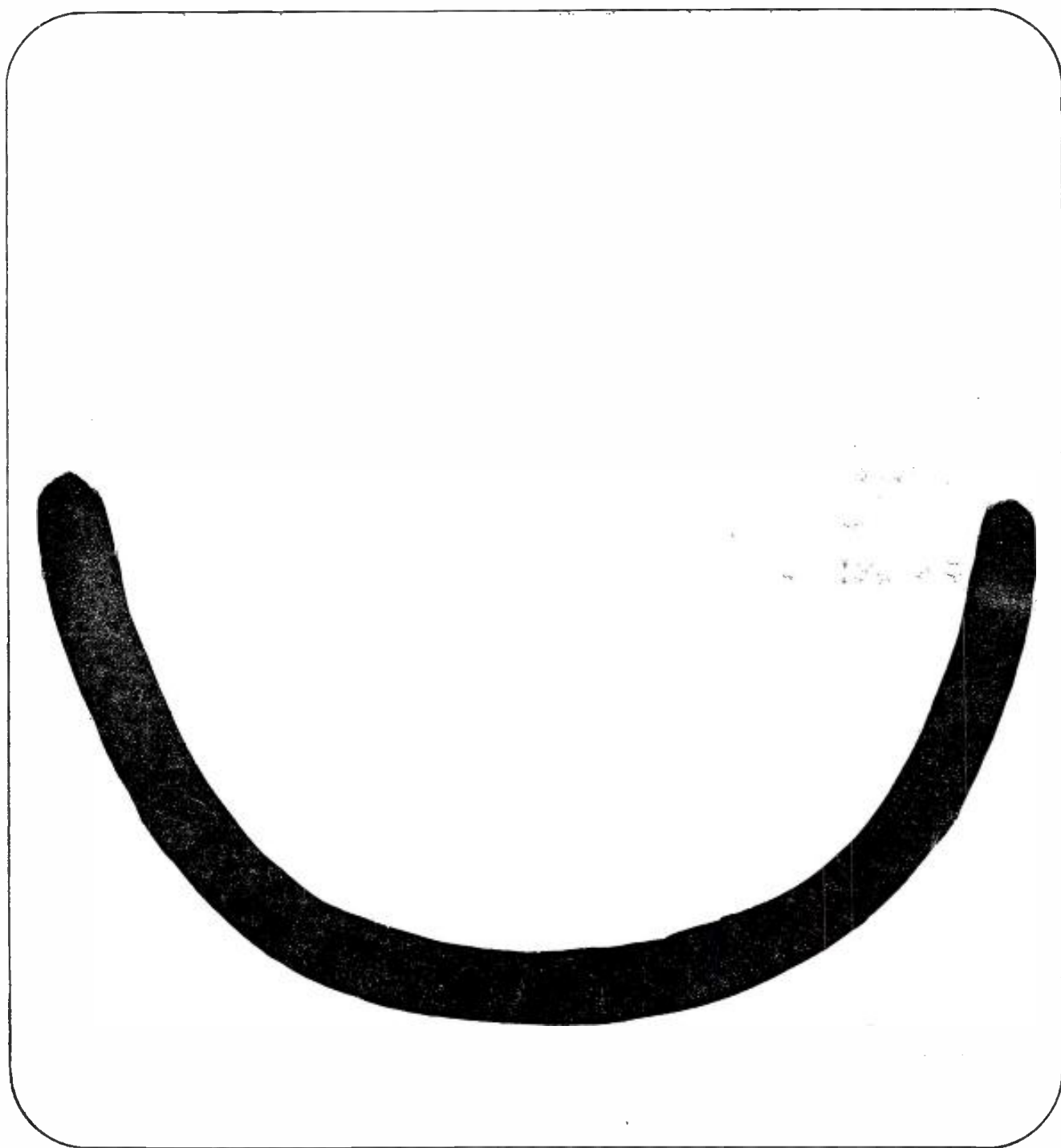
as long as you're up get Channel 2

Please. It's the Television with the 2 on it. Under the Dufy. Why do they call it Channel 2? That's where you find it. KPRC-TV is over 12 years old, smooth and mellow. It really takes that long to smooth out a station. Water? A little. Thank you, darling.

The light and legendary blended Texas Television.
Proved for sales results. Imported to the United
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