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DECEMBER 4 1963

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NEWSPAPER

RADIO

DECEMBER 2, 1963

Schwerin Research unveils its crystal ball
for advertising 29

No changes are likely at FCC, though Henry
has offered to resign 72

Radio-TV's record of four turbulent days ☐ KOKIA Oakland, tangled in fairness doctrine,
A SPECIAL REPORT STATE UNIVERSITY threatened with suit 84

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DEC 4 1963

LIBRARY



Keep close to your customers
with Spot Radio

RADIO DIVISION

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

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

Selling cold remedies? Be there via Radio when colds strike, when she runs out of your remedy . . . even in the car on the way to the drug store. Put Spot Radio to work for you on these outstanding stations.

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

New AT WDSM TV & RADIO DULUTH-SUPERIOR



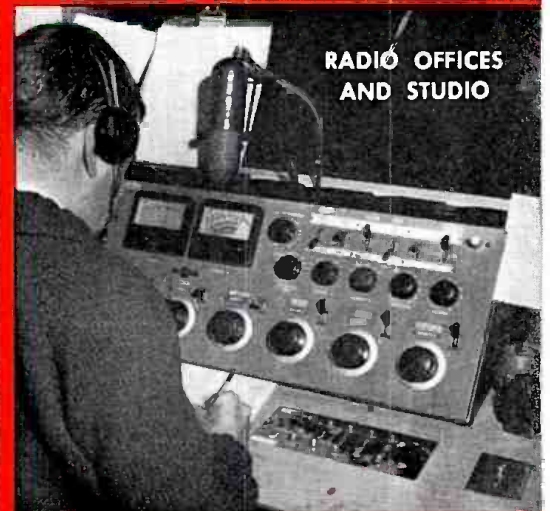
ENLARGED STUDIOS AND OFFICES



LIVE STUDIO COLOR



SLIDE AND FILM COLOR
(INSTALLED IN 1962)



RADIO OFFICES
AND STUDIO

PLUS THESE PRODUCTION FACILITIES

1. Two studios 25x60 & 24x60
2. Rear screen projection
3. Panorama & pedestal dollies
4. Special TV audio studio and cart-ridge tape facilities
5. 3-V color projection camera, synchronized 35 mm slide projectors, 2 16 mm film projectors
6. Monochrome & color studio cameras

WDSM-TV is the first and only complete color TV channel in Northern Minnesota, Northern Wisconsin and Upper Michigan. The market area of 281,000 TV homes is fully covered by our high tower and 100,000 watt signal in the **SECOND LARGEST** market in Minnesota and Wis.

WDSM TV & RADIO DULUTH-SUPERIOR

PETERS, GRIFFIN AND WOODWARD NATIONAL
REPRESENTATIVES; BILL HURLEY MINNEAPOLIS,
REGIONAL REPRESENTATIVES; TV REPRESENT-
ATIVES LTD., CANADIAN REPRESENTATIVES



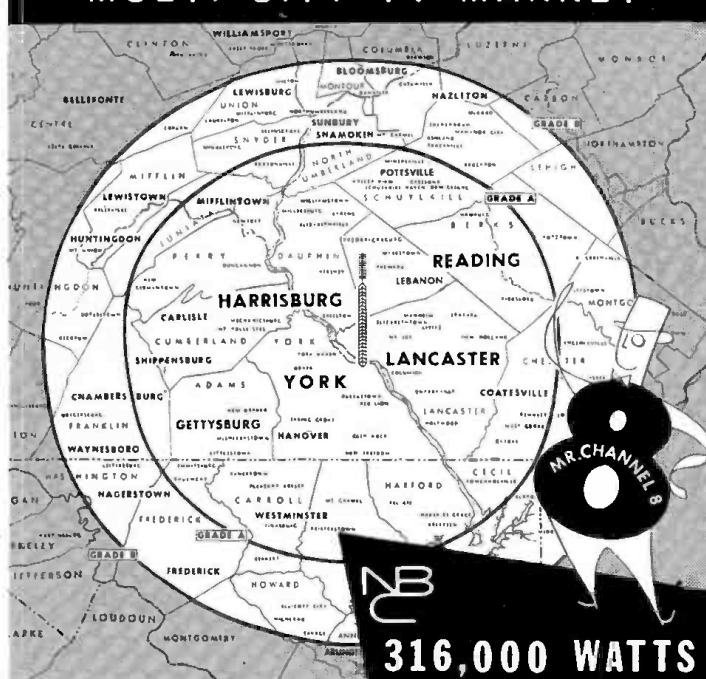
retail dealer sign/locksmith/circa 1870

The Bettmann Archive

SUPERIOR DEALER SUPPORT



MULTI-CITY TV MARKET



Channel 8 delivers it! Your advertising message telecast on WGAL-TV does an outstanding job at winning dealer enthusiasm for you, because of its potential capacity to stimulate consumers to buy. *Whatever your product, WGAL-TV increases dealer-support, sales, and profits.*

WGAL-TV

Channel 8

Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

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

FCC takes pause

Elevation of Lyndon B. Johnson to Presidency already has had sobering effect on FCC. Disposition to ignore congressional attitudes on assumption there would be administration backing evaporated to some degree at last week's FCC sessions. For example, staff proposal to assume absolute jurisdiction over community antenna operations was side-tracked when wiser heads recalled that last Congress voted down such legislation.

What will FCC do on commercial time limitations, filing fees, and fairness issues on which it has defied House members? These matters haven't come up again, but more conciliatory attitude is expected, although oral arguments on commercial rulemaking are still set for Dec. 9 (with TV coverage) and filing fees are still scheduled to take effect next Jan. 1. Similarly slow-down is forecast on network regulations to limit program ownerships and business relations with affiliates.

Griffin expands

In unusual transaction, John Griffin interests, which own 50% of ch. 9 KWTW Oklahoma City, will acquire other half for \$3.2 million from former Governor Roy Turner and Luther T. Dulaney, each with 25% of voting stock. Acquisition, subject to FCC approval, is by KATV Inc., Griffin corporation which operates KATV Little Rock-Pine Bluff, and Tulsa Broadcasting Co., which owns Griffin's KTUL-TV, with all three stations to be merged in KATV Inc. No change in management is contemplated, with Edgar T. Bell, who owns 10% interest, non-voting, in KWTW, to continue as executive vice president-general manager. John T. Griffin, board chairman of Griffin Stores, holds in excess of 50% of KATV Inc., with balance held by his brother-in-law and sister, Mr. and Mrs. James C. Leake.

Second phase of transaction involves sale of title to equipment of all three stations for \$3 million to two executives of First National Bank of Oklahoma City. This return, coupled with \$200,000 advanced by Griffin, will constitute \$3.2 million to be paid Messrs. Turner and Dulaney for redemption of their stock. Bankers, in turn, will lease back equipment to surviving KATV Inc. for 10 years at \$450,000 per year. Bankers are C. A. Voss and James B. Kite.

Two Johnson men

Chairmen of House and Senate Commerce Committees, which handle most communications legislation, are about as "in" with President Johnson

CLOSED CIRCUIT®

as anybody could be and still have worked smoothly with Kennedy administration, as they did. Senator Warren G. Magnuson (D-Wash.) was Mr. Johnson's campaign manager on West Coast in 1960. Representative Oren Harris (D-Ark.) was firm supporter who helped put Arkansas in Johnson column on first ballot at Democratic convention in 1960, feels Mr. Johnson will work effectively with Congress and has great respect of many there who know him from more than 30 years service in both houses.

Tithe from SESAC

Something tangible is being added to praises given broadcasters for their monumental coverage of events surrounding death of President Kennedy. No announcement has been made, but SESAC, music licensing organization, is reported to have notified all its broadcast licensees, that in recognition of their "epochal service" and "selfless efforts" they are to deduct 10% from their SESAC license fee payments for December.

Know how, not know who?

Democratic party source doubts seriously that President Johnson will accept resignation of J. Leonard Reinsch as executive director for party's 1964 national convention (CLOSED CIRCUIT, Nov. 25). Mr. Reinsch probably knows more about running conventions—especially radio-TV aspects—than anybody in either party, it was said. Executive director of Cox stations and figure in Democratic politics since Roosevelt days, Mr. Reinsch directed 1960 Los Angeles convention at which John Kennedy won nomination in contest with Mr. Johnson.

Now it can be told

Plans for second luncheon with station executives were in final stages few days before President John F. Kennedy's death. Pierre Salinger, news secretary, had asked J. Leonard Reinsch, executive director of Cox stations and communications consultant to White House, to assist in drafting list of 20-30 broadcasters who would have been invited to luncheon shortly after holidays. First luncheon held Aug. 22 was attended by 19 broadcasters (BROADCASTING, Aug. 26).

Whether President Lyndon B. Johnson will follow tradition established by his predecessor in inviting media executives to informal off-record discussion is one of myriad secondary

policies to be decided. Similarly, it isn't yet known whether he will throw his news conferences open to live TV-radio coverage following precedent established by President Kennedy, although Pierre Salinger thinks he will. Mr. Johnson is at home with press and is adept in parrying questions.

Tie-in

Format of annual Advertising Federation of America government conference in Washington (Feb. 4-5) will be changed in effort to get more active participation by federal officials and members of Congress. To be dropped is annual congressional reception in evening. Conference highlight is to be breakfast session during which top industry official will present advertising's side to congressmen. U. S. Chamber of Commerce will be host at conference on public affairs Feb. 5-6, and AFA will unofficially embrace chamber's congressional reception.

Florida outlook

Notion that LeRoy Collins, president of National Association of Broadcasters, might run for Senate seat held by Spessard Holland (D-Fla.) has been all but dispelled. Although Senator Holland has not formally announced his candidacy (to do so would end free time he receives for his reports to constituents on radio and TV) it can be said authoritatively that he does intend to run for fourth term.

Governor Collins repeatedly has said he has no immediate aspirations to return to public life but he's not been unequivocal. If 71-year-old Senator Holland had decided not to run for health reasons, it was generally expected he would endorse Governor Collins as his successor, but senator is in good health and expects to announce candidacy early next year.

Johnson aides

Although formal appointments to President Lyndon B. Johnson's White House staff haven't yet been made, it's regarded as good bet that Walter Jenkins, Mr. Johnson's administrative assistant for nearly quarter-century, and William D. Moyers, 30-year-old deputy director of Peace Corps, will be in important positions. Grapevine has Mr. Jenkins as appointments secretary, counterpart of Kenneth O'Donnell in President Kennedy's retinue, and Mr. Moyers, former Texas newscaster (KTBC-AM-TV Austin) and executive assistant in 1960 Johnson presidential campaign, as news secretary.

BUCKLEY-JAEGER BROADCASTING
CORPORATION OF CONNECTICUT
ANNOUNCES THE APPOINTMENT OF

Metro Radio Sales

AS NATIONAL REPRESENTATIVE FOR

WDRC, Hartford

EFFECTIVE DATE: DECEMBER 1, 1963

WEEK IN BRIEF

Key to Schwerin equation for success of TV commercials is "superior" announcements, not amount spent on them. System based on probability of motivating consumer. See . . .

WAY TO FORECAST PAYOFF . . . 29

Four days of shock and grief are watched and heard by world. Coverage brings high commendations from friends, and even from critics. Nation participated in last rites through radio and TV. See . . .

WORLD LISTENED AND WATCHED . . . 36

FCC attitude not expected to change for some time to come. Henry places himself at President's "disposal." General estimate is that policies will be same in line with decision to continue Kennedy aims. See . . .

STATUS QUO AT FCC . . . 72

Hope is bright that commercial deletions for Kennedy coverage can be recovered through make-goods. Indications are, however, that credits will be asked in good many cases. Radio may fare better than TV. See . . .

COST IN SPOT REVENUE . . . 61

Praise for broadcast coverage of tragic events pours in from all over. Salinger, Harris, Henry among number commending broadcasters for superb performance in news coverage and delicacy at funeral rites. See . . .

COVERAGE BRINGS 'WELL DONE' . . . 50

Rogers feels FCC will continue along same line and that Congress must put up stop sign. House communications unit will meet again this week to consider regulatory proposals to restrain commission. See . . .

THE HOUSE AND LBJ . . . 78

Suit against California station is threatened by supporters of mayoralty candidate endorsed by station (and who won) because of statements made by opposition candidate in equal time appearance. See . . .

ROCKY ROAD TO FAIRNESS . . . 84

Fetzer plan for baseball in prime time shelved for '64 because many commitments are already firmed. Hope expressed that three-hour package idea can be worked out in time for '65 season. See . . .

BASEBALL PLAN FACES DELAY . . . 80

It's the integrity of the borrower that counts in banking broadcasting, Brizzard says. Other considerations play part too—possibilities of success, capital available to producer and range of intangibles. See . . .

CRITERIA FOR LENDING . . . 86

Is there any reason for tying Midwest to East's network time schedules? Not the slightest, says Alcoa's Randolph who urges that broadcasters change pattern to accommodate four time zones. See . . .

CLOCKS DIFFERENT, PEOPLE SAME . . . 26

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BROADCASTING

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What is the Measure of a Broadcasting Station?



One measure is service to youth.

- Service to young people . . . like Richard Weingart . . . shown here with the coveted Frank Atwood Trophy . . . awarded him at the Eastern States Exposition.
- The trophy was named by New England 4-H leaders . . . to honor WTIC'S Farm Program Director . . . also seen in the photograph.
- Richard won the trophy for his prize heifer* . . . grand-daughter of a calf he purchased . . . with an interest-free WTIC Farm Youth Program loan.
- Since 1948 . . . WTIC has made 833 such interest-free loans . . . totaling \$130,980.18 . . . to 650 young people . . . in Connecticut and western Massachusetts . . . resulting in many fine herds . . . which otherwise would not exist today. Incidentally, our losses dealing with this fine group of young Americans, have been almost non-existent.

We believe this to be another measure of a broadcasting station . . . undreamed of in a rating service's philosophy.

WTIC  **AM/FM**

Broadcast House, 3 Constitution Plaza, Hartford, Connecticut 06115

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

*Greenridge King's Anita

MRS. JOHNSON GIVES UP CONTROL

Trustees to take over majority holdings of LBJ Co.

LBJ Co., licensee of KTBC-AM-FM-TV Austin, Tex., filed application with FCC Friday (Nov. 29) to transfer all holdings of its major stockholder, Mrs. Claudia T. (Lady Bird) Johnson, to trustees in Johnson City, Tex.

Mrs. Johnson will, according to application, transfer her 52.8% interest to A. W. Moursand and J. W. Bullion, who are presently holding 30.9% in trust for Mrs. Johnson's daughters, Lynda Bird and Lucy Baines. There is no financial consideration involved.

Messrs. Moursand and Bullion have no other broadcast interests.

Agreement states that Messrs. Moursand and Bullion will have complete control to vote Mrs. Johnson's stock, to sell "or otherwise dispose of it." Trustees are not obliged to consult with First Lady regarding any of the affairs of LBJ Co. Earnings of company will be reported to her only for income tax purposes. Mrs. Johnson has resigned

as chairman of board of directors of LBJ Co.

Agreement states that it will terminate only when President Lyndon B. Johnson no longer holds elective office or when all shares now held by Mrs. Johnson have been disposed of—which ever occurs first.

Other stockholders of LBJ Co. are J. C. Kellum (5.95%); Paul Bolton (2.9%); Warren Woodard (.34%). There are numerous other stockholders having small interests.

LBJ Co. also owns 29.5% of KWTX Broadcasting Co., licensee of KWTX-AM-TV Waco. KWTX Broadcasting owns 50% of KBTX(TV) Bryan; 80% of KNAL Victoria, both Texas, and 80% of KVIT (TV) Ardmore, Okla.

LBJ Co. holds option to acquire 50% of TV Cable of Austin Inc. which holds franchise to construct community antenna system in Austin. Firm is principally owned by local residents of Austin.

Church group's stand attacked by Collins

National Council of Churches should not deal with broadcasters "by appealing for more secular police-power regulation," National Association of Broadcasters' President LeRoy Collins told council meeting Saturday (Nov. 30).

In prepared speech to be delivered before Assembly of United Churchmen of NCC in Philadelphia, Governor Collins said broadcasters resent greatly council's June pronouncement calling for more government regulation of radio-TV. "We reject the philosophy which prompted it," he said.

Take your complaints to broadcasters, NAB president told churchmen. "Do not demand that the FCC tell the station how it must meet its program responsibilities. If the broadcaster cannot maintain his freedom to do this based on his own judgment of responsibility, he will quickly become the ward of the government, and you along with him will be well down the road toward totalitarianism," he said.

If church pronouncement becomes operative, it will deprive broadcasters of rights guaranteed by First Amendment—"the same amendment that guarantees the freedom of religious worship in the U. S.," Governor Collins said. Advocacy of greater federal control

over radio-TV is a rejection by council that either it or industry have ability to improve, he said.

(NAB committee is meeting with National Council representatives next week in New York to discuss church pronouncements [see page 82].)

Broadcasters, as well as all Americans, must overcome "tyranny of materialism," Governor Collins said. He referred to his recommendation year ago that industry restrain cigarette commercials directed toward minors. While NAB has postponed action pending report of special government committee on smoking and health, he pointed out tobacco firms have taken "meaningful and realistic" measures themselves.

However, he said, Lucky Strike cigarettes commercials based on theme that "Lucky Strike separates the men from the boys, but not from the girls" [is] a brazen, cynical flouting of the concern of millions of American parents about their children starting the smoking habit. . . . I resent this advertisement deeply and I feel that I should say so," Governor Collins said.

Nielsen, ARB ignoring weekend viewing records

Complete abandonment by TV networks and stations of normal programming from Friday, Nov. 22, to Tuesday, Nov. 26—for all-out coverage of events

Kudo from B&B

Lauding radio-TV for its contribution in days following President Kennedy's assassination, Benton & Bowles placed page ads in *New York Times* and *Herald-Tribune* today (Dec. 2). Ad, also page 93 this issue, said broadcasting "proved its maturity not only as a handmaiden to history but also as a servant of people" and that B&B was "reflecting the thanks of the American people."

related to President Kennedy's death—has ruled that time out as period of account in audience surveys of at least two major research firms.

A. C. Nielsen's fall synchronous measurement will not reflect viewing during that period, although Nielsen hadn't decided late last week how it would handle this abnormal viewing span in its regular rating report.

Recently completed fall nationwide TV rating reports of American Research Bureau will not include measurements over same period. Advertising Research Foundation President Alcuin Lehman, in letter to ARB, commended decision noting "report which would include those days would not be meaningful at the commercial level."

Davies warns of danger of being specialized

Farm broadcaster must remain flexible and be willing to tackle all station duties, Bruce Davies, KFAB Omaha, retiring president of National Association of Television and Radio Farm Directors, told group's 20th annual meeting Friday (Nov. 29) in Chicago.

Citing fact farming itself is changing, Mr. Davies said farm director must beware of becoming too specialized. NATRFD membership voted down proposal to confine voting membership to commercial farm broadcasters. New officers were to be elected Sunday.

Shackles on WCBM sale may foretell new policy

First move in what may be policy decision by FCC involving mutual funds, investment houses, small business investment companies and brokerage houses holding broadcast interests was seen in Friday's announcement approving purchase of WCBM-AM-FM Baltimore by Metromedia Inc. for \$2 million—with conditions.

Conditions relate to multiple own-

WEEK'S HEADLINERS

Edwin K. Wheeler, formerly general manager of WWJ-AM-FM-TV Detroit (licensed to Evening News Association, publisher of *The Detroit News*) and for past two years general manager of *The News*, elected second ranking officer as executive VP and a director of association. **Peter B. Clark**, VP of association and assistant publisher of *The News* since November 1961, named publisher of *The News* and elected president and chief executive officer of Evening News Association, succeeding **Warren S. Booth**, who becomes board chairman. Mr. Wheeler joined WWJ sales staff in 1937 after 12 years with

U. S. Rubber Co., was appointed assistant general manager of all WWJ operations in 1942. In 1949 Mr. Wheeler was named business manager of *The News* and returned to WWJ stations as general manager in 1952, position he held until he became general manager of *The News* in November 1961. Mr. Clark joined association in 1961 as secretary and assistant to publisher. He has been member of board of directors since 1960. Mr. Booth has been president of Evening News Association and publisher of *The News* since 1952, and member of board of directors for 38 years.

For other personnel changes of the week see FATES & FORTUNES

ership rules, according to official announcement. Unofficially, it was learned, unidentified mutual fund has significant but minority interest in Metromedia and in Taft Broadcasting Co. This must be resolved so that mutual fund firm has interest in one or other—but not both—of broadcast companies before Metromedia can take over Baltimore stations.

Acquisition of WCBM outlets gives MM sixth radio property; it now owns seven TV's, but sale of KOVR(TV) Stockton-Sacramento, Calif., to McClatchy Newspapers for \$8 million is pending FCC approval.

KTUL-TV application hits stumbling block

FCC has delayed action on application by Griffin-Leake Stations until resolution of separate proceeding in which hearing examiner has questioned owners' qualifications to be licensee.

Application involved request by KTUL-TV Tulsa, Okla., to change transmitter location, increase transmitter height and make other technical changes.

Commission noted that James C. Leake, Marjory Griffin Leake and John T. Griffin own voting stock in KTUL-TV as well as KATV Inc., licensee of KATV (TV) Little Rock, Ark.

Hearing Examiner Thomas H. Donahue last June questioned KATV Inc.'s character qualifications following hearing on that licensee's application to move transmitter location of KATV(TV) from Pine Bluff area to one closer to Little Rock and to increase antenna height.

Examiner held that KATV Inc. had broken promises to Pine Bluff civic officials not to move transmitter out of county and to give Pine Bluff recognition in station identification signal (BROADCASTING, June 10).

Since no final decision has been

reached in this matter, commission said, and since facilities requested by KTUL-TV involve substantial expenditures, "commission believes that action on your application would be premature . . . at this time."

Besides Tulsa and Little Rock stations, Griffin-Leake owns 50% of KWTV (TV) Oklahoma City and has controlling interest in WSTE(TV) Fajardo, P.R.

STAGE SET FOR REVIEW

Refusal to pay \$500 fines will bring case before court

Four Minneapolis-St. Paul television stations have refused to pay \$500 forfeitures imposed on each by FCC for failure to identify sponsor of video tape program. Their action sets stage for first judicial review of commission forfeiture order.

National Association of Broadcasters announced Friday (Nov. 29) its pledge of "every possible assistance" to stations—KSTP-TV, WCCO-TV, KMSP-TV and WTCN-TV.

Case will reach federal court when FCC refers forfeitures to U. S. district attorney in Minneapolis for collection.

In refusing to pay forfeitures, ordered by commission last month (BROADCASTING, Nov. 4), four stations said agency erred in holding that their failure to identify sponsor constituted "willful" or "repeated" violation of Communications Act or commission rules and regulations.

Stations maintained that case is of sufficient importance to broadcasting industry to warrant judicial review.

Stations on Feb. 22, 1962 had carried one-minute video tape broadcast opposing Sunday closing ordinance without announcing spot was sponsored by merchants association. Spot was broadcast several times.

Douglas A. Anello, NAB general counsel, has disputed FCC's contention that everything not accidental is "will-

ful" and that "repeated" simply means more than once.

He said under "willful" test adopted by Congress, there must be intent, with showing that licensee recognized his act violated law. He also said broadcaster is not guilty of "repeated" violation unless it can be proven he repeated his action in knowledge that it was illegal.

In Minneapolis cases, he said, absence of sponsor identification "was not deliberate but an unintentional mistake." In statement Friday, Mr. Anello noted that cost to be borne by stations in court fight far exceeds the relatively small amount of the forfeiture.

"The stations are to be applauded for their courageous action which will be of great service to the industry. NAB will endeavor to render every possible assistance to the stations involved."

ABC uses satellite for sports special

Use of Relay satellite on three continents to telecast sports program to Japan on Thanksgiving Day was reported Friday (Nov. 29) by ABC International which produced show in association with Sports Programs Inc., AB-PT subsidiary.

Program of 13 minutes, 40 seconds duration contained sports excerpts from Germany, France, Italy, Belgium and Britain which were fed by satellite to ABC International, New York. There segments from Mexico, Canada and U. S. were added and ultimately transmitted by satellite to Japan where it was picked up by Relay. It was carried initially at 6:40 a.m. Tokyo time and re-broadcast later in day.

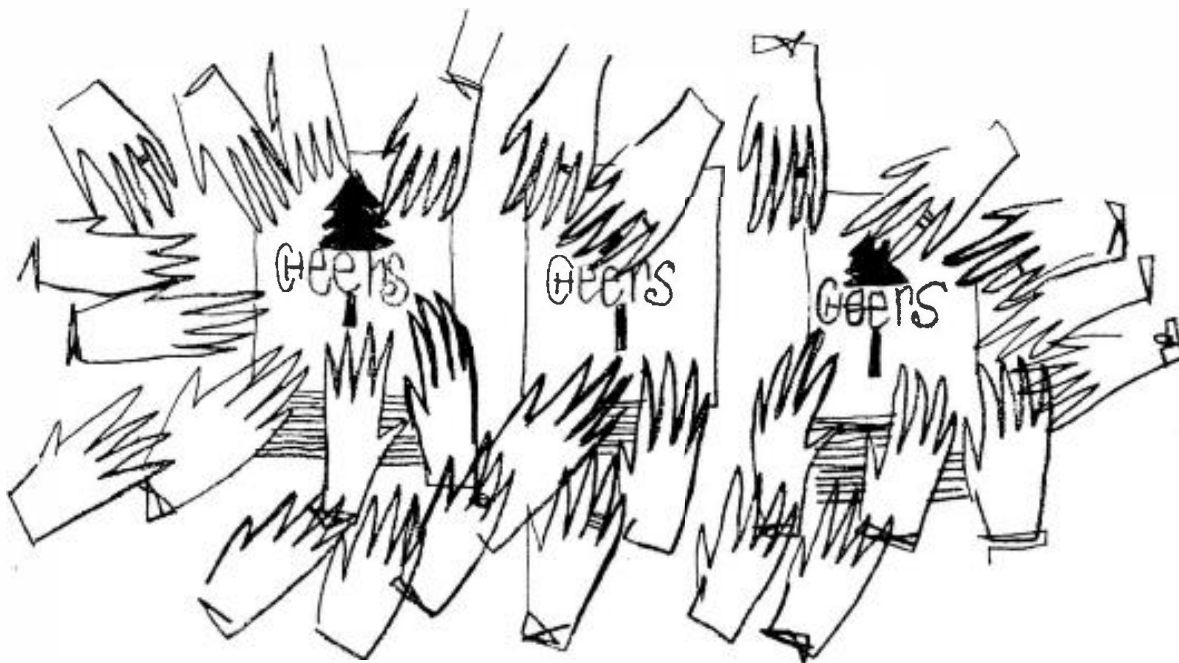
Critics of advertising hit by Mithun on WGN-TV

Advertising is falsely accused of selling people things they don't want, Raymond O. Mithun, board chairman, Campbell-Mithun Inc., said Saturday (Nov. 30) on Northwestern University panel show on WGN-TV Chicago. He said advertising encourages "mass sampling" but noted "even good advertising cannot sell a poor product and may indeed hurry its demise."

As for TV commercial repetition and irritation, Mr. Mithun observed, "you need repetition to learn anything . . . there is no such thing as repeating a good ad too many times." Show repeats tomorrow (Dec. 3) at 7 p.m. on WNYC-TV (ch. 31) New York.

Home from hospital

Worth Kramer, president of Goodwill Stations (WJR Detroit; WJRT-TV Flint, Mich.; and WSAZ-AM-TV Huntington-Charleston, W. Va.), returned to his home last Thursday (Nov. 28) following successful gall bladder surgery.



puzzle:

who wins this card game?



In a friendly TV station we know of, where availability squabbles are customarily settled by pulling straws, much importance attaches to the acquisition of material things—rulers, paste pots, Scotch tape dispensers. Even secretaries play the game.

The annual arrival of the supply of office Christmas cards signals a round of joyous jousting. The cards, allocated to the Sales Staff on the basis of number of clients, prospects and friends, if any, lie in three neat piles on the Office Manager's desk. The first pile is Station Manager Neal Edwards'; the second, Local Sales Mgr. Bob Livingston's; the third, Nat'l Sales Rep. Bob Whiteley's.

Enter Livingston's secretary, who stealthily filches 200 cards from the first pile and adds them to her boss's supply, giving him four times as many as now remain in pile 1. Not to be outdone, Whiteley's secretary removes 600 cards from the second pile and adds them to the third, making it contain twice as many as are now in the first and second piles together. In the final act of the drama, Edwards' secretary arrives on the scene, takes 400 cards from the third pile and adds

them to the first, which then contains half as many as the third.

How many cards were allocated to each man to begin with? Some seasonally suitable souvenir will come your way for correct answer.

Souvenirs suitable to any season—fame, enhanced status, money—have already come to those who bought WMAL-TV for their clients this year. Join them. A nice balance of entertainment, women's features, information, mystery and adventure (including "Surfside," "Paradise," "Checkmate," and "Maverick"—daily at 5:30) guarantees a powerful cross-section of Washington's well-endowed market will be with us from sign-on to sign-off. Why not send your clients' products along for the ride? Check with Harrington, Righter & Parsons, Inc.

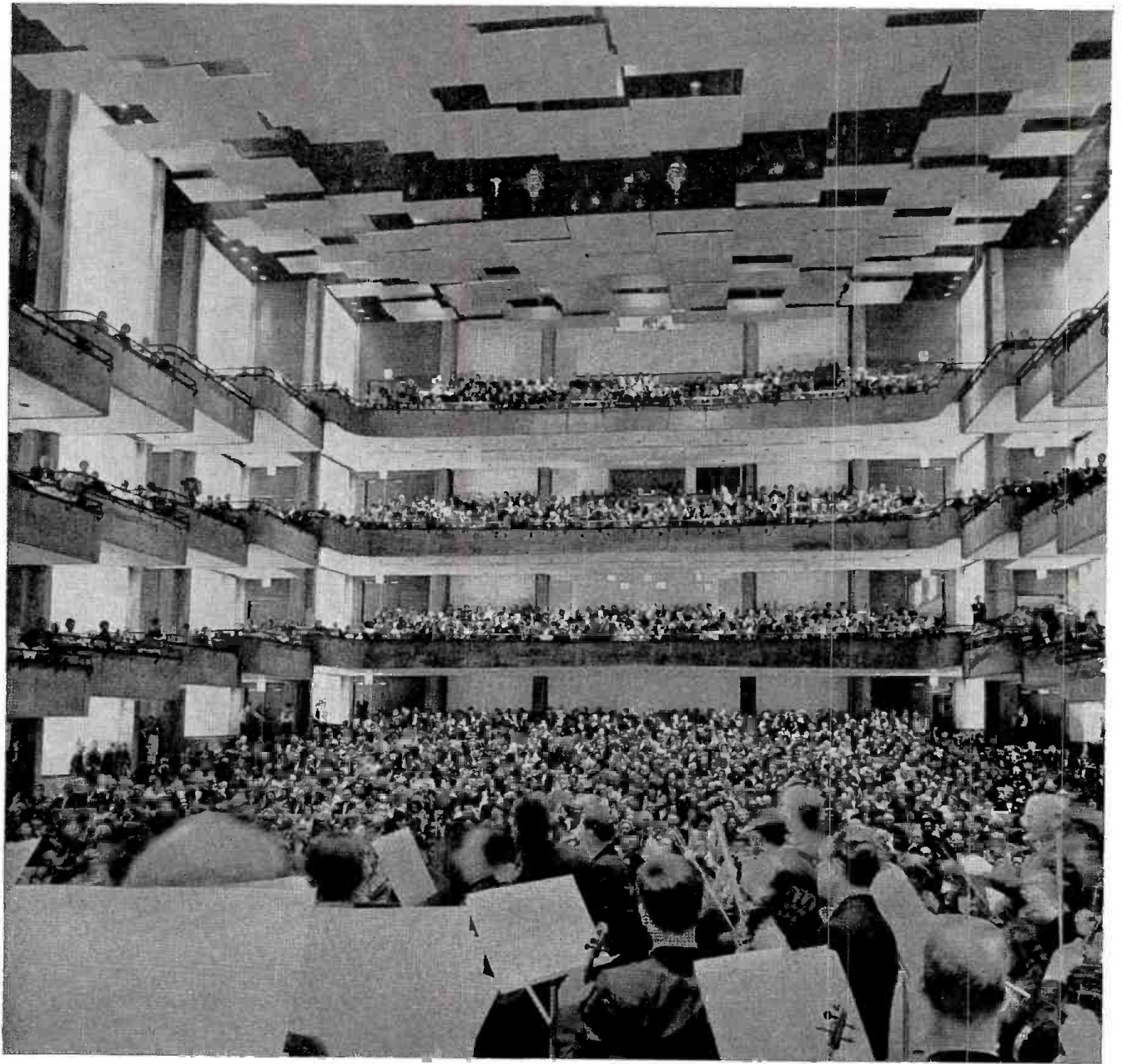
Address answers to: Puzzle #93, WMAL-TV, Washington, D. C. 20008

wmal-tv

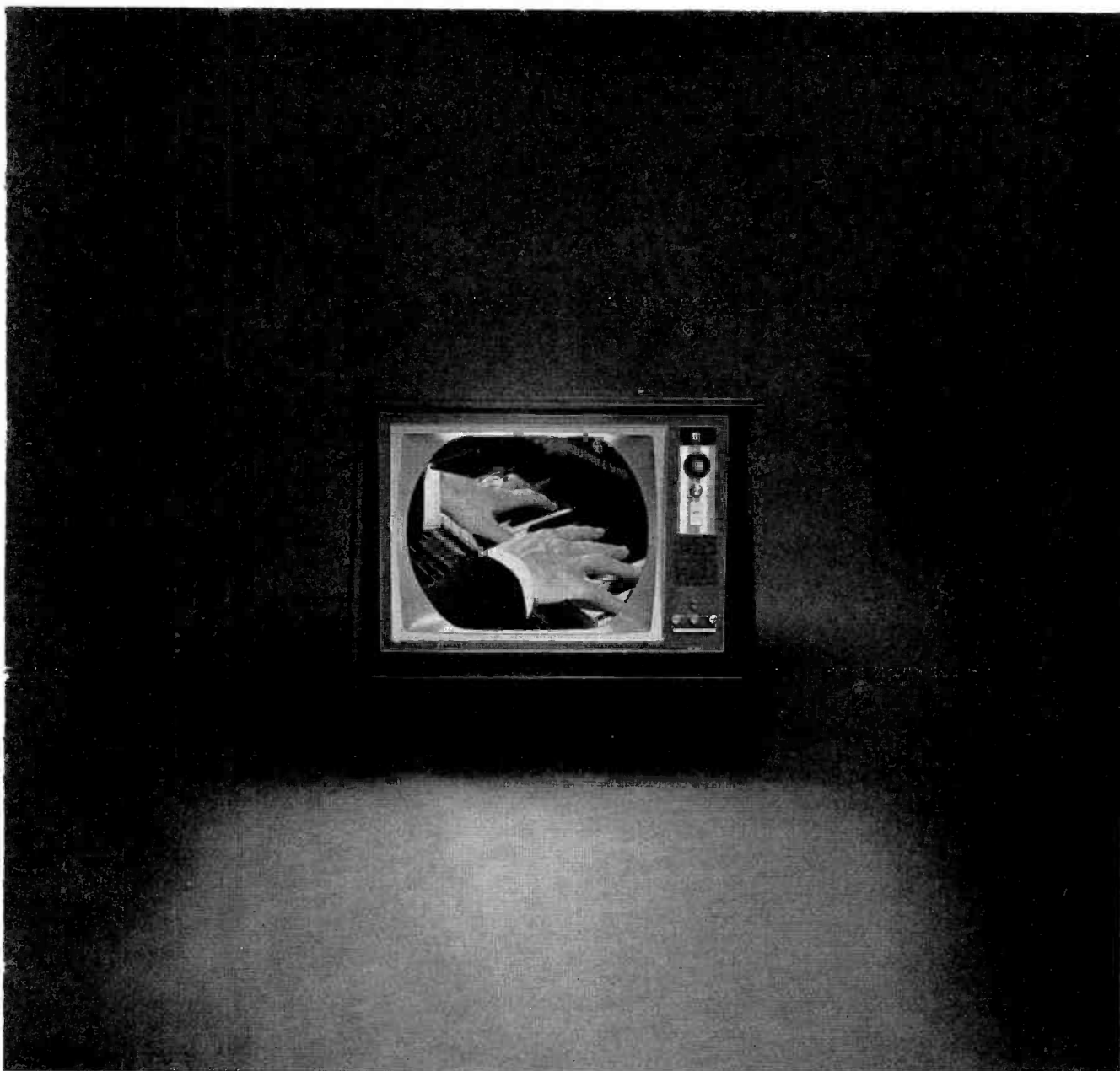
Evening Star Broadcasting Company
WASHINGTON, D. C.

Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSVA-TV and WSVA, Harrisonburg, Va.

Represented by: HARRINGTON, RIGHTER & PARSONS, Inc.



2,006 people attended the grand opening



but the best seat in the house was here

The occasion was the formal opening of Clowes Memorial Hall, Indianapolis' \$3,500,000 home for the performing arts.

Spacious as it is, the hall couldn't have begun to hold all the people who wanted to be there for opening night.

So WFBM-TV took them there . . . and gave them the best seat in the house.

Our cameras captured the glamour and excitement of opening night. Interviews with famous guests as they arrived . . . Maurice Evans delivering the dedicatory address and reading a congratulatory telegram from President John F. Kennedy . . . and an uninterrupted telecast of a concert performed by the Indianapolis Symphony Orchestra.

We even took our viewers on a pre-filmed tour of the hall's stately lobbies and magnificent auditorium, in full color.

Our telecast was sponsored by RCA—which has thirteen

thousand employees here in Indiana—and it was enthusiastically received. Said critic Julia Inman in *The Indianapolis Star*: "The station's 90 minutes was smooth, showed a great deal of advance planning . . . From its long practice with televising the symphony, the station's camera work was superb, moving dexterously from closeup to long shot."

Broadcast service like this makes WFBM your best TV buy in Indianapolis and its rich satellite markets . . . for the station that *serves best sells best*. Ask your KATZ man!

WFBM^{NB} TV
INDIANAPOLIS
AMERICA'S 13TH TV MARKET • REPRESENTED BY THE KATZ AGENCY

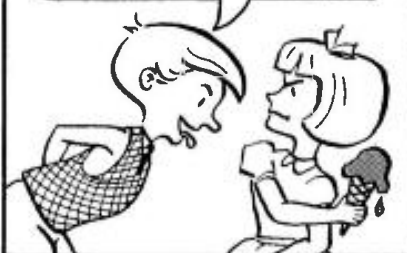
**TIME
LIFE**
BROADCAST

WORFORD WARD & TILLIE VISION

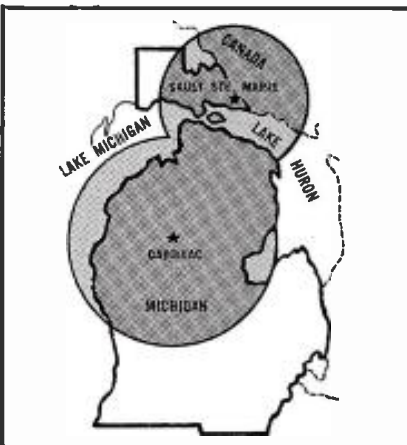
UPSTATE MICHIGAN BUYS MORE FOOD PER RESIDENT THAN THE PEOPLE IN DETROIT AND WAYNE COUNTY.



MOST INT'RESTING. WHAT PRODUCTS DO THEY BUY?



WHY, THE PRODUCTS ADVERTISED ON WWTV/WWUP-TV, STOOPID!



BIG MARKET — BIG EATERS!

Much as it may surprise you, dear reader, food sales per person in the 39 counties of Upstate Michigan do indeed run higher than in rich Wayne County. We'll gladly send you the breakdown, if you wish.

Matter of fact, we believe Upstate Michigan is the greatest "new opportunity" you

television advertisers can find in the entire U. S. Nearly a million PEOPLE. Annual retail sales, nearly a BILLION dollars.

Consult your jobbers and distributors in this area as to the influence WWTV/WWUP-TV has in our 39 counties — or ask Avery-Knodel for the whole story.

The Feltz Stations

RADIO

WJLB Kalamazoo-Battle Creek
WHP Grand Rapids
WJIM Grand Rapids-Kalamazoo
WJIM-FM Cadillac

TELEVISION

WJLB-TV Grand Rapids-Kalamazoo
WJIM-TV Cadillac-Traverse City
WWUP-TV Sault Ste. Marie
KBLN-TV Lincoln, Nebraska
KJIM-TV Grand Island, Neb.

WWTV/WWUP-TV

CADILLAC-TRAVERSE CITY / SAULT STE. MARIE

CHANNEL 9 / CHANNEL 10
ANTENNA 1640' A. A. T. / ANTENNA 1214' A. A. T.
CBS • ABC / CBS • ABC

Avery-Knodel, Inc., Exclusive National Representatives

a smart addition to any newsroom

UNITED PRESS INTERNATIONAL

DATEBOOK

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

■ Indicates first or revised listing.

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—Group of Texas broadcasters meets with their state's congressional delegation in Washington. Plans for Washington trip were initially announced Nov. 18 at the National Association of Broadcasters' fall conference in Fort Worth.

Dec. 2-5—Winter conference of Electronic Industries Association, Statler-Hilton hotel, Los Angeles.

■ Dec. 3—NAB President LeRoy Collins will speak to Greater Columbia Chamber of Commerce, Columbia, S. C.

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

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

■ Dec. 7-8—Center for the Study of Democratic Institutions Symposium, Los Angeles. NAB President LeRoy Collins will speak.

Dec. 9—FCC oral argument on proposed rulemaking to adopt commercial time standards of National Association of Broadcasters as rules.

Dec. 9—NAB President LeRoy Collins will head a delegation of 11 broadcasters to

CANCELLED MEETINGS

■ Dec. 2-3—NBC Affiliates annual convention at the Beverly Hilton hotel in Los Angeles has been postponed indefinitely because of the death of President Kennedy.

■ Dec. 4—Luncheon meeting of the Southern California chapter of Broadcast Pioneers that was to be held 12 noon at the Hollywood Roosevelt hotel in Los Angeles has been postponed indefinitely because of the death of President Kennedy.

■ Dec. 5—Board of directors meeting of the Association of Maximum Service Telecasters (AMST) that was to be held at the Riviera hotel in Palm Springs, Calif., has been postponed indefinitely because of the death of President Kennedy.



"P-Please, Mister, how do I get out of these woods?"

The green telephone truck ground to a sudden stop on the woods trail.

Installer Jim Phillips looked down from his cab at a seven-year-old boy with a feathered headdress and a quivering lip.

"P-Please, Mister," said the small Indian, "I guess I must be lost. How do I get out of these woods?"

Jim smiled, choked back a laugh, and invited the boy to hop in. But he refused. Wise parents had taught him never to accept rides from strangers.

So Jim did the next best thing. He put his truck into low gear and with Chief Lost-in-the-Woods trudging along behind, led him six blocks back to civilization.

This little story is true—and typical of the spirit that telephone men and women bring to their work. They try to be good neighbors and give good service.

Because they're human, they don't always succeed, of course. But thanks to their earnest effort, you enjoy the finest, fastest, friendliest telephone service in the world.



BELL TELEPHONE SYSTEM
SERVING YOU





IN CHICAGO

Chicago's O'Hare International Airport serves 84,000 passengers every day — the world's busiest air terminal.

Chicago's WGN Radio serves 910,000 homes every day—reaching the largest audience of any broadcast property west of the Hudson.*

Chicago's O'Hare and WGN are both dedicated to Service.

WGN IS CHICAGO

the most respected call letters in broadcasting

C.P.M.

**We sell homes reached per dollar
...not just ratings.
Research is our key to
more business for
the stations we rep.**

Our salesmen visit our stations.

Station Reps

BOB DORE

ASSOCIATES

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

*buy
west
&
sell*

TV 10 IN ROANOKE, VA.

VIRGINIA'S NO. 1 TV MARKET *

 THE KATZ AGENCY, INC.
National Representatives

* Television Magazine

meet with representatives of the National Council of Churches in New York to discuss council's controversial policy statement on TV programming.

■ Dec. 11—Special projects luncheon of International Radio and Television Society, Starlight room, Waldorf-Astoria, New York. Panel including Vincent Wasilewski of the National Association of Broadcasters, Earl Kintner, former chairman of the Federal Trade Commission and Thomas H. Wall, Washington attorney, discuss "Government and Broadcasting."

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 Enu-ton, 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.

■ Dec. 17—International Radio and Television Society Christmas party, Grand Ballroom, Waldorf-Astoria, New York.

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 president of General Dynamics/Pomona, is convention chairman.

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

■ Feb. 20-21—Annual conference of the state broadcaster association presidents, sponsored by the National Association of Broadcasters, Shoreham hotel, Washington.

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-fifth 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.

■ Indicates first or revised listing.

**Remember when radio was the
fastest thing going?**

**When it put you within earshot of
street fighting in Saigon?**

**...and Hazelton coal miners
trapped in a cave-in?**

**And remember when radio was
the quickest way to get evacuation
orders to Americans in Haiti?**

**Remember the good old days...
in 1963?**

●● ABC OWNED RADIO STATIONS ●●

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

Radio...one of the good things about America

 **ABC OWNED RADIO STATIONS** 

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

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 TELECASTING* was introduced in 1946.

*Reg. U. S. Patent Office

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BROADCASTING, December 2, 1963

OPEN MIKE

Letter to Mr. Henry

EDITOR: Enclosed is the text of a letter
 sent to FCC Chairman E. William
 Henry:

"If there is still any question about
 the caliber of people who hold FCC li-
 censes to broadcast '... in the public
 interest, convenience and necessity,' the
 tragic events of this past weekend should
 most certainly have erased those doubts
 in your mind.

"Broadcasters throughout the nation
 dipped into reserves for extra lines,
 extra equipment, extra manpower and
 hundreds of other expenses while sus-
 taining revenue losses in the millions of
 dollars. Newspapers, on the other hand,
 covered the tragic story along with the
 regular diet of retail sales ads. . . .

"I respectfully submit that much of
 your recent criticisms and your an-
 nounced plans to further control our
 business are unfounded and unneces-
 sary."—Norman Wain, local sales exec-
 utive, WHK Cleveland.

Letter to newspaper editors

EDITOR: Now that the nation's most
 somber weekend is history, a moment
 of reflection is in order. The radio and
 television industry can well be proud of
 the tremendous job it did in covering
 the fantastic chain of events.

Radio and TV voluntarily suspended
 all commercial programs during the
 period of mourning for the President.
 No one asked us to do it.

This seemed the natural thing to do
 under the circumstances. At the same
 time, the newspapers proved their real
 mettle by continuing to run as many ad-
 vertisements as they could get their
 hands on.

What they did is their business. How-
 ever, it is pertinent to note that they,
 the newspapers, seem to think that what
 we do is *their* business. They have
 strongly advocated government regula-
 tion of the number of commercials we
 can carry. They have sniped at broad-
 casters for what they call "crime and
 violence" programs. And, they have be-
 moaned the sad state of affairs in broad-
 casting generally.

The time has come for the news-
 papers of the U. S. to look at their own
 house. Broadcasters spent millions of
 dollars for their unbelievably complete
 coverage of the weekend. Untold mil-
 lions more were sacrificed in advertising
 revenues. All the while, the newspapers
 continued their commercial way, in
 some cases even capitalizing on the fact
 that they had the *only* advertising me-
 dium operating. Come on editors and
 publishers . . . let's see a few strong
 words about the "good taste" of news-

Does Your Station Have the

"BIG VOICE?"



Are you losing advertisers because
 you don't have the loudest signal
 in your area? Are they going to
 other stations because you don't
 have the "BIG VOICE?" Only
 DYNAMIC DIMENSION Control
 Equipment by FAIRCHILD, indi-
 vidually or integrated, can pro-
 vide you with an easy-to-listen-to
 "BIG VOICE"—the loudest and
 cleanest signal in your area!

FAIRCHILD DYNALIZER Model 673

The newest approach for
 the creation of "apparent
 loudness"—the Dynalizer
 is an automatic dynamic
 audio spectrum equal-
 izer which redistributes frequency response of
 the channel to compensate for listening response
 curves as developed by Fletcher-Munson. Adds
 fullness and body to program material. Completely
 automatic with flexible controls. Easily integrated
 into existing equipment.



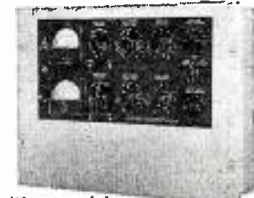
FAIRCHILD CONAX Model 602



The world-acknowl-
 edged device that
 eliminates distortion
 problems caused by
 pre-emphasis curves. Allows
 higher average program levels through
 inaudible control of high frequencies. Invaluable
 in FM broadcast and disc recording. Eliminates
 stereo splatter problems in multiplex channels.

FAIRCHILD LIMITER Model 670

Fast attack stereo
 limiter (50 micro-
 seconds) with low
 distortion and ab-
 sence of thumps.
 Sum and difference
 limiting position
 eliminates floating
 stereo image, de-
 spite amount of limiting used in
 one of the two channels. Also includes regular
 channel A and B limiting. Dual controls and dual
 meters provided. Now used throughout the world
 in recording studios. (Mono model available).



Write to Fairchild—the pacemaker in profes-
 sional audio products—for complete details.

FAIRCHILD
 RECORDING EQUIPMENT CORPORATION
 10-40 45th Ave., Long Island City 1, N. Y.

4

SIOUX CITY'S KTIV SELLS FOR YOU IN

Iowa, Nebraska, South Dakota and Minnesota!

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

Ten consecutive ARB reports prove that KTIV's wide range appeal reaches into more of the Siouxland homes, 85% of which are outside the Sioux City metro area. No other station penetrates the combined metropolitan and outlying Siouxland market as well as KTIV.



NBC • ABC

KTIV CHANNEL 4

Sioux City, Iowa

National Representative:
George P. Hollingbery

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



AVE RADIO AND TV

RE

IN VARIABLY

EFFECTIVE

LOUISVILLE

BOTH NBC

BOTH REPRESENTED BY THE KATZ AGENCY

[Antique type from the Robinson-Pforzheimer Collection.]

papers during this tragic weekend.—
*Bill Stewart, general manager, WJIM
Lansing, Mich.*

Earlier breakthrough

EDITOR: "Radio breakthrough" (BROADCASTING, Nov. 18), said that WIND Chicago aired actual recordings of Skid Row court cases for the first time on radio.

This is not the case.

On March 16, 1963, *Weekend with Phil Lind* on WAAF Chicago broadcast a one-hour special on Judge Feldman and his court. Cases were recorded and brought to the audience. Phil Lind actually went into the "lockup" to talk with other prisoners. — *Philip John Neimark, producer, Weekend with Phil Lind, WAAF Chicago.*

Jose, not Diego

EDITOR: In the Nov. 18 BROADCASTING in the story on the Sigma Delta Chi convention, your article states that San Diego College placed second in the undergraduate competition for radio and TV news. This award was won by San Jose State College.

We do appreciate the convention [coverage]. The kids were delighted.—
John Dunne, adviser, Sigma Delta Chi, San Jose State College chapter, San Jose, Calif.

(As Professor Gordon B. Greb, also of San Jose State, reminded us: "Your linotype slip is showing.")

Endorses radio suggestions

EDITOR: Radio's true potential would be recognized more rapidly if the philosophies of Ralph Beaudin of WLS Chicago (BROADCASTING, Nov. 11) were more universal. Because no matter what the size of the market is, the way to make "local radio" is to make radio local. — *Joe Reilly, WERA Plainfield, N. J.*

Searching for Ed Content

EDITOR: During my years at WOR New York and later as director of the Voice of America, one of my associates, Edward J. Content, designed the acoustic values for our studio at WOR and the Voice.

Tele-Measurements Inc. is currently consulting with an eastern college in the equipment design for TV and radio and the acoustic plans for their auditorium-studio.

Ed Content is the one person whose knowledge of acoustics is needed at this time.

I have been unable to locate him. Perhaps BROADCASTING, with its worldwide distribution, could catch the eye of Ed Content and have him contact me.—*J. R. Poppele, president, Tele-Measurements Inc., 45 West 45th Street, New York.*

NEW FIRST RUN

Half-hour TV series about the exciting new world of jet airline security

ZERO ONE

Stories that could never have been told before are brought to television with all the impact of the jet age. Stories of intrigue, excitement, danger and adventure...

STARS

Nigel Patrick

Bill Smith

with Guests

Margaret Rutherford

George Coulouris

Jeannie Carson

TESTED AND PROVEN AUDIENCE APPEAL

Call now for details and screening dates. Sold to CTV Network in Canada, sponsored by General Motors.



New York • Chicago • Culver City



Color It Wonderful

NBC's peacock is soaring higher than ever. This season the television network will broadcast some 2,200 hours in color, a long way indeed from the 43-hour total we carried a decade ago.

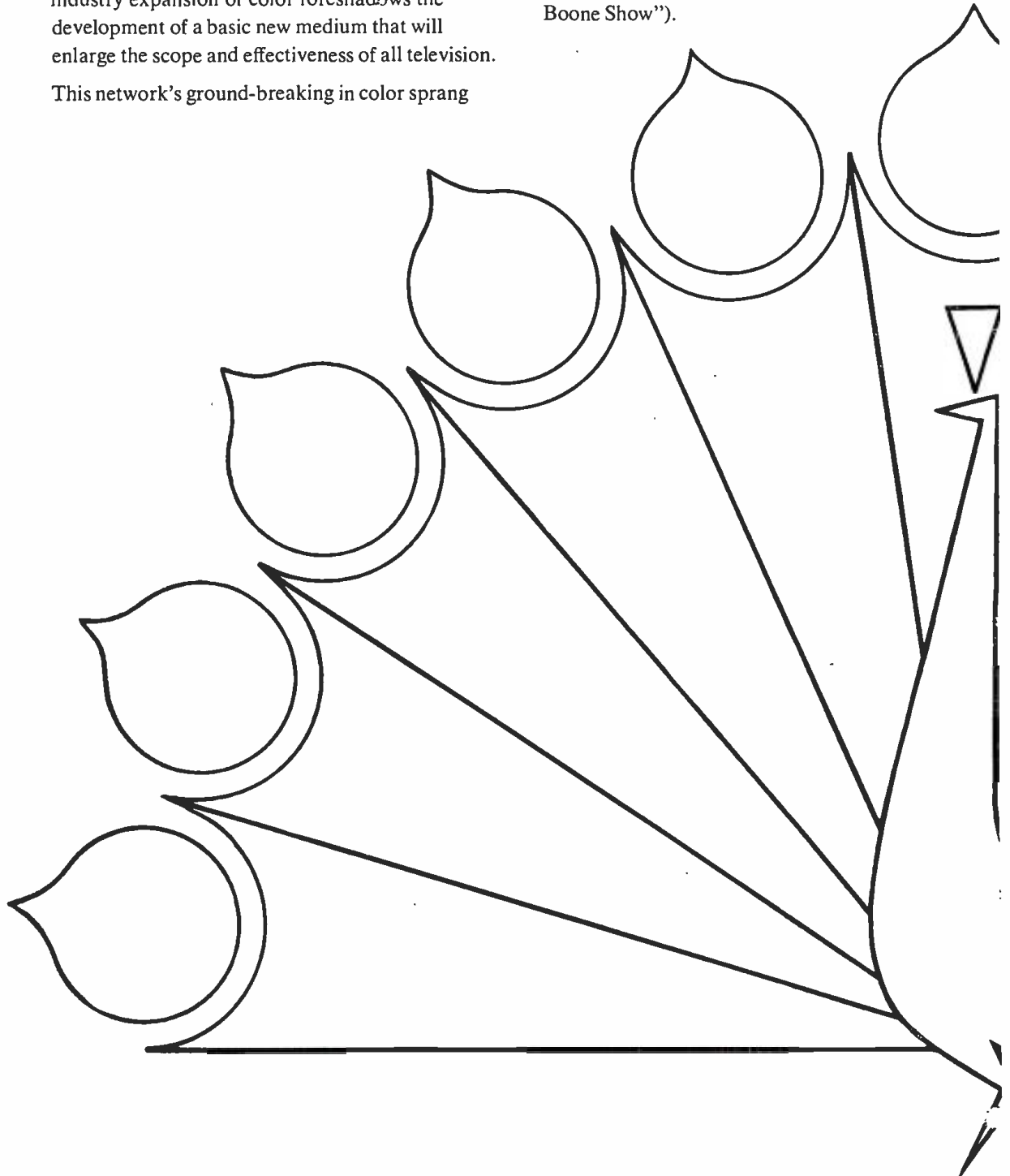
The advance was inevitable. The added dimension of color has a magnetic appeal for audiences, stations and advertisers. Pioneered by NBC, the industry expansion of color foreshadows the development of a basic new medium that will enlarge the scope and effectiveness of all television.

This network's ground-breaking in color sprang

from the same bold spirit that NBC demonstrates in other areas:

In news, where NBC's acknowledged leadership is characterized by such unique undertakings as a three-hour special on civil rights.

In entertainment, where — for example — NBC has given fresh emphasis to original drama and has been the first network to introduce a repertory theatre in a weekly series ("The Richard Boone Show").



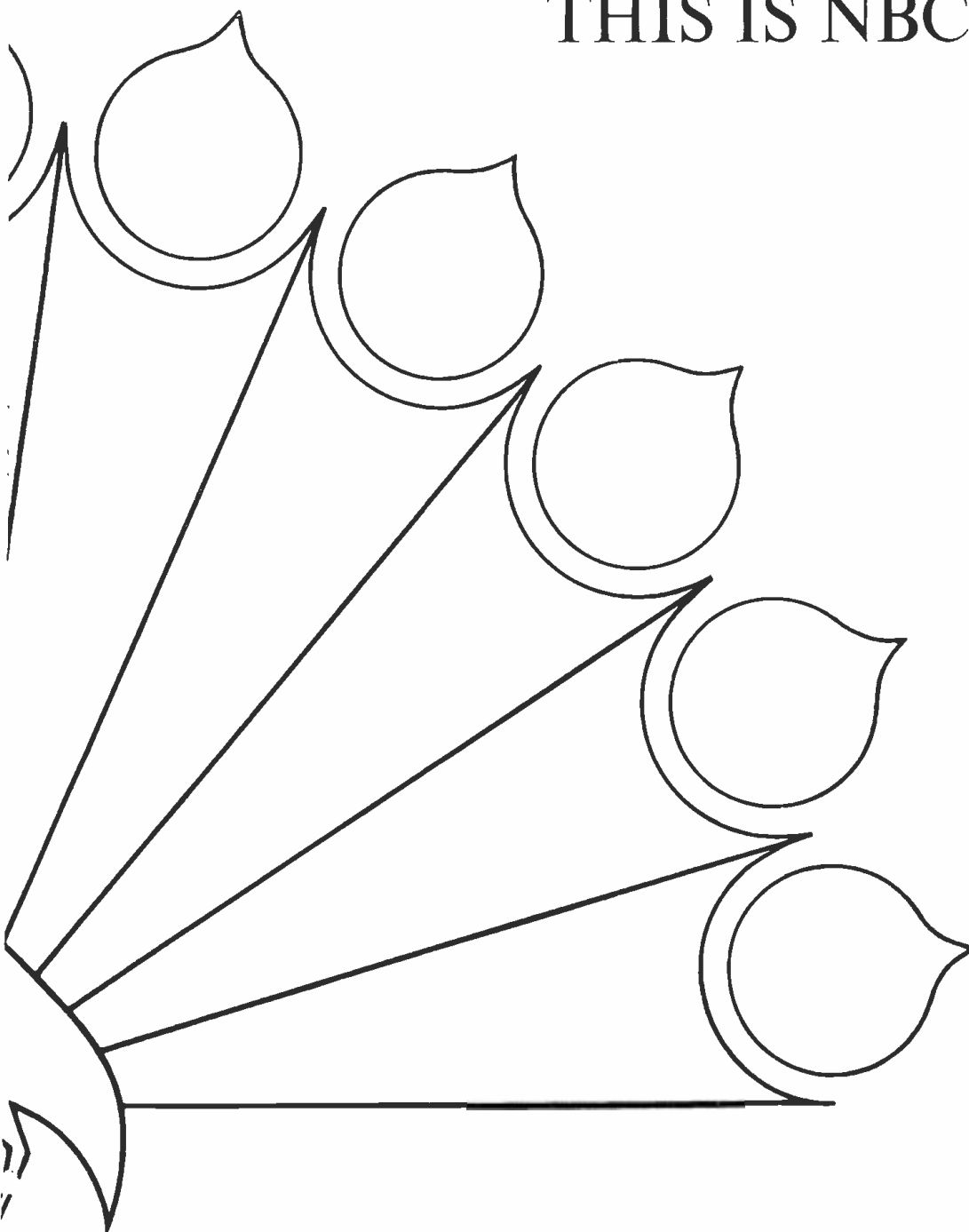
In experimentation with new program ideas, a lively policy that sparked such unorthodox offerings as the widely-acclaimed "That Was The Week That Was;" originated the concept of the "special," and launched such successful innovations as "Today," "Tonight" and "Sunday."

In cultural programs such as the annual series of operas in English, covering the whole range of classical opera and specially-commissioned works like "Labyrinth" and "Amahl and the Night Visitors."

In children's programming, where the weekly magic of "Exploring" and the excitement of such specials as "Quillow and the Giant" have given television new meaning for young viewers.

These demonstrations of industry-wide leadership explain why one TV editor, P. M. Clepper of the *St. Paul Dispatch*, recently described NBC as the network that constantly strives for "something that is not just as good as, or a little better than, but the very best that can be had."

THIS IS NBC



Clocks may be different, but people are the same

Who says Chicago or Kansas City or Dallas or Milwaukee or Denver or Phoenix have really different social habits than their counterparts in the East or Far West?

Is the businessman in Pittsburgh any different than one in the same situation in Houston?

Our country is separated by imaginary lines into four time zones for good and logical reasons. These reasons do not admit of any perceptible difference in social habits in centers of similar populations.

However, in spite of all of the technical advances made in broadcasting in the last 10 years, our three major television networks evidently do not yet recognize this logic and continue to offer programs in the East and Midwest simultaneously. Generally the stations in the Mountain Time Zone take their network programs only one hour later than the Midwest, while the Pacific Coast goes back to the logical pattern of clock-time.

The only real reason for this illogical division between the East and Midwest is a hang-over from the early days of live network radio and subsequently live network television. Then it was necessary for programs to be delivered simultaneously—it certainly isn't necessary today.

The character of network programming changes as the hour grows later. An hour makes a big difference, especially in early evening time. Scheduling is determined by the program "minds" on the basis of the East and possibly the far West. By this standard, the population of the vast mid-continent is treated as a group apart. Programs that are not designed for the youngsters in the East are available to them if they cross a line. Of course, a few stations close by the lines of demarcation between Eastern and Central time have seen the fallacy in this and do carry some programs on a clock-time basis.

There is a good case of this in, for example, Chicago. CBS and NBC program their major network news shows at 5:30 p.m. ABC maintains this is "kid time" and is presently making a great point in bringing their news at 6:15 p.m., when, theoretically at least, Mommy and Daddy have access to the set. The tremendous area of the Pacific Time Zone has had no trouble in handling programs on a clock-time basis simply because by so doing it makes inherent sense.

Pre-recorded Programs ■ Today all programs on nighttime are pre-recorded

on film or tape with a few exceptions such as *The Ed Sullivan Show*, *What's My Line*, *To Tell The Truth*, *I've Got A Secret* and *The Jerry Lewis Show*. In each of these cases, it would be a relatively simple and inexpensive matter to take these programs as they are received in Chicago and feed them back to the Central Time Zone one hour later, and to the Mountain Time Zone one hour later than that. For all of the pre-recorded programs, all it necessitates is extra prints and the use of additional feeds.

The values accruing to all concerned would be considerable if this clock-time scheduling of network programs were accomplished.

It would simplify all promotion, publicity and merchandising problems for both advertisers and networks. It would give an advertiser who pays prime money for the choice 9-10 hour Eastern time, for example, the same relative value and the same type of audience in the Central and Mountain Time Zones.

Clock-time would provide all individual stations with a completely free period at 6-7 p.m. for local live programming to all-family audiences as recommended by the FCC.

However, there must be some cons as well as pros to this situation or else it would seem that the networks would have done it long ago.

The situation really is that while stations would have an excellent hour of 6-7 p.m. local time available for local program sale, the Midwest stations would lose the 10-11 p.m. local time which most of them now have. However, all stations in Eastern and Pacific Time Zones have flourished successfully without the local 10-11 p.m. period being available to them.

There are some who say that the living habits in the Central Time Zone

might be slightly different so that families prefer to have all prime evening programs ended by 10 p.m. so that they can retire early. However, there is no real evidence of this. The lower sets-in-use in the Midwest from 10-11 p.m. actually results from the fact that there are no network programs scheduled to entice higher sets-in-use for that period. On the Pacific Coast, the network programs in the 10-11 p.m. period fare just as well as they do in the Eastern Time Zone.

Two-station markets do not present a serious problem, simply because the station manager can still take his pick of the network shows he desires. Any disadvantage in this area is mostly imaginary because the two-station markets do not follow any formula at present, and would not have to drastically change their pattern if the networks originated clock-time.

To be sure, there would be some definite costs which would have to be passed along to the advertisers due to the necessity of taping or having additional film prints of programs in order to maintain clock-time, but evaluated in the light of present program and time costs, these would certainly be minimal and would not be important to advertisers for the value that they would receive.

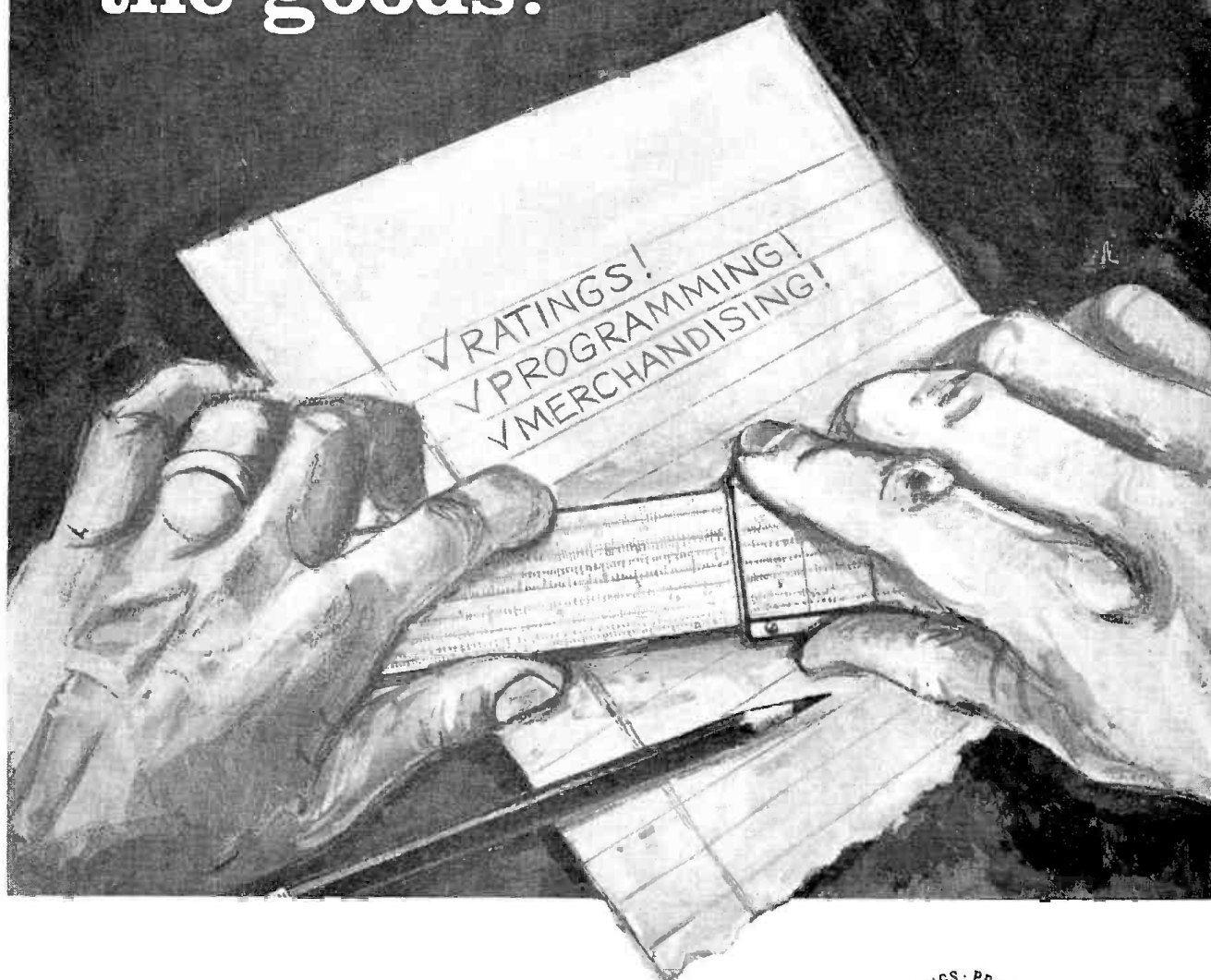
In general, one cannot find real or substantial reasons for shying from clock-time programming. The first network to do it would have a distinct audience advantage until the others also shifted their programs, but isn't this simply taking fullest advantage of technical advance and a public service in a very real sense?

Those of us who believe in the importance of television want it to be used in the best possible ways. Proper timing is clearly one of those ways.



Bryson R. Randolph, manager of radio and television at Aluminum Co. of America (Alcoa), Pittsburgh, has been an Alcoa man for 27 years with various assignments in sales and production. In addition, Mr. Randolph has produced and directed extensively for the stage, in radio and in the early days of television. Mr. Randolph has been manager of radio and TV since 1955, and has been responsible for such TV series as "The Alcoa Hour," "Alcoa Theater" and "Alcoa Presents."

It takes RPM to move the goods!



RATINGS
PROGRAMMING . .
MERCHANDISING



Sound rule in Southern Connecticut: Buy Big WELI.

You get more Resolutions Per Minute.

That's RPM Radio. Sales Action!

National: H-R Representatives, Inc.

Boston: Eckels & Co.

WELI

5000 WATTS
THE SOUND OF NEW HAVEN
960 KC



CG brings home the groceries in Indiana. If you want it to bag more customers for your food products, send your grocery list to ATS.

IN TV: WSJV-TV (28), South Bend-Elkhart; WKJG-TV (33), Ft. Wayne
RADIO: WTRC-AM and FM, Elkhart; WKJG-AM, Ft. Wayne
NEWSPAPERS: *The Elkhart Truth* (Eve.); *The Mishawaka Times* (Morn.)

CALL

 TODAY!

John F. Dille, Jr., President



A WAY TO FORECAST THE TV PAYOFF

- New system fixes odds for advertising failure or success
- The claim: Sales reaction from TV campaign is predictable
- Case studies are presented to show the formula at work

A system for devising a table of probability to predict the success or failure of a television advertising campaign was made public last week by the Schwerin Research Corp., New York, which developed and is refining this long-sought crystal ball for advertising.

The experiments by president Horace S. Schwerin and his associates, applied over the past four years to 53 multi-million-dollar TV campaigns, have isolated the persuasiveness of the commercials, rather than size of the TV budget alone, as the basic determinant of success or failure.

The odds they have established for success in a campaign that combines both "superior" commercials and stepped-up television investments appear to be unbeatable.

The tests have gone much farther

than that, to the point of identifying and measuring a new element, which Schwerin calls a product's "momentum," that appears to operate independently of concurrent advertising forces and, it is said, in some cases may exert a greater immediate effect on sales than do even the advertising messages themselves.

The degree of "momentum" varies from one product to another and, presumably, could have a basic influence on advertising planning. A product with low or negative momentum would need more intensive and effective support to overcome this inertia, while one with high momentum could take advantage of this intangible plus-force by developing "superior" commercials and dramatically increasing its outlays to promote them.

But Schwerin's work on the role of "momentum"—and on other, usually subsidiary influences on sales—is still in progress. Although some of these findings and their implications are known outside the Schwerin organization, Schwerin officials currently decline to discuss them.

How It Works ■ They talked freely last week, however, about the basic system, how it was devised and tested, what it shows and what, in their opinion, it will mean.

The essence of its meaning, they said, is that no amount of money, by itself, will assure a TV campaign's success, but that, if the commercials are "superior" to those for competing products, the odds not only favor success but also suggest that there may be no limit—in theory, at least—to the amount of

Sales relationship of effectiveness . . . and of spending

	Inferior Campaigns	Equal Campaigns	Superior Campaigns	Campaign Totals
Sales Up	2	7	10	19
Limited Change	7	6	3	16
Sales Down	10	7	1	18
Campaign Totals	19	20	14	53

Spent Less TV\$	Spent Approx Same TV\$	Spent More TV\$	Campaign Totals
7	6	6	19
5	8	3	16
7	4	7	18
19	18	16	53

The nub of Schwerin Research Corp.'s findings on the relationship between television advertising and sales is summarized in these two charts. The one at left (Chart A) reflects what Schwerin calls a meaningful relationship between commercial effectiveness and sales. It also suggests the odds for predicting whether a campaign of a given quality will result in increased, unchanged or decreased sales. For example, it shows that 10 out of 14 "superior" campaigns produced sales increases, while 10

out of 19 "inferior" ones resulted in sales declines. Other Schwerin findings indicate that with "superior" campaigns especially, the chances of success are even better if TV expenditures are increased. But budget alone, says Schwerin, is no guarantee of success, as indicated in the chart at right (Chart B). This, also based on actual results, suggests that when commercial effectiveness is not considered, the chances of increasing sales are about as good with reduced TV spending as with a larger one.

A WAY TO FORECAST THE TV PAYOFF continued

money that can profitably be spent in promoting them.

In other words, Schwerin's emerging law of probability for "superior" commercials would supersede the law of diminishing returns where those commercials are concerned. For the odds seem to indicate that the budget for a superior campaign might be increased far beyond normal practice without reaching the point where another dollar of TV expenditure would fail to produce another dollar of sales.

Although "superior" commercials tend to produce superior sales results, the study found, "equal" and "inferior" commercials more often than not produce correspondingly lower results.

These ratings of commercials are obtained by applying the Schwerin firm's standard commercial-evaluation tests to determine whether a given commercial motivates more, the same number or fewer people than do commercials for competitive products. In this context, "motivates" means to cause people to want the product.

What It Proves ■ Mr. Schwerin summarized his conclusions this way:

"Used effectively, television advertising produces profitable additional sales at very low cost. Used ineffectively, it is both wasteful of the TV expenditure and weakens the brand's position in the market."

His suggestions to advertisers and their agencies were that agencies recommend several commercial ideas for each product, that commercials be pre-tested in inexpensive rough form, that testing be done well in advance of air date and that advertisers reject all commercials that test out as "inferior."

Recognizing that all products cannot be promoted by commercials that are "superior" to those for all competing products, Mr. Schwerin recommended that advertisers and agencies try for "superior" commercials and settle for nothing less than "equal."

The table of probability that emerged from the firm's initial study of the 53 campaigns will undoubtedly be refined when the effects of "momentum"—and perhaps other influences—are taken into account.

The Odds ■ But company officials are confident that the "odds" that emerged from the original study, based only on the effectiveness of the commercials and changes in the size of the budgets behind them, will still be basically correct in the more sophisticated predictability formulas they expect to offer later.

Here are those current odds, as suggested by this phase of the study—and without regard to whether the campaigns involved increases or cutbacks

in TV spending (for details, also see chart at left on page 29).

■ If the commercials are "superior" to the competition's—the chances are slightly better than seven out of ten that sales will go up, only about one out of ten that they'll go down, and about two out of ten that they'll at least hold steady.

■ If the commercials are "equal" to



Horace Schwerin

the competition's—the chances are about equal for gains, losses or holding steady in sales.

■ If the commercials are "inferior" to the competition's—then the chances are a little stronger than 50-50 that sales will go down, and only about one in ten that they'll go up. They're about four in ten that sales will hold steady.

On the basis of this correlation—which represents what actually happened in the 53 campaigns under study—Schwerin researchers computed what the statisticians call the "chi square analysis" of probability. It showed, they said, that the chances are 99 out of 100 that there is a significant relationship between the degree of commercial effectiveness and changes in sales.

For the purposes of this study, campaign sales results that came within 5% of those for the same period of the preceding year were said to reflect "limited change" or, for simplicity, were called "unchanged" or "holding steady." Thus sales changes described as gains or losses reflect sales increases or decreases of more than 5%. If TV campaign expenditures came within 10% of those for the comparable period of the year before, they were similarly described as showing "limited change" or as "unchanged" or "the same."

The findings were even more overwhelming when "superior" commercials were backed by increased TV spending. This analysis showed: Of the 14 campaigns with "superior" commercials,

five were supported by TV budget increases—and all five registered sales gains. Four others did not significantly change their TV budgets—and three of these held steady in their sales while the fourth reported a sales increase. Five others cut their TV budgets and one took a loss in sales while four, unaccountably, reported sales gains.

Strange Momentum ■ It was in pursuit of such unaccountable results as these—and even more unpredictable ones, as when an "inferior" campaign turned in impressive sales increases—that Mr. Schwerin and his associates isolated the "momentum" influence.

Although Schwerin officials do not discuss "momentum" yet, this factor was described and its importance underlined by Henry Schachte, former executive vice president of Lever Brothers and now a key executive of J. Walter Thompson Co., in an unpublicized speech last June.

Mr. Schachte was then a consultant and Schwerin was one of his clients, but his stature in advertising and marketing—including past chairmanships of the Association of National Advertisers and The Advertising Research Foundation—over-rode the question of client bias that sometimes is raised when an employee is enthusiastic about his employer's projects.

Mr. Schachte's speech, made before the Grocery Manufacturers of America and recently reprinted and distributed by the Schwerin organization, dealt entirely with Schwerin's findings about the correlation of commercial effectiveness and sales results. It regarded these as a discovery of the first importance to advertisers and said that, although refinements remained to be done, the discoveries already made were "important and immediately usable."

"A link between advertising and sales has been found," he said, "and to me the link looks like gold. The gold is not yet completely pure, but it is gold, not lead. And most importantly, the way to remove the impurities is known and the work is under way."

In reviewing the 53 campaigns covered in the study, Mr. Schachte said that "I find it a discouraging, almost a damning fact, that of the total of \$82 million spent on [these] television campaigns, \$33 million, or 40%, was spent on campaigns which qualitatively were inferior to competition—a fact that could have been known before a single cent was spent."

Schachte Convinced ■ The Schwerin findings, he said, compelled him to eat crow in public for having said in 1959 that it would never be possible to predict the sales results to be produced by advertising.

Mr. Schachte's speech described "momentum" as the factor found to be

LOOK WHO INVADED DETROIT

Mort Crowley, that's who. And Gary Stevens and Bob Green, too. They join Robin Seymour, Jim Sanders and Bill Phillips. Now six of the country's leading air personalities are in Detroit and on WKNR. Six key reasons why WKNR is the station that knows Detroit.

P. S. When you are in Detroit, please listen to Mort Crowley, mornings 5 AM to 9 AM. He's very funny.



KNORR BROADCASTING CORPORATION

Mrs. Fred Knorr,
President

Walter Patterson,
Executive Vice President
& General Manager

REPRESENTED NATIONALLY BY THE PAUL H. RAYMER COMPANY

A WAY TO FORECAST THE TV PAYOFF *continued*

responsible for "maverick" situations in which sales results were different from what the commercial-effectiveness principles would have predicted.

"Momentum," he suggested, may be made up of many different elements, such as the appeal of an old and respected brand name or of an exciting new product. Other definitions have added such components as the general image of the product, sometimes the existence of a negative "momentum" among its competitors, and in general the accumulated effects of all previous advertising for the product.

Mr. Schachte noted that a consumer's buying habits change more slowly than her preferences. Thus consumer pref-

erences may vary widely but said that "in the six product fields that have been completely examined to date, momentum has proved to be the one most important factor in giving sales direction, with advertising [commercial] effectiveness a very close second, and both of them tremendously more influential than changes in levels of advertising expenditure."

If in the long run momentum does prove to outweigh commercial effectiveness, a big difference would seem to be that the elements of momentum are largely beyond the immediate control of the advertiser, whereas the quality and intensity of the advertising campaign are not.

Inferior campaigns are a costly luxury

A dollar-and-cents difference between using and refusing to use "inferior" TV commercials (see story page 29) was pointed up by Schwerin Research Corp. officials last week in figures that they said were taken from actual case histories of two real-life TV advertisers.

The two companies, identified as A and B, had TV budgets totaling within \$100,000 of one another.

Company A rejected only five commercials that were recommended

by its agencies, used 57 altogether—of which 17 tested out as inferior to the competition's in Schwerin's commercial-effectiveness evaluations. Company B rejected 19, used 46 altogether—of which only three tested out as "inferior."

Company A spent \$13.5 million in campaigns using the 17 "inferior" commercials, while company B spent \$3.2 million promoting its three "inferior" messages, according to Schwerin authorities.

erence surveys often show one thing while actual sales, at that moment, show another. He defined the "momentum," then, as "this difference between the market share of any product and its share of consumer preference as measured at the same time."

The Gap To Fill ■ He implied that Schwerin had devised a way to evaluate the influence of "momentum" in statistical terms and factor it into the equation with commercial effectiveness so as to produce a system that, "for all practical purposes," is "capable of accurate brand-sales-change prediction."

"This discovery of the factor of a product's momentum has made a very basic and important contribution in the correlation of specific sales results to specific brand advertising," he asserted. "For when we add statistically the factor of momentum to advertising effectiveness and advertising dollars, we get an extremely high and accurate explanation of total sales-change results. These factors in total, then, are the link between advertising and sales results."

He noted that the momentum factor

Money And Quality ■ In assessing the sales effects of TV budget changes in combination with commercial effectiveness, the Schwerin researchers found that changes in the TV outlay had less dependable effect when the commercials were less than "superior." The budget-change effects were even less predictable when the commercials were "inferior" than when they were "equal."

When the quality of the commercial was ignored altogether, the chances of achieving sales gains—or losses—appeared to be about as good with a reduced TV budget as with an enlarged one. The "chi square analysis" put the likelihood of a significant relationship existing between TV expenditures and sales results at 50-50, or the equivalent of a flip of a coin (see chart at right on page 29).

Looking at the effect of commercial quality in another way, Schwerin found that the 14 campaigns using "superior" commercials gained 14.7% in sales on a total TV expenditure of \$23.9 million. The 19 "inferior" campaigns cost \$32.9 million and were followed by sales losses of 4.2%. The 20 "equal"

campaigns did a little better than maintain sales, gaining 1.1% on TV outlays totaling \$25.5 million.

For the entire group of 53 campaigns, TV expenditures were \$82.3 million and they showed overall a 2.8% gain in sales.

These comparisons, with a further breakdown to show the average cost of each campaign in each group, are summarized in the following table (dollar figures are in millions; total TV expenditure figures do not add exactly because of rounding):

	TV Expendi- ture	Average Cost Per Campaign	Average Sales Change
"Superior" (14)	\$23.940	\$1.710	+14.7%
"Equal" (20)	25.499	1.275	+ 1.1%
"Inferior" (19)	32.913	1.732	- 4.2%
Total	\$82.349	\$1.544	+ 2.8%

Examining the campaigns in terms of shares of market—which may replace sales as the base for determining a campaign's success or failure in future applications of the Schwerin system—the study compared each product's standing after the campaign with what it had been during the same length of time immediately before the campaign (rather than during the comparable period of the preceding year).

In this analysis Schwerin found that 75% of the "superior" campaigns had increased their products' market shares, as against increases by 55% of the "equal" campaigns and 15.5% of those classified "inferior."

Remembrance ■ As another part of their study the researchers examined the "recall" values of commercials—the extent to which a message communicates its main sales points so that a viewer will remember them. This analysis, they said, indicated that recall is no more than a negligible factor, if that, in determining changes in sales.

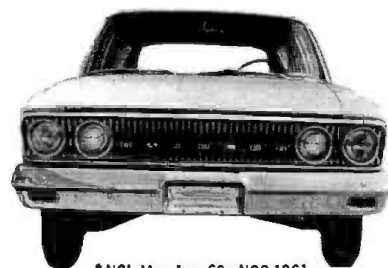
"High or low recall [of a commercial] provides no assurance of a campaign's success or failure," the report asserts. Schwerin officials emphasized that this conclusion does not challenge the usefulness of the recall research technique in general, but applies only to the question of commercial recall as a gauge of sales effectiveness.

The concept and most of the original work on the correlation technique are credited by Mr. Schwerin to the late Benjamin C. Potter, senior vice president of the firm from 1960 until his death last May. Mr. Potter, formerly an executive with the A. C. Nielsen Co. and The Borden Co., not only originated the idea but pushed its development in the face of predictions by outside researchers that it would not work, Schwerin officials reported.

The study was based on data collected over a period of 18 months in 1960-61.

It was limited to advertising cam-

WSB DELIVERS TWO AUTO MARKETS



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

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

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

Buy the one that gives you two . . .

WSB RADIO



Georgia's 50,000 watt clear channel station



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

paings for established packaged goods with annual advertising budgets above \$1 million, with television as the dominant medium (70% or more of the budget) and with Schwerin commercial-effectiveness evaluations available for examination. The cooperation of advertisers in supplying TV and sales-results figures, as well as commercials, also was necessary.

Blue-Chip List ■ Such leading TV users as Lever, Miles Laboratories and Warner-Lambert and their major competitors were among those whose campaigns were studied.

The 21 products involved consisted of three light-duty liquid detergents, two other liquid detergents, three granular detergents, three hair tonics, three toilet soaps, four toothpastes, two headache remedies and one personal-care product.

Most campaigns were built around a single commercial. Where more than one had been employed, the advertiser submitted to the Schwerin researchers the one he considered most "typical." He also arranged to get, for comparative purposes, the commercials that had been presented by his competitors during his campaign. If a competitor had used more than one commercial, the advertiser designated, as in his own case, the one he regarded as most typical.

In each case the advertiser also indicated the sales lag, usually 30 or 60 days, that normally occurs with his product between the time a campaign starts and the time it begins to produce results. Then he supplied A. C. Nielsen Co. dollar or tonnage sales figures for his product and its competitors for a period corresponding to the length of his campaign — usually four to six months—but commencing at the end of the "lag" period.

Campaigns heavily oriented to TV were chosen in order to minimize the sales influences that might be attributable to radio, print and other paid advertising. These influences were ignored, along with others that are shown or assumed to have some bearing on sales, including special promotions, product quality, price, in-store salesmanship, etc.

Actually, although a 70% commitment to TV was the minimum for inclusion of a campaign in the study group, 43 of the 53 campaigns were 85% or more in TV. Six gave television 80 to 84% of their budgets, and four, 70 to 79%.

The standard commercial-effectiveness evaluation test used by the Schwerin firm involves asking panels of consumers, before and after they're shown a commercial, which brand in that particular product group they would take if offered, say, \$5 or \$10 worth. The extent to which their answers change after they have seen the com-

Advertising costs, sales for 53 campaigns

Campaign	TV Advertising Expenditure Change	Sales Change			
#1	+67	+24	26	-2	-2
2	+66	+34	27	+3	-5
3	+60	-4	28	-2	+4
4	+54	+26	29	-5	+30
5	+48	-6	30	-8	+7
6	+43	+8	31	-8	+6
7	+37	-6	32	-8	-11
8	+35	+34	33	-9	+1
9	+27	-8	34	-9	-12
10	+26	-7	35	-11	+11
11	+24	-8	36	-11	+4
12	+26	-3	37	-12	-11
13	+17	+20	38	-13	+16
14	+17	0	39	-15	+5
15	+16	-13	40	-15	+2
16	+13	-6	41	-16	-1
17	+5	+17	42	-18	+15
18	+7	+18	43	-20	+19
19	+7	+11	44	-20	-14
20	+7	+1	45	-26	-4
21	+7	-3	46	-24	+6
22	+6	+3	47	-25	-18
23	+5	+1	48	-21	0
24	+4	-14	49	-29	+20
25	+3	+2	50	-29	-8
			51	-35	-13
			52	-40	-7
			53	-41	-21

These figures from the 53 campaigns analyzed in the Schwerin study are cited as additional evidence that changes in the size of the advertising budget do not, by themselves, have a dependable bearing on changes in sales of the advertised product. Increased budgets sometimes are followed by sales declines, and sometimes it's the other

way round. These figures formed the basis for the right-hand chart (Chart B) on page 29. But, Schwerin emphasizes, it's another and much more predictable story when the effectiveness of the commercials is taken into account along with the spending, as indicated in the left-hand chart (Chart A) on page 29.

mercial represents what Schwerin calls the "motivation" or sales effectiveness of the commercial.

Survey on public's reaction to commercials

Public opinion, while still favoring governmental regulation of television commercials, is more evenly divided than it was last spring, according to a survey conducted by Jack Boyle, writer of the nationally syndicated column, "What America Thinks."

Mr. Boyle reported that 58% of the people surveyed favored some government restrictions on the total time and frequency of television commercials, compared to 64% who favored restrictions several months ago when government hearings in Washington were being conducted on the subject. The latest survey shows that 39% now do not favor government controls, compared to only 30% last spring, and that 3% of those questioned in both surveys had no opinion.

Recurring most often among the complaints listed by those surveyed was the objection to program interruptions for

commercials, particularly during dramatic programs. Mr. Boyle's compilations indicate that the public believes television commercials are becoming longer and more frequent.

One critic of overcommercialization asserted he did not like the idea of government regulation but thought it might be necessary because the "number of commercials on TV is getting to the ridiculous stage."

Many of those opposed to government intervention in commercial television feared that regulation might turn the advertisers away from TV to other media that isn't controlled, thus possibly paving the way for pay-TV.

More Gillette to Maxon

The Gillette Safety Razor Co. has assigned a new hair product to Maxon Inc., Detroit. Assignment of the product, slated for distribution early next year, gives Maxon representation of all products in the Gillette toiletries sales department: Foamy shaving cream, Sun Up after shave lotion and Right Guard Deodorant. Maxon also has been agency for Gillette blades and razors for the past 30 years.

Check 1 rate card...
sign 1 contract...
get 1 invoice...
and 1 affidavit...

NOW RELAX

You've got 3 stations
and 995,690* unduplicated
ABC TV homes covered.

It's as simple and efficient to deal with the Ga.-Tenn. Network as it is to buy a single station. And you reach America's tenth largest television market, spending over 6½ billion** a year. Check your Blair salesman on it now.

*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.

3
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Ga.-Tenn. Network
REPRESENTED BY BLAIR TELEVISION, BTA DIVISION

WTVM WAII WTVC
Columbus Atlanta Chattanooga

995,690
unduplicated ABC homes covered

A WORLD LISTENED AND WATCHED

Radio-TV meets greatest challenge in wake of JFK tragedy; Dropping of regular programs to cost about \$32 million

The story of broadcasting's all-encompassing coverage of the death of President John F. Kennedy and the tense ensuing events, unwavering for four days, was one of superlatives—the most people, the most hours, the biggest losses and the most raw emotion that broadcasting had ever known.

When it was over it drew unqualified

This figure, of course, does not include the undetermined number on the job at stations throughout the country.

Perhaps an even more compelling statistic is the number of hours the networks were on the air with this story alone. The reported breakdown: NBC-TV, 71 hours, 36 minutes; NBC Radio, 68 hours, 11 minutes; CBS-TV,

■ Pre-emption of radio network programming and radio spot and local commercials—\$6.8 million.

■ Expenditures by the television and radio networks, alone, in providing coverage—\$3.1 million.

■ Commissions to advertising agencies and representatives—\$3.3 million.

Among the costs and losses that must be added to these figures are the unascertainable expenses of the many stations and station groups that set up special coverage facilities, particularly in Washington; augmented their existing news operations in Washington and elsewhere, and expanded their local news department outlays to meet the demands of the occasion.

If independent program producers find themselves with one less program to produce, per series, than they had expected to turn out, this too will impose additional "losses" that somebody will have to absorb.

It was emphasized that official estimates of both probable pre-emption losses and out-of-pocket costs for coverage simply could not be computed so soon after the event—and probably would not be available for several weeks. In some cases the exact losses—as in national spot pre-emptions—may never be known.

Pick A Number ■ Offhand estimates varied widely. Some network sources thought, for example, that their own organization's pre-emption losses alone might run to \$8.5 million.

The \$32 million overall estimate anticipated that, in the final analysis, the network pre-emption losses probably would total around \$7 million, predominantly in TV.

Estimates of TV and radio network coverage costs were generally lumped together at NBC, CBS and ABC. All told, they were expected to average more than \$1 million per network, not counting Mutual's out-of-pocket expenses for which no ready estimate was available.

Lawrence Webb, managing director of the Station Representatives Association, had this to say about efforts to reach agreements on the handling of pre-empted spot announcements—and about efforts to put a dollar-and-cents figure on the service broadcasting had rendered during the dark four days:

"As nearly as can be determined,



NBC News correspondents David Brinkley and Chet Huntley watch with absorbed interest the monitor carrying the pool coverage of President Kennedy's funeral.

praise from the general public, public officials and even the TV-radio critics.

The coverage was galvanized into action at approximately 1:40 p.m. (EST) on Nov. 22 when the news was flashed from Dallas that there was a report that the President had been shot.

Commercial programming on networks and stations was halted almost at once as the most massive and most concentrated broadcasting coverage in history got underway. It touched off what news directors called the "touchiest" single assignment in their experience.

Bare statistics indicate dimensions of the story. In almost four days, the radio and television networks used the services of more than 2,100 employees, at one time or another, here and abroad.

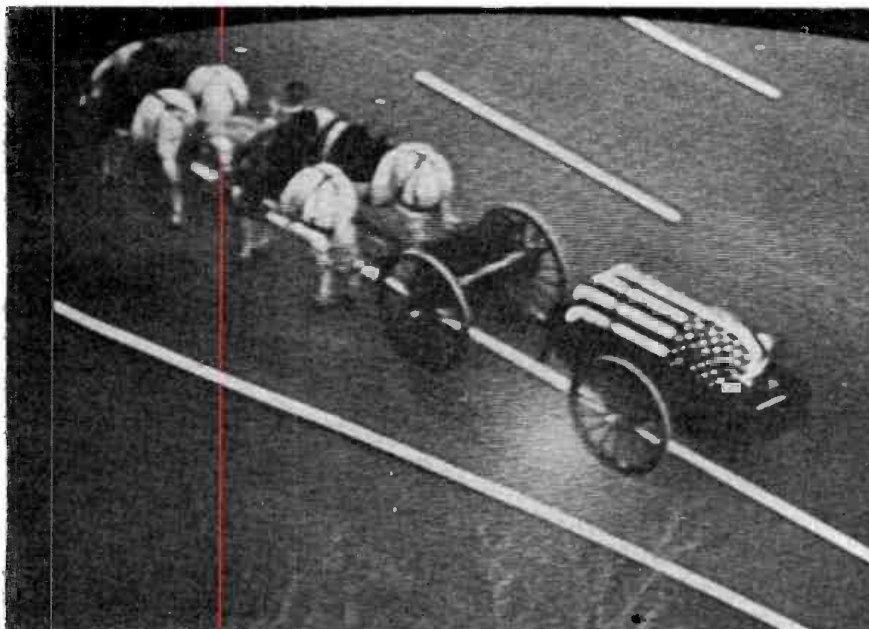
55 hours; CBS Radio, 58 hours, 12 minutes; ABC-TV, 60 hours; ABC Radio, 80 hours; Mutual, 64 hours.

The best available estimates last week placed the total cost of the four days to broadcasters, advertising agencies and station representatives at more than \$32 million.

An undeterminable amount of this was expected to be recouped through the use of "make-goods" for many of the national spot commercials that had to be cancelled (see page 61) and it was thought that to some extent some of the network pre-emption losses might be made up.

The \$32 million breakdown:

■ Pre-emption of TV network programming and TV spot and local commercials—\$18.8 million.



The horse-drawn caisson bearing the casket of President John F. Kennedy moves toward the Arlington National

Cemetery as the world, through television, watches each step of its progress along the way.

everyone concerned—agencies, advertisers, broadcasters, station representatives—are cooperating in the effort to work out the problem as best they can on an individual basis.

"Much of the loss of spot broadcasting commercial time will be made up. There will be, without any doubt, some losses in revenue, but in the face of what has happened, who cares to try to figure it out in dollars and cents?"

Worldwide broadcast coverage of the events around President Kennedy's assassination was implemented by Radio Press International, which broadcast to its more than 130 global subscribers live reports and interviews with many of the principals involved.

RPI was able to broadcast statements by the alleged assassin, Lee Harvey Oswald, as well as the sound of the shot that killed Oswald as he was being transferred from the Dallas police station.

Featured were reaction statements from key European and Asian cities, including statements by Pope Paul VI and Cuban Premier Fidel Castro.

United Press International Newsfilm claimed it provided the first film for TV of President Kennedy's assassination when it sold sequences shot by Dallas amateur photographer Marie Muchmore to WNEW-TV New York, which showed it last Tuesday (Nov. 26).

The 8mm film, which has been enlarged to 16mm, shows the President being hit by the bullets as Mrs. Kennedy and a Secret Service agent try to help him. UPI Newsfilm rushed additional copies to its subscribers around the world.

Back To SOP ■ In resuming commercial programming on Nov. 26, the networks and most stations across the country had adjusted program schedules to reflect both the national news developments over the long weekend as well as to avoid programs or program approaches which could be considered to be in poor taste.

While networks worked quickly to supply maximum coverage of events on the day of President Kennedy's fun-

eral the nation was evidently paying close attention to their work.

An A. C. Nielsen Co. report on percent of households viewing TV Monday, Nov. 25, in New York City, which is expected to reflect national viewing figures for that day, indicates an estimated 93% of TV-equipped households saw the requiem mass and the following funeral procession to Arlington National Cemetery.

According to the Nielsen report, the average New York family watched TV coverage of the events during the three and-a-half day period for 34 hours.

With first news of the President's death, viewing jumped abruptly to 40% of the city's homes, twice its normal level.

Further Nielsen data shows average tune-in between 9 a.m. and midnight to be 50% to 55% and 67% on Saturday, Sunday and Monday, respectively.

ABC News

"Perhaps the biggest problem we faced in covering the Kennedy tragedy and its aftermath, ironically enough, was to communicate rapidly enough to our newsmen in the field."

This commentary was offered last week by Elmer Lower, president of ABC News, special events and public affairs, while summing up what he called "the toughest job I have ever had in 30 years in journalism." He stressed that his observation in no way detracted from the "superhuman efforts" of the entire ABC News team, but was



In a poignant moment during the ceremonies inside St. Matthews Ca-

thedral, Richard Cardinal Cushing stoops to kiss little Caroline Kennedy.

A WORLD LISTENED AND WATCHED continued

a reflection of the complexities inherent in covering a volatile story of awesome dimensions.

"With no opportunity to plan, and with news breaking so fast, we could not always get in touch with people who had to make decisions," Mr. Lower explained. "We couldn't always get news out to them in time that some dignity was about to arrive, or notify them in time to get one of our newsmen to certain locations."

500 Activated ■ An urgent message relayed to Mr. Lower while he was relaxing in the pool of the New York Athletic Club that fateful Friday set in motion an undertaking that ultimately involved approximately 500 ABC employees, largely from the news and engineering departments.

In a matter of hours, arrangements

by ABC-TV, three of which were from New York headquarters. One was obtained from WJZ-TV Baltimore, a second from WTTG(TV) Washington and the third was rented. Some affiliated stations which provided remotes, particularly WFAA-TV Dallas, also used mobile units.

Staff Deployment ■ Mr. Lower recalled that his first decisions involved redeployment of staff and equipment and five ABC newsmen were flown to Dallas and seven to Washington. One newsman got a job in a hurry: former CBS staffer Bill Downs, who has been writing novels the past few years, was scheduled to join ABC News next month, but Mr. Lower hired him on the eventful day. Mr. Downs met the plane bringing Secretary of State Dean Rusk at Andrews Air Force Base outside of



President Johnson as he made his first important speech before a joint session of the House and Senate on

Wednesday. The televised address brought enthusiastic applause from both sides of the aisle.

were made to house key personnel from the news and engineering departments in New York in three floors of a motel near the network's headquarters and in Washington in a hotel across the street from ABC News' building there. On Friday, Saturday and Sunday evenings, Mr. Lower related, many staffers averaged only three to four hours sleep because of late-night planning conferences.

Washington became the scene of a "prodigious lash-up" of broadcast equipment. All told, ABC-TV utilized 40 live camera units in various locations, most of which were concentrated in the capital. Six mobile units were used

Washington—and made his ABC debut.

In all, almost 60 hours of news, special events public affairs and special memorial programming was placed on the TV network. ABC-TV remained on the air until 2 a.m. on Saturday (Nov. 23) and on subsequent days from 7 a.m. to 11 p.m. EST.

ABC-TV Hollywood remained on the air three additional hours (because of the time differential) and carried video tape programs which had not been telecast earlier in the day in that part of the country.

Correspondents who participated in ABC-TV's coverage included: In Washington—Howard K. Smith (he

heard the tragic news on a Cairo-to-New York plane), Edward P. Morgan, Robert Clark, William H. Lawrence, John Scali, Richard Bate, John Rolfson, and Robert Fleming.

Texas Crew ■ In Dallas: Paul Good, Bill Lord, Roger Sharp and the staff of WFAA-TV, including news director Bob Walker and reporter Jay Watson. (Mr. Lower's comment: "WFAA-AM-TV did a magnificent job.")

In New York: Ron Cochran, Bob Young, Don Goddard, Murphy Martin (who also covered the last day in Dallas), Ed Silverman, Lisa Howard, Jules Bergman, Bill Beutel and Jim Burns.

Others who reported included Dave Jayne in Hyannis, Mass.; Alex Dreier and Frank Reynolds in Chicago; Al Mann in Los Angeles; Hugh Hill at Johnson City, Tex.; John MacVane and Mal Goode at the United Nations; John Casserly, Rome; Lou Cioffi, Paris; Sam Jaffe, Moscow; Ray Falk, Tokyo; Bill Sheehan, London. James C. Hagerty, vice president in charge of corporate relations for American Broadcasting-Paramount Theatres, parent company of the network, appeared on various programs, correlating the events with his experience as news secretary to President Eisenhower.

Working with Mr. Lower on supervision of the ABC News coverage were Jesse Zousmer, director of television news; Robert J. Quinn, executive producer and John Madigan, director of basic news coverage.

Radio Side ■ ABC Radio's coverage extended through 80 hours, encompassing on-the-spot news reports, special programs, memorial music, interviews and summaries. News coverage was under the direction of Tom O'Brien, national news director, who broke away from a meeting of regional affiliates to fly to Dallas when he was alerted to the crisis.

Don Gardiner served as ABC Radio anchorman throughout the coverage and was assisted by Quincy Howe, Les Griffith, Charles Woods and Jim Harriott.

Its coverage included reports from nearly 100 correspondents and affiliated newsmen here and abroad. Specials included memorial services in each of the Catholic, Protestant and Jewish faiths; special services from Harvard University; the voices of the Sistine Chapel Choir in Rome and "A Tribute to John F. Kennedy from the Arts," with Frederic March, Florence Eldredge, Charlton Heston, Marian Anderson and Isaac Stern. Coverage was made available to the Armed Forces Radio Service and to WRUL New York, international short-wave station.

By last Tuesday, Mr. Lower still looked tired but he confessed he had managed to complete his swim (he

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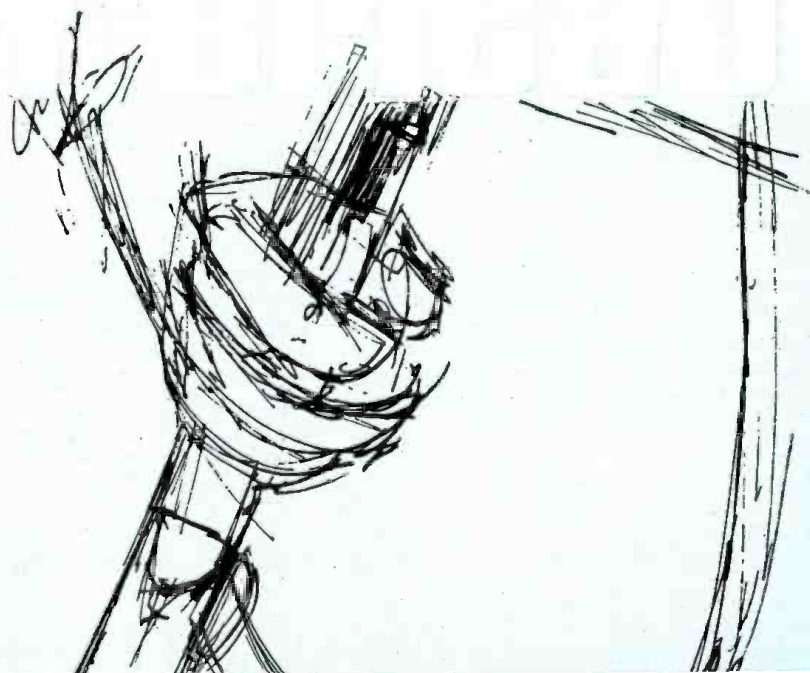
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50's" see Third Cover SRDS (Spot TV Rates and Data)
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It was four days of top-echelon conferences at ABC-TV by such as (l-r) Elmer Lower, president, ABC News;

Leonard Goldenson, president, AB-PT, and Stephen Riddleberger, ABC News vice president and general manager.

afternoon in the NYAC pool. In retrospect, he felt there was at least one lesson to be learned from the strenuous undertaking.

"We should develop a system of spotters, much as we have at football games," he ventured. "With so many dignitaries from the emerging nations likely to figure in momentous events, we should have people on call who can assist us with names of these people and with pertinent background."

CBS News

The news coverage was performed with "instant editorial judgment," the news heads of CBS recalled of the startling events that were set in motion with the first bulletin announcing that the President had been shot.

Blair Clark, general manager and vice president, CBS News, was lunching with correspondent Charles Collingwood some blocks away from the Graybar building where CBS's "news control" area is located. A phone call from his office summoned Mr. Clark who "collected Collingwood and we left without paying the check and 'loping' most of the way." Blair Clark listened to a transistor radio during the sprint.

Ernest Leiser, assistant general manager for TV news at CBS, also was at lunch. He quickly made tracks for the Graybar building (420 Lexington Avenue) where he stationed himself at an office cubicle that is used for operational purposes.

"Never did we do so much programming for so intensive a period of time without enough people," Mr. Leiser said in an interview last week.

Force Of 660 ■ The CBS force totaled 660 people—310 "above-the-line" people made up of newsmen, producers, associate producers, editors, writers, film cameramen, etc. and 350 technicians and others in operations.

The network estimated it was on the air more than 55 hours in covering the news events, starting on Nov. 22. Other CBS statistics: A total of 35 live camera units, 28 of them alone set up in Washington where CBS had pulled the monthly three-network pool assignment for November. Pickups were made in a total of 10 cities including such news-making centers as Dallas, Washington, New York, and Boston.

Before The Shots ■ How was CBS News set up just before the assassination report? Mr. Leiser explained KRDL-TV, the CBS affiliate in Dallas-Fort Worth, had a remote unit at the trade mart in Dallas where the Kennedy motorcade was headed. KRDL-TV planned to carry the President's speech there live. CBS-TV normally would have decided later whether or not it would use a section of the tape.

Ironically, in the regular news briefing that day, CBS News executives had discussed the possibility of a hostile demonstration at Dallas at the airport. A CBS correspondent and a cameraman were traveling with the Kennedy party.

Once the news of the assassination broke, however, it was a matter of "covering instantly and with instant editorial judgment while considering the matter of instant taste," Mr. Clark observed. KRDL-TV newsmen Eddie Barker, after having talked to a doctor at the hospital, made the initial report that the President was dead. Walter

Cronkite in New York continually referred to this report but emphasized it was not official. Thus, CBS had a beat of several minutes that Mr. Kennedy had died of his wounds.

Oswald Shooting ■ As an example of instant demands, Mr. Clark noted that the shooting of Lee Oswald occurred only minutes before the network coverage of the removal of President Kennedy's body to the U.S. Capitol Rotunda.

Typical of the instantaneous switching is this brief excerpt from the CBS News log: "12:10—special report from New York with reports also from Washington; 12:20—switch from Roger Mudd in Washington to Harry Reasoner to New York for six seconds to call in Dallas (shooting of Oswald); 12:27—switch to Reasoner in New York for recapitulation; 12:30—back to Dallas for a description by Robert Huffaker, KRDL-TV newsmen; 12:31—switch to Reasoner for replay of video tape; 12:33—switch back to Dallas for report of arrest of man who allegedly shot Oswald; 12:42—back to Reasoner who reported on the man who shot Oswald and a replay of video tape. 12:45—recapitulation of shooting from Dallas; 12:51—to Washington for the scene as the caisson arrived to remove the President's body to the Rotunda."

Cronkite Anchor Man ■ For CBS-TV, Walter Cronkite was anchor man in New York, assisted by several news correspondents, Robert Trout, Charles Collingwood, Eric Sevareid and Harry Reasoner among them; Dan Rather was stationed in Dallas as was White House correspondent Robert Pierpoint (who later reported from Washington). Washington on-the-air coverage also featured Roger Mudd, Marvin Kalb, George Herman, and Neil Strawser.

CBS Radio logged 58 hours, 12 minutes in its near four-day coverage. An estimated 80 newsmen were engaged—many of these people of course overlapped in TV.

Among contributing affiliates (aside from the key role of KRDL-TV): KNX Los Angeles, which supplied an interview by Ray Powell of a shipmate of the late President; WCAU-TV Philadelphia, which produced a special program, and WEEI Boston for a statement of Richard Cardinal Cushing.

Thomas Back ■ Lowell Thomas, veteran CBS newscaster in his first broadcast since a recent illness, delivered a commentary on CBS Radio on Nov. 25. Among the special programs: "The Torch Has Been Passed," featuring a scholarly discussion on problems of government continuity, and on both radio and TV networks at CBS.

Said Mr. Clark: "We had to start to look ahead as soon as possible, even on Friday (Nov. 22) to get in the import-



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A WORLD LISTENED AND WATCHED continued

ance of the continuity in the American system of government." He emphasized the need for the networks to reassure the viewing populace, and by Saturday, the "Torch" program was emphasizing just that point.

CBS's special reports and programs during the period totaled 14 and all of varying lengths. Decisions, it was noted, were made by Frank Stanton, CBS Inc. president; Richard S. Salant, president of CBS News (who was in Puerto Rico attending a network-affiliates board joint meeting on Nov. 22, and was delayed by bad weather, arriving in New York on Nov. 23); Mr. Clark and Mr. Leiser.

Mr. Leiser was at the operations helm. Mr. Clark served as executive liaison with Mr. Stanton, James T. Aubrey Jr., CBS-TV president, and was joined by Mr. Salant on the latter's arrival in New York.

Mutual

Mutual reported it logged 64 hours and 15 minutes of broadcast time in reporting the assassination story and granted permission to 100 nonaffiliated stations who requested the use of its programs. MBS stuck to the strict non-commercial pattern followed by the other networks during the four-day period.

From 1:41 p.m. EST Friday when Mutual first flashed the news through conclusion of funeral ceremonies on Monday, Mutual had 48 newsmen and correspondents on the air from international points stretching as far from Dallas as Saigon and Moscow.

Anchor men for the network's coverage were Charles Warren in Washington and Jack Allen in New York, while supervision of overall reports was managed by Stephen McCormick.

Charles Ray, Mutual's engineering director in Washington coordinated technical facilities for the operation.

NBC News

Said Julian Goodman, vice president, NBC News, "after the first report that President Kennedy was shot, 'broadcast operations control' took the air and kept it."

By Tuesday morning when commercial programming resumed, NBC-TV had totaled 71 hours 36 minutes in coverage. In the near four-day period, NBC-TV was on the air continuously at one stretch for 41 hours and 18 minutes (Nov. 24, 8 a.m. EST until Nov. 26, 1:18 a.m. EST). NBC Radio carried 68 hours and 11 minutes.

NBC News said it mobilized more than 400 newsmen and technicians, sending correspondents, camera crews and other personnel to Dallas, Wash-



CBS News's Blair Clark

ington, Boston and Hyannis Port as the story developed.

In covering President Kennedy's funeral Nov. 25, NBC-TV used 44 cameras in more than 65 locations. Of these, 23 were used for pool coverage and 21 by NBC itself. Scores of newsmen, cameramen and engineers were sent to Washington from New York and other points.

At Lunch ■ At the time of the assassination, Mr. Goodman was at lunch at the executive dining room on the sixth floor of the RCA building that houses NBC. He rushed to the floor directly below where the NBC "instant news central" studio is located. The news staff at that point was busily assembling incoming reports and putting them on the air.

NBC immediately chartered a 707 Pan American jetliner in New York for a flight to Dallas. On it were correspondent Edwin Newman and about 35 people—technicians and cameramen—and also equipment, Mr. Goodman related.

Upon news that the President's body was being flown from Dallas to Washington, the jetliner and its cargo were diverted while in flight and sent directly to Washington.

By Friday night, Mr. Goodman recalled, remotes already were set up at Andrews Field, the White House, at the U. S. Capitol, all in Washington; two locations in Dallas; a remote in New York, another in Hyannis Port and later

a remote unit was established at the Dulles airport (Washington).

Thorough Job ■ "NBC management urged that a thorough news job be accomplished as we have had in the past," Mr. Goodman said. "From then on, it was by reflex and extra effort by the entire news operation.

"The news handling was bigger than anything necessary in the past," Mr. Goodman declared.

In handling the news coordination, Mr. Goodman worked under the supervision of William R. McAndrew, executive vice president in charge of NBC News. Mr. McAndrew, also lunching when news of the shooting was reported, joined the control center almost immediately.

Frank McGee, Bill Ryan, Chet Huntley, David Brinkley and Merrill Mueller were the hard core around whom the NBC News team operated.

The most vivid TV experiences in Mr. Goodman's memory: the shooting of Lee Oswald in Dallas (caught live by NBC-TV) and the watching of the faces in the crowd filing by the President's casket lying in state in the rotunda of the United States Capitol—NBC-TV cameras, as a measure of respect, were trained on the scene all night, Sunday, with no narration and with appropriate music.

Affiliate Helps ■ WBAP-TV Fort Worth-Dallas, an NBC affiliate, played a key role. A mobile unit already was covering the motorcade when the assassination took place. WBAP-TV's Charles Murphy supplied first on-scene reports. NBC's correspondent Robert MacNeil and cameraman David Weigman, who had accompanied the presidential party from Washington, provided film and voice reports. To augment the Dallas complement, NBC correspondent Tom Pettit and producer Fred Rheinstein were ordered to Dallas from regular posts in Los Angeles. It was Mr. Pettit who made TV history at the scene of the shooting of Oswald (see story, page 46).

Other NBC key correspondents: Sander Vanocur, Ray Scherer, Elie Abel, Robert Goralski, Martin Agronsky, Nancy Dickerson, Herbert Kaplow, Peter Hackes, Bryson Rash, Richard Harkness, Robert Abernathy and Russ Ward.

Chet Hagen, Reuven Frank and Craig Fisher served as producers, alternating three production teams each day. William H. Trevarthen, NBC's vice president, operations and engineering, said a total of 33 mobile units, containing from one to six cameras each, was brought into operation to cover the story.

These included four built in Washington by transforming station wagons and

Text continued on page 46

WWDC ^{radio} salutes Washington's finest

On July 4, 1848, in an elaborate ceremony, the cornerstone of the Washington Monument was laid. Four days later, the Washington Gas Light Company was granted its charter by Congress. Today, company president Donald S. Bittinger directs activities that would have seemed incredible in the days when gas lights were a familiar sight on Washington's streets. About a half million area families and business establishments rely on gas for a multiplicity of such services as cooking, clothes drying, water heating, house heating—even central air conditioning. WWDC thanks Washington Gas Light Company and its agency, Kal, Ehrlich & Merrick, for having placed an important part of its radio schedule with us. A public utility must put service for people first—and WWDC is "the station that keeps *people* in mind."

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WWDC RADIO WASHINGTON, D.C.





On Sept. 26, 1961, political and TV history were made at WBBM-TV Chicago. There, in the first of four Great Debates, Senator John F. Kennedy

(D-Mass.) and Vice President Richard M. Nixon (R) met in face-to-face public debate separated only by moderator-newsman Howard K. Smith.



A narrow victory in election



The inauguration

THE DIMENSION JFK ADDED TO TELEVISION

If medium and man were ever meant for each other, television and John F. Kennedy provided the classic case.

President Kennedy's political birth came along when commercial television was moving out of the romper stage into long pants. And like Franklin Delano Roosevelt's all-encompassing use of then-new radio more than two decades before, John Kennedy utilized television to project his image and views before the American public.

From the Great Debates where America first saw this young man to the TV close-up of a U. S. President telling the American people we were about to blockade Cuba and might go even further, he took radio and television off the second team and made them peers of the older print media.

Electronic journalism and its newsmen grew in stature by leaps and bounds: There was the exclusive TV show *A Conversation with the President*—the type of interview that had previously been accorded only to print reporters.

The medium needed no further assurance of its place in society than the President's exclusive interviews with CBS's Walter Cronkite and NBC's Chet Huntley and David Brinkley for the expanded news shows of the respective networks.

Like an expert mechanic who learns what makes things work, President Kennedy knew what made the media tick.



The live presidential news conference, which some newspaper people had considered 'goofy' and 'hazardous,' became a reality on Jan. 25, 1961. President Kennedy moved

from the crowded cubbyhole President Eisenhower had used for delayed broadcast conferences into the spacious State Department Auditorium, and took the world along.



To the National Association of Broadcasters 1961 convention Mr. Kennedy brought the first U. S. space traveler, Commander Alan B. Shepard (far left shaking hands with NAB President Leroy Collins); also present were then-



Vice President Lyndon B. Johnson and Mrs. Shepard. At right, the President in December 1962 was interviewed by (l-r) George Herman, CBS; Sander Vanocur, NBC, and William L. Lawrence, ABC, in one hour program.



Mrs. Jacqueline Kennedy began a renovation and refurbishing of the White House shortly after moving in. In February 1962, she and CBS newsman Charles Collingwood walked through the President's mansion in 'A Tour of the White House.'



On the steps of St. Matthew's Cathedral, the late President received a final salute from his three-year-old son John Jr., standing by Mrs. Kennedy and daughter Caroline.



As it was in all radio and TV newsrooms, it was four days of quick decision by members of the CBS-TV News staff. (l-r) Robert Wussler, producer;

Ralph Paskman, assignment manager, who is passing out assignments to Jeff Grainick, reporter (with back to camera), and Don Webster, reporter.

passenger cars into emergency TV studios. Mobile units were moved to Wash-

ington from Philadelphia, Norfolk and Pittsburgh and units also were ordered to

Boston and Hyannis Port. Twenty-two tape recorders were used in the four-day coverage.

NBC scheduled more than a half-dozen special reports and programs during its coverage period. Among the highlights was a 19-minute tribute prepared by the British cast of the BBC-TV's *That Was the Week That Was*. It was shown on Sunday night and NBC received more than 1,000 telephone calls from viewers praising the program. Later it was repeated. As did CBS and ABC, NBC telecast especially performed music concerts.

Robert Northshield, general manager, NBC News, was in the supervising team as were Rex Goad, director of NBC News; Malcolm R. Johnson, NBC News manager; Donald Meaney, director of NBC News programs, among others.

When the shooting of Oswald occurred Sunday, Mr. Goodman recalled, NBC was about to shift to a religious tribute. At that point Mr. Rheinstein's dramatic call came to NBC in New York: "give me the air quick!"

Oswald shooting a first in television history

For the first time in the history of television, a real-life homicide was carried nationally on live TV when millions of NBC-TV viewers saw the Nov. 24 fatal shooting in Dallas of the man accused of assassinating President John F. Kennedy two days earlier.

Less than a minute after the shooting occurred, CBS-TV telecast the episode on tape, which was made as the homicide took place. Network executives in New York viewed the tape and officially directed that it be placed on network immediately.

The setting for the live NBC-TV coverage of the shooting of Lee Harvey Oswald, the accused assassin who died a short time later, was this: Oswald, flanked by detectives, stepped onto a garage ramp in the basement of the Dallas city jail and

was taken toward an armored truck that was to take him to the county jail. Suddenly, out of the lower right corner of the TV screen, came the back of a man. A shot rang out and Oswald gasped as he started to fall, clutching his side.

Unbelievable ■ NBC News correspondent Tom Pettit, at the scene, exclaimed in disbelief: "He's been shot! He's been shot! Lee Oswald has been shot!"

The TV screen showed shock on the faces of police officers as they swarmed over the back of the assailant, Jack Ruby, a Dallas night club operator. The coverage showed Ruby hustled away by policemen and Oswald being sped to the Parkland Hospital in Dallas, the same hospital to which President Kennedy had been taken.

CBS-TV's coverage of the sudden shooting, relayed a minute after the episode, was reported by Robert Huffaker, staff newsmen of KRLD-TV Dallas, the network affiliate. Mr. Huffaker cried: "He's been shot! Oswald's been shot!"

ABC-TV did not have live cameras at the scene, having moved them to the Dallas county jail in preparation for Oswald's planned arrival there. But ABC newsmen Jack Lord reported the news flash of the Oswald shooting. The episode also was recorded by film cameras and was telecast subsequently on the network.

Japan's Killing ■ Broadcasters were certain the episode marked the first time in 15 years of global television that a homicide was telecast as it happened. It was recalled that in October 1960 Inejiro Asanuma, a Japanese political leader, was knifed on a public stage in Tokyo. Tape recordings of this incident were played back on Japanese TV stations 10 minutes later.

The capturing by TV of the Oswald homicide was one indication of the extensive, though quick, preparations by the networks for coverage of the disaster. Networks had made arrangements for quick switching to Dallas, as well as other focal points of the developing story, and were able to pick up the homicide episode once they had been alerted that Oswald was being ushered out to the garage ramp.



Jack Ruby, the man in the gray hat (foreground) has just shot Lee Harvey Oswald (r) as much of the world watched through live TV.



A moment later Oswald sinks, dying, to the floor. Dallas detectives struggle with Ruby as newsmen and others watch.

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

At WMTW-TV, Poland Springs, Me.
Parker Vincent, Chief Engineer, says:

"We decided on our Travelling Wave TV Antenna for the specific purpose of operation under the severe icing conditions we encounter on Mt. Washington (N.H.). We could not operate without it. Aside from the special properties of strength and ability to operate within a radome, the field of the antenna is very uniform."

At KROC-TV, Rochester, Minn.

Robert W. Cross, Chief Engineer, says:

"During installation and erection of our Travelling Wave Antenna, I was most favorably impressed with the mechanical simplicity and ease of assembly. Subsequent electrical check-out of the antenna and its 1300-ft. transmission line proved it to have the lowest VSWR of any system encountered."

At KTSM-TV, El Paso, Texas
Karl O. Wyler, President, says:

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

At WLOS-TV, Asheville, Greenville, Spartansburg
Mitchell Wolfson, President, says:

"WLOS-TV is extremely well satisfied with the Travelling Wave Antenna installation. Physical and electrical advantages met every promise and the increased signal strength throughout the station's 82-county, 6 state area exceeded all expectations."

At KGIN-TV, Grand Island, Nebraska

D. Raymond Taylor, Chief Engineer, says:

"Field strength measurements show that the signal far exceeds the predictions of the FCC 50/50 Field Strength Curve. Reports from viewers on the fringe area substantiate these measurements. The standing wave ratio is very good and no ghosting is present."

At KOAM-TV, Pittsburg, Kansas
Leo S. Stafford, Chief Engineer, says:

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

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KOAM	WKBT	WAFB	WCBB	KGIN	KFVS	KOVR
WNAC	WMTW	WWTW	WIS	WBAL	KNMT	KSOO
WPBN	WOOD		WLBN	WLWA	KTVH	WGAN
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OUR RESPECTS to Lyndon Baines Johnson

On July 9, 1948 BROADCASTING published a Respects sketch on a candidate for the United States Senate—Lyndon Baines Johnson. After having served as congressman for Texas' Tenth District for 11 years, the young Texan (then 39) was campaigning for the Senate via radio and helicopter at the time the sketch was written. His wife, even then, was owner of KTBC Austin. In the belief that many readers would be interested in reading more about the early life of the man who has just become the President of the United States the 1948 sketch is reprinted here in full.



If charm alone could win a Senate seat, Lyndon Johnson's election is assured. But it so happens he has other and more practical attributes to offer that august body on Capitol Hill.

Elected to Congress at the age of 28, Mr. Johnson has represented Texas's Tenth District for 11 years. He was firmly entrenched among the Democratic liberals of the Roosevelt era, and has since kept his progressive ideas, modified occasionally by divergences that mark him as more of an independent thinker than as a down-the-line party man.

In addition, he is a "broadcaster-in-law," his wife, Claudia (Lady Bird), owning KTBC Austin, CBS outlet.

Mr. Johnson is campaigning with an atomic age technique—via radio and helicopter. He announced his candidacy for the Senate May 22 over a Texas-wide broadcast from Austin; he has covered Texas personally from the Panhandle to the Rio Grande in his helicopter, the "Johnson City Windmill."

Although owner of a radio station by marriage, Mr. Johnson, friends say, has been scrupulously careful never to use KTBC for a political broadcast without paying for the time and offering equal time for opposing views. He makes two radio speeches weekly over the Texas State Network, and 10 or 12 a day with the helicopter's aid.

The "Johnson City Windmill" considers no group too small or too large for a prospective audience. Many a Texas farmer and his farm hands have been wide-eyed, when suddenly a helicopter has lowered over their heads and hovered there while Lyndon Johnson personally delivers his message over the PA system.

If he wished to go no further than past accomplishments he could conceivably say to his constituents merely, "Let's take a look at the record."

After working his way through Southwest Texas State Teachers College at San Marcos as anything from janitor to secretary, he taught school for a few

years and then at 23 became secretary to Congressman Kleberg in Washington. In 1935 he was appointed state administrator of the National Youth Administration in Texas. Two years later he was elected to the 75th Congress from a field of ten candidates at a special election held to fill the vacancy caused by the death of Texas Representative James P. Buchanan. He has been re-elected consistently to Congress since that time. At present he is a member of the Armed Services Committee and the Joint Committee on Atomic Energy.

The day after Pearl Harbor Lyndon Johnson asked for leave from Congress to volunteer for combat duty with the Navy. Personally decorated by General MacArthur, he was awarded the Silver Star for gallantry in action over Lae and Salamaua in the South Pacific. He was discharged with the rank of lieutenant-commander.

A "look at the record" shows Lyndon Johnson plugging for preparedness as far back as 1937. Today he has led the fight for the 70 group Air Force. He recommends a strong Army and Navy

and quarantining aggressors before they go too far. "Always," he has repeatedly said, "we must stand up to war-makers and say, 'This far and no farther.'"

At the same time he recommends that we "combat the propaganda of Moscow with such weapons as the 'Voice of America.' Already Moscow is trying frantically to jam these broadcasts," he said in a recent radio talk. "They don't want the 'Voice of America' to be heard. That is reason enough for me to continue it—stronger and louder than ever."

Largely through Mr. Johnson's efforts, more than 20,000 homes have complete electrical service now in the cooperatives in his tenth district, bringing radios as well as lights and electrical appliances to the hitherto unserved region.

He has voted for the Marshall Plan, the extension of reciprocal trade agreements, and is responsible for numerous flood control measures, the extension and improvement of roads and slum clearance throughout his district, among other measures. He stands divided on labor to the extent that, while strongly pro-labor in many instances he was also pro-Taft-Hartley Bill—"because I believe John L. Lewis is the most dangerous man in America today. When John L. Lewis or James Pettillo, or any other man thinks he is bigger than all the people, its high time for the long arm of government to reach out for that man."

One of his most active campaign managers,* besides his wife, is John Connally, president and general manager of KVET Austin, a station in competition with KTBC. Mr. Connally is one of the ten veterans Mr. Johnson befriended when their station began operation, and is a former assistant of Mr. Johnson's in Washington.

The family "brand" seems to be LB. He, of course, is Lyndon B., his wife, whom he married in 1934, is "Lady Bird," and their two little girls are Lynda Bird, 4, and Lucy Baines, 1.

Although Mr. Johnson recently underwent an operation at the Mayo Clinic, he has worn out three assistants in his short campaign. His stamina no doubt dates back through generations of Texas forebears, his grandfather having been one of the founders of Johnson City, Tex., where Lyndon Johnson was born on Aug. 27, 1908.

Grandfather Johnson along with broadcasters throughout the country would surely agree heartily with the sentiment often expressed by the Congressman that "Government must be a strong ally and not a foe of free enterprise. Free enterprise must be unhindered by needless red-tape. . . ."

*Now Governor John Connally of Texas.

Too fast

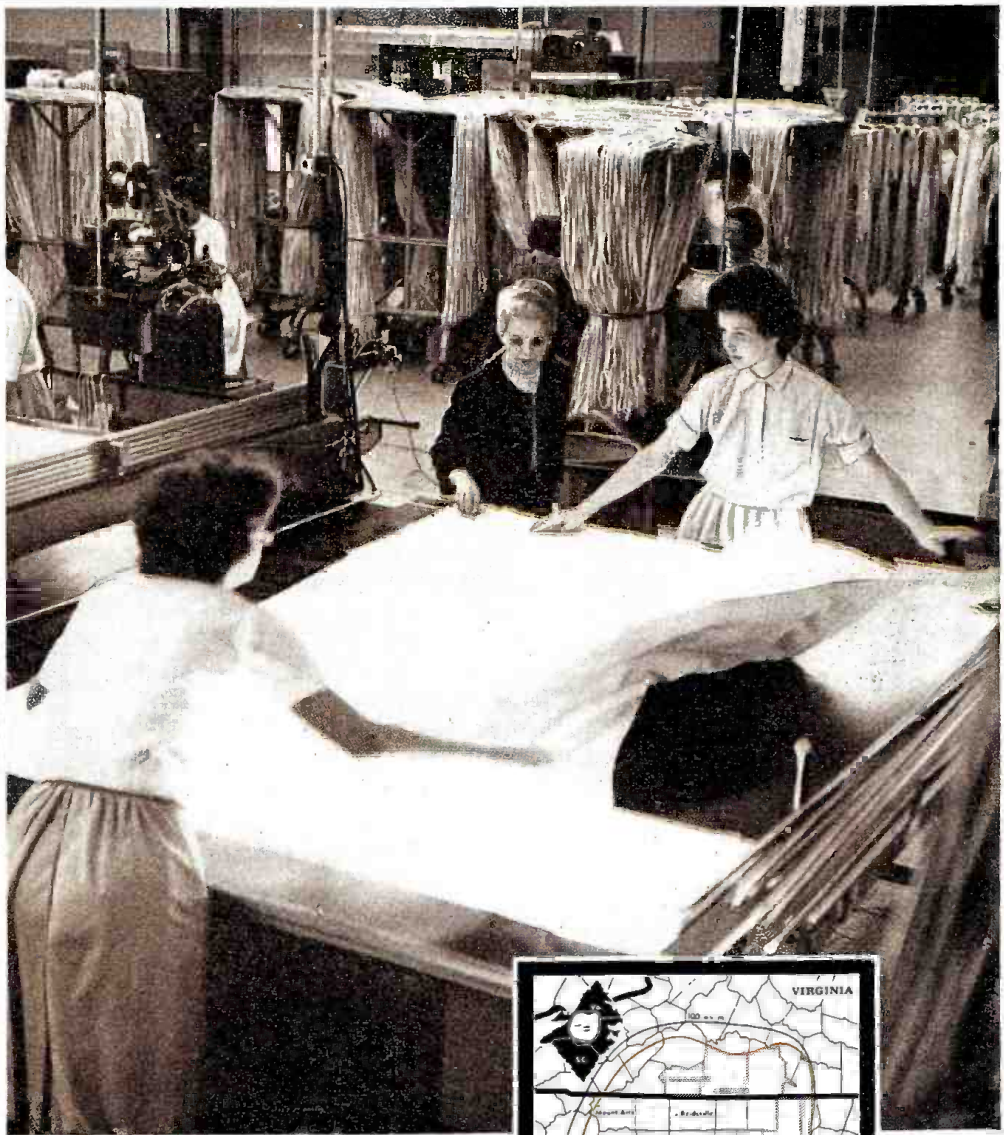
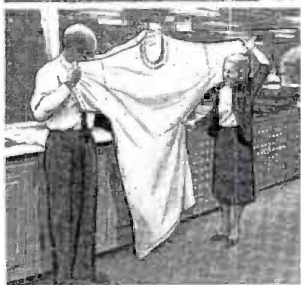
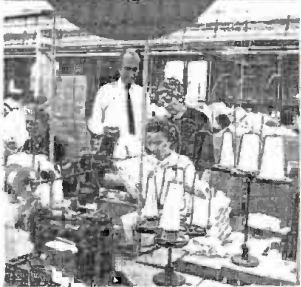
During the coverage of the assassination of President Kennedy, CBS Radio accidentally scooped German Chancellor Ludwig Erhard on his statement to the German people.

CBS News correspondent Daniel Schorr got a tape of the chancellor's speech before it was broadcast in Germany and fed it to CBS News in New York, which immediately aired it in the U.S. The Armed Forces Radio Network picked up the transmission and fed it simultaneously back to its overseas stations—thus enabling Germans to hear Mr. Erhard's remarks over an American station before they could hear it on their own.



in

ASHEBORO



COVERAGE THAT SELLS! In Asheboro, North Carolina, WFMY-TV personality Cordelia Kelly watches two workers deftly thread electrical cords into a blanket being made at the largest automatic blanket plant in the world. Other Asheboro industries accent "coverage", too, producing well-known brands of wearing apparel that include men's underwear, women's lingerie and ties from one of the major ready-tied tie companies in the nation. Energetic Asheboro is typical of the communities in 51 Piedmont North Carolina and Virginia counties which, for 14 years, have looked to Channel 2 for CBS and local interest television programs. For 10 of these years, Cordelia Kelly's "What's Cooking Today?" program has served homemakers in this area. WFMY-TV's coverage wears well, too.



Represented nationally by Harrington, Righter & Parsons, Inc.



WFMY-TV

GREENSBORO, NORTH CAROLINA
"Now In Our 15th Year Of Service"

SERVING THE LARGEST METROPOLITAN TV MARKET IN THE CAROLINAS
BROADCASTING, December 2, 1963

Comments on coverage: 'Well done'

PRAISE FROM WHITE HOUSE, CONGRESS, MAN IN THE STREET

Exceptionally well done, broadcasters!

That has been the nationwide reaction—from the White House down to the man in the street—of radio and television's intensive coverage of the Nov. 22 assassination of President Kennedy in Dallas and the subsequent developments the next three days.

The halls of Congress have never rung with such praise for the often maligned broadcasting industry. Among the adjectives used in describing the industry's massive effort to keep the people informed the minute history was made were sensitive, competent, magnificent, beautiful, superb, remarkable, excellent, unselfish, dignified and intelligent.

Joining in the commendations were broadcasting's most outspoken critics in Congress. Other critics were reminded to consider the industry's "impressive contribution to help democracy endure its most tragic experience . . ." before radio and TV are denounced again.

White House News Secretary Pierre Salinger expressed "appreciation on the part of Mrs. Kennedy, the [Kennedy] family and those who served with President Kennedy to the press, radio and television for the very dignified manner in which the death of President Kennedy and the events that followed were handled." Mr. Salinger said the Kennedy family is very grateful and that news media "in this very terrible hour in the history of our country . . . rose to great heights in handling the news of the President's death. I am sure President Johnson agrees with this feeling."

Mr. Salinger was to report these sentiments directly to stations in the nationwide emergency warning network during the regular monthly closed circuit broadcast today (Monday) to the network.

Special Dispensation ■ Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, received special House permission "to attempt to put into words the debt of gratitude which this nation owes to the broadcasting industry . . . for the magnificent way in which the members of that industry have permitted the American people to participate in their homes in the tragic events of the last few days." Representative Harris was the only congressman permitted to address the House last Wednesday (Nov. 27) following President Johnson's speech to a joint session of Congress.

"I certainly feel that the performance of the industry during the last few days

in the minds of American people tends to offset much of the criticism which has been levied against the industry," he said. This achievement is all the more remarkable because it demonstrates the capacity for voluntary industry cooperation "in serving the American people at times when such service is most needed," Representative Harris said.

The immediate decision of broadcasters to cancel all commercial shows and advertising is a clear demonstration that the industry can live up to the highest standards of public service, he said. "Never before has there been such a documentation of history in the making for the American public. . . . We can say truthfully today that we Ameri-

LBJ's first week on TV

Lyndon B. Johnson, President of the United States since Nov. 22, appeared on TV and radio to talk to the people of the United States four times in the first seven days of his administration.

His appearances: Saturday, Nov. 23, pronouncement of a 30-day period of mourning for the assassinated President Kennedy; Tuesday, Nov. 26, announcing his intention of continuing the Alliance for Progress program for Latin America; Wednesday, Nov. 27, address to the joint session of Congress, and Thursday, Nov. 28, Thanksgiving Day message to the American people.

Throughout the weekend of rites for President Kennedy, the new President was seen as he participated in the ceremonies.

cans have felt fused together as one people largely because of the outstanding contribution made by the broadcasting industry."

Senatorial Duty ■ Senator Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee, took the floor after the funeral to say "well done, networks and broadcasters." The remarkable coverage "during this period of shock, bewilderment and confusion attests to the skill and maturity of electronic journalism," he said. "I would be remiss in my responsibility if I did not take this opportunity to commend the broadcasters and specifically the major networks for their magnificent, outstanding service to the American

public."

Senator Magnuson pointed out that the banning of regular programing and commercials by the networks and practically all stations cost the industry millions of dollars. "Much has been spoken and written about the public service responsibility of the broadcasters and networks but I must state for the record that the excellent performance of recent days brings to them the highest commendations that I can make."

Representative Claude Pepper (D-Fla.) proposed a formal congressional resolution expressing "the deep thanks of the Congress and the nation" to radio and television for their coverage (see page 52).

Praise also came from the FCC. "Americans are deeply indebted to the industry for its comprehensive, dignified coverage of the tragic and solemn events surrounding the death of President Kennedy," FCC Chairman E. William Henry stated on behalf of his fellow commissioners. At the first bulletin that President Kennedy had been shot, "virtually all citizens turned to their radio and television sets and the broadcasters responded by keeping the nation fully and continuously informed of the unfolding historic events," he said.

"In this hour of tragedy, broadcasting achieved greatness," the FCC chairman continued. "In meeting this tremendous challenge, the industry earned the heartfelt gratitude of people everywhere. . . ."

"Broadcasting grew up. It is the turning point for television. Broadcasters have made their finest contribution."

These were the words of Newton N. Minow, former FCC chairman, who returned to Washington last week for the funeral of slain President John F. Kennedy.

The man who coined the "vast wasteland" phrase that has survived for nearly three years, said Thursday that when events surrounding the calamitous days following the assassination in Dallas are sorted out and the history is written "television coverage will emerge as the chronicle." The American public and the world felt a sense of participation, he said.

NAB Feels Pride ■ LeRoy Collins, president of the National Association of Broadcasters, said that "every person in broadcasting should feel a warm sense of pride in being associated with this great group of free Americans who responded with such immediacy, competence and skill, and with such consummate devotion to a high sense of

responsibility."

In a letter to all U. S. stations, Governor Collins said that every licensee, all networks and "countless thousands of persons . . . deserve the highest commendation for their overall and individual efforts in reporting to the American people and to the world the story of our nation in the agony of its trial after the assassination of President Kennedy. The torture; the sacrifice; the failures; the triumph of duty and dignity over frustration—all were reported with a completeness and realism which befitted the American people and their traditions of honor and duty."

Last Wednesday, the NAB sent a full-page newspaper advertisement to all its members containing quotations of praise from government officials. The ad pointed out the comments "reflect the feeling contained in the thousands of messages broadcasters have received by mail, by phone, by wire and in per-

in respectful and restrained detail the events following this tragedy," he said.

"This was television's finest performance—electronic journalism at its best and public service programing in the true meaning of the phrase." Senator Pastore also took note of the tremendous cost to the industry of its coverage and said the network's faced a "difficult task respectfully and skillfully executed despite the moments of disbelief and confusion on Nov. 22. . . . I salute the broadcasters—radio and television—and offer them the highest commendation for this public service."

House Communications Subcommittee Chairman Walter Rogers (D-Tex.) said broadcasters "performed admirably" in meeting their public service responsibilities following the horror and shock of the assassination of President Kennedy. "The challenge to inform the American people was met with dispatch, thoroughness and good taste. . . .

the commentary and continuously expressed dedication to this country's strength and solidity in its hour of terrible grief was superb. This marvel of the 20th century—television—displayed what an amazing contribution it can make to instilling in Americans a sense of this great country and what it stands for."

Senator Albert Gore (D-Tenn.) expressed "deep appreciation for the sensitive and magnificent coverage" of the industry. "I do this, first, out of deep gratitude, and second, because heretofore I have been a critic of the programing and commercialism of television and radio," he said. "The action of the industry in the last few days has been one which I admire and appreciate very deeply."

Stop and Study ■ Those who have been quick to criticize and denounce broadcasting "would do well to study the magnificent manner in which this



Mr. Salinger



Mr. Minow



Chairman Henry
As he thanked radio-TV Wednesday



Senator Proxmire



Representative Harris



Senator Magnuson



Senator Pastore



Governor Collins



Representative Rogers

sonal conversations."

John Couric, NAB director of public relations, suggested to members that they use the suggested ad in any way they chose. They were urged to insert local comments along with those from national leaders.

Significant Demonstration ■ The significance of television to American life "was most meaningfully demonstrated . . . following the tragic death of our President, John F. Kennedy," Senator John Pastore (D-R. I.), chairman of the Senate Communications Subcommittee of the Commerce Committee, told his Senate colleagues. Through TV, millions of American homes "were brought together as one to see and hear

In this time of national tragedy, the men and women of broadcast journalism can be proud of the service they rendered their fellow Americans."

Representative Rogers was in the Dallas motorcade, just a few cars behind the President's, when the assassin's bullets were fired.

Critics Won Over ■ Senator William Proxmire (D-Wis.), often an outspoken critic of television, was one of the first to praise the industry last week. "Not only was the coverage dignified and in immaculate taste, it was remarkably competent and frequently it soared with imaginative, if tragic, beauty," he told the Senate.

"The intelligence and sensitivity of

industry discharged its responsibilities over the most grim weekend in the annals of our nation," Representative Roman Pucinski (D-Ill.), told his House colleagues. "Before we again attack TV and radio as a 'wasteland,' let us ponder its impressive contribution to help democracy."

Even though it cost the industry millions of dollars, both radio and TV gave the public such a "graphic description of those incredible 75 hours that we Americans today can take pride in possessing a new dimension in understanding history," Representative Pucinski said. To a great extent, it was television which helped prevent all sorts of bizarre consequences through its

dignified, compassionate reporting of the President's death, he said. This helped "America retain its composure and its sense of balance."

Representative Kenneth Roberts (D-Ala.) said the industry's valuable service to the public "is of great significance at this time particularly since the FCC has recently proposed strict limitations on commercial time which I believe to be contrary to the intent of Congress. We have been very vividly shown the value of the broadcasting media during the past sorrowful days," he said.

"This has been accomplished through the desire of the media to provide a public service at considerable operating expense—not to mention the loss of revenues from prohibiting commercials.

... I urge all members of this body [House] to remember the commendable way in which this great media conducted itself during the events of the past few days. . . ." when the House votes on a bill prohibiting the FCC from limiting commercial time. (The Communications Subcommittee has favorably reported the measure, cosponsored by Representatives Roberts and Rogers, to the full committee [BROADCASTING, Nov. 25]).

Representative William Moorhead (D-Pa.) said the "people of the United

States—nay the world—owe a great debt of gratitude to the communications media for their complete and sensitive handling of the events following the assassination of President Kennedy. . . . It required the deepest understanding of our form of government to display . . . for all the people of the world the wondrous majesty and stability with which the transfer of power takes place under our Constitution."

"I wish as my first act following this sad weekend to pay tribute to the broadcasting industry of America for its comprehensive and sensitive coverage of this most tragic event of our country," Representative B. F. Sisk (D-Calif.), told the House. "Criticism of this industry is all too frequent and commendations are rare but commendations are certainly in order for bringing the story of the tragic death and burial of our beloved President to the people of America and to the world. Their presentation of this story proved to the world that they have matured. Almost without exception, every aspect of their coverage was in the best of taste."

RADIO-TV RESOLUTION

Rep. Pepper proposes formal notice of media's role

Representative Claude Pepper (D-Fla.) proposed a formal congressional resolution last week to express the "deep thanks of the Congress" for broadcasting's unprecedented coverage of the events surrounding the assassination of President Kennedy.

Representative Pepper said the "devotion of these media . . . was a great patriotic service" that promoted national unity and fellowship.

The text of his resolution follows:

"Whereas, the television and radio networks and the affiliated stations and hundreds of independent stations throughout the country from the time of the first bulletin announcing the death of the late President John F. Kennedy through the day of the late President's funeral devoted their broadcasts exclusively and continuously to the death and burial of President Kennedy and the succession of President Johnson and subjects relevant and appropriate thereto; and

"Whereas this devotion of these media to keeping the people intimately informed of these momentous events was a great patriotic service in that it brought the people of the nation into a unity and fellowship in lament for the late President and unity of support for the new President; and

"Whereas this devotion on the part of these media to the subject so close to the heart of the nation deserves the

commendation of the Congress and the country; now therefore

"Be it resolved by the House of Representatives (the Senate concurring) that the deep thanks of the Congress and the nation are extended to the national television and radio networks and the affiliated stations and hundreds of independent stations throughout the nation cooperating for the great and generous patriotic service they rendered to the nation and to its unity in a time of a trying ordeal by devoting their broadcasts exclusively and continuously from the time of notice of the death of the late President John F. Kennedy until the end of the day of the late President's funeral to matters pertaining to the death of the late President and the succession of President Lyndon B. Johnson."

Broadcasting stocks little affected

An analysis of the performance of major broadcasting stocks following the news of President Kennedy's assassination on Nov. 22 shows an immediate downward trend on that day arrested by closed trading.

However these stocks rebounded with the rest of the market on reopening of the exchanges Tuesday, many of them climbing to levels exceeding the highs they registered before news of the assassination was flashed. This was on a day when the Dow-Jones industrial average was making the biggest one-day gain in its history—32.03—and volume reached its highest level in 18 months.

A security analyst from a leading Wall Street brokerage firm noted last week that a comparison of the dips these stocks took was a meaningless exercise since trading on individual stocks was halted by market specialists at varying times before the official closing of the New York Exchange at 2:07 p.m. Friday, one hour and 23 minutes ahead of its normal 3:30 closing time.

Final readjustments in broadcasting stocks in the wake of the disruptive weekend were not expected for a period of about 10 days when a clearer picture of ad revenue losses would be available.

Below is a table showing opening and closing prices of major TV-radio stocks on the day of the assassination and their closing prices Tuesday Nov. 26.

	Open & close Nov. 22	Close Nov. 26
American Broadcasting-Paramount Theaters	30½ 28	31¼
CBS	73½ 73¼	76¼
Capital Cities Broadcasting	18½ 17¼	19½
Metromedia	32 32	33
RCA	90½ 85	93¾
Storer Broadcasting	39½ 39¼	39½
Taft Broadcasting	25½ 25¼	24½
Reeves Broadcasting	2½ 2½	3
Rollins	15½ 15	15½

LBJ phones Kaltenborn

A biography and commentary on President Lyndon B. Johnson, presented last Monday (Nov. 25, 9-10:30 p.m.) by NBC News brought quick presidential response.



Mr. Kaltenborn

Immediately following the news special, *LBJ Report No. 1*, President Johnson phoned H. V. Kaltenborn, commentator on the program, to acknowledge his appreciation for remarks made by the veteran newsmen.

Mr. Kaltenborn had referred to the new President as "the type of man we like to see come through in an emergency," and added the country is "most fortunate to have a strong man follow a strong man." The comments were taped earlier at WPTV (TV) West Palm Beach, Fla.

The newsmen said the President "invited me to call on him when I come to Washington. . . ."



Who put the star on the door?

Only the public can make a star. Similarly, it's the viewing audience that makes or breaks a television station. But you can't wait around for the public to tell you what to do. You have to go to them and find out what they'd like to see. But that's just half of it. You also have to apply healthy amounts of your own initiative. Somewhere in the combination of asking and telling is the key to success. For instance, nobody told us to broadcast in color. But right now over 40% of our total schedule is color, because we know it adds another dimension to television entertainment. Conversely, we found out what the public wanted in the way of news, sports, and public affairs programs, then we came up with the shows. They've won both local and national awards. And our success has been paralleled by our advertisers' success. Why not make a bid for stardom with your product on WFGA-TV?



Jacksonville's *FULL COLOR* Station

WFGA-TV

IN FLORIDA



REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

WTVJ
WLOS-TV

XVOS-TV

WFGA-TV
(Affiliate)

RADIO-TV'S DEPARTMENT

Unobtrusive coverage of final rites underscores broadcasting's dignity, maturity in covering news

The voices of the network were silent.

The voices that were heard were Richard Cardinal Cushing as he celebrated a low Pontifical Mass and the Reverend Leonard Hurley who translated the Latin ceremony for the millions in North America and Europe who listened and saw it live.

The scene was the funeral of President John F. Kennedy in Washington's cavernous St. Matthew's Cathedral.

In a four-day period of superlatives for radio and television, the coverage at St. Matthew's and Arlington National Cemetery stands out.

From technicians dressed in morning clothes to camera stands draped in black and concealed microphones, the electronic media brought the funeral to the world without detracting from the solemnity of the service.

The word "unobtrusive" became over-

to the far right of the altar. Directly opposite it is the choir loft. From this camera came the few shots of the Kennedy family in the front pews, and of the 27 heads of state and other dignitaries who filled the cathedral.

The fourth camera was placed at the door and was used for the long shots of the church and altar.

At the request of the White House no tight shots of the family were taken either at the cathedral or cemetery. "Taste" was the all-encompassing term.

Subdued ■ Only two lights were added to the cathedral's regular lighting system. The TV picture, while not of studio quality, was a good one.

The microphones were placed on the altar behind the altar rail, out of sight, but permitting a clear pick up. From an anteroom to the right of the altar, Reverend Hurley watched the mass and

again took on added importance.

Seven NBC-TV cameras fed the pool from about 250 feet from the burial site. The cameras ringed the area. The only one designed to shoot a close picture had an 80-inch Japanese telephoto lens which the network had intended to use for the first time at the 1964 political conventions.

The lens was used for the critical head-on shooting of Cardinal Cushing as he delivered the graveside prayers.

Responsible for these special telecasts of the first televised burial of an American president were Norman Gorin (CBS-TV New York), producer and Paul Liebler (WTOP-TV Washington), director at the cathedral and Charles O. Jones (NBC-TV, Washington), producer-director at Arlington. Mr. Jones had handled the coverage of the funerals of Secretary of State John Foster Dulles and Speaker of the House Sam Rayburn.

For ABC, it was John Lynch, producer, and Bill Linden, director.

Network feeds picked up by hundreds of indies

While the full tally is yet to be made, early reports showed that virtually all unaffiliated television stations and hundreds of independent radio stations picked up free of charge the various network feeds of the four-day coverage of President Kennedy's assassination and related developments.

NBC reported that it serviced some 60 TV stations (including Canada) and nearly 300 radio stations. CBS radio supplied its service also to 31 stations and CBS-TV to WOR-TV, WPIX(TV) and WNDT-TV New York, KPHO-TV Phoenix, Ariz., KPLR-TV St. Louis. ABC-TV fed WNEW-TV New York, WTTG(TV) Washington, KTTV(TV) Los Angeles and WGN-TV Chicago. The number of radio stations fed by ABC Radio was not reported. Mutual said more than 100 radio stations picked up its service.

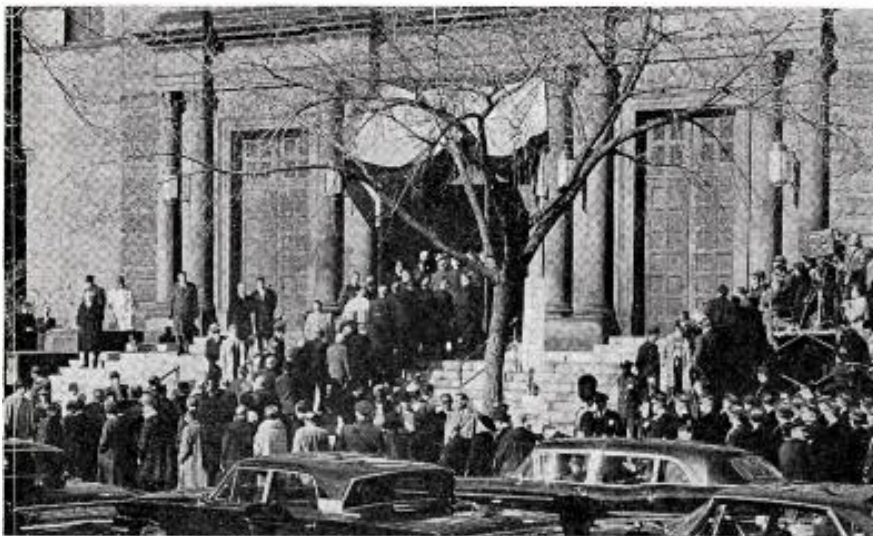
RFE beamed story behind Iron Curtain

Radio Free Europe, like many broadcasting services in the West, abandoned scheduled programming to present full coverage of the event that shattered a Dallas afternoon.

RFE quickly broadcast the news in East European languages and canceled all programs to provide complete coverage to its Iron Curtain audience.

Its central newsroom reported that in the first 12 hours of coverage it had processed almost 85,000 words, the output of a normal 24-hour day.

RFE said its coverage was distinguished "by the detailed information from the Iron Curtain picked up by RFE monitors and on teletypes of Communist news services beamed abroad."



TV's cameras recorded the historic moment when the greatest parade of

world dignitaries sorrowfully filed into Washington's St. Matthew's Cathedral.

worked, yet it was the only one that could tell the story.

The March ■ As the funeral procession moved through Washington streets ABC-TV pool cameras showed the scene from every conceivable vantage point.

In the cathedral the four CBS-TV pool cameras had been placed to be as inconspicuous as possible. In the niche of a six-foot square pillar on the left aisle two-thirds of the way to the altar, a camera was placed. In the niche of the right aisle pillar the newsreel and film crew stand was placed.

A second camera was located in a corner next to a confessional. A third camera was located in a small balcony

broadcast the description. Next to him was the communications center for the Secret Service, separated only by a curtain to muffle any possible telephone bell.

Due to security measures imposed by the Secret Service, each man in the crew had to be escorted into the cathedral by J. Leonard Reinsch, White House coordinator for the church and cemetery coverage. Mr. Reinsch, who is executive director of the Cox Stations and was executive director of the Democratic National Convention, had the necessary clearance.

In The Distance ■ Across the Potomac River at Arlington National Cemetery the words "taste" and "unobtrusive"



Actor's Actor

You never know what Richard Boone will do next. One week he may dominate "The Richard Boone Show" in a forceful, heroic role. The next, he may appear as a heavy. What you *do* know is that Boone and the NBC programs bearing his name will be exciting and provocative and different, every Tuesday night all season long.

This is not the only reason that "The Richard Boone Show" is among the most admired, most discussed, most thoughtfully viewed new programs of the season. It offers television's

first-full-season repertory company—a closely knit group of skilled and dedicated actors playing a rich variety of parts. It hews to a firm policy of choosing scripts solely on the basis of their dramatic values.

And it reflects the fiercely held integrity of Boone, himself. While networks do not always agree with their critics, NBC can't help liking what a *New York Herald Tribune* reviewer has written about this program. He praised it for "solid writing," "expert direction" and "consummate acting." We could hardly ask for more.

NBC

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

TELEVISION'S LARGEST AUDIENCE

Satellite transmissions carry funeral line to 23 nations

Television's massive national coverage of last week's events was matched by the speed and completeness of its live and filmed TV reports to countries around the world.

Portions of the live telecast of the Kennedy funeral rites on Monday were broadcast live to 23 countries (with a combined population of more than 600 million), the largest number ever to be assembled for a live program. The program by NBC was via Relay, the U. S.

communications satellite.

Eurovision countries participating were Belgium, Holland, Portugal, Spain, Great Britain, Ireland, Monaco, Austria, Finland, Norway, Denmark, Italy, Sweden, France, Yugoslavia, West Germany and Switzerland. Algeria carried the rites from Spain.

Intervision countries were Russia, Hungary, Czechoslovakia, Poland, Bulgaria, Romania and East Germany.

Yugoslavia and East Germany taped

the program for later broadcast; the others put it on the air immediately.

Europeans saw the funeral cortege, with its group of mourners walking behind the caisson, from the White House to St. Matthew's Cathedral.

Later in the day, viewers in Japan saw live 15 minutes of the graveside ceremonies from Arlington National Cemetery. Even later in the day, Japan also was fed a roundup of the funeral procession, which it taped for later telecast since it was then 4 a.m. in Tokyo. Both transmissions also went via Relay.

Films Flown By Jet • ABC, CBS, NBC and UPI Newsfilm sent countless hours of film covering all aspects of the presidential assassination via jet transports to countries on all continents, with occasional live reports sent by Relay to Japan and Europe and by special cable hookup to Mexico and Canada.

ABC's Worldvision network supplied news summaries to stations in 21 countries, representing each continent, and including several one-hour kinescopes to the Russian television service. ABC International President Donald W. Coyle summed up international reaction to the efforts of American news services as one of "universal appreciation."

ABC joined with NBC in providing live coverage to Japan via Relay. ABC's version featured the voice of Japan's Mainichi Broadcasting Co.'s Jiro Maeda from New York over the picture that was beamed to Relay from the West Coast.

Live network feed by ABC also was sent to Mexico City and Toronto. All the networks provided end-of-day summaries, as well as documentaries on President Kennedy and President Johnson that were snapped up by foreign stations. Monday's funeral procession in general received full treatment.

13 Hours Of Film • CBS Films reported that it supplied 30 TV stations in 25 countries with more than 13 hours of film coverage, a record for any four-day period. CBS Films shipped nine segments of film in the four days, from two minutes on the shooting of alleged assassin Lee Harvey Oswald to five hours on the funeral and burial of President Kennedy.

CBS Films said it had more than 150 people on both the East and West Coasts involved in round-the-clock operations to get processed films on their way as soon as possible. At one point it held a London-bound plane for an hour at New York's Idlewild airport so that films of the arrival at Washington of President Johnson and the casket containing President Kennedy's body would reach Europe in time for airing on Saturday.

NBC International supplied live, taped and film highlights to 14 coun-

So good to be home with... 1-1-3



Good company always—music lively and lovely
... bright, frequent newscasts—on radio 1-1-3

Detroit's good music station...

One of a series in Detroit newspapers and The Advertiser

W-CAR
50,000 watts

1130 KC

Representation: AM Radio Sales



Show us 10 TV viewers* in Washington...

and we'll show you 8 who watch WTTG.



Hold it!
Within four weeks
8 out of 10 TV homes
in Washington are
members of WTTG's
family through its
Major Coverage Plan.**
WTTG TELEVISION
It clicks!

*BABY DOESN'T WATCH YET

** NSI, JANUARY 1963 (SPECIAL ANALYSIS)

tries as well as providing facilities to reporters from eight European nations who broadcast special live reports via Relay to their native countries.

Live coverage was sent to Mexico's Telesistema Mexicana network through a special hookup with NBC's affiliate WBAP Fort Worth-Dallas. Live and taped reports were sent to both the CBC and CTV networks in Canada.

On Wednesday, NBC used Relay to send President Johnson's speech before Congress on tape to 14 Western European countries. The transmission began minutes after President Johnson had finished speaking.

UPI Newsfilm supplied coverage to 44 foreign countries as well as servicing 100 independent U. S. television stations and ABC.

How Voice covered the big news story

The Voice of America, radio arm of the U. S. Information Agency, had a two-fold job in covering the events connected with the assassination of President Kennedy.

First, a spokesman said last week, the Voice sought to report the news. Secondly, it tried to assure listeners that although the President was dead, "the Presidency continued." Programs stressed the continuity of government

and depicted President Johnson as a man in whom the world could have confidence.

The Voice broadcast its first bulletin in Hungarian and Estonian at 1:51 p.m. EST. But by 2 p.m. Friday it had scratched all scheduled programming in the 36 languages that it broadcasts and began feeding news, reaction and appropriate music.

By 2:10 the Voice had cancelled all its English language programming, normally prepared for specific regions of the world, and replaced it with a live broadcast beamed worldwide in English on a 22½-hour daily schedule through 1:30 p.m. Wednesday.

A Voice correspondent working from a studio in Bogota fed 138 of Colombia's 150 radio stations by monitoring the Voice's English broadcast and simultaneously translating into Spanish for seven consecutive hours.

About 4:30 p.m. Friday the Voice's African division office in Washington received a phone call from Dudley Baker, K30J2 Bethesda, Md., who said he was in contact with EL2EE in Monrovia, who had Jim Alley, a Voice engineer at its Liberia station, on the line. Mr. Alley wanted (and got) information on anticipated frequency and antenna changes. "This unofficial communications link enabled the Liberia station to prepare for special programs

before commercial facilities, already choked with traffic, could reach Monrovia," the Voice said.

WRUL New York, a commercial shortwave station, offered its transmitters. The offer was appreciated, the Voice said, but there was no transmitter shortage in the U. S. WRUL proceeded to request and obtain FCC clearance to stay on the air throughout the night, which it did on its five transmitters.

Ruby trial may be live on radio-TV

The first man to commit murder on live national television may have equally immediate news coverage of his trial. Judge Joe Brown of Criminal District Court No. 3 of Texas said last week that live radio-TV coverage might be permitted for the trial of Jack Ruby, who is charged with the murder of the accused assassin of President Kennedy, Lee Harvey Oswald.

Judge Brown said he may have a hole cut in the wall of the courtroom to allow space for the TV cameras, but the number of the cameras will be limited. A pool arrangement probably will be set up.

The grand jury that indicted Ruby set Dec. 9 as a trial date, but Judge Brown noted that continuances will likely delay proceedings until January. Television coverage is allowed in Texas at the discretion of the judge. To protect Ruby from the same fate as Oswald, special safety precautions will be taken.

Ruby's defense lawyer, Tom Howard, said last Friday (Nov. 29) that he favors live broadcast coverage.

Trans-Pacific cable used for first time

Radio Press International reports that it provided free emergency news service during the Dallas tragedy period to more than 30 radio stations in Australia's Major Network via sections of the new Commonwealth Pacific cable.

The cable is scheduled for official opening today (Dec. 2) (CLOSED CIRCUIT, Nov. 25). In areas where the 13,000-mile cable could not be used, microwave and short-wave units were put into operation for the special transmissions.

The opening of the cable, called by RPI "the world's longest broadcast line" was to be highlighted by inaugural statements from world leaders including: Britain's Queen Elizabeth and Prime Minister Sir Alec Douglas Home (both speaking from London); U. S. Secretary of State Dean Rusk (speaking from Washington); Canadian Prime Minister Lester Pearson (from Ottawa); Australian Prime Minister Sir Robert



GATES 12 and 16-Inch Turntables
are designed for continuous
24-hour commercial
service. No
programming
is load too great for
these rugged professionals.

Here are some good reasons why:

- Built-in strobe disk. ■ Exclusive "hub-drive" effectively isolates motor vibration from turntable surface for lower noise, less rumble. ■ Silent, illuminated mercury switch. ■ Chrysler oilite bearings at all major friction points. Fingertip speed shift has monoball self-aligning bearings—silent, smooth, trouble-free. ■ Three speeds—78, 45, 33½. ■ Chassis floats on foam rubber, isolating floor and desk vibrations. ■ Low speed synchronous motor (600 RPM) reduces motor noise. ■ Heavy aluminum castings used for base plate. Platter is precision machined and balanced. ■ Request ADV 72A for the full Gates turntable story.

SHIPMENT FROM STOCK

CB-77, 12" turntable chassis with motor—\$230

CB-500, 16" turntable chassis with motor—\$250



GATES RADIO COMPANY
A Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS

Offices in: Houston, New York, Los Angeles, Washington, D.C.

In Canada: Canadian Marconi Company, Montreal • Export Sales: Rocke International Corporation, New York City



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 stationswho 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.

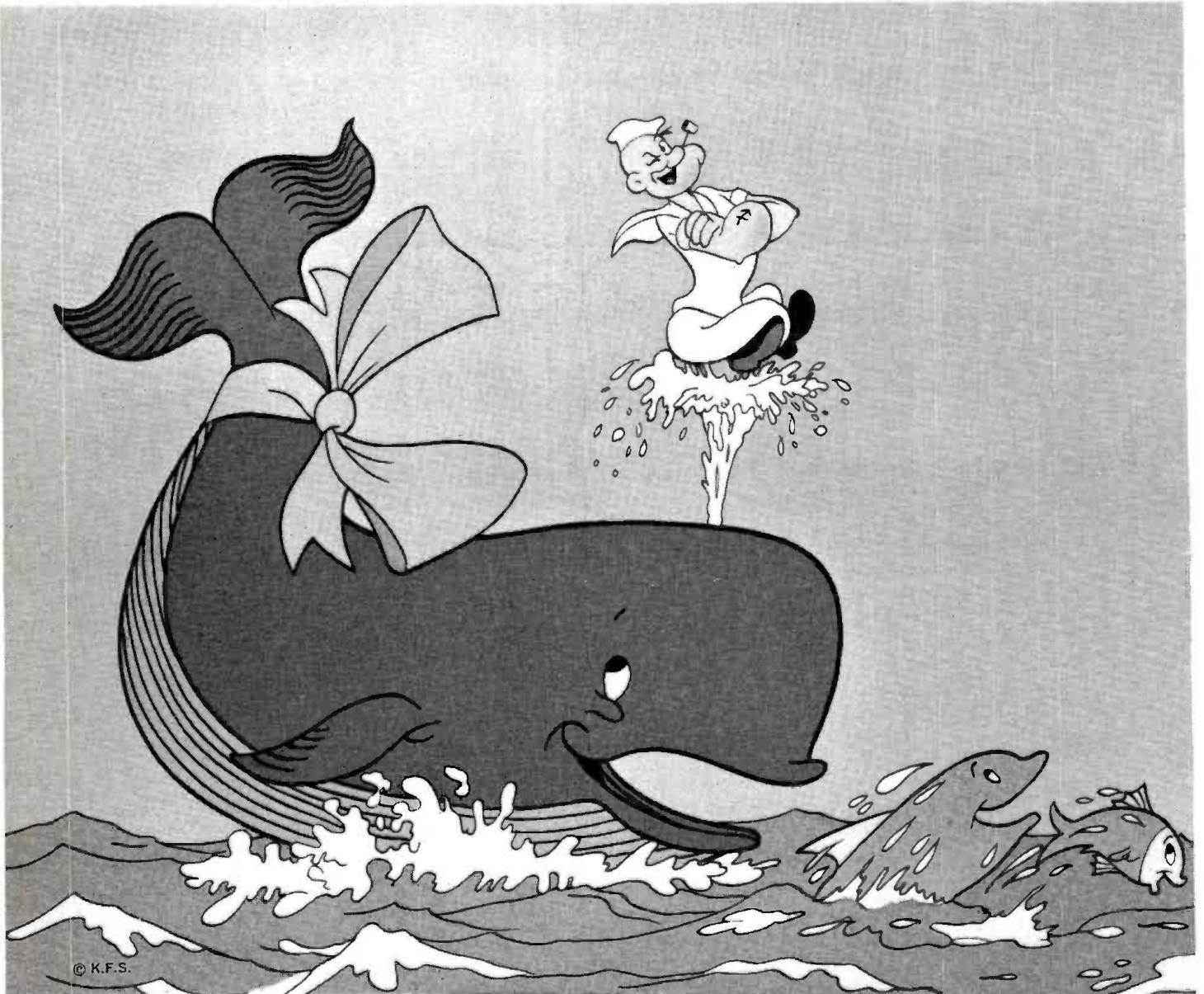
KRNT and KRNT-TV

DES MOINES

An Operation of Cowles Magazines and Broadcasting, Inc.

Represented by The Katz Agency, Inc.

**Popeye invites
all you swabs in the business to enjoy
his beautiful 35th birthday**



The week of January 13-19, 1964 is "Popeye's Birthday Week." It marks the 35th anniversary of the world debut of Popeye.

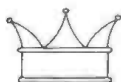
And we're going to celebrate big.

The stations listed nearby, all of whom play the Popeye TV cartoons, are going to throw swinging parties right on their Popeye shows during Birthday Week. And they'll be running special promotion on this extra special event for a week in advance. We're providing the goodies.

On these Popeye TV parties, the programs' emcees will introduce the brand new "Popeye's Birthday Song," dedicated to children everywhere who are going to celebrate their own birthdays in the coming year.

If you advertise a product "dedicated to children everywhere," the Popeye TV birthday parties give you an especially wonderful setting in which to tell about it. Just contact the swinging stations listed nearby.

Go Popeye! Happy Birthday, everybody!



King Features TV Syndicate, 235 East 45th Street N. Y. 17, N. Y. • Tel. MU 2-5600

face
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birthday
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r still further
ins with
Popeye's
thday
emotion...
I us.

Features Syndicate
East 45th Street
. 17, N. Y.
MU 2-5600

ALBANY, N. Y./W-TEN
Old Skipper Show 4:00 p.m.
ALBUQUERQUE, N. M./KOAT-TV
Uncle Roy's Morning Cartoons 8:00-8:30 a.m.
ALTOONA, PA./WFBG
Popeye & Big John 4:30-5:00 p.m.
BAKERSFIELD, CALIF./KLYD-TV
Deputy Howie and Popeye 8:00-9:00 a.m.
Popeye Theater 5:00-5:30 p.m.
BILLINGS, MONT./KULR-TV
Herb's Happy Show 4:30-5:30 p.m.
BINGHAMTON, N. Y./WNB-TV
Popeye and The Admiral 5:00-5:30 p.m.
BIRMINGHAM, ALA./WAPI-TV
The Popeye Show 4:00-5:00 p.m.
BOISE, IDAHO/KBOI-TV
Mr. Bill's Theater 3:30-5:15 p.m.
BOSTON, MASS./WBZ-TV
Clubhouse Four 4:30-5:00 p.m.
BRISTOL, VA./WCYB-TV
Looney Tunes Club 5:00-5:30 p.m.
CEDAR RAPIDS, IOWA/KCRG-TV
The Sheriff Steve Show 4:30-5:55 p.m.
CHARLOTTE, N. C./WSOC-TV
Clown Carnival 4:30-5:30 p.m.
CHICAGO, ILL./WBBM-TV
Breakfast News 7:30-8:00 a.m.
CINCINNATI, OHIO/WCPQ-TV
The Comedy Hour 5:00-5:45 p.m.
CLARKSBURG, W. VA./WBOY-TV
The Uncle Pete Show 4:30 p.m.
COLORADO SPRINGS, COLO./KKTZ
Blinky 4:05-5:00 p.m.
CORPUS CHRISTI, TEXAS/KZTV
Big Ten Cartoons 4:30-5:00 p.m.
DENVER, COLO./KBTZ
Popeye Theater 4:00-4:30 p.m.
DETROIT, MICH./CKLW-TV
Popeye & Pals 4:30-6:30 p.m.
DULUTH, MINN./WDSM-TV
Bozo & His Pals 3:45-4:30 p.m.
EUGENE, ORE./KVAL-TV
The Cap'n Shipwreck Show 4:30-5:30 p.m.
FRESNO, CALIF./KFRE-TV
Flippo Jr. and Popeye 4:00 p.m.
GRAND RAPIDS, MICH./WOOD-TV
Popeye Theatre 4:00-4:30 p.m.
GREENVILLE, N. C./WNCT-TV
Bozo The Clown 5:00-5:30 p.m.
NORFOLK, VA./WVEC-TV
Barker Bill Show 8:30-9:00 a.m.
HONOLULU, HAWAII/KHVV-TV
Captain Honolulu 4:30-6:00 p.m.
HUNTINGTON, W. VA./WSAZ-TV
Mr. Cartoon Show (M-F) 5:00-6:00 p.m.
Popeye and His Pals (Sat.) 8:30-9:30 a.m.
INDIANAPOLIS, IND./WTTV
Popeye and Janie 5:30-6:30 p.m.
JACKSONVILLE, FLA./WFGA-TV
Popeye's Pals 8:30 a.m.
Popeye's Pals 4:00-4:30 p.m.
JEFFERSON CITY, MO./KRCG-TV
Showtime 4:30-5:45 p.m.
JOPLIN, MO./KODE-TV
The Bar-12 Ranger Show 4:00-5:00 p.m.
LOS ANGELES, CALIF./KTLA
Popeye Pier 5 Club 4:45-5:30 p.m.
LUBBOCK, TEXAS/KLBK-TV
Popeye and Gus Show 4:30-5:00 p.m.
MEMPHIS, TENN./WHBQ-TV
Funhouse 4:00-4:30 p.m.
MIAMI, FLA./WTVJ
Popeye Playhouse 7:30-8:00 a.m.
MINNEAPOLIS, MINN./WTCN-TV
Dave Lee Show 4:00-4:30 p.m.
MOBILE, ALA./WALA-TV
Sitting Duck Cartoon Theater 4:00-4:30 p.m.
NEW HAVEN, CONN./WNHC-TV
Admiral Jack 4:00-5:00 p.m.
NEW YORK, N. Y./WPIX
Let's Have Fun 10:00-12:45 a.m.
PHILADELPHIA, PA./WFIL-TV
Sally Starr's Popeye Theater 4:30-5:55 p.m.
PHOENIX, ARIZ./KPHO-TV
It's Wallace 4:00-5:15 p.m.
PITTSBURGH, PA./WTAE-TV
Popeye 'n Knish 4:00-5:00 p.m.
RALEIGH, N. C./WRAL-TV
Bozo 9:00-10:00 a.m.
The Captain Five Show 4:05-4:30 p.m.
RICHMOND, VA./WRVA-TV
Sailor Bob & Friends (M-F) 10:30-11:00 a.m.
Popeye & Friends (Sat.) 9:00-10:00 a.m.
ROANOKE, VA./WSLS-TV
The Cactus Joe Show (M-F) 9:00-9:30 a.m.
The Cactus Joe Show (Sat.) 8:30-9:30 a.m.
ROCKFORD, ILL./WTVO
Popeye & The Three Stooges 4:00-5:15 p.m.
SAGINAW, MICH./WNEM-TV
Circle Five Ranch 4:30-5:30 p.m.
SAN FRANCISCO, CALIF./KPIX
Marshal J 7:00-8:00 a.m.
SEATTLE, WASH./KING-TV
The Stan Boreson Show 5:00-5:30 p.m.
SHREVEPORT, LA./KTAL
Countdown with Kaptain Taltower
4:00-5:30 p.m.
SIOUX FALLS, S. DAK./KELO-TV
Captain Eleven 4:30-5:00 p.m.
SPOKANE, WASH./KREM
The Cap'n Cy Show 7:30-9:00 a.m.
SPRINGFIELD, ILL./WICS-TV
Uncle Otto's Country Store 5:00-5:30 p.m.
SPRINGFIELD, MO./KTTS-TV
Kartoon Carnival: Popeye's Porthole
4:25-4:55 p.m.
ST. LOUIS, MO./KMOX-TV
S. S. Popeye 3:30-4:00 p.m.
ST. THOMAS, V. I./WBNB-TV
Elmer Duffy's Clubhouse 5:00 p.m.
TAMPA, FLORIDA/WTVT
The Mary Ellen Show 4:30-5:00 p.m.
WASHINGTON, D. C./WTTG
Popeye & Friends 5:00-6:00 p.m.

Gordon Menzies (from Sydney); and New Zealand Prime Minister Keith J. Holyoake (from Wellington.)

RPI, a member of the Straus Broadcasting Group, said last week that its

news hookup with Australia will reach some 10 million listeners. The U. S.-based news service also said it plans to extend operations eventually throughout the South Pacific.

THE COST IN SPOT REVENUE

Many spot advertisers agree to make-goods for dropped business, others want credits

Stations were hopeful last week that 70-75% of the national spot TV schedules and virtually all of the spot radio business cancelled as a result of President Kennedy's assassination would be recoverable through a policy of "make-goods" authorized by many advertisers and their agencies.

Stations, national representatives and agencies acknowledged there was no blanket approach to resolution of the problem. There were instances in which some products of an advertiser would be rescheduled, while others asked for credits.

National representatives cautioned that the situation was fluid. On Tuesday (Nov. 22) the outlook seemed bright that a large part of the spot TV business, except for that which realistically could not be rescheduled, would fall into the "make-good" category. By the next day, reps sensed that advertisers were adopting a "harder" attitude and intended to seek credits. But reps pointed out there was no uniformity since some advertisers, who had first indicated they would ask for credits, decided by Wednesday they would accept suitable substitute periods.

Alberto-Culver was cited as the example of a company that originally asked for credits and then agreed to make-goods.

Spot radio was expected to come out well. It was pointed out that radio is "so flexible" that virtually all of its losses should be covered by make-goods.

By last Wednesday evening, stations and reps had been notified that a sizeable number of advertisers had decided on passing up the make-goods and were asking for credits. It was emphasized that these decisions could be changed, but among those reported requesting credits were American Home Products, Vick Chemical, Whitehall Labs, Procter & Gamble (for Cheer, Tide, Spic 'n' Span, Dash, Thrill and several other products), Lever Brothers, Scott Paper, Beech-Nut, Hanes Hosiery, Warner-Lambert (Listerine), Sucrets, Remco Toys, Martini & Rossi and General Foods (Crispy Critters).

What Stations Did ■ Commercials were excised by virtually all radio and TV stations during the three and a half days of the Kennedy assassination and funeral Nov. 22-25, but a few stations

continued carrying spot announcements. They apparently "didn't get the word" in the words of one broadcaster, who said he had gotten the industry's approach when radio wire services carried notes to managers quoting the National Association of Broadcasters' recommendation on Friday and Saturday.

NAB's Al King, state association liaison director for the NAB, on Friday wired all state association presidents:

"In response to inquiries as to how stations should program, we recommend that for the next 24 hours commercial content should be limited to briefest sponsor identification, with no commercial messages as such. Beyond this period we suggest that station management use its own good judgment."

Mr. King followed this with a second message to state associations: "In response to further requests re commercial practice, believe continuation of noncommercial policies throughout Monday, a national day of mourning, is reasonable."

An inconclusive survey by BROADCASTING indicates that perhaps 1% of all radio or TV stations continued to carry commercials during the period. Some of these stations were in California, Louisiana, Ohio, Oregon, Virginia and Texas.

A spokesman for a Louisiana TV station said a limited amount of commercials was included when the station cut away from its network's coverage when the running account became repetitious and it began programming a children's program, family-type entertainment and motion pictures.

The station said there were some protests at first, but these later turned to approval.

An Ohio radio station, which carried commercials Saturday and Sunday, emphasized that for the first two or three hours after the assassination it carried nothing but news and hymns. For the remainder of Friday and on Saturday and Sunday, it continued with "appropriate music" and with commercial announcements explicitly toned down to purely institutional or extremely limited in content. On Monday, the day of the funeral, no commercials were carried at all until after the final graveside rites. A number of protests were received, it was acknowledged.

TV networks' gross ahead of 1962 pace

Network Television Gross Time Billings
(000)

	September			January-September		
	1962	1963	% Change	1962	1963	% Change
ABC	\$16,601.4	17,257.1	+ 3.9	\$149,075.5	158,482.2	+6.3
CBS	25,851.3	27,077.3	+ 4.7	226,057.5	239,272.0	+5.8
NBC	21,416.3	23,654.3	+10.4	205,004.7	214,300.4	+4.5
Total	\$63,869.0	67,988.7	+ 6.5	\$580,137.7	612,054.6	+5.5

MONTH-BY-MONTH 1963
(000)

	ABC	CBS	NBC*	Total*
January	\$18,264.8	\$25,912.7	\$24,095.6	\$68,273.1
February	17,435.7	24,057.7	22,864.8	64,358.2
March	19,378.0	26,694.3	25,196.7	71,269.0
April	18,577.0	26,508.4	23,699.7	68,785.1
May	18,299.7	27,986.9	25,350.1	71,636.7
June	17,070.5	26,749.1	23,006.6	66,826.2
July	15,927.8	27,401.9	23,333.8	66,663.5
August	16,271.6	26,883.7	23,098.8	66,254.1
September	17,257.1	27,077.3	23,654.3	67,988.7

*January-August figures adjusted as of 11/22/63.

Network Television Gross Time Billings by Day Parts
(000)

	September			January-September		
	1962	1963	% Change	1962	1963	% Change
Daytime	\$20,100.3	\$21,906.8	+ 9.0	\$179,680.0	\$198,351.8	+10.4
Mon.-Fri.	15,007.3	16,121.3	+ 7.4	147,395.6	157,387.4	+ 6.8
Sat.-Sun.	5,093.0	5,785.5	+13.6	32,284.4	40,964.4	+26.9
Nighttime	43,768.8	46,081.9	+ 5.3	400,457.7	413,702.8	+ 3.3
Total	\$63,869.1	\$67,988.7	+ 6.5	\$580,137.7	\$612,054.6	+ 5.5

Source: TvB/LNA-BAR

AFA president outlines 3-point growth program

A three point program to assure the continued growth of advertising as the true voice of free enterprise was outlined last week by Mark Cooper, president of the Advertising Federation of America. Speaking to the Washington Advertising Club, Mr. Cooper stressed:

- "Advertising must be protected—protected against thoughtless, needless and dangerous legislation, both national and local.

- "Advertising must be constantly improved—improved so that all advertising represents a true and honest presentation of the products and services which it publicizes.

- "Advertising must be promoted—to inform the government, the educator, the consumer of its role in the strengthening and expanding of the nation's economy so that it will have the full support and faith of all segments of our population."

These things must be done constantly and effectively if advertising's potential is developed to its highest operating efficiency, Mr. Cooper said. In so doing,

advertising will help to develop the free enterprise system to its own greatest potential, he said.

He detailed the activities of the AFA and plans for future expansion of its New York and Washington operations. He said that within the past six months AFA was instrumental in defeating tax legislation in Wisconsin, Indiana and Florida.

Business briefly . . .

Ideal Toy Co., through Grey Advertising, New York, will sponsor *Here Comes the Star*, a 30-minute TV special program showing how an animated cartoon is produced, on 152 stations in December.

The Campbell Soup Co., Camden, N. J., plans to introduce a new heat-processed soup, cream of potato, in a nationwide campaign of network and spot radio scheduled to start Dec. 2. The introduction will be supported by a refund offer whereby consumers will be refunded the full purchase price when they buy two cans of the new soup. Campbell agency: BBDO, New York. Campbell also announced last

week that its bean bacon soup has been chosen soup of the month for December, and plans are being made for an intensive promotional campaign—to feature spot radio and TV. The bean with bacon drive will also be highlighted with a refund deal; this one provides for a cash refund of 25 cents for labels from two cans during the month-long promotion.

The Elgin National Watch Co. and Scripto Inc., through McCann Marchalk, New York, have purchased sponsorship of *Jonathan Winters Presents: A Wild Winters Night*, a full-hour special program to be broadcast Feb. 20 by NBC-TV. Mr. Winters's guests will be comedian Art Carney and the New Christy Minstrels.

Humble Oil and Refining Co., through McCann-Erickson, New York, will sponsor a special NBC colorcast Sunday, Feb. 16, 10-11 p.m., presenting the new womens' fashions of French couturier Pierre Cardin.

Schick Safety Razor Division of Ever-sharp, through Compton Advertising, New York, will participate in NBC-TV's *The Lieutenant* (Saturdays, 7:30-8:30 p.m.) through the first quarter of 1964.

Van De Kamp Bakeries, Glendale, Calif., through Lennen & Newell, Beverly Hills, will sponsor filmed *Songs of Christmas* on five Pacific Coast TV stations during the week of Dec. 16. Stations are KNXT Los Angeles, KRON-TV San Francisco, KCRA-TV Sacramento, Calif., KOMO-TV Seattle and KOGO-TV San Diego.

The Union Carbide Corp., through William Esty, has purchased participations in *The Jack Paar Program*, *The Eleventh Hour*, and *Saturday Night at the Movies*.

Executive changes delay agency switch

Switches of top echelon management at Eastern Air Lines are expected to delay assignment of a new agency to its estimated \$10 million account.

Eastern, shopping for a new agency since September (BROADCASTING, Sept. 30) had expected to name a replacement for its agency, Fletcher Richards Calkins & Holden, before the end of this week. Appointments of Floyd D. Hall, former senior vice president at Trans World Airlines, as president and George S. Gordon, marketing director, Massey-Ferguson, Toronto, as vice president for marketing were announced last week. The Eastern account bills about \$4 million in broadcast.



Move Over, Sonny-

Daddy wants to watch the circus too. The circle around the family TV set widens every Friday night at "International Showtime," and if the kids aren't careful they'll be crowded out of the room.

Don Ameche and his associates have a simple formula for success. First, find the world's best circuses, ice shows and entertainment troupes. Second, record them in actual performance wherever they are, New York to Tokyo. Third, put them on at an hour on Friday night when everyone can watch, because everyone will want to.

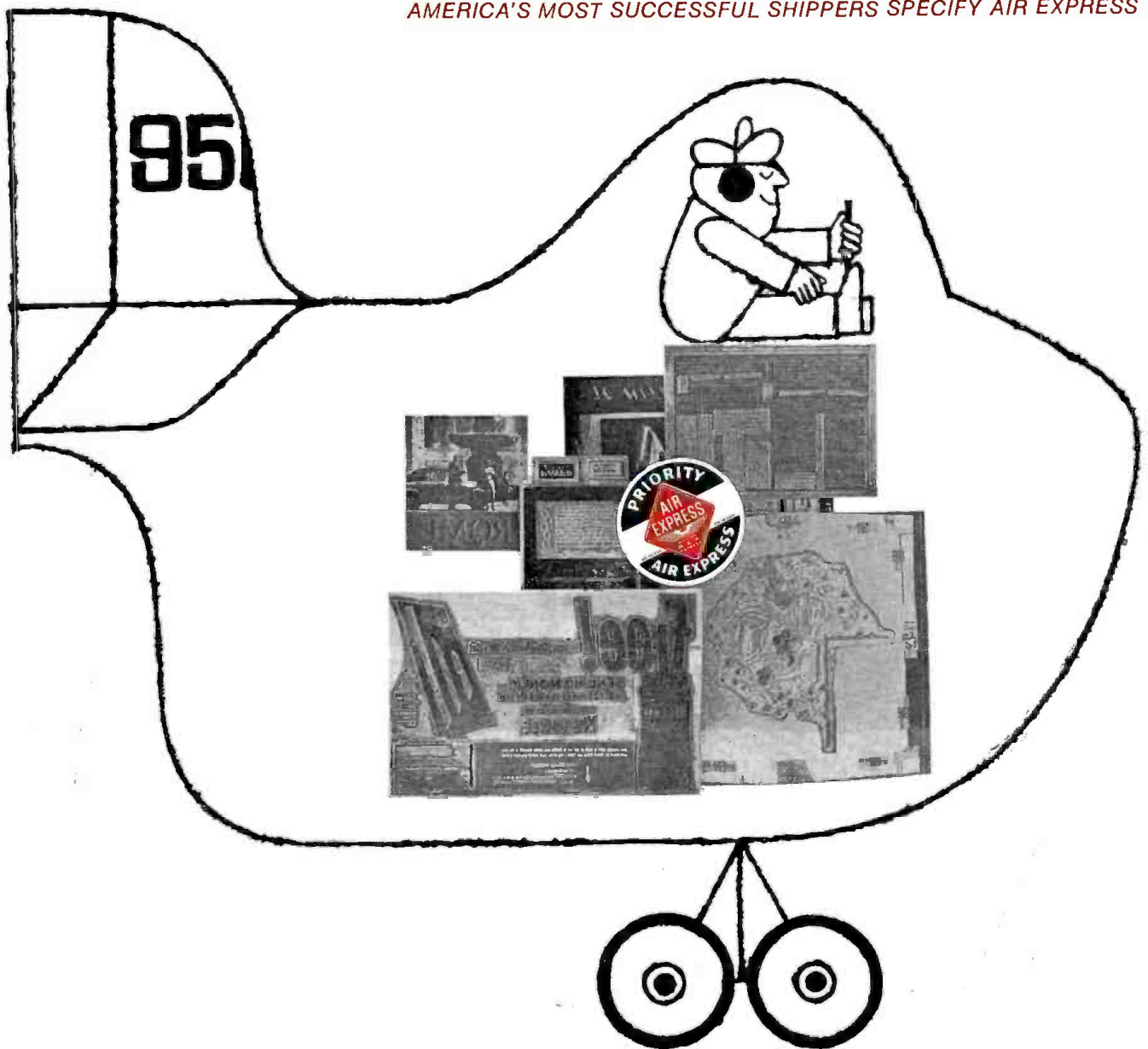


Kid stuff? Not exactly. For every three youngsters teenage or under, *five* adults are watching "International Showtime" in this, its third consecutive season. What's more, they *stay* with NBC's exciting Friday night schedule, from Bob Hope to Jack Paar, right through Johnny Carson's "Tonight."

To be blunt about it, "International Showtime" is one of television's most appealing adult attractions, with consistently greater popularity than its competition. Even for a circus show, you've got to agree that's not peanuts.

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

AMERICA'S MOST SUCCESSFUL SHIPPERS SPECIFY AIR EXPRESS



Air Express' overnight service helps Penton meet tight schedules

AIR EXPRESS DIVISION OF



In one month, Air Express made overnight delivery on 95.5% of 111 shipments to Penton Press Division

With their split-second schedules, Penton Press Division of Penton Publishing Company, Cleveland, can't afford to waste time. That's why they depend on Air Express.

Air Express shipments for Penton Press originate all over the country. In each place, R E A Express trucks rush them to a nearby airport where they head out on the first outbound flight. (Air Express has priority on all 38 scheduled airlines—right after U.S. mail.) When they arrive at the Cleveland Airport, R E A trucks are waiting to rush them right to Penton. There's no slip-up, no time lost.

How much does this speed and dependability cost? Less than you'd think. For example, a 20-pound package goes from New York to Pittsburgh for just \$4. Wouldn't you like to buy so much for so little?



Commercials in production . . .

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

Alexander Film Company, Colorado Springs.

Alberto-Culver (New Dawn hair spray); three 60's for TV. Agency: Compton. Chep Chartoc, agency producer.

Chrysler Corp. (Plymouth-Valiant); four 60's, four 20's for TV. Agency: N. W. Ayer. Roger Harvey, agency producer.

Fiat Motors (new cars); three 50's for TV. Agency: Woods-Donogon, New York.

Fred A. Niles Communications Centers Inc., 1058 West Washington Boulevard, Chicago 7.

National Livestock and Meat Board (beef); three 45's, four 15's, three 10's for TV, live on film. William E. Harder, production manager. placed direct.

U.S. Gypsum Co. (paint); three 60's for TV, live on film. Robert Koslow, production manager. Agency: Fulton, Morrissey Co., Chicago. Edw. Sonnenschein, account executive and agency producer.

Falls City Brewing Co., Louisville (beer); two 60's, six 20's, four 10's for TV, live on film. W. O. Zielke, production manager. Agency: Winfield Advertising, St. Louis. Barbara Block, agency producer.

Y&R executive cites growing ad selectivity

The trend toward selectivity in advertising was stressed by Joseph St. Georges, vice president and manager of media relations and planning, Young & Rubicam, New York, in a talk before the Insurance Advertising Conference in New York.

He mentioned the practice of the printed media offering regional advertising coverage, and added:

"In television, geographical selectivity is moving ahead rapidly now. Many of us may not be aware of it, but advertisers are using important network shows on line-ups made to their particular needs. I can think of a Y&R advertiser whom we succeeded in placing on one of the top-five rated network shows using a line-up that ran in less than 20 markets."

Mr. St. Georges later told BROADCASTING his reference was to J. H. Filbert Inc. (margarine) which used NBC-TV's *Mitch Miller Show* in certain Eastern markets.

In radio, Mr. St. Georges noted, the move toward geographic flexibility has "practically taken over the medium," with network radio broadcasting representing "only 6% of the national dollar invested in this medium." The remainder, he said, goes into national spot.

Grey-flannel putters?

Golf addicts in the New York metropolitan area will soon have a new way to play the 19th hole with their clan—the Eastern Advertising Golf Association is being formed, with tentative plans for four outings a year.

Initial plans call for a membership of 150, equally divided between media, agencies and advertisers. Dues will be \$25 per year.

Interested duffers are asked to contact Bob Lewis, Edward Petry Co., 3 East 54th Street, New York. A six-man committee is being formed to administer the club.

Sealy mattress company agrees to FTC order

Sealy Inc., Chicago, has agreed to a Federal Trade Commission consent order prohibiting it from misrepresenting the quality, regular price and therapeutic advantages of bedding products, the FTC has announced.

The FTC charged that TV and other advertising for Sealy's 81st anniversary sale of mattresses and matching box springs at \$39.95 were not the same products regularly sold for \$59.95. The sale items actually were not of the same quality as the regular product, the original complaint charged.

Sealy, an association of 30 independent bedding manufacturers, originates and develops merchandising, sales and advertising programs and is paid an annual royalty by licensees. The complaint also charged that Sealy's Posturepedic mattress is not specially designed and constructed to afford correct posture during sleep, as claimed by the company. Posturepedic, the FTC said, is a stock mattress "generally available and indiscriminately sold to the purchasing public."

K&E's new offices have radio-television look

Television and radio play an especially designed role in the new offices of Kenyon & Eckhardt at the Pan Am building, New York.

Shown to newsmen last week were facilities that include an experimental workshop and closed-circuit feeds to all conference rooms and new theater-conference rooms.

K&E has four floors in the building, from 16 through 19, and has another (the 15th floor) that it is sub-leasing on a short-term basis in the expectation it will provide room for any expansion. The agency formerly occupied space

at 247 Park Avenue.

The agency bills an estimated \$42.5 million in radio and television—and this broadcast relationship is reflected in the design of offices and facilities. Some of the radio-TV features:

- Six conference rooms are linked by closed circuit to the agency's TV-radio "station."

- Two theater-screening rooms, each equipped with 35mm and 16mm projectors as well as closed circuit facilities.

- An experimental workshop complex that includes a TV studio, a control room and projection room, a music room and an editing room.

- A photo studio and darkroom which among other things are used for TV purposes such as color correction, and photo storyboards.

\$70,000 gets \$4 million

Certified Grocers Inc., Chicago area chain of 550 stores, began spending about \$7,000 weekly some 10 weeks ago to buy 218 radio spots each week on four local stations to promote a "special of the week." The results as

of last week; Certified enjoyed a \$4 million jump in total sales during the period.

Yes, the radio campaign continues. Agency: Tobias & Olendorf, Chicago.

Agency appointments...

- Ex-Cell-O, Detroit, has appointed Campbell-Ewald, that city, as advertising agency for the firm's Pure-Pak, Staude and chemical products divisions. Campbell-Ewald will take over the accounts at the termination of the company's present agency contract.

- Zeigler Electronics, Gardena, Calif., (Ziegler facial exerciser) has named Cooke/Irwin Inc., Beverly Hills, Calif., to handle advertising and public relations. Television is being considered.

- U. S. Coast Guard has appointed Henry J. Kaufman & Associates, Washington advertising and public relations agency, to handle its enlisted men's and officer's recruitment promotion program. William F. Sigmund is account supervisor.

S&L Foundation sets record ad budget

For 1964 the Savings & Loan Foundation has approved the largest advertising budget in its 10-year history, and about 60% of it appears headed for television.

The foundation, through McCann-Erickson, New York, will place a TV schedule worth approximately \$1,680,000 covering NBC-TV's East-West Shrine football game and a group of specials on the same network.

Balance of the S&L Foundation's \$2.8 million total ad budget for the coming year will be put into radio and print media. Its radio advertising will include buys in the East-West and the National Football League championship games, both on NBC Radio.

The organization's advertising expenditure for 1964 represents an approximate 20% jump over its 1963 level. The campaign of the foundation will be based on a "growth dollar" theme.

Schlitz gets '64 Braves for about \$525,000

Radio and television rights for the Milwaukee Braves 1964 season have been purchased by the Jos. Schlitz Brewing Co. for an estimated \$525,000. The Braves got an estimated \$475,000 in rights this year (BROADCASTING, March 4).

Schlitz, through Majestic Advertising, Milwaukee, will keep one-third sponsorship for itself and sell off the other two-thirds of each game.

While the originating stations have not been named, Robert A. Uihlein Jr., president of Schlitz, said there are plans to televise 30 games in 1964, against 25 last season. "Some will be in color," he added.

Last season's radio network of 32 stations will be expanded, Mr. Uihlein said, to hopefully "as many as 50 stations . . . in Wisconsin, Illinois, Indiana, Iowa, Minnesota and Michigan."

WEMP and WTMJ-TV carried the Braves in 1963.

Rep appointments...

- WTRF-TV Wheeling, W. Va.: Edward Petry & Co., New York, as national representative.

- WGTC Greenville, N. C.: George P. Hollingbery Co., New York, appointed representative.

- WMBR Jacksonville, Fla.: Blair Radio named exclusive national sales representative.

- WGBI-AM-FM Scranton-Wilkes-Barre, Pa.: Mort Bassett & Co. appointed national sales representative.



Two Texas TV stations name ATS

Trigg-Vaughn Stations has named Advertising Time Sales, New York, national sales representative for two Texas stations, KROD-TV El Paso and KOSA-TV Odessa-Midland, effective Dec. 1. ATS says that the new representation makes the firm first in the number of client-stations in Texas with nine.

The announcement of the ATS

representation was made last week by ATS president Thomas B. Campbell (second from right). Others (from l-r) George Collie, vice president, Trigg-Vaughn TV Stations; William N. Davidson, vice president ATS; Cecil L. Trigg, president, Trigg-Vaughn (seated); and John Vacca, vice president, KOSA-TV (far right).

WARNING! This monitor may prove that your present stereo generator doesn't meet FCC requirements. If so, Call Collins. **WARNING!**

Collins' new 900C-1 accurately measures and monitors your FM stereo and mono programming in accordance with FCC rules.*

Collins designed and built the 900C-1 to help you eliminate any doubt as to just what your stereo signal is doing. Should trouble pop up, the 900C-1 tells you precisely what it is. You don't waste any time theorizing. You can go right to the source and correct it.

The 900C-1 is a versatile piece of equipment. Just take a look at the measurement and monitoring capabilities

it offers you: total peak frequency deviation measurement; individual modulation component deviation measurement; stereo signal demodulation for channel separation measurement; both monaural and stereo outputs for monitoring and proof-of-performance as required; wideband output for visual proof of separation with oscilloscope; AM noise level output for VTVM measurement; test points for main and pilot carrier frequency measurements.

In addition to these capabilities, the new Collins 900C-1 offers you money saving operational features. It is fully

transistorized. It uses only 50 watts of primary power. Heat dissipation is low and, through the use of conservatively rated components, you can count on long operating life.

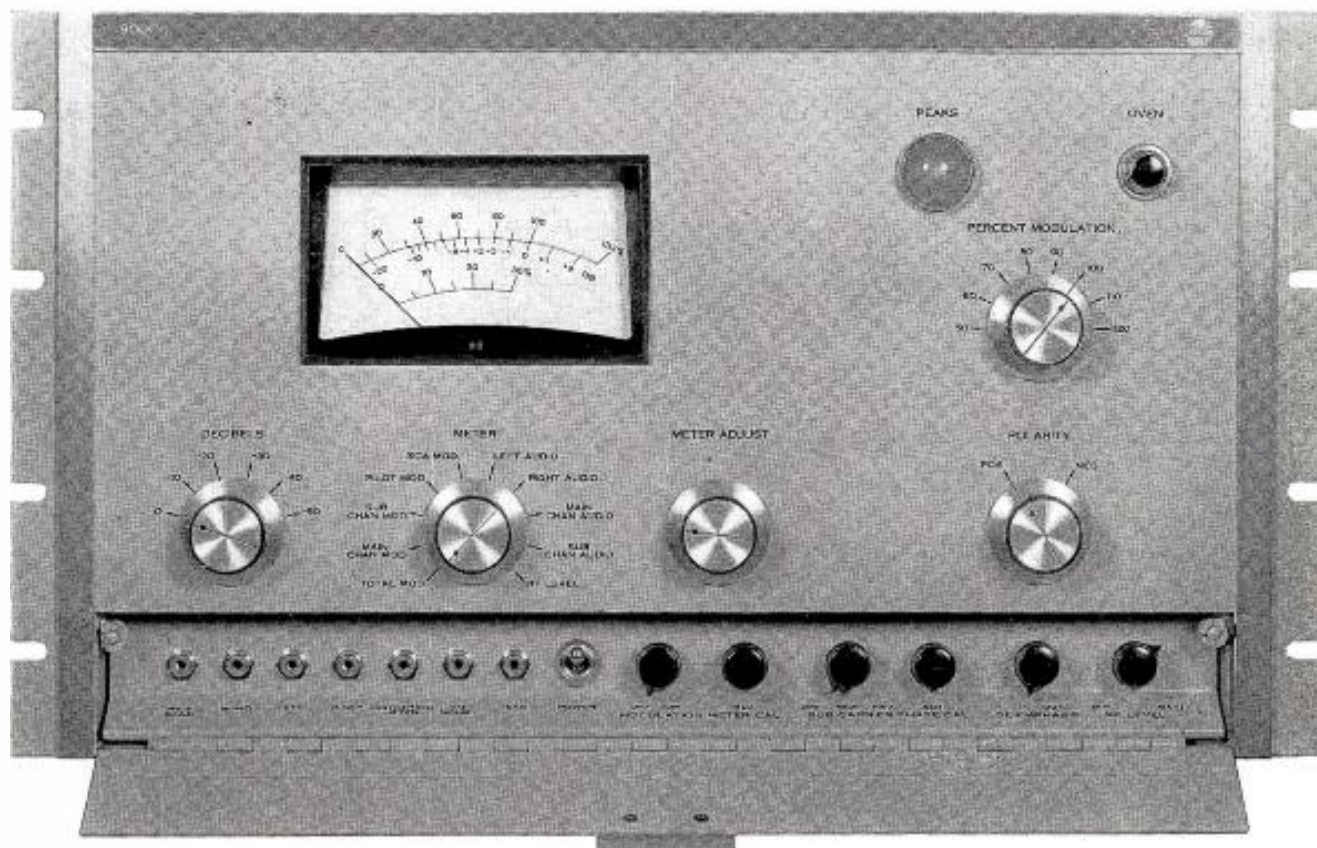
Let us give you all the facts on how Collins' new 900C-1 FM stereo modulation monitor can serve your current needs. Call or write today.

* FCC type-approved for main channel monophonic; no existing rules for stereo type-approval.

COLLINS RADIO COMPANY

• Cedar Rapids • Dallas • Los Angeles
• New York • International, Dallas

FINAL AUTHORITY



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			
street & number			
city	zone	state	

MAIL TODAY!

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

Ad Council using RCA exhibit

The Advertising Council has announced plans to take RCA up on its offer to use RCA's color TV exhibit at the 1964-65 New York World's Fair for production of public service messages in behalf of government agencies and private organizations. RCA and the council are developing plans now for the announcements, some of which will concern the Red Cross, Peace Corps, U. S. Forest Service and National Safety Council.

Color TV tapes produced at the RCA exhibit will be distributed by the council to commercial TV stations.

Subscription TV appoints Y&R

Subscription Television Inc., a newly formed closed circuit service, last week announced the agency appointment of Young & Rubicam, New York. The account will be serviced by Y&R's Los Angeles office in cooperation with the agency's San Francisco office.

The announcement of the appointment was made by STV's president, Sylvester L. (Pat) Weaver. Subscription TV plans to transmit programs on three channels simultaneously, with programming to start in the Los Angeles and San Francisco areas in the spring of 1964.

'Most offensive commercials'

"Luckies separate the men from the boys, but not from the girls," has been cited as "the most offensive commercial that I have heard" by Senator Frank Church (D-Idaho).

The senator offered his commercial critique in a speech about smoking and

CBS-TV buy for Factor

Max Factor & Co., Hollywood, will increase its advertising budget from \$6 million this year to \$7.5 million in 1964, with the bulk of the additional money going to television.

In a 13-week spring promotional campaign starting in mid-February, the cosmetic firm will sponsor four CBS-TV shows—*East Side/West Side*, *Alfred Hitchcock Show*, *The Nurses* and *Rawhide*. Cost of the CBS-TV purchases is estimated at \$1.2 million according to Marvin Mann, director of advertising for Factor. In addition, on a scatter plan, Max Factor is currently using commercials on five ABC-TV programs—*Fugitive*, *Breaking Point*, *Burke's Law*, *The Jerry Lewis Show* and *Hootenanny*. Agency is Carson/Roberts Advertising, Los Angeles.

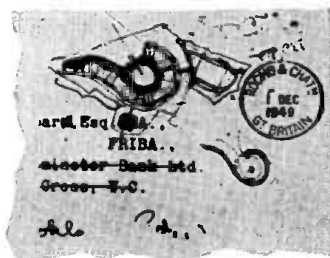
The *first* film showing the assassination of President Kennedy was telecast in New York on November 26.

It was a UPI Newsfilm *exclusive*.

It was serviced to UPI Newsfilm subscribers the world over.

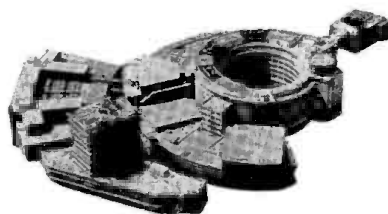


past



1936.... the BBC begins the world's first regular television program. After the war.... the decision to build a national Television Center. December, 1949.... the shape of things to come starts as an architect's doodle on an envelope.

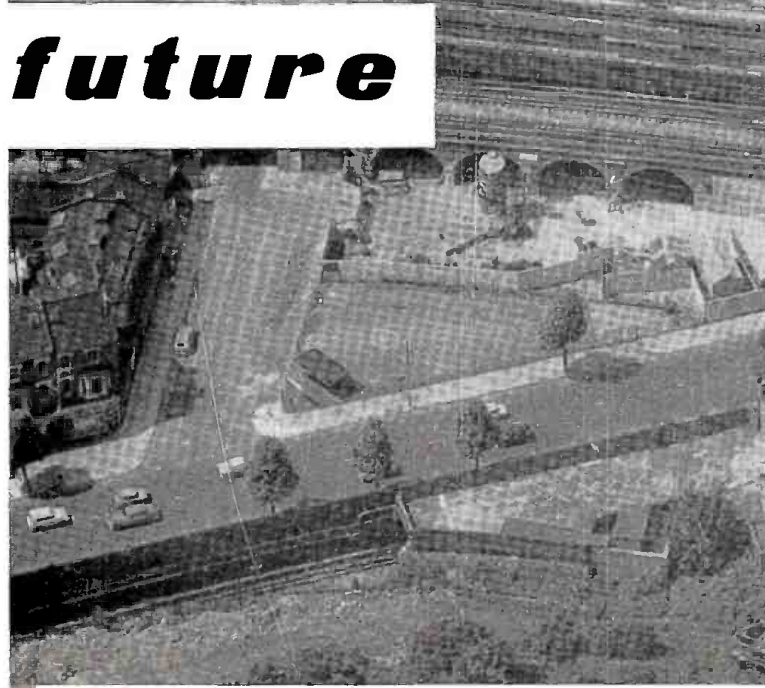
present

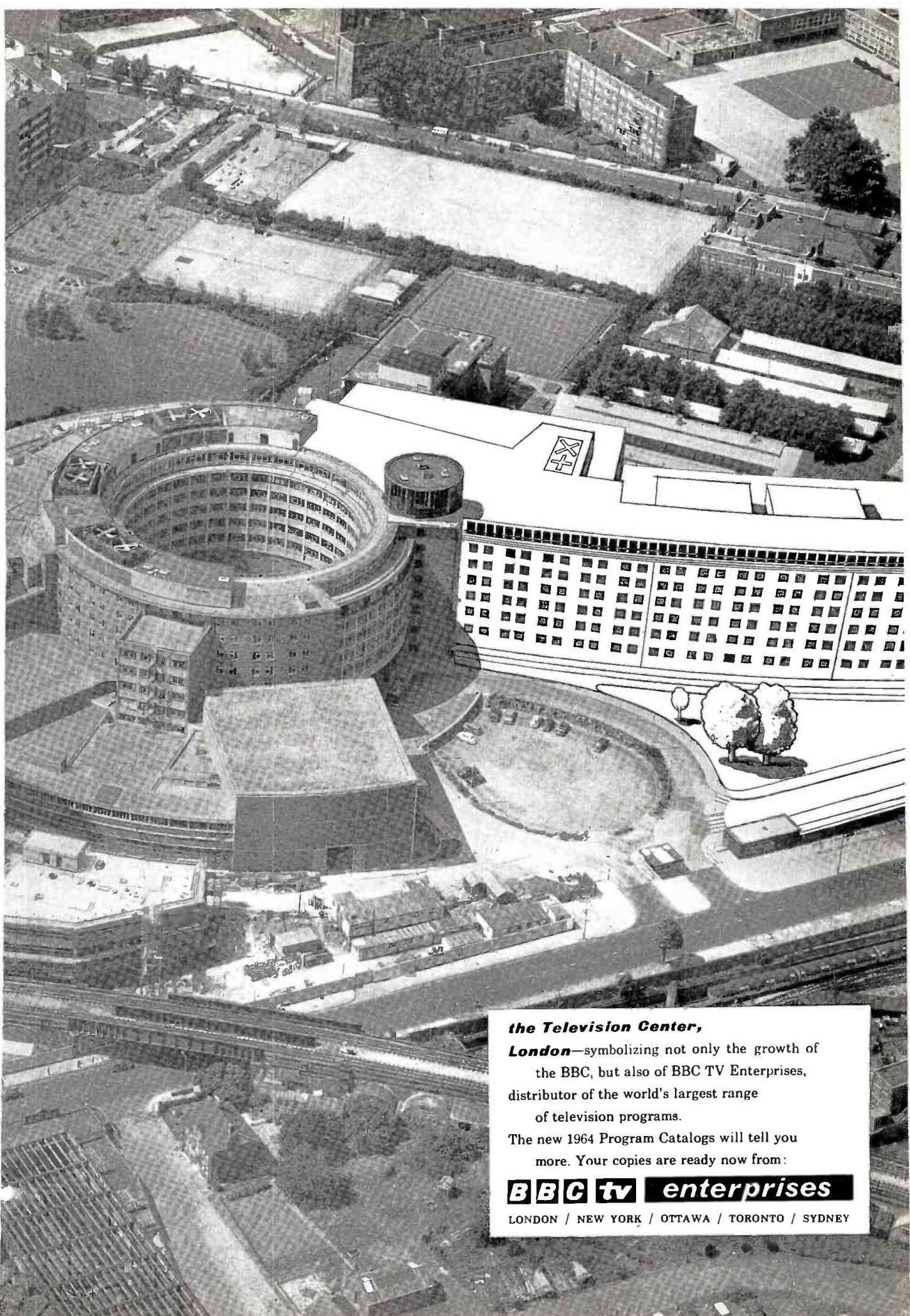


Today, an idea has become an actuality. The 13-acre Television Center in London is the home of a network covering 99% of the total population of Great Britain, with programs reaching over 12 million TV homes. Many of these programs are seen in more than a hundred countries throughout the world.

-and future

BBC TV is keeping ahead of the times.... a second network begins in the spring of 1964, to be followed closely by color television. To meet this expansion, the Television Center will grow until it alone houses ten (two of them color-equipped) of an estimated total of 25 production studios.





the Television Center,

London—symbolizing not only the growth of the BBC, but also of BBC TV Enterprises, distributor of the world's largest range of television programs.

The new 1964 Program Catalogs will tell you more. Your copies are ready now from:

BBC tv enterprises

LONDON / NEW YORK / OTTAWA / TORONTO / SYDNEY

168,614 TV spots monitored in one week

A total of 168,614 spot and local TV commercials were broadcast by the 238 TV stations in the top 75 markets in one week last month, according to the October national spot television survey of Broadcast Advertising Reports. Breakfast cereals were the most heavily advertised product category.

The 168,614 spots average out to 707 a week per station, or 101 a day.

The October monitoring report was released to BAR's agency clients last week.

When network commercials are

added to the one-week spot announcement total projected for a 52-week period, the result seems to confirm the monitoring firm's forecast made early this year that 18 million commercials would be televised in 1963.

The October study showed that about one-third of all spot TV announcements were accounted for by 10 product classifications in the 98-category breakdown which BAR employs.

Number of announcements by product in the top 10 category list

ranged between 7,341 for cereals and 3,895 coffees and teas.

In between came toys/games with 6,241; bread/rolls, 5,977; beer/ale, 5,860; local auto dealers, 5,184; petroleum products-batteries/tires/anti-freezes, 5,178; amusement/entertainment, 5,107; publications, 4,880 and soft drinks with 4,795.

The complete BAR October report, which covers 450 pages, lists every announcement of each advertiser and is broken down into six time segments daily. Commercial lengths also are indicated.

health in which he praised Senator Maurice B. Neuberger (D-Ore.) for her efforts against tobacco advertising directed to youngsters.

"The advertising campaign to persuade adolescents to smoke" is "one of the most objectionable facets of the cigarette problem," Senator Church said.

Also in advertising . . .

8,000 square, creative feet ■ Geyer, Morey, Ballard will take an added 8,000 square feet of floor space on the eighth floor of its New York headquarters, at 555 Madison Avenue. Purpose of the expansion is to accommodate all of the agency's creative staff on one floor.

New marketing service ■ A new food industry marketing firm, Follow-Thru Ltd., headed by Larry Hersh, has been set up at 211 East 53d Street, New

York. The new company will help retail chain stores with local tie-ins of radio and TV network commercials and otherwise coordinate sales promotion and communications problems between retailers and the manufacturers and advertisers.

Leases space ■ Buchen Advertising, Chicago, has signed a \$1.5 million lease as second tenant to contract for space in the new Gateway Center Building now under construction there at 10 South Riverside Plaza. An early 1965 move is expected.

Agency move ■ Enyart & Roe Advertising, Los Angeles, has moved to 8330 West 3d Street, in that city. Zip code: 90048. Telephone is 651-3900.

On the march ■ R. H. Gibb Advertis-

ing, expanding operations, has moved from Anaheim, Calif., to 1680 North Vine Street, Hollywood. Telephone is 466-9231.

New rep office ■ The McGavren-Guild Co., New York station representative firm, has leased 4,000 square feet of office space on the 18th floor of the Union Carbide Building in that city. The firm says it will double its office space when it leaves its present quarters.

Hawaiian move ■ Compton Advertising Inc., New York, reports it has acquired a substantial interest in Len Carey Inc., Honolulu. The name of the agency has been changed to Compton-Carey Inc. and Mr. Carey has been elected its president and a vice president of Compton Inc.

THE MEDIA

It appears to be status quo at FCC

HENRY OFFERS TO STEP ASIDE, BUT IT'S CONSIDERED A FORMALITY

The sudden change in national administrations is not expected to have an immediate effect on the New Frontier character of the FCC—or any other regulatory agency. This, at least, is the estimate of commissioners and staff members who have seen other national administrations come and go.

These officials don't pretend to have any inside information. And they say it's much too early in the Johnson administration to attempt any hard and fast predictions. But they generally agree that so long as the commission personnel remains the same, the policies will not change.

FCC Chairman E. William Henry has offered to step aside, as chairman. He said last week he wrote President

Johnson, putting himself at the President's "disposal." The chairman didn't make the letter public.

Chairman Henry, who was named to the commission by President Kennedy in October 1962 and who was designated as chairman last May, said he thought the letter "appropriate." The President, he said, "should have as chairmen of the regulatory agencies people who share his views."

President's Choice ■ Actually, a new President has the prerogative of designating his own chairman, regardless of the wishes of the occupant of that office. Commissioner Frederick W. Ford had to step down as chairman in 1961 when President Kennedy appointed Newton N. Minow to the

commission and also named him chairman.

If President Johnson were to ask for Chairman Henry's resignation, the effect on the commission would be dramatic, since it would be a clear indication the President was out of sympathy with the generally "hard" regulatory line the FCC has taken under Mr. Henry.

However, President Johnson has laid great stress on his determination to continue the policies of the former administration, and he has asked Kennedy appointees to stay in office.

A President sets the tone of an independent agency, such as the FCC, through the appointments he makes. But once they are installed, the mem-

**How do you
make the
best one
better?**



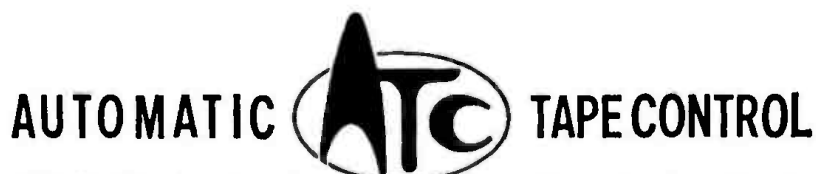
Add direct tape drive to Automatic Tape Control

Another first from Automatic Tape Control. A direct drive motor completely eliminating troublesome belt changing, flywheel bearing problems and speed differences between machines. A quality feature previously available only in the finest reel-to-reel tape machines, Automatic Tape Control now offers this great advance as standard equipment at no additional cost. Consisting of an especially designed hysteresis synchronous ball bearing motor, ATC's direct capstan drive provides trouble free and virtually noiseless operation at all times. And, because only the highest quality

sealed ball bearings are used, no lubrication is required. An absolute minimum of eight inch-ounces of driving torque completely eliminates tape slippage and pinch wheel pressure problems on all cartridge sizes and tape lengths. Through extra care in manufacture and assembly, wow and flutter is less than .2% rms and timing accuracy is better than 99.8%—comparable to the finest reel-to-reel machines.

For more information on this great advance in tape cartridge equipment, contact Automatic Tape Control or your area ATC distributor.

Originators of the tape cartridge system for broadcasters



209 E. Washington St.

Bloomington, Illinois,

bers make the policy. Commissioners and staff members say the only pressure the agency feels is from Congress, not the White House.

As a result, the commission is expected to maintain its New Frontier personality, to continue to play the activist role that has often disturbed broadcasters. It will continue to concern itself with overcommercialization, with programing, with proposals for slowing down the growth of AM broadcasting and the host of other controversial issues now pending. And it will continue to pursue a policy of strict enforcement of commission rules and regulations.

Ford's Term ■ Unless a commissioner resigns, the new President won't have an opportunity to fill a vacancy until June 30. At that time, Commissioner Ford's term expires. Mr. Ford is a Republican who has often parted company with the New Frontiersmen on controversial issues.

Since the commission now has its full complement of Democrats—the Communications Act allows no party more than four members—Commissioner Ford could not be replaced by a Democrat. If the President doesn't reappoint Commissioner Ford, he would have to name another Republican or an independent.

The terms of the Kennedy appointees have the longest to run. The term of Commissioner Lee Loevinger, who was named to fill the vacancy created by Mr. Minow's resignation, extends to 1968. Chairman Henry's term expires in 1969, and Commissioner Kenneth A. Cox's, in 1970.

But even beyond these considerations, observers believe the new President, regardless of whatever views he might hold, doesn't have the time to consider the problems of the regulatory agencies. For the next few months, he will be immersed in the task of assuming the reins of government. And then he will be involved in a re-election campaign.

Post-'65 ■ Consequently, it probably won't be until 1965, assuming his re-election, that President Johnson will be able to begin putting his own stamp—as distinct from John F. Kennedy's—on the form and direction of the U. S. government, including its regulatory agencies.

However, this doesn't mean the death of President Kennedy and the succession of President Johnson has had no effect on the commission. One staff member said "a state of uncertainty" has permeated the agency.

There is, perhaps, an even subtler psychological effect. Although President Kennedy may not have "told" the com-

mission what policy lines to take, his mere presence had an effect. His energy and his intellectuality attracted men to his administration who felt television had a mission to uplift and inform the public—in the form, among other things, of documentaries, discussion programs and better children's programing. And these attitudes were reflected in the views—and in some of the policies advocated—by most of President Kennedy's FCC appointees.

President Johnson, too, is an activist. But his style and interests are different from those of President Kennedy. It remains to be seen, therefore, whether any of the steam goes out of the drive to adopt policies, inspired at least in part by the Kennedy era, to "upgrade" programing.

Changing hands

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

■ **WAPA San Juan, P.R.:** Sold by Jose Ramon Quinones to the Hearst Corp. for a reported \$700,000. Hearst Corp. owns WBAL-AM-FM-TV Baltimore, WISN-AM-FM-TV Milwaukee and WRYT-AM-FM and WTAE(TV) Pittsburgh. It also publishes a chain of newspapers and magazines. Mr. Quinones will remain with the station in an advisory capacity. WAPA, founded in 1947 by Mr. Quinones, operates fulltime on 680 kc with 10 kw.

■ **WGHN Grand Haven, Mich.:** Sold by Richard D. Gillespie and associates to Douglas J. Tjapkes, George Klies and William Mokma for \$120,000. Mr. Tjapkes is general manager and Mr. Klies, sales manager of WJBL Holland, Mich. Mr. Mokma is a Holland businessman. Station operates daytime only on 1370 kc with 500 w. Broker: Hamilton-Landis & Associates.

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

■ **WMAY Springfield, Ill.:** Sold by Gordon Sherman and associates to Stuart Broadcasting group for \$700,000 plus agreement not to compete. Stuart stations are KFOR Lincoln, KRGJ Grand Island, KODY North Platte, all Nebraska; KSAL Salina, Kan.; KMNS Sioux City and KOEL Oelwein, both Iowa. James Stuart, 89% owner, is president of Stuart stations. WMAY operates fulltime on 970 kc with 1 kw day and 500 w night.

■ **WAUX-AM-FM Waukesha, Wis.:** Sold by Mig Figi, Charles E. Williams and group to Midwest Broadcasting Co. for \$425,000. Midwest Broadcasting is

Media transaction? get our viewpoint

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

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Chicago, Illinois
Financial 6-6460

ATLANTA

Clifford B. Marshall
Stanley Whitaker
John G. Williams
1102 Healey Bldg.
Jackson 5-1576

BEVERLY HILLS

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

headed by C. Wayne Wright and owns WJLM Albion, Mich., and WFRL Freeport, Ill. WAUX is a 10 kw daytimer on 1510 kc; WAUX-FM operates on 106.1 mc with 3.8 kw.

NABET again asks stop on Rockford sale

The National Association of Broadcast Engineers and Technicians last week continued its opposition to the sale of WROK-AM-FM Rockford, Ill., to WROK Inc. by Rockford Broadcasters Inc.

The union requested that the FCC vacate its approval of the sale and hold a hearing. NABET said that the new licensee will not recognize a collective bargaining agreement made by the NABET with Rockford Broadcasters and that its treatment of the union in general has shown that WROK Inc. is not qualified to be a licensee.

One of the factors the commission pointed out, in approving the sale of the stations, was WROK Inc.'s willingness to negotiate with the NABET (BROADCASTING, Oct. 28). The FCC said WROK Inc. would bargain with any representative selected by its employees.

NABET said the new station owner did not make good its word and has questioned whether NABET can be said to represent its engineers. The union also complained that WROK Inc. had cut its engineering staff from four to two persons and may, when new equipment is installed, release another; has terminated its pension and savings plans, and claims that it need not bargain with the NABET because the stations have no contract with it.

Krueger chides media on 'childish' conflicts

Conflicts between the electronic media and the press were characterized as "childish" last week at a meeting of the Wisconsin membership of the Associated Press.

Jack Krueger, news manager of WTMJ-AM-TV Milwaukee, participating in a panel discussion on the overlapping news problems facing the broadcasting and newspaper industries, voiced concern about intermedia disputes and went on to advise these media to "close ranks to fight to save their constitutional rights."

Mr. Krueger enumerated common problems confronting broadcasters and the press including "withholding of information by federal agencies," increases in wire rates, "ridiculously high" awards by juries in libel suits, and training policies of the media in preparing young persons for journalism careers.

William Huffman, publisher of the

District 9 election

Two Wisconsin broadcasters have been nominated in a special election to fill the District 9 vacancy on the National Association of Broadcasters' radio board. The winner will fill out the unexpired term of the late George Frechette, WSAU Wausau and WEHR Wisconsin Rapids, both Wisconsin, which runs through the NAB convention in the spring of 1965.

Opposing nominees for the board seat representing Illinois and Wisconsin are Edward D. Allen Jr., president and general manager of WJOL Sturgeon Bay, and Richard D. Dudley, president and general manager of WSAU. Official ballots were mailed to member stations in those two states last week and results will be announced Dec. 12, the NAB said.

Wisconsin Rapids Tribune (which owns WFHR-AM-FM Wisconsin Rapids and has part interest in WSAU-TV Wausau, Wis.), told of advantages in common ownership of broadcast and newspaper properties. These, he said, are more thorough

coverage of local news and a sharing of operational expenses.

However, he acknowledged the danger of a radio station becoming apathetic about being "scooped" by its affiliated newspaper.

FM says it was victim of over-eager crusaders

WCLM(FM) Chicago says that the revocation proceeding against it results from a "violent" newspaper campaign against the problem of organized crime in Chicago.

The station made the statement in a brief filed with the commission asking for oral argument on an initial decision recommending revocation of WCLM's FM license and and subsidiary communications authorization (BROADCASTING, Sept. 23).

Among the charges against the station is one that it used its multiplex facility to provide bookies with prompt reports of horserace results. The station maintains that the horse-race information it broadcast was within the law.

But, it adds, law-enforcement officers, "under the pressure of publicity" and in their "eagerness to account for an inability" to halt the activities of "actu-

EXCLUSIVE BROADCAST PROPERTIES!

FLORIDA —Absentee owned daytimer with good area coverage. Needs owner-operator attention. Priced at \$150,000.00 with real estate or \$125,000.00 without. *Contact—Barry Winton in our Washington office.*

MIDWEST —Fulltime AM-FM combination with good real estate. Grossing \$10,000.00-plus monthly and offering much greater potential. Priced at \$195,000.00. *Contact—Richard A. Shaheen in our Chicago office.*

Hamilton-Lundis

& ASSOCIATES, INC.

John F. Hardesty, President

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DALLAS
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Riverside 8-1175

SAN FRANCISCO
111 Sutter St.
EXbrook 2-5671

RADIO • TV • CATV • NEWSPAPERS

America's Most Experienced Media Brokers

ETV to be on commercial tower

As a part of its effort to aid educational television, the Polaris Corp., owner of the commercial KEND-TV (ch. 11) Fargo, N. D., plans to allow its new 2,063 foot tower to be used by the educational channel 2 outlet in Grand Forks.

KEND-TV, which intends to change its call letters to KTHI, will share its tower with either the University of North Dakota or the North Dakota State University.

The tower-sharing plan was pro-

posed by the Polaris stations—headed by Dick Shively, vice president in charge of the broadcast division—to mutually strengthen educational and commercial outlets through cooperation. The other Polaris stations, all now involved in helping educational efforts or with plans for future involvement, are WTVW-TV Evansville, Ind.; KCND-TV Pembina, N. D.; KXOA-AM-TV Sacramento, Calif., and WKYW Louisville, Ky.

ally menacing organizations,” decided to “eliminate legitimate racing news, particularly if presented by a weak FM station.”

The station said discrimination against the radio broadcast of such news “cannot be the occasion for revocation.” It said the immediate broadcast of all other sports events “known to be vehicles of illegal gambling is permitted.”

Another charge against WCLM was that William G. Drenthe failed to supply information requested by the commission. Mr. Drenthe was manager of the station from 1953 until Sept. 1, 1962, and headed Newsplex Inc., which broadcast over the subcarrier frequency.

The station said Mr. Drenthe’s “initial refusal” to supply the information was based on his fear that disclosure would have “endangered him without justification under conditions existing in Chicago.”

The commission had asked for information on Newsplex stockholders and subscribers. The commission also asked him to fill out a questionnaire concerning the broadcast of horserace information.

WCLM said that federal, state and Chicago police had requested the same information “for the purpose of attempting to convict Drenthe and possibly members of his family for some undisclosed crime.”

NAB reports on colleges offering radio-TV

There are 2,994 junior and senior college students attending 111 U. S. colleges and universities this fall who are majoring in radio and television, according to a study on broadcast education released by the National Association of Broadcasters last week. This represents 89 more students majoring in broadcasting than reported by 105 schools a year ago.

The eighth annual NAB report also disclosed that 59 universities which offer

masters degrees in broadcasting had a total of 593 radio-TV students. A doctoral degree in radio-TV is offered by 15 universities, the NAB said, which this fall reported 132 students. There are a total of 112 colleges and universities offering degrees in broadcasting, with one school reporting to the NAB that it offered a masters in the subject but no bachelors degree.

Dr. Harold Niven, assistant to the NAB vice president for planning and development, prepared the report. He is a former president of the National Association of Educational Broadcasters and head of the University of Washington radio-TV department.

Joint study committee to hold first meeting

The steering committee which will oversee a study of radio methodology research will hold its first meeting in New York this Friday (Dec. 6). The committee is composed of representatives of the National Association of Broadcasters and the Radio Advertising Bureau (BROADCASTING, Nov. 18), in the joint study first proposed by the RAB.

Presently composed of five members from each organization, the committee plans to add two additional members from both the NAB and RAB, raising its membership to 14. One of the first orders of business will be the selection of a chairman, who will be picked from outside the committee members.

New tower operative

KGW-TV Portland, Ore., began operating at full power (316 kw) from its new 925-foot tower last Tuesday (Nov. 26). The new antenna, 277 feet higher than the tower that was blown down by high winds on Oct. 12, 1962, is the tallest in Oregon, KGW-TV reports. It is 2,049 feet above sea level. The tower is topped by a 76-foot RCA traveling wave antenna weighing almost 6½ tons.

Court denies appeal in Boston TV case

A plea for a stay of the comparative FCC hearing among four applicants for Boston channel 5 was denied last week by the U. S. Court of Appeals in Washington. The court, at the same time, heard arguments on an appeal against the FCC’s 1962 decision affirming its 1957 grant of the Boston facility to the *Boston Herald-Traveler* (WHDH-TV) and granting it a four months license.

The stay request had been filed by WHDH-TV Inc. WHDH-TV also appealed against the FCC’s 1962 decision which held that Robert Choate, publisher of the *Herald and Traveler*, saw then FCC Chairman Robert C. McConnaughey while the initial comparative hearing was underway and attempted to convince him of WHDH’s superiority.

Greater Boston Television Corp., also one of the original applicants, appealed completely against the 1962 FCC ruling. It claimed that it should have received the grant for the channel 5 facility since it was found without blemish in the ex parte accusations.

The Boston channel 5 case began in 1957 when WHDH Inc. was granted the Boston facility after a comparative hearing with two other applicants. In 1958, allegations of off-the-record meetings between representatives of some of the applicants and FCC commissioners were made before Representative Oren Harris (D-Ark.) and his Legislative Oversight Committee. The case, which was already in the court on appeal, was returned to the FCC for investigation. A special hearing examiner, after a

Bell takes over codes

Howard H. Bell assumes command of the code operations of the National Association of Broadcasters today (Dec. 2) as successor to Robert D. Swezey as director of the code authority. Mr. Bell was appointed by NAB President LeRoy Collins three weeks ago, subject to confirmation by the association board at its January meeting (BROADCASTING, Nov. 11).

The NAB’s executive committee already has endorsed the Bell appointment. Mr. Swezey, who announced his resignation last summer, had been code director since the position was created in 1961. Mr. Bell has been on the NAB staff since 1951 and for the past 1½ years has been vice president for planning and development. A successor to Mr. Bell has not been appointed.

hearing, held that no evidence had been introduced proving that WHDH principals had overstepped the bounds of propriety, but the FCC in 1960 overruled this viewpoint and issued comparative demerits against WHDH-TV and Massachusetts Bay Telecasters, also one of the original applicants.

The court argument last week was heard by Circuit Judges E. Barrett Prettyman, Warren E. Burger and J. Skelly Wright. Arguing for WHDH-TV was William J. Dempsey, for Greater Boston, J. Joseph Maloney Jr., and for the FCC, Max D. Paglin, its general counsel.

There are four applications pending for the channel 5 facility, plus WHDH-TV's for renewal. The new applicants are Greater Boston TV Corp., Hub Broadcasting Co., Boston Broadcasters Inc. and Charles River Civic TV Inc. (BROADCASTING, April 1).

Denver pay TV asks for another extension

Immediately on the heels of receiving an extension to Dec. 4, KCTO(TV) Denver has filed a request for a further 60-day extension of its deadline to begin its authorized pay TV system. The latest request would make the fourth extension KCTO has requested.

The station says it will use the 60 days to prepare an application for modification of its authorization to permit its subscription system to broadcast a scrambled picture. The video security KCTO is seeking was described as one of the matters involved in obtaining programs. Lack of program material has been one of the factors delaying the advent of the system (BROADCASTING, Oct. 7).

But the change in the manner of broadcast would cause more delays and KCTO said it will ask for up to six months more if it receives the requested extension.

Rollins buys outdoor group

Rollins Broadcasting Co. has acquired the Mexican facilities of General Outdoor Advertising Co. for a reported \$500,000.

The Mexican subsidiary of General Outdoor has plants and offices in Mexico City, Guadalajara and Monterey. Rollins already is in the outdoor advertising business in the Southwest, mainly in Texas.

This is the second acquisition of a General Outdoor plant by a broadcast group in recent weeks. Four weeks ago, Metromedia Inc. paid \$13.5 million for General Outdoor's New York and Chicago facilities (BROADCASTING, Nov. 4). Metromedia, in addition to its broadcast properties, also owns Foster & Kleiser, national outdoor advertising company.

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THE HOUSE AND LBJ

Rogers doesn't expect any changes in FCC policy unless Congress steps in

The chairman of the House Communications Subcommittee, spearheading a drive to halt FCC efforts toward stricter regulation of broadcasting, talked last week as if he expected the commission to continue in that direction unless stopped by the Congress, even with a new President in office.

The membership of the commission remains unchanged, although President Johnson may wish to name his own chairman, Representative Walter Rogers (D-Tex.), subcommittee head, said in an interview Tuesday (Nov. 26). Commissioner Robert T. Bartley, a fellow Texan and nephew of the late Speaker of the House Sam Rayburn, President Johnson's mentor, seemed a likely candidate (BROADCASTING, Nov. 25), Representative Rogers said.

The next day FCC Chairman E. William Henry eased the way for just such a move by writing the new President

that he would step down from his chairmanship or the commission itself if Mr. Johnson desired (see page 72).

Representative Oren Harris (D-Ark.), chairman of the parent Commerce Committee, refused to speculate on specific moves the new President might make in the regulatory field, saying it was a little too soon to tell. But Representative Harris had this to say:

"President Johnson is rightly concerned about the strength and fiber of broadcasting and the news media, not just because of his long service in the Congress, but his close association with the broadcasting industry itself [the LBJ stations]. I think he's going to continue the theory that this is a service that belongs to the public [and] I think he's going to be firm that the regulatory process be carried out."

Then, with perhaps a thought back to his own investigations of alleged ex-

parte contacts by commissioners, payola and rigged quiz shows, Representative Harris said, "He's also going to be firm with the attitude that those who are going to perform the immense task [of public office] are going to do so with the highest degree of integrity, as did President Kennedy."

On a future course for the FCC: "Our regulatory agencies are doing a difficult task, and I don't agree with all of their actions, but I think they're going to do the best they can."

Subcommittee And FCC Plans • Representative Rogers's thoughts turned to his immediate plans for countering the (present) FCC and its July 26 interpretation of the fairness doctrine enunciated in 1949. Two weeks ago the communications panel approved a bill of Representative Rogers's that would prevent the FCC from regulating the length and frequency of commercials, a proposal the FCC defended during a three-day hearing early last month (BROADCASTING, Nov. 11). That bill now is before the full Commerce Committee.

Enactment of any legislative measure to counter the FCC seemed remote and even clearance by the committee before the end of the year seemed unlikely, but Representative Rogers said he planned to call his subcommittee into another executive session, probably this week, to consider further means to head off the FCC.

The FCC has turned down his request that it suspend a schedule of license fees, set to start Jan. 1, until his subcommittee can hold a public hearing on whether the commission has the authority to proceed. Representative Rogers said, however, that he has heard that several groups plan to seek court action, probably an injunction, to prevent the fees from becoming effective until their legality can be determined. He did not identify the groups, but did say they were not necessarily broadcasters.

The subcommittee also will consider the FCC's activities in behalf of fairness. Having conducted extensive hearings on editorializing and fairness in July and September, the panel may issue a report on the subject rather than propose legislation, Representative Rogers said. Chairman Henry has informed him that the commission will stand on its already known position on fairness rather than make another appearance before the subcommittee, as had been expected earlier, the congressman said.

Representative Rogers said he thought the FCC has the power to say that broadcasters "should strive for fairness, but when they get down to detail and rulemaking," that's another story. "Fairness is more of a suggested matter [of principle] to be taken into consideration



WOC-AM-FM-TV dedicates new building

Dedication of the \$2.5 million broadcast center of WOC-AM-FM-TV Davenport, Iowa, was full of surprises for David D. Palmer, president. Mr. Palmer (r) was the recipient here of the original station representation contract which he himself had signed on June 18, 1932, in behalf of woc and its sister station, WHO Des Moines. Presenting the contract is H. Preston Peters, presi-

dent of Peters, Griffin, Woodward, successor to the founding firm, Free & Sleininger. WHO and woc were charter clients of the representation firm. At the same observance (Thursday, Nov. 21) Ben F. Waple, FCC secretary, personally delivered the license renewal for woc-TV which had been in abeyance for over a year, caught in the FCC's backlog (BROADCASTING, Nov. 25).

by the FCC at the time when licenses are renewed. . . . Unless we try to spell out a fairness doctrine with guidelines, we should not try to pass a bill," he continued.

When he announced his editorializing hearing this summer, Representative Rogers said one of its objectives would be to make progress "in providing guidelines both for the protection of the broadcaster and the public." Those guidelines may come out of the subcommittee's report, he suggested last week.

It is also possible the report may urge the FCC to reconsider its stand on fairness. Representative Harris has been

responding to mail he has received on fairness with a statement that it is his "sincere hope and expectation that the FCC will re-examine the several recent interpretations of the doctrine and will attempt to modify the application of that doctrine so as to provide broadcasters with fair and workable standards" for editorials and controversial issues.

Representative Rogers warned, however, that if the commission rules that broadcasters must offer free time to answer paid, controversial broadcasts, and if it intends to start cancelling licenses on such cases, then that is when the Congress ought to step in.

Conflict of interest law may be eased

CONGRESS ASKED TO EXEMPT SOME EMPLOYEES

Conflict of interest, a phrase heard often in the halls of Congress these days, is the subject of identical communications bills now pending in the House and Senate.

The measures, S 2319 and HR 9155, were requested by the FCC and would liberalize employee conflict of interest regulations to exempt special government employees, usually part-time consultants. The bills were introduced by Senator Warren G. Magnuson (D-Wash.) and Representative Oren Harris (D-Ark.), chairmen, respectively, of the Senate and House Commerce committees.

The Senate committee, meanwhile, is expected to be asked soon to consider a conflict of interest bill introduced by Senator William Proxmire (D-Wis.) that would prevent the FCC from giving members of Congress a special advantage in community service criteria in judging applications before the FCC due to their public office. Senator John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, which heard testimony on the bill early this fall (BROADCASTING, Sept. 9), said last week that the measure has been redrawn to include all public officials, elected or appointed.

BROADCASTING studies have shown more than 20 congressmen, senators or their relatives have interests in broadcast stations.

Senator Proxmire, who agreed with the revision when he testified in September, has pursued adoption of such a measure since 1960 when an FCC hearing examiner held that Capital Cities TV Co., an applicant for channel 10 Albany, N. Y., was "manifestly superior" in civic participation, because five owners were congressmen. The FCC, which opposed the Proxmire bill at the Senate hearing, argued that the commission reversed the examiner in the Capital Cities case and does not

give special weight to applications on the basis Senator Proxmire has cited.

A proposal offered by Senator Strom Thurmond (D-S.C.) that congressmen not be allowed to hold any interests in stations because they are in a position to influence the FCC has received no support from the committee.

Subsequent to the hearing, with the wide publicity news media have given to financial dealings of Robert G. (Bobby) Baker, who recently resigned his post as secretary to the Democratic majority in the Senate, several other bills have been introduced which relate to disclosure of private holdings by members of Congress. Their supporters point out that the congressmen, while setting rigid standards for the behavior of members of the executive branch make no such rules for themselves.

At least one lawmaker has proposed that if Congress votes itself an increase in salary, it also should "require members to make their congressional careers a full-time occupation" and give up outside interests.

Money bill for FCC goes to conference

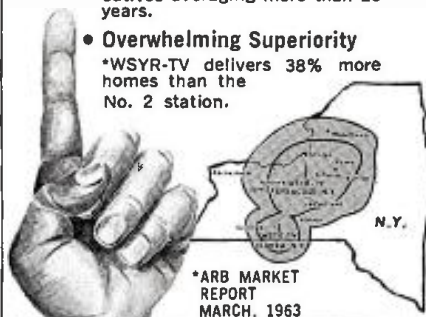
The FCC, the Federal Trade Commission and other government agencies not yet authorized funds for their fiscal 1964 operations which began July 1 were given authority last week to continue spending at the fiscal 1963 rate.

Congress agreed Tuesday (Nov. 26) to a continuing resolution, the legislative device which allows the government to function without passage of appropriations measures. Similar resolutions have been passed every few months since the new fiscal year began this July.

The next step toward enactment of a bona fide appropriation bill for the agencies is a conference among mem-

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bers of the House and Senate appropriations committees to iron out differences in their respective versions of such legislation.

The House voted \$15.8 million for the FCC and \$12.1 million for the FTC. The Senate agreed to a \$400,000 cut for the FCC (a \$15.4 million total) and restored \$229,500 for the trade commission (a \$12,329,500 total) (BROADCASTING, Nov. 24).

Senate conferees named last week include Senator Warren G. Magnuson (D-Wash.), chairman of the Commerce Committee as well as the Senate's independent agency appropriation unit, and Senator Gordon Allott (R-Colo.).

Senator Allott, ranking Republican member of the independent offices appropriations subcommittee, pushed for adoption of stern language in the committee report which urged the FCC to cooperate with broadcaster efforts in self-regulation "rather than to contemplate mandatory regulation" (CLOSED CIRCUIT, Nov. 11).

NBC publicists seek to join Teamsters union

Publicists of NBC, Hollywood, represented by the National Association of Broadcast Employees & Technicians Local 53 (AFL-CIO) since May 1953, have filed with the National Labor Relations Board for a decertification election and indicated that their preference would be to join the Teamsters' Brotherhood.

The 15-member group, according to shop steward Norman Frisch and member Rolf Gompertz, who along with

Herman Lewis, make up the NBC group's proposal committee, met Nov. 14 with NABET business agent Syd Rose and Local 53 president John Allen. The publicists charged that Rose advised them their move would leave them "forever barred" from representation by any AFL-CIO union. There was no comment from Rose to this charge.

NABET also represents ABC publicists in Hollywood. CBS is represented by International Alliance of Theatrical Stage Employees. NBC's contract expires Jan. 31, 1964.

WDSM-TV's color activities ready to roll

WDSM-AM-TV Duluth, Minn.-Superior, Wis., has completed expansion and remodeling of studio and office facilities and expects to begin local live color TV programming this month, it was announced last week by Robert J. Rich, general manager. Over \$100,000 has been invested in the project.

An NBC-TV affiliate, WDSM-TV began airing network color in 1956. Last year the station added color film and slide equipment to enable colorcasting of local commercials and films. Now a new RCA 41-K color camera chain will enable local live color.

WDSM-AM-TV's third annual "Christmas City of the North" parade and major local retail promotion were to have kicked off in that community Nov. 22 but were delayed at the last moment by the assassination of President Kennedy. The event was rescheduled last Friday.

ABC-TV executives meet with affiliates

ABC-TV executives were scheduled to start meeting in New York today (Dec. 2) with station managers from affiliate stations for a series of discussions on progress made during the past year and program plans for the 1964-65 season. The New York regional meeting will be followed on Dec. 4 with a similar discussion in San Francisco, and another on Dec. 6 in Chicago.

Among the ABC executives to attend all three meetings are: Thomas W. Moore, president of ABC-TV; Elmer Lower, president ABC News, special events and public affairs; Julius Barnathan, vice president and general manager ABC-TV; Edgar J. Scherick, vice president in charge of network programming; Robert L. Coe, vice president in charge of TV stations relations; and Chester R. Simmons, vice president in charge of Sports Programs Inc.

Media reports...

Broadcast scholarship ■ The Association of Broadcast Executives of Texas has established an annual \$500 scholarship fund for college students planning to pursue a career in radio-TV. ABET, which hopes to increase the value of the award as the years pass, will give the first such scholarship for the semester starting September 1964.

Indiana experiment ■ WSBT-AM-FM-TV South Bend, Ind., recently conducted "an experiment in mutual learning" by

PROGRAMMING

FETZER BASEBALL PLAN FACES DELAY

Majors' '64 schedules, commitments too far along

The blueprint for baseball "spectaculars" to be shown nationally on television without blackouts (BROADCASTING, Oct. 14), has been shelved for 1964 by its architect, John Fetzer.

Mr. Fetzer, president of Fetzer Stations and owner of the Detroit Tigers, said that hopes for such games in 1964 withered away for several reasons. "The schedules of the clubs are all hard-and-fixed for next year. Time caught up with us and we couldn't hold up the schedules any longer. Also, several clubs have contract commitments in connection with regional rights and it will take another year to get them into line for 1965."

However, Mr. Fetzer said that at the major league meetings which begin in Los Angeles next week (Dec. 9), he will propose to the clubs to "go directly

to large national advertisers who have shown intense interest in our plan, sell our rights to them and then take the completed package to the networks for acceptance or refusal."

Mr. Fetzer did not identify the prospective sponsors, but said the reason for the interest shown is the fact that his plan "envisions very few, if any blackouts. And the baseball broadcast sponsor can get impact in every major market," which was not possible before this.

When he originally made his proposal, Mr. Fetzer envisioned a three-hour national baseball show, probably on Monday night, with interviews and features added to the game telecast to round out each night's package.

His schedule called for 26 weekly games, featuring all teams in the majors

and giving each a slice of \$250,000 or more from a \$6.5 million or better game rights pie.

Heavy Support ■ Mr. Fetzer said that "both major leagues are solidly behind this plan and I think the majority of the clubs will endorse it strongly." He expects the working agreement between the major and minor clubs to be modified to let it go through as planned.

A payment to the minor leagues for possible invasion of their territorial rights would be included in the Fetzer plan.

In conferences with clubs and network officials Mr. Fetzer noted several points which also led to abandonment of the "spectaculars" for '64.

"One network wanted 'unique' games such as exhibitions between top-flight clubs of both leagues. The leagues could not find agreement on this point.

"An attempt was made to try out the idea on the basis of six games only for 1964. However, program clearance

holding a three-hour seminar in its studios for local educators. The role of radio-TV was explained and educators' needs and views explored.

WQSR to hotel ■ The Randolph House hotel in Syracuse, N. Y., is the new home of WQSR Solvay, a suburb of Syracuse. Both the studio and offices of the station are in the new hotel.

Tall in Baltimore ■ The candelabra tower which holds the antennas of WBAL-TV, WMAR-TV and WJZ-TV, all Baltimore, will be raised 270 feet. After the extension the tower will be 900 feet above ground and the antennas will rise an additional 100 feet. Construction is to be completed by July.

RCA plans biggest closed circuit hookup

RCA's exhibit at the 1964-65 New York World's Fair will be highlighted by the largest closed-circuit TV network in history, the company has announced. The RCA hookup is expected to provide more than 2,000 hours of programing for about 250 color sets located throughout the fair grounds.

The fair's opening April 22 will be telecast in color by NBC-TV in a three-hour show that will include a preview of events and a look at more than 50 exhibits.

Huntsville TV starts

WHNT-TV Huntsville, Ala., began programming Thursday (Nov. 28). The channel 19 outler is affiliated with CBS-TV and is licensed to North Alabama Broadcasters Inc.

problems and the rights fees for such a modified telecast appeared insufficient to be of interest to participating clubs as a major source of income."

Carlton, Silverbach co-chairmen TFE-'64

Leading television film distributors will hold Television Film Exhibit-'64 at the Pick-Congress hotel in Chicago April 5-8. This will be the second year that distributors will hold an exhibit, coincident with the NAB convention in Chicago.

Richard Carlton of Trans-Lux Television and Alan Silverbach of 20th Century-Fox Television are co-chairmen of the executive committee for TFE-'64. Leo Gutman of Four Star Distribution has been named chairman of the entertainment committee for the exhibit and Michael Laurence of Trans-Lux TV has been appointed chairman of the business affairs committee.



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Talk about debates tones down, but keeps on

Grief and shock over the assassination of President Kennedy shut off much official discussion of CBS's offer of unlimited free prime time for joint appearances of presidential and vice presidential candidates last week, but it was apparent from some comments that the subject was in the back of many political minds.

A key Republican congressman who was in on Richard M. Nixon's decision to appear on television in 1960 said last week that he thought joint appearances next year would be "the best thing" for his party.

Representative William L. Springer (R-Ill.), second senior Republican member of the House Commerce Committee, said he expected President Johnson to "duck it" [the TV appearances] if he can.

On the other hand, a Democratic party spokesman said that if President Johnson should be the party's 1964 candidate, he expected that Mr. Johnson would welcome the opportunity to meet his opponent on television.

The spokesman pointed out that in a letter written to CBS President

Frank Stanton before the assassination, Democratic National Committee Chairman John M. Bailey thanked Dr. Stanton for his offer and noted that the TV appearances in 1960 created great national interest in the presidential race and could be expected to do the same, if not more, in 1964. President Kennedy had committed himself to a joint TV appearance in 1964 as long ago as 1960.

And Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee and the man whom President Kennedy asked to seek a suspension of Section 315 for next year to clear the way for joint TV appearances, said last week that it will be worked out soon. HJ Res 247, the suspension resolution, has been approved in slightly different versions by both houses and is again before his committee.

At least one senior member, who fought the measure before passage last spring, said privately he wanted to reexamine the whole matter in light of the CBS offer.

TV To Help GOP? • Representa-

tive Springer thinks the Republican presidential candidate, whoever he is, will need the national television exposure that a joint appearance would provide. Any of the current GOP front runners would do very well on TV, he said.

On the other hand, Representative Springer continued, he does not expect President Johnson to be "formidable" on TV. The late President Kennedy certainly was, the congressman conceded, and he recalled telling Mr. Nixon that, from a television standpoint, Mr. Kennedy would be the best possible candidate that the Democrats could nominate in 1960. The Democrats would need the enormous publicity that a joint appearance on network television could give, he said he told Mr. Nixon, and Mr. Kennedy's TV style and manner were excellent.

Did he advise the former Vice President not to accept the TV proposal in 1960? Representative Springer said he thought that Mr. Nixon was the "best off-the-cuff guy" in the country, especially after the "kitchen debate" with Soviet Pre-

Collins, Arnoux to head delegation

Broadcasting participants in a Dec. 9 meeting with representatives of the National Council of Churches to discuss the council's controversial pronouncement on television programming (BROADCASTING, Nov. 18) were announced last week by the National Association of Broadcasters.

The NAB and the industry have objected strongly to the council's call for regulation by the FCC of commercial announcements and for direct regulation of the networks. The NCC, in turn, maintained the broadcasters misunderstood its pronouncement because of distorted publicity and asked for the meeting.

LeRoy Collins, president of the NAB, and Campbell Arnoux, WTAR Norfolk, Va., and chairman of the special broadcasters committee, will head the industry delegation. They will meet in New York next Sunday (Dec. 8), one day ahead of the closed meeting with the church leaders. Other members of the NAB committee include:

Arthur Arundel, WAVA Arlington, Va.; Tom Bostic, KIMA-AM-TV Yakima, Wash.; Ralf Brent, WRUL New York; Carleton Brown, WTVL Waterville, Me.; Lee Fondren, KLZ Denver; J. Frank Jarman, WDNC Durham, N. C.; Robert

T. Mason, WMRN Marion, Ohio; Clair R. McCollough, Steinman Stations, Lancaster, Pa.; Theodore McDowell, WMAL-AM-FM-TV Washington; William McKibben, WIL St. Louis, and Thad M. Sandstrom, WIBW-AM-TV Topeka, Kan.

NAB executives who will participate include Paul Comstock, vice president for government affairs, and John Couric, director of public relations. Roy Danish, director of the TV Information Office, will also attend.

Governor Collins spoke to a meeting of the council in Philadelphia last Saturday (Nov. 30), during which he attacked the churches' pronouncement (see page 9).

Film sales . . .

Showcase for the 60's (United Artists TV): Sold to CKNX-TV Wingham; CFCL-TV Timmins; CJIC-TV Sault Ste. Marie; CKCO-TV Kitchener; CKSO-TV Sudbury; CHCH-TV Hamilton; CFTO-TV Toronto; CJOH-TV Ottawa, and CBLT(TV) Toronto, all Ontario, Canada.

Dial AA For Action Features (Allied Artists TV): Sold to WFIL-TV Philadelphia; KSHO-TV Las Vegas; WNHC-TV New Haven, Conn.; WFBG-TV Altoona, Pa.; WBAP-TV Fort Worth-Dallas; WLYH-TV Lebanon, Pa.; WKNX-TV Saginaw, Mich.; WBNF-TV Binghamton, N. Y.; WKZO-TV Kalamazoo, Mich., and KFRE-

TV Fresno, Calif. Now sold in 10 markets.

Films of the 50's, Volume 8 (Seven Arts Associated): Sold to WKZO-TV Kalamazoo, Mich.; WEEK-TV Peoria, Ill.; KTAR-TV Phoenix-Mesa, Ariz.; WCSH-TV Portland, Me.; WRGB(TV) Schenectady, N. Y.; WDAU-TV Scranton, Pa.; KCTO(TV) Denver, and WHEN-TV Syracuse, N. Y. Now sold in eight markets.

Changes suggested in Great Debates format

The format for next year's pending presidential debates on radio and TV may undergo substantial changes if the politicians have their way.

The American Political Science Association, which under a grant from NBC has been conducting a study toward improving the effectiveness of the debates, reports it has received more than 400 recommendations, or a response of about 75%, from requests sent to national and state party chairmen, congressmen and governors.

NBC Board Chairman Robert W. Sarnoff announced earlier this year the selection of APSA to make the study—and said at the time that NBC plans to carry next year's debates.

APSA Executive Director Evron M.

mier Khrushchev. He did not favor a television appearance because he expected Mr. Kennedy to be nominated, the congressman said, but he also knew that eventually "the press" (liberal) would force the GOP candidate into facing his Democratic challenger on TV, and accepting then would be worse than going ahead from the start.

Representative Springer said he thought the equal time suspension resolution would be held up a while in the House so President Johnson could "try to slide out of it" by announcing a policy favoring equal time but separate TV appearances by the respective candidates.

Asked about any changes he might expect under a Johnson administration, Representative Springer said he thought there would be nothing new for a while. He feels, however, that President Johnson knows better how to get along with the Congress than his predecessor. President Kennedy, he said, didn't like to take the time to compromise and haggle over legislative compromises.

Kirkpatrick said some of the suggestions received were as much as 11 pages long and "demonstrate the widespread interest in perfecting this instrument of enlightenment."

The committee promised to give all the proposals careful consideration and the chairman, Dr. Carl J. Friedrich, Eaton Professor of the science of government at Harvard University, said the APSA proposals would be made known next spring.

CBS President Frank Stanton has offered to make free time available on his network for next year's proposed debates (BROADCASTING, Nov. 25).

Listeners unanimously favor NBC Radio drama

The first "returns" were coming in to NBC Radio in New York last week on the network's "experiment" Nov. 17 (6:30-7 p.m.) in attempting to determine listeners' attitudes toward dramatic programming in radio (BROADCASTING, Nov. 18). The network's special program—science fiction stories by Ray Bradbury—was called *Experiment in Drama*.

As of Nov. 27, the network had 3,800 letters. The response: not one letter against the concept. Among the letters was one that said the show was a new experience for children who

hadn't heard a radio drama before; another that enjoyed hearing drama on radio once again.

Still another pile of letters is expected from affiliates as listeners were asked to write to the network or to the station. Network spokesmen noted that the mailing already could be stacked up against the Nov. 10 NBC's program "experiment" in TV—the topical *That Was The Week That Was*—which drew 9,500 responses as of Nov. 21.

Many potential buyers for Four Star shows

Four Star Distribution Corp. reports that a special mail and telephone survey has indicated that hundreds of potential sales are available for the firm's off-network TV series in markets where the shows have not been presented. Says Len Firestone, Four Star vice president and general manager, "We can be of great service to these small markets by bringing our shows to the attention of the stations. Many of them are off the beaten track and are not visited by sales forces of any distribution company."

The Four Star series which will be first run in the markets referred to are: *Target: The Corruptors* (84 markets), *Zane Grey Theater* (40 markets), *Tom Ewell Show* (112 markets), *The Law and Mr. Jones* (69 markets), *Dick Powell Theater* (69 markets), *The Detectives* (one-hour in 77 markets) and *The Detectives* (half-hour in 65 markets).

Public service spot firm

Formation of Ads Audio to produce radio and television spot announcements for nonprofit and government agencies was announced last week by Arthur D. Stamler. Mr. Stamler is former audiovisual manager for the National Association of Broadcasters and continues to serve as a consultant to the NAB.

Ads Audio is located at 308 Spring Lake Terrace, Fairfax, Va., telephone 273-6309. The firm has been selected by the Treasury Department to produce radio and TV recruiting spots for the Coast Guard.

Les Keiter show available

Triangle Program Sales is offering for syndication *Keiter Contracts*, a five-minute daily radio interview series featuring sports personalities with sportscaster Les Keiter as host. Mr. Keiter has been associated with CBS, ABC and MBS.

The taped series, produced in Philadelphia, is currently being presented over the five AM stations in the Triangle group.

CBS-TV's ratings better than last year

Dr. Frank Stanton, president of CBS Inc., told a meeting of company employees last week that CBS-TV has not only maintained the position of program audience superiority which it enjoyed last year, but that it has actually improved its position this season.

Dr. Stanton's comments referred to both daytime and nighttime shows.

The network's nighttime lead over its nearest rival, he said, has gained three percentage points over the 10% lead it held at this point last year. He noted that "in six out of seven evenings a week [CBS-TV] commands larger audiences than its competitors and is second on the remaining night."

He referred to the daytime situation as "even more remarkable." Daytime audiences for CBS-TV, which has nine of the 10 most popular daytime shows, average 98% greater audiences than ABC-TV and 49% greater than NBC-TV, according to Dr. Stanton.

Dr. Stanton's assessment of rating performance was based on the Nielsen Television Index report covering the ten weeks ending Nov. 10. According to Nielsen, the following programs made up the top 10 during that two-week period:

NATIONAL NIELSEN-RATINGS TOP SPONSORED NETWORK TELEVISION PROGRAMS
Based on Nielsen estimates in first NTI report for November 1963 (two weeks ending Nov. 10)*
NIELSEN AVERAGE AUDIENCE (†)
Rating

Rank		% U.S. TV homes	No. homes (000)
1.	Beverly Hillsbillies (CBS)	34.9	17,900
2.	Bonanza (NBC)	32.8	16,830
3.	Miss Teenage America** (CBS)	30.3	15,540
4.	Dick Van Dyke Show (CBS)	29.1	14,930
5.	Candid Camera (CBS)	28.3	14,520
6.	Lucy Show (CBS)	27.2	13,950
7.	Ed Sullivan Show (CBS)	26.9	13,800
8.	Andy Griffith Show (CBS)	26.4	13,540
9.	My Favorite Martian (CBS)	26.3	13,490
10.	Petticoat Junction (CBS)	26.0	13,340

* Subject to definitions & reminders in the NTI report.
** Telecast only one week of this report interval.
(†) Homes reached during the average minute of the program.

Work started on two-hour TV film

NBC-TV and Revue Studios have combined to produce a two-hour telefilm, a drama in color entitled *Johnny North*, starring Lee Marvin, Angela Dickinson and John Cassavetes. It is planned for the 1964-65 season.

The production, reported earlier (BROADCASTING, Aug. 26), actually began two weeks ago and will take only four weeks to complete. Much of the action of the story—about a racing car driver who gets mixed up in a bank robbery—will be shot on location.

THE ROCKY ROAD TO FAIRNESS

Winning candidate's supporters threaten to sue KDIA

Broadcasters who decide to editorialize know they can expect headaches, particularly in political campaigns. But it's rare that the problems involved—including efforts to comply with the FCC's fairness doctrine—so compound themselves that a station finds itself threatened with law suits by supporters of a candidate it endorsed.

That's the position in which KDIA Oakland, Calif., finds itself as the result of its effort to stimulate political debate during the San Francisco election campaign.

As recounted by Walter Conway, KDIA's general manager, the station's problems began last month, when it decided to support John Shelley, one of eight candidates for mayor, and Percy Moore, one of 17 candidates for six seats on the board of supervisors.

The station planned to broadcast a total of 20 2¼-minute editorials, 60% of them devoted to Mr. Shelley's candidacy, the remainder to Mr. Moore's. To meet the requirements of fairness, it intended to offer opposing candidates two spots totalling 13 minutes free time. One announcement would be used by a spokesman selected by the candidate, the other by the candidate himself.

About a week before the starting date of the station's editorial schedule, one of the mayoralty candidates, Harold Treskunoff, complained to the station and the FCC. He said the time offered the mayoralty candidates should be equal to that devoted to editorials in behalf of Mr. Shelley.

Editorials Cancelled ■ The station, after conferring with its Washington attorney, Harry Becker, decided to withdraw its editorial schedule. It felt that, under the fairness doctrine, it would have had to offer all candidates time

"equivalent" to that it was devoting to the candidacies of Messrs. Shelley and Moore.

It decided to let stand its offer of free time for all the candidates and to make a brief announcement of its support of Messrs. Shelley and Moore at the beginning of each candidate's program.

This may have solved one problem. But it laid the groundwork for another.

Mr. Treskunoff, in the time offered him, not only criticized Mr. Shelley but made a "strong" personal attack on two of Mr. Shelley's principal supporters, Terry Francois and Cecil Poole. Both men are attorneys and Mr. Poole, in addition, is assistant U. S. attorney for Northern California.

Mr. Treskunoff's statement was taped and broadcast Sunday, Nov. 4. However, the broadcast quality was so poor that the station decided to rebroadcast it the following evening. Meanwhile, KDIA informed Messrs. Francois and Poole of Mr. Treskunoff's statement and offered them time for reply.

Attorneys Angered ■ However, both attorneys were so incensed by Mr. Treskunoff's statement that they brushed off the station's offer of time and said they would sue the station. They were unmoved by Mr. Conway's argument that, because of the Communications Act, the station is prohibited from censoring candidates.

They "were particularly disturbed," Mr. Conway said, "by the fact that the station intended to repeat the Treskunoff statement."

Before and after the rebroadcast of the Treskunoff tape, Mr. Conway broadcast a statement for the station which included an answer to Mr. Treskunoff, as finally made by Mr. Francois, and a statement by Mr. Francois con-

cerning Mr. Poole's position.

On Tuesday, Nov. 5, the voters elected Mr. Shelley though Mr. Moore was defeated. But the station is not yet fully enjoying the satisfaction that goes with backing a winner. As Mr. Conway concluded his report, "KDIA has not been informed" whether Messrs. Francois and Poole, "the supporters of the candidate endorsed by KDIA," intend to make good their threat to sue the station.

UA to finish pilots on six by Dec. 15

United Artists Television reports it will have six co-produced pilot films for the 1964-65 season completed by Dec. 15.

Three pilots are being made in association with Robert Alan Aurther. They are: *Pioneer, Go Home*, starring Tom Ewell, for ABC-TV; *Mark Dolphin*, starring Robert Horton, for CBS-TV, and *Kibbee Hates Fitch*, starring Don Rickles and Lou Jacoby, for CBS-TV.

The other three pilots are being produced for CBS-TV. Co-producers with UA are Jackie Cooper Productions with *Calhoun*, which stars Mr. Cooper; Phil Silver's Gladasya Productions with *Giligan's Island*, starring Bob Denver and Alan Hale, and Daystar Productions with *John Stryker*, an adventure series being filmed in Hollywood.

'East Side' leaves off; 'CBS Reports' picks up

The *CBS Reports* series will turn its attention to the Harlem district of New York for a special titled "The Harlem Temper," Dec. 11 (7:30-8:30 p.m.).

The program will focus on groups which vie for support of the Negro in the North, including the Black Muslims and the National Association for the Advancement of Colored People, and appraise their success in gaining loyalty.

A segment of CBS-TV's *East Side/West Side* titled "Who Do You Kill," presented Nov. 4 (10-11 p.m.), which was a dramatic presentation of ugly living conditions in Harlem, has reportedly evoked indignation at the filthy conditions.

A subsidiary of the Kinney Service Corp., which specializes in industrial cleaning services, will—at its own expense—clean out a square city block regarded as the dirtiest in Harlem.

Five D.C. stations ask to speak on crime bill

Five Washington radio and TV stations have asked the Senate District of Columbia Committee for an opportunity to testify on the obscenity provision of the omnibus crime bill for the Dis-

Barber laments about long hairs

FCC commissioners must sometimes wonder if they are effectively communicating to the public. Commissioner Robert E. Lee, for example, has received a letter from a retired barber asking the FCC to regulate male TV performers' haircuts.

"It's really disgusting," Walter A. Chall of Detroit wrote, "to see them on TV with the long hair on the back of their necks about two inches long and the shaggy hair curling up around their ears. From the neck up they look like skid-row bums. . . . It's really a disgrace to television."

Mr. Chall suggested that the shaggy showmen should have their hair trimmed once a week, and cited Lawrence Welk and Jackie Gleason as examples of neat performers. "I really do sincerely hope that you not only police TV," he told Commissioner Lee, "but see that all male performers are policed in regard to their shaggy hair."

Mr. Lee wrote back to Mr. Chall noting that the FCC has no regulatory authority in the hair area, but suggested that the retired barber write to the stations which he watches.

Rahs and boos on TV programing from Congress

A CBS-TV documentary and an NBC-TV drama, both broadcast this month, have won praise from members of Congress. But an Ohio congressman wants the Republican National Committee to preview two planned NBC-TV *White Paper* documentaries on Cuba to check them for "distortion."

Representative Samuel L. Devine (R-Ohio) said Nov. 20 that he had written the Republican National Committee urging them to ask NBC for a preview.

The two programs in question, Representative Devine said, are "Cuba: The Bay of Pigs" and "Cuba: The Missile Crisis," both to be narrated by Chet Huntley. He said a midwestern newspaper had said the first program would be about the March 17, 1960, Cuba invasion during the Eisenhower administra-

tion. This was labeled a "failure" by the "image makers," the congressman said.

The second program, about the October 1962 missile crisis under the Kennedy administration, was called "a brilliant success," Representative Devine explained. He said that the crisis episode was cut off at Oct. 28, 1962, but does not follow through "to give the whole picture where Kennedy backed off, capitulated and yielded. What a 'brilliant success.'"

"I want to see if they are factual," he continued. Two previous programs in the *White Paper* series which he had seen were distorted, Representative Devine said, "and I want to see if they are trying to rewrite history."

Representative Ed Edmondson (D-Okla.) said that NBC's 90-minute special, "The Patriots," on

the *Hallmark Hall of Fame* was "one of the outstanding television dramas of all time." Speaking warmly of the network and Hallmark Cards Inc., the sponsor, Representative Edmondson said "for those who are inclined to be pessimistic and to have a dark view about the future of our country, there was something greatly reassuring about the grim but inspiring portrayal of the dark days of our Republic . . . in 'The Patriots.'"

Representative George M. Rhodes (D-Pa.) praised CBS for its *CBS Reports* program, "The Case History of a Rumor," as a "great service to our nation and to the cause of common sense and common decency." The congressman warned that tax benefits permit "hate groups" to pay for campaigns that create "confusion, hate, distrust and disunity."

trict of Columbia.

National Association of Broadcasters already has filed a statement against the bill saying the section is "so sweeping" it could establish a broad censorship system. Broadcasters are covered by the Communications Act, the NAB said (BROADCASTING, Nov. 18).

Witnesses as of November 22 included: John Doefer, D.C.-Maryland-Deleware Association of Broadcasters; Thomas Dougherty, WTTG(TV); Howard Monderer, WRC-AM-FM-TV; Lawrence E. Richardson Jr., WTOP-AM-FM-TV; Theodore N. McDowell, WMAL-AM-FM-TV; Ben Strouse, WWDC-AM-FM, all Washington, and Evelyn Freyman, American Federation of Radio & Television Artists.

Program notes . . .

New Wolper division ■ Wolper Productions, Hollywood, has formed a new educational division to sell Wolper TV documentaries to library outlets. *The Story of . . .* series will be the first offered through the new division, which will be headed by Jack Mulcahy.

'Cardinal' show ■ Ed Spiegel is producing, writing and directing "The Cardinal," 30-minute TV documentary now in process at Wolper Productions which will follow the history of the Otto Preminger motion picture from its inception to its world premiere in Boston. "The Cardinal" will be shown in February on NBC-TV as part of the *Hollywood and the Stars* series.

Pro basketball ■ Professional basketball games return to New York television screens Jan. 2 when WOR-TV

telecasts on a once-a-week basis the first of 11 National Basketball Association games to be transmitted by Sports Network Inc. The initial telecast will feature the New York Knicks against the Baltimore Bullets. All games will begin at 9:30 p.m. with the exception of an 11:30 p.m. starting time Feb. 13 when Boston plays San Francisco.

Scientific series ■ A new MGM-TV series, *Science All Stars*, will fill the 4:30-5 p.m. Sunday time slot on ABC-TV starting Jan. 12. Sponsored by Honeywell, a manufacturer of automatic controls which has never before made a major plunge into national television, the series will feature youngsters who have won honors in science fairs across the land. Originator and executive producer of *Science All Stars* is Steven R. Carlin.

Noon high ■ QM Productions, in association with 20th Century-Fox, will start Dec. 2 filming an hour-long drama series, *Twelve O'Clock High*, for ABC-TV. The war-time drama will be directed by William Graham, who has been associated with such shows as *The Fugitive*, *The Breaking Point* and *Dr. Kildare*. The pilot script for *Twelve O'Clock High* was written by Paul Monash and Beirne Lay Jr. and is based on a 1950 Fox film.

New firm ■ Stephen Lord, associate producer for Filmaster Productions on the *Death Valley Days* series, is organizing his own production company for TV and feature films. The move was prompted by renewed network interest in his *Combo* TV series re-acquired

from Four Star Productions.

A TV talk show ■ Walter Reade-Sterling Inc., New York, has acquired for syndication *The Pamela Mason Show*, an hour program featuring Miss Mason



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TV to document priest's Pakistan work

Michael J. Kalush, director of photography at WJRT(TV) Flint, Mich., is coupling his craft with an adventurous spirit to document the work of Father Warren Dennis, a Dominican missionary, in the backlands of Pakistan (see picture above).

The idea for the trip was planted during a meeting between Father Dennis and Mr. Kalush; at which time Father Dennis suggested that Mr. Kalush return with him to his mission in the Bahawalpur District, about 600 miles north of Karachi. Mr. Kalush's jocular response was "okay." But the father was in earnest and cleared the idea with his New York office and again broached his

photographer friend with it. Mr. Kalush received immediate approval from WJRT.

Mr. Kalush will film such scenes as the new village being built by Dominican Fathers in the Chitsoian Desert—but the doing will not be easy. Roads to the area, WJRT said, are nonexistent and bandit raids are common events. Social customs may also interfere since women are to be photographed only if the cameraman is willing to risk being shot. It is held that photographing women causes sterility.

The films will be used for three WJRT documentaries and will then be released to the Dominicans to use as training films and in fund raising.

in interviews with celebrities from various fields. The taped program currently is carried on KABC-TV Los Angeles, and will be offered to stations on a five-day-per-week basis.

Hotel service to expand ■ TeleGuide,

a closed circuit TV network that carries entertainment advice to more than 38,000 rooms in 43 New York hotels, plans to expand its coverage to 45,000 rooms in 50 hotels by the first of next year. Within a year the service hopes to expand its coverage to more than

70 hotels in metropolitan New York. TeleGuide now maintains a daily 18-hour broadcasting schedule featuring films and talks on the city's attractions.

Pilot started ■ A pilot film for a CBS-TV weekly, one-hour series starring Robert Horton went into production Nov. 25 in New York. The show, as yet untitled and packaged by United Artists TV, is being written by N. Richard Nash and will be produced by Robert Alan Aurthur.

Forsooth ■ Dr. Frank Baxter, noted television lecturer on Shakespeare, will appear in 50 half-hour television programs for Group W (Westinghouse Broadcasting Co.) next year in connection with the 400th anniversary of the birth of Shakespeare. Dr. Baxter spent several weeks in England filming background footage for the series.

Scrooge from 7A ■ Seven Arts Associated will syndicate Charles Dickens' *A Christmas Carol* as a holiday special. The 86-minute film, made in 1951, stars Alastair Sim in the role of Scrooge.

More space for space ■ United Press International says it will open a new bureau by January near the National Aeronautics and Space Agency headquarters at Houston. Alvin B. Webb Jr., who has covered space launchings at Cape Kennedy for the past four years for UPI, will head the new bureau. Alexander H. Rossiter Jr. moves from Richmond, Va., to Mr. Webb's spot at the Cape.

50-year cavalcade ■ Lakeside Television Co., New York, has acquired the distribution rights to *Time To Remember*, 39 half-hour episodes depicting life throughout the world from 1896 to 1946, and has made the first U. S. sale to WPIX(TV) New York. The series has been produced by Associated British Pathe from its extensive library and features as narrators such performers as Sir Michael Redgrave, John Ireland, William Bendix, Sir Ralph Richardson and Joyce Grenfell.

FINANCIAL REPORTS

'Entertainment' covers many fields

BRIZZARD SPELLS OUT CRITERIA FOR LENDING MONEY TO MEDIA

"The first rule of lending—'know your borrower'—is doubly important in the field of entertainment loans," according to Alvin Brizzard, assistant vice president, Security First National Bank, Los Angeles.

"By its very nature, any entertainment project is an intangible thing

and its success or failure is difficult if not impossible to predict," Mr. Brizzard said. "The character of the borrower and his past record of financial responsibility is usually the best guide available as to his chances of succeeding in his new venture and our chances of getting our money back if he fails."

In banking parlance, "entertainment" covers a wide assortment of enterprises. There are theatrical motion pictures and TV films, as one would expect. But there are also baseball, football, basketball and hockey teams. And radio and television stations. And pay TV and community antenna systems

and intercity radio relay links. "By extension, what we call entertainment has come to include almost all kinds of communications activities," Mr. Brizzard noted.

Asked for his criteria in making a loan on a projected TV series, the bank executive replied that when a series is made for first run syndication, which used to be the general rule but now is rare, the financial responsibility of the producer becomes a matter of paramount importance. "He has to sell his product piecemeal, market by market, and if he doesn't know the business thoroughly, from how much to budget for each episode to how much to charge for it in Des Moines, or Chicago, or Atlanta, and how to make the sale at the right price in this field of cut-throat competition, he's going to be in real trouble, and so are we if we've given him the money to make the series."

When the series is produced for network broadcast, financing is not as great a problem, as the usual contract calls for the producer to be paid for each episode as he goes along on the basis of one-third of the price when the script has been approved, one-third on completion of the photography and the final third on delivery of the episode, edited, scored and with full sound, ready for broadcast, Mr. Brizzard said.

Profit in Reruns ■ "The main point here," he continued, "is to make sure the borrower knows his production costs and has sufficient capital to cover the difference between the actual cost of each episode and the price he's going to be paid for it by the network or sponsor. This is usually less than his cost. A half-hour show, for instance, might cost \$50,000 to produce but be sold for its first network broadcast for \$40,000. The balance of the producer's costs and his profits come from the reruns."

Mr. Brizzard recalled an experience from the *Screen Directors Playhouse*, an anthology series produced in cooperation with the Screen Directors Guild, which supplied a different director for each show in the series. The shows were filmed at Hal Roach Studios, where Mr. Brizzard was then controller.

"Leo McCarey was assigned to direct one episode. He was a famous motion picture director, producer, writer, winner of an armload of Oscars. But he had never before been involved with television. He came in, read the script and didn't like it. So he called for a secretary and a typewriter and started to rewrite it, then and there, on the set, with the cast and crew standing around and waiting and getting paid for it. We had a budget of \$40,000 an installment, but that one cost



Mr. Brizzard

us \$95,000. That's why the bank wants to be sure that the producer knows what his costs will be.

"A producer has the incentive to take chances; if he has a successful series with good rerun sales, he can make a handsome profit. But a bank can't participate in that profit; there's a law against a bank taking an ownership position in any enterprise. Banks can only get interest, so it's not smart for us to take too long a risk." The amount of the interest varies from deal to deal, Mr. Brizzard admitted, but he promptly reminded that "there are laws against usury."

After assuring itself of the financial responsibility of the producer, the bank would then ask such questions as: Who is the star? How many episodes are to be made? What is the price per episode? "We'd want to look at the production budget and at the contract with the sponsor. If the answers are right and the sponsor is a blue chip organization we might make a loan for the full value of the contract, per-

haps as much as \$1 or \$2 million or even more, with a chattel mortgage on all the films and an assignment of the contract with the sponsor or network as collateral. Even then, unforeseen emergencies may arise. A star can drop dead with the series half done. Or union troubles can delay things. We try to protect ourselves in every way we can and go on making loans whenever they seem like a good risk."

In a loan to buy a station, Mr. Brizzard said, the bank would want to know its location, the nature of the market, the competition, how many times the station has been transferred in the past and whether the former owners have made or lost money with it.

Why Is Owner Selling? ■ "The first question would probably be: 'Why is the current owner selling the station?' and the second one, 'Why are you buying it?'"

"After that would come: 'What experience have you had with a station like this in a market like this? If the station has been losing money, how do you know the changes will make the station profitable? After you buy the station what will your financial picture be? If it doesn't pay out how will that affect your other operations?' And so on. We try to get all the answers down on paper, including a forecast of estimated future operations, so we and more especially the borrower can see the whole picture. Often, when we do, it looks somewhat different to him than it did when the station broker first presented the idea of buying the station."

Making loans is involved, but once the loan has been made, that's only the beginning, Mr. Brizzard noted. "A broadcast property is financed with a term loan," he said, "and that takes administration. We have to keep abreast of the day-to-day progress of the company—and that means right now and not waiting for reports on what the situation was six weeks ago. Sometimes even six days ago would be too long. I frequently talk to a man at home on Sunday to find out how

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things stood on Saturday night."

And that's not all, he continued. "Every company has problems that can affect its profit and loss statements and it's our business to know what they are and how they're being met so that there's sufficient cash flow to keep the company solvent, operating and paying off its loan on time. As with programs, emergencies can arise at stations. A personality with a large following decides to leave; worse, he moves to a competitor. We probably can't prevent it happening, but if we're on our toes it won't come as a complete surprise. When I see a financial statement that shows a loss of \$50,000 where a profit of that amount had been predicted, I want to know about it beforehand and not suffer a stroke at the moment."

In addition to knowing the status of the individual borrower, the men responsible for entertainment loans must know what's going on in the various branches of that entertainment business, Mr. Brizzard continued. They must read the trade press, maintain their contacts with the people who know what's going on; they need to know what the news is and, almost as important, what the gossip is. This calls for men well grounded in the entertainment business.

George Yousling, head of the entertainment loan department of Security First National, has been making loans to motion picture companies since the 1930's. Mr. Brizzard spent seven years with Hal Roach before joining the bank in 1959. He is a CPA and has a master's degree in business administration from the University of Southern California.

Seven Days A Week ■ "There are no such things as banker's hours in this department," Mr. Brizzard commented. "We work with our clients when they need us, which may be in the middle of the night or over a weekend." He mentioned a mid-October trip to San Francisco: "I'd expected to be there a few hours and at midnight I was out trying to buy a toothbrush and a razor. And when I got home Friday evening I got a call that made me work over the weekend." The extra hours proved to be worth while.

In San Francisco, he helped put together a \$5 million loan to Subscription Television Inc., the new pay TV company. Over the weekend he got the information on which the bank based its decision to lend \$12 million to Golden West Broadcasters to purchase KTLA (TV) Los Angeles from Paramount Pictures (BROADCASTING, Nov. 4).

"We look at the figures," Mr. Brizzard concluded, "but we watch management even more closely. The personal aspect can't be ignored. The biggest risk is a one-man business. If he drops dead, where are you?"

Filmways moves to profit side

A profit position for the fiscal year ended Aug. 31, compared to a loss for the year before even though revenues declined, was reported last week by Filmways Inc., producer of TV programs and commercials and motion pictures feature films.

One reason for the decline in revenues in the 1963 year, compared to 1962, Board Chairman Martin Ransohoff said, was because the firm withdrew its TV commercial production operation in New York during the year.

Annual stockholders meeting of Filmways will be held Dec. 12 in New York, for the election of seven directors. Only new name is that of Jack J. Katz, New York attorney; the rest are present directors.

The proxy statement reports that Mr. Ransohoff received \$115,218 last fiscal year, with \$75,000 representing basic salary and the remainder representing producer's fees paid or advanced. Other remunerations: Lee Moselle, president and chief executive officer, \$33,100; John Calley, vice president and motion picture producer, \$35,592.

Filmways has three half-hour weekly programs on the networks this season (*Beverly Hillbillies*, *Petticoat Junction* and *Mister Ed*) and has three new shows under production for possible network presentation next season (*My Boy Goggle*, starring Jerry Van Dyke; *My Son, the Witch Doctor*, and *Emmy Lou*).

12 months ended Aug. 31:

	1963	1962
Earned (loss) per share*	\$.21	\$ (.22)
Revenues	10,763,767	12,829,849
Income (loss) before taxes	272,408	(275,860)
Net income (loss)	122,408	(125,860)

*Based on 595,445 shares outstanding compared with 584,004 in 1962.

Audio Devices sales up

Sales for the nine months of this year were up 6% over the same period last year, William T. Hack, president of Audio Devices Inc., has reported. Audio Devices manufactures magnetic tape and cartridges.

Nine months ended Sept. 30:

	1963	1962
Earned per share*	\$ 0.39	\$ 0.39
Net sales	6,373,945	6,373,945
Expenses (including depreciation and amortization of \$157,907)	5,687,632	5,687,632
Operating profit	706,313	706,313
Other deductions (net)	38,441	38,441
Net income before federal income taxes	667,872	667,872
Provision for federal income taxes	327,000	327,000
Net income	340,872	340,872

Debts redeemed

Ling-Temco-Vought Inc. has issued a call for redemption on Dec. 27 of four of the company's long term debt issues totaling \$27,029,880. Execution

of the program will leave LTV with long term debt of \$34,607,060. It was also announced that provision has been made for the sale and lease back of up to \$18 million of machinery and equipment to assure availability of funds for the repayment of short term obligations.

Scripps-Howard down slightly

Slight downward trend in net income for the 10 periods ended Oct. 5 have been reported by Jack R. Howard, president of Scripps-Howard Broadcasting Co. Mr. Howard also reported dividend of 25 cents a share on common stock, payable Dec. 10 to stockholders of record Nov. 22.

Ten periods ended Oct. 5:

	1963	1962
Earned per share	\$ 0.85	\$ 0.87
Net operating revenues	10,429,326	10,226,603
Net income	2,192,479	2,246,685

Admiral sales, profits up

Higher sales and profits in both the third quarter and the first nine months of 1963 has been reported by Vincent Barreca, president of Admiral Corp.

Mr. Barreca said the high level of color TV sales attained early in the year is continuing.

Nine months ended Sept. 30:

	1963	1962
Earned per share*	\$ 0.78	\$ 0.23
Consolidated net sales	153,824,071	144,252,942
Earnings before taxes	3,838,515	2,760,727
Earnings after taxes	1,893,938	548,216

*Based on 2,427,111 shares outstanding.

Oak Manufacturing net down

Heavy, nonrecurring costs for the development of a new UHF tuner were among the reasons why net income was down in the first nine months of 1963 for Oak Manufacturing Co. and its subsidiaries, E. A. Carter, president and chairman, said last week.

Mr. Carter added, however, that the new UHF tuner has been well received by major TV set manufacturers. Volume sales are expected in the second quarter of 1964, he explained. All TV receivers must be capable of receiving both UHF and VHF after April 30 next year.

Nine months ended Sept. 30:

	1963	1962
Earned per share*	\$ 0.87	\$ 0.93
Net sales	28,997,881	22,373,367
Costs of sales	22,676,051	17,395,799
Gross income	6,321,830	4,977,568
Selling, engineering and administrative expenses	4,892,599	3,828,495
Income from operations	1,429,231	1,149,073
Other income (net)	(52,321)	136,098
Income before income taxes	1,376,910	1,285,171
Provision for income taxes	779,000	643,565
Net income	597,910	641,606

*Based on 687,074 shares outstanding.

WHO requests permit for 750 kw power

WHO Des Moines, Iowa, last week became the fourth clear-channel station to request an authorization to conduct an experimental operation with 750 kw.

The station is owned by the Central Broadcasting Co. and operates on 1040 kc with 50 kw.

Central estimated that the increased power operation would cost \$792,750, which includes the cost of an RCA transmitter. Revenues for the first year were estimated at just under \$1 million. Central told the commission that it would conduct studies of the reactions of national advertisers to the 750 kw operation—such as what accounts are added or dropped and why. The effect on other stations would also be studied.

WGN Chicago and WWL New Orleans have also filed for 750-kw experiments and KSL Salt Lake City for a 500-kw operation. WWL has also requested that the commission institute a new-clear channel rulemaking since the U. S. Court of Appeals, Washington, has upheld the commission's decision to duplicate 13 of the 25 clear-channel frequencies (BROADCASTING, Nov. 18). WJR Detroit and KFI Los Angeles plan to file for 500 kw and 750 kw, respectively.

KOB replies to WABC petition

Hubbard Broadcasting Co. has little sympathy for ABC if the network should lose its facilities for WABC New York. Hubbard told the FCC last week that ABC created its own predicament by refusing to file a directional antenna proposal in its WABC renewal application.

Hubbard requested that the FCC dismiss ABC's petition for reconsideration of the commission's Oct. 16 order which would dismiss the stay of the 30-day period in which a directional proposal for WABC was to be filed (BROADCASTING, Nov. 25). The directional proposal is to give Hubbard's KOB Albuquerque, N. M., nighttime skywave protection—both WABC and KOB operate on 770 kc, a clear channel. Hubbard is also competing with WABC's renewal application for the channel.

Hubbard claimed that the commission order vacating the stay was dependent on court approval (in July the FCC denied a nondirectional WABC renewal and the case was taken to the U. S. Court of Appeals, Washington) and that the time for filing petitions for reconsideration is after word from the bench. Hubbard suggested that in view of ABC's arguments for reconsideration—such as being unable to truthfully swear to its desire for a directional operation on WABC—the FCC "may well wish to reconsider its largesse (and we [Hubbard] contend improper) action in allowing WABC another opportunity to file a directional proposal. . . ." Hubbard went on to say that it feels its New York application should compete with the WABC directional application on file when Hubbard's application for a new station received the protective cut-off date provided by FCC rules.

Puerto Rico is included in FCC's TV set rules

It may come as a surprise to its citizens, but Puerto Rico is a state. At least, the FCC said, it's a state within the definition of the all-channel receiver legislation.

The commission had been asked for a ruling on the question by General Electric Co. (BROADCASTING, Nov. 18), which speculated that some set makers might try to continue to sell all-VHF receivers on the island after April 30, 1964. That is the date after which TV sets transported in interstate commerce must be able to receive both UHF and VHF channels.

The commission noted that its rule on the all-channel receivers fell under a section of the Communications Act which specifies that "interstate commerce" includes Puerto Rico, a commonwealth, and all possessions of the U. S.

RCA develops industrial TV tube

RCA announced last week it has developed a new high-resolution, one-inch diameter vidicon television pickup tube to be used primarily for industrial black-and-white television purposes.

The new RCA-8507 can be used for live and film pickups and can provide color TV broadcast service. It is a high-resolution version of the high-sensitivity RCA-7735A vidicon.

Resolution capability of the new tube ranges from about 1,000 TV lines in the center of the picture to about 700 lines at the corners. The vidicon should be operated with a grid-No. 4 voltage of 750 volts and a grid-No. 3 voltage

of 450 volts. The new design includes separate connections for mesh and wall electrodes to insure a more uniform signal output.

Details of the RCA-8507 have been published in a technical bulletin that can be obtained from commercial engineering, RCA Electronic Components and Devices, Harrison, N. J.

Technical topics . . .

Closed Circuit TV ■ Blonder-Tongue Laboratories, Newark, has appointed Antel Inc., Orange, N. J., franchised distributor-installer for B-T closed circuit TV equipment. Antel will feature all Blonder-Tongue CCTV equipment, including cameras, switchers, studio equipment and lens turrets.

New test gear ■ Standard Kollsman Industries, Melrose Park, Ill., has introduced new multi-use test instrument which can supply UHF TV signals where none are otherwise available. Selling under \$100, the unit not only helps TV servicemen but also TV dealers who wish to demonstrate all-channel sets in areas where new UHF stations may not yet be on air.

Market plan ■ Blonder-Tongue Laboratories, Newark, N. J., manufacturer of electronic equipment, has launched a

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"four-point" marketing plan for its UHF product line. Consumer and trade advertising will support the drive, which features price reductions, discounts, extended full-year warranty protection on all parts other than tubes and price protection credit on all BTU-2T UHF converters now in dealer stock.

Acoustics innovation ■ Reeves Brothers Inc., New York, reports the sale of a new acoustical wall covering (Acous-Decor) of Curon urethane foam to the American Mission to Greeks Inc. for its

new radio studio at Ridgefield, N. J.

Tower completed ■ Construction of the 2,063-foot tower for KTHI-TV (new call letters for KEND-TV) Fargo, N. D., has been completed. The structure is midway between Fargo and Grand Forks, N. D. According to Polaris Corporation, which owns the channel 11 outlet, the new installation will be put into operation in early 1964. A new studio for KTHI is under construction in Fargo.

Admiral abroad ■ A contract for 1,500 23-inch table model television sets has been placed with Admiral International Corp. by the U. S. General Services Administration for use in Colombia under the Peace Corps program, Admiral announced last week. Initial shipment of 400 sets was made last week. A TV relay network linking Bogota and remote areas of Colombia will be used by the Peace Corps volunteers to help reduce illiteracy there.

INTERNATIONAL

More money for U.S. shows in Japan

OFFICIAL'S REED NOTES HIGHER RANGE PER EPISODE

A striking development in Japanese television over the years has been the steadily rising prices the industry there will pay for U. S. programs, Seymour Reed, president of Official Films, reported last week after a business trip to the Far East.

Mr. Reed, who spent six days in Tokyo and several days in Hong Kong before returning to New York, noted that prices for a half-hour U. S. program for showing on network TV in Japan has risen to the \$2,000-\$4,000 range per episode and hours to the \$4,000-\$8,000 range, depending on the show. He said this is "remarkable" pointing out that eight or nine years ago prices were six to ten times lower.

He believes the future is "even

brighter" for U. S. programs, noting a movement to broaden the buyer's market in Japan. He explained that at present, sales can be made only to networks or stations but there are developments that point to the establishment of a distributor set-up. This would lead to more competition for U. S. programs and hence be conducive to raising prices over present levels, Mr. Reed observed.

While in Japan, Mr. Reed closed negotiations with the Tokyo Broadcasting Corp. for Official's *Battle Line* series, which he said, will place the actuality program on more than 100 stations. In addition, Mr. Reed completed a similar agreement for *Battle Line* in Hong Kong. He noted that the series has been sold in more than 120 U. S. markets

Jolly old Danny, eh wot

The BBC has bought *The Danny Kaye Show* for presentation on its second TV channel which goes on the air in London next April. Ashley-Steiner represented the producer of the program, carried on CBS-TV in the United States, in the sale of 26 segments for showing on BBC-2 on Monday night. The transaction was said to mark the first foreign sale of the one-hour Kaye program.

and in Latin America.

He reported that he had discussed co-production projects with several Japanese producers. Although no commitments were made, Mr. Reed remarked, there is a possibility that several episodes of a future series may be filmed in Japan.

USIA surveys foreign reaction to U.S. TV shows

Cultural standards are one of the most sensitive areas in which a society may take its own pulse—and, indeed, that of its contemporaries. Television has proven itself to be, if not a bridge, at least an open channel of cultural exchange between the differing peoples of our world.

Overseas surveys made by private firms for the U. S. Information Agency in July 1962 and released last week may serve as an interesting, though isolated, barometer of the American image abroad. People in four western European countries and Japan were questioned on how they felt U. S. television programs shown in their countries represent American life. The surveys sought overall impressions through specific questions on style, program content and general entertainment.

The results presented somewhat of a paradox—the more favorable impression of American life was found in Japan, whereas the western Europeans (British, French, West German

and Italian) were more critical. Nonetheless, opinions varied greatly among the Europeans—60% of the British interviewed gave favorable responses compared to 45% in France and Italy.

The surveys draw no conclusions.

The high standard of American living, as presented by TV, left good impressions in almost all cases; violence and crime generally caused an opposite reaction, the USIA said. Continental Europeans were more receptive to the standards they viewed while the British were more inclined to doubt the scene before them.

The survey noted that when Europeans discounted what they saw it was because they felt the image of American life was being distorted—"particularly in respect to material rewards," the agency said.

The USIA noted that in Japan the younger and better educated were inclined to watch American programs and receive favorable impressions.

Abroad in brief .

Brazil account moved ■ The Ultra-Group, Brazilian-owned combine of 15 bottled gas corporations, has appointed the Sao Paulo office of McCann-Erickson to handle an account formerly held by the firm's two house agencies. The Ultra-Group operates in nine Brazilian states and has a network of 66 home appliance stores, 1,500 agents and 600 salesmen.

Agency named ■ Chic Creations Ltd., a subsidiary of Durazone-Choice International Ltd., has named Grant Adv.'s London office to handle all advertising and sales promotion for a new teenage hairspray product, Like Helen. Grant has purchased time on Radio Luxembourg for a special merchandising offer which gives top ten popular records to successful contestants.

Same hour shows ■ New tape delay center has been opened at Winnipeg, Man., by the Canadian Broadcasting Corp., to permit almost 90% of Canadian viewing audiences to see na-

tional shows at the same hour in Canada's four major time zones. CBC opened a TV delay center at Calgary, Alta., in 1958. Now viewers from Quebec to the Pacific Coast can see a show at the same local time hour in the Pacific, Mountain, Central and Eastern time zones, while stations in the Atlantic and Newfoundland time zones will see the shows one hour or 90 minutes earlier.

Power increase ■ CKOY Ottawa, Ont., went on the air Nov. 18 with a new 50 kw Canadian General Electric transmitter and 5-tower CGE antenna array. The station was recently authorized to increase its power from 5 kw on 1310 kc. The power increase has meant a shift to the station's transmitter from South Hull, Que., to a new location in southwest Ottawa, in Nepean Township.

Fee increase ■ Radio licenses went up to \$3.50 and combined radio-TV licences, cost \$14 annually in the Irish Republic as of Nov. 1.

New transmitters ■ BBC-TV has ordered six 5 kw 405 line TV transmitters for use in Wales, Scotland and Lancashire. They will be used for separating BBC-TV programs to Wales from those of neighboring English regions, for extending coverage of distinctly Scottish programs to southwest Scotland, and for improving reception in Lancashire. A transmitter to bring BBC 2, the new television network, to north and northeast Scotland will be built in Kincardineshire in 1966. BBC's new network will cover central Scotland by the end of 1965.

Film production alliance ■ Video Pictures Inc., with offices in New York, Los Angeles and Montreal, has joined Robert Lawrence Productions Ltd., Toronto, in jointly announcing a reciprocal agreement between the two firms. The companies will make their facilities and personnel available to each other. VPI will represent RLP on Canadian work done in the U. S., and RLP will represent VPI on American work done in Canada.

Rep appointed ■ CKCW-AM-TV Moncton, N. B.; CKVR-TV Barrie, Ont., and CHFI Toronto, Ont.: E. S. Sumner Corp., New York, as exclusive U. S. representative.

British films sold ■ *Big Night Out* (Associated British-Pathe) has been sold to Australia's ATN commercial network. *The Avengers* (Associated British-Pathe) 39 episodes have been sold to Australian Broadcasting Commission.

Account switches ■ Young & Rubicam, New York, has announced the acquisition of seven new accounts for the firm's London, Frankfurt and Milan

offices. Y&R's London office has been assigned Micrin by Johnson & Johnson, Playtex girdles and Hawker-Siddeley, makers of airplane frames. In Frankfurt, a new Procter & Gamble product and the U. S. Poultry Commission have been added. The Milan office has been awarded Bertelli, an Italian cosmetic firm and a brandy from Buton Co.

TPEA extends contract

The executive committee of the board of directors of the Television Program Export Association announced last Wednesday (Nov. 27) that it has approved the extension of the contract of its president, John G. Mc Carthy, through 1964. Formal ratification of the committee's action will be considered by the full directorate of TPEA at its annual meeting in New York next month.

Billings increase in Canada

Both radio and television national advertising billing were up in Canada for the first eight months of this year, according to a report of Elliott-Haynes Ltd., Toronto market research organization. Radio expenditures were up from \$13,098,328 in the 1962 period to \$15,386,569 in this year's January-August period. Television expenditures were up from \$33,292,140 last year to \$38,374,710 this year.

Canadian-made sets show sales increase

Radio and television receivers made in Canada sold in larger numbers in the first nine months of this year than in the same period last year, according to figures of the Dominion Bureau of Statistics, Ottawa. Radio receiver sales totalled 491,742 units as compared with 430,873 in the January-September period last year. The made-in-Canada TV receiver sales totalled 298,485 units, as against 288,952 a year ago. Radio receiver set sales in Ontario totalled 311,985 units of the total of 491,742. TV receiver sales in Ontario were 106,167 out of the total of 298,485.

Radio transistor receiver imports for the first six months totalled 295,085 units while 9,190 TV receiver sets were imported in this period.

CHFI gets nighttime frequency with 10 kw

The first Canadian FM station to start a separate AM radio operation was CHFI-FM Toronto. Now CHFI, on 1540 kc daytime, starts another station for nighttime operation with 10 kw on 680 kc.

In granting CHFI-FM-AM the new

Toronto frequency, the Canadian Board of Broadcast Governors explained that "the performance of CHFI-FM in Toronto justifies the granting to it" of AM stations. Because "no other frequency is presently available for fulltime use in Toronto, the BBG is prepared to recommend that Rogers Broadcasting Ltd. be permitted to broadcast on different frequencies day and night. It is unlikely that a similar situation will occur again, and the BBG's action in this case should not be considered as a precedent."

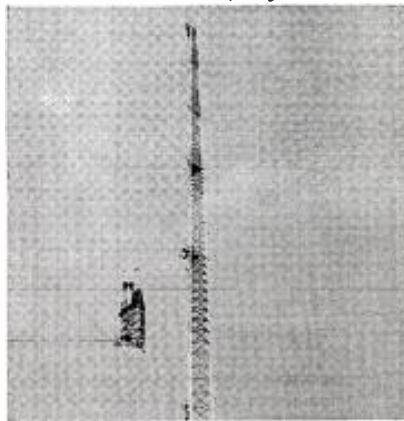
At the October meeting of the BBG CFAM Altona, Man., was recommended for a new AM station at Steinbach, Man., on 1250 kc with 10 kw. The station will use CFAM programming.

CJIC Sault Ste. Marie, Ont., was recommended for a radio station at Wawa, Ont., with 1 kw day and 250 w night on 1240 kc, with a portion of the programming to be from CJIC.

Three new TV rebroadcasting stations were recommended by the BBG to the Minister of Transport. CKCK-TV Regina, Sask., was recommended for channel 7 at Moose Jaw, Sask., with 55.4 kw radio and 27.7 kw audio; CJFB-TV Swift Current, Sask., for channel 10 with 390 w video and 195 w audio at Riverhurst, Sask.; and Malakwa Farmers' Institute at Malakwa,

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Shown above is the final installation of a 16 bay antenna atop a 485' ROHN TV broadcast tower. The installation is the WMBD-TV translator station at LaSalle, Illinois, Channel 71.

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They're romping around the globe on 'Romper Room'

The ten-year-old *Romper Room* TV program for pre-schoolers is acquiring a strong international accent as licensed versions of the show begin this fall in Scotland and Mexico, supplementing telecasts in Japan, Australia, Puerto Rico and Venezuela.

The program originated in Baltimore 10 years ago and spread through the years to approximately 75 U.S. TV stations. A year ago Fremantle International assumed overseas distribution of *Romper Room*, which was carried then only in Canada and Puerto Rico. Scotland and Mexico will begin to schedule it within a few weeks.

Romper Room is carried on ap-

proximately 125 stations, of which 50 are in foreign countries. In the U.S., the program is produced and distributed by Romper Room Inc., founded by Bert Claster, which holds primary rights to the show.

The program has a live format. Romper Room Inc. supplies scripts of each program and provides props. An interesting and integral feature of any *Romper Room* contract is that the Claster organization will train each teacher at its Baltimore headquarters for one week before she assumes duties at the station. Through the years more than 200 teachers have been trained.

The program usually has six children, aged four to six, on the pro-

gram. *Romper Room* began on Oct. 7 in Japan for relay on a 26-station network, constituting the largest overseas sale to date. Fremantle President Paul Talbot supervised arrangements in Tokyo during the program's debut.

The Future ■ Two future *Romper Room* teachers were in New York two weeks ago. Lesley Blair (left in photo) had completed her training and was waiting to return to Aberdeen, Scotland, for duty with the Grampian Television Ltd. station there. And Pepita Gomis of Mexico City (r) was in New York for several days of consultation with Wilbur Freifeld, vice president of Fremantle International, before heading for Baltimore and basic training in *Romper Room* duties. She will appear on XEW-TV Mexico City, which is operated by Telesistema Mexicano S.A.

Mr. Freifeld explained that scripts are sent to foreign countries in English with the exception of Spanish-speaking nations. A Spanish version is sent there but since the dialects in Latin America vary, it devolves on the teacher to make local accommodations.

In the United States, *Romper Room* is a one-hour, five-times-a-week show. Abroad it may be an hour or a half-hour and is carried four, five or six times a week (the latter is the case in Japan) where little children go to school on Saturday.

Romper Room is carried on a 26-station network in Japan and on an 18-station line-up in Canada. Mr. Freifeld noted that sponsorship is heavy, and, in many countries, it is either wholly or largely sponsored by companies producing or selling milk, bread, food, toys, soap, soft beverages and cocoa products, among others.



B. C., for a 5 w transmitter to pick up programs of CHBC-TV Kelowna, B. C.

CHML Hamilton, Ont., has been recommended for an FM station at Hamilton on 95.3 mc with 2.9 kw.

CKSL London, Ont., has been approved for a power boost from 5 kw to 10 kw and frequency change from 1290 kc to 1410 kc.

CFPR Prince Rupert, B. C., was approved for a power boost from 250 w on 1240 kc to 10 kw on 860 kc.

CHQM-FM Vancouver, B. C., has been approved for power increase on

103.5 mc from 18.95 kw to 100 kw.

Bunker: radio spots are better than TV's

"Radio is now producing better commercials than television," said Ed Bunker, president of the Radio Advertising Bureau, New York, at the Canadian Radio Commercials Festival in Toronto.

The festival was sponsored by the Radio and Television Executives Club and the Canadian Radio Sales Bureau. Awards were made to stations and agen-

cies for the best radio commercials in a number of categories.

Among the top winners: CHUM Toronto, Golden Microphone for overall excellence among English-language stations; CKRS Jonquiere, Que., Golden Microphone for overall excellence among French-language stations.

Mr. Bunker felt that every ounce of creativity is pre-tested out of TV commercials because of their high cost, while radio commercials could be quickly junked, due to their more reasonable cost.

A salute to the Broadcasting Industry

“a handmaiden to history . . .
and
a servant of the people.”

Throughout the sad events of the weekend so tragic in our nation's history, the American people could not but have been aware of the tremendous and unselfish effort on the part of the broadcasting industry to devote itself to the job at hand.

The entire industry—radio and television—networks and independents—gave of itself with unflinching dedication and dignity and proved its maturity not only as a handmaiden to history but also as a servant of the people.

For its inspired devotion, we take this opportunity to salute the broadcasting industry, confident that we are only reflecting the respect and thanks of the American people for a job well done.

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FATES & FORTUNES

BROADCAST ADVERTISING

Don Dahlman, for past eight years sales representative for United Artists Television Inc., New York, appointed sales manager of WLWD(TV) Dayton, Ohio.



Mr. Dahlman

John O. Grom, assistant VP in charge of research and development for Borden Foods Co., New York, elected VP in charge of research and development. Mr. Grom joined Borden in 1930.

Karl M. Gruener elected VP and director of radio-TV operations at Davis, Johnson, Mogul and Colombatto, Los Angeles. He joined agency in 1960 as head of radio-TV department.

Carl K. Hixon and **Rudolph R. Perz**, associate creative directors of Leo Burnett Co., Chicago, elected VP's. **Richard Weiner**, executive art director, also elected VP. Messrs. Hixon and Perz have both been with Burnett since 1959. Mr. Weiner joined agency in 1954.

John F. Wade, research director of WFIL-AM-FM-TV Philadelphia since October 1962, appointed to newly created post of national research director for radio-TV division of Triangle Publications Inc. Before joining Triangle group, Mr. Wade was research director of Avery-Knodel Inc., national radio-TV station representatives. Triangle Stations are WFIL-AM-FM-TV; WBNF-AM-FM-TV Binghamton, N. Y.; WFBG-AM-FM-TV Altoona-Johnstown, Pa.; WNHC-AM-FM-TV New Haven, Conn.; KFRE-AM-FM-TV Fresno, Calif.; WLYH-TV Lebanon-Lancaster, Pa.



Mr. Wade

Shelton Pogue, associate media director, and **Martin Friedman**, associate merchandising director, elected VP's of Dancer-Fitzgerald-Sample, New York.

Howard H. Hyle appointed manager of promotional and point-of-sales advertising for advertising department of The Coca-Cola Co., Atlanta.

Don Kelly, Yellow Pages advertising director for Pacific Telephone & Telegraph Co., joins Klosterman, Ragan & Ross, Los Angeles, as supervisor on Cole of California account.

Gwen Mason, formerly media buyer at Ellington & Co., New York, and timebuyer for Hixson & Jorgensen, Los Angeles, appointed TV advertising administrator for Mattel Inc., Haw-

thorne, Calif., toymaker. She succeeds **Helen Lydon**, who resigned to join Clinton E. Frank Inc., Los Angeles, as broadcast supervisor (BROADCASTING, Nov. 25).

Rodney Hanchett joins Ridgway, Hirsch & French, St. Louis advertising agency, as account executive.

Jack Miller, formerly in account management for Kenyon & Eckhart, Mexico City office, joins Foote, Cone & Belding, Los Angeles, as executive on Sunkist Growers account.

David N. Lewis, advertising and sales promotion manager of KDKA-TV Pittsburgh, appointed advertising and sales promotion manager of Group W (Westinghouse Broadcasting Co.), succeeding **David Partridge**, who has been named to executive duties in special projects, creative services, under Herman Land, director of creative services. Mr. Lewis has been with Westinghouse organization since 1946. Group W stations are KDKA-AM-FM-TV; KYW-AM-FM-TV Cleveland; WBZ-AM-FM-TV Boston; WJZ-AM-FM-TV Baltimore; KPIX(TV) San Francisco; WOWO Fort Wayne, Ind.; WIND Chicago; WINS New York.

Norman Alpert and **Frank Honoski** appointed account executives on radio sales staff of H-R Representatives, New York. Mr. Alpert was salesman with Venard, Torbet & McConnell; Mr. Honoski formerly was with Stone Representatives, New York.

Howard Roby, production manager of WTVN(TV) Columbus, Ohio, named to station's local sales staff.

WEMA elects Dempster

Burgess Dempster, president of Electronic Engineering Co. of California, Santa Ana, elected president of Western Electronic Manufacturers Association, succeeding **Emmet G. Cameron**, executive VP of Varian Associates, Palo Alto, Calif. Five regional VP's were also elected: **Henry M. Bailey**, Kin Tel division of Cohu Electronics, San Diego; **Bernard W. Gilmore**, Nuclear Corp. of America, Phoenix; **James G. Kirwan**, Electro Scientific Industries, Portland, Ore.; **John S. McCullough**, electron tube division of Litton Industries, San Carlos, Calif.; and **Robert M. Ward**, Beckman Instruments, Fullerton, Calif. Secretary is **Melvin H. Lockett**, Canon Electronics Co., Los Angeles; treasurer is **Albert J. Morris**, Energy Systems, Palo Alto, Calif.

Patrick E. Murphy, international copy supervisor at Klau-Van Pietersom-Dunlap, Milwaukee, promoted to group copy supervisor. **Walter P. Zippel**, copywriter, named international copy supervisor. **Gordon H. Hodder**, formerly with J. Walter Thompson Co., joins KVPD as copy group supervisor.

E. James Hodgett, formerly with Storer Television Sales, New York, joins sales staff of Television Advertising Representatives, that city.

R. Henry Shine, for past eight years account executive with Kircher, Helton & Collett, Dayton, Ohio, advertising and marketing agency, appointed director of industrial marketing for Robert Luckie & Co., Birmingham, Ala., advertising and public relations firm.

Jerry Kirby, sales manager of Durkee-Mower, New York, since 1958, elected VP in charge of sales. Mr. Kirby previously had been with CBS.

THE MEDIA

Wally Nelskog elected president and general manager of KIXI Seattle, Wash. Mr. Nelskog formerly owned station until its recent purchase by Metropolitan Radio Corp. **Gil Bond** appointed KIXI general sales manager.



Mr. Griffin

Theodore A. Griffin, general sales manager of KFEQ St. Joseph, Mo., assumes added duties as station manager. Mr. Griffin, formerly of KSIB Creston, Iowa, joined Mid-States Broadcasting Corp.'s KFEQ sales

staff in 1950. He was appointed local sales manager in 1958 and became general sales manager in 1960.

G. Lee Hartsfield, sales manager of WTRY Troy, N. Y., elected vice president and general manager.

Eddie Bracken, VP of Meridian Media Inc., owner of WBIC Islip, N. Y., elected to company's board of directors.

Harold P. Kane, formerly principal owner, president and general manager of WJOC Jamestown, N. Y. (now WXYJ), joins Patt McDonald Co., Austin, Tex., based media brokerage firm, as associate representative, with headquarters in Phoenix, Ariz.

John V. Jerman, traffic director at WTHI-TV Terre Haute, Ind., joins traffic department of WISH-TV Indianapolis.

Thomas B. Smith, office manager of KRON-TV San Francisco since its inception in 1949 and with station's parent organization, Chronicle Publishing Co., since 1932, retires Dec. 6.

FCC promotes Strassburg

Bernard Strassburg, associate chief of FCC's common carrier bureau and chief of bureau's office of satellite communications, appointed chief of common carrier bureau, effective Jan. 6, 1964, replacing **John J. Nordberg**, who has announced his retirement as of that date. Appointment is subject to approval by Civil Service Commission. Mr. Strassburg has been with commission since 1943, specializing in common carrier he became section chief of rates regulation. For past three years he has been principal FCC staff participant in both legislative and regulatory programs relating to communication satellites. **Asher H. Ende** named associate chief of common carrier bureau and chief of its office of satellite communications. Mr. Ende, who joined FCC in 1947, has for past 2½ year served as hearing examiner.

PROGRAMING

Edward Grossman, attorney active in labor relations and defense contract matters, named executive director of Composers & Lyricists Guild of America.

Thomas B. Jones, executive program director at WFIL-AM-FM-TV Philadelphia since October 1961, assumes added duties as program coordinator for radio-TV division of Triangle Publications Inc., newly created post. Mr. Jones, previously program director of WTOP-TV Washington, joined Triangle group in 1960 as program director of WNBC-AM-FM-TV Binghamton, N. Y. Triangle Stations are WFIL-AM-FM-TV; WNBC-AM-FM-TV; WFBC-AM-FM-TV Altoona-Johnstown, Pa.; WNBC-AM-FM-TV New Haven, Conn.; KFRE-AM-FM-TV Fresno, Calif.; and WLYH-TV Lebanon-Lancaster, Pa.

Sam Holman, formerly program director and air personality at WABC New York, named program director of WKMR Detroit.

Dick Heuer, former staff director at Michigan State University's WMSB(TV) (educational ch. 10) Onondaga, joins Florida State University's WFSU-TV (educational ch. 11) Tallahassee as production supervisor. **Ron Whittaker**, director of photography at CSJ-TV New Brunswick, Canada, joins WFSU-TV as producer-director. **Keith Carlson**, WFSU-TV studio supervisor, promoted to producer-director. **Anne Turner**, produc-

tion assistant, named traffic and continuity director. **Ron Bissland** appointed WFSU-TV's film director.



Mr. Shanahan

Thomas Shanahan, for past two years account executive at WRIT-AM-FM Milwaukee and before that for one year manager of WMKE(FM), that city, joins WEMP-AM-FM Milwaukee as program director. Before joining WMKE(FM), Mr. Shanahan had been with WEMP for 17 years.

Richard Clorfene, head writer of Mel Blanc Associates, Hollywood producer of humorous commercials for radio and TV, elected vice president in charge of creative services.

Allen Muir, producer-director at KCHU-TV San Bernardino, Calif., appointed production manager. **John Z. Csia**, former production manager at CKPR-TV Port Arthur, Ont., named KCHU-TV producer-director.

Donald T. Wallace, executive producer of TV programing at Benton & Bowles, New York, elected VP. Mr. Wallace, formerly freelance writer and news writer at KOIL Omaha, joined B&B in 1947. He is presently in charge of program supervision and new program development as well as executive producer of agency's *The Edge of Night* series (weekdays, 3:30-4 p.m., CBS-TV).



Mr. Wallace

William Graham has been signed to direct TV pilot of *Twelve O'clock High*, hour-long drama series to be filmed for ABC-TV by QM Productions in association with 20th Century-Fox TV. **Quinn Martin** is executive producer.

EQUIPMENT & ENGINEERING



Mr. Rockwell

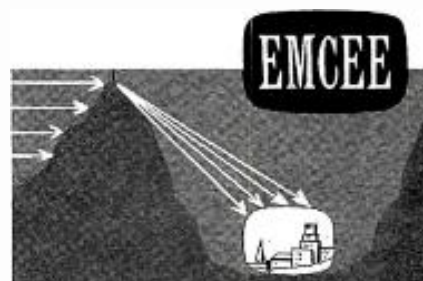
Ronald J. Rockwell, VP in charge of engineering for Crosley Broadcasting Corp. (WLW and WLWT[TV] Cincinnati, WLWD[TV] Dayton, WLWC[TV] Columbus, all Ohio, and WLWI[TV] Indianapolis, Ind.), appointed VP in charge of engineering planning. Mr. Rockwell joined Crosley organization in 1929. **Clyde Haehnle**, senior staff engineer, named director of staff engineering at corporate level, responsible for FCC files, regulations and ownership reports. **Howard Lepple**, chief engineer at WLWT(TV), named director of corporate engineering activities. **Edwin Dooley**, staff engineer, promoted to chief engineer of WLWT(TV),

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R. A. Mack, former FCC commissioner, dies

Richard A. Mack, 54, former FCC commissioner who was forced to resign after he was charged with selling his vote for channel 10 Miami, was found dead last Tuesday (Nov. 26) in a Miami rooming house. Mr. Mack's body was discovered by police, who had gone to the rooming house in answer to a complaint against a loud radio. Police said Mr. Mack apparently died of natural causes and had been dead several days when found.

The former commissioner had been in poor health since leaving the FCC in 1958. He and co-defendant **Thurman Whiteside**, a Miami lawyer, were tried in a federal court in Washington on charges of conspiring to fix the channel 10 award to Public Service TV Corp. (WPST-TV), a subsidiary of National Airlines. The trial ended in a hung jury and Mr. Whiteside was acquitted in a second trial. Charges against Mr. Mack were subsequently dropped. The FCC has since rescinded the grant to Public Service and awarded the channel to the only competing applicant, L. B. Wilson Inc., which was not disqualified for ex parte contacts.

Mr. Whiteside, who was accused of giving Mr. Mack about \$14,000, took his own life soon after he was acquitted in federal court. The same two men also were involved in several other ex parte TV cases in Florida which were returned to the FCC by the courts. Mr. Mack was ap-



Mr. Mack

pointed to the FCC in the spring of 1955 by former President Eisenhower and served approximately three years. He was a member of the Florida Railroad & Public Utilities Commission from 1947-55.

replacing Mr. Lepple. **Floyd Lantzer** appointed chief engineer of WLW.

Gene Bardo, chief engineer and air personality at WGGG Gainesville, Fla., joins WPUP, that city, in same capacity. New owner of WPUP is **Leon E. Mims**, former WGGG general manager.

Frank E. Whittam, technical super-

visor at WRCV Philadelphia, appointed technical supervisor of WRC-AM-FM-TV Washington. Both stations are owned by NBC.

Leon M. Schachere appointed eastern region manager for Sylvania Home & Commercial Electronics Corp., marketing subsidiary of Sylvania Electric Products, New York. In newly created

position, Mr. Schachere will be responsible for marketing of Sylvania's TV receivers, radios and stereophonic high fidelity phonographs.

Jerry Balash, formerly eastern sales manager for Telesystems Services Corp., joins Blonder-Tongue Laboratories, Newark, N. J., in newly created position of home products manager. Mr. Balash will direct new product development, sales promotion and merchandising, in product line that includes home boosters and distribution systems, and all UHF equipment.

Richard F. Tullius, for past 12 years district engineer at Dallas for broadcast equipment division of General Electric Co., appointed engineering supervisor for Continental Electronics Products Co., subsidiary of Ling-Temco-Vought Inc., Dallas. Continental specializes in engineering and manufacture of commercial radio and closed circuit TV equipment.



Mr. Tullius

Matthew N. Cinelli, manufacturing manager for electronics division of Westinghouse Electric Corp., Edison, N. J., since 1956, named manager of consumer products division of Philco Corp., Philadelphia. He replaces **John N. McDowell**, who has been transferred to staff of Fred J. Meredith, Philco's general manufacturing manager.

NEWS

William Hampton, formerly with news department of Westinghouse-owned KYW-AM-FM Cleveland and WINS New York, appointed news director of KBOX-AM-FM Dallas, a Balaban station.

Al Koski joins news department of WXYZ-AM-FM Detroit as city-county news editor.

Lois Leppart joins KMSP-TV Minneapolis-St. Paul, Minn., as women's news director.

Lee Hanna, news director at WNEW New York, named chairman of 1964 radio committee for Brotherhood Week (Feb. 16-23).

INTERNATIONAL

J. E. Hayes, chief engineer of Canadian Broadcasting Corp., Montreal, named director of engineering and technical services, succeeding **William G. Richardson**, who retires Dec. 31 after 28 years with CBC and its predecessor. **R. D. Cahoon**, regional engineer for western Canada at Winnipeg, promoted to chief engineer at Montreal, succeeding Mr. Hayes.

Edward T. Hunt appointed national sales manager of CFCF Montreal.

ANNOUNCING

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Memberships are being accepted now in the newly formed Eastern Advertising Golf Association. The group will be limited to 150 members—50 each from Media, Agencies, and Advertisers.

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John C. Garton, general manager of CJSP Windsor-Leamington, Ont., elected administrative VP of Sun Parlor Broadcasters Ltd., operators of station.

Anjani S. Mankikar joins staff of Grant Adv. Ltd., London.

Robert Auld, formerly with commercial department of CFTO-TV Toronto, named account executive at Freeman, Mathes and Milne Ltd., Toronto advertising agency.

Robert Leslie, formerly with National Broadcast Sales and Air-Time Sales at Toronto and Montreal, named general sales manager of CHFI Toronto.

DEATHS

Frederick J. Molchin, 32, chief engineer of WTTV(TV) Bloomington-Indianapolis and engineering supervisor of WPTA(TV) Roanoke, Ind., died Nov. 18 of electrical shock obtained while work-

ing on WPTA transmitter. Both stations are owned by Sarkes Tarzian. Mr. Molchin, previously with WTVH(TV) Peoria, Ill., joined Sarkes Tarzian broadcast stations in 1957.

Leon A. Friedman, 68, board chairman of Leland Adv. Agency, New York, died Nov. 23 of heart attack at his home in Closter, N. J.

Eddie Janis, 67, retired West Coast manager of Broadcast Music Inc., died Nov. 20 of heart attack aboard S. S. Lurline enroute to Los Angeles from Honolulu. With BMI from 1941 to 1961, Mr. Janis had heart condition for several years and retired in December 1961.

Howard Wegbreit, film manager at WCAU-TV Philadelphia, died Nov. 21 at Broomall, Pa., after lengthy illness. Mr. Wegbreit, formerly film department supervisor at WCBS-TV New York, joined WCAU-TV in 1961.

Harry H. Rimmer, 68, for 37 years manager of advertising and later public relations for Canadian General Electric Co. Ltd., Toronto, died Nov. 19. Mr. Rimmer retired from CGE in late 1961. He was past president of Association of Canadian Advertisers.

Caesar James Petrillo, 65, musical director of WBBM-AM-FM-TV Chicago and brother of James C. Petrillo, former head of American Federation of Musicians, died Nov. 22 at St. Elizabeth's Hospital in Chicago.

William E. Brandt, 72, former public relations director of National League Service Bureau and sports commentator for Mutual Broadcasting System, died Nov. 18 at his home in Norristown, Pa.

Richard L'Estrange, 73, motion picture and TV director, died in Burbank, Calif., Nov. 19. Prior to his illness Mr. L'Estrange was associated with Warner Brothers-TV and 20th Century-Fox-TV.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Nov. 21 through Nov. 27 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw.—kilowatts. w.—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *educational. Ann.—announced.

New AM station

APPLICATION

Machias, Me.—Coastal Broadcasting Inc. 1490 kc, 250 w-N, 1 kw-D. P. O. address 681 State Street, Ellsworth, Me. Estimated construction cost \$4,900; first year operating cost \$20,000; revenue \$25,000. Applicant is licensee of WDEA Ellsworth. Ann. Nov. 22.

Existing AM stations

CALL LETTERS ASSIGNED

■ **KPLS** Santa Rosa, Calif.—Producers Inc. Changed from KJAX.
■ **WDCJ** Jacksonville, Fla.—Jones College. Changed from WQTY.
■ **KABE** Westwego, La.—Jefferson Radio Co.
■ **WJPW** Rockford, Mich.—Jack Lee Payne.
■ **KWIX** Moberly, Mo.—Moberly Broadcasting Co. Changed from KNCM.
■ **KGMY** Missoula, Mont.—Christian Enterprises Inc. Changed from KXLL.
■ **KJDY** John Day, Ore.—John Day Valley Broadcasters.

APPLICATION

KAVE Carlsbad, N. M.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. Nov. 21.

New FM stations

ACTION BY FCC

Twenty-Nine Palms, Calif.—Hi-Desert Broadcasting Corp. Granted CP for new FM on 95.3 mc, channel 237, 3 kw. Ant. height above average terrain minus 285 feet. P. O. address 73464 Didsbury Rd., Twenty-Nine Palms. Estimated construction cost \$11,487; first year operating costs \$4,000; revenue \$6,000. Principals: Arthur E. Sipherd Jr. (90%) and Adeline F. Sipherd (10%). Applicant also owns KDHI Twenty-Nine Palms. Action Nov. 21.

APPLICATIONS

Tallahassee, Fla.—Tallahassee Appliance Corp. 84.9 mc, channel 235, 27.43 kw. Ant. height above average terrain 286 feet. P. O. address Box 1047, Tallahassee. Estimated construction cost \$19,590; first year operating cost \$10,000; revenue \$12,000. Applicant is licensee of WTNT Tallahassee. Ann. Nov. 21.

Springfield, Ill.—Dan Menghini. 101.9 mc, channel 270, 5.27 kw. Ant. height above average terrain 392 feet. P. O. address 1313 South 9th Street, Springfield. Estimated construction cost \$15,581; first year operating cost \$16,250; revenue \$30,000. Mr. Menghini, sole owner, owns electronic sales and service firm. Ann. Nov. 26.

Ware, Mass.—Central Broadcasting Corp. 102.1 mc, channel 271, 5.16 kw. Ant. height above average terrain 837 feet. P. O. address 56 Main Street, Ware. Estimated construction cost \$11,700; first year operating cost \$5,000; revenue \$20,000. Applicant is licensee of WARE Ware. Ann. Nov. 26.

Carbondale, Pa.—Carbondale Broadcasting Inc. 94.3 mc, channel 232, 330 w. Ant. height above average terrain 771 feet. P. O. address 127 Salem Road, Carbondale. Estimated construction cost \$10,206; first year operating cost \$8,300; revenue \$8,500. Applicant is licensee of WCDL Carbondale. Ann. Nov. 22.

Greensburg, Pa.—WHJB Inc. 107.1 mc, channel 296A, 3 kw. Ant. height above average terrain 300 feet. P. O. address 128 North Pennsylvania Avenue, Greensburg. Estimated construction cost \$14,350; first year operating cost \$24,000; revenue \$24,000. Applicant is licensee of WHJB Greensburg. Ann. Nov. 26.

Tyler, Tex.—KDOK Broadcasting Co. 101.5 mc, channel 268, 38.64 kw. Ant. height above average terrain 376 feet. P. O. address c/o Dana W. Adams, 808 Peoples Bank Building, Tyler. Estimated construction cost \$38,593; first year operating cost \$24,000 revenue \$36,000. Applicant is licensee of KDOK Tyler. Ann. Nov. 21.

Centralia, Wash.—Charles O. Ellsworth. 102.9 mc, channel 275, 31 kw. Ant. height above average terrain 135 feet. P. O. address 2916 Dale Lane East, Tacoma, Wash. Estimated construction cost \$9,800; first year operating cost \$9,000; revenue \$10,780. Mr. Ellsworth, sole owner, is instructor and program director of KTOY(FM) Tacoma. Ann. Nov. 22.

Existing FM stations

CALL LETTERS ASSIGNED

■ **WCRD(FM)** Bluffton, Ind.—Wells County Radio Corp.
■ **WMNB-FM** North Adams, Mass.—



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Northern Berkshire Broadcasting Inc.

■ WFOR-FM Hattiesburg, Miss.—Newforte Inc.

■ KRMS-FM Osage Beach, Mo.—Central Missouri Broadcasting Co.

■ WAWR-FM Bowling Green, Ohio—Portage Valley Broadcasters Inc.

■ KAKC-FM Tulsa, Okla.—KAKC of Tulsa Inc. Changed from KOGM-FM.

■ *WRIU(FM) Kingston, R. I.—University of Rhode Island.

■ KBOC(FM) Ogden, Utah—Clifford E. Peterson.

■ WDXE-FM Lawrenceburg, Tenn.—Lawrenceburg Broadcasting Co.

■ KBMF-FM Spearman, Tex.—Coy C. Palmer.

Ownership changes

ACTIONS BY FCC

KPOC Pocahontas, Ark.—Granted acquisition of positive control of licensee corporation, Pocahontas Radio Inc., from A. J. Blatz (40%) and Rufus D. Haynes (30%) by Adrian L. White (100%). Consideration \$52,500. Mr. White also owns KTMN Trumann. Action Nov. 22.

WARN-AM-FM Fort Pierce, Fla., and WKDN-AM-FM Camden, N. J.—Granted transfer of control of licensee corporation, South Jersey Broadcasting, from Ranulf and Florence J. Compton as trustees to Mr. and Mrs. Compton individually. No financial consideration involved. Action Nov. 22.

WRFB Tallahassee, Fla.—Granted assignment of license from Emerson W. Browne to Donald C. Price. Consideration \$120,000. Mr. Price is manager of WPAX Thomasville, Ga. Action Nov. 22.

WCNC Elizabeth City, N. C.—Granted transfer of control of licensee corporation, Albemarle Broadcasting Co., from J. A. Gill, S. A. Twiford and E. P. Leary (each 22.26%) to Joseph L. Lamb Sr. (50% after transfer, 24.8% before), Joseph L. Lamb Jr. (33.4% after, 8.4% before) and Desmond S. Barclay (16.6%). Consideration \$15,000. Mr. Barclay is assistant manager of WCNC. Action Nov. 22.

KOHU Hermiston, Ore.—Granted assignment of license from Sarah Knierim, executrix of estate of Carl F. Knierim, deceased, to Mrs. Knierim individually. No financial consideration involved. Action Nov. 22.

WAEI Mayaguez, P. R.—Granted transfer of negative control of licensee corporation, WAEI Inc., from Mario Acosta and Mario Acosta Jr. (50%) to Manuel Pirallo (50%). Consideration \$50,000. Mr. Pirallo is part owner of WSOI Ponce and WMIA Arecibo, both Puerto Rico. Action Nov. 22.

WQXL Columbia, S. C.—Granted assignment of license from Midlands Radio Corp. to Henderson Belk (100%), d/b as Belk Broadcasting Co. of Columbia Inc. Consideration \$225,000. Mr. Belk is 99.5% owner of WIST-AM-FM Charlotte, N. C., and WORD Spartanburg, S. C. Action Nov. 21.

WKRA(FM) Woodbridge, Va.—Granted transfer of control of licensee corporation, WBVA Inc., from John C. Moran, Howard B. Hayes, Carl L. Lindberg and S & W Enterprises (each 25%) to Potomac Broadcasting Corp., 100% owned by Mr. Lindberg. Consideration \$71,000. Potomac is licensee of WPIK Alexandria, Va. Action Nov. 22.

WAUX-AM-FM Waukesha, Wis.—Granted assignment of license from Charles E. Williams, Meldger Figi (each 25.25%) and others, d/b as Waukesha Broadcasting Inc., to C. Wayne Wright (40.7%) and others, tr/as Midwest Broadcasting Co. Consideration \$237,143. Mr. Wright has interest in WALM Albion, Mich., and WFRL Freeport, Ill. Action Nov. 22.

APPLICATIONS

WDGO Durango, Colo.—Seeks transfer of control of licensee corporation, Basin Broadcasting Co., from Robert W. Tobey, Edwin E. Merriman and Jimmie D. Gober (each 33 1/3%) to Jerry and Marcie Fitch (each 50%). Consideration \$32,000 plus cost of 1 kw trans. Mr. Fitch is 50% owner of KGLN Glenwood Springs, Colo., and president of Colorado Broadcasters Association. Ann. Nov. 22.

WSOK Savannah, Ga.—Seeks transfer of control of licensee corporation, Fisher Broadcasting Inc., from Joe Speidel III (100%) to Speidel Broadcasters Inc. (100%). No financial consideration involved. For other information see WOIC and WKET(FM) Kettering, Ohio. Ann. Nov. 26.

WGRY Gary, Ind.—Seeks assignment of license from WGRY Inc., whose president is George M. Whitney, to Northwestern Indiana Broadcasting Corp., subsidiary of Gary Printing & Publishing Co., publisher of Gary Post-Tribune; company is controlled by Snyder family. Consideration \$262,500. Northwestern has application for new FM in Valparaiso, Ind. Ann. Nov. 26.

WOIC and WKET(FM) Kettering, Ohio—Seeks transfer of control of licensee corporation, Speidel Broadcasting Corp., from Joe Speidel III (83.33%) to Speidel Broadcasters Inc. (83.33%), owned by Mr. Speidel (90%), Jean W. Speidel (9%) and Hayes B. Wood (1%). No financial consideration involved. Also see applications for WYNN Florence and WPAL Charleston, both South Carolina, and WSOC Savannah, Ga. Speidel Broadcasters has application pending for acquisition of WHIH Portsmouth, Va. Ann. Nov. 26.

WPAL Charleston, S. C.—Seeks transfer of control of licensee corporation, Speidel Broadcasting Corp. of Charleston, from Joe Speidel III (99.98%) to Speidel Broadcasters Inc. (99.98%). No financial consideration involved. For other information see WOIC and WKET(FM) Kettering, Ohio. Ann. Nov. 26.

WYNN Florence, S. C.—Seeks transfer of control of licensee corporation, WYNN Inc., from Joe Speidel III (99.9%) to Speidel Broadcasters Inc. (99.9%). No financial consideration involved. For other information see WOIC and WKET(FM) Kettering, Ohio. Ann. Nov. 26.

KWFA Merkel, Tex.—Seeks assignment of license from Taylor County Broadcasting Co. to Robert G. Chappell, receiver. No financial consideration involved. Ann. Nov. 26.

KOZI Chelan, Wash.—Seeks relinquishment of positive control of licensee corporation, Lake Chelan Broadcasting Corp., by Stuart S. Maus (100% before transfer, 50% after) through sale of stock to Mark A. Sorley (50%). Consideration \$19,600. Mr. Sorley is employee of KOZI. Ann. Nov. 26.

Hearing cases

INITIAL DECISION

■ Chief Hearing Examiner James D. Cunningham issued initial decision in proceeding involving NBC, RKO General Inc. and Philco Broadcasting Co. which looks toward (1) affirming renewal of licenses for NBC's WRCV-AM-TV, Philadelphia for period 1957-1960, and granting license renewal applications for period beginning in 1960; (2) granting renewal of license of RKO's WNAC Boston; (3) granting applications by NBC and RKO to exchange WRCV-AM-TV (channel 3) for WNAC-AM-TV (ch. 7) and WRKO-FM, all Boston; (4) denying Philco's competing application for CP for new TV on channel 3 in Philadelphia; and (5) denying motion by RKO to strike "reply" filed by National Association of Broadcast Employees and Technicians. Action Nov. 20.

OTHER ACTIONS

■ By memorandum opinion and order, commission (1) vacated Dec. 19, 1961, stay and reinstated June 26, 1961, decision which granted application of Herman Handloff (now deceased) for new AM (WNRK) on 1260 kc, 500 w-D, DA, in Newark, Del., and which denied applications of Alkima Broadcasting Co. and Howard Wasserman seeking same facilities in West Chester, Pa.; (2) approved joint agreement whereby estate of Herman Handloff will pay Alkima and Wasserman \$13,750 each as partial reimbursement for expenses, and dismissed latter two applications; (3) approved agreement whereby James G. Smith will pay \$67,200 to Handloff estate for (a) estate to pay \$13,750 each to Alkima and Wasserman, (b) \$27,500 to be retained by estate as partial reimbursement for expenses, and (c) \$12,200 to estate for trans. site and tower footings constructed pursuant to original June 26, 1961, permit issued Herman Handloff; (4) granted assignment of CP for WNRK from Louis Handloff, executor of estate of Herman Handloff, to Radio Newark Inc., owned by James G. Smith; and (5) dismissed as moot pleadings relating to docket proceedings. Commissioner Bartley dissented and issued statement; Commissioner Cox not participating. Action Nov. 20.

■ Commission, on request by applicants, extended time from 20 minutes to 30 minutes each for oral argument in Grand Rapids, Mich., TV channel 13 proceeding. Commissioner Cox not participating. Action Nov. 20.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order, dismissed late filed petition by William H. Bauer to reopen record to receive testimony in proceeding on NBC-RKO broadcast transfers and related applications. Action Nov. 21.

■ By memorandum opinion and order, denied motion by James E. Williams to strike KNOE Inc. (KNOE), Monroe, La., notice of intention to appear and participate in Nov. 26 oral argument in proceeding on Williams' application for new AM in Anadarko, Okla. Board Member Nelson concurred in result. Action Nov. 21.

■ By memorandum opinion and order, denied petition by Rockland Broadcasting Co. to reopen record in proceeding on application for new AM in Blauvelt and those of Rockland Radio Corp. and Rockland Broadcasters Inc. for new stations in Spring Valley, all New York. Board Member Nelson not participating. Action Nov. 21.

■ Members Berkemeyer, Nelson and Slone adopted decision granting application of Radio Ashland Inc. to increase daytime power of WNCO Ashland, Ohio, from 250 w to 1 kw, continued operation on 1340 kc with 250 w-N; conditions, June 19 initial decision looked toward action. Action Nov. 20.

■ By memorandum opinion and order in proceeding on AM applications of Abacoa Radio Corp. (WRAI), Rio Piedras (San Juan), and Mid-Ocean Broadcasting Corp. San Juan, both Puerto Rico, in Docs. 14977-8, denied petition by WRAI for review of examiner's ruling denying WRAI's notice to take depositions. Board Member Berkemeyer dissented and issued statement. Action Nov. 20.

ACTIONS ON MOTIONS

By the Office of Opinions and Review

■ Granted motion by Evelyn R. Chauvin Schoonfield (WXFM), Elmwood Park, Ill., to extend time to Dec. 9 to file exceptions

Continued on page 104

Luxury Living! Sensible Location!

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

In the distinguished world of the
HOTEL New Weston
Madison Ave. at 50th St.
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World-Famous
NEW WESTON BAR & ENGLISH DINING ROOM

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

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.

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 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.

California AM-FM station needs experienced sales manager of potential station manager caliber. Within 60 miles of Los Angeles. \$600 monthly draw against 30% commission. Send resume, picture, Box P-8, BROADCASTING.

Exceptional opportunity for station manager strong on sales and promotion. Fine western market—old established music station. Good salary plus percentage of gross or profits. Full details to Box P-13, BROADCASTING.

Manager for new station of Southeastern group operating Negro major markets. Immediate opening—excellent guarantee—insurance—moving expenses—training. Must be experienced competitive market—married—33-43—have top references. Send late photograph—complete resume. President, McLendon Broadcasting—Suite 980; Milner Bldg., Box 197, Jackson, Miss.

Help Wanted—Sales

Detroit—Immediate opening for solid salesman, capable of management, top station multiple chain. Good starting salary. Box M-169, BROADCASTING.

Westchester County—sales opening after January. Salary, commission and expense. References. Reply in confidence. Box N-254, BROADCASTING.

Country and Western—major market. New station—large audience, tremendous potential. Percentage against draw, need fast starter who believes in country music and can sell. KOAH, Duluth, Minn.

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.

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.

A real sales opportunity for the right man. Good territory. Good commission. Send resume and photograph. WLAK, Lakeland, Fla.

Announcers

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.

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.

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.

Good music station in Illinois looking for announcer-newsman. Must have genuine interest in news gathering and writing. Box N-267, BROADCASTING.

Versatile, experienced announcer-producer. Growing FM station serving tri-city area, 300,000. Minutes from two major U. S. cities, midwest. Resume-tape. Box P-25, BROADCASTING.

Announcer with first phone. No maintenance. WAMD, Aberdeen, Md.

Newsman—full time days. Experienced. Mail tape, resume and salary expected to WEEX, Easton, Pa.

Immediate opening for experienced announcer strong on news and general staff announcing, for full time Northwestern Pennsylvania station. Give full details in first letter, references, salary requirements and tape. William M. Winn, WESB, Bradford, Pennsylvania.

Have opening for announcer with good voice and experience. Good working conditions, good salary. Please send tape, resume and photo. WKBC, North Wilkesboro, N. C.

Have opening for announcer for adult music station. Must have good voice and experience. Send tape, resume and photo. WLAK, Lakeland, Fla.

One of the Nation's top C-W stations has an immediate opening for an experienced, mature morning announcer. Must know and believe in country music. Send tape and complete resume to WQIK, Box 3172, Jacksonville, Fla. 33206

Immediate opening for experienced man. Mid-morning and traffic shift. Adult music with good equipment. Clean, air-conditioned control room. No beginners please. Send air check and full background. All tapes returned. WRTA, Altoona.

DJ's learn the professional way to introduce a record. 300 interchangeable, intelligent intros by excellent writers for vocals and instrumentals. \$3.95. Broadcast Intros, 975 North 35th, Milwaukee 8, Wisconsin.

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.

Announcers—(Cont'd)

Negro group operating Tampa—Birmingham—Shreveport—Little Rock—Jackson—Richmond, has opening for 2 swinging R & B men with teenage appeal—and a dynamic religious personality. Send resume—late photograph—tape. Program Director, McLendon Broadcasting Company, Box 197, Jackson, Miss.

Wanted Negro 1st phone combo. Little maintenance for small market daytime. Call collect Ted Reynolds 919-654-3971.

Announcers! All states. Tapes to Darden Associates, Box 231, Roosevelt, N. Y., 212-TW6-1245.

DJ's-announcers-newsman-salesmen: What do the money making pros know that you don't know? If you want answer—if you want a career in broadcasting not an insecure job write to Broadcast Guild of America 975 North 35th St., Milwaukee, Wisconsin.

Technical

Wanted—Chief Engineer for station operating directional nighttime. No announcing. Experienced man preferred but will consider all applications. Roy Judge, station KWSH, Wewoka, Oklahoma.

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 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.

Immediate opening in South central Pennsylvania college town for combination man. Must be top quality engineer and intelligent, adult commercial announcer for morning board word, send tape, picture, reference, resume, salary requirements to WSHP, Box 1480 Shippensburg, Pennsylvania.

Production—Programing, Others

Need both experienced news director and dj. Want mature voices. Good pay. Send tape, resume to Box N-185, 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.

Wanted—farm director, newsman, midwest. Age no factor. Box P-9, BROADCASTING.

Wanted: Bright, sharp production man in major radio outlet. Ideas for unique commercial presentation, preparing spec copy, updating existing copy, can use records and transcriptions in selling. Can you THINK? You've got a job! Box P-12, BROADCASTING.

Production Programing & Others

Continued

News Department expanding. Seeking professional, aggressive Newsmen. Top money for right men. Contact immediately: Bill Hampton, News Director, K-BOX Radio—Dallas, Texas.

Program director for medium market quality radio operation in year-round resort area. Requirements are administrative ability, production know-how, announcing experience, friendliness and stability. Good starting salary, benefits and opportunity for advancement. Send tape and resume to Hank Hovland, Manager, WBEC, 33 Eagle St. Pittsfield, Massachusetts.

Immediate opening for news director, up to \$140 a week starting salary plus hospitalization, life insurance program and expense allowance. Six day week, long hours. But director will have an assistant on air. Tape must be supplied. Apply WGHQ, Box 427, Kingston, N. Y.

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.

Situations Wanted—Management

Seasoned pro! 15 years general manager competitive markets. Flawless record. N-187, BROADCASTING.

General Manager—Seventeen years in radio from small market independents to medium market network including group operation. Successful local sales record. Worked with top reps on national sales. Nine years Manager; remainder as Sales Manager, P.D., News Director, talent. Best references. Box P-4, 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 broadcaster and civic leader. Write today for free presentation kit. Box N-288, BROADCASTING.

Sales

Aggressive young salesman seeks new position, aimed toward management. Employed now—no future. Have an opportunity? I'm not afraid to work hard for it. Experienced salesman, announcer, p.d. Box P-22, BROADCASTING.

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.

Number one personality in three station market in Michigan desires to relocate to a central or Southern California market, but will consider all offers. Three years experience. Box N-81, 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.

Swinging DJ currently number one in market. Have gimmicks, voices, want to move up. Top 40 only. Box N-261, BROADCASTING.

Announcers—(Cont'd)

Number one personality. Production tops, in top twenty five market. Box P-2, BROADCASTING.

Professional, adult resonant delivery, ten years major markets, \$125 minimum. Box P-3, BROADCASTING.

Wanted: Sports directors job. Plenty of radio experience. Seeking T.V.-Radio Combo will consider director or asst. only. You make the salary offer, then we will get together. In no hurry. Box P-8, BROADCASTING.

Experience Negro announcee, production man, play by play sportscaster, seeking good market. Box P-7, BROADCASTING.

Morning deejay, 7 years experience, tight production, wants to locate Los Angeles or surrounding area. Third clas ticket. Box P-11, BROADCASTING.

Swinging deejay in top 25 markets desires change . . . preferably to top 20 . . . what do you have and where are you? Box P-15, BROADCASTING.

1st phone announcer, wants relocation, draft exempt, reliable seeking permanence. Box P-19, BROADCASTING.

Good anncr-air salesman, 1st class FCC license, good deep Bass voice, versatile, dependable, working now as p.d., wants to relocate in midwest area, tape available. Box N-23, BROADCASTING.

Personable gal disk jockey, writer, sales, women's programs, traffic, hard worker. Box P-24, BROADCASTING.

Family man—28—10 years experience—dj—sports—copy—four years present employer—maximum salary reached—prefer 100 miles Union City, Tennessee—state salary—tape available. Box P-28, BROADCASTING.

One of the easy goingest friendliest, funniest jocks in the country is looking for new home. Box P-31, BROADCASTING.

Meeny, Miny, Moe, great sounding show. Idea girl extroinaire. Beyond compare. Box P-33, BROADCASTING.

Reliable announcer. Are 28. Hard worker but limited experience. Seeks middle-of-the road operation in small or medium market. Box P-38, BROADCASTING.

Top swinging deejay available new—8 years experience. Fast pace. Excellent ad-lib. Tape on request. Minimum \$175.00. Contact Rick Fight, WFBC, Greenville, S. C.

Announcer, experienced, available January 1. Young and ambitious. Willing to relocate. Fulltime, married. Write—Al Campagnone, 181 Mt. Pleasant Ave. Providence, Rhode Island.

Available immediately. Staff announcer. Personal interview necessary. Ted Wilk, phone 652-3144, Maquoketa, Iowa.

First phone—recent technical school honor graduate, married, veteran. Limited experience—tremendous desire. Wants combo position in Illinois. John Burtie, 1517 N. 28th St., Springfield, Illinois.

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.

Technical

Experienced chief engineer desires position willing to relocate anywhere. Box N-3, BROADCASTING.

Chief AM/FM Proofs Directionals, some TV, solid air work. Outstanding references. Box N-87, 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.

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.

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.

Three years editorializing experience. \$150 minimum. Box N-269, BROADCASTING.

Program director, great production, top ratings. Excellent background. Best references. Box P-1, BROADCASTING.

Husband-wife team. First phone, production, traffic. Mornings or separate shifts. Box P-10, BROADCASTING.

Top market experience in different facets of television performing. Young, single, attractive female desires to relocate in South or Southwest. For resume write Box P-14, BROADCASTING.

Creative announcer/music-production director wants programing position with modern music operation in medium to major market. Experienced all phases. Married. Currently employed at top station in competitive multi-station market. Write Box P-20, BROADCASTING.

The quick alert manager jumped off the lazy p.d.'s back (long enough to write) Box P-29, BROADCASTING.

Almost number one? Your news could make the difference. Top director for top dollar. Box P-30, BROADCASTING.

Top 100 markets: Modern radio program director desires more responsibility and challenge. Presently well-paid. Can offer No. 1 ratings, creating programing, best references. Draft-exempt, family man. Don't want to experiment with your air, I know what to do. My tape and letter will explain the rest. Box P-32, BROADCASTING.

Major newsmen/director available to larger markets immediately. Experience all audio/video sources. College. Producer of highly saleable hard news and features programs. Mature digger and follow-up man. Best offer takes . . . Live audition gets preference. No speculators. Ken Lawrence; 16831 Greenfield, Apt. 34, Detorit, Phone 272-3541 evenings.

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

Gold in Alaska for quality announcer with first phone and adult personality for radio board shift and television news. Fringe benefits and favorable working conditions amid spectacular country with mild climate. Gold rush tape, photograph, full resume KINY-KINY-TV, Juneau, Alaska.

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.

Engineering opportunity in New York State. Send background data immediately, Box P-5, BROADCASTING.

Wanted: Chief engineer, major TV market, midwest. Apply in confidence with resume and references to Box P-39, BROADCASTING.

Production Programming & Others

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 programming 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.

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: WAIL-TV, Atlanta, Ga.

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.

Ambitious, aggressive regional sales manager desires to make change now. 16 years experience in radio, TV, agency plus newspaper background. Can direct local sales staff or successfully fill national or regional sales position. Outstanding references. Box P-18, BROADCASTING.

TV exec. background, sales, advertising, programming, production, film. desires to join TV station in management, sales mgt. or programming. Would like part ownership opportunity. Location secondary to challenge with financial executive. Box P-36, BROADCASTING.

Technical

Sharp young man switcher, projectionist, first phone desires expand studio production experience into all phases TV studio operation, RCA trained. Box N-234, BROADCASTING.

Production, Programming & Others

Operations-programming. Eleven years TV experience, all phases. Now responsible for twenty-seven live shows and fifty-four commercials. Mostly on air. Split duties with personnel handling, programming and talent. Desire fulltime operations with future in management. Box P-17, BROADCASTING.

Kids show . . . Real life giant 7'1" Paul Bunyan, complete with Babe the "talking" Blue Ox. Tall stories are the order of the day and kids love it! For VTR air check phone 213-332-3398. Box P-26, BROADCASTING.

News Director. Extensive major market experience heading successful news operation. Top-rated on the air delivery. Recipient of news film awards. Kine and VTR available along with best of references from former and current employers. Box P-37, 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.

Will buy or trade used tape and disc recording equipment — Ampex, Concenter, Magnecord, Presto, etc. Audio equipment for sale. Boynton Studio, 10 B Pennsylvania, Tuckahoe, N. Y.

Eight-bay Andrew FM, antenna. Box N-284, BROADCASTING.

Wanted trailer studio equipped with turntables and console contact chief engineer Box N-236, 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, Templebar 2-3527.

FOR SALE—(Cont'd)

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.

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. 33-1/2 & 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.

7/8" Coaxial cable, Andrew Hellax. Black sheath covered. Never used. 85¢ per foot F.O.B. El Cajon Electronic Engineering, P.O. Box 012, San Diego 15, California.

Thermometer, remote electrical: used by over 100 stations, enables announcer to read the correct outside temperatures from mike position. Installed in less than an hour. Send for brochure, Electra-Temp, Co., Box 6111, San Diego 6, Calif.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Billey and J-K holders, regrounding, repair, etc. BC-604 crystals, also AM monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eldson Electronic Company, Box 96, Temple, Texas.

RCA TT5A tuned to channel 2. Priced to sell quickly. Write Box M-23, BROADCASTING.

Disc cutting system, RCA BA-1A pre-amp, Macintosh MC30 amplifier, Altec 439A compressor, presto 1-D head, Rekokut TR-12H table, M12S spiral lathe, equalizers, hot stylus, suction equipment. Now in operation. \$650 complete, will sell individually. Draeger Recording, 1919 Taylor, Racine, Wisconsin.

For sale—A Collins 26-J-1 Auto level limiting amplifier, near new \$150.00. Collins ATC PB 150/PB 190 cartridge playback unit, near new \$325.00. Collins ATC AB 150/AB 190 record amplifier for above w/connecting cables \$200.00. Contact Howard L. Harrington, Box 385, Ogallala, Nebraska.

4 UHF TV transmitters for sale. For details write or call William S. Ward, 7505 Carroll Ave., Takoma Park, Md. 587-5136.

Two PT63/PT6-R, Rack Mount. \$275 Each. Both \$500.00 FOB KVLG, LaGrange, 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: Two Gates turntables & pre-amps. Together or separately. Make offer. Also Western Electric 443-A transmitter. KDOV, Medford, Oregon.

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.

Jockey Joker is a new series of one line gags for deejays. This publication will be habit forming. First issue \$2.50. Show-Biz Comedy Service (Dept. BJ) 65 Parkway Court, Brooklyn 35, New York.

Two daily 4:30 feature reports, with the actual voices of the newsmakers, on top national and international stories. Perfect partner to complement your sparkling local coverage—daily tape via air mail special delivery. Peak listener reaction—low cost. Let us join your team. Write Box N-61, BROADCASTING.

MISCELLANEOUS

Continued

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.

Broadcasters: Add to your announcing staff before Christmas. Send us your copy with instructions. Your commercials returned on Scotch 120 tape. Top quality recording facilities with good prestige announcing staff. Male or female voices. Fast dependable service. Just \$1.50 per commercial. Commercial Recording, P. O. B. 751, Quincy, Ill.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write: Dept. 3-K, Grantham Schools, 3123 Gillham Road, Kansas City, Missouri.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

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, 1964.

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.

INSTRUCTIONS—(Cont'd)

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

Announcers

Announcers—(Cont'd)

REWARD

High dollar for: Announcers
first phone, (no maintenance) Time salesmen.
Box P-34, 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—Management

SALES MANAGER Radio-TV

Professional Radio, Television and Advertising Agency Executive currently employed at same location for past fifteen years. Respected name in industry, especially by Ohio, Pennsylvania, Michigan and New York Advertising Agencies. Desires relocation in Northeastern Ohio. New ownership necessitates change. College Grad., married, desires permanent location. Money to invest if necessary. Available for personal interview. Complete resume upon request.

Box P-21, BROADCASTING

Production Programing & Others

"Attention: Los Angeles Area . . . Broadcast-Advertising Executive. 19-year background all phases of station, agency and sponsor operations, network and local levels. With Radio-TV stations in every capacity from air personality to top echelon program executive . . . thorough knowledge every technical facet plus production techniques. Headed own program package firm. Also with private industry as Sales Promotion-Public Relations-Broadcast Director. Rich ad agency experience. Creative, imaginative, practical, budget conscious. Develop, supervise, follow thru all projects from inception. Desire permanent relocation with station, agency, package as Producer-Writer-Director, Program Consultant, Account Exec . . . to head up or associate with top-flight growing management team. Outstanding references.

Box P-16, BROADCASTING

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

TELEVISION

Help Wanted—Sales

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

Situations Wanted

Production Programing & Others

PROMOTION MANAGER RADIO AND/OR TELEVISION

Especially strong on programing and audience promotion, exploitation. Formerly associated with nation's top group operation. Seeking position in radio and/or television that takes full advantage of background and offers top management potential. Your replies held in strictest confidence.

Box P-40, BROADCASTING

EMPLOYMENT SERVICE

The leading company for the recruitment and placement of:

BROADCAST PERSONNEL
Agency
527 Madison Ave.
New York City 10022
SHERLEE BARISH, Director

MISCELLANEOUS

FRESH IMAGINATIVE HUMOR ON VTR!
Air these 2 minute market tested bits (45 plus) as is: or TV Personalities do-'em-urself from incl. story boards. Xclusive. Sample & rates.
Box P-35, BROADCASTING

INSTRUCTIONS

EMERSON COLLEGE

Accredited liberal arts college. Specialization in radio, TV, theatre arts, speech, speech and hearing therapy. B.A., B.S., M.A., M.S. degrees. Day, evening, summer sessions. Broadcasting, announcing, writing, radio and TV production. Electronic production studio, theatre, FM radio station, speech and hearing clinic. Outstanding opportunities for achieving professional competence in acting, directing, and script writing for radio and TV. Coed. 84th year. For catalog write: Director of Admissions.

EMERSON COLLEGE
303 Berkeley St., Boston 16

RADIO
TV
SPEECH
THEATRE

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 8 Mo. No charge. Sales Contingent Acceptance FCC. Box N-281. BROADCASTING.

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HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

UNUSUAL OPPORTUNITY SOUTHEAST'S MOST FABULOUS METRO GROWTH MARKET OF 225,000

Country—Western Dream
About once in 10 years an opportunity like this presents itself.

For authentic legal reasons—after 10 years of highly successful operation—this fine full-time 5 KW Day, 1 KW Night facility at Jackson, Miss., must be sold.

Only one station in this market has changed hands in 15 years. Excluding Florida, this is the most solid growth area in the Southeast—not just population, but retail sales, construction, bank deposits, etc.

All equipment, buildings, in excellent condition. Transmitter site is only small part of valuable industrial tract owned by company.

Country-Western top forty market wide open—begging. Substantial principals with cash resources inquire to

JOHN MCLENDON
NI-MAC BROADCASTING CO.
Box 197, Jackson, Miss.
601-948-1617

Continued from page 99

to initial decision in proceeding on FM application, et al. Action Nov. 21.

■ Granted petition by Central Wisconsin Television Inc. to extend time to Dec. 5 to file exceptions to initial decision in Wausau, Wis., TV channel 9 proceeding. Action Nov. 21.

By Hearing Examiner Thomas H. Donahue

■ Issued memorandum covering Nov. 20 further prehearing conference and scheduled certain procedural dates in proceeding on applications of Boardman Broadcasting Inc. and Daniel Enterprises Inc. for new AM stations in Boardman and Warren, respectively, both Ohio, with Dec. 18 hearing to be limited to proof under engineering issues. Action Nov. 21.

By Hearing Examiner David I. Kraushaar

■ Issued order following Nov. 21 prehearing conference in Boston TV channel 5 proceeding, and scheduled certain procedural dates; continued Dec. 16 hearing to March 23, 1964, and scheduled further prehearing conference for March 12, 1964. Action Nov. 22.

By Hearing Examiner Sol Schildhouse

■ Issued statement and order after Nov. 20 conference and scheduled certain procedural dates in proceeding on application of Lake Valley Broadcasters Inc. for new AM in Crystal Lake, Ill.; continued Dec. 9 hearing to Jan. 13, 1964. Action Nov. 20.

BROADCAST ACTIONS by Broadcast Bureau

Actions of Nov. 22

WRFY-FM Reading, Pa.—Granted SCA on subcarrier frequency of 67 kc.

WFPG Atlantic City—Granted renewal of license.

KGBT-TV Harlingen, Tex.—Granted license covering change.

WITI-TV Milwaukee—Granted license covering change of aux. trans. location.

K08BV, K10CD, K12BX, all Woodruff, Utah—Granted CP's to make changes in ant. system for VHF TV translator stations.

WWOL-FM Buffalo—Granted extension of completion date to May 24, 1964.

■ Granted licenses covering changes for following TV stations: KHJK Hilo, Hawaii; condition; WITI-TV (main trans. and ant.) Milwaukee; WBOC-TV Salisbury, Md.; ERP 200 kw vis. and 100 kw aur.; WWLP (main trans. and ant.) Springfield, Mass.; KORK-

FOR SALE—Stations—(Cont'd)

To buy or sell Radio and/or TV properties contact:

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 56, TEXAS

STATIONS FOR SALE

1. SOUTHWEST. Exclusive. Priced at \$150,000. Terms.
2. NEW ENGLAND. Exclusive. Priced at \$85,000. Terms.
3. CALIFORNIA. Medium market. 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

TV Las Vegas and specify studio and trans. location; KGMB-TV Honolulu; KFSA-TV Fort Smith, Ark.

Actions of Nov. 21

KTNC Falls City, Neb.—Granted renewal of license.

KCHU(TV) San Bernardino, Calif.—Granted license.

KWTX-TV Waco, Tex.—Granted license covering changes.

KONO-TV San Antonio, Tex.—Granted license covering changes (main trans. and ant.).

WSBT-TV South Bend, Ind.—Granted license covering changes (main trans. and ant. and aux. ant.).

WHEC-TV Rochester, N. Y.—Granted license covering changes in ant. system, ant. height, trans. and equipment.

KELO-TV Sioux Falls, S. D.—Granted license covering changes and specify studio location.

KFDA-TV Amarillo, Tex.—Granted license covering change of trans. and other equipment, redescribe studio location.

KVOO-TV Tulsa, Okla.—Granted license covering change of type trans. and specify main studio location (main trans. and ant.).

KMTV(TV) Omaha—Granted license covering change of trans.

WIMA-TV Lima, Ohio—Granted license covering installation of aux. trans. at main trans. location.

KACA(FM) Prosser, Wash.—Granted license covering installation of ant. and changes in ERP and ant. system.

KHFI(FM) Austin, Tex.—Granted license covering changes in ERP and transmitting equipment.

KLFM(FM) Long Beach, Calif.—Granted license covering changes in ant. height, ERP, trans. location and ant. system.

KNIK-FM Anchorage, Alaska—Granted license covering installation of trans. and change in ERP.

*WMBI-FM Chicago—Granted license covering installation of ant., increase in ERP and specify type trans.

K03BU Hampton, Ore.—Granted CP to replace expired permit for new VHF TV translator.

KGW-TV Portland, Ore.—Granted mod. of CP to correct geographic coordinates and make minor changes in ant. structure and system; conditions.

■ Granted licenses for following FM stations: KLWN-FM Lawrence, Kan., and specify type trans.; KQDI Alamogordo, N. M., and specify type trans. and type ant.; *WHJE Carmel, Ind.

■ Following VHF TV translator stations were granted extensions of completion dates as shown: K11FU, Springfield Chamber of Commerce, Springfield, Calif., to March 1, 1964; K09FT, Hawk's Nest Translator Station, Carrington, Sykeston and Lemert, N. D., to May 1, 1964.

Actions of Nov. 20

WJCW-FM Johnson City, Tenn.—Granted SCA on subcarrier frequency of 67 kc.

KYOR Blythe, Calif.—Granted mod. of license to change studio location and remote control point.

KRCR-TV Redding, Calif.—Granted CP to install aux. ant. system at main trans. and ant. location.

KOFO Ottawa, Kan.—Granted CP to change ant.-trans. and studio location and make changes in ant. system (increase height); conditions.

KTRN Wichita Falls, Tex.—Granted CP to change ant.-trans. location and studio location to same as trans. location (without remote control).

KLIR-FM Denver—Granted CP to increase ERP to 38 kw, decrease ant. height to 50 feet, and install new ant.; conditions.

WXHR(FM) Boston—Granted CP to install new ant., increase ERP to 50 kw and decrease ant. height to 430 feet (main trans.).

WYKP Ocean City-Somers Point, N. J.—Granted mod. of CP to change ant.-trans. and studio location and make changes in ground system.

WISN Milwaukee—Granted mod. of CP to change type trans. (specify 2 main trans.) and make changes in ground system; conditions.

KBLE(FM) Seattle—Granted mod. of CP to change type ant.

WOLA(FM) San Juan, P. R.—Granted mod. of CP to change type ant. and type trans.

KCDI Kirkland, Wash.—Granted extension of completion date to May 15, 1964.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Nov. 26

	Lic.	CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,850	64	119	294
FM	1,113	18	96	231
TV	522 ¹	57	80	124

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Nov. 26

	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 ²
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.

WOC-TV Davenport, Iowa—Granted licenses covering changes (main trans. and ant.); and use of previously licensed driver as aux. trans.

Action of Nov. 18

Gunnison County Chamber of Commerce TV Division, Gunnison, Colo.—Granted CP for new VHF TV translator on channel 4 to translate programs of KBTV(TV) (ch. 9) Denver.

Action of Nov. 15

Sierra Grande Television Inc., Des Moines and Grande, both New Mexico—Granted CP for new VHF TV translator on channel 5 to translate programs of KFDA-TV (ch. 10) Amarillo, Tex.

Action of Nov. 14

Prescott TV Booster Club, Prescott, Ariz.—Granted CP for new VHF TV translator on channel 13 to translate programs of KPHO-TV (ch. 5) Phoenix, Ariz.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ WWL New Orleans—Requests institution of rulemaking proceeding to permit operation with powers in excess of 50 kw on frequencies reserved for higher power in Doc. 6741. Received Nov. 13.

■ Iowa Great Lakes Broadcasting Co., Spencer, Iowa—Requests institution of rulemaking proceeding to assign FM channel 300 to Spencer. Received Nov. 15.

■ Richard Baird, Orlando, Fla.—Requests amendment of rules to place FM channel in North Orlando, Fla., as follows: Windermere: delete channel 237A; Sanford, from 276A to 237A; North Orlando, add 276A. Received Nov. 15.

■ WCPC Houston, Miss.—Requests institution of rulemaking proceeding to modify table of FM assignments by assigning channel 231, in lieu of 228A, for Houston and reassign 224A in lieu of 232A at Senatobia, Miss. Received Nov. 20.

SUBSCRIPTION APPLICATION

BROADCASTING *The Businessweekly of Television and Radio*

1735 DeSales Street, N.W., Washington, D. C., 20036

Please start my subscription immediately for—

- ☐ 52 weekly issues \$8.50 ☐ 104 weekly issues \$14.00 ☐ Payment attached
☐ 52 issues & 1964 Yearbook \$13.50 ☐ Please bill
☐ 1963 Yearbook \$5.00 (so long as supply lasts)

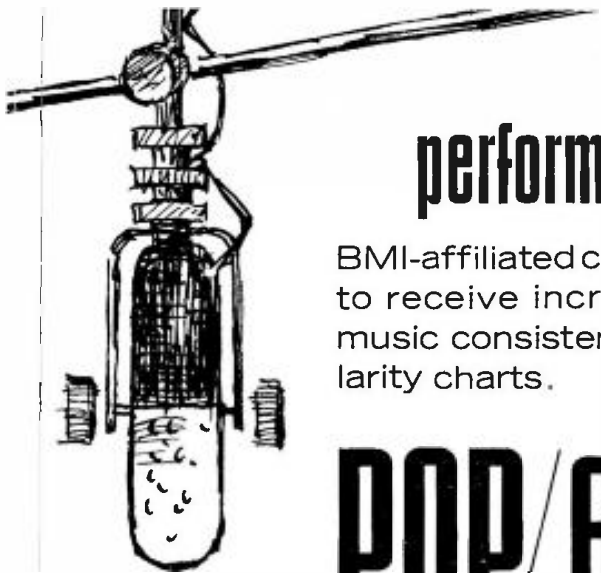
name _____ title/position* _____

address ☐ Business ☐ Home _____

city _____ state _____ zip code _____

company name _____

*Occupation Required



licensed for performance through **BMI**

BMI-affiliated composers and publishers continue to receive increasing national acclaim... their music consistently rates at the top of the popularity charts.

POP/67.5%

of the top song hits in Billboard's "Honor Roll" charts for five consecutive years (1958-1962), 67.5% were BMI.

C & W/93.7%

of the top Country and Western songs in Billboard's C & W charts for five consecutive years (1958-1962), 93.7% were BMI.

R & B/84.1%

of the top Rhythm & Blues songs in Billboard's R & B charts for five consecutive years (1958-1962), 84.1% were BMI.

MIDDLE ROAD/62.2%

of the "Middle-Road Singles,"* classified as "not too far out in either direction..." and listed in Billboard during the past year, 62.2% were BMI.

*This chart originated in Aug. 1962

BMI

*

ONE HALF OF THE ALL-TIME MILLION RECORD SELLERS (Singles)

Of the 669 titles in the combined listings of Billboard (Dec. 29, 1962) and Cash Box (Aug. 10, 1963) 335 are in the BMI repertoire.

BROADCAST MUSIC, INC.

589 FIFTH AVENUE • NEW YORK 17, NEW YORK

CHICAGO • LOS ANGELES • NASHVILLE • TORONTO • MONTREAL

OUR RESPECTS to James Morgan Seward

Active in all phases of administration and organization

Last month, CBS made a surprise presentation to James M. Seward, executive vice president of CBS Radio, at the tenth annual CBS Radio Affiliates Association convention in New York. The award, a gold mike, was given in recognition of the 30 years Mr. Seward has been with CBS—an association that spans a wide spectrum of important incidents in the development of radio and TV. Mr. Seward's three-decade career with CBS is a study in sound administrative organization, liberally spiced with colorful associations and friendships.

Mr. Seward joined CBS in 1933 as a clerk in the network operations department. He decided to enter the field of broadcasting at that time because, as he puts it, "it was a new and rapidly expanding industry." Another factor in his career-making decision was his friendship with Mefford Runyon, then an executive of CBS, who suggested such a move.

In 1934, just one year after joining the network, Mr. Seward was appointed assistant to Edward Klauber, first vice president. Mr. Seward points out with some pride that he sits today at the very desk that Mr. Klauber once used.

Things moved quickly for CBS and Mr. Seward with the approach of the war years, and in 1935 he became assistant treasurer. In 1942, Mr. Seward was named director of operations to replace Lawrence Lowman, who entered government service. A CBS order issued that year listed his new duties as: "general administrative supervision of engineering, traffic, sound effects, as well as the operations end of programming and production," no simple job.

His next big move was made early in 1950, when he was named vice president in charge of network business affairs. A year-and-a-half later, on July 27, 1951, Mr. Seward was designated administrative vice president of the newly created CBS Radio Division.

He reports that his duties were many and varied, ranging from business affairs and accounting to editing. He was appointed to his present post on Nov. 19, 1956.

James Morgan Seward was born in Cambridge, Md., on Nov. 8, 1901, and attended Cambridge High School. He was graduated from the University of Pennsylvania in 1925 with a B.S. degree in economics.

Mr. Seward's first business experience was with the Pennsylvania Railroad, from 1918 to 1921. He also worked for the railroad during school vacations, 1922-25. In 1927, he became assistant treasurer, and later treasurer, of the

Scarr Transportation Service, New York. He remained with that company until he joined CBS.

In 1936, he married the former Ina Gwyn of Scarsdale, N. Y. The Searwards have two daughters, Ina Gwyn, 27, and Emily, 22, both students at Columbia University in New York. They reside in Scarsdale.

Mr. Seward's hobbies include golf and travel. Next April he plans to spend five weeks visiting Greece and the Greek Isles with Mrs. Seward. Their oldest daughter, Ina, has studied for several years abroad.

Despite the vast amount of personal and professional respect that is directed toward Mr. Seward, he is described by an associate as "a man obviously hesitant to blow his own horn." He says quietly of himself: "I worked mostly in the administrative field during the early days and handled negotiations with labor unions, talent, agencies and the like. I've helped supervise the operating side of our radio network." These words tend to obscure a vital and active career, which includes close dealings with some of the leading personalities in broadcasting.

Top Names ■ Mr. Seward says that he participated in negotiations for capital-gains arrangements concerning such "names" as Amos 'n Andy, Bing Crosby and Jack Benny (BROADCASTING, Oct. 15, 1956, Sept. 30, 1963). He was a key figure in talent deals involving Edgar Bergen, Ed Sullivan, Ken Murray, Edward R. Murrow, Garry Moore,

Arthur Godfrey and many others.

He handled the arrangements for Mr. Godfrey when the performer switched from local to network broadcasting. Of Mr. Godfrey he says: "He is the talent I'm most closely associated with. I've enjoyed a close personal relationship with him over the years." Mr. Seward recalls one time when he was put on the spot during Lipton Soup's sponsorship of the Arthur Godfrey show. It seems the sponsor had been growing concerned over the manner in which Mr. Godfrey would express doubt over the air that Lipton's chicken soup actually contained any chicken. Mr. Seward says, "At one time I made the mistake of writing a letter to Arthur on the matter." The entertainer read the letter over the air on a network broadcast, and Mr. Seward says his face was red for some time. The situation had its sunny side, however, because both the sponsor and its agency were pleased with the new publicity precipitated by the letter-reading.

Together with Mr. Godfrey, Mr. Seward has also enjoyed a personal relationship with Edward R. Murrow, who appears in several pictures hanging in the radio executive's office. He met Mr. Murrow in the 1930's and started to handle some of his personal affairs in the United States when Mr. Murrow was sent to London in 1937 in a top news post. A close and lasting friendship followed.

A Radio Team ■ Mr. Seward works in a close team effort with CBS Radio President Arthur Hull Hayes to direct operations at CBS Radio. He is active in all phases of administration and organization needed to keep programming running smoothly between the broadcast source and CBS's affiliated stations. Mr. Hayes said last week: "As for our personal relationship, there has always been terrific respect and great fondness. Mr. Seward is a smart, hard worker who has an amazing understanding of the industry." Mr. Hayes is not alone in his high opinion of CBS Radio's second in command.

Mr. Seward has studied the growth of both radio and TV, and remains loyal to his medium. Ever ready to praise radio, he stressed last week that its value was pointed out during the continuous coverage that surrounded the Dallas assassination of President Kennedy. In a more general tone, he added: "I feel that radio remains a very important element in American life. I also feel that within the past year it has achieved greater stature in the minds of the American public and the advertisers."



Mr. Seward

In days of anguish a lesson learned

THE drums are silent. A heroic widow has retired to the privacy of personal grief. Her two children, for whom a nation wept, are at last beyond the camera's eye.

It is the aftermath of an emotional experience unique in human history: the assassination of a President, the capture of his suspected murderer, the killing of the suspect, the state funeral, burial in a national shrine, the beginning of a new administration—all unfolding with the measured awfulness of a Greek tragedy in four agonizing days, all seen by an audience that stretched to every corner of the nation and beyond it to the world.

To watch it would have been unspeakably morbid if it had been presented with less solemnity and taste. As it was, the experience, for all its dreadfulness, was in a way ennobling. Never had so many been so intimately associated with great events. In those four terrible days television came of age, and radio reasserted its capacity to move to history where it happens.

The homogenizing force of television, which alone among the communications media can convey to people the presence of events as they occur, was never more clearly demonstrated. The experiences of disbelief, of shock, of the wish for vengeance, of the deprivation of a leader, of compassion for the family that survived and, finally, of relief from grief and vengefulness in the recognition of the need for national continuity occurred in approximately the same order at approximately the same times to persons of all stations everywhere.

It is not over yet. Now begins the slow reaction that will take no one knows what shapes. It is, however, a reaction that may be expected to stop short of extremes. Americans have had the venom wrung out of them by a catharsis like no other in their history.

FOR the record it is worthwhile to assess the cost, as is done elsewhere in these pages, of advertising revenues declined and extraordinary expenses incurred in the fantastic transformation of a whole broadcasting system to a specialized instrument of journalism for four whole days. Let it be noted here only that the cost was the least of the broadcasters' concern when they made their decisions to abandon their normal schedules and devote their total energies to the momentous job at hand.

If their action seems out of character for money-grubbing businessmen, it may be recalled that this same broadcasting system consistently spends millions in unrecovered expense to report events of every magnitude, from man shoots to the actions of a city council. Were it not for the experience that broadcasters have acquired in the day-to-day practice of their form of journalism their coverage of the wholly unexpected events of Nov. 22-25 would have been impossible.

On no notice at all, giant network operations were created, intricate switching was arranged, cameras and crews were moved into position in cities a thousand miles apart, microphones were tied into lines, mobile units were deployed in a technical exercise of dazzling virtuosity. Meanwhile reporters, commentators, producers, writers, directors rushed into action all over the world. Out of all the frenzy came orderly programing in rational sequence.

It was not a job that amateurs could have done.

It was not a job that a marginal economy could have supported.

It was a job for professionals equipped with costly implements and backed by the resources of a broadcasting system that has grown big and stable on a program of fiscal responsibility.

The same broadcasting system stands ready to do as good a job on any other story, as long as it is allowed to grow, as it has grown, as a consequence of the natural interplay of private venture and public response.

IT must now be discernible to anyone that broadcasting is uniquely responsive to its environment. If in an ordinary week its output of *Ben Caseys* exceeds its output of ballets or seminars in Elizabethan poetry or local live discussion panels on subjects of limited concern, no one ought to be dismayed. To dump the programs of mass appeal would cost broadcasters their contact with the mainstream of American life.

It was because they have swum in the mainstream and have learned to sense the delicate as well as violent changes in its currents that they were able to make and execute so drastic a decision as that of Nov. 22. Their response was immediate, their commitment total and their performance worthy of the commendation they have since received.

No government official had to tell the broadcasters what to do. No body of government officials could have told them how to do it. In a time when the trend of federal regulation has been running toward tightening editorial control, broadcasters made their own best case for editorial freedom.

Prestige...

... is a position in the minds of men. It is an atmosphere created through years of service to audiences and advertisers. That's why the Northwest's blue-chip advertisers—the leading merchants in this major market—are long-time advertisers with KSTP-TV.

And that's why Twin City viewers give their overwhelming approval to prime-time KSTP-TV programming. (For example: KSTP-TV's 6:00 p.m. and 10:00 p.m. News-Weather-Sports presentations consistently outrank the number-two station, often by a two-to-one ratio.)

That's why "WHEN KSTP-TV SAYS GO OUT AND BUY IT, PEOPLE GO OUT AND BUY IT!"



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