



BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

DECEMBER 30, 1963

1963 agency switches represent \$101 million
in radio-TV billings 19

Proposed FCC regulation of CATV shaping up
as key battle in '64 28

This year's Congress: focus was on ratings,
commercials and editorials 32

Daystar is banking on a return to escapism
in next year's shows 44

COMPLETE INDEX PAGE 7



Photo by Vivian Crozier

The final touch that makes the difference

A hansom cab ride into the dawn . . . the final touch that will often recall the events of a memorable evening. Spot Radio, too, is the final touch . . . activates sales impressions made in other media. Spot Radio's facility for reminding people is the final touch that sells your product.

RADIO DIVISION

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

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
KOAL	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

*West coast only

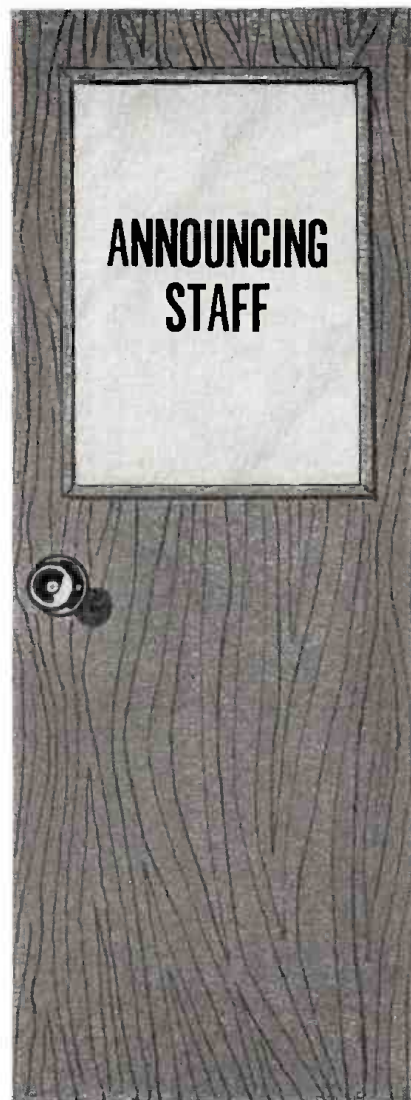
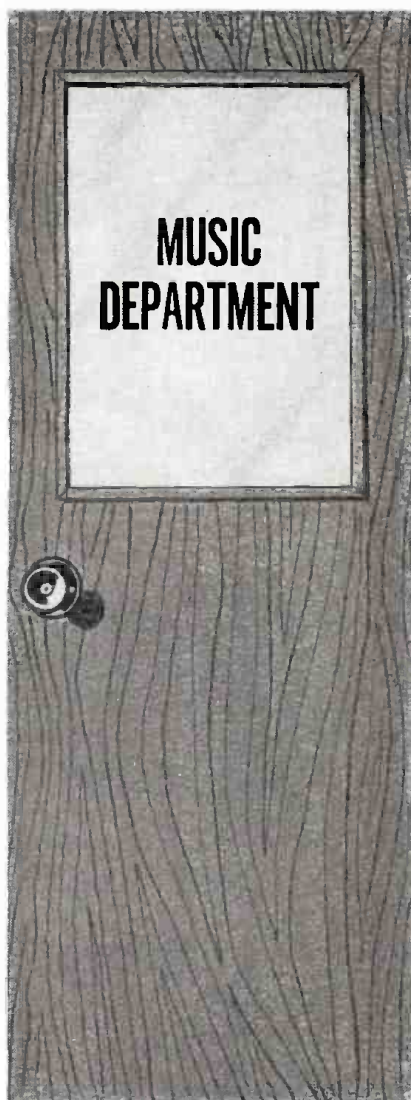
competition is good for everybody

in 1939, before **BMI**, broadcasters had a single, principal source of music.

today, broadcasters choose from competitive sources of music and, in the past 23 years, the affiliated publishers of **BMI** alone have added over 465,000 copyrighted titles to the wealth of music literature.

broadcast music inc., 589 FIFTH AVENUE, NEW YORK 17, N.Y.





SPECIALISTS IN ADULT RADIO PROGRAMMING

Behind these doors are the specialists . . . the skilled people who work hard to keep the adult listeners in Baltimore tuned to WCBM . . . by presenting the type of programming adults prefer.

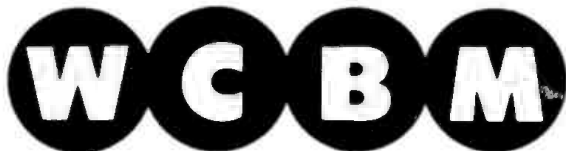
WCBM specializes in the kind of music most adult listeners appreciate . . . show tunes, popular, classical and semi-classical numbers!

WCBM specializes in the kind of news-in-depth adults prefer. Local and regional news covered by WCBM's staff of legmen . . . plus international news services . . .

and CBS news and commentators give WCBM listeners a total of 32 hours of news every week!

WCBM specializes in adult-pleasing personalities . . . intelligent, likeable people who have interesting things to say . . . and say them in an interesting manner!

Open the door to the important adult audience—the “buying” audience—in the vast and growing Baltimore market. Sell your products or services on WCBM—the BIG “BUY” in Baltimore Radio!



National Sales Representative

Metro Radio Sales

A SERVICE OF METROPOLITAN BROADCASTING

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

TOBACCO

licorice paste • burley

leaf man • dark fired

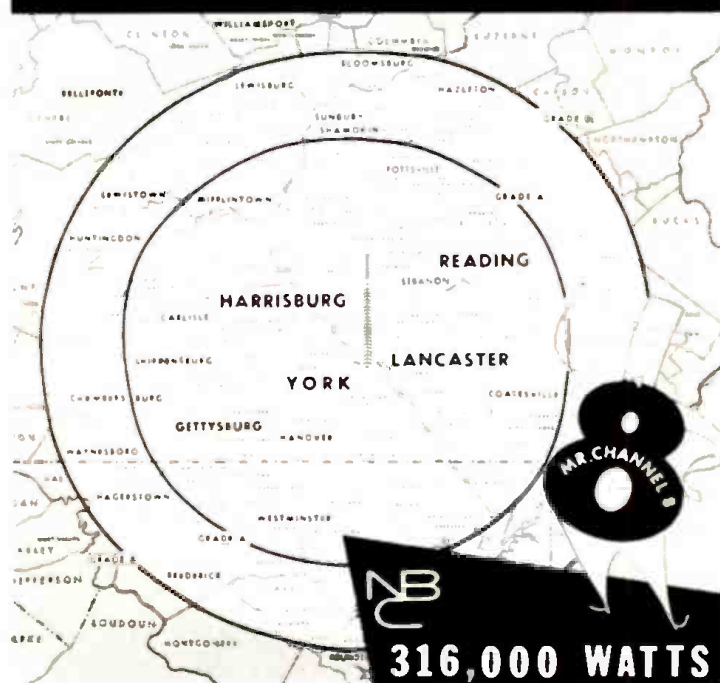
CIGAR • REDRYING

glycolene • bright leaf

SUCKERING • HOGSHEADS

primings • cigarette

MULTI-CITY TV MARKET



Whatever your business language,
WGAL-TV translates it into sales

Channel 8 speaks the language of the people
in its widespread multi-city market. Viewers
listen, understand, and respond. To prove
it, Channel 8 telecasts sales messages
for practically any product you can name.

WGAL-TV

Channel 8

Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc.

New York / Chicago / Los Angeles / San Francisco

Day of reckoning

Best guess now is that long-awaited U. S. surgeon-general's report on smoking and health will be released second Saturday of new year (Jan. 11) with view toward minimizing effect on stock market. Newsmen will be given copies day before but only after stock market has closed, according to present plans. Ten-man committee of experts who prepared report plans no other meeting before release of document but will answer questions of newsmen at news conference. Report, to run hundreds of pages, now is in final stages of proofreading and reproduction.

If present schedule is followed, government document will be published ahead of Jan. 27-31 meetings of National Association of Broadcasters board of directors, setting stage for possible showdown on subject with NAB President LeRoy Collins who is publicly calling for code restrictions against cigarette commercials (see page 36). Many board members are expecting NAB president himself to be focal point in board's discussions of this and other matters. Some radio directors, who represent NAB districts, are informally polling key stations in their areas for opinions on governor's activities as NAB president.

Sorry, it's DA

Subscription Television Inc. has encountered what could be snag in its plans to wire 20,000 Los Angeles area homes for pay TV by next July 1, as its contract with Dodgers baseball team requires. Labor dispute at General Telephone Co. may delay installations in important Santa Monica district where General has franchise. In other parts of Los Angeles and in San Francisco, STV is buying service from Pacific Telephone & Telegraph. STV officials say they expect to meet target date, even though Santa Monica is denied them for awhile. If target dates are missed, STV must begin paying penalties to Dodgers and to San Francisco Giants with which company also has contract.

Missing ratings

Television station managers headed for New York to mix holiday fun with business got going-away present of new sales tool in form of latest ratings from A. C. Nielsen Co. Despite speculation that processing changes caused by four-day coverage of President Kennedy's assassination would cause delays, Nielsen reportedly delivered all of its November cycle of local reports before Christmas. It eliminated

CLOSED CIRCUIT®

four days of data as result of overwhelming audience as well as station concentration on assassination coverage. American Research Bureau, whose reports are said to be slated for delivery shortly, reportedly eliminated one week of data in adjusting for assassination weekend.

Tricky assignment

Getting set for broadcasting's quadrennial presidential elections tizzy, NBC has picked Ernest Lee Jahncke Jr. to head its political broadcast unit for 1964 campaigns. Unit's job will be to administer political sponsorships on NBC radio and television networks and owned stations. Assignment is in addition to Mr. Jahncke's current responsibilities as NBC vice president for standards and practices.

High tolls

Hope that protests by U. S. broadcasters would persuade Great Britain and France to lower proposed charges for use of ground stations in space satellite communications hookups (BROADCASTING, Nov. 25) has faded with word that fees (\$560 for first five minutes, \$112 for each succeeding minute) have become official.

Not only will charges definitely limit U. S. broadcasters' use of communications satellites, it's felt, but one network received warning from French not to construe rates as permanent; that higher fees could be expected when regular trans-Atlantic space communications become reality. Present rates are revision of first proposal which would have charged \$1,400 for first 15 minutes; \$140 for each additional minute.

Dramatic license

FCC has finally given up attempt to state policy on whether dramatic programs come under fairness doctrine. National Council of Claimants Counsel had complained that "Smash-Up," episode on CBS-TV's *Armstrong Circle Theater*, prejudiced juries against claimants in auto-injury cases; asked commission to keep such programs off air. CBS-TV, in its comment on complaint, said dramatic shows don't come under fairness doctrine. NCCC hadn't claimed they did. But CBS-TV comment raised philosophical problem with which commission struggled for months.

Unable to agree on reply to CBS-TV that substantial majority could support, commission last week decided

to end drawn-out issue (complaint was on agenda last summer) this way: Letter will be sent to NCCC saying there is no reason to suspect collusion between CBS-TV and insurance companies, and that FCC has no authority to suppress programs. In addition, commission will send letter to CBS-TV stating that it is disposing of matter for reasons in letter to NCCC. Only reference to fairness doctrine will be assertion that commission action doesn't mean it accepts CBS-TV argument regarding doctrine's application to dramatic shows.

Yellow light at FCC

President Johnson's directive to department and agency heads to hold line on personnel levels probably means FCC will not undertake any major new projects for some time. Some FCC officials feel agency will have trouble enough keeping up with present workloads. Commission had asked Budget Bureau approval of increase in its operating funds for fiscal 1965. However, after President's first call for economy earlier this month, commission cut request back to about spending level authorized by Congress for fiscal 1964—\$15.6 million. Commission, which now has some 1,440 employees, had expected to have as many as 1,473 by end of current fiscal year, or increase of 91 over 1963 total. But President's determination to hold down employment growth raises question as to whether this peak will be reached.

Commission officials are aware of President's determination to achieve efficiency and cut work to essentials. Soon after taking office he told agency heads to concentrate on work in progress rather than start new projects. And in memorandum to department heads on employment policies last week, he said he expects agencies to get along with minimum of employees by, among other things, "stripping work to essentials."

Out of the attic

Return of radio drama serials to airwaves in recent months appears to have stimulated interest among leading advertising agencies. In recent weeks, J. Walter Thompson, Campbell-Ewald and Reach McClinton have approached radio stations and distributors of such series for information on ratings, audience composition and types of sponsors that have been attracted to such vehicles.



BUDDY RUTLEDGE

Sports Director

"Sports Digest" 3:30-4:30-5:30

"Sports Roundup" 6:15 pm

Play-By-Play—Auburn Sports



CLANCY LAKE

News Director

Complete Alabama News

(12:05 pm and 6 pm)



RON CARNEY

"Happy Housewives Club"

(9:00 am-noon)

"The Ron Carney Show"

(3:00 pm-6:00 pm)



GEORGE SINGER

"The George Singer Show"

(12:20-3:00 pm)

"Broadway After Dark"

(7:00-8:45 pm)



BETTE LEE

"Bette Lee Reports"

(9:30 am & 10:30 am)



DAVE CAMPBELL

"The People Speak"

(9 pm to midnight)



CHARLIE DAVIS

"The Early Riser's Club"

(4:45 am to 9 am)

WAPI

POWERHOUSE PERSONALITIES

Seven powerhouse personalities that mean powerful selling. Personalities that Alabama people know, like, and believe. Personalities that represent WAPI's concept of total audience programming. From housewife to sports fan . . . from farmer to business executive WAPI is the station for entertainment and information.

WAPI / THE 50,000 WATT "VOICE OF ALABAMA"

BIRMINGHAM, ALABAMA

WAPI RADIO REPRESENTED BY HENRY I. CRISTAL COMPANY, INC.

WEEK IN BRIEF

Agency changes in national accounts number 71, with \$101 million in radio-TV billings involved. This is almost 16% higher than broadcast dollars in account switches last year. See . . .

RADIO-TV SWITCHES: \$101 MILLION . . . 19

Campbell-Ewald's Detroit office rigged for visual-audio showings. Includes complete video tape recorder channels to permit wider viewing among staff and clients. See . . .

C-E DRYRUNS COMMERCIALS . . . 26

Regulation of community antenna systems looms as major policy problem for FCC in new year. CATV owners gird for showdown, with NCTA calling for united front. Broadcasters pleased. See . . .

'64 ISSUE: CATV REGULATION . . . 28

Congress was active in radio-TV field this session, with ratings investigation, commercial limitation ban bill and fairness doctrine at top of heap. These will come up again in new year. See . . .

FIRST SESSION OF CONGRESS . . . 32

Collins says he is making no plans to run against present Senator Holland, but he still refuses to make it unequivocal. Has no regrets about speeches in South Carolina and Los Angeles. See . . .

COLLINS ISN'T RUNNING NOW . . . 36

Loevinger opinion in drop-in case compounds frustrations of adherents. He says he would have voted to approve drop-ins originally, but agrees with majority in denying reconsideration. See . . .

LOEVINGER'S TWO SCHOOLS . . . 38

Boxing bouts leaving TV as ABC acknowledges it is dropping Friday night fisticuffs because of diminishing audiences, scarcity of good fighters. Effective date may be April. See . . .

ABC KAYOS FRIDAY FIGHTS . . . 40

Westinghouse recommends Stratovision for educational TV. Proposes airborne ETV system using two airplanes each in 33 zones. Needs 18 UHF channels. Costs one-third that of ground stations. See . . .

LEARNING NOT EARTHBOUND . . . 43

If he's punched, he bleeds. If he drinks, he retches. That's today's TV programming; tomorrow's is going to be more escapist, more like old-time theatricality, says Leslie Stevens, Daystar president. See . . .

SEES LESS REALITY COMING . . . 44

Sarnoff credits color TV sales as playing major share of record earnings in consumer products sales. RCA gross hits \$1.78 billion, net income up 25% to \$65 million, both all-time records. See . . .

RCA HITS NEW PROFIT HIGH . . . 46

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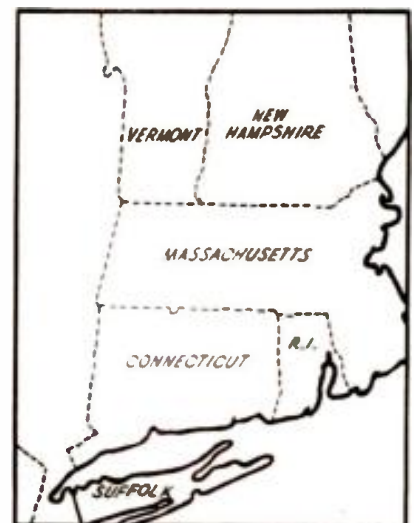
WTIC GREATEST COVERAGE

IN RICH, RICH SOUTHERN NEW ENGLAND

WTIC  50,000 watts

HARTFORD, CONNECTICUT

REPRESENTED BY THE HENRY I. CRISTAL COMPANY



'PIGGYBACK' ISSUE HIGH ON AGENDA

Major code board topic; Katz offers third category

Use of "piggybacks"—commercials containing mentions of two or more products—was building into major television problem last week. It promises to be key issue confronting television code board of National Association of Broadcasters at its meeting Jan. 22-23.

Piggybacks were projected into prominence when TV's biggest advertiser, Procter & Gamble, through Compton agency, warned stations it would not pay for any P&G spots that were placed in "triple-spotting" positions alongside piggybacks (BROADCASTING, Dec. 10).

Last week it was learned that The Katz Agency, influential New York-based station representative, had asked its station clients to impose stricter definitions on piggybacks.

Katz said current distinction between "integrated" commercials and "piggybacks" should be broadened by creating third category for "integrated piggybacks"—multiproduct commercials appropriately bridged but which viewers are apt to consider two commercials. Katz suggested truly integrated spots should sell at regular station rates with other two categories demanding premium prices.

Howard Bell, NAB code director,

said Friday he was "convinced that we must change and tighten our policy."

NAB TV code presently does not mention subject, but March 1962 interpretation counts as one spot integrated messages dealing with multiple products but appearing as one commercial. Piggybacks advertising two products in one spot without proper bridging must be counted as two spots.

Mr. Bell said present wording is subject to loose interpretation and whole subject will receive top priority at January code board meeting and Mr. Bell predicted "something specific" will be done.

In its memorandum to stations Katz warned that problem can get worse if other major advertisers follow P&G lead and set up own policies on shared commercials. Katz also recommended that all multi-product announcements be submitted to NAB code authority for ruling on what category they fall under.

Rep firm warned that if no single code authority is recognized, broadcasters would have to deal with advertisers and agencies "one by one." Only alternative would be to refuse multiproduct commercials, with inevitable financial loss, Katz said.

Examiner would take ch. 10 from Wilson

WLBW-TV Miami, which has been operating on channel 10 for three years, would lose that facility under an initial decision issued by an FCC hearing examiner Friday (Dec. 27).

Examiner H. Gifford Irion said grant should be made to South Florida Television Corp. He would deny application of L. B. Wilson Co. for renewal of license of WLBW-TV on that channel, as well as competing applications of Civic Television Inc. and Miami Television Corp.

Examiner said South Florida's combination of broadcast experience and civic participation in Miami area earned it preference over other three applicants.

He ranked Miami Television second, Wilson third and Civic fourth.

L. B. Wilson Co., which is also licensee of WCKY Cincinnati, was given four-month license in 1960 in aftermath of commission proceeding in which three other original applicants were disqualified for ex-parte activities. Among

those disqualified was Public Service Television, which had originally been given grant in 1957. PST went off air in 1961.

No Special Treatment ■ Examiner Irion, in his initial decision, noted that commission in 1960 had not intended that any special consideration should be accorded WLBW-TV because of its occupancy of channel. He said purpose of authorization was to provide interim service between termination of PST's operations and contemplated comparative hearing.

In recommending South Florida for grant, examiner said that company and Wilson should be ranked together in terms of broadcast experience.

But "the major fact" leading to preference for South Florida, he said, "is under criteria relating to familiarity with the Miami area."

He said record of William B. MacDonald Jr., organizer of South Florida and 80% owner, surpasses that of Wilson's key officials, C. H. Topmiller, president, and Thomas A. Welstead, vice president.

Examiner also said degree to which South Florida executives have engaged

in television operations is greater than that shown by Wilson's.

"It is because of this unique factor," Examiner Irion said, the combination in one applicant of experience and civic participation in one area, that South Florida must likewise be preferred over its other two opponents."

Examiner ranked Miami Television ahead of Wilson and Civic because of "impressive local ownership, civic activity and general distinction of . . . stockholders."

Civic was ranked last because of its "rather desultory survey" of community needs and complicated division of responsibility within company which, examiner said, could prove "chaotic."

CH. 5 AND THE COURT

Show cause order leaves Boston outlet up in the air

Show cause order issued Friday (Dec. 27) by U. S. Court of Appeals in Washington regarding Boston channel 5 case has raised more questions than it settles.

Court asked FCC and other parties in litigation to "show cause" why order shouldn't be issued reversing FCC's 1962 decision giving WHDH-TV four-month license. This would, court says, permit pending hearing between WHDH-TV and three applicants for same facility to be heard on comparative basis, rather than as license renewal proceeding for WHDH-TV.

Parties are given 10 days to reply. Meanwhile, court says, WHDH-TV may continue under temporary permit.

Questions that are being asked:

Is this end of case, or just intermediate step?

What effect does death of Robert B. Choate, president of WHDH Inc. (see page 57), have on case?

Will FCC permit court to tell it how to handle case, or will it demand right to use own procedures?

There are two cases in court. First, brought by original applicant, Greater Boston Television Co., asks for reversal of FCC's 1957 decision granting VHF channel to WHDH Inc. It also asks that refusal of FCC in 1962 to rule WHDH Inc. disqualified because of alleged off-record contacts between Mr. Choate and former FCC Chairman George C. McConnaughey be reversed, and that no hearing be held on renewal.

Second, brought by WHDH Inc., seeks to reverse FCC finding in 1962 that Choate-McConnaughey meetings were improper. WHDH Inc. is not trying to reverse decision.

WEEK'S HEADLINERS



Mr. Jones



Mr. Garrison



Mr. Masterson

John A. Masterson, VP and group supervisor at MacManus, John & Adams, New York, transferred to agency's Los Angeles office as general manager, effective Jan. 1. He succeeds **Donald E. Jones**, who moves to

New York as senior VP and administrative chief. **Robert I. Garrison**, senior VP and New York manager since 1961, becomes regional director of MJ&A's expanded activities in Minneapolis-St. Paul and overall supervisor of West Coast operations. Mr. Masterson, who was manager of New York office of Latham-Laird before joining MJ&A in 1960, has long history in broadcast programming as co-owner, creator or producer of *Breakfast in Hollywood*, *Bride & Groom*, *Live Like a Millionaire*, *Double or Nothing*, *Queen For a Day* and others. He was president of TV-radio production firm of Masterson, Reddy & Nelson. Mr. Jones was VP in charge of business development for MJ&A at its Bloomfield, Mich., headquarters be-

fore moving to Los Angeles five years ago. Under his management Los Angeles office of agency has grown in billings from \$50,000 to \$2.5 million a year.

Chester J. LaRoche, board chairman of C. J. LaRoche & Co., New York-based advertising agency, elected chairman of executive committee. Mr. LaRoche founded agency in early 1940's. **James J. McCaffrey**, president and chief executive officer, succeeds Mr. LaRoche as board chairman. **David B. McCall**, vice chairman of board, elected president to succeed Mr. McCaffrey. Messrs. McCaffrey and McCall both joined LaRoche agency in 1962 after serving as senior vice presidents at Ogilvy, Benson & Mather, New York.

Dr. Kenneth Baker, media research consultant, named executive director of new Broadcast Rating Council, effective Jan. 1 (see page 33).



Mr. Newton

Carroll P. Newton, VP and director of BBDO, New York, named managing director of BBDO-London, effective Jan. 15, succeeding **Patrick Dolan**, who continues as chairman of BBDO-London and as president of BBDO-International. Mr. Newton, who joined BBDO in 1930, has held various posts in production and on accounts, and in 1940 was business manager of radio department which at that time included all timebuying and media functions at BBDO. He was one of top

advertising experts in past few presidential campaigns, assisting in first Eisenhower campaign in 1952, directing promotional and advertising activities in 1956 Eisenhower campaign, similarly directing for Republican efforts in 1954 and 1958 congressional elections and in 1960 while on leave of absence (from BBDO to Campaign Associates) in Nixon campaign.



Mr. Mogul



Mr. Weiss

Emil Mogul, president of Mogul, Williams & Saylor, New York, elevated to board chairman. Mr. Mogul in 1948 founded agency then called The Emil Mogul Co. **Sidney Matthews Weiss**, executive VP of



Mr. Kennedy

Mogul agency, elected president, succeeding Mr. Mogul. Mr. Weiss, formerly president of Lewis, Williams & Saylor, New York, joined Mogul when two firms merged in 1959. **Wray D. Kennedy**, senior VP, succeeds Mr. Weiss as executive VP. Mr. Kennedy also joined firm in 1959 when it merged with Lewis, Williams & Saylor.

For other personnel changes of the week see **FATES & FORTUNES**

Mutual fund interests will be investigated

FCC announced Friday (Dec. 27) it will hold inquiry or rulemaking on problem of cross-ownership of broadcast groups by mutual funds.

Announcement was made in letter to Metromedia Inc., which had sought waiver of multiple ownership rule in order to close purchase of WGBX-TV in Baltimore. Commission had approved \$2 million purchase of Baltimore facility but conditioned closing on resolve of what it considered violation of multiple ownership rule. This concerned two mutual funds which have more than 1% ownership of common stock in Metromedia and in other broadcast groups (BROADCASTING,

Dec. 9, 2).

Metromedia had called commission's attention to wide scope of problem, citing several mutual funds with interests in several networks and various groups, involving in one instance 91 stations (BROADCASTING, Dec. 23).

In its letter to Metromedia, commission said it could not give Metromedia waiver, but suggested it would remove condition if two mutual funds involved (Keystone, which holds 4.86% of Metromedia, with other station interests, and Fidelity Trend, owning 2.23% of MM voting stock, among other interests) would agree not to vote stock in Metromedia which violates multiple ownership rule or attempt to influence policies of companies concerned during pendency of proposed inquiry.

Music merger called off

Negotiations for acquisition of World Broadcasting System, pioneer transcription firm, by Commercial Recording Corp. of Dallas have fallen through. Paul F. Harron, principal owner of World, said his company would continue as independent operation.

In its original concept, deal would have resulted in merger of World and Commercial Recording as subsidiary of Peruvian Oil & Mineral Co., which is controlled by John Coyle, owner of KXII-Dallas and principal in Commercial Recording (CROSS CIRCUIT, Dec. 23). After termination of negotiations with World last week, Mr. Coyle said Peruvian Oil would buy Commercial Recording and start expansion program.

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

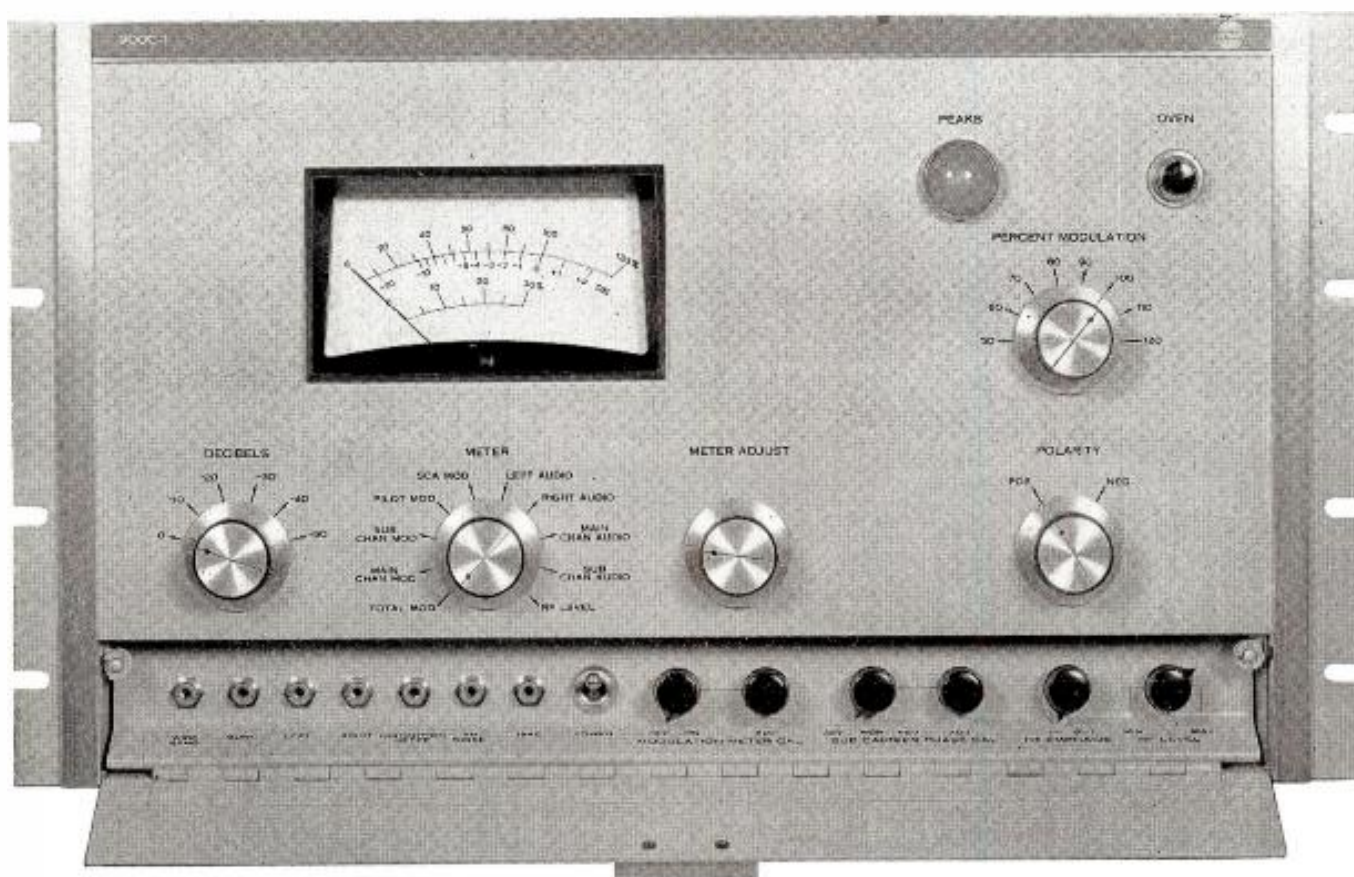
transistorized. It uses only 50 watts of primary power. Heat dissipation is low and, through the use of conservatively rated components, you can count on long operating life.

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



NEGROES

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

Our salesmen visit our stations.

Station Reps

BOB DORE

ASSOCIATES

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



POWER

It packs a friendly punch. Stroll down the street with any of a dozen WSYR personalities. Watch the smiles light up people's faces, hear the known you all my life greetings from total strangers.

This friendly attitude is for you, too when these personalities are selling for you. And that's why WSYR Radio is the greatest sales medium in Central New York.

So you see what happens.

Personality Power = Sales Power for you in the 18 county Central New York area. Instant friends for what you have to sell.

Represented by:

THE HENRY I. CHRISTAL CO. INC.
New York • Chicago • Los Angeles
Detroit • San Francisco

WSYR
Syracuse

NBC in Central New York

WSYR

5 KW • SYRACUSE, N. Y. • 570 KC

DATEBOOK

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

■ In this list, first or revised listing

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 part-time.

Jan. 1 Effective date for the FCC's licensing fee schedule.

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. 4-5 Democratic National Committee meets at Sheraton-Park hotel, Washington. Plans for national convention Aug. 24-28 in Atlantic City, N. J., to be discussed.

■ Jan. 6 Meeting of executive committee of National Association of Broadcasters, Madison hotel, Washington.

Jan. 6 North Carolina AP Broadcasters Association, High Point, N. C.

Jan. 6 Hollywood Ad Club luncheon meeting, 12 noon at Hollywood Roosevelt hotel. Jane Nelson, creative vice president of Hoffer, Dietrich & Brown, San Francisco, speaker on "My Son, the Creative Director."

■ Jan. 6-7 Future of TV in America Committee of National Association of Broadcasters meeting, New Orleans.

■ Jan. 7 National Association of Broadcasters' finance committee meeting, Washington.

Jan. 8 Board of directors meeting of the Kentucky Broadcasters Association, 11 a.m. Lomville, Sheraton hotel.

Jan. 8-New maker 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. 8-11 Republican National Committee meets at Mayflower hotel, Washington. Plans for national convention July 13-17 in San Francisco to be discussed.

■ Jan. 9-10 Radio Code Board of National Association of Broadcasters, meeting, Washington.

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, KSTU, Bisbee, Ariz. ACTA president.

Jan. 11-12 Twelfth annual Retail Advertising Conference, The Palmer House, Chicago. Among the subjects to be discussed are "How To Live With The Federal Trade Commission" and "How To Produce Effective Television Commercials At a Satisfactory Cost."

Jan. 13 Annual winter meeting of the Rhode Island Association of Broadcasters. Place to be announced.

■ Jan. 14 Debate between Subscription Television Inc. and the California Crusade for Free TV will take place publicly at a meeting of the Los Angeles chapter of the National Academy of Television Arts and Sciences. Subject of the evening discussion will be pay TV. Among the speakers are Sylvester L. (Pat) Weaver, STV president; Dana Andrews, new president of the Screen Actors Guild; and a representative not yet identified of the Crusade organization. Dan Jenkins of Rogers & Cowan, Hollywood public relations firm, is chairman of the ATAS session.

Jan. 17 Annual membership meeting of

Federal Communications Bar Association, Sheraton Park hotel, Washington.

Jan. 17 Franklin Day banquet of Poor Richard Club, Bellevue Stratford hotel, Philadelphia. Leonard Goldenson, president of American Broadcasting-Paramount Theatres Inc., will receive club's Medal of Achievement citation.

Jan. 17-Board of directors meeting of the Association of Maximum Service Telecasters (AMST), Diplomat, Hollywood, Fla. (postponed from Dec. 5).

Jan. 17 New York chapter of National Academy of Television Arts and Sciences honors Jackie Gleason at its annual "close-up" dinner and show, Americana hotel, New York. Alan King is master of ceremonies.

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. 20 Hollywood Ad Club luncheon meeting, 12 noon at Hollywood Roosevelt. Richard Dinmore, vice president and general manager of Desilu Sales, will speak on foreign market for American TV shows.

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

Jan. 21-23-Nineteenth annual Radio-TV Institute, co-sponsored by the Georgia Association of Broadcasters and the Henry Grady School of Journalism, University of Georgia, Athens. Program includes day-long debate with FCC Commissioners Kenneth Cox and Lee Loevinger, and hour and two-hour workshops on sales, sales promotions, rates and rate cards, FM and stereo, news and editorials and a special copywriting clinic. Speakers include William McAndrew, executive vice president in charge of NBC News, and Dr. Frank Stanton, president of CBS Inc.

■ Jan. 22-23 Television Code Board of National Association of Broadcasters, meeting, Miami.

Jan. 24-26 Midwinter 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.

■ Jan. 28-Annual business meeting of the Advertising Research Foundation at Hotel Gotham, New York.

Jan. 31-Feb. 1 Seventeenth annual convention of the South Carolina Broadcasters Association, Jack Tar Poinsett hotel, Greenville, S. C.

FEBRUARY

■ Feb. 2 Thirteenth annual Communion Breakfast for Catholics in Television and Motion Pictures, 11 a.m. at the Beverly Hilton hotel, following 9 a.m. High Mass at the Church of the Blessed Sacrament in Hollywood.

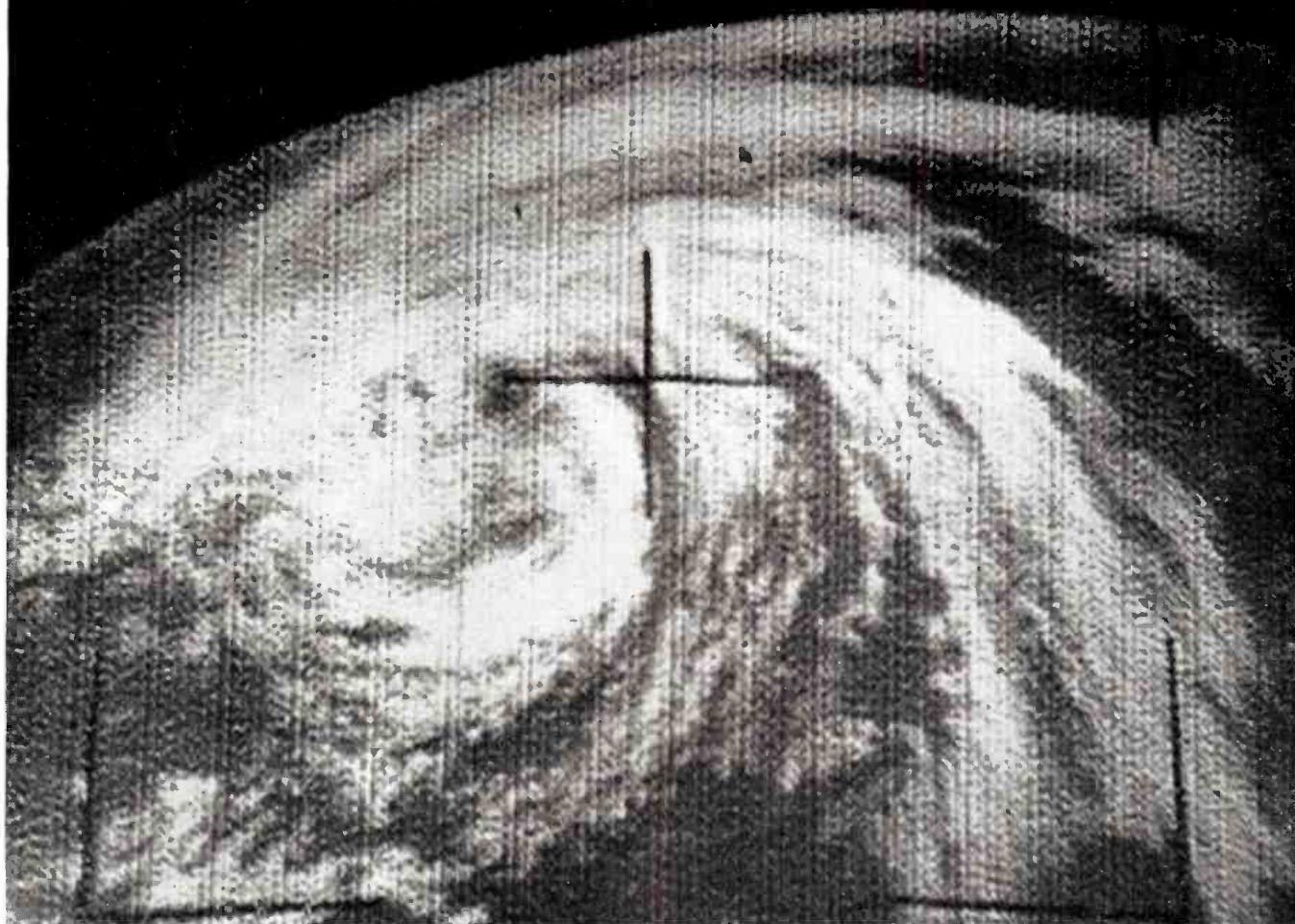
■ Feb. 3-Deadline for comments on rule-making to authorize six UHF channels for airborne ETV in six Midwestern states.

■ Feb. 3-Deadline for comments on UHF allocations tables proposed by FCC and National Association of Educational Broadcasters.

Feb. 3-Hollywood Ad Club luncheon meeting, 12 noon at the Gaslight Club. Burton Brown, Gaslight Club president, will speak on the role of advertising in promoting his chain of clubs.

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

HOW WEATHER SATELLITE PHOTOS LIKE THIS ARE IMPROVING DAILY FORECASTS FOR YOU



TIROS SATELLITE PHOTOGRAPH of a typhoon in the Pacific Ocean shows huge pinwheeling system of white clouds. Photo was taken from a height of 450 miles; cross in center and angles at corners are reference points.

Swift Bell System communications help the Weather Bureau collect and distribute weather information from outer space and around the world

The latest weather information is important to everyone.

It affects farmers and their crops, airlines and their passengers, businesses of all kinds. It affects people planning trips and vacations—in fact, everyone.

Knowledge about the weather begins with raw data collected around the world by observers, ships at sea, planes and most recently, satellites which can photograph large areas of the earth below.

To be useful, this data must be collected rapidly for analysis. Fast Bell System communications speed torrents of it into the National Meteorological Center near Washington, D. C., every hour around the clock.

At the Center, the data is fed into a

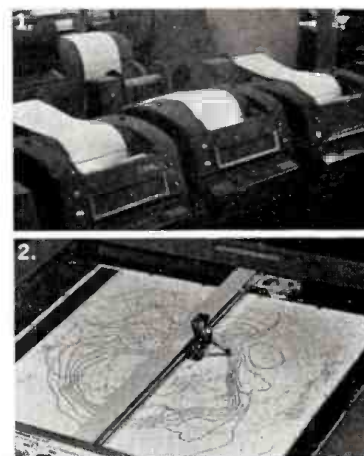
computer which analyzes it electronically. The computer's output is plotted automatically into maps of the weather conditions in the Northern Hemisphere—doing in a few minutes what previously took hours by hand.

The maps, as well as other reports and forecasts, are then flashed to field stations, where they form a basis for local and regional forecasts. The Bell System plays a major part in rushing these forecasts to such users as newspapers and radio and television stations.

With the help of fast, dependable Bell System communications, you get the benefit of the nation's progress in the techniques of collecting, studying and distributing weather information.

1. Weather information from the world over flows to Washington's National Meteorological Center and is printed out by banks of Bell System teletypewriters.

2. After a computer has processed the information, it guides this electronic plotter which automatically draws the all-important weather maps on which forecasts are based.



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WESH-TV

FLORIDA'S CHANNEL 2

REPRESENTED BY THE KATZ AGENCY, INC.

ORLANDO • DAYTONA • CAPE KENNEDY

OPEN MIKE[®]

Zionist pressures?

EDITOR: Will broadcasters bend to the will of pressure groups? This is a trade problem created by efforts of the Zionist movement to throttle all radio and television debates on public issues such as the Arab-Israel conflict, U. S. Middle East policy, the distinctions between Judaism and Zionism, the nature of anti-Semitism, etc.

KCOR(TV) Los Angeles showed considerable ingenuity recently when local Zionists—at the last moment—backed out of a scheduled debate that had been widely promoted. The station televised the show anyway, dramatically focusing on an empty chair to show that they had fulfilled their obligation in endeavoring to present both sides of the sensitive Zionist, anti-Zionist debate. Subsequently, KCOR aired a program on the Zionist position, paid for by a Zionist spokesman.

At this point the American Zionist Council, seeking to assure that there would be no further debates, issued a public proclamation calling for a boycott of debates with the American Council for Judaism, a national membership organization with an anti-Zionist outlook.

In New York this refusal of the Zionist to debate current issues has persisted for several years. Many of the pro-and-con type of public affairs radio and TV programs have had to pass up discussions of these issues. Zionist rationale for this strategy is clear. They have open access to radio and TV, so why should they help provide a platform for a dissenting opinion.

But broadcasters have a responsibility to offer listeners and viewers at least two sides of controversial issues. In all candor, they might ask themselves: Will we present only the pro-Zionist position on issues of the day? Will we knuckle under to Zionist pressure and boycott threats?

Some stations have replied with an impressive "No."—Bill Gottlieb, publicity director, *The American Council for Judaism*, New York.

"The American Council for Judaism describes itself as a 'national organization founded on the basic proposition that Judaism is a religion of universal values—not a nationality.'"

Spots produce smiles

EDITOR: May I have your permission . . . to reprint "Broadcasters produce the spots, Lufthansa produces smiles."? (BROADCASTING, Oct. 7).—F. S. Tibbitts, general manager, WFTL-FM Fort Lauderdale, Fla.

Permission granted with credit to this magazine.

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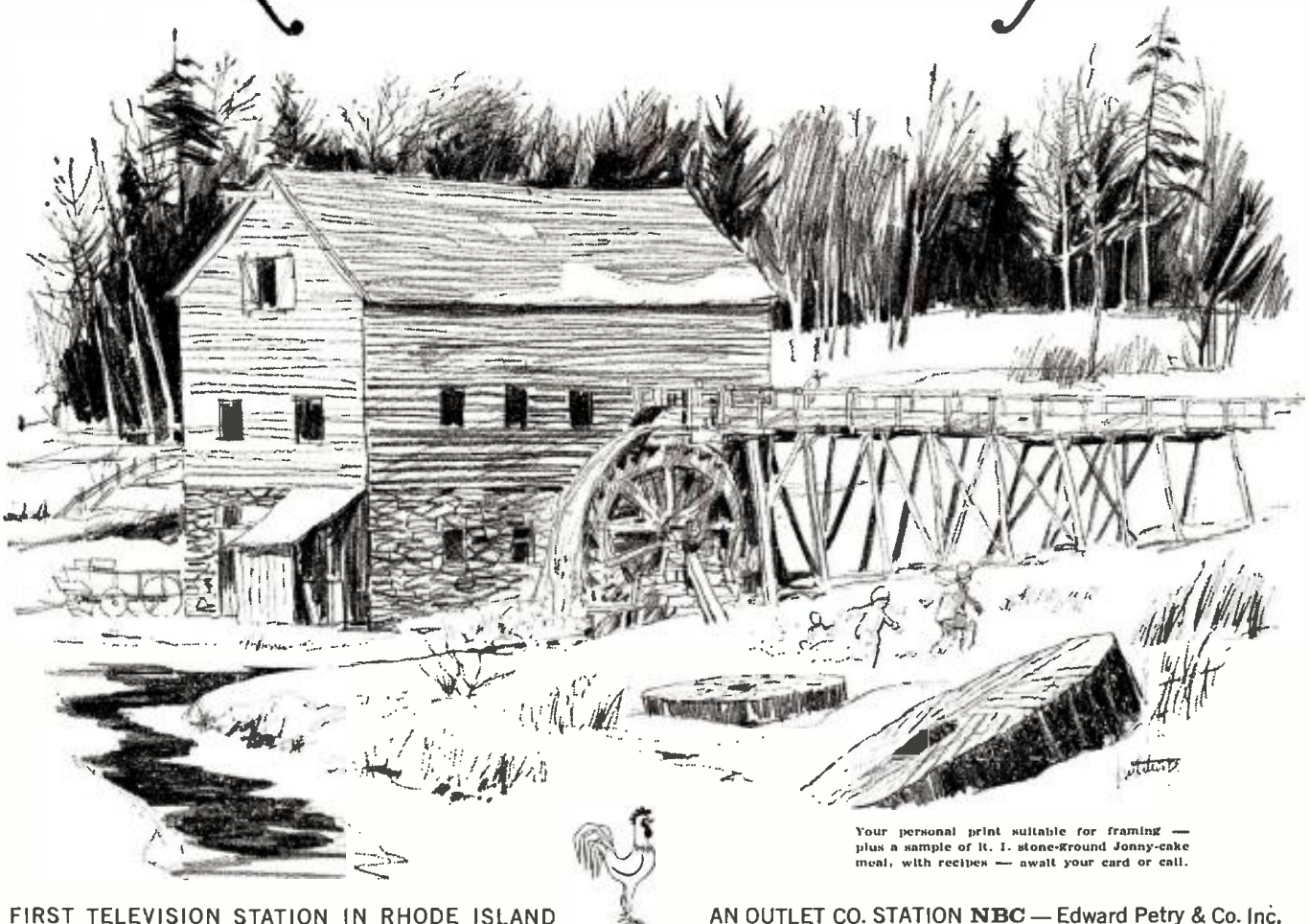
BROADCASTING, December 30, 1963

Does Jonny-cake meal have to be stone-ground?

"Yep. There's no other fit way, except 'tween sharp-cut mill stones o' fine-grained Rhode Island granite . . . turnin' slow. Can't use anything but our Indian white-cap corn, either.

"Notice there's no 'h' stickin' up in the middle of 'Jonny-cake'? Sep'rates our griddle-cooked ambrosia from the yellow corn bread that some honest but mis-led souls call by a name soundin' the same. There's nothin like Rhode Island Jonny-cake!"

But, then, there's nothing quite like the Providence market, either. It reaches north, northwest and northeast into Massachusetts, and across to the Cape . . . west and southwest into Connecticut . . . a compact area with a billion consumer dollars to spend. Some people even say Providence is Rhode Island. People in television say **Providence is WJAR-TV.**



Your personal print suitable for framing —
plus a sample of R. I. stone-ground Jonny-cake
meal, with recipes — await your card or call.

Canada Dry uses radio-TV to sell its mixers

Canada Dry's king-size network TV and radio buy and supplementary local TV and radio spot purchases concentrated over the holiday periods brought recollections to many radio advertising old-timers of the worldwide beverage company's long-time interest in broadcast media in the U.S.

It dates back to the late 20's, and amounts to what was practically a founding interest, not too long after the company's now-famous advertisement (the one that began "Down from Canada Came Tales of a Wonderful Beverage") appeared in the April 29, 1923, *New York Times*.

The advertisement itself heralded the practical beginnings of the company's then-recent American identity, coming out of its American incorporation a few weeks earlier.

There are early sketchy references to Canada Dry's buying radio time in the late 20's for commercial announcements on several radio stations in the metropolitan New York area. Station WOPR, Paterson, N.J. (an early forerunner of station WPMI), for instance, featured the "Champagne of Ginger Ales" in a series of remote broadcasts from the local armory where a food show was in progress. On WJCA New York (then located in the Hotel McAlpin), the early radio great, Norman Brokenshire, was said to have handled some of Canada Dry's first spot announcements.

The first documented example of a nationwide radio network program sponsored by Canada Dry appears to be in the late 20's, when the company began the sponsorship of the *Canadian Mounted*, an NBC Blue network presentation. About two years later, in 1932, the by-now-well-established company introduced to the nation's dial-twirlers via NBC's Red network a brash young comedian named Jack Benny. Early fans were later to recall that Jack "Nickle-Back-on-the-Bottle" Benny, as he came to be called (the reference being to the 5-cent deposit refund on the empty Canada Dry ginger ale bottle when it was returned), actually launched his reputation for being a prize skinfint.

Radio Pivotal ■ By this time, radio was on its way to becoming a pivotal medium in Canada Dry's advertising thinking for the reason that it was showing itself to be an effective economical means of expressing the company's absolute insistence on quality manufacture.

Both Parry D. Saylor, president from 1924-35, and J. M. Mathes, who had

as New York office head of N. W. Ayer & Son supervised Canada Dry's advertising since 1921 when a first American plant began operations, had come to share a strong proclivity for the broadcast medium. Mr. Mathes, who had been one of the founding group that in 1923 organized the American corporation, set up his own agency in 1933 with Canada Dry as his first client.

Although the great depression necessitated the company's cutting down on its plants for all but the most utilitarian types of advertising, some radio commercials extolling Canada Dry Ginger Ale appeared in the 1934-37 period. In 1935, R. W. Moore succeeded P. D. Saylor as president. By November 1938, as business conditions improved, Canada Dry signed up as sponsor of radio's original audience quiz show, *Information Please*, via the NBC Red network. To this day, there are those who will swear that *Information Please* was the all-time best.

The next network sponsorship Canada Dry undertook was that of *Sparkle Time* with Meredith Willson (of "Music Man" fame) and his "Talking People," a kind of sassy version of a classical Greek chorus. That was in 1946-47.

Now television was in its ascendancy and Canada Dry was not far behind. In April 1949, the company became one of the first in its industry to sponsor a full network program. The show chosen was *Super-Circus*, with co-hosts Mary Hartline and Claude Kirschner, on ABC-TV, and Canada Dry maintained its sponsorship through September 1952. National TV film syndications of popular fictional and adventure characters came into their own in 1952. By November of that year, Canada Dry signed up to sponsor the ABC telecasts of *Terry and the Pirates* in 51 key cities. In December 1953, Canada Dry switched over to *Annie Oakley*, adding

15 more cities to its telecasts in the bargain. That series ended 12 months later.

In October 1959, Canada Dry was back in the lists as sponsor of *Walt Disney Presents* on ABC-TV. This sponsorship was renewed for a second year until the program switched networks and changed from a black-and-white TV program to a colorecast.

It was in 1960 that a new picture of Canada Dry's maturing interest in TV and radio as effective advertising media began to emerge which it has repeated with rising emphasis and larger dollar budgets every year since. It was to "pick your spots" and buy accordingly and use the buy to reinforce and supplement themes struck in print media.

The national television aspect of "Canada Dry's Holidays 1963" campaign, waged for its mixers, was the largest such effort the company ever put forth. Scheduled in prime-time periods on the entire NBC-TV network, covering approximately 178 stations, the commercial announcements built around a "Three Cheers for Parties" theme were designed as participations contained within the shows themselves to assure top audience attention rather than as station or time breaks.

Running Dec. 10 through Dec. 23, the company's TV drive was waged during the period when pre-holidays food-and-drink buying was at its heaviest. The TV effort by itself reached more than 77 million TV homes and more than 155 million Americans.

In addition to these network "buys," a record number of local TV purchases reaching into practically every key bottle and division market was made during the same holiday season.

While it's too early to gauge results, advance indications already point to its having scored a record effectiveness.



William S. Brown, vice president in charge of market planning and analysis for the Canada Dry Corp., New York, joined that firm in 1925. That was only two years after Canada Dry set up operation in the U. S. Mr. Brown served as advertising manager at Canada Dry for many years, and in 1943 he was elected vice president in charge of advertising. He was named vice president in charge of marketing in 1958, and he was elevated to his present post in 1961.



*Project High Wire in which miles of electrical wiring is being reinstalled in F-100 jet fighters to modernize them.

McClellan Air Force Base*
a vital part of the
Sacramento market

and BEELINE RADIO KFBK
enables you to reach all of
Sacramento's 19-county market.

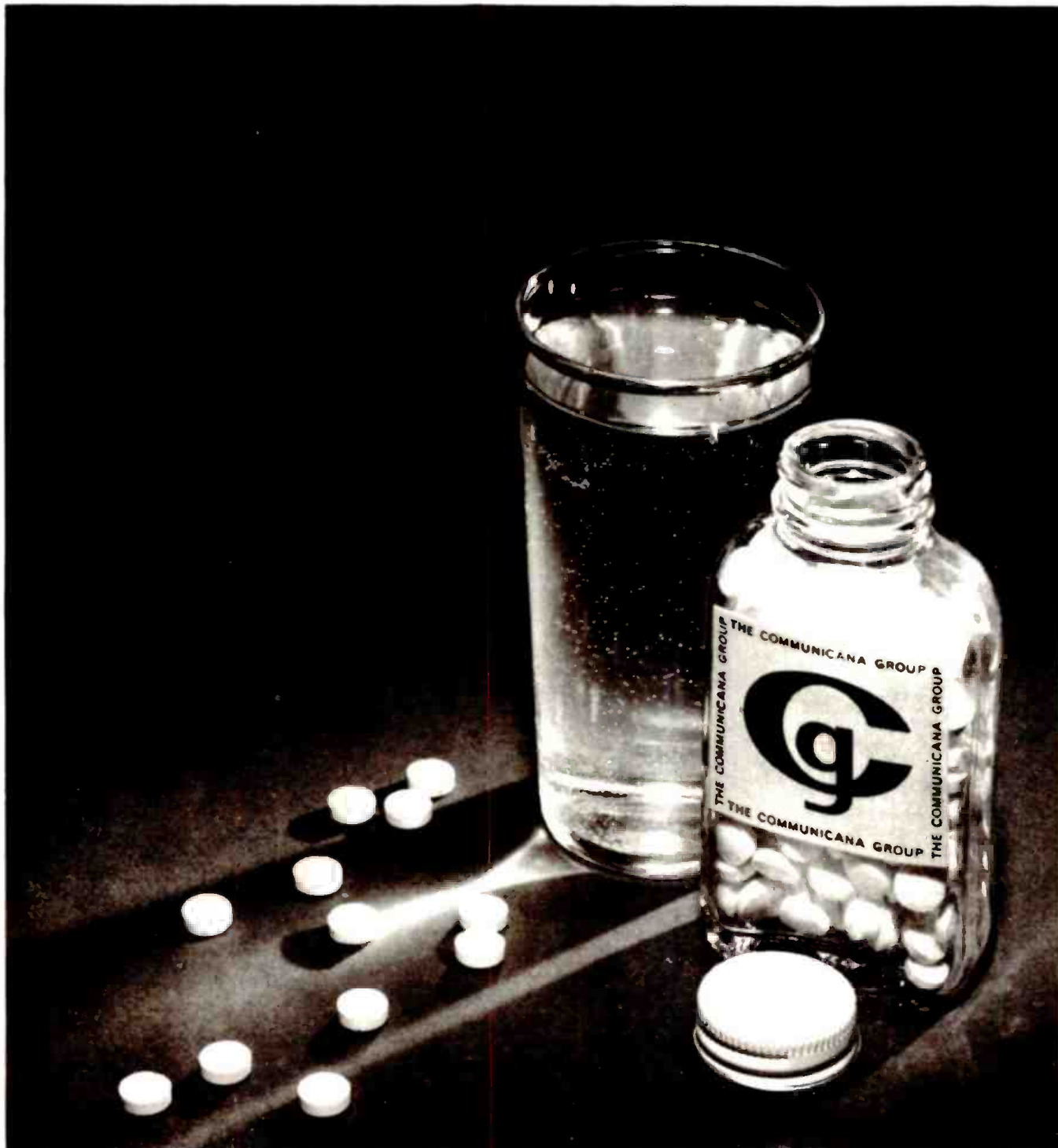
In this market, over a million people are responsible for one and a half billion dollars worth of retail sales. To get your share of these sales, your advertising message needs to be heard. And it is when you buy KFBK. It's only one of four Beeline stations — the key to California's rich inland valley and Western Nevada.



McCLATCHY BROADCASTING COMPANY

PAUL H. RAYMER CO. • NATIONAL REPRESENTATIVE

KOH • Reno KFBK • Sacramento KBEE • Modesto
KMJ • Fresno



CG can make you well in Indiana. If you want it to doctor sales for your drug products, prescribe it, through 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.)

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ATS
 TODAY!

John F. Dille, Jr. President



RADIO-TV SWITCHES: \$101 MILLION

- Some major agencies losing accounts fight back with mergers
- 1963 agency changes for broadcast accounts 15% ahead of 1962
- But total billings involved, \$163 million, is practically same

An estimated \$101 million in radio and television billing changed agencies in 1963, a total that represents an increase of \$16 million—or about 15.9%—over the \$85-million level in 1962.

Though radio and TV accounted for a greater share of the total billing that changed hands (about 63% this year compared to 53% in 1962), the total billing involved was only slightly more this year than last.

The compilation of account switches in 1963 showed a total of 71 accounts of national—and broadcast—interest affected. This compares to 70 in 1962.

In total, these accounts represented approximately \$163.6 million in overall billings, an estimated \$3.1 million increase over the volume in 1962.

The continued unsettlement in advertising accounts appears in BROADCASTING's yearly survey of changes. It takes on added significance when viewed against a background of more agency mergers.

Agencies Merge ■ At least two mergers—that of North Adv., New York, and Lawrence C. Gumbinner advertising announced last week and Interpublic's recent moves toward acquisition

of the New York operations of Fletcher Richards, Calkins & Holden—followed the loss of main-line accounts. American Tobacco moved its \$12-million account—an estimated half of it in broadcast—from Gumbinner to BBDO, and Eastern Air Lines shifted more than \$9 million in billings (over \$2 million in radio-TV) from FRC&H to Benton & Bowles.

Such acquisitions and mergers as those placed in motion by Interpublic also tend to give rise to possible client conflicts which in time materialize as further account switches.

The continued importance of radio-TV in account switching was seen also in the "top 10" listing.

These top accounts which shifted this past year allocated approximately 69% of their advertising budgets to radio and television.

The top 10 broadcast accounts came to \$46.45 million in 1963, or approximately the same level as the radio-TV top 10 billing the year before.

Rising Billing ■ Though the volume of broadcast billing involved is on the rise, it's apparent from the study that a stabilizing influence on the number of switches is continuing. That stabili-

zation began during 1962 after exceptional unrest in accounts occurred in 1961 and in the early part of 1962.

Perhaps the surprising factor in 1963 compared to the immediate preceding years is the rise in incidence of agency mergers. Among the key consolidations:

■ Post, Morr & Gardner combined with Keyes, Madden & Jones to form Post-Keyes-Gardner.

■ Erwin Wasey, Ruthrauff & Ryan was placed under the Interpublic umbrella. At the time of that acquisition, it was estimated that Erwin Wasey and its affiliates had billings of about \$80 million, of which approximately \$25 million were in overseas offices. About \$20.3 million of its domestic billing is in broadcast.

■ Ellington & Co. and Donahue & Coe have announced their marriage. This merged operation—to be effective Jan. 1—will have total billings of about \$50 million.

■ Campbell-Ewald Co., Detroit, acquired all of the California operations of Fletcher Richards, Calkins & Holden, also effective Jan. 1. The addition represents 22 more accounts for C-E, whose billing already topped \$100 mil-

Top radio-TV account switches in 1963

Advertiser	Billings		New Agency	Former Agency
	Radio-TV (in millions)	Total		
1. Alberto-Culver	\$ 7.7	\$ 8.0	JWT	BBDO, Compton
2. Colgate-Palmolive	7.2	8.0	D'Arcy, Esty	L&N, Bates
3. Beech-Nut	7.2	8.0	B&B	Y&R
4. American Tobacco	6.0	12.0	BBDO	Gumbinner
5. Vick Chemical	4.4	5.5	Morse, Burnett	SSC&B, Morse
6. Revlon	3.2	7.0	Grey	NC&K
7. Quaker Oats	2.8	3.6	PKL	Compton, JWT
8. Johnson & Johnson	2.6	4.0	SSC&B	Y&R, Ayer
9. Liebmman Breweries	2.5	7.0	FC&B	JWT
10. De Luxe Reading	2.5	4.0	D-F-S	Zlowe
TOTALS	\$46.45	\$67.25		

These accounts switched to new agencies in 1963

ACCOUNT	TO	FROM	BILLINGS (in millions) RADIO-TV		ACCOUNT	TO	FROM	BILLINGS (in millions) RADIO-TV	
			TOTAL	TV				TOTAL	TV
Air France	FSR	BBDO	\$ 1.5	\$0.5	Chesebrough-Ponds	JWT	DCSS	2.0	1.0
Alberto-Culver					Cutex	Esty	Gumbinner	1.0	0.8
V-D 5 shampoo	JWT	BBDO	6.0	5.8	Q-Tips				
Command	JWT	Compton	2.0	1.9	Colgate-Palmolive				
American Bakeries	JWT		4.0	2.1	Ad detergent	D'Arcy	L&N	1.3	1.2
Taystee, Greenen					Vel	Esty	L&N	2.5	2.3
cakes, breads in mid-					Quik-Solv	Esty	L&N	0.75	0.75
west. CookBook bread					Fab	Esty	Bates	3.6	3.3
and cake in southwest		Y&R			DeLuxe Reading Co.	D-F-S	Zlowe	3.5	2.5
Merita bread and cake		Tucker						4.0	
		Wayne			Eastern Air Lines	B&B	Fletcher	9.0	2.2
Taystee bread, cake							Richards		
in N. Y. Cushman							Caikins &		
retail cake stores		Wesley					Holden		
American Cyanamid					Eldon Industries	Klau-Van	Direct	0.88	0.5
Breck	Y&R	Reach,	2.0	1.8		Pierson			
		McClinton				Dunlap			
Breck	Y&R	N. W. Ayer	3.0	2.6	Elgin National Watch Co.	Gumbinner	McCann-	1.25	0.94
American Home Products							Marschalk		
Aero Shave	C&W	Tatham-Laird	1.0	0.95	Fels & Co	Zubrow	Manoff	3.0	2.4
American Tobacco Co.					Florida Citrus Com-				
Tareyton Filters	BBDO	Gumbinner	12.0	6.0	mission				
Beech-Nut					oranges	C-E	B&B	2.2	1.1
chewing gum, cough					Glamorene Inc.	Fletcher	Riedl &	1.0	0.48
drops, baby foods,	B&B	Y&R	8.0	7.2		Richards,	Freede		
Life Savers						Caikins &			
Hazel Bishop	Daniel &	K&E	2.5	2.5	H. J. Heinz Co.				
	Charles				frozen soup	DDB	Maxon	2.0	1.0
Block Drug Co.					Helene Curtis				
Green Mint mouthwash	C&W	SSC&B	1.2	1.0	Suave	M-E	JWT	2.0	1.2
Bon Ami	FSR	Dunn &	1.4	1.4	Isodine Pharnacal	K&E	Reach,	1.5	1.4
		Jeffrey					McClinton		
		Wermen &			International Harvester	Footo, Cone	Aubrey,	2.5	0.75
		Schorr			farm equipment	& Belding	Finlay,		
Braniff International	Creative	C&W	1.5	0.06			Marley &		
Airways	Group				Johnson & Johnson		Hodgson		
E. L. Bruce Co.	North	Christiansen	1.0	1.0	Arrestin, Dental Floss,	SSC&B	Ayer	0.75	0.6

lion (one-third in broadcast). As yet, the West Coast additions have not been reported in terms of dollar volume billing they represent.

- Interpublic was near the point of adding Fletcher Richards (New York) to its huge complex near the close of 1963 (BROADCASTING, Dec. 23). Interpublic already had some \$130 million in broadcast billing—the New York broadcast activity of FRC&H would add still more of course.

- A new agency has been created by North Advertising, New York division of the Chicago-based agency, and Lawrence C. Gumbinner Advertising Agency. It will be known as Gumbinner-North Co. and will bill an estimated \$18 million a year. (Also see story, page 21).

The largest account shift of 1963 in terms of total billing was the transfer of American Tobacco Co.'s Tareyton cigarettes from Gumbinner to BBDO.

In the changeover, Gumbinner lost about \$12 million business (\$6 million in radio-TV) and the loss undoubtedly was a factor in the agency's decision to merge with North Advertising's New York operation.

Other king-sized account changes involved Colgate-Palmolive, which moved about \$8.15 million in business from Lennen & Newell and Bates to D'Arcy and Esty.

Beech-Nut, which assigned its \$8 million (\$7.2 million in broadcast) to Benton & Bowles from Young & Rubicam was another key switch.

Alberto-Culver, which moved \$8 million of its business from BBDO and Compton to J. Walter Thompson, and Vick Chemical, which moved \$5.5 million of business, assigning half of it to Burnett and half to Morse, also topped the list. A feature of this latter transfer was a maneuver whereby Morse was assigned business formerly handled by Sullivan, Stauffer, Colwell & Bayles, while Leo Burnett assumed responsibility for business that was being relinquished by Morse International.

Airlines figured prominently in switches in 1963. Air France moved its \$1.5 million account from BBDO to Fuller & Smith & Ross; Braniff International went from Cunningham & Walsh to Creative Group; Eastern Air Lines transferred its \$9 million from Fletcher Richards, Caikins & Holden to

Benton & Bowles, and National Airlines moved twice — from McCann-Erickson to Papert, Koenig, Lois during the early part of the year and from PKL to Kenyon & Eckhardt later in the year.

Ad Council campaign on automation is ready

The Advertising Council is ready to submit campaigns to the U.S. Department of Labor on the coming changes that automation will bring to the nation's work force.

Submission of the campaigns has been delayed by President Kennedy's death. But the council expects to present the plans within the next 30 days and bring the first ads before the public 60 days after they have been approved.

The campaigns have been divided into four categories:

- Stimulate communities and community organizations to work to recognize and meet their changing employment needs.

- Use business press to inform industry and business leaders of their obligations to employees thrown out of work

ACCOUNT	TO	FROM	BILLINGS (in millions)	
			TOTAL	RADIO-TV
Tiquiprin, medicated powder			3.0	2.0
Micrin	SSC&B	Y&R		
Baby powder, baby shampoo	SSC&B	Y&R	0.25	0.05
Kitchens of Sara Lee baked goods	Foote, Cone & Belding	Hill Rogers	2.5	1.25
Lehn & Fink				
Tussy	C. J. LaRoche	Y&R	1.0	0.4
Dorothy Gray	Kudner	M-E	1.5	0.3
Liebmann Breweries				
Rheingold beer	FC&B	JWT	7.0	2.5
Matey bath products	KHC&A	John Shaw	2.0	1.8
Max Factor	Carson/Roberts	Geyer, Morey, Ballard	1.7	0.4
Treatment line, eye make up, pan-cake, pan-stik, hi-fi fluid, erace, creme puff, Swedish formula hand cream and finishing powder				
National Airlines	K&E	PKL	4.5	1.0
	PKL	M-E	4.0	1.0
Nationwide Insurance	Ogilvy, Benson & Mather	Sackheim	4.5	1.9
Nestle Co.				
Decaf instant coffee	W&L	M-E	0.675	0.6
			0.75	0.71
Noxzema Chemical				
shave cream	D-F-S	DCSS	0.75	0.71
skin lotion	D-F-S	SSC&B	0.75	0.71
Piel Bros.	PKL	Y&R	2.5	2.3
Pittsburgh Plate Glass glass division	Ketchum, McLeod & Grove	JWT	2.0	0.5
Procter & Gamble				
Lilt	Burnett	Grey	1.1	0.943
Pert	Burnett	Grey	0.6	0.6
Rayette (Aqua Net hair spray)	Tapinger			
	Gladney	Direct	1.5	1.2
Quaker Oats Co.			3.5	2.8

ACCOUNT	TO	FROM	BILLINGS (in millions)	
			TOTAL	RADIO-TV
Puffed Rice	PKL	Compton		
Puffed Wheat				
Aunt Jemima frozen foods	PKL	JWT		
Revlon				
Living Curl, eye makeup, Touch & Glow, lipstick and nail enamel, Satin Set, Intimate	Grey	NC&K	5.0	2.2
Silicare, Baby's Silicare, Bronze Lustre, Clean & Clear, Contempora, Clearaway, Persuade	Grey	W&L	2.0	1.0
Singer Sewing Machine Co.	JWT	Y&R	4.0	2.0
United Biscuit			1.65	1.29
Keebler Supreme	MJ&A	Lewis & Gilman	0.4	
		Ralph Jones	0.85	
Strietmann Supreme Supreme Bakery	MJ&A	Durey Ranck Adv.	0.4	
United States Rubber Co.				
Tires	DDB	Ayer	5.4	1.0
Chemical division, textiles	PKL	Fletcher Richards, Calkins & Holden	1.2	0.5
Vick Chemical Co.				
Tri-Span	Morse International	SSC&B	2.75	2.2
Sinex				
Va-Tro-Nol				
Clearasil	Burnett	Morse International	2.75	2.2
Lavoris oral spray				
Vapo-Steam				
Wander Company	Foote, Cone & Belding	Tatham-Laird	1.8	1.8
Ovaltine				
Westinghouse				
TV-radio division	M-E	Grey	1.2	0.8
Whitman & Son	Gardner	Ayer	1.0	0.6
W. F. Young Inc.	JWT	Gotthelf	1.2	0.9
Absorbine Jr.	Gotthelf	JWT	2.0	1.9

by automation and the advantages of retraining personnel rather than hiring new workers.

- Aim at workers whose jobs may become obsolete to get them conditioned to the need to learn new skills.

- Combat tendencies by teen-agers to quit school before graduation.

The campaigns were planned by the council, a public service organization formed by voluntary contributions of money, space and time from industry and advertising agencies, after the Labor Department presented it with the problem earlier this year.

Business briefly . . .

Texaco, The Oldsmobile Division of General Motors and the **Columbia Record Club** have purchased full sponsorship of CBS Radio's New Year's Day coverage of the Cotton Bowl game in Dallas. The broadcast will start at 1:45 p.m. EST. The game will pit undefeated Texas against once-defeated Navy. Sponsor agencies are: Benton & Bowles, New York for Texaco; Wunderman, Ricotta & Kline, New York, for Columbia and D. P. Brothier & Co., Detroit, for Oldsmobile.

The Dow Chemical Co., through MacManus, John & Adams, New York, has purchased sponsorship in 11 nighttime programs over NBC-TV. The programs are: *Espionage*, *The Eleventh Hour*,

Monday Night at the Movies, *Mr. Novak*, *International Showtime*, *The Lieutenant*, *The Joey Bishop Show*, *Saturday Night at the Movies*, *Temple Houston*, *Sing Along* and *Bill Dana*.

Gumbinner-North merger set for early 1964

The merger of the Lawrence C. Gumbinner Advertising Agency, Inc. with the New York division of North Advertising, Inc. of Chicago was announced by both firms last week.

Final details still are being worked out in the move that by early 1964 will see the consolidation of the two agencies' accounts. The agreement apparently does not end North's outlet in New York, since Don P. Nathanson, president of North of Chicago, and Harold Rosensweig, North's treasurer, will be members of the board of directors of the new Gumbinner-North Co.

Officers of the consolidated com-

pany will be Lawrence C. Gumbinner, chairman of the board; Milton Goodman, president and creative director; Bruce Dodge, executive vice president; Bert Goldsmith, vice president and chairman textile division; Sumner Wyman and Lester A. Delano, senior vice presidents. The company said that all other officers of both agencies will retain their jobs.

Among clients that North of New York brings to the merger are American Home Products: Boyle-Midway Division, Botany "500" suits and Remco Industries. Major Gumbinner clients are Chap Stick Co., Heublein Inc. and American Home Products: Whitehall Division.

Most commercials in November: toys & games

The pre-holidays push by toys and games manufacturers moved them into No. 1 position in November in terms of national spot and local television commercials on the air.

A compilation by Broadcast Advertisers Reports last week showed that sales messages for toys and games totaled 5.04% of all non-network commercials monitored by BAR on 231 stations in 73 leading markets in one week of November. In BAR's October report toys and games were No. 2, behind cereals.

The category of pain, cold and

indigestion remedies placed second in November with 4.31% of the total, and cereals ranked third with 4%.

In all, BAR counted 156,348 non-network commercials a week in its November monitoring. This was 12,266 fewer than in October. Most of the drop-off was attributed to the fact that monitoring in some markets included the Nov. 22-26 period when stations pre-empted commercials in order to concentrate on coverage of events surrounding President Kennedy's assassination. In addition, the October report covered seven more

stations in two more markets than the November report.

In all, the top 10 categories in November again represented about one-third of all non-network commercials for all 98 categories on the air.

Others in the top 10, behind the three leaders, were bread and rolls (3.14% of all non-network commercials); beer and ale (3.05%); soft drinks (2.89%); local automotive dealers (2.85%); petroleum products, batteries and antifreeze (2.71%); coffee and tea (2.56%) and publications (2.46%).

Anything close to English is acceptable

CUP-O-GOLD SALES INCREASE WITH TEEN-AGE CONTEST

"Youth will be served," says the old proverb, to which the Hoffman Candy Co. of Los Angeles and its advertising agency, Anderson-McConnell of the same city, might append a footnote that serving youth can sometimes be very profitable for the server.

A case in point is the radio campaign for Hoffman's Cup-O-Gold candy bar—a \$35,000 six-week schedule of 325 commercials a week, spotted entirely on programs with strong teen-age appeal to promote entries to the "Win Lots of Things" contest. Eye-catching, in-store dump bins with "take one" contest blanks implemented the air cam-

paign

Cashing in the popularity of surfing with California youth, the contest included 10 Dewey Weber surfboards in the 126 awards made each week and the grand prize was a "woodie" station wagon (a 1947 Ford). Station wagons are needed to transport surfboards to the beach and, as few teen-agers can afford new ones, the old "woodies" afford new ones. Those dating back to the days of wooden panels have become status symbols.

The six-week contest promotion ran on KRLD and KRLX Los Angeles, KFWB and KYY San Francisco, KMSN San

Bernardino and KCBQ San Diego, all California. More than 2,000 entries came in and Cup-O-Gold sales shot up well ahead of expectations, according to Merv Oakner, A-M vice president and account supervisor.

"Exclusive catering to young adults is responsible for unprecedented success in the loading operation at the point of sale," he said. "Everything from the radio time buys to contest rules was angled toward youth, the big candy bar consumers."

Illustrating the "today's youth flavor" of the contest rules, Mr. Oakner cited such examples as "entries must be postmarked before 12 midnight, or we'll rat on you," "Entries must be in English or pretty close" and "Losers in the Crest survey are not eligible."



Dick Hoffman (l), president of Hoffman Candy Co., presents Cup-O-Gold grand prize winner, Lee Rogo, 16, with keys to "woodie" station wagon. Looking on is Doug Anderson (far right), president of Anderson-McConnell, Los Angeles, and backseat driver, Gene Behrman, agency account executive.

Noyes & Co. to merge with Kenyon & Eckhardt

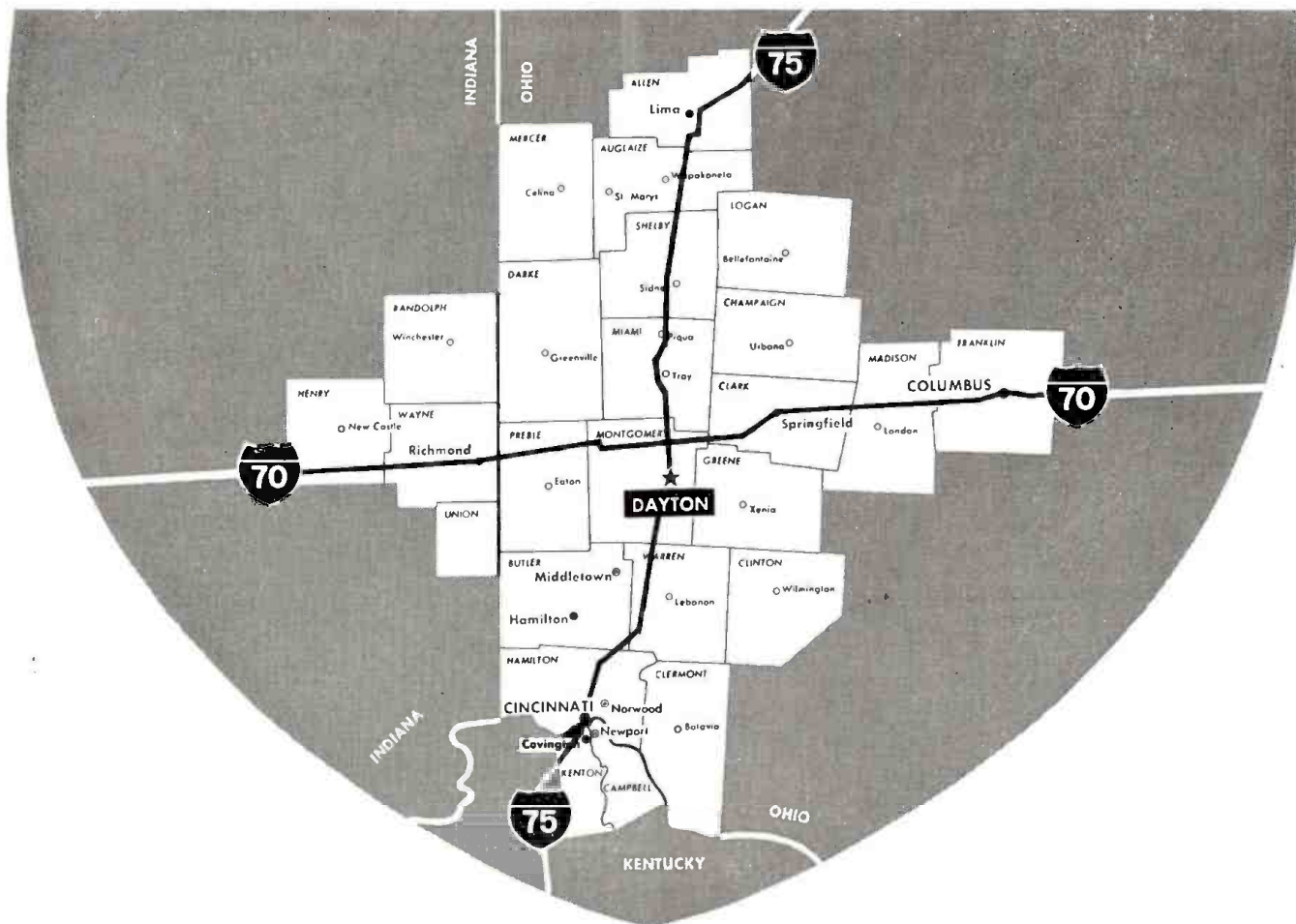
The merger of Noyes & Co., Providence, R. I., with Kenyon & Eckhardt, New York, effective Jan. 1, 1964, was announced last week. The move will add approximately \$3 million to K&E's total billing.

Noyes is headed by Frederick C. Noyes, who will manage the new Providence office of K&E. Clients include the Marlin Firearms Co., G. C. Merriam Co., publisher of the Merriam-Webster dictionary, and divisions of the Firestone Tire & Rubber Co. and the General Electric Co. The Noyes organization was founded in 1921.

National Research denies FTC false ad charges

National Research Corp., Lafayette, La., has denied formal charges by the Federal Trade Commission that it made false advertising claims on radio and television for Enurol liquid and capsule

Welcome to Megacity[®] 70 75



...the tenth largest consumer market in America

Within seventy miles of the intersection of Interstate routes 70 and 75 are the business centers of **seven** metropolitan areas...three and one-half million people... **tenth** largest consumer market in America!

Situated in the geographical center of Megacity 70-75 are the transmitters of WHIO-TV, AM, FM—**powered** to reach a huge segment of this concentrated audience with a total buying power of over **seven billion**.

Let George P. Hollingbery tell you how efficiently and economically you can reach it.

Megacity 70-75!

WHIO-TV • CBS • CHANNEL 7

WHIO

WHIO-AM-FM • DAYTON, OHIO

Associated with WSB, WSB-TV, Atlanta, Georgia,
WSOC, WSOC-TV, Charlotte, North Carolina
and WIOD-AM-FM, Miami, Florida

medication (BROADCASTING, Nov. 18).

National replied that it has never claimed Enurol would "prevent and cure" arthritis, rheumatism and other aches, but only that it "relieves these ailments by relieving the pain and the cause of pain." The Enurol manufacturer maintained that the following advertising claims, challenged by the FTC, are true: that Enurol will (1) help rid the body of diseased and damaged tissue and aid in building new tissue; (2) enable a person to maintain good health and (3) is a new and scientific discovery and achievement.

Agency appointments...

- The Howard D. Johnson Co., Wollaston, Mass., has appointed Harold Cabot & Co., Boston, to replace N. W. Ayer, Philadelphia. Ayer, which will leave the restaurant firm in March of 1964, says total billings have been about \$1 million (little of it in radio-TV). The agency also says the switch came because Howard Johnson's growth brought some of its products into competition with other Ayer clients.

- American Enka Corp. (yarns and fibers) has appointed Frwin Wasey, Ruthrauff & Ryan as advertising agency effective Jan. 1. Total advertising by the company, which is heavy in print, is more than \$2 million according to the advertiser.

- The Commerce Drug Co., a division of Maradel Inc., announced last week the Ora-Jel account will move from Daniel & Charles to Ted Gotthelt Associates Ltd., New York. No broadcast plans have been announced.

- Charles Pfizer & Co.'s Teeming-Pac-

quin division has assigned its consumer advertising for Desitin products to Compton Advertising, New York. The Robert Becker Agency, which formerly handled the account, retains the medical-professional advertising.

Weatherman plays a role in Campbell winter push

The Campbell Soup Co., through BBDO, New York, has launched a winter campaign featuring spot radio, daytime commercials on the three TV networks and spots on Campbell's regularly sponsored shows: CBS-TV's *Lavie* and ABC-TV's *Donna Reed Show*. The full-line promotion is centered around long-range weather forecasts, presented over radio and TV as an intended planning aid for consumer purchase and stocking of soup.

Forecasts, prepared by Weather Trends Inc., New York, will give January weather predictions as well as a glance at February and March weather. The forecasts will predict colder periods and precipitation for seven regions of the nation.

Udall ready to spur Hill action on tobacco

Representative Morris K. Udall (D-Ariz.), critic of tobacco commercials that glamorize smoking for young people, has served notice that he has no intention of letting Congress ignore evidence linking smoking and health.

Representative Udall, author of legislation that would bring smoking products under the jurisdiction of the Food & Drug Administration—an act that would permit the agency to require "haz-



PGW signs KFDX-TV

Peters, Griffin, Woodward Inc., New York, has signed as exclusive national sales representative of KFDX-TV Wichita Falls, Tex., effective with the start of the new year.

Signing the contract are (l to r): Howard Fry, vice president and sales manager of KFDX-TV; William J. Tynan, PGW Midwest TV vice president, and Lloyd Griffin, PGW president of TV.

Principals of Wichtex Radio and Television Corp., KFDX-TV's licensee, are Darrold Cannan Jr., Mr. Fry and Darrold Cannan Sr. The three are also officers of KEDM-AM-TV Beaumont, Tex., which has been represented by PGW since 1946.

ardous substance labeling"—said in a House floor speech Dec. 21 that he is awaiting reports on his legislation from the Department of Health, Education and Welfare.

Noting a recent rise in the price of tobacco stocks, the lawmaker said news stories report that tobacco industry leaders are convinced that Congress will not follow up a pending report of the U. S. surgeon general with legislation.

"I want it clearly understood," Representative Udall said, "that the tobacco industry leaders do not speak for me when they say that Congress will continue to ignore this problem. . . . I intend to follow up [the report] with renewed efforts to enact legislation to cope with a most serious health menace in this country."

Rep appointments...

- WKIN Raleigh-Durham, N.C., Advertising Time Sales as exclusive national representative, effective Jan. 1.

- WAFB Baltimore: Spot Time Sales, New York, as national representative effective Jan. 1.

A new 'per inquiry' gimmick: religious shows

A Florida advertising agency has offered radio stations a "per inquiry" religious program with participating stations told to "take full amount of contributions sent in less our 15% commission."

The offer is being made on a 13-week trial basis by Alfred L. Lino & Associates, St. Petersburg, on behalf of Reverend John Rawlings of the Lockland (Ohio) Baptist Church. In a form letter to stations, Arthur B. Cohen, radio-TV director of Lino, said the Lockland church's "radio ministry program . . . reaches into homes around the globe. We would like to expand our use of radio and this is why I am writing to you."

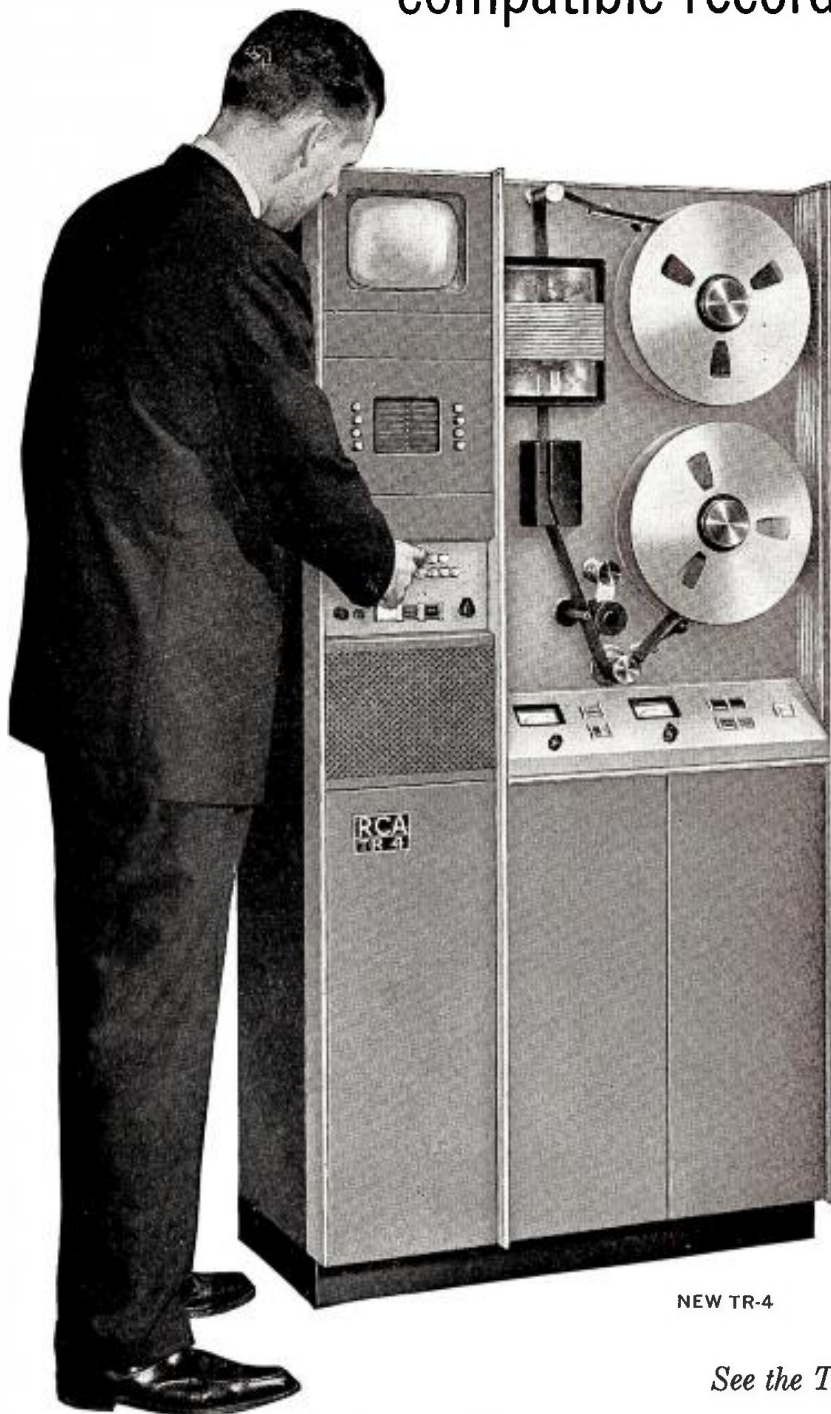
Mr. Cohen said his agency is attempting to evaluate stations which are to be added by the church program in this manner:

"We will send you a one-hour taped program each week for 13 weeks. These programs will be aired at a time when you think they will do the most good. During this 13-week trial period, all mail will be addressed to your station. You may take full amount of contributions sent in less our 15% commission. Then forward the correspondence to Reverend Rawlings so that he may place the names on his mailing list."

Les Combs, WSTU Stuart, Fla., received one of the letters and said it would be "very embarrassing to the entire industry" if any station accepts the offer. Kenneth Small, executive secretary of the Florida Association of Broadcasters, said that he did not know if any stations have accepted the Lino offer.

quadruplex new TV Tape Recorder

Compact...completely transistorized...
compatible recorder at a budget price!



NEW TR-4

You can change your sights on low-cost TV taping equipment—it doesn't *have* to be incompatible! For the first time you can have budget equipment that's completely compatible with all standard quadruplex recorders. Fully transistorized for compactness and dependability, the TR-4 provides professional broadcast quality. This is a complete quadruplex machine for both record and playback. It's standardized and modularized for ease of installation and simplicity of operation. Uses standard modules (like those used in RCA's deluxe TR-22 Recorder). Has space for color modules. A compatible recorder at a compact price! Completely contained in one 33" x 22" x 66" unit.

See the TR-4 before you buy something less!

RCA Broadcast and TV Equipment
Building 15-5, Camden, N.J.



THE MOST TRUSTED NAME IN TELEVISION

HOW C-E DRY RUNS COMMERCIALS

Closed-circuit video tape system in Detroit permits agency to provide own staff and client with electronic tearsheets

The inventory of hardware for the modern advertising agency is no longer confined to the sophisticated realm of computers which automate the mountains of paperwork and media mathematics.

Now this hardware inventory also includes the video tape recorder and associated gear which may be employed to make electronic storyboards, to produce experimental commercials and to record or play back the finished commercial or program product—that of the agency's own or its competition—in the form of electronic tearsheets.

Campbell-Ewald Co., Detroit, in private showings last week to its own executives and staff, announced that it now owns and operates an extensive video tape system. The agency has installed a new all-transistorized Ampex VR-1100 to serve three principal conference rooms in two buildings and some two dozen separate monitors in executive, creative and account group offices.

Campbell-Ewald's closed circuit video tape system is dubbed "weco channel 6." It represents an investment of more than \$100,000.

Buildings Linked • Besides the Ampex machine, the system incorporates one studio camera chain, 35 mm and 16 mm projectors, and a variety of

other related visual and aural communication equipment and remote controls. The system links many locations on various floors which the agency uses in the adjoining Argonaut and General Motors buildings. Subsequently it is possible that color TV modules and electronic editing features will be added.

Installed but a few weeks ago, and not disclosed generally to most C-E clients or staff until mid-December, the new video tape system already has been used for the experimental study of commercial production problems and to record competitive commercials off-the-air. Heretofore the agency has used the video tape facilities of WJBK-TV Detroit to screen its tapes. During the past year WJBK-TV has been able to feed tape previews into the agency's basic closed circuit system.

Campbell-Ewald this year has spent a total of some \$34 million in the broadcast media, an increase of \$2 million over 1962 and approximately one-third of all the billings it places for its various clients. Of the broadcast billing, \$27.5 million goes into TV and \$6.5 million into radio.

The agency's client list includes Chevrolet, Deleco, United Motors Service, General Motors Institutional, GM Acceptance Corp., Firestone, Marathon Oil, Moto-Mower, Florida Citrus Com-

mission and Florist Telegram Delivery Association among others.

During the year C-E has made a total of 141 TV film commercials and 56 tape commercials for both network and spot use. Nearly one-third of the commercials for Chevrolet now are on video tape.

Surprise Segment • C-E's new video tape system was unveiled for top agency officials Dec. 16. Executives at the special taped presentation included Henry G. Little, board chairman, Thomas B. Adams, president, and others. This showing included a surprise segment playing back a video-sound recording of the men as they entered the conference room for the presentation. The showing was repeated later for staff executives and others in the creative and account groups.

"From the standpoint of saving time, increasing our efficiency and improving our product, we think this video tape machine is a great addition to our arsenal of electronic weapons in the advertising wars," it was pointed out by Kensinger Jones, senior vice president and creative director of the agency.

Mr. Jones recalled that Fairfax Cone of Foote, Cone & Belding once pointed out the importance of people to an agency by noting that 95% of an agency's "inventory" went down on the ele-



Members of Campbell-Ewald's executive committee watch the conference room monitor of the video tape system. (L-r): Joseph J. Hartigan, senior vice president and chair-

man of the board; E. A. Schirmer, senior vice president; Thomas B. Adams, president, and Colin Campbell, executive vice president.

vator every night. "I'm glad Mr. Cone allowed 5% for equipment," Mr. Jones continued, "because without the necessary tools an advertising agency cannot possibly continue to produce the kind of advertising—particularly electronic advertising—that is necessary today."

Campbell-Ewald over recent years has endeavored to keep up with the electronic requirements of the art, Mr. Jones said, and "I think to some extent we have stayed ahead of the field."

More Machines ■ The agency for several years has had a large bank of data processing machines on the seventh floor of the Argonaut building to handle general research and accounting needs. A Burroughs computer system is now being installed and will be ready late next year to automate billing and other procedures such as production schedules and traffic control as well as research and media analysis.

Mr. Jones noted that until now the agency had its share of the typical problems involved in getting agency and client people together to screen and approve the growing number of video tape commercials produced. "Today we can get a tape commercial in here and in five minutes from now we can show it to somebody," he said.

"This equipment is going to be of significant value in reducing man hours wasted both at the agency and on the part of the client," he added.

Outside screening not only has involved problems of time and place for large groups of people but also that of security where previews or approval of highly competitive product spots are involved, it was indicated.

Added Audience ■ "Another thing that I think is important is that we have a lot of activities around here that are seen by limited audiences and they are activities that should be expanded. More people should know about them," Mr. Jones said. "Today we have this wonderful way of recording a meeting, visually and in audio form, so that it can be replayed and many more people can see those things which they should see."

Mr. Jones cited the value of the agency's video tape system for the creative department too. "We can experiment with a television camera and a tape machine," he said, "and we can try things, play them back, look at them, figure out what was wrong or right and improve it." This already has been done in experimentation with lighting and camera angles for new commercials for the Florida Citrus Commission.

"Then we also have the necessity in our business of knowing what the competition is doing," Mr. Jones explained. "With this tape machine we can monitor competing advertising." An example shown in the presentation: extracts

from a recent Bob Hope program and a commercial for Chrysler Corp.'s Dodge Dart.

Vice President O. W. (Woody) Klose Jr. explained details of the agency's master control-television conference room on the 11th floor of the Argonaut building and the newly refinished main conference room in the General Motors building, designed chiefly for Chevrolet account use. All three of the conference rooms have associated master control rooms and full visual-aural gear, including 35 mm and 16 mm projectors, transcription and sound tape equipment plus remote control lighting, screens and



O. W. Klose Jr. (r), vice president and director of broadcast creative, adjusts Campbell-Ewald's Ampex VTR in the agency's radio-TV control center as

agency's creative staff will be able to become more familiar with the practical problems of production through experimentation with the closed circuit system. He noted that writers, for instance, as well as many others often are not present when the actual production is made.

The cost of producing a network minute commercial now runs around \$10,000 to \$12,000. Cost of time in the professional studio runs about \$500 an hour. Playback fees for viewing tapes on someone else's machine runs \$100 an hour. The cable linking WJBK-TV's video tape unit to C-E's system cost the

Kensinger Jones (l), senior vice president and creative director, and Hugh Lucas (c), vice president and director of radio-television, look on.

other automated features.

Cinemascope Too ■ The 11th floor conference room can accommodate 70 people and has a 25-foot Cinemascope screen as well as kitchen facilities for both serving guests and preparing food products for experimental work. The Chevrolet conference room features a stereo sound system incorporating 16 speakers. Campbell-Ewald has been testing stereo FM commercials for Chevrolet (BROADCASTING, July 29).

The closed circuit system can monitor off-the-air AM and FM as well as TV. The system functions internally on TV channel 6, a channel not used locally. Chief engineer in charge of the system is Al Eicher, who has been with the agency a year and was formerly part owner and chief engineer of WMIC St. Helen, Mich. He was with WNEM-TV Saginaw-Flint-Bay City, Mich., for five years.

Mr. Klose felt the final production of TV commercials at regular professional studios in New York or Hollywood may become more efficient and possibly less expensive since more members of the

agency over \$3,300 a year. These are but a few of the basic economic factors in electronic advertising today.

Humor gains attention, but does it sell goods?

Results of a recent advertising study, released last week in New York, indicate that humor is an effective attention-getter, but it cannot sell the product by itself. The study, announced in *Design Sense*, house publication of the marketing firm of Lippincott & Margulies, referred to a TV campaign using a humorous approach for a bread firm. Research showed that the public awareness of the brand increased greatly, but the public's buying attitude toward the product did not change appreciably.

The magazine also cited another firm's use of humorous cartoon characters on TV. After the characters had attracted the viewers' attention, live-action cut-ins of the product were used in the final sales pitch. The study was carried out to determine guidelines for the use of humor in marketing.

Big '64 issue: CATV regulation

OPERATORS URGED TO OPPOSE FCC'S PROPOSED RULEMAKING

The FCC's proposal for protecting television stations from microwave-served community antenna television systems shows signs of developing into one of the most controversial issues the commission will face in 1964.

The National Community Television Association Inc., is urging its members to hire communications attorneys and oppose the proposed rulemaking under which microwave grants for CATV operations would be conditioned on the systems' agreement to protect TV stations in their areas (BROADCASTING, Dec. 16).

The current issue of the NCTA *Bulletin* is warning CATV systems that all of them are involved, not only those among the one-third of the association's membership who are served by microwave. "If you are one of the two-thirds of the NCTA membership not served by microwave," the bulletin adds, the problem of FCC regulation "may face you tomorrow."

An NCTA official said "many thousands of dollars" are being sent by the CATV industry in an effort to develop "facts and figures" to present to the commission on what the impact of the proposed rules would be on CATV systems. He also said the NCTA would ask the commission for an extension of the Jan. 22 deadline for comments on the proposal. He said the organization's researchers could not meet that deadline.

Broadcasters Pleased • Broadcasters, of course, welcomed the proposals when they were initially put forth in a

rulemaking limited to the business radio service, last year (BROADCASTING, Dec. 17, 1962). The commission this month revised the proposed regulations, and proposed making them applicable to microwave grants in the common carrier as well as the business radio service.

Most commissioners appear to favor some form of CATV regulation. Only Commissioner Lee Loevinger, former head of the Justice Department's antitrust division, has expressed opposition. He is afraid that competition by CATV systems will be completely suppressed.

NCTA is opposed primarily to the delayed nonduplication proposal in the rulemaking. This provides that, if a station in a CATV system's Grade A contour requests it, the system would have to refrain from duplicating the station's programs for 15 days before and after the broadcaster carries them. The system would also have to honor a request to carry the station's programs.

The proposed regulations are less strict than those originally proposed. The commission had suggested prohibiting duplication of programs for 30 days before and after a station carries them. However, NCTA still feels the nonduplication proposal will put many CATV systems out of business by limiting the choice of programs they can offer potential customers.

Who Gets Hurt • This question of economic impact is the crucial one, for the arguments of both sides of the issue. The commission says NCTA has

not submitted proof of its contention that delayed nonduplication would cripple CATV systems.

And NCTA says there is no proof that a CATV system has ever had such an adverse impact on a television station as to hamper its ability to discharge its "obligations under the Communications Act."

The commission, which has long been concerned about the need for protecting TV stations from CATV competition, is pressing ahead on the rulemaking route with renewed confidence as a result of the Carter Mountain case. In that decision, the court held that the commission had authority to condition microwave grants on the CATV systems' promise to protect TV stations in their area (BROADCASTING, May 27).

The commission is also studying a staff document contending that the agency has authority to regulate all CATV systems, regardless of whether they rely on microwaves, under existing statutes. The staff says there is no need to request additional legislative authority from Congress.

Talks Continue • The commission, however, is still interested in reaching agreement with NCTA on draft legislation that would provide this authority and which both sides could support in Congress. The commission has asked NCTA representatives to meet with an FCC panel in another in a series of sessions that have been devoted to this question. The meeting, will be held "sometime" next month, according to NCTA officials, and will probably involve discussion of the proposed rulemaking, as well as legislation.

The commission will be represented by Commissioners Robert T. Bartley, who serves as chairman of the three-man FCC group, Frederick W. Ford and Kenneth A. Cox. NCTA will be represented by A. J. Malin, Rochester, N. H.; Martin Malarkey, Washington, D. C.; Bruce Merrill, Phoenix, Ariz.; and Eugene Schneider, Casper, Wyo.

The commission has, in effect, been regulating new CATV systems using business radio microwaves since it instituted the rulemaking in that area a year ago. It has conditioned grants on the systems' "voluntary" acceptance of conditions in the rulemakings.

LBJ Issue • This situation came to nationwide attention early this month when the commission rejected a CATV system's request for waiver of the nonduplication condition so that it could compete fully with KTBC-TV Austin, the

Court supports FCC's authority on AM freeze

A federal court in Washington has given the FCC a clean bill of health on its AM freeze.

The U. S. Court of Appeals for the District of Columbia unanimously held that the FCC acted within its authority in refusing last year to accept any more applications for standard broadcast stations pending its review of AM engineering regulations.

Nine applicants, all of whom filed AM applications after the May 15, 1962 deadline went to court to force the commission to accept their bids, which were in conflict with applications already on the processing line. They claimed that they had followed

the Broadcast Bureau's processing line cut-off date of May 25.

It also was claimed that the FCC's freeze was imposed without a hearing, contrary to the Administrative Procedure Act.

The appeals court held the commission's action was a procedural step, not bound by APA rules.

It recommended, however, that the FCC either ought to accept the nine applications or not to grant any applications already on the processing line in conflict with them.

The Dec. 20 decision was by Chief Judge David L. Bazelon, and Circuit Judges George T. Washington and William M. Bastian.

"Tell Me Not in Mournful Numbers was more than a public service contribution by the Public Affairs Department of KNXT. It was a public awakening to what is being quietly accomplished in the community... an indication to the television industry as to what can be done with the direct approach in the documentary-drama."

Arlene Garber, THE CITIZEN-NEWS (Hollywood)

"An extraordinary dramatized case study...by long odds the most distinguished work that any local station has produced this year...a splendid TV production by any standard."

Cecil Smith, LOS ANGELES TIMES

"...well done, skillfully enacted and thoroughly researched."

DAILY VARIETY

"The most fascinating hour of the new television season...high entertainment in a highly informative, soaringly adult package."

George Laine, SANTA MONICA EVENING OUTLOOK

On the evening of November 7, from 10 to 11 pm, KNXT broadcast "Tell Me Not in Mournful Numbers," a dramatized case history of the only "numbers syndrome" in psychiatric records: a 12-year-old Los Angeles girl who could think, write and speak only in numbers. The hour marked another important "first" for Los Angeles' leading television station.

These sample comments from the Southern California press, typical of the reaction of both reviewers and the viewing audience (an audience for the period larger than that of the other two network stations combined*), are apt indication of the calibre of this unprecedented local program.

KNXT CBS Owned • Channel 2, Los Angeles





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You wouldn't hire just anyone to host your jazz show... you'd find an authority to get intimate with 2,000,000 jazz-loving Texans who enjoy the best in contemporary music. **THE JAZZ SHOW** is different. Host Dick Harp makes it different. He's the Southwest's true authority, having devoted more than 20 years to jazz... owner of the fabled "90th Floor" hangout for jazz buffs... producer of classic jazz albums. Harp presents modern jazz music, discussed in layman's terms and capped by interviews with top artists. Three nights a week, Texans hear the intimate Sound of the Southwest on **THE JAZZ SHOW**... We'd be happy to slip in a spot or two for you. Call Petry for details... it'll make you feel like a Texan.

WFAA

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WFAA-AM-FM-TV
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station owned by President Johnson's wife and two daughters and now held in a trust (BROADCASTING, Dec. 16).

The CATV system, TV Cable of Austin, complained that a competitor, Capital Cable Co., was not bound by the same condition and, therefore, had an unfair advantage. Capital Cable, however, unlike TV Cable, had chosen to operate by off-the-air pickups and cable rather than accept the conditions required of systems that accept microwave grants.

The FCC's problem was further complicated by the business connections between Capital and KJBC-TV. Capital has its antenna atop the station's tower, and IBJ Co., licensee of the station, has an option to buy 50% of the CATV.

TV Cable said in its request for waiver that while the FCC is imposing limitations on the operations of the cable company's business, "purportedly for the purpose of protecting the local television broadcast station," that station and Capital Cable were uniting "to provide wholly unrestricted CATV to the community."

The commissioners were annoyed at the spot in which TV Cable placed them. The fact that the Johnson station was involved projected the case into national headlines. But the commissioners maintained that TV Cable had voluntarily accepted the condition and that the commission had no choice but to deny the request for waiver. Some 15 other CATV systems had accepted the same condition along with a microwave grant in the past year. And the commission felt there was no reason to start reversing itself in Austin. Commissioners realized, however, that rejection of the waiver request could be regarded as being motivated by a desire to protect the interests of the President's family.

Loevinger Dissent • The lone dissenter to the commission's decision was Commissioner Loevinger. And his brief statement could serve as the text of the NCTA's opposition to the commission's CATV rulemaking. He said that no showing was made establishing the need for restricting TV Cable's operation "to preserve" KJBC-TV.

"The commission assumes here, as it has elsewhere," Commissioner Loevinger continued, "that the burden is on the CATV operator to demonstrate by evidence that his operation should not be subject to limitation in favor of the local television station."

He called this approach "wrong in principle" and said "limitations should not be imposed upon the operation of enterprises unless and until some need has been established that is related to the public interest. . . . In the absence of any evidence the presumption should be in favor of free and competitively untrammelled enterprise, rather than regulation."

FM gaining strength in competition with AM

The competitive nature of FM to AM is growing stronger with the increasing number of FM receivers appearing in the market, a Fort Worth area survey has shown. The survey also indicated that although the educational and income levels of FM listeners are high, their tastes in music are far from dedicated to the classics alone.

The FM survey was conducted by the radio-television department of Texas Christian University during the summer months of this year. It was sponsored by WBAP-FM, KJLZ-FM and KJNM(FM), all Fort Worth. The three stations are affiliated with AM outlets.

The survey reported that 70% of the persons contacted had FM receivers and that an additional 15% planned to purchase sets within the year. The report did not indicate the size of the cross-section on which these figures were based.

According to the report 62% of the respondents had attended college and 35% placed themselves in the over \$10,000 a year income bracket. But education and affluency didn't indicate stuffiness since 55% preferred semi-classical music, 40% show tunes, 37% popular standards and 25% classical.

FM, according to the survey, has presented its own image and survey respondents who "preferred FM would not bother with standard AM formats."

KBMT(TV) has opposition to short-spacing plans

KBMT(TV) Beaumont, Tex., has applied to the FCC for permission to move its transmitter site, short-spacing KSTV-TV Shreveport, La., with the belief it can better its economic position. The move, contrary to being a possible anathema, has aroused much opposition including criticism of KBMT's program policy.

The Association of Maximum Service Telecasters, KSTV-TV and KPAC-TV Port Arthur, Tex., have questioned the KBMT application. AMST objects to short-spacing KSTV-TV (both KSTV-TV and KBMT are on channel 12) by about 18 miles on the grounds of sound engineering principles.

AMST said that the minimum mileage separation requirements of the FCC rules should not be waived except in such cases as it definitely has been shown that the public interest would be served. AMST feels that KBMT did not make any showing that the public interest would be served.

KSTV-TV also complained of the proposed inroad of mileage separation, and said that KBMT offered no evidence that a transmitter site change would

Collins, Henry on ETV

NAB President LeRoy Collins and FCC Chairman E. William Henry appear with John F. White, president of National Educational Television, on the one-hour *Open Mind* program on WNBC-TV New York on Jan. 26. The program, which was taped in New York a fortnight ago, is devoted to a discussion on "Educational Television in a Commercial World." Dr. Eric Goldman of Princeton University is moderator of *Open Mind*.

solve the station's financial problems, suggesting that perhaps the economic difficulties spring from its programing policy, not location. KSLA-TV pointed out that KBMT also failed to offer proof that it had made programing studies for the new area it would serve. KPAC-TV also raised the question and added that in its opinion KBMT has failed to meet its promised quota of local live programing in its present locale.

In its application KBMT said that it could possibly increase local programing if it could increase revenues.

ABC Radio adds six new affiliates

ABC Radio last week reported forthcoming Jan. 1 affiliations for six independent stations: KUDL Kansas City, Mo., WABI Bangor, Me., WAGM Presque Isle, Me., WPOR Portland, Me., KGBC Galveston, Tex. and KTRM Beaumont, Tex.

Signal strengths and frequencies for the stations: KUDL, 5 kw daytime, 500 w night at 1380 kc; WABI, 5 kw at 910 kc; WAGM, 5 kw at 950 kc; WPOR, 1 kw daytime, 250 w night at 1490 kc; KGBC, 1 kw daytime, 250 w night at 1540 kc; and KTRM, 1 kw at 990 kc.

KPFK(FM) hikes subscriptions

KPFK (FM) Los Angeles, which is supported by contributions from listeners and other interested individuals and organizations, has raised its annual subscription fee from \$12 to \$15 as the first step in a 1964 campaign to wipe out the station's "deficit dragon." The noncommercial station is owned by the Pacifica Foundation.

In an open letter on the inside cover of the KPFK biweekly program bulletin for Dec. 23-Jan. 5, Jerome Shore, manager, writes: "This is one of many steps we plan to take in 1964 to solve our gnawing financial problems. Our constant pleas for funds have been all too apparent. Monthly expenses tend to ex-

ceed our normal monthly income. Vigorous efforts will be made to bring these items more into line. We have confidence that this can be done."

Supreme Court gets two television cases

The United States Supreme Court was asked last week to review two TV cases which involve allegations of improper off-the-record contacts with the FCC during consideration of the initial proceedings before the commission. Both had been pending review by the Supreme Court before, but had been returned to the lower court when ex parte scandals were uncovered by the House Legislative Oversight Committee.

Seeking review are Sangamon Valley Television Corp. and the State of Illinois, on the FCC's 1957 action in removing channel 2 from Springfield, Ill., and moving it to St. Louis and Terre Haute, Ind., and WORZ Orlando, Fla., on the FCC's 1957 grant of channel 9 in that city to WFTV(TV) there.

In the Sangamon case, it was charged that a principal of KTVI(TV) St. Louis had lobbied to have channel 2 moved from Springfield to that city and assigned to his station. In a rehearing, the FCC found that this was so, but held nevertheless to its original decision to deintermix Springfield by moving its sole VHF channel. The U. S. Court of Appeals in a split, 2-1 decision last June upheld the commission's reasoning. Petitions for rehearing en banc by the appeals court were denied last September and November.

Sangamon and Illinois claim the FCC acted arbitrarily and capriciously in adopting, for the second time, an order deleting the only VHF channel from Springfield in contravention of the equitable distribution section of the Communications Act. (Sec. 307b).

In the Orlando channel 9 case, WORZ is appealing from an appeals court order of last July which did not reverse the FCC but ordered it to hold an oral argument taking into account allegations that a principal of WFTV had talked to the late Commissioner Richard A. Mack during the original comparative hearing which resulted in the grant to WFTV in 1957. The court in a per curiam ruling then said also that questions regarding the qualifications of WORZ principals should be considered. It refused a plea for a rehearing en banc last September.

WORZ claims that in the original hearing and again in the rehearing on the ex parte charges the commission majority reversed its own examiners and that FCC seems destined to reaffirm its early rulings favoring WFTV. The commission has ordered the oral argument to be held March 2, 1964.



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THE FIRST SESSION OF CONGRESS

Ratings, commercials, editorials were main subjects of congressional concern, but no radio-TV laws were passed

For a congressional session that wasn't expected to be very active in broadcasting matters, the first year of the 88th Congress became well involved with radio and television.

The House Commerce Committee, whose members were probably more animated in this area than any other group on Capitol Hill, plunged into the year's biggest broadcasting issues and:

- Conducted a spectacular investigation of broadcast ratings that forced audience research's most agonizing reappraisal since the television screen replaced radio in the living room (BROADCASTING, Feb. 11, et seq.).

- Together with a fired-up National Association of Broadcasters, derided an FCC effort to regulate commercials (BROADCASTING, Nov. 11).

- Leaped into one of the touchiest issues of all—whether and how broadcasters ought to editorialize and what the FCC's role should be in deciding what is fair.

- Failed to prevent the FCC from

instituting a schedule of license fees, which go into effect Wednesday (Jan. 1), although the matter now has been taken to court (BROADCASTING, Dec. 16).

Three tough problems Congress got into—commercials, editorials and license fees—were seen by some lawmakers as questions of power. In their view the FCC was trying to usurp authority belonging to Congress. This was most evident when the House Communications Subcommittee tried to prevent the FCC from regulating commercials and charging license fees without specific statutory authority.

The issue, a perennial in Washington, was discussed at length but certainly not settled.

There were other Capitol Hill developments related to broadcasting. Representative Emanuel Celler's (D-N. Y.) House Judiciary Committee investigated concentration of ownership in news media, but postponed its hearing after a few sessions because of priority given civil rights legislation (BROADCASTING,

March 18).

The Senate Communications Subcommittee approved two new FCC commissioners and a dozen incorporators of the Communications Satellite Corp. The unit also tried to get the incorporators to declare when they expected their government-chartered monopoly on space communications to begin paying for research leading to a working space satellite system for television and messages (BROADCASTING, April 25).

The 'Quiet Session' • Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, the unit with legislative responsibility in broadcasting, said last January he thought that the 87th Congress (1961-62) had taken care of major broadcasting matters and that things might be quieter in the 88th. The 87th enacted legislation that included the all-channel TV set law, authorized \$32 million in federal grants to educational television and created the Communications Satellite Corp. (BROADCASTING, Oct. 1, 1962).

The record of the 88th is so far clear of any enactments on broadcasting, but as some congressmen have said, a Congress may be measured as well by what it does not do.

Among things this Congress has not done:

- It has not resolved questions on ratings, which it has been considering since 1957. But it has reopened discussion whether broadcast ratings services do what they say they do and has given broadcasters an opportunity to try to clean house—their own and the raters' (BROADCASTING, May 27, 20).

- It has not passed a suspension of Section 315, although slightly differing means have been approved by the House and Senate subject to some final agreement by the House (BROADCASTING, Dec. 16).

- It has not given broadcasters guidelines on editorializing, but has said it is awaiting a primer promised by the FCC (BROADCASTING, Dec. 16).

- It has not passed a measure to prevent the FCC from regulating commercials, but a bill is heading toward the House floor. The FCC, meanwhile, is reconsidering its course (BROADCASTING, Dec. 16).

- It has not passed a bill setting uniform time standards although legislation has been approved by the Senate Commerce Committee (BROADCASTING, Sept. 2).

- It almost didn't give the FCC operating funds for the fiscal year that be-



The House Special Subcommittee on Investigations' probe of broadcast ratings held the legislative spotlight this spring as shown by the attention being given here to one of the investi-

gators, Rex Sparger (l) by Charles P. Howze Jr. (c), staff director, and Victor A. Sholis, vice president and director, WHAS-AM-TV Louisville, Ky., who testified on the failings of ratings.

gan July 1. The appropriation was signed by President Johnson on Dec. 21.

■ A report on sex and violence on television awaited from the Senate Juvenile Delinquency Subcommittee since May 1962, is being held up for another round of hearings to bring the record up to date early next year (BROADCASTING, Dec. 23).

■ The House refused to lift a rule that, unlike Senate procedure, bars cameras and microphones from public committee sessions (BROADCASTING, March 11).

The Commercial Clash ■ From the standpoint of many broadcasters, their major work on Capitol Hill was to head off the FCC's foray into setting standards for the length and frequency of commercials. In a year when more than half the 49 state broadcaster associations sent representatives to Washington to discuss their problems with state congressional delegations, most of this effort was to keep the FCC's hands off commercials.

The work bore dividends. Powerful support came from the two House members most concerned with broadcasting legislation—and FCC matters, Representatives Harris and Walter Rogers (D-Tex.), the Communications Subcommittee chairman, made critical speeches and challenged the commission's claim of authority.

Representative Rogers introduced HR 8316, a bill later passed by the committee, that would prohibit the FCC from making rules on the very points the commission had proposed. Representative Harris backed up his chairman with a ringing speech to the Arkansas Broadcasters Association that not only criticized the FCC's stand, but predicted the commission "may very well drop this matter" (BROADCASTING, Sept. 9).

And from the Senate came more support. The appropriations committee warned the FCC to encourage self-regulation by broadcasters.

Another Look ■ Now that the FCC has concluded its oral argument, it appears to be giving the matter a very long second thought. In fact, Chairman E. William Henry now refuses to discuss the issue at all (CLOSED CIRCUIT, Dec. 23). HR 8316 has been cleared for floor action, but where it goes next may be up to the FCC.

Broadcasters also went to Washington to explain their feelings about editorializing. Many testified that the practice was vital if broadcasters were to truly serve the public interest. They cited the demise of newspapers competition as further proof that licensees should continue to provide outlets for local views.

But the discussion of editorializing quickly broadened. A Senate hearing on Section 315 suspension became a forum for charges by Senator Strom

Baker to direct Broadcast Rating Council

Dr. Kenneth Baker, media research consultant widely known in broadcasting, has been named executive director of the newly incorporated Broadcast Rating Council Inc., effective Jan. 1.

The appointment was announced last week by Donald H. McGannon of Westinghouse Broadcasting, chairman of the research committee of the National Association of Broadcasters and also of the council.

Mr. McGannon said Dr. Baker will have an assistant, probably with primary experience in the accounting and auditing field to complement his own extensive research background. While offices for the council are being sought in New York, Dr. Baker will work temporarily from the NAB research department offices in the Time-Life Building there.

Dr. Baker was NAB research director from 1946 to about 1950, set up the NAB research library, represented the NAB on the committees of the old Broadcast Measurement Bureau and finished BMB's second and final study. He left NAB to open Standard Audits and Measurement Services Inc. (SAMS), which conducted a national radio coverage study in the early 1950's.

He subsequently was a vice president of Market Research Corp. of



Dr. Baker

America, served with William B. Smullin's Cal-Ore TV Inc. stations on the West Coast for five years and was in charge of media services for MRCA before opening his consulting firm a few months ago.

The rating council will meet Jan. 8 in New York.

Thurmond (D-S.C.) that networks slanted news—especially on race. Other Southern lawmakers echoed the charge.

The FCC, trying to provide some guidelines, issued a public notice July 26 that seemed to add to the controversy. By telling Broadcasters to go into their communities to seek out opposing views, the FCC said the fairness doctrine "looks to substance rather than to label or form . . . whether . . . [it] is presented under the label of 'Americanism,' 'anti-communism' or 'states' rights'." There was also an impression that the FCC would require stations to give free time to groups that said they could not pay for the opportunity to express their point of view on the air. The FCC has said it advises stations this is not necessary if a station is satisfied it has aired opposing views.

The House Communications Subcommittee plans further hearings, although it went on record as favoring editorializing "if conducted fairly" (BROADCASTING, Dec. 16).

The FCC's rulemaking to levy charges for the filing of applications for licenses (BROADCASTING, May 6) earned it more attention from Representative

Rogers, who offered legislation to prevent the initiation of fees without specific authority from Congress. The commission turned down his request to suspend its fee schedule until hearings could be held on his bill, but court action by nonbroadcast licenses in Chicago may block the fees yet.

No Section 315 Relief ■ Broadcasters appeared to have easy sailing when they sought suspension of Section 315 for the presidential and vice presidential races earlier this year, but after the legislation cleared the House in June and the Senate in October HJ Res 247 bogged down at the House Commerce Committee where it needed only a final check for two minor Senate amendments.

Since then, however, the entire question of joint television appearances by presidential contenders was raised anew by the assassination of President Kennedy. He had backed a suspension of Section 315, but his successor, President Johnson, has made no statements about his 1964 campaign plans. The bill remains on the House committee's agenda.

Senator Vance Hartke's (D-Ind.) proposal to strike Section 315 from the

books altogether (S 1696) won new support in the Senate as six Democratic colleagues joined him as co-sponsors.

Broadcast ratings, briefly scrutinized by Congress in 1957-58 got a thorough inspection from investigators on the staff of Representative Harris's Special Subcommittee on Investigations. Their work culminated in hearings early this spring that rocked the raters and some broadcasters.

Despite revelations that a few small research firms weren't doing everything they claimed (or broadcasters claimed for them), there were brave hints that the hearing fuss would blow over once the A. C. Nielsen Co., once considered the standard of broadcasting research, stood up to the investigators.

Nielsen stood up, but not as well as had been expected. After 10 days of testifying company witnesses failed to impress the subcommittee, which charged the firm with attempting a "snow job." Three former Nielsen employees said some fellow workers could not, and did not follow rigid procedures that the company had said they did. They also showed how Nielsen meters could be gimmicked. The performance left doubts that even Nielsen's ratings were as accurate as claimed.

Although the subcommittee has issued no report on its findings, members have

said publicly that it's apparent much was wrong in the research field and broadcasters would have to be responsible for initiating reforms. The FCC and the Federal Trade Commission followed through with statements on this theme.

The NAB and Radio Advertising Bureau have pledged plans for improvement and have agreed to sponsor a study of research methodology. They also were to report to the subcommittee on their progress before the end of 1963.

And Other Developments • Representative Celler's hearing on media ownership concentration was developing a record on monopoly and concentration trends in the newspaper business, and he had just about started pointing his finger at newspaper-owned broadcasting stations when the civil rights issue was dropped in his lap. He has some work left on that score, but has since promised a prompt return to the media ownership hearing.

Also on the subject of broadcasting ownership, this magazine bi-yearly report on congressmen showed 23 of them or their relatives held ownership in stations (BROADCASTING, May 6).

A proposal by Senator William Proxmire (D-Wis.) to prohibit the FCC from taking official notice of such own-

Save that check charge

One check can cover a multitude of filing fees, the FCC ruled last week.

The commission's schedule of filing fees will take effect Jan. 1, and the agency had been asked if one check or money order could be submitted with a number of applications rather than individual payments for each application.

In ruling that one lump sum will suffice, the FCC said that multiple applications accompanied by one remittance should contain an itemized list detailing the exact amount of money allotted to each of the applications.

ership when considering applicants is still before the Senate Commerce Committee (BROADCASTING, Dec. 9).

The FCC reported that Democrats told them they spent \$12 million in 1962 general and primary elections; the Republicans reported \$7.5 million (BROADCASTING, June 10, et seq).

Broadcasters seeking camera and microphone access to House committee hearings enlisted Representative Harris's support, but despite their combined plea, the proposal was pigeonholed by the House Rules Committee (BROADCASTING, March 11).

The FCC, which requested \$16.5 million for fiscal 1964 operations, ended up with \$15.6 million, which was still \$650,000 more than it had in fiscal 1963 (BROADCASTING, Dec. 16).

The Senate, after hearings were conducted by its Commerce Committee, approved President Kennedy's nominations of Kenneth A. Cox and Lee E. Loewinger to the FCC (BROADCASTING, March 18, June 10).

The Senate Internal Security Subcommittee conducted closed door hearings on the Pacifica Foundation, licensee of listener-supported FM stations in California and New York, probing for possible "Communist infiltration" (BROADCASTING, Jan. 28, 14). The FCC has since continued to hold up renewals of the station licenses.

Changing hands

ANNOUNCED • The following sale of station interests was reported last week subject to FCC approval:

- **KRAK-TV** Bakersfield, Calif.: Sold by Reeves Broadcasting Corp. to Harriscope Inc. for sum reported in excess of \$1.5 million. Harriscope, composed of Burt I. Harris, Irving B. Harris and Donald P. Nathanson, owns 70% of KFBB-AM-TV Great Falls, Mont.; 60% of KTWO-AM-TV Caspar, Wyo.; 100% of

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KLFM Long Beach and 33⅓% of KKAR Pomona, both California. Reeves Broadcasting retains WUSN-TV Charleston, S.C., and WHTN-TV Huntington-Charleston, W. Va. KBAK-TV, founded in 1953, operates on channel 29 with CBS affiliation. Broker was Jack L. Stoll & Assoc.

APPROVED ■ *The following transfer of station interests was among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 57).*

■ WKIX-AM-FM Raleigh, N.C.: Sold by Hugh E. Holder, James G. W. MacLamrock and Ralph G. Price, each owning one-third, to Mr. Holder, 30%, and Henderson Belk, 70%, for \$552,500 for 71%. Mr. Belk owns WIST-AM-FM Charlotte, N.C.; WORD Spartanburg and WQXL Columbia, both South Carolina. WKIX began in 1947, operates on 850 kc with 10 kw daytime and 5 kw nighttime. WKIX-FM is on 96.1 mc with 29 kw.

Commerce fund request approved by House

The House of Representatives has approved a \$319,000 request for funds to operate the Commerce Committee in 1964. Commerce is the House committee with primary legislative responsibility for the FCC.

The 1964 budget was \$40,500 more than that voted for 1963 committee operations and will pay for additional staffing of its subcommittees, a committee spokesman said. He noted that the committee often returns a "sizeable" amount of its previous year's budget to the House, and that this probably would occur again early next year.

FCC-broadcaster 'debate' set for GAB institute

The Georgia Association of Broadcasters will feature a day-long "debate" between two members of the FCC and broadcasters at the association's 19th annual radio-TV institute in Athens, Jan. 21-23.

Theodore Pierson, prominent Washington attorney and outspoken foe of the FCC's strong regulation policies of recent years will moderate the session. Commissioners who have agreed to field broadcasters' questions for a full day (Jan. 23) are the FCC's two newest members—Kenneth A. Cox and Lee Loewinger.

The National Association of Broadcasters for several years has had its FCC panel at the annual NAB convention limited to about two hours of questions and answers, with most of the questions submitted in advance.

GAB is expecting 250 broadcasters and students for the institute on the University of Georgia campus. It is co-

sponsored by the Henry Grady School of Journalism. Frank Stanton, president of CBS Inc., is tentatively scheduled to address the institute banquet Jan. 22. Other speakers include William McAndrew, executive vice president NBC News; Harold Neal, president of ABC-owned stations; David Klemm, wxyz Detroit, and Jack Thayer, WHK Cleveland. Barry Sherman, WQXI Atlanta, is institute chairman.

NLRB sides with labor twice, management once

WNAK Nanticoke, Pa., does not come under the jurisdiction of the National Labor Relations Board, the board ruled last week in an advisory opinion. WNAK's annual gross business is less than \$100,000, the minimum for NLRB to exert jurisdiction in disputes with labor, the board pointed out in refusing to consider a charge of unfair labor practices lodged against WNAK by the National Association of Broadcast Engineers and Technicians.

However, two other NLRB decisions went against broadcast stations in Kansas City, Mo., and Fort Smith, Ark. The NLRB adopted a September initial decision by Examiner Stanley Gilbert finding KCMO-AM-TV Kansas City guilty of unfair labor practices by refusing to bargain collectively in good faith with

the American Federation of Television and Radio Artists. The stations refused to furnish the union with copies of contracts with individual employees who were members of AFTRA.

In a separate decision, NLRB Examiner Fannie M. Boyls found KFSA Fort Smith, Ark., had engaged in unfair labor practices by "threatening reprisals" against announcers who authorized the Local 1304 of the International Brotherhood of Electrical Workers to represent them. The examiner said KFSA has "interfered with, restrained and coerced its employees in the exercise of rights guaranteed them . . ." by federal laws.

KFSA, the decision alleged, refused to bargain with the local after the IBEW became the authorized bargaining unit for KFSA announcers in May 1963.

Cincinnati radio surveyed

A radio audience survey of the Cincinnati metropolitan area has been completed by Farson, Huff & Northlich Inc., Cincinnati advertising and public relations agency.

The study was conducted with aid of faculty members and students of Xavier University, Cincinnati and Miami University, Oxford, Ohio, under the direction of Bernard K. Pawlus, director of broadcast media for the agency.

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COLLINS ISN'T RUNNING NOW

Doesn't paint himself out of political arena; says he'll give personal views on public issues

LeRoy Collins, president of the National Association of Broadcasters, said last week that he did not expect to run for the U. S. Senate from Florida and that "I am not making any plans to do so."

The NAB president, during an interview on WTTG-TV Washington's *Opinion in the Capital* telecast Sunday (Dec. 29), did not close the door on a possible race against incumbent Senator Spessard Holland (D-Fla.), however. Governor Collins said that he had told Senator Holland, a close personal friend, that "if I start making plans to run against him he will be the first to know."

He said that "I don't expect to run" but that he has always refused "to paint myself into a corner" and say that he would not again seek a political office "under any circumstances." Governor Collins was interviewed last Thursday (Dec. 26) for the program telecast on Metromedia Inc.'s WTTG by Mark

Evans, Metromedia vice president, and Lawrence Laurent, radio-TV columnist for the *Washington Post*. The Collins interview also was telecast by Metromedia stations in New York (WNET-TV) and Los Angeles (KTLA-TV) and by KTVU-TV San Francisco.

(With Governor Collins refusing to disavow a possible race against Senator Holland, several Florida papers last week printed speculative articles on the possibility of a contest between the two. On Thursday, the *Miami Herald* published the results of a 16-county survey of voters on a Collins vs. Holland race. Senator Holland came out the winner but the paper said if the NAB president enters the Democratic primary, a hotly contested race would develop.)

Asked by Mr. Laurent what he considered his role to be as NAB president, Governor Collins replied that he felt he should express his personal views on matters of public importance and that "I do not hesitate to do this." Broad-

casters, he said, must not be motivated alone by the "immediate commercial impact" their actions cause.

On the cigarette and smoking controversy, Governor Collins said "I stand exactly where I stood before" in urging the industry to discourage through its codes cigarette advertising appealing to minors.

Broadcasters, he said, have a special responsibility to move against commercials urging "children to start the habit" of smoking. This responsibility, he said, "is not a great deal unlike the one we exercise, for example, in the area of advertising whiskey"—banned by the NAB codes. This self-imposed ban on liquor advertising has given broadcasters "added stature and a position of integrity," Governor Collins said.

Following the TV session, Governor Collins said he was not suggesting that radio and television should ban all cigarette advertising.

Proud Of Columbia • Governor Collins said that he is proud of the speech he made in Columbia, S. C., attacking the position of Southern leaders on civil rights (BROADCASTING, Dec. 9). Several influential broadcasters, including members of the NAB board, have attacked the NAB president for making what

Collins replaces Xmas cards in the post office

LeRoy Collins, president of the National Association of Broadcasters, was the subject of continued correspondence—both pro and con—among broadcasters last week (BROADCASTING, Dec. 23, 16). The dispute centers around public statements by the NAB president, some critical of broadcasting and others termed "political."

On the critical side, Willard Schroeder, general manager of WOON-AM-TV Grand Rapids, Mich., and member and former chairman of the NAB radio board, renewed an exchange of letters with the NAB president questioning the governor's statements. Among those backing the NAB president was Joseph L. B. Brechner, president, WFTV-TV Orlando, Fla., who in a letter to William B. Quarton, chairman of the NAB executive committee, said:

"I regard Governor Collins as a man of the highest calibre. I feel the country is better for his expressed views, whether popular or otherwise. I feel that he has brought to the NAB a new depth which suggests that the president of our association is not merely a professional executive and paid lobbyist without strong convictions. . . .

"To a degree, Governor Collins has created a new image and respect for broadcasting. . . . His willingness to be realistic in facing broadcast issues in the public interest when we ourselves may be queasy in our reactions, has, perhaps, made his effectiveness on behalf of broadcasters greater—not less."

Also backing the governor:

• Richard J. Scholten, general manager, WTTG Massillon, Ohio, to BROADCASTING: "Mr. Collins is a national figure with a good mind of his own . . . a man with the courage to tell his fellow Southerners that integration is inevitable and right . . . a man with the integrity to admit that everything broadcasters and broadcasting does is not divine or even correct, and by so doing win respect for broadcasting as a truthful, mature medium."

"Let it be known here and now that in the near future WTTG Massillon, Ohio, and WISR Butler, Pa., will be joining the NAB for the first time. One of the major reasons is that NAB now has not a follower but a leader. . . ."

• Edward Lamb, industrialist and owner of WICU-TV Erie, Pa., former member to NAB, to Mr. Collins:

"The whole attitude of America toward the broadcasting industry was changed with your election as president and spokesman for the organized broadcasters. As you brought to the broadcasters association a sense of dignity and public service responsibilities, you earned for this industry a great degree of respect."

" . . . Frankly, you must be recognized as the best thing that has ever happened to the private broadcasting industry in the United States. If you remain with the NAB, I am sure I speak for many who will consider it an honor to be associated with the association. . . ."

• William J. Hall, president and general manager, WCHN-AM-FM Norwich, N. Y., to Mr. Quarton:

" . . . I am proud that the NAB has a man as president who is not afraid to speak his mind, whether it be before a segregationist audience in South Carolina or other special interest groups whose toes might be stepped on. . . . [I] would hope that the NAB board and membership would as a matter of principle affirm their support of him. . . ."

• Pierre A. La Vigne, Woodbine, Md., identifying himself as in his

they termed a "political speech" in Columbia and two days later on states' rights in Los Angeles.

"I have absolutely no regrets whatsoever" on the Columbia speech, he said, and pointed out that he has been "flooded with a great many expressions of warm praise." He said that "four or five" Southern stations had resigned (there were seven [BROADCASTING, Dec. 23]) from the NAB because they disagreed with what he said in Columbia, but that "several others" joined the association as a result.

(William Quarton, WMT-TV Cedar Rapids, Iowa, and chairman of the NAB board, said last week that a majority of the NAB members prefer that Governor Collins not make speeches which can be considered political in nature. Mr. Quarton also is chairman of the NAB executive committee which meets next Monday [Jan. 6] with Governor Collins.)

The NAB president said during the Metromedia interview that Representative Oren Harris (D-Ark.), chairman of the House subcommittee which investigated broadcast ratings, has been "most laudatory" of industry efforts to clear up the audience measurement dilemma. Governor Collins said he is proud of



LeRoy Collins (c), president of the National Association of Broadcasters, discusses politics and broadcasting during an interview with Mark Evans

(r), vice president for public affairs of Metromedia Inc., and Lawrence Laurent, radio-TV columnist of the 'Washington Post.'

the way industry leaders have reacted to the shortcomings in audience measurements and their use exposed by the congressmen.

He said that "violence for violence's

sake" is almost completely eliminated on television and that an honest appraisal of the situation will show this to be the case. He said the Senate subcommittee which plans January hearings on the subject will find very little to complain about.

He charged the American Bar Association's Canon 35 excluding cameras and microphones from the courtroom is "obsolete and archaic" and the ABA has no right to make such a blanket ban. The NAB's position, he said, is that the presiding judge should have the sole authority to permit or exclude cameras from trials.

WNHC-TV gets favorable ruling from Guenther

FCC Hearing Examiner Walther W. Guenther last week ruled in an initial decision that Triangle Publications Inc. can move its transmitter for WNHC-TV New Haven, Conn., to a point about 3.7 miles northeast of Meriden on Mount Higby. The shift in the station's coverage area would add more than 90,000 potential viewers in its Grade A contour.

The WNHC-TV transmitter move has been opposed by WWLP-TV Springfield, Mass., licensed to Springfield Television Broadcasting Corp., and WHNB-TV New Britain, Conn., whose licensee is Connecticut Television Inc.

Mr. Guenther said that if the New Haven channel 8 outlet installs a directional antenna it will be able to avoid undue interference. The initial decision recommended that the station be allowed to use the directional antenna and also advocated the raising of WNHC-TV's antenna from 720 feet to 780 feet.

14th year as an on-the-air performer:

"[Governor Collins] is to be commended for having the courage of his convictions and voicing them in spite of militant opposition. . . . I feel that the NAB could use more free-thinking executives of Governor Collins's calibre who have the dedication to express personal concepts even though they may be unpopular. . . ."

Logic "Assailable" • Mr. Schroeder's letter to Governor Collins, with copies sent to all members of the NAB board, was his second critical of the NAB's public criticism of the broadcasting industry. Citing several sentences from the governor's reply to his first letter (BROADCASTING, Dec. 16), Mr. Schroeder told the NAB president that his "logic is assailable in that you seem to presume that the universe that hears your speeches is composed entirely of broadcasters."

Criticism, the wood general manager said, is "a necessary preliminary to betterment but self-criticism is a private, not a public affair." He pointed out that doctors regularly are found guilty of malpractice and attorneys are disbarred. "Yet, in my lifetime, I can't recall when the respective presidents of the American Medical Association and the American Bar Association have given voice

to the shortcomings of medicine and law as you have to those of broadcasting," Mr. Schroeder wrote.

Governor Collins had told Mr. Schroeder that "it is no less my job as president of the NAB to encourage the best and discourage the worst in broadcasting." In criticizing cigarette advertising which appeals to minors generally and Lucky Strike commercials specifically, Governor Collins said broadcasting's faults should be "specifically identified" and not "vaguely treated."

Mr. Schroeder countered that such "persistent public criticism of the broadcasting industry is destructive and will not attain the improved goals that the great majority of us are constantly striving to reach."

Pat Goodover of KARR Great Falls, Mont., urged that a practical broadcaster be named president of the NAB—and suggested E. B. Craney as the proper man. Mr. Craney, former broadcaster who recently sold a chain of stations in the Mountain States, "is not afraid to speak out plainly in broadcasters language." Mr. Goodover said broadcasters "should not be in the position of educating the head of the NAB, but rather should have a leader who knows and recognizes the problems of broadcasters and will not create further problems for them."

LOEVINGER'S SCHOOLS OF THOUGHT

Consistency in FCC action governed deciding drop-in vote

The frustration of those whose hopes were dashed when the FCC rejected the controversial drop-in proposal was compounded last week. Commissioner Lee Loevinger, who cast the swing vote in the 4-3 decision to deny reversal of that order (BROADCASTING, Nov. 18), said that he would have favored the drop-ins if he had been on the commission when the issue was originally decided, in May.

But he voted to affirm the decision rejecting the proposal, he said last week, because of his belief in the importance of consistency and stability in commission actions. He said the case was such a close one that he did not think upsetting the commission's decision—on which interested persons "had the right to rely"—was warranted.

The commissioner expressed his views in a concurring statement issued in connection with the commission's order containing its reasons for denying petitions of ABC and others for reconsideration. The commission had announced its 4-3 vote in the proceeding, which involved the proposal to drop short-spaced VHF channels into seven markets, on Nov. 15.

Commissioner Loevinger held the swing vote on the issue of reconsideration since he had taken the place on the commission of former Chairman Newton N. Minow, who voted with the original majority in the 4-3 decision rejecting the drop-ins. Commissioner Loevinger joined the commission in June.

Markets Involved • The markets that had been ticketed for the drop-ins were Johnstown, Pa., channel 8; Baton Rouge, La., channel 11; Dayton, Ohio, channel 11; Jacksonville, Fla., channel 10; Birmingham, Ala., channel 3; Knoxville, Tenn., channel 8; and Charlotte, N. C., channel 6. Each of the markets has two VHF stations.

The commission's order rejecting reconsideration leaves open the possibility of a third VHF channel being assigned to Baton Rouge. The order noted that channel 11 is now assigned to Houma, La., and that the proposal for assigning the frequency to Baton Rouge is actually for a "move-in" rather than for the creation of a new VHF assignment. It said such a move-in probably would not have an adverse effect on the UHF development, since no UHF stations are operating in Louisiana.

The order added that although the proposal for a short-spaced VHF assignment would be denied, it might be possible to relocate channel 11 in a site where spacing requirements would be met and from where the channel could serve both Houma and Baton Rouge.

The two cities are 65 miles apart.

In denying reconsideration, the commission said the arguments of ABC and other petitioners were outweighed by the factors cited in the original decision—that is, that drop-ins would hinder the development of UHF television and that passage of the all-channel receiver law had changed the situation since the drop-in proposal was first advanced, in 1960, as a means of providing additional service to areas in critical need of it.

ABC's Situation • The FCC had also said the need to help ABC was no longer as pressing as it had been. One of the aims of the original proposal was



Commissioner Loevinger
Public relies on principles

to make additional VHF stations available for affiliation with ABC, which trails NBC and CBS in such affiliations.

The commission's order last week also disposed of two new points advanced by advocates of the drop-in proposal. One involved a proposed compromise under which those receiving grants to operate on the new VHF channels would be required to maintain dual UHF-VHF stations for a certain number of years, then give up the VHF channel. The commission said this proposal would, like the original drop-in proposal, "undermine" the goal of giving UHF television every chance to develop.

The other new argument maintained that the commission would preclude local owners from operating the new television services to be made available since only multiple owners or large corporations would have the financial strength to launch and operate UHF stations. The FCC said the considera-

tion of who would own the stations is "speculative" and doesn't override the need for aiding UHF development.

Loevinger's Position • Commissioner Loevinger, who reviewed the history of the proceeding and analyzed the arguments on both sides of the issue, said that "it's apparent the demonstrable facts are not conclusive . . . and that any determination requires a judgment as to the future."

"The considerations are closely balanced and any advantage on either side is very slight," he added. "Nevertheless, with respect to the situation confronting the commission at the time of its final decision herein, it seems to me that the [dissenting] statement of Commissioner [Kenneth A.] Cox is more persuasive on the merits than the statement of the commission or of Commissioner Minow [who issued a concurring opinion]."

"Although it is doubly difficult to project a decision as to such a hypothetical situation, I now incline to the view that had I been on the commission at the time of its final decision herein I would have favored the position of the dissenters."

But, he said, that doesn't resolve the issue. "The final decision of the commission itself has changed the situation. Those who are interested in the matter, including manufacturers of equipment, have had the right to rely and claim to have made plans in reliance on the commission's action. . . ."

He noted that the only change in circumstance since the commission's original decision was a change in personnel. And although there are situations in which personnel changes might warrant a change in the commission's position, he said, "there has been no change in philosophy or school of thought with respect to this matter, and there certainly has been no accumulation of experience."

Public Interest • Furthermore, he said, "I believe there is a strong public interest in being able to rely upon the principles adopted and the positions taken by such an agency as the FCC, which requires that these not be changed without a clear finding that the public interest in a different principle or position requires the change. In view of the nearly even balance of considerations involving the merits of this matter, I conclude that the determinative factor is and should be the maintenance of stability and consistency in commission action."

Commissioner Cox, who with Commissioners Frederick W. Ford and Rosel H. Hyde formed the minority on the issue, issued a dissenting statement. He said "the illogic of the commission's position is highlighted" by its consideration of the Baton Rouge situation.

He said the commission majority

appears to say that a VHF assignment in Baton Rouge would be satisfactory—"though it is clear that a VHF assignment [in that city] at standard spacing will bar this market to UHF development as surely as a short-spaced drop-in." He said the majority opinion doesn't explain why "eliminating one of the potential openings for UHF operation is not one-seventh as serious a blow to UHF development as the seven-market proposal before us."

AMST Motion Denied ■ The commission, in its order, gave its reasons for denying the motion of the Association of Maximum Service Telecasters that Commissioner Cox refrain from participation in the case. AMST, which opposed the drop-ins, based its request on the ground that Commissioner Cox had been previously connected with the case as chief of the Broadcast Bureau.

AMST said that although the proceeding was rulemaking, standards applicable to adjudicatory matters should be applied since the case involves "the resolution of private claims to a valuable privilege." The association relied heavily on the court decision in the Sangamon Valley deintermixture case, which concerned ex-parte charges against parties involved.

The commission, however, said the Sangamon case decision "did not preclude the commission from obtaining information from its staff . . . and it did not require the separation of functions" the law requires in adjudicatory matters.

"Moreover, the commission said, 'We are firmly of the opinion that Commissioner Cox's participation in this proceeding has not resulted in any basic unfairness' or violation of due process."

Commissioner Cox did not participate in the commission's deliberations leading to that part of the order which had the endorsement of his six colleagues.

UA TV application set for hearing

The second of United Artists Corp.'s three major-market UHF television applications was set for hearing by the FCC last week.

Channel 65 in Cleveland is at stake in the comparative hearing set for United Artists Broadcasting Inc. (UA's broadcast division), Cleveland Telecasting Corp. and the Superior Broadcasting Corp. UA also has applications pending for channel 44 in Boston and channel 23 in Houston, the latter being in hearing with a conflicting application by TVue Associates Inc.

In designating the mutually exclusive Cleveland applications for hearing the FCC said that it must determine whether UA has "the requisite qualifications" to be a licensee. The commission noted

that the parent firm has been "involved in numerous antitrust actions, including a major civil antitrust suit brought by the U. S. in which United Artists Corp. was adjudged to be in violation of laws. . . ." Although the UA broadcast division was not then extant, the FCC said, the agency must "look behind the corporate veil . . . and notice the character of the parent corporation."

Engineering, financial and ownership questions, the commission said, must be answered by Cleveland Telecasting and Superior Broadcasting at the hearing.

NAB committee meetings heavy

January will be a month of meetings for committees and boards of the National Association of Broadcasters, culminated by Jan. 27-31 sessions in Sarasota, Fla., of the NAB radio, television and combined boards.

The heavy schedule will begin next Monday (Jan. 6) with a meeting of the NAB executive committee in Washington. The executive committee, composed of the chairmen and vice chairmen of the NAB boards and combined board, will meet with NAB President LeRoy Collins—with the latter to be a principal agenda subject. The commit-

tee is expected to seek from Governor Collins a commitment on his future plans (see page 36 and BROADCASTING, Dec. 16).

Governor Collins, who had suggested the executive committee meeting prior to the furor over recent speeches made by the NAB president, also has been questioned by board and committee members on critical public statements he has made on broadcasting as well as speeches considered "political" in nature by many.

On the same day the executive committee meets in Washington, the NAB's Future of TV in America Committee will gather in New Orleans for a two-day session under Chairman Dwight Martin, wpsu-tv New Orleans. This committee is charged with making recommendations to the TV board later in the month on pay television and community antenna systems.

New NAB Code Authority Director Howard Bell will meet for the first time with the radio code board in Washington Jan. 9-10 and with the TV code board Jan. 22-23 in Miami. Mr. Bell, who became code director Dec. 1, is expected to outline a specific program in connection with the codes.

The finance committee will meet in Washington Jan. 7 to put the final touches on the NAB's budget for the

4

11 of the Top 15 Shows are on Sioux City's KTIV

Which proves you always Get More on 4: Nielsen's November '63 study reveals that 12 of this season's top 15 shows are carried by KTIV Channel 4. And it also shows that during the all-important prime evening hours, 6:30-10:00 p.m., 7 nights a week, KTIV averages 35,400 homes, compared to only 29,000 for Sioux City's station B.

This outstanding viewership and added coverage in a 4-state area makes Channel 4 the best station for your Siouxland schedule.



KTIV CHANNEL 4
NBC • ABC
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.

next fiscal year, which begins April 1. The NAB currently is operating with a record budget of nearly \$2 million, which is expected to go even higher for the coming fiscal year.

Committees which will meet in Sarasota in conjunction with the meetings of the boards include the general fund building and convention committees.

Media reports...

Vox nova ■ A new AM station, KGBV, went on the air Dec. 19 in Santa Clara, Calif. The station is owned by George B. Baurey and is a fulltimer, 1 kw, operating on 1430 kc.

TWA award winner ■ Don Riggs, of KDKA-TV Pittsburgh, last week won the

television radio class award of the annual writing and picture competition sponsored by Trans World Airlines for his hour documentary about pioneer airmen who contributed to the development of modern aviation. TWA this year did not award any entries in the television news, newsreel film or news writing categories.

NBC addition ■ NBC Radio announced last week that KFDI Wichita, Kan., is scheduled to start network affiliation Jan. 1. KFDI, which operates at 1070 kc with 10 kw day and 1 kw night, is owned by Mrs. Bernice Lynch. The station's corporate name is Wichita Great Empire Broadcast Co. It is currently unaffiliated.

CBS adds station ■ WDBF Delray Beach, Fla., was scheduled to join the CBS Radio Network Dec. 29. The formerly unaffiliated station, operating on 1420 kc with 5 kw day and 500 w night, is owned by the Sunshine Broadcast Co.

From secretaries, too

Broadcasting's coverage of the events surrounding the assassination of President Kennedy has been praised by the Press Secretaries Association of the U.S. Senate which adopted a resolution commending all news media and singling out broadcasting for "tact and skill" and for voluntarily undergoing great financial loss.

PROGRAMING

ABC KAYOS FRIDAY FIGHTS

Pummeled by decreasing audiences, unfavorable publicity, loss of big bouts, boxing takes count

ABC confirmed reports last week that it plans to cancel weekly telecasts of boxing bouts before or at the end of the current season, touching off speculation that national TV exposure of the sport on a regular basis would end.

Neither the network nor the chief sponsor, the Gillette Safety Razor Co., was willing to discuss the move on the theory that publicity might cause certain ABC-TV affiliates to drop the telecasts, which are carried on Friday, 10-10:45 p.m., EST. An ABC-TV spokesman said it had not been decided when the cancellation would take effect, but it was understood it could be as early as April.

Boxing had been one of the popular segments on television between 1952 and 1959, during which time at least two national programs were carried on the air. Since 1959 only ABC-TV has carried boxing bouts, either on Friday or Saturday evening.

Among the reasons which are said to have contributed to the decision to terminate weekly telecasting of bouts nationally are the diminishing interest in the sport, the scarcity of capable boxers needed to sustain a regular TV series, unsavory publicity for the sport and the economics of television.

Observers noted that in recent years the TV audience for regular bouts has decreased substantially. They stressed that the major championship attractions, with a few exceptions, were lost to closed-circuit theater television more than a decade ago. In the interim period, boxing has not developed fighters below-the-championship level to the extent that a sizable audience could be assured on a weekly basis.

Audience Figures ■ It was pointed

out that research shows that in 1952 boxing telecasts reached an average 5 million homes and in 1955, an average 8.5 million homes. In 1962, the figure dropped back to 5 million. But the significance of these figures is this: in 1952, 5 million homes represented about 31% of the available TV audience, while in 1962 it represented only slightly more than 11%. This illustrates sharply that the number of boxing viewers has not kept pace with the rapidly expanding television audience, a factor that is considered by the potential sponsor of fight telecasts.

Gillette has been active in sponsoring boxing on TV for more than a decade and this year has been underwriting the weekly show on ABC-TV along with the General Cigar Co.

Though ABC-TV officials remained silent on future plans, reports circulated that the network and Gillette are discussing the possibility of replacing the boxing telecasts with another sports program on Friday evenings.

Outlook ■ The future of boxing on TV appears uncertain at this time. It is conceivable that from time to time, a bout of below-the-championship ranking of widespread appeal can obtain network exposure as a special. Another possibility is for local telecasts in a few of the major markets where boxing clubs exist. But the consensus of sports and television authorities last week was that regular network telecasting of boxing is doomed.

The first regular telecast of a boxing bout (Max Baer-Fou Nova) was carried by NBC in New York on June 1, 1939 to an estimated audience of 20,000 gathered in restaurants, hotels and other

public places. In December 1947 the first Joe Louis-Joe Walcott bout was carried on several stations in the East to an estimated audience of 1 million viewers. Six months later when Louis and Walcott tangled again, NBC arranged a seven-station line-up, consisting of New York, Boston, Schenectady, N.Y., Baltimore, Washington, Philadelphia and Richmond, Va. An audience estimated at 6 million was attracted. For that bout, a Philadelphia theater was the site for a large-screen presentation, paving the way for subsequent closed-circuit telecasts.

RTNDA head criticizes Ruby trial radio-TV ban

Refusal to permit radio and television to cover the trial of Jack Ruby, admitted killer of the accused assassin of President Kennedy, is a defeat for the American people, the president of the Radio-Television News Directors Association said last week.

Ed Ryan, RTNDA president and general manager of news for WTOP Washington, said the association regrets the decision to bar cameras and microphones (BROADCASTING, Dec. 22)—"a victory for the present leadership of the American Bar Association." Live coverage of the trial, now scheduled next February in Dallas before Judge Joe Brown, would contribute to and not detract from the proceedings, he said.

In a general attack against the ABA's Canon 35 banning radio-TV from the courts, the RTNDA president said broadcasting has helped to bring the people closer to the legislative and executive branches of government "but the courts remain for the most part remote, unfamiliar and inaccessible." The ABA's stand that "sensationalism" would result from radio-TV coverage of the Ruby trial and the precept behind Canon 35 are false, Mr. Ryan said, and "the public will ultimately repudiate the

archaic nonsense of the ABA Canon 35.

"There is nothing about broadcasting and televising that detracts from the essential dignity of any proceeding, or distracts participants or witnesses, or creates misconceptions in the public mind." TV and radio have become the "eyes and ears of the people," he said, and to insist that these "eyes and ears be barred from our courtrooms, of all places, is an affront to reason."

Tele-Tape absorbs Vicoa facilities

Tele-Tape Productions has announced its acquisition of Video Industries Corp. of America (Vicoa) in a stock transfer arrangement which merged all of the latter's equipment holdings into the Tele-Tape firm. Unofficial estimates placed the value of stock transferred at less than \$200,000.

Tele-Tape, the surviving company, will retain its corporate title. The firm produces remote television shows, closed circuit programs and commercials. It currently does on-location shooting for ABC-TV's *Hootenanny* and other network specials.

In the merger, Tele-Tape acquired six 4½-inch Marconi image orthicon cameras, four Ampex Videotape recorders and two mobile TV "studios." Value of the equipment was said to be considerably more than the estimated transfer price; however, Video Industries reportedly had been operating unprofitably.

Tele-Tape has maintained offices in New York and Chicago and has based its equipment in Ridgefield, N. J. The company now intends to keep a portion of its equipment in Chicago.

William J. Marshall Jr., Tele-Tape board chairman, said the company would now operate in every section of the U. S. except the West Coast and Southwest, and hopes eventually to enter those markets.

Herridge to produce dramas for Metropolitan

Metropolitan Broadcasting Television plans to present at least six taped one-hour original dramas on its seven television stations during 1964, Bennet H. Korn, president, has announced.

The dramas will be produced by Robert Herridge, whose past credits include *The Seven Lively Arts*, *Studio One Summer Theater* and *Camera Three*. The first play, which will be telecast in January, is titled "A Requiem for John Brown," which will be written as well as produced by Mr. Herridge. It will be followed by "The Sensualist," based on Dostoevski's *The Brother's Karamazov*, and "The Mourning World of Walt

Whitman," based on the life and writings of the poet.

All the plays will be shown twice in a week on the Metropolitan stations and will be available in other markets via syndication. Metropolitan owns and operates WNEW-TV New York; KMBC-TV Kansas City, Mo.; KTTV-TV Los Angeles; WTTG-TV Washington; KQVR-TV Sacramento-Stockton, Calif.; WTVH-TV Peoria, Ill., and WTVP-TV Decatur, Ill.

Mr. Herridge said the series will aim to create "a television theater" with a unifying theme and purpose.

The Golden Age, a recent Broadway entertainment about the Elizabethan Age, is available from Metropolitan for national syndication.

Metropolitan, which obtained exclusive television rights to the show, televised it on its own stations Dec. 22.

Triangle gets radio too

Triangle Stations announced today Dec. 30 it has acquired exclusive radio rights to the 1964 Grand Prix sports car race at Sebring, Fla., in March. The purchase gives Triangle full broadcast privileges for the event, since it already had acquired exclusive television rights. The company plans to offer the race for syndication in both radio and television.

28 TV programs in ARB's top 10s

A total of 28 television programs figured in eight top 10 rankings reported by the American Research Bureau last week. The lists, from the ARB national report for the week of Oct. 9-15, show the network programs with the biggest audiences in each of six demographic categories in addition to the customary "homes reached" and "persons reached."

Fourteen of the shows are on CBS-TV, eight are on ABC-TV and six on NBC-TV. The demographic categories are (1) men, (2) women, (3) teenagers, (4) children, (5) household heads and (6) housewives.

One program, *Beverly Hillbillies* (CBS), placed in all eight top 10's; it was first in six, second in two (number of men reached, number of household heads reached). *Bonanza* (NBC) was No. 1. in the two categories not led by *Hillbillies* and placed second in five other categories, missing only one (children reached). *Dick Van Dyke* (CBS) also scored in all top 10's except the one for the children's audience.

Five shows that failed to make the top 10 in "homes reached" did make the list when the rankings were according to "persons reached": *Disney's Wonderful World* (NBC), *Donna Reed*

WAVE RADIO AND TV

ARE

INVARIABLY

EFFECTIVE

LOUISVILLE

BOTH NBC

BOTH REPRESENTED BY THE KATZ AGENCY

[Antique type from the Robinson-Pforzheimer Collection.]

Show (ABC), *Lassie* (CBS), *Jackie Gleason Show* (CBS) and *Petticoat Junction* (CBS). They replaced *Candid Camera* (CBS), *Dr. Kildare* (NBC), *Hazel* (NBC), *Virginian* (NBC) and *Lucy Show* (CBS), which made the top 10 homes reached but not in persons reached.

The five that scored in both homes and persons reached were *Red Skelton Show* (CBS) and *Hillbillies*, *Bonanza*, *Van Dyke*, and *Griffith*.

Among others that made demographic top 10's were *NFL Football* (CBS), *Perry Mason* (CBS), *Gunsmoke* (CBS) and *Lawrence Welk Show* (ABC) among men and household heads; *Mason*, *Welk* and *What's My Line?* (CBS) among women and housewives; *Donna Reed* and *Ozzie and Harriet* (ABC), *Grundl* (NBC), *Outer Limits* (ABC), *McHale's Navy* (ABC), *My Three Sons* (ABC) and *Patty Duke Show* (ABC) among teen-agers, and *My Favorite Martian* (CBS) and *Flintstones* (ABC) and *Disney's World*, *Donna Reed*, *Lassie*, *Ozzie and Harriet*, *Outer Limits*, *My Three Sons* and *Patty Duke Show* among children.

The demographic breakdowns are a new feature of ARB's national reports this year. The reports to clients give this information for the top 25 programs.

Hargis protests anti-right link to assassination

The Christian Crusade, a religious organization oriented toward conservative politics, feels the television networks gave right-wing adherents an unnecessary and unfair drubbing during the coverage of the events surrounding the assassination of President John F. Kennedy. It has asked the FCC to take measures to insure that rebuttal is provided during prime time.

The request was in an open letter to FCC Chairman F. William Henry from Billy James Hargis, Christian Crusade's president. Mr. Hargis claimed that recent statements by Chairman Henry, stating that the commission did not plan any easing of its policy on fairness, made it necessary for him to bring the treatment of conservative politics by the networks to the commission's attention.

Mr. Hargis said that soon after President Kennedy's assassination "several of the extremely liberal television commentators" indicated that conservative elements had been responsible for the murder. "I personally heard Bill Ryan of NBC-TV, Frank McGee of NBC-TV and Edward P. Morgan of ABC-TV trying to blame the anti-Communist elements in Dallas for the assassination . . ." Mr. Hargis wrote. He added

More kids' specials

Helitzer, Waring & Wayne, New York advertising agency which commissioned a one-hour TV musical, *Cowboy and the Tiger*, carried on ABC-TV on Thanksgiving and on Dec. 8, announced last week it will commission "two or three" new TV specials for children in 1964.

Mel Helitzer, president of HWAW, said the specials should combine music and comedy and added that each show will be tried out before children's audiences off-Broadway or in out-of-town theaters before it is produced for TV. The agency commissioned *Cowboy and the Tiger* for its clients—the Transogram Co. and American Doll & Toy Corp. Other co-sponsors were the Nestle Co. and Miles Laboratories.

that "as you [Chairman Henry] know" Mr. Morgan is paid by the AFI-CIO and has made frequent attacks against anti-Communists.

In the interest of the July 26 clarification statement of the fairness doctrine, Mr. Hargis said, the networks should provide equal time "or at least some fair consideration to the leaders of the anti-Communist causes and conservative movements across the U. S. to comment on the tragic assassination. . . ."

Mr. Hargis also said that the Voice of America should provide equal time since it was his knowledge that the VOA had made broadcasts in Europe which indicated that anti-Communist factions caused President Kennedy's death.

DGA-SDIG merger fails to materialize

Negotiations for a merger between the Directors Guild of America and the Screen Directors International Guild have broken down after five months and have been terminated, according to President George Sidney in a letter to the DGA membership. "The DGA national board," he wrote, "is convinced that a merger between the organizations is impossible at this time."

DGA was formed several years ago through a merger of the Screen Directors Guild and the Radio and Television Directors Guild, and its 2,200 members direct broadcast programs and theatrical motion pictures. SDIG's 800 members are active chiefly in the production of TV commercials and industrial films, mostly in the East.

Another merger, with Assistant Di-

rectors Local 161 of the International Alliance of Theatrical Stage Employees in New York, has gone through, following approval by the DGA membership. Milton Felsen, business manager of Local 161, will move with his staff to DGA's New York offices, but they will continue to service script clerks, now a part of Local 161 and remaining for the present with the IATSE.

30 more telecourses were available in '63

An increase in the number and use of educational recorded telecourses this year has been reported by the National Instructional Television Library.

The number of courses rose from 272 to 312, while the agencies which produce the films increased from 67 to 72. The biggest increase was in elementary educational courses, which rose from 120 to 157. Secondary courses increased from 58 to 62 and in-service courses rose from eight to 10. However, the number of college courses dropped from 65 to 52.

Of the 312 courses available, 136 were exchanged for a cumulative total of 532. The 44% exchanged was a substantial increase over the 31% exchanged last year.

The telecourses are described in the 1964 edition of *Instructional Television Materials: A Guide to Films, Kinescopes, and Videotapes Available for Televised Use*, and can be obtained from the National Instructional Television Library, 10 Columbus Circle, New York.

Film sales . . .

36 post-1948 20th Century-Fox features (Seven Arts Associated): Sold to WGBS-TV New York.

Century II (Twentieth Century-Fox): Sold to WJBK-TV Detroit; WAGA-TV Atlanta; WITI-TV Milwaukee; WHSN-TV Syracuse, N.Y.; and KIMV-TV Yakima, Wash. Now sold in 42 markets.

Century I (Twentieth Century-Fox): Sold to WHSN-TV Syracuse, N.Y.; KIMV-TV Yakima, Wash. and WKOW-TV Madison, Wis. Now in 60 markets.

Dobie Gillis (Twentieth Century-Fox): Sold to WJBK-TV Detroit and WAGA-TV Atlanta.

Biography (Official Films): Sold to KROI-TV Holdrege-Kearney, Neb.; KOIS-TV Lincoln, Neb.; WKRG-TV Mobile, Ala. and WISN-TV Daytona Beach-Orlando, Fla. Now sold in 184 markets.

Battleline (Official Films): Sold to WWT-TV Louisville, Ky.; WATG-TV Huntsville, Ala.; WDAY-TV Fargo, N.D.; WNCN-TV Greenville, N.C.; KOMU-TV

Columbia, Mo. and WYTV(TV) Youngstown, Ohio. Now in 126 markets.

Dick Powell Theater (Four Star): KRDO-TV Colorado Springs; KREX-TV Grand Junction, Colo., and WKBW-TV Buffalo.

Stagecoach West (Four Star): Sold to KTVK(TV) Phoenix, Ariz.

Rifleman (Four Star): Sold to WAIT-TV Atlanta and KREX-TV Grand Junction, Colo.

The Law and Mr. Jones (Four Star): Sold to KING-TV Seattle.

Volume 3 (Seven Arts): Sold to WKJG-TV Fort Wayne, Ind.

Volume 7 (Seven Arts): Sold to WCAU-TV Philadelphia and WJAC-TV Johnstown, Pa.

Volume 8 (Seven Arts): Sold to WCBS-TV New York; WBBM-TV Chicago; WCAU-TV Philadelphia; WBAY-TV Green Bay, Wis., and WGAL-TV Lancaster, Pa.

Science Fiction Features (Allied Artists): Sold to WKBW-TV Buffalo; WTTG(TV) Washington; WGHP-TV High Point, N. C.; KAVE-TV Carlsbad, N. M.; and KSBW-TV Salinas, Calif. Now sold in 107 markets.

UPI releases annual newsfilm highlights

UPI Newsfilm has released its 12th annual half-hour films reviewing the names and events in the news and sports during the past year.

Both films include late-minute developments, such as Pope Paul VI's announcement he would visit the Holy Land and, in sports, regular-season movies of the New York Giants and Chicago Bears, who met Sunday (Dec. 29) for the National Football League title.

The films run 26½ minutes each, with spaces allotted for sponsor messages. They are available to all television stations. UPI said requests for the films are running nearly 20% higher than last year.

SDX sets separate categories

Separate honors for radio and television editorials have been added to the list of Sigma Delta Chi Distinguished Service Awards. The 1963 awards of the professional journalism society will be presented in Phoenix, Ariz., May 2, 1964.

Prior to this year the SDX honors for broadcast editorials were a single category, drawn from either radio or TV. Entry blanks for the competition are available at the fraternity's office, 35 East Wacker Drive, Chicago.

LEARNING NOT EARTHBOUND

Westinghouse Electric proposes aerial classrooms covering nation at lower cost than ground system

A proposal to use airborne television stations to serve 99.5% of the nation's 44 million students has been made by Westinghouse Electric Corp.

Nationwide educational television at an annual cost of 55 cents per student per channel by flying stations, compared to \$1.53 per pupil per channel for a ground station system is the main thrust of the Westinghouse plan. Capital costs would also be less, Westinghouse states—\$163 million compared to \$392 million.

The ground station plan is that proposed by the National Association of Educational Broadcasters which has estimated that ETV needs 900 to 1,200 channels to effectively serve national school needs.

Two Decades Ago ■ The Westinghouse plan—proposed almost 20 years after the same idea, known as Stratovision, was suggested to serve as relay stations for the then newly emerging TV industry—would have 66 airplanes flying at above 20,000 feet in 33 zones. In order to provide six different educa-

tional programs for each zone, 18 UHF channels would be required; suggested are channels 66 through 83.

The Westinghouse comments were filed with the FCC last week in response to two FCC proceedings, both dealing with educational television allocations.

One is the rulemaking on the question of reserving UHF channels for ETV; the other is on a request by the Mid-West Program on Airborne Television Instruction (MPATI) to make permanent its two-year experimental program of serving six midwestern state school systems with airborne TV broadcasts (BROADCASTING, Jan. 21). MPATI, now using channels 72 and 76, has asked that it be given six channels instead of only the two it has been using. Westinghouse furnished the equipment used in the MPATI experiment.

Deadline for comments in both rulemaking proceedings is Feb. 3.

Dual Programs ■ The six educational channels in each zone, Westinghouse noted, would be duplicated in each of



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Why Daystar is banking on a return to escapism

"Next year's top rated TV shows are going to be in the escapist adventure category, designed to provide pure entertainment with a rousing wallop and a pinch of spice," Leslie Stevens, president of Daystar Productions, predicted last week.

"This is no reversion to senseless violence, but a retreat from true violence into harmless fiction. The 'show of the year' for the past several years has been a candid documentary shot full of human anguish. In the hospital shows we have anguished with a thousand heart-wrenching crises. In the lawyer shows we have struggled with stress. In the graphic realism of 'modern' television we have seen a sock in the jaw result in what a sock in the jaw really results in—broken teeth, bleeding lips, contusions, shock, retching, vomiting, trembling and terror."

Mr. Stevens contrasted this with the classic fights from "the hey-day of the movies. John Wayne and Ward Bond battled each other reel after reel. They crashed off balconies, smashed tables and chairs over each other, landed socks on the jaw and pile-drivers to the pit of the belly which, if handled realistically, would have resulted in instant death. Instead, out of this wild and wooly carnage, knee-deep in kindling-wood wreckage, the combatants emerged with a Band-Aid over the left eyebrow.

"The fights of yesteryear were fun," the TV producer declared. "They were legendary. They were, in a word, fictional. The real revolution that's going on in television is the demand of the audience for fiction. The great plot is one with twists, turns and bafflements. The real hero is the invincible solver of problems."

Anti-hero • In place of the "real hero," what TV has been giving us is the "anti-hero," Mr. Stevens commented. "He trips on the stairs and bleeds on the way to the hospital. He is not fictional. He's a part of ordinary life, visible in the streets all day long, drama without theatricality, content without form. We've had our fill of this. Now the pendulum is in full swing toward the needed relief of pure theatricality—total fiction."

To prove his point that today's TV viewer is seeking escapist entertainment, Mr. Stevens might have cited Daystar's own *Outer Limits*, a science fiction series about as remote from realism as one could go and doing very nicely in its Monday evening hour on ABC-TV. Instead, he pointed to James Bond, Ian Fleming's indestructible secret agent, "who smashed box-office records in the far-out 'Dr. No.'"

Mr. Stevens is backing his theory with action as well as words. Now in production is the pilot film for a Daystar series called *John Stryker*, destined for CBS-TV, which is financing the pilot. Richard Egan in the title role and Dee Hartford as his executive secretary are the only continuing characters in the series, affording ample opportunity for name guest stars from week to week. The cast of the pilot, for example, includes such names as Vivica Lindfors, Burgess Meredith and trumpet player Al Hirt. To which could be added another well-known name, that of its writer, Marion Hargrove. Walter Grauman is directing and Mr. Stevens is the producer.

Another series which Daystar has in preparation for the 1964-65 season is *The Invisibles*, a spin-off of the current *Outer Limits* which Mr. Stevens describes as an exotic series

dealing with a government intelligence agency exploring the tringes of crime. A third projected series is *Lovers and Madmen*, a title which almost certainly will be changed before it gets on the air. This deals with supernatural phenomena and "could be described as eerie, but is not at all what we usually think of as science fiction," Mr. Stevens said. "It's more of the ghost story sort of thing." Both *The Invisibles* and *Lovers and Madmen* are planned for ABC-TV. Like *Outer Limits*, these programs are joint ventures of United Artists-Television, Villa di Stefano Productions and Daystar. *John Stryker* is a U-A-TV-Grauman-Daystar venture.

TV Tours • Daystar has another project in the works, completely different from the foregoing. This is *Hometown, USA*, a series of TV tours of various American cities, large and small, each guided by a well-known person who calls the place his hometown. The project is still in the formative stage, with no person or city definitely set, but Mr. Stevens offered such hypothetical examples as President Eisenhower on Abilene, Tex., or President Truman on Independence, Mo., Mary Martin on Dallas, Louis Prima on New Orleans "and you can take it from there for yourself. We're tremendously excited about this one. We think it will have a strong nostalgic appeal for oldsters and a change for youngsters to see the origins of people they've heard about and read about, and great entertainment for everybody. We're doing this by ourselves, without any co-production or financial ties with anyone else and we think it's going to be something that we and television can well be proud of."

To help guide its program de-

the 33 zones, without co-channel or adjacent channel interference. In most cases, it stated, co-channel separation would be between 500 and 600 miles.

The airplanes would provide coverage for a radius of about 200 miles (125,000 square miles), Westinghouse said. Two planes, each broadcasting on three channels, would operate in each zone.

The Westinghouse proposal also compared its airborne suggestion with closed circuit TV systems. Using a proposal made for the state of Virginia, it estimated that the airborne system would involve operating costs of 77

cents per pupil per channel, compared to \$4.61 for the same performance on a closed circuit basis.

An alternative to packing aircraft with transmitter and program equipment (weight, about 14,500 pounds) for direct transmission to school receiving stations is also suggested by Westinghouse. Each of the 33 FTV zones would have one ground station equipped with all programming equipment. The composite program would be beamed via microwave to the flying transmitter which would receive, amplify and retransmit the programs on broadcast frequencies.

CBS-TV plans to expand 'Repertoire Workshop'

An expansion of CBS-TV's *Repertoire Workshop*, designed to provide an outlet for new talent in all areas of the performing arts, was announced last week by the network.

Each of the five CBS-owned television stations will produce seven episodes, which will more than double the 16 shows produced last year.

In addition to the CBS-owned stations, eight Eastern Educational Network television stations have contracted to show the programs. The EEN TV

cisions, Daystar surveys community leaders regarding their TV likes and dislikes.

Next month the second ANTENNA (Analysis of Nationwide Television Entertainment and News, a Nonprofit Association) questionnaire will go into the mails to some 10,000 civic, social and cultural leaders in several hundred communities across the country. The first one, distributed nearly a year before (BROADCASTING, Feb. 18), asked 44 questions regarding the recipient's viewing habits and his or her opinion of various types of entertainment and information, outside the home as well as on the TV screen. It is probable that the 1964 edition of this annual poll will be of equal length.

Areas ignored or skimmed over on the first go-round will be gone into in some depth this time, Mr. Stevens said last week.

He conceived the idea of polling the opinions of community thought-molders as a guide to his own production plans. At that time, he pointed out that every business courting public patronage considers research an essential activity, "every business but show business, that it."

Frivolous ■ "Show business," Mr. Stevens said, "is completely frivolous. Instead of audience research, it spends its money on producers' hunches and it's no secret that even the most successful producers have their failures, far too many of them. Well, Daystar is going to be different. We feel it's just good business sense to do a little research to find out whether we're spending our production dollars as wisely as they might be."

Now, nearly a year later, Mr. Stevens thinks the ANTENNA survey is worth continuing, despite the expense involved in preparing the list of educators, editors, government officials, clergymen and other leaders



Daystar's Stevens
Backs his theories with action

who get the forms as well as in developing the questionnaire itself. He is encouraged by the fact that more than 2,100 of the first questionnaires were filled out and returned, a more than 38% return despite the time involved for the recipient to answer the many thought-requiring questions. The second ANTENNA mailing will go to 10,000 persons, nearly double the 5,600 receiving the first one.

Some topics touched on in the first survey—pay TV, for instance, will also be included in the second one, to see whether there has been any substantial change in public opinion in the past 12 months. The second ANTENNA will also enter fields not dealt with the first time, such as educational television and daytime television.

"We're interested in all phases of television, not exclusively prime-time entertainment," Mr. Stevens ex-

plained. "We're interested in radio, too, and perhaps next year we'll devote a section of our questionnaire to that subject."

"But right now, daytime television seems especially worthy of investigation. Are the nation's housewives who make up most of the daytime audience for television satisfied with what they watch? Are the daytime ratings as high as they could be? Or is there a place, a desire, a need for a different kind of daytime TV fare? These are questions any TV producer would like to have answered, and we at Daystar hope ANTENNA II will provide us with at least some guideposts pointing the way toward those answers."

To reward the people who answered the first ANTENNA questionnaire and to encourage them to participate in the second one, Daystar has mailed to each respondent a certificate of active membership.

stations are WGBH-TV Boston; WENH-TV Durham, N. H.; WCBB Augusta, Me.; WMEB-TV Orono, Me.; WMHT Schenectady, N. Y.; WNED-TV Buffalo; WQED Pittsburgh, and WETA-TV Washington.

WGA signs 3-year contract

A new three-year contract between the Writers Guild of America and the major producers of theatrical motion pictures was concluded Dec. 13 after a 17-hour final negotiating session extending well past the midnight expiration of the earlier contract. The new pact calls for extra payments to a

writer whose original motion picture material is used as the basis for a TV series.

It may be reopened on the question of pay TV, should this become important before the end of the three-year term. The pact may also be reopened after two years for a re-examination of minimum salary rates, which are not increased in order to hold down the cost of domestic motion picture production and not increase the economic inducement to make pictures abroad. The agreement became effective Dec. 13 and runs through Dec. 12, 1966.

Editorial conference set for N.Y. in July

The second annual National Broadcast Editorial Conference will be held July 6-8 at the Arden House in New York. It will be held in association with the National Association of Broadcasters and the Radio-Television News Directors Association, under the auspices of the Columbia University Graduate School of Journalism.

These plans were reported by Ralph Renick of WTVJ(TV) Miami, 1964 conference chairman, following a New

York meeting of the steering committee Dec. 13. He said the two-day conference will cost \$75 a person. The fee covers room, food and transportation to and from Arden House, the former Harriman estate now being operated as a conference center by Columbia University.

The conference is planned as a national forum on broadcast editorializing. The first such session, last July, was co-sponsored by the Georgia Association of Broadcasters and the University of Georgia's Grady School of Journalism.

Mr. Renick reported that Roger Turner, WMCA New York, had been named program chairman for 1964 session and that five members have been added to steering committee: Robert Lambe, WJAR-AM-TV Norfolk, Va.; William

Monroe, NBC News; Ed Ryan, WTOP-AM-FM-TV Washington and current RTNDA president; Harold Niven, NAB, and William Wood, Columbia School of Journalism.

Other members are Messrs. Renick and Turner, and John Corporon, WDSU-AM-TV New Orleans; Dale Clark, WAGA-TV Atlanta; Richard Cheverton, WOOP-AM-TV Grand Rapids, Mich.; Byron Cowan, WSAC Fort Knox, Ky., and Richard Mendenhall, who is ex-officio member as chairman of last year's conference.

Goldwater to 'Meet the Press'

NBC announced last week that Senator Barry Goldwater (R-Ariz.) will appear on the Jan. 5 *Meet the Press* (NBC-TV, 6-6:30 p.m. EST and NBC

Radio, 6:30-7 p.m. EST).

Lawrence I. Spivak, producer of *Meet the Press*, said two other Republicans, Governor William Scranton of Pennsylvania and Governor George Romney of Michigan, have also agreed to appear on the show early in 1964. Mr. Spivak said other Republicans who have been mentioned as top choices for the presidential nomination have agreed to appear on the program later in 1964.

Live LBJ coverage

President Johnson's first State of the Union Address to Congress Jan. 8 will be carried live on all radio and TV networks. The speech before a joint session of the House and Senate will be broadcast by ABC, CBS, MBS and NBC.

FINANCIAL REPORTS

RCA HITS NEW PROFIT HIGH IN 1963

Color TV, NBC, data processing provide 'impetus to growth'

RCA sales and profits in 1963 reached new heights topping all previous annual statements in the company's 44-year history encompassing last year's record showing. The impressive gains were made despite a 10% decline in defense contracts.

In a yearend statement, Brigadier General David Sarnoff, board chairman, said sales for 1963 would be approximately \$1.78 billion, a 2% increase over 1962. Profits after taxes climbed 25% from \$51,535,000 last year to an estimated \$65 million.

The yearend statement is subject to final audit. Definite figures for the 1963 fiscal period will be available Feb. 27, 1964.

Earnings per common share are projected at \$3.55-3.60 which compares with \$2.84 in 1962.

Chairman Sarnoff said the final three months of 1963 would be the best in

point of profits in RCA's history and will mark the 11th consecutive quarter of profit gain over the like periods of preceding years.

Fourth-quarter business based on the difference between RCA's full-year projection and the company's nine-month statement shows profits of \$21 million after taxes on sales of \$466 million.

RCA shareholders will vote Jan. 29 on a proposed three-for-one stock split (Ar. Daily News, Dec. 9).

Color TV, NBC • Mr. Sarnoff selected color TV sales, NBC earnings, and revenues from electronic data processing operations as those areas which had provided "decisive impetus to growth" through the year.

"Profits from the sale of color apparatus and related color services," he said, "increased by 70% over the previous year... and accounted for a major share of the record earnings from the



Brigadier General Sarnoff

sale of all RCA consumer products."

NBC's contributions to the profit picture were described as "substantially greater" than in 1962, the broadcasting company's former record year. NBC-TV and its owned stations each had record-breaking profits, and NBC Radio logged its highest profits since 1950.

He said RCA is "holding firmly" to its projected profitability in 1963's fourth quarter for its electronic data processing activities.

Mr. Sarnoff noted NBC-TV's color programming leadership, citing over 2,200 hours colorecast by the network in 1963, NBC-TV's nighttime schedule for the year was 70% color.

He stated that in 1964 "the most vigorous single growth product in the nation's consumer market will be color television." He estimated total color set sales for 1964 between 1.2 million and 1.5 million. With consumer demand for

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color sets running ahead of supply, he said the sales volume "will depend largely on the industry's ability to meet that demand."

RCA has taken steps to increase color tube production in 1964, he said. Production in 1963 has been on a three-shift, six-day-a-week basis.

Mr. Sarnoff expects 1964 to be "a year not of boom but of stable growth for the economy of the United States." In this period, he added, "RCA expects to achieve record business and profits."

Chairman Sarnoff called it "a measure of RCA's diversified strength" that commercial and industrial gains had more than counteracted the company's 10% drop in defense business in 1963.

RCA Victor home instruments recorded a 15% sales increase over 1962, the previous high year, and dollar volume of all TV set sales was the highest ever for the company.

Ampex files statement for Mandrel acquisition

Ampex Corp., Redwood City, has filed a registration statement with the Securities & Exchange Commission for 1,511,230 shares of capital stock to be used in the acquisition of Mandrel Industries Inc., Menlo Park, Calif., and Houston (BROADCASTING, Oct. 28).

In its registration statement, Ampex said it will use the stock to acquire 80% or more of the outstanding stock of Mandrel on a 9 for 10 basis (nine shares of Ampex for 10 shares of Mandrel). The transaction is estimated at about \$29.5 million.

Ampex has 7,827,442 shares of capital stock outstanding and Mandrel, 1,550,044.

Mandrel's principal business is geophysical services for earth and ocean exploration. It also produces precision photoelectric color sorting machines for food processing. Mandrel's sales last year totaled \$21,293,604 and its net income was \$1,263,374. It has 2,000 employees, with 1,600 in the United States.

Ampex, with 5,700 employees, earned \$5,005,000 for the fiscal year ended April 27 on sales of \$93,271,000.

SEC schedules hearing on Townsend request

The Securities & Exchange Commission has scheduled a hearing Jan. 20, 1964 on the request for exemption of the Townsend Corp. of America, which owns two broadcast stations, and Townsend Management Co., both of Short Hills, N. J.

TCA owns WKDA Nashville and 85.2% of KNOK Fort Worth.

The SEC exemption is being requested, it was reported, to affect a

SEC's monthly stock summary

The Securities & Exchange Commission has reported the following stock transactions by officers and directors of broadcasting and allied companies in its November issue of *Official Summary* (all common stock unless otherwise indicated):

CBS Inc.—William S. Paley, sold 4,100, retains 717,380; bought 890 in trusts, holds 3,810; also holds 144,383 in holding company.

Reeves Broadcasting Co.—Morris Schechter, bought 500, holds 800.

Storer Broadcasting Co.—Harry R. Lipson purchased 1,000; holds 2,000.

Taft Broadcasting Co.—Donald L. Chapin, exercised option to buy 1,157, holds 1,914; Roger B. Read, exercised option to buy 1,157, holds 1,510; Charles P. Taft, sold 100, holds 16,054.

plan of merger involving TCA, TMC, and Resort Airlines Inc. The merger follows a 1961 court order which resulted from an SEC investigation. The plan proposes to merge TMC and Resort Airlines (which has disposed of its airline business) into TCA.

Warners to re-evaluate its TV programing

The public taste has become more demanding for film programs for television, just as it has for theatrical motion pictures, Jack L. Warner, president of Warner Brothers Pictures Inc., believes. This has made it necessary, he says in W-B's annual report, to "re-evaluate carefully [the company's] television programing."

In his report for the fiscal year ended Aug. 31, Mr. Warner announced that the board has declared a dividend of 12½ cents a share, payable Feb. 5, 1964 to stockholders of record Jan. 16, 1964. The annual meeting of stockholders will be held Feb. 5, Mr. Warner also announced.

Warner Bros. has three programs on TV: *Temple Houston*, on NBC; *77 Sunset Strip* and *Bugs Bunny Show*, on ABC. In preparation are three series: *Wendy and Me*, starring George Burns and Connie Stevens; *No Time for Sergeants*, based on the hit stage and screen comedy, and *The Paper Year*, a series about newlyweds.

12 months ended Aug. 31:

	1963	1962
Earned per share*	\$ 1.17	\$ 1.56
Revenue	93,736,834	86,254,867
Costs and expenses	83,037,615	71,489,104
Provision for federal income tax	5,000,000	7,200,000
Net income	5,699,219	7,565,763

*Based on 4,850,052 shares outstanding, compared to 4,830,052 at same time last year.

CBS 2-for-1 split approved

CBS proposal to split stock two-for-one (BROADCASTING, Nov. 18) was overwhelmingly approved at special meeting of stockholders Dec. 20. Certificates on new shares will be mailed on Feb. 15 to stockholders of record Jan. 17. At week's end CBS stock stood at 75¾.

National General up 30%

Consolidated earnings of National General Corp., large Western theater chain operator which also owns 38% of National Telefilm Associates and a number of CATV systems, were up 30% for the year, Eugene V. Klein, president, has announced. The company also is backing Theatre-Color-Vision Corp., which uses the General Electric Talaria large screen TV projection system.

12 months ended Sept. 24:

	1963	1962
Earned per share*	\$ 1.00	\$ 0.77
Gross income	48,912,798	45,808,084
Consolidated earnings	3,459,600	2,641,084**

*Based on 3,331,825 average shares in 1963 and 3,312,190 average shares in 1962.

**Excluding \$637,876 in nonrecurring special items.

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COMSAT SATELLITE BY '65?

Designs for operational commercial system being sought

A one-way TV channel in 1965 linking the U. S. and Europe on an experimental-operational basis via a synchronous satellite is a distinct possibility if the plans of the Communications Satellite Corp. are carried out.

This is one of the promises held out by Comsat in issuing invitations Dec. 22 for the design of an operational commercial satellite communications system.

The call for design proposals implied that a commercial TV global link should be in operation in 1966, with global coverage in 1967 for intermediate altitude systems; and in 1967 initially and 1968 globally for synchronous systems.

The intermediate altitude system calls for a number of satellites in random orbit from 5,000 to 12,000 nautical miles above earth; the synchronous system calls for several satellites at 19,300 miles above the earth (equivalent to 22,300 statute miles). This would keep the satellites over a fixed spot on earth since the satellites and the earth would rotate at the same speed.

All Purpose ■ In making its invitation public and referring to the possibility of a synchronous satellite in 1965, Comsat said the stationary relay would also be capable of carrying facsimile, data or 240 two-way voice circuits (BROADCASTING, Dec. 23).

Proposals are invited by Feb. 10, 1964.

The designs shall be for an active repeater with an operating life of at least three years. They shall be capable initially of "one-way transmission of a commercial monochrome television signal, or on an alternate basis with the transmission of two-way, 4 kc channels." By 1966-68 designs should permit a minimum per satellite of 270 two-way channels; by 1969, 400 two-way 4 kc channels; by 1970, 600; 1971, 800, and 1972, 1,200.

For design purposes, Comsat spells out these assumptions on the number of satellites which should be capable of being launched either singly or in clusters: random intermediate altitude system, 18 satellites at 90° inclination; phased intermediate altitude system, 12 satellites in two orbit planes of six each at 90° inclination; stationary system, six satellites. Frequencies specified are 5925-6425 mc for the up link; 3700-4200 mc for the down link. These bands are among those approved for satellite communications at Geneva last month.

The following companies have received the Comsat invitation: RCA, Bendix, General Dynamics, GF, Gen-

eral Telephone & Electronics, Hughes Aircraft, IT&T, AT&T, Lockheed Aircraft, Martin Co., Motorola, Philco, Raytheon, Space Technology Labs and Westinghouse.

Ampex plans addition at Colorado Springs

Ampex Corp., Redwood City, Calif., which has announced plans to introduce more than 30 new products in the current fiscal year, also said it will manufacture some of them at the firm's planned 100,000 square foot plant in Colorado Springs.

The plant site will be the fourth Ampex manufacturing facility in the U. S. Construction of the Colorado Springs plant will begin in the spring.

An additional 150,000 square-foot addition at the firm's Redwood City Headquarters is also under consideration by the board of directors.

ABS opposes WWL's high power petition

Countering the enthusiastic voices of clear-channel AM operators, the Association on Broadcasting Standards is sticking to its policy statement adopted last November that clear-channel power greater than 50 kw would ultimately be detrimental to all radio service.

The revoking of the policy was in an opposition to a petition by WWL New Orleans, which asked the FCC to institute a new clear channel, high power rulemaking. The WWL requested rulemaking proposed socio-economic and engineering studies, and a joint industry-government effort to lay groundwork for high-power operation (BROADCASTING, Nov. 18).

ABS told the commission that it is "fundamentally opposed to the authorization of 'superpower' for standard broadcast [AM] stations in the U.S." Contrary to any evidence of need, ABS said, indications are that powers greater than 50 kw could prove detrimental to other stations. The November policy statement of ABS said the association "strongly supports the intent of Congress that optimum radio service must be assured for all people of the U.S. and that any attempts to destroy or degrade the present fine radio service must be vigorously opposed."

WWL's petition for rulemaking was also "vigorously opposed" on the grounds that the station failed to sup-

ply necessary "facts, views, arguments, and data deemed to support the action requested" as required by commission rules.

There is also on record a clear channel rulemaking filed by the Clear Channel Broadcasting Service, which represents stations licensed to class I-A frequencies. WWL expressed no opposition to that rulemaking proposal except as it would provide greater power to all 25 clear-channel frequencies. A recent court decision upheld an FCC action which provided for duplication of 13 of the clear channels and WWL's proposal involved only the 12 nonduplicated frequencies. There are presently on file five applications for experimental high power operation and other stations have expressed their intent to make similar filings. ABS also opposes experimental operations.

All-channel committee hears report on UHF

The executive committee of the Committee for Full Development of All-Channel Broadcasting met in New York Dec. 20 and heard progress reports on various facets of UHF activities.

FCC Commissioner Robert T. Lee, who is chairman of the all-channel committee, reported he had discussed with representatives of the Treasury, Commerce and Justice Departments the possibility of their support for legislation to eliminate the excise tax on all-channel receivers. It is hoped that repeal of the excise tax would bring prices of all-channel sets more in line with prices of VHF sets and thus stimulate sales of the former.

The report was given to a meeting on activities of the committee on consumer information, which has produced informational film designed to explain UHF to dealers, service men and the general public. It will be available shortly for showing to interested groups.

Technical topics...

Fair equipment ■ Thirty-eight transistorized video/pulse distribution amplifiers have been manufactured by International Nuclear Corp., Nashville, for use by the New York Telephone Co. in the 1964 New York World's Fair. The telephone company must handle all fair communications, including live TV relays for nationwide color telecasts, and the INC equipment will enable it to utilize more TV circuits than ordinary.

New plant ■ Mackenzie Laboratories has opened a new factory at 1367 North Fair Oaks Avenue, Pasadena, Calif., following completion of arrange-

ments by Louis Mackenzie to personally acquire the assets of Mackenzie Electronics, which had headquarters in Hollywood. Mr. Mackenzie said that production of the tape repeater line is already under way and a full supply of spare parts is available for immediate shipment.

Switching system ■ A custom studio switching system, type TVS-89, manu-

factured by the EMI division of Capitol Records, has been delivered to WECT (TV) Wilmington, N.C. The system consists of a modern console and plug-in electronic modules and enables the TV studio engineers to select any of 19 input signals for sequencing into three channels of TV output lines. The installation was coordinated by Bill Elks, technical operations director at the TV station.

Instant censor ■ The newest model of the Spotmaster 500A series—cartridge tape recorders made by Broadcast Electronics Inc. of Silver Spring, Md.—features a program delay unit that can be used both to censor interviews and to permit a specific time lag between origination and broadcast. Dubbed the Model 500A-DL, the new model can delay material from 6 seconds to 16 minutes.

INTERNATIONAL

France to start 2d TV network in April

PROGRAMING TO DIFFER FROM THAT OF FIRST NETWORK

France's second television network will begin regular programing in the Paris and Lyons areas in April 1964. Lille and Marseilles will be covered a little later.

The new network will broadcast 21 hours a week. Mondays through Saturdays it will be on the air at 8 p.m. and close down at 10:30 p.m. On Sundays, programs will be shown from 2:45 p.m. to 5:15 p.m. and from 7:15 p.m. to 10:30 p.m.

The evening newscast will be on the air at 10:30 p.m., half an hour later than the first network's news program. The visual material will be the same but the newscasters will be different.

There will be a big difference in programing between the two networks. The new one will have mainly feature films, dramas, sports and variety shows scheduled as follows:

Sunday: drama series, film, variety show.

Monday: feature film.

Tuesday: variety show.

Wednesday: play.

Thursday: sports.

Friday: serious feature film or social investigation documentary.

Saturday: alternately, drama and variety.

A special evening of second network inaugural programs was screened between 5 p.m. and 11 p.m. in the Paris area Dec. 21. From now until April 18 the second network will be on the air for two hours Saturday and Sunday evenings.

Canadian TV accounts for 30% of ad billings

Canadian television advertising accounted for about 30% of total advertising agency billings in that country in 1962, the Canadian Association of Advertising Agencies has reported. The growth of TV advertising in the last decade was a major factor in advertising, exceeding percentage-wise the growth in the Canadian economy in the same period.

Total billings of Canadian advertising agencies in 1962 amounted to \$279 million, against \$265 million in 1961. Of the 45 members of CAAA, 30 agencies accounted for 91% of total business handled. The CAAA agency members conduct about 85% of all adver-

tising through agencies in Canada. The report shows gross revenue of the agencies at \$38,036,000 for 1962. Two-thirds of agency revenue goes to salaries. Profit ratio to gross billings has been declining in the past decade from 1.87% to 1.17% in 1962. There are indications that the decline has now been halted.

Publication billings dropped in the decade from about 78% of the total to 50.7% last year, while TV billings rose from zero to 28.6%, radio billings dropped from 18% to 9.6% and other billings rose from about 5% to 7.9%.

Fox TV gets rights to Canadian shows

Twentieth Century-Fox TV has acquired Canadian distribution rights for 10 television series produced by Glen A. Warren Productions, Toronto.

Programs added to the Canadian library of Twentieth Century-Fox under the agreement are *Hot Sports Seat*, a half-hour sports panel series; *Kiddo*, children's programing in half-hour segments; *Wrestling*, hour-length wrestling programs, and *Hi-Time*, one-hour dance program.

Also included are *Homemakers Exercise*, calisthenic instruction segments; *I Wish You Were Here*, travelogue series; *Around the World*, ethnic programing in 15-minute segments; a projected bowling series and *Punch and Johnny*, sports discussion programs.

Canadian radio-TV up

Both radio and television advertising were up in the first nine months of 1963 over the previous year, according to an estimate of broadcast expenditures compiled by Elliott-Haynes Ltd., Toronto market research firm, and published in the Toronto weekly *Marketing*. Radio advertising was up 17.67% to \$17,229,388, while television advertising increased by 15.83% in the year to \$43,073,608. Drugs and toilet goods accounted for \$10,728,037 on television, up 35.71%, with foods and food products next largest TV advertiser group with \$9,977,359, up 4.43%. Foods and food products was the largest radio advertising group with \$4,981,335 in the January-September 1963 period, up 22.77%, while drugs and toilet goods ran second on radio with \$2,133,055, up 6.51%.



Abroad in brief...

Latin connections • Ridgway, Hirsch and French Advertising, St. Louis, is now offering complete marketing services in 22 key cities in Central and South America through affiliation with the Associated Agencies of Latin America. The Latin experts can provide thorough data on their market situations to U.S. advertisers unfamiliar with the area.

British set fees • The number of combined radio and TV licenses throughout Britain and Northern Ireland increased by 67,491 during October bringing the total to 12,731,101. There are now 3,151,927 radio only licenses including 561,965 for car radios.

BBC-TV sales double • International sales of BBC-TV programs have almost doubled in one year. For the six months

ended Sept. 30 sales were at 90% of the volume for the complete year before this period, says BBC Television Enterprises, the corporation's export unit.

Artists' application • A group of 126 leading British producers, writers, actors, actresses and other people concerned with the arts is applying for an IFA commercial television contract. The group has \$12.6 million backing to start operations it granted a contract. The group is London Independent Producers Ltd. whose chairman is film producer Sydney Box.

Aussies buy U. S. shows • William Morris Agency has announced television sales of more than \$1.5 million to Australia. New deals were made on such shows as *The Real McCoys*, *The Dick Van Dyke Show*, *The Andy Griffith Show*, *Wyatt Earp*, *The Danny*

Thomas Show, *The Barbara Stanwyck Show*, *The Mitch Miller Show* and *Don't Call Me Charlie*.

Nine countries see NBC's 'Coming of Christ'

NBC International last week announced that nine countries had purchased for Christmas season viewing its *Project 20* award-winning program, "The Coming of Christ."

New customers are in the Philippines, Holland, Mexico (Monterrey) and Federal Nigeria. Australia, Hong Kong, Ireland, Cyprus and West Germany have bought the program for a repeat showing.

NBC-TV showed the half-hour color program for the third time in the U.S. Dec. 22. Produced by Donald B. Hyatt in 1960, the program tells of the birth and life of Christ as depicted by great paintings.

DATELINE: Germany by DON R. CUNNINGHAM, Foote, Cone & Belding

Prime-time spots don't exist in Russian roulette system

Let's you and I join the German TV viewing public for a moment. It is 7:00 p.m. We have just seen the news program on, say, the Frankfurter Rundschau. Now get ready for a half-hour program—probably a foreign (i.e. American) show dubbed in the German language.

But first, a word from 10 sponsors.

Get a tight grip on your chair. For you are about to receive some 10 different commercial messages, back-to-back. After the program, you will see another block of 8 to 10 commercials. And that will be all the commercials you will see today.

Sound fantastic? Yet this is the pattern that occurs every day in Germany. Correction: every day except Sunday, when no commercials are broadcast.

To understand the reason for so limited a use of TV time for advertising,

you must be familiar with the German concept of "protecting the consumer from the advertiser." An elaborate complex of restrictions exists on the form, content and extent of advertising in Germany.

It is the extent of advertising allowed that creates the major problem for TV advertisers, for there just isn't enough TV time to go around. Demand far exceeds the supply. In fact, last year orders for TV time exceeded total available time by 500%.

Such a seller's market leads to a unique TV buying situation. For example, during August all orders for the full 12 months of the coming year must be placed by the advertisers interested in using TV. These orders must be placed by brands. Dates must be specified. Such orders are on a firm, non-cancellable basis.

Pity The Adman • However, the advertiser never gets the number of spots he orders. If he should order, say, 100 he will be lucky to get 50. (And he won't get 100 by ordering 200—the stations are too canny for that.) Nor can the advertiser expect to get commercials on the dates he wants. He must simply wait and hope for the best.

I will leave to your imagination the budgeting problems this Russian roulette system creates for the advertiser and his agency.

Generally by November the stations have completed the enormously difficult job of rationing the available time for the coming year among the TV advertisers. At that time the advertiser may negotiate for changes in dates. But he can seldom improve his frequency. And from the time he accepts the station's offer, he is locked in for the coming year.

Thus TV in Germany lacks flexibility. Sponsor identification with any program is impossible, since commercials are simply inserted in magazine fashion. The limited time availability makes 60-second commercials a rarity (most are 30's). Each advertising message appears adjacent to many others.

Yet for all the limitations, restrictions, complications and frustrations, TV in Germany has one great, unbeatable feature: it works!

Sets in use during the commercial programing times in Germany are near the highest levels of the day. As nearly as can be determined, the audience remains before the set during the com-

Don R. Cunningham spent four years in Germany, where he opened and managed the German office of Foote, Cone & Belding. Clients of FC&B in Germany include some of that country's major users of TV: General Foods, Haus Neuerberg (affiliated with the R. J. Reynolds Tobacco Co.), Unilever and Zellwatte (Kleenex products). Mr. Cunningham has recently moved to the Los Angeles office of FC&B, where he is a vice president and management representative.



mercials and views the advertisers' messages with a high degree of interest.

Most important: highly sophisticated marketers like Unilever, General Foods and many others in Germany have documentary evidence of the selling effectiveness of TV, and order all the time they can get.

Canadian rules to be rewritten

A complete overhaul of Canadian radio and television regulations under the Canadian Broadcasting Act is being started by the Board of Broadcast Governors at its Jan. 14 meeting at 425 Sparks Street, Ottawa, Ont.

The BBG has circulated a revised series of regulations for radio and television, and is holding public hearings at which each clause of the regulations is to be discussed. The regulations deal with programs, advertising, political broadcasts, program logs, Canadian content, advertising of alcoholic beverages, advertising of food and drugs, network broadcasting, financial reports, foreign language broadcasting, and reserved time for programs of the na-

tionally owned Canadian Broadcasting Corp.

While Canadian program content has been a requirement for some years on television, radio broadcasters are now also to be required, within 60 days of the end of a station's fiscal year, to give a statement showing how much Canadian talent was promoted. Canadian TV stations are required to show at least 55% Canadian program content in each four week period, with at least 40% Canadian content in evening programs.

Advertising under the regulations is limited for radio stations to 250 minutes between 6 a.m. and midnight, with total of 1,500 minutes a week. On television the formula is more complicated, with a limit of 20 commercials for a total of 16 minutes in any one hour period.

De Gaulle opens new French radio-TV center

General Charles De Gaulle, president of France, has formally opened the new headquarters of the state controlled French radio and television service (RTF) in Paris.

The 22-story building, located in the quai de Passy, houses 3,700 employees of RTF and has 10.3 miles of corridors.

All the central administrative offices and many radio and TV studios of Radio et Télévision Françaises are located in the new building including those of its overseas broadcast sections.

Hopalong series riding the Australian range

Fremantle International Inc. reports that *Hopalong Cassidy* has extended his long gallop to take in the homes of a vast international audience. The distribution firm has reported new sales of both the half-hour and one-hour versions of the western series.

In Australia, GTV Melbourne has contracted for first runs of the one-hour series, and HSV Melbourne has signed for 52 reruns of the half-hour segments. Another Australian station, ATN Sydney, has purchased 52 first runs of the hour series.

The series is running now in Japan, and Fremantle says it has never failed to run in at least seven countries at one time.

FATES & FORTUNES

BROADCAST ADVERTISING

J. W. (Bill) Axtell, publicity-promotion director for past four years at KRLD-AM-FM-TV Dallas-Fort Worth, Tex., named advertising and promotion director of WJBK-TV Detroit, effective Jan. 2. Before joining KRLD, Mr. Axtell was advertising and publicity manager of Montgomery Ward, Dallas.



Mr. Axtell

Donald A. Colvin and H. Dale Henderson elected VP's of Houston office of Ketchum, MacLeod & Grove, Pittsburgh-based agency. Mr. Colvin, who also was appointed general manager of KM&G's Houston office, joined agency in 1955. Mr. Henderson has been with KM&G's PR department since 1954.

James R. McManus and Fred Wellmerling, account executives in contact department of Young & Rubicam, San Francisco, elected VP's of New York-based agency. Mr. McManus, also media director, joined Y&R in 1946 as messenger. Mr. Wellmerling joined Y&R in 1958 from Tidewater Oil Co.

Arthur Knott, general manager of advertising division of Container Advertising Corp., Denver, appointed general sales manager of KHOW, that city.

Keith Holden, formerly VP of Take Ten Inc., appointed radio-TV director of Scott & Scott Adv., Chicago.

Thomas Casey, account director, and Joseph C. Franklin, research director in Campbell-Mithun's Chicago office, elected VP's. Mr. Casey joined C-M in 1963 as account director, formerly was merchandising director at Needham, Louis & Brorby for three years. Mr. Franklin joined C-M in 1961.

Norman H. Perreault Jr. appointed assistant VP and Eastern sales manager of Robert Richer Representatives, New York-based radio sales representative.

Jack Ayers, formerly product manager for Planters peanut butter at Standard Brands Inc., New York, joins Papert, Koenig, Lois, that city, as account executive on Aunt Jemima frozen

products. Bill Suessbrick, senior account executive on Royal Deserts at Ted Bates, joins PKL as account executive on Quaker Puffed Rice and Wheat.

Robert Rogers, former marketing director of Cracker Jack Co., appointed assistant to Bernard Gould, president of Boyle-Midway division of American Home Products Corp., New York.

D. Edward Weston Jr. resigns as director of advertising and sales promotion for Studebaker Corp.'s automotive division at South Bend, Ind. Resignation was result of Studebaker's recent decision to move its automotive manufacturing activities to Hamilton, Ontario, and to curtail its automotive ad-

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

☐ 52 issues & 1964 Yearbook \$13.50

☐ 1963 Yearbook \$5.00 (so long as supply lasts)

☐ Payment attached

☐ Please bill

name

title/position*

address ☐ Business
☐ Home

city

state

zip code

company name

*Occupation Required

Recovery described as 'way ahead of the course'

Edward R. Murrow, director of the U. S. Information Agency, is "way ahead of the course" in his recovery from a lung operation, an aide said last week.

According to Reed Harris, Mr. Murrow's executive assistant, the former CBS News correspondent and vice president in charge of public affairs is now working four to five hours a day and is participating in White House briefings. His name was noted on a list of President Johnson's appointments Dec. 19.

After working the Saturday before Christmas, Mr. Murrow departed for his farm in Pawling, N. Y., where he was to enjoy a full recuperative rest during the holidays, Mr. Harris said.

That week marked the conclusion of radiation treatments Mr. Murrow had been taking since the removal of his left lung, found to be cancerous during an operation in Washington to free a blocked bronchial tube three months ago (BROADCASTING, Oct. 14).

Mr. Murrow is again "carrying major decisions" of the USA, Mr. Harris said Thursday (Dec. 26). Top agency officials have been giving him highly condensed reports of current problems since his return to work Nov. 12. At first he was coming in to sign important papers and receive classified information that could not be transmitted by telephone, but gradually Mr. Murrow has been gripping the agency's reins more firmly, Mr. Harris said.



Mr. Murrow

With his time still at a premium, the former broadcast newsman has made no public appearances, nor are any planned, Mr. Harris said. Mr. Murrow might continue to forego speeches for another 60 to 90 days.

And the familiar Murrow voice—what does it sound like now?

Mr. Harris says Mr. Murrow has had to relearn to breathe and it's unlikely he'd be inclined to take on a half-hour speech right now. But the deep, rumbling, resonant Murrow tone is intact.

vertising and marketing programs. He has not announced any future plans.

John F. Shima, formerly media group head at Kenyon & Eckhardt, New York, joins Papert, Koenig, Lois, that city, as media supervisor.

Robert E. Smith, formerly with sales staff of NBC-TV, joins New York sales staff of Vic Piano Associates, national radio-TV sales representative.

Barry Pollock, formerly on staff of *Murphy Martin with the News* on ABC-TV network, joins WQVX Hollywood, Fla., as assistant sales manager.

Russell R. Anspach, formerly account supervisor at Hicks & Greist, joins Lippincott & Margulies Inc., New York-based marketing consultants and designers, as account manager.

John Griffin, account executive at Roger O'Connor Inc., New York, promoted to national sales manager. Mr. Griffin previously had been with The

Bolling Co. before joining O'Connor last April when radio-TV sales representative firm was organized.

Richard B. Hackenberg, formerly with Sears, Roebuck & Co., joins Clinton E. Frank Inc., Chicago, as assistant account executive.

Jane Turnbull, previously copywriter for National City Bank of Cleveland, joins creative department of Earle Ludwig & Co., Chicago advertising agency.

Len Tronick returns to Edward Petry & Co., New York-based radio-TV sales representative firm, as television salesman. Mr. Tronick served as television salesman at Petry organization between June 1962 and October 1963. He joined firm in 1962 after working as salesman with Venard, Rintoul & McConnell, New York.

William D. Grondwater and **Leon Ronnel**, account supervisor and writer, respectively, on Continental Airlines account at J. Walter Thompson Co.,

Chicago, move with account to agency's Los Angeles office Jan. 2. Transfer follows move of airline headquarters to Los Angeles from Denver.

George Smith and **Lee Gannon**, both formerly of Teleguide, closed-circuit TV network servicing 45 Manhattan hotels, join New York sales staff of Roger O'Connor Inc., national radio-TV sales representative.

Stuart Newmark promoted to account supervisor at Foote, Cone & Belding, Los Angeles, to head up account groups on Hughes Aircraft and Hughes Tool Co.'s aircraft division. He continues as PR director for agency.

Russell Z. Eller, director of advertising at Sunkist Growers, named general program chairman of 1964 convention of Advertising Association of the West, to be held July 5-9 at Sun Valley, Idaho. **Earl Glade Jr.**, manager of KROI-TV Boise, Idaho, is chairman of AAW's 1963-64 club progress awards competition.

Frank Rhylick, creative director of Wade Adv., Los Angeles, elected VP of Chicago-based agency.

Donna Bailey joins WCTV Springfield, Mass., as sales merchandising and promotion coordinator.

Robert Greenstein, media planner at Grey Adv., New York, joins WATV Atlanta as sales service manager.

Edna K. Hanna, writer-publicist, joins Noel Schram & Associates, Washington advertising and public relations firm, as director of radio-TV copy and publicity. She previously served as promotion-publicity director for KGTN-TV Tucson, Ariz.

R. Burton Huffman, formerly art director of Charter VI Corp. and North American Aviation Inc., joins Michael W. Gradle Inc., Encino, Calif., advertising agency, as art director.

Donald R. Spires, formerly with Bronner & Haas Inc., Chicago, joins M. M. Fisher Associates there as account executive.

Geoffrey Martineau appointed creative director of Geyer, Morey, Ballard, Chicago. He formerly was creative group head of Leo Burnett, that city.

Louis J. Rossillo, formerly with WSCS(FM) New York, joins WQXR-AM-FM, that city, as account executive.

Michael J. Kelly, formerly in charge of grocery advertising for *This Week Magazine*, joins Chicago office of BBDO as director of marketing services. Other BBDO appointments: **Ransom Dunnell**, formerly of Clinton E. Frank, named director of radio-TV production; **Don Osten**, of St. Louis office of Gardner Adv., joins BBDO's Chicago media de-

partment, replacing **Jim North**, who has moved to agency's New York office; **Frank Coyle**, also of Gardner, to BBDO as media supervisor; **Gene Miller**, formerly of Potts-Woodbury Inc., Kansas City, to BBDO-Chicago as TV producer; and **Robert B. MacDonald**, of Wade Adv., to BBDO's Chicago office as media buyer.

Andrew P. Potos, formerly with sales staff of WTTI-TV Milwaukee, joins Storer Television Sales, Chicago.

Allan A. David, TV producer and formerly head of his own agency, joins Sander Rodkin Adv., Chicago, as account executive.

Theodore M. Wrobel named account executive at WABC New York. Mr. Wrobel formerly was sales representative for Metromedia Television Sales, Philadelphia.

Virginia Carruth, research analyst at Kudner Agency, New York, named to newly created post of group research supervisor.

Mary Wells, formerly associate copy director and new products director at Doyle Dane Bernbach, New York, joins Jack Tinker & Partners, that city, as senior partner.

George Fabian, research account executive at Young & Rubicam, New York, appointed to agency's research department as associate director of media research.

Irv Haag, copywriter and account executive with W. B. Doner & Co., Chicago, resigns to open his own freelance office there at Suite 2650, Board of Trade Bldg.

John R. Callow, formerly of Storer Television Sales, New York, joins sales division of Mutual Broadcasting System, that city, as account executive.

Howard E. Sproull Jr., former sales promotion and product manager for The Andrew Jergens Co., Cincinnati, joins Strauchen & McKim Inc., Cincinnati advertising and PR agency, as account executive and marketing manager, including market research.

Gerhard Lang named senior art director, and **Phillip E. Moonan**, account executive at Gann Adv., Scranton, Pa. Mr. Lang formerly served as national advertising director for Dairy Dan Inc. Mr. Moonan joined Gann from Paul Carroll & Associates, Beverly Hills, Calif., where he was account executive.

Donald R. Clark joins staff of KCBS-AM-FM San Francisco as national sales representative.

Joseph B. Hinerfeld, previously account executive at BBDO, New York, joins account staff of Wermen & Schorr, Philadelphia advertising agency, and also as member of plans board.

ARF appointments

Advertising Research Foundation, New York, has added six persons from member companies to its technical committee and added three committee chairmen to its planning committee.

Added to technical committee are **Alvin A. Achenbaum**, VP and director of marketing research at Grey Adv.; **Thomas H. Dunkerton**, VP and research director at Compton Adv.; **Stanley T. Frame**, director of marketing research for new products division of National Biscuit Co.; **David Inouye**, VP and director of research at Dancer-Fitzgerald-Sample; **John E. Murphy**, director of marketing research at Coty Inc.; and **Arthur S. Pearson**, director of market research for grocery products division of Ralston Purina Co.

Appointed to planning committee are **Malcolm A. McNiven**, chairman of behavioral research committee; **Robert S. Weinberg**, chairman of operations research discussion group, and **William Weibacher**, chairman of technical committee.

Jack Keane, with Fletcher Richards, Calkins & Holden, New York, for past eight years in copywriting and group head positions, promoted to copy chief.

Jean Wade Rindlaub, VP and member of board of directors of BBDO, New York, retires Tuesday (Dec. 31) after 33 years with agency. Mrs. Rindlaub, a BBDO director for 10 years and VP for 20, joined agency in 1930 from Lancaster, Pa., where she was on advertising staff of Armstrong Cork Co.

Robert Jones, **Herbert Kerner** and **Robert Taft** join creative services division of Cunningham & Walsh, New York, as staff writers. Mr. Jones had been with Ogilvy, Benson & Mather; Mr. Kerner with Lawrence C. Gumbinner Adv., and Mr. Taft with Gilbert & Felix, all New York.

Earl L. Cranston, traffic manager of White King Inc. (manufacturer of soap, bleach, detergent etc.), Los Angeles, elected president of Traffic Managers Conference of California for 1964. He joined White King in 1948.

Jack R. Tolzien and **Thomas Johnson**, both formerly of Campbell-Mithun, Minneapolis, join Gardner Adv., St. Louis, as art director and creative research supervisor, respectively. **Thomas E. Wehrle**, of Ernst & Ernst, certified public accountants, St. Louis, joins Gardner as special projects accountant. **Fred C. Czufin**, creative group

supervisor at Gardner's New York office, elected vice president.

Henry M. McCance, for past three years field promotion executive for Johns-Manville Corp. at Cunningham & Walsh, Los Angeles, joins PR department of Nides-Cini Adv., that city.

Ralph Rydholm, previously with copy department of Post-Keyes-Gardner, and **Mac M. Churchill**, of Young & Rubicam, Chicago, join Chicago headquarters staff of Edward H. Weiss and Co. as copywriters.

Robert F. Carney, board chairman of Foote, Cone & Belding, New York, named director of advertising division of Legal Aid Society's 1964 campaign for funds.

Roger Johnson, with WTVN(TV) Columbus, Ohio, for past three years, promoted to commercial operations director, responsible for all commercial advertising schedules and copy.

THE MEDIA



Mr. Campbell

A. Hartwell Campbell, VP and general manager of WNCT(TV) Greenville, N. C., resigns to devote full time to his own broadcasting interests, WGTN Wilson, N. C., which he recently purchased, subject to FCC approval. **Marion (Hank) Tribley**, WNCT operations manager and assistant general manager, and **John G. Clark**, sales manager, promoted to new executive posts at Roy H. Park Broadcasting Inc., licensee of WNCT. Mr. Tribley becomes acting general manager, and Mr. Clark was appointed general sales manager. Both have been named to station's management committee.

Kenneth R. Croes, general sales manager of KERO-TV Bakersfield, Calif., appointed acting general manager, replacing **Arthur Mortensen**, who has resigned, effective Jan. 15, to become head of newly created TV division of Golden West Broadcasters, San Francisco (BROADCASTING, Dec. 23). Mr. Croes has been with KERO-TV since outlet went on air in September 1953, has served in capacities of news director, program director and general sales manager.



Mr. Croes

Roger Jeffers, for past two years local sales manager of WHOP Hopkinsville, Ky., promoted to assistant manager. **Katherine Peden**, WHOP station director for past six years, accepts appointment as Kentucky's first woman commissioner for Department of Com-

Leach to direct Gardner's Intergard division

Gardner Adver., St. Louis - based advertising agency, announced last week it has established new international division to offer consolidated global services to its clients.



Mr. Leach

John H. Leach has been named managing director of new Intergard division, based at agency's corporate headquarters in St. Louis. Top assistants are **J. Bruce Swigert**, U. S. international manager, also in St. Louis, and

Derek Read, European international manager, in London. Mr. Swigert is responsible for activities in Western Hemisphere and Far East, while Mr. Read will direct development in common market countries, Africa and Near East.

Gardner President and Chairman Charles E. Claggett said company's decision to expand internationally was based on feeling that "soon the successful American corporations' approach to marketing will move from a domestic export approach to a wholly global basis."

Company's latest move was viewed as logical step to its recent organizational efforts that have led to agency outlets in Great Britain, France and Italy and affiliation with advertising agencies in 63 other locations.

merce. She will continue her association with WHOP as sales consultant.



Mr. Sherman

Donald J. Sherman, account executive at WIRY Troy, N. Y., appointed general manager of KCTV Turlock, Calif. Mr. Sherman joined WIRY in 1961 after two years as local sales manager of WISF Binghamton, N. Y. Previously, he was program director at WUEB-TV Baton Rouge, La.

Robert Humphreys, sales manager of KSRV Ontario, Ore., promoted to station manager. **Clint Bellows**, with KSRV sales since 1955, appointed sales manager, replacing Mr. Humphreys.

Robert J. Bodden, part owner of WSWW Platteville, Wis., and general manager of 1-kw outlet since it went on air in 1955, elected vice president and general manager.

Frank Ward, formerly general manager of WYOS Cicero, Ill., appointed assistant to Egmont Sonderling, president of Sonderling Stations (WOPX-AM-FM Oak Park, Ill.; KDRV Oakland, Calif.; WDBA Memphis, Tenn.; KLOX-AM-FM Long Beach, Calif., and WWRT New York, purchase of which is subject to FCC approval).



Mr. Bodden

PROGRAMMING

Herb Klynn, president of Format Films, has announced dissolution of that company and formation of Herb Klynn & Associates, with headquarters con-

tinuing at North Hollywood studios. **Henrietta Jordan** is VP and administrative assistant under new set-up, with **Ray Thursby** as production coordinator. **Rudy Larriva** has been named staff director, and **Joe Siracusa** as editorial supervisor. New company will continue in production of live action and animated TV commercials, business-sponsored films and theatrical productions.

Warren S. Park Jr., appointed program director of WOVI-TV Columbus, Ohio.

Walter Neiman, program director at WQXR-AM-FM New York, appointed to newly created post of station operations manager, effective Jan. 1. **Martin Bookspan**, station's director of recorded music since 1956, named music director. **Eleanor N. Sanger**, member of WQXR staff since it was founded 27 years ago and for past two years program consultant on part-time basis, retires Jan. 1. Mrs. Sanger formerly served as program director. Mr. Neiman, who joined WQXR in August 1953, will, in his new capacity, have supervisory control of programs and all other staff activities except sales.



Mr. Neiman

Lewis M. Marcy, vice president of McCann-Erickson and former sales executive with NBC-TV, elected vice president of Subscription Television Inc., Santa Monica, Calif.

Reverend William F. Fore, director of visual education department at Methodist Board of Missions, appointed executive director of Broadcasting and Film Commission of National Council of Churches, New York, effective Feb. 1. Mr. Fore will have overall respon-

sibility for religious radio-TV and film production and distribution in behalf of 31 major Protestant and Eastern Orthodox communions cooperating through National Council, and also have charge of BFC's broadcast training program for churchmen.

Cliff Anchor, VP of Anchor-Schwartzkopf Radio Productions, San Francisco, and representative of South African Broadcasting Corp., assumes added responsibilities as program director of KBCO-TV San Francisco.

Robert F. Doty, local sales manager of WTVT-TV Tampa-St. Petersburg, Fla., assumes added duties as operational coordinator. In his new assignment he will implement and accelerate operational efforts in production, public service, public affairs, news, programing and promotion. Mr. Doty has served as WTVT local sales manager since 1957.



Mr. Doty

Peter Johnson, formerly producer with David Wolper Productions, has formed his own firm, Peter Johnson Productions, with headquarters at Goldwyn Studios, Hollywood. Immediate plans call for March production of pilot for half-hour TV dramatic series, which Mr. Johnson will produce from script by Maurice Hill.

Gene O'Dell appointed production manager of WWSN-TV Columbus, Ohio.

Bob Finkel, veteran producer-director, appointed executive producer of National Academy of Television Arts and Sciences' 16th annual Emmy Awards presentation on NBC-TV Monday, May 25 (10-11:30 p.m. PDT). Mr. Finkel is producer of NBC-TV's *Andy Williams Show*.

Jack Mindy, formerly of WWOI Erie, Pa., and WGVV Geneva, N. Y., joins announcing staff of WIKO Ithaca, N. Y., as *Afternoon Show* host.

Kal Rudman, disc jockey at WDAV Philadelphia, appointed director of music and assistant program coordinator at three Scott Broadcasting Stations: WTEM Trenton, N. J.; WPXZ Pottstown, Pa., and WAWR Georgetown, Del. Mr. Rudman will continue his nightly shows on WDAV. **Frank Pointer** named program coordinator for WTEM. Mr. Pointer joins WTEM after serving in programing at WBOG Philadelphia.

Leonard (Buzz) Blair named producer of *Your First Impression* on NBC-TV, succeeding **Steve Hatos**, who has become producer of *Let's Make a Deal*, which starts today (Dec. 30) on NBC-TV, starring Monty Hall, who packaged program with Mr. Hatos and

PROFESSIONAL CARDS

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RAYMOND E. ROHRER & Associates

Consulting Radio Engineers
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Phone: 347-9061
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Phone: BRoadway 8-6733

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Phone: 301 427-4666
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Service Directory

COMMERCIAL RADIO MONITORING CO.

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MEASUREMENTS
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CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE

SPECIALISTS FOR AM-FM-TV
445 Concord Ave.,
Cambridge 38, Mass.
Phone TRowbridge 6-2810

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D. C. 20036
for availabilities
Phone: ME 8-1022

BARKLEY & DEXTER LABS., INC.

Donald P. Wise James M. Moran
Consulting, Research &
Development for Broadcasting,
Industry & Government
50 Frankfort St. Diamond 3-3716
Fitchburg, Massachusetts

who is also executive producer of *Your First Impression*. Mr. Blair has produced specials for NBC-TV, produced *Candid Camera* when it was part of *Garry Moore Show* on CBS-TV, served as Eastern program manager of ABC-TV and most recently served as producer for CBS-TV.

NEWS

Pat Higgins, news director of KOGO-AM-FM-TV San Diego, elected president of executive steering committee of newly formed California Radio-Television Correspondents Association. Other steering committee members are **Mel Kampmann**, KERE-AM-TV Fresno, vice president; **Nancy Clark**, KPNC-TV San Francisco and **Jere Laird**, KHTV-TV Los Angeles, members; **Murray Westgate**, Broadcasters News, Sacramento, secretary.

Bill Carnett, newscaster at WOII Monroe, Mich., promoted to assistant news director.

Steve Rowan, veteran newsmen and assistant director of public affairs at CBS-owned KMOX-AM-FM St. Louis, joins CBS News, New York, effective today (Dec. 30).

Budd Stagg, former announcer at WISS Louisville, Ky., joins news staff of WKYC Cincinnati.

Michael Turner, formerly program director, promotion manager and part owner of WAGR Lancaster, S. C., joins news staff of WTOP-AM-FM Washington as newscaster.

Ralph Mayher, news photographer at ABC-owned KGO-TV San Francisco, promoted to West Coast news cameraman for ABC-TV network, working out of Hollywood.

John Paris, member of news department of WIFE-AM-FM Indianapolis, transfers to news department of WISN-TV (WIFE television affiliate) where he will handle special assignments.

EQUIPMENT & ENGINEERING

Paul D. Williams, member of General Electric's communication products department at Lynchburg, Va., since 1959, appointed manager of product and systems sales for that department. In his new position, Mr. Williams will be responsible for product sales planning, technical sales support and system proposals in two-way mobile radio, telecommunications and military communications fields.

James R. Billingsley, assistant chief engineer of WTRX-TV Onondaga (Jackson-Lansing), Mich., promoted to chief engineer, replacing **Donald L. Wright**, who has joined RCA at Camden, N. J.

Edward O. Dregalla, applications engineer in Chicago office of International Resistance Co., Philadelphia, appointed

FCBA nominations

Nominating committee of Federal Communications Bar Association has recommended following to be new officers of organization; election will be held at FCBA annual meeting Jan. 17 at Sheraton-Park hotel in Washington (BROADCASTING, Dec. 16).

They are: **Thomas W. Wilson**, president; **Maurice M. Jansky**, first VP; **J. Roger Wollenberg**, second VP; **Herbert M. Schulkind**, secretary; **Stanley S. Harris**, assistant secretary; **Robert A. Marmet**, treasurer; **Howard C. Anderson** and **Robert L. Heald** to be members of executive committee for three-year terms.

marketing manager for IRC's North American Electronics division at Lynn, Mass. Before joining International Resistance in 1962, Mr. Dregalla was with industry sales operation of General Electric Co.

William H. Burgess, president and board chairman of Electronic Specialty Co., Los Angeles, was presented highest honor of Disabled American Veterans of U.S., the national Distinguished Service citation. Mr. Burgess founded Electronic Specialty Co. 14 years ago with disabled war veterans whom he was helping to rehabilitate.



Mr. Sanders

Robert W. Sanders appointed manager of engineering for consumer products division of The Magnavox Co., New York, responsible for engineering of Magnavox radio, TV, organ and stereo high fidelity products. Mr. Sanders joined Magnavox in 1953 as chief television engineer, will continue to be located at company's facilities in Fort Wayne, Ind.

Gustave A. Gsell, president of Regulators Inc., Wyckoff, N. J., elected to board of directors of Ward Leonard Electric Co., Mount Vernon, N. Y. Regulators Inc. was recently acquired by Ward Leonard, manufacturer of power systems, regulators and specialized power equipment.

Carl J. Andrews and **Charles L. Alden** appointed advertising manager and merchandising manager, respectively, of magnetic products division of Minnesota Mining & Manufacturing Co., St. Paul. Mr. Andrews joined 3M advertising department in 1957, was named advertising supervisor for magnetic products in 1960. Mr. Alden joined 3M in 1951 and has been merchandising

supervisor for magnetic products division since 1960. **Curtis F. Koefod** and **John W. Savidge** appointed magnetic recording tapes sales managers for Western and Eastern regions, respectively, newly created positions. Mr. Savidge has been 3M's government field manager in Washington since 1961. In that post he is succeeded by **Robert G. Devitt**, who joined 3M in 1955.

David E. Leibson appointed manufacturing manager for television products division of Corning Glass Works, Corning, N. Y.

John C. Lewis, Southern regional manager of Ozalid products for photo and repro division of General Aniline & Film Corp., Atlanta, Ga., appointed general sales manager for repro products of that division, with headquarters at Binghamton, N. Y. Mr. Lewis succeeds **James M. Cloney**, now director of marketing for division.

FANFARE

Shirley A. Thompson, previously with Stanley Kramer Co., motion picture producer, Hollywood, joins Los Angeles office of Harsh-Rotman & Druck, international public relations organization, as account executive.

Art Wilcox, formerly account executive at McFadden-Eddy Associates, Hollywood public relations firm, joins Joe Wolhandler Associates, New York-based publicity organization, to handle public relations for *The Richard Boone Show*. Mr. Wilcox will make his headquarters at MGM-TV studios, where *Boone* program is filmed for NBC-TV.

Jean Isenhower, public service coordinator of WSTS-TV Winston-Salem, N. C., elected to board of directors of Winston-Salem Better Business Bureau.

Inez Pedroza, journalist and actress formerly with MGM, named public affairs coordinator of KMTN-TV (ch. 34), Los Angeles Spanish-language outlet.

INTERNATIONAL

William K. Joyce, VP for marketing of Anderson, Clayton do Brasil and previously general manager of Mexican division of Kraft Foods, appointed acquisition manager-Europe of Viak International division of Richardson-Merrell Inc., New York. Mr. Joyce will make his headquarters in Paris, France.

Commander Edward Whitehead, president of Schweppes (U.S.A.) Ltd., chairman of Schweppes (Canada) Ltd. and member of board of directors of Schweppes (Overseas) Ltd., elected to board of directors of Schweppes Ltd., London, England, parent company of three organizations.

Reo Thompson elected VP and general manager of All-Canada Radio &

Television Ltd., Toronto, radio-TV sales representative firm. Other promotions at organization: **Eric Williams** to VP and secretary-treasurer; **Ross McCreath**, VP for television; **Ken Baker**, VP for radio, and **Robert Tait**, VP for client services. **Cliff Cowan**, newscaster at CFAC Calgary, Alberta, joins All-Canada news bureau at Ottawa.

Edward F. Kavanagh named national sales manager of CKVL Verdun, Que.

Franklin D. Baker, former senior art director at McCann-Erickson Inc., New York, appointed associate director of Afamal advertising group in Johannesburg, South Africa, an affiliate of Interpublic Inc., parent of McCann-Erickson.

DEATHS

John W. Holbrook, 56, news announcer at WNYC-AM-FM (educational) New York, died Dec. 25 of stroke at

New York Hospital. Mr. Holbrook was one of founders of American Federation of Television and Radio Artists.

Robert B. Choate, 65, chairman of Boston Herald-Traveler Corp. and president of WHDH Inc. (WHDH-AM-FM-TV Boston), died Dec. 21 at Massachusetts General Hospital in Boston. A newspaperman for more than 40 years, Mr. Choate became chairman of newspaper last October (BROADCASTING, Oct. 21), while retaining presidency of WHDH Inc. He had been charged with seeing former FCC Chairman George C. McConaughy off the record during comparative hearing on Boston's channel 5 in 1957; case is now in court on appeal and FCC, after giving WHDH Inc. four-month license, has designated its renewal for



Mr. Choate

hearing in competition with three other applicants (BROADCASTING, Dec. 2).

Bill Telaak, 65, onetime writer for Bob Hope and other comics, died Dec. 21 of cancer at Veterans Hospital in Long Beach, Calif.

Robert M. Dooley, 45, general manager of WNHC-AM-FM New Haven, Conn., died Dec. 20 at Grace-New Haven Hospital after eight-month illness. Mr. Dooley had been with WNHC since early 1962. Previously, he was employed at KFAB Omaha as general sales manager (1943-49); wow-AM-TV Omaha as general sales manager (1949-52); John Blair & Co., New York, as general sales manager (1952-55), and at CBS Radio, New York, as sales development manager (1955-61).



Mr. Dooley

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Dec. 19 through Dec. 24 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw.—kilowatts. w.—watts. mc.—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc.—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *educational. Ann.—announced.

New TV stations

ACTION BY FCC

*Richmond, Va.—Central Virginia Educational Television Corp. Granted CP for new TV on UHF channel 23 (524-530 mc); ERP 525 kw vis., 263 kw aur. Ant. height above average terrain 771 feet, above ground 699 feet. P. O. address c/o Thomas Boushall, 800 East Main Street, Richmond. Estimated construction cost \$601,114; first year operating cost \$180,960. Studio and trans. locations both Middlethian District. Geographic coordinates 37° 30' 46" north latitude, 77° 36' 06" west longitude. Type trans. RCA TTU-25B, type ant. RCA TFU-46K. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington; consulting engineer Paul Godley Co., Montclair, N. J. Principals: board of directors. Action Dec. 18.

APPLICATION

*Huntsville, Ala.—Alabama Educational TV Commission. UHF channel 44 (650-656 mc); ERP 270 kw vis., 136 kw aur. Ant. height above average terrain 1,177 feet, above ground 342 feet. P. O. address c/o Raymond D. Hurlbert, 2151 Highland Ave., Suite 206, Birmingham 5, Ala. Estimated construction cost \$407,464; first year operating cost \$30,000. Trans. location Huntsville. Geographic coordinates 34° 44' 16" north latitude, 86° 32' 02" west longitude. Type trans. GE TT-25A, type ant. GE TY-25E. Consulting engineer A. H. Renfro Jr., Birmingham. Principals: commissioners. Ann. Dec. 20.

New AM station

ACTION BY FCC

Gouverneur, N. Y.—Genkar Inc. Granted CP for new AM on 1230 kc, 250 w. P. O. address 123 Main Street, Gouverneur. Estimated construction cost \$16,157; first year operating cost \$60,000; revenue \$72,000. Principals: Morris Genthner (50.4%) and others. Mr. Genthner is commercial manager of WSPN Saratoga Springs, N. Y. This is correction of listing in Dec. 16 issue, which incorrectly identified principals. June 12 initial decision looked toward grant. Action Dec. 9.

Existing AM station

APPLICATION

WEEE Rensselaer, N. Y.—CP to operate specified sunrise hours with reduced power of 500 w (5 kw-LS) with DA, change from DA-D to DA-2. Ann. Dec. 23.

New FM stations

ACTIONS BY FCC

Port Huron, Mich.—Stevens-Wismer Broadcasting Co. Granted CP for new FM on 107.1 mc, channel 296A, 3 kw. Ant. height above average terrain 170 feet. P. O. address 932 Military Street, Port Huron. Estimated con-

struction cost \$27,780; first year operating cost \$181,000; revenue \$204,000. Stevens-Wismer is licensee of WHLS Port Huron. Action Dec. 18.

Stroudsburg, Pa.—Pocono Broadcasting Inc. Granted CP for new FM on 93.5 mc, channel 228A, 300 w. Ant. height above average terrain 810 feet. P. O. address 22 South Sixth Street, Stroudsburg. Estimated construction cost \$19,100; first year operating cost \$5,977; revenue \$7,020. Pocono is licensee of WVPO Stroudsburg. Action Dec. 18.

Morristown, Tenn.—East Tennessee Broadcasting Corp. Granted CP for new FM on 95.9 mc, channel 240A, 3 kw. Ant. height above average terrain 260 feet. P. O. address c/o George R. Guertin, WMTN Morristown. Estimated construction cost \$11,403; first year operating cost \$7,500; revenue \$12,500. Applicant is licensee of WMTN Morristown. Action Dec. 18.

APPLICATIONS

Miami—WSKP Inc. 104.3 mc, channel 282, 34.6 kw. Ant. height above average terrain 291 feet. P. O. address 420 South West 2d Avenue, Miami 36. Estimated construction cost \$37,098; first year operating cost \$16,000; revenue \$12,000. Applicant is licensee of WSKP Miami. Ann. Dec. 24.

Streator, Ill.—Streator Broadcasting Co. 97.7 mc, channel 249, 2.71 kw. Ant. height above average terrain 145 feet. P. O. address c/o Joel W. Townsend, 526 Market Street,

Continued on page 61

EDWIN TORNBURG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
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- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
- DISPLAY ads \$20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS & EMPLOYMENT AGENCIES advertising require display space.
- All other classifications, 30¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies to **Broadcasting**, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Manager for small market southern station. Opportunity for young family man with sales ability and work ability seeking management. Approximately 6 thousand annual salary with potential in the five figures. Station has excellent reputation, equipment etc. Box P-313, BROADCASTING

General manager, successful. Full responsibility. Northeastern suburban-resort area. Population 400,000. Salary plus percentage of profits. Box P-326, BROADCASTING

Manager west coast radio station. Administrative experience radio essential. Programming, community organizing desirable. \$10-\$12,000. Mary Leisure, General Delivery, Oakland

Sales

N.Y.S.—Fine opportunity for experienced salesmen—send resume. Box P-244, BROADCASTING

Large east coast market. Chain operation. Intelligence, hard work at adult programed station will provide decent living. Apply in confidence. Box P-292, BROADCASTING

Radio salesman—Mature, experienced, aggressive for permanent sales position with No. 1 Pulse station in Illinois! No. 2 market. A good family man with solid radio sales background will earn a substantial income. Contact, John R. Speciale, WRRR, Rockford, Ill.

Announcers

On your way up? This may be your move. Got gimmicks? Different voice? An inside heckler? Special approach to top 40? Make it interesting and exciting for teens and young adults and we'll do the same for you. Evening show. First phone. If you're the guy—name your price. Top-rated east coast station requires good references, picture, tape and personal resume. Box P-187, BROADCASTING

Texas kilowatt needs mature, experienced dj for adult programming. If you can sell a commercial and make a record show sound interesting, send air check, resume and references. All tapes returned \$100.00 week. Box P-208, BROADCASTING

1st phone announcer—start at \$120.00 prefer men from Iowa, Illinois or Missouri. Many extras. New studios. New equipment. Old established central states medium market station. Send full details, tape & photo to Box P-229, BROADCASTING

Negro announcer experienced for long-established Maryland radio station. 1st phone preferred but not mandatory. Car needed. Send resume, references, picture first letter. Hold tapes until we advise. Box P-265, BROADCASTING

50,000 watt southwestern market station is looking for a top man to take over and build a tough time slot. We are not format or rock but oriented around good popular music-personality programming. If you are a top-forty man desiring a change from the frantic pace, solid personality, production and news, good voice, 25 to 35 years old, a family man looking for a good market and a good climate to settle in, this is the move you should make. Send tape, resume and salary requirements to Box P-290, BROADCASTING

Grand opportunity for experienced man to join progressive good music multiple station organization upper midwest. Salary open for right man. Send aircheck, picture, resume. Box P-299, BROADCASTING

Announcers—(Cont'd)

One man for basketball football play-by-play, news production light board shift. Box P-300, BROADCASTING

Gal personality continuity writer promotion minded all new all modern station with tops in jingles and production library and equipment. Excellent working conditions in progressive market. Water sports in summer, skiing nearby in winter. If you're interested in that rare combination of good pay and scenery send photo tape and resume to Box P-303, BROADCASTING. All replies answered and tapes returned.

Major southwest opportunity for morning man to run warm good music format sound with polished production. Submit tape and resume to Box P-321, BROADCASTING

Experienced, entertaining morning radio personality. One of the nation's leading quality music stations in the top 15 markets invites your application. Audition tape must be representative of actual air performance. Tape should be accompanied by brief personal and professional resume and recent photograph. For outstanding talent, station will offer top scale in the market or higher. Box P-328, BROADCASTING

New York City fringe—Growing station seeks experienced staff announcer with solid command of broadcasting basics. If you have pleasant air voice, polished news and commercial delivery, are musically middle-of-the-road and want to grow with us, send complete resume and audition tape to Box P-337, BROADCASTING

Immediate opening for experienced top music dj also strong in news gathering, writing and delivery for early morning shift with expanding live station operation. Must be steady, reliable, happy, versatile man with good references. Western Pennsylvania daytime medium market near large metropolitan areas. Outstanding opportunity for small market man ready to move up. Rush audition, resume, photo, recent earnings to Jack Sandstrom, P.O. Box 211, Sharon, Pa.

Experienced announcer for middle of road format KBRZ, Freeport, Texas

Opportunity married staff announcer. Outline experience. KFRO, Longview, Texas

Talented? Creative? Interesting? Dependable? Do you understand modern radio? I'm looking for a mature, energetic young jock who digs radio people and the south. We are number one and intend to increase our lead. Can you pile up the points? If so, you might be the fellow I'm looking for. The emphasis is on personality, production and news. Send tape, full resume, photo and salary expected, to Dan Diamond, WABB, P.O. Box 1476, Mobile, Alabama

Announcer with first phone. No maintenance. WAMD, Aberdeen, Md.

Immediate opening for morning dj. Adult music kilowatt. Market over 50,000 plus 18,000 Purdue students. Send tape and resume including salary requirements to Dick Lingle, WASK radio, Lafayette, Indiana

Metropolitan Detroit station wants experienced dependable air personality. Send tape and resume to WERB, Box 2164, Livonia, Mich.

Needed immediately (2) first phone combo. Good voice and delivery. No maintenance, must have car. Call Mr. Eyre, WTOR, Torrington, Conn. 203-489-4181

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, Mc-Lendon Broadcasting Company, Box 197, Jackson, Miss.

It's a fact—First phone announcers earn more money! Secure your future with an FCC First Class License. Five weeks in beautiful, warm and sunny Florida. And now, in addition to REI's famous five (5) week first phone course—now third phone, plus broadcast endorsement by correspondence. Only \$16.00. Same famous guarantees the residence course. License or complete refund. Radio Engineering Institute of Florida, Inc., 135 N. Pineapple Avenue, Sarasota, Fla.

Technical

Wanted engineer with or without announcing ability for Massachusetts station. Box P-247, BROADCASTING

Chief engineer—opening January 1964. Midwest 5 kw directional. Good pay and benefits to mature technician willing to assume departmental responsibility. State requirements and references. Box P-252, BROADCASTING

Chief engineer, educational fm, two miles New York City line. No teaching first phone. Fringe benefits. Box P-301, BROADCASTING

Immediate opening for experienced engineer. Full knowledge of transmitter with working knowledge of studio operation. Send full resume & references with initial response. Reply to Box P-312, BROADCASTING

Wanted: New Mexico has opening for chief engineer/announcer. Send complete resume and salary requirements. KRSY, Box 1981, Roswell, New Mexico

Immediate opening for chief engineer for small market 5 kw daytime. Call James Childress, 586-2221, Sylva, North Carolina

State of Nevada—communications specialist—\$787-\$959 B.S. degree in electrical engineering plus 5 years experience in planning and/or administering two way radio communications systems or the equivalent. Possession of a valid second or first class radio telephone operator's license is also required. Career appointment—excellent fringe benefits including retirement plan, sick pay and vacation leave—group insurance. Apply Personnel Division, Carson City, Nevada

Production—Programming, Others

Need both experienced news director and dj. Want mature voices. Good pay. Send tape, resume to Box N-185, BROADCASTING

Promotion manager—Adult programed east coast major market radio station. Send resume with photo. Many benefits. Salary open. Write P-325, BROADCASTING

Wanted—Experienced promotion man for 50,000 watt chain operation in a major midwest market. State experience, proof of performance and references. Excellent opportunity for a sharp young man with ideas. Box P-331, BROADCASTING

Production—Programing, Others

Continued

NYC area station seeks news director who now holds responsible position in medium to large news operation and who plans to make broadcast journalism a career. Must be top-notch writer with supervisory experience. Able to handle sizeable news staff. Newspaper experience helpful. Send resume, audition materials and salary requirements to Box P-336, BROADCASTING.

Sports director, some sales, and board duties. Excellent play-by-play opportunity. Send tape, resume to KHAS Radio, Hastings, Nebraska.

Newsman wanted immediately for local news. Good salary. Contact C. L. Riley, phone office 796-7684, home 796-8732, WBRW, Big Rapids, Mich.

Newsman—Wgic, am dial 1500, Xenia, O. Write or call Dick Moran, Gen. Mgr., Don't call collect.

WLLL, Lynchburg, Virginia need—Swinging top 40 d-j. heavy on production and ideas—possible program director—Call Tom Montgomery, 845-1418.

Opening for experienced copy writer with proven ability, male or female. Also have opening for engineer with first class license. ABC Network station in Ohio. Write WMAN, Mansfield, Ohio.

RADIO

Situations Wanted—Management

Qualified to manage. Eight years experience in am and fm. References, New York State only. Box P-76, BROADCASTING.

Available—General manager with experience—profit making proven record—well qualified. Box P-128, BROADCASTING.

\$15,000 buys veteran of 15 years combo general manager-sales manager-chief engineer with around-the-clock dedication to your growth. Prefer northeast or Florida. Box P-235, BROADCASTING.

First phone man: Experienced in management, sales, copy, production, programing, news, music, c&w, top-40, popular, metropolitan, farm, top audience rating. Present income \$750.00 per month plus. Prefer medium or small market. Will consider buying into a station. Family man, 45, sober, dependable. Box P-250, BROADCASTING.

Announcers

San Francisco first phone personality available. Interested? Box N-45, BROADCASTING.

Sports announcer looking for sports minded station, finest of references. Box P-74, BROADCASTING.

First phone announcer, 34, married. Two children. Good experience. Steady, reliable, prefer west. Box P-284, BROADCASTING.

Teen time tacit? Tap tip top, top time talent, tried, true! Takes tall terms (\$150). Try Box P-291, BROADCASTING.

Announcer/writer, college graduate, military completed, seeking position with mature, thinking station any where, but prefer California, Florida or Pacific Northwest. Box P-295, BROADCASTING.

Attention: Ohio major markets—I have ten years solid years of radio-tv experience with a major college BA degree in radio speech to back it up. Seeking greater challenge. Am 31-married-cooperative-dependable-excellent work record-currently employed (present position 5 years)—comfortable with all formats (top 40 to good music). Experience includes 2 years stereo-multiplex. Not just record spinner but intelligent handling of commercials-news-sports-plus interesting interview shows-production abilities. Best personal, business, credit references. Good health—no problems—professional attitude. Will supply complete background information on request. No tapes, please. Personal interview only—my expense. Will wait, if necessary, for right opportunity. Box P-302, BROADCASTING.

Announcers—(Conf'd)

Experienced country personality dj. Tape photo resume on request. Box P-297, BROADCASTING.

Top Northeast play by play man, air personality available soon. Southeast progressive operation preferred. No top 40. Puleez, am single. Box P-305, BROADCASTING.

I'm a programmer and I'd like to make a big winner of your medium market station through sharp, sellable format programing. My story is interesting. Box P-306, BROADCASTING.

Young, stable jock with 3 years experience wants more top forty or television experience, in medium or large market. Will relocate for best offer. Box P-307, BROADCASTING.

Gal DJ, personable, news, womens programs, writer, hard worker. Box P-310, BROADCASTING.

Capable versatile announcer, newscaster, disc-jockey seeks employment. Inquiries invited. Box P-311, BROADCASTING.

First phone showman—6 years in the top 50 markets. College, draft free. Available immediately. Box P-317, BROADCASTING.

Available immediately! Air personality with top market experience. Previously with major top 40 chains and 50,000 watt adult oriented outlet. First phone if necessary. Box P-318, BROADCASTING.

First phone. Announcer. Disc jockey. Prefer small market air work. Box P-319, BROADCASTING.

Morning personality. Would like chance to develop morning style. Multiple voices, production. Presently top announcer, pd. Any size market if offer is right. Prefer New England, top 40, but good music also. Box P-320, BROADCASTING.

DJ/announcer news. Reliable, experienced, excellent voice. Working top rated medium market, top 40—tight board—wants middle road—or light top forty. Box P-323, BROADCASTING.

Short on experience, long on talent, top 40. Box P-327, BROADCASTING.

Attention, announcer/deejay—Young, very dependable, with bright personality and smooth voice. Strong on commercials. Knows and loves music. Not a prima donna or floater. Willing to relocate. Box P-330, BROADCASTING.

If you can find a better announcer, hire him!! But listen to my tapes. I can give you saleable news and sports. Also capable dj with light sales background. Excellent references. Consider all offers. Nine years radio and newspaper experience. Call 213-867-7785 any evening (or write Box P-332, BROADCASTING).

First phone with mature announcing, interested in getting into tv engineering with stable organization. Desiring position along mid-east coast. Box P-334, BROADCASTING.

Experienced announcer, 1st phone. Write or call WBAR, Bartow, Florida.

Technical

Skinny, hungry southern po-boy has P3 everything and screwdriver Box P-287 BROADCASTING.

Production Programing & Others

Experienced, authoritative sportscaster desires relocation, college graduate, complete sports background (player-coach-play-by-play), strong on sports knowledge, smooth, lively delivery, extensive radio experience (all phases), tape, resume, references. Desire midwest. Box P-258, BROADCASTING.

News editor. Extensive news, publications background. To metropolitan market without air work. Mature. Box P-280 BROADCASTING.

Production Programing & Others

Continued

Newscaster/interviewer talks programs, interested only in permanent position with future. 2 years experience, college degree radio speech. Box P-316, BROADCASTING.

Professional. Top 40 dj. Heavy experience in programing, music, production and news. 36. Single. No obligations. Devote full time your station. Twenty years radio. Good voice. No first phone. Employed. Good references. Major or medium market preferred. All offers considered. Box P-335, BROADCASTING.

Experienced in management, announcing, programing, news, sales and copywriting. Know country, western and popular music. Well qualified radio man. Excellent references. Single, 37, San Antonio or vicinity. Curtis Short, San Antonio, Oxford 6-0735.

Immediate, experience: copy, combo, tv, 5 years midwest, veteran, 25, single, BA English, desires dental college—nearby/in metro area. Hours, salary open. Vitals on request. What have you? Jim Stokes, Britton, South Dakota, 605-HI8-2686.

TELEVISION

Help Wanted—Announcers

Top announcer needed. Possibility of some live, some directing, but main emphasis is on ability to interpret copy well. TV experience helpful but not required. If you think your voice and delivery is top caliber, send an audio tape, resume and photo to R. H. Anderson, KVOS-TV, Bellingham, Wash.

Announcer with interest in on-the-air television commercial work for midwest multiple ownership operation. Send resume, tape and picture along with salary requirements to Box P-333, BROADCASTING.

Technical

Studio operator with 1st class license needed immediately. Contact Mr. Joe Gill, Chief Engineer, WIS-TV, Columbia, S. C.

Two technicians first phone and tv control operator, maintenance and VTR experience required. Contact R. A. Punzo, WRGB Schenectady, New York.

Production—Programing, Others

News director. Eastern television station, medium market requires a director who can administer a small staff of reporters and photographers, understand the impartial and thorough reporting of news without comment and who can appear on the air. College background required. Box P-282 BROADCASTING.

Wanted: Experienced producer-director or producer-director-announcer for top one hundred market, Southeast. Send complete information, including picture, to Box P-286 BROADCASTING.

TV director trainee with some experience for large Eastern market. Send resume to Box P-322, BROADCASTING.

Charleston, South Carolina TV station needs artist. Require excellent freehand lettering and imagination. Send samples and resume. Box P-324, BROADCASTING.

TELEVISION

Situations Wanted—Management

Ramrod. Operations. Thoroughly experienced. Not a faker. Immediate. \$750 firm. Box P-285, BROADCASTING.

Top rated regional sportscaster with solid management, sales, production board and on-camera television background. Family man, college degree, excellent work record and best references. Age 29, Mickey McCoy, 3411 Concord, Amarillo, Texas, FL 6-3088.

Sales—(Cont'd)

Wanted: An opportunity in tv sales. Eight years tv experience includes: Producer-director, production director, promotion manager, B.A. (Speech & Business), M.S. (Radio-TV), degrees. Married. All references excellent. Box P-314 BROADCASTING

Announcers

Radio announcer—continuity writer. College, like to opportunity after holidays. Box P-293 BROADCASTING

Technical

First phone tv can switch George Davenport 913 McCoskry, Saginaw, Michigan. Phone 1-517-755-3504.

Production—Programming, Others

TV news director in medium market. Now top-rated newscaster in major market. Thorough reporting, writing, filming experience. \$750 minimum. Box P-135, BROADCASTING

Kids show . . . tried and proven brand new show. For VTR phone 213-332-3398. Box P-27, BROADCASTING.

Young man—Presently ETV traffic director. Seek position with advancement possibilities. Familiar with continuity, traffic programming and scheduling of facilities. Box P-283 BROADCASTING

Producer-director—10 years television experience. Seeking permanent position. Married. 3 children. Available immediately. Box P-288 BROADCASTING

No glowing phrases . . . just hard work and sharp polished news presentation! Experienced radio tv news dir. Write or call: Nick Launi 2258 Empress St. WA 2-4938 North Sacramento, Calif.

Production director of an all-color studio looking for a station that likes to do more than news, weather, sports and an occasional remote. Will consider director or A.D. positions in right market. Married, M.S. degree. Top references. Box P-315, BROADCASTING.

FOR SALE

Equipment

GE XT-1A 1 kw am transmitter, Robinson turntables, Rust remote control equipment. 4X500F tubes, Wollensack T-1500 tape recorders, state condition and price. Box P-50, BROADCASTING.

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.

ITA 1 kw fm-Subcarrier generation—limiter—H. P. FM Monitor—8 Bay Antenna. Box P-294 BROADCASTING

GE TT-24, UHF, 100 w transmitter Write Box P-304, BROADCASTING

Three (3) Blaw-Knox 200 ft. self-supporting towers, gaw in excellent condition. P. O. B. 575 Vidalia, Georgia

UHF 1 kw continental transmitter, modified for color, presently tuned for Channel 18. Offering does not include the filter-plexer. Transmitter in excellent condition—\$9,500.00. Contact J. W. Robertson, Chief Engineer, WLEX-TV, Lexington, Kentucky

Television/radio transmitters, cameras, microwaves, tubes, audio, monitors. Electrofind 440 Columbus Ave., N.Y.C.

RCA BTF-3B 3 kw fm transmitter with 2 crystals and 1 set of used tubes. These units were damaged in a flood and are salvage only. Submit bids to J. Lee Hill Claims Service, 518 Guaranty Building, Cedar Rapids, Iowa before February 1, 1964.

FOR SALE

Equipment (Cont'd)

(12) Twelve-200 foot self supporting radio towers—very reasonable. Inquire P. O. Box #133, Woodbridge, N. J. or call 634-9042. Area code 201

Xmission Line; Teflon insulated, 1½" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused, 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

WANTED TO BUY

Equipment

Wanted: 2 RCA TP-16 film projectors or equivalent—used. Good working order. Also interested in other professional tv equipment. Send details to Box P-237 BROADCASTING

250 watt or more low power fm transmitter, purchased within last 6 to 10 years, in good condition, and licensable by FCC. New model's transmitter and fm antenna (without tower). Tell us what you have and price. Write Box P-289 BROADCASTING

Two used tape recorders—Berlant Magnecorder, etc. Ten-inch reels, working condition. Send details to Chief Engineer, WCTC New Brunswick, N. J.

BUSINESS OPPORTUNITY

Highly experienced and successful large-market operator wishes to contact persons interested in forming investment group to acquire broadcast properties. Box P-309, BROADCASTING

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write Dept. 3-K, Grantham Schools, 3123 Gillham Road, Kansas City, Missouri.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programming, 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 continues top placement record. Proven 1st phone and "modern" sound. Illustrated brochure. 259 Geary St. Next class January 13.

Save time! Save money! Come to beautiful, warm and sunny Florida and get your FCC first class license in just five (5) weeks! Full resident tuition only \$295.00. License or complete refund. Free placement. Radio Engineering Institute of Florida, Inc., 135 N. Pineapple Ave., Sarasota, Florida.

INSTRUCTIONS—(Cont'd)

Announcing, programming, 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

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.

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.

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.

FCC License in six weeks. Total cost \$300.00, radar endorsement included. Resident class only. Your opportunity in Space City. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. Next class January 13th.

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

MISCELLANEOUS

Salesmen's planning and reporting system. Best yet. Year's supply for three men \$27 plus postage or send check and we prepay. Satisfaction guaranteed. Execu-plan Box 241, Litchfield, Illinois

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.

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

"Broadcast Comedy" a free publication available to disc jockeys doing light comedy. Write, including call letters—Show-Blz Comedy Service Dept. BC 65 Parkway Court, Brooklyn, N. Y. 11235

RADIO

Help Wanted—Announcers

WANTED! MORNING MAN

Outstanding morning man for top ten market needed by large multiple-owner. Ideal working and living conditions. Great opportunity with 5 figure salary to start, RUSH tape, resume and all pertinent information in confidence to Box P-277, BROADCASTING.

TOP
MAN
FOR
TOP
CITY

RADIO—SOUTH

Big Power Regional adds three-expands staff within southern chain. Top Pay for talent-creativity-ability. Work and Earn. No forty-hour specialists, beginners, floaters, bad habits. Immediate hiring—good opportunity. Choosing from any of following: SALESMAN/ANNOUNCER either or both, NEWSMAN/ANNOUNCER either or both, NIGHTTIME TOP 100 ANNOUNCER/WITH FIRST CLASS (no maintenance). TOP ANNOUNCER WITH 1st CLASS. OPPORTUNITY.
Box P-281, BROADCASTING

Experienced, Entertaining Morning Radio Personality

One of the nation's leading quality music stations in the top 15 markets invites your application. Audition tape must be representative of actual air performance. Tape should be accompanied by brief personal and professional resume and recent photograph. For outstanding talent, station will offer top scale in the market or higher.

Box P-329, BROADCASTING

GAL DJ's WANTED

If your voice makes the monitor weather gal sound like Whistler's mother. . . . Get in touch with me fast! Looking for girl DJ's with sultry voices for new innovation in broadcasting! Call Bob Michael, WNOW, York, Pennsylvania. Phone 47-1049.

Announcers-Sales

Positions open—coast to coast. 125 offices to serve you. Send tape and resumes to Helen Clark

SNELLING & SNELLING
917 Washington St.—Wilmington,
Delaware

TELEVISION

Help Wanted—Announcers

FLORIDA

Florida metropolitan VHF station needs strong air personalities for commercials and flash or news. This is an unlimited opportunity for an experienced, seasoned TV personality. Please do not apply unless you are experienced and GOOD.

Box P-296, BROADCASTING

Technical

CHIEF ENGINEER

for midwest group operation. Must be experienced in UHF, VHF, AM, FM AND Microwave. Broad knowledge of station construction, technical budgets, FCC rules and personnel administration essential. Send resume and photograph to:

Box P-298, BROADCASTING

FOR SALE—Stations

5 KW MAJOR MARKET Mid-East Daytimer

50% ownership for sale, option to purchase other half, you manage and operate. Present owner has other interests. Your investment to be used entirely for working capital.

Box P-308, BROADCASTING

THE PIONEER FIRM OF TELE- VISION AND RADIO MANAGE- MENT CONSULTANTS ESTABLISHED 1946

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To buy or sell Radio and/or TV properties contact:

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S. E.	metro	race	275M	29%
N. E.	Top 50	daytime	400M	29%

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New York City 10022
SHERLEE BARISH, Director

Continued from page 57

Mount Carmel, Ill. Estimated construction cost \$9,945; first year operating cost \$8,000; revenue \$10,000. Applicant is licensee of WIZZ Streator. Ann. Dec. 24.

Urbana, Ill.—The Illini Publishing Co. 103.9 mc, channel 280A, 3 kw. Ant. height above average terrain 78 feet. P. O. address c/o Paul McMichael, 620 East John Street, Champaign, Ill. Estimated construction cost \$11,320; first year operating cost \$13,330; revenue \$12,000. Applicant owns WGPU Urbana. Ann. Dec. 20.

St. Matthews, Ky.—J. W. Dunavent. 103.1 mc, channel 276, 3 kw. Ant. height above average terrain 144 feet. P. O. address Pennsylvania Avenue, Eminence, Ky. Estimated construction cost \$26,919; first year operating cost \$50,000; revenue \$50,000. Mr. Dunavent, sole owner, also owns WSTL Eminence, Ky. Ann. Dec. 20.

St. Louis—Apollo Radio Corp. 107.7 mc, channel 299, 81.6 kw. Ant. height above average terrain 382 feet. P.O. address Box 391, Houston 1. Estimated construction cost \$31,344; first year operating cost \$42,000; revenue \$36,000. Principals: J. T. Trotter (65%), Ronald G. Schmidt (20%) and Joseph L. Brown Jr. (15%). Apollo owned KARO (FM) Houston until last June; it now owns but is selling KBCO(FM) San Francisco. Ann. Dec. 24.

Jacksonville, N. C.—Onslow Broadcasting Corp. 105.5 mc, channel 288A, 3 kw. Ant. height above average terrain 120 feet. P.O. address Box 771, Jacksonville. Estimated construction cost \$14,332; first year operating cost \$7,500; revenue \$5,000. Applicant is licensee of WJNC Jacksonville. Ann. Dec. 24.

Existing FM station

APPLICATION

WMBD-FM Peoria, Ill.—CP to change frequency from 92.5 mc, channel 223, to 93.3 mc, channel 227, increase ERP from 27 kw to 36 kw, increase ant. height above average terrain to 562 feet and install new ant. Ann. Dec. 20.

Ownership changes

ACTIONS BY FCC

KNBB(FM) Newport Beach, Calif.—Granted assignment of license from James D. Higson (100%), d/b as Newport-Costa Mesa Broadcasting Inc., to Philip C. Davis (100%), tr/as Success Broadcasting Co. Consideration \$34,750. Mr. Davis is salesman. Action Dec. 20.

KSRF(FM) Santa Monica, Calif.—Granted transfer of control of licensee corporation, Pacific Ocean Broadcasting Inc., from Pacific Ocean Park Inc. (80%) to parent corporation, Pacific Seaboard Land Co. (80%). No financial consideration involved.

WHCN(FM) Hartford, Conn.—Granted transfer of control of licensee corporation, WHCN Inc., from Concert Network Inc. to Leonard M. Salter, receiver. No financial consideration involved. Also see WBCN(FM) Boston and WNCN(FM) New York actions below. Action Dec. 20.

WTOP-AM-FM-TV Washington and WJXT-TV Jacksonville, Fla.—Granted transfer of control of licensee corporation, Washington Post Co., from Philip L. Graham, deceased, to widow, Katharine Graham. No financial consideration involved. Action Dec. 20.

WOKC Okeechobee, Fla.—Granted assignment of license from Sugarland Broadcasting Co., owned by Frank Denmead, to Okeechobee Broadcasters Inc., owned by Charles and Muriel L. Castle (48%), William A. and Callie M. Stokes (40%) and Sugarland (4%). Consideration \$24,000. Action Dec. 18.

WGAA Cedartown, Ga.—Granted assignment of license from J. Franklin Proctor (100%) to Werner E. Wortsman, Otis A. Brumby, Robert D. Fowler, Lucia R. Smith and Myrna N. Whitaker (each 20%), tr/as Cedartown Radio Inc. Consideration \$100,000. Messrs. Wortsman, Fowler and Whitaker each have interests in WBLJ Dalton and WLKB Decatur, Ga.; all applicants except Mr. Brumby have interests in small Georgia newspaper; Mr. Brumby is law student. Action Dec. 20.

WSNT Sandersville, Ga.—Granted transfer of control of licensee corporation, Radio Station WSNT Inc., from James R. Denny

to executors of estate. No financial consideration involved. For other information see WJAT Swainsboro, Ga. Action Dec. 19.

WJAT Swainsboro, Ga.—Granted transfer of control of licensee corporation, **Radio Station WJAT Inc.**, from James R. Denny (50%) to J. William, John E. and Dollie D. Denny, Mary C. Rhodes and Thomas M. Evans, executors of estate of James R. Denny, deceased. No financial consideration involved. Also see WSNT Sandersville and WBRO Waynesboro, both Georgia. Action Dec. 19.

WBRO Waynesboro, Ga.—Granted transfer of control of WJAT Inc., parent company of licensee, **Radio Station WBRO Inc.**, from James R. Denny (50%) to executors of estate. No financial consideration involved. For other information see WJAT Swainsboro, Ga. Action Dec. 20.

KSNB Pocatello, Idaho—Granted transfer of control to licensee corporation **Pocatello Broadcasting Co.**, from Francis J. Riordan (80%) to Daniel C. Libeg and Tom Thompson (each 40%). Consideration \$45,000. Messrs. Libeg and Thompson are employees of KSNB. Action Dec. 18.

WBCN(FM) Boston—Granted transfer of control of licensee corporation, **WBCN Inc.**, from **Concert Network Inc.** to Leonard M. Salter, receiver. No financial consideration involved. Also see WBCN(FM) Hartford, Conn., and WBCN(FM) New York grants. Action Dec. 20.

WMBC Macon, Miss.—Granted assignment of license from Frederick A. W. (90%) and Janola B. (10%) Davis, tr as **Radio Macon Inc.**, to J. W. Furr (100%). Consideration \$11,849. Mr. Furr is businessman and past broadcaster. Action Dec. 20.

***KCUR-FM Kansas City, Mo.**—Granted assignment of license from University of Kansas City to **The Curators of University of Missouri**. Grant constitutes merger of two schools. No financial consideration involved. University of Missouri is licensee of *KOMU-TV Columbia, Mo. Action Dec. 20.

WNCN(FM) New York—Granted transfer of control of licensee corporation **WNCN Inc.**, from **Concert Network Inc.** to Leonard M. Salter, receiver. No financial consideration involved. Also see WBCN(FM) Hartford, Conn., and WBCN(FM) Boston grants. Action Dec. 20.

WKIN-AM-FM Raleigh, N. C.—Granted transfer of control of licensee corporation **WKIN Broadcasting Co.**, from Hugh E. Holder, James G. W. MacLamro and Ralph C. Price (each 33%) to Mr. Holder (30%) and **WIST Inc.** (70%). Consideration \$552,500. **WIST Inc.** is owned by Henderson Belk and is licensee of **WIST-AM-FM Charlotte, N. C.** Action Dec. 20.

WBDS Danville, Pa.—Granted assignment of license from William Emert (90%) and Dean Sharpless (10%), d b as **Montour County Broadcasting Inc.**, to **Montrose Broadcasting Corp.**, nonstock corporation of which W. Douglas Roe is president. Consideration \$35,000. Assignee is licensee of **WPEL-AM-FM Montrose, Pa.** Action Dec. 19.

WYNN Florence, S. C.—Granted transfer of control of licensee corporation, **WYNN Inc.**, from Joe Spidel II (99%) to Spidel Broadcasters Inc. (99.9%). No financial consideration involved. Action Dec. 20.

KEMP(FM) Port Arthur, Tex.—Granted assignment of license from Henry Diehl (100%) d b as **Triangle Broadcasting Co.**, to Larry H. Farmer and Wilis Comeaux (each 50%) tr as company of same name. Consideration \$10,000. Mr. Farmer is part owner of electronics firm; Mr. Comeaux is half owner of construction company. Action Dec. 19.

WVOE Welch, W. Va.—Granted assignment of license from South C. Bevins (100%), d b as **McDowell County Broadcasting Co.**, to Kenneth J. Crosthwait (68.33%), Harry T. Burn (16.66%), Tommie Brown and George G. Fulcher (each 7.5%), tr as **WVOE Inc.** Consideration \$18,500. Mr. Crosthwait owns 80% of **WHBT Harritan, Tenn.**, other three principals are businessmen. Action Dec. 19.

APPLICATIONS

KWBV Scottsdale, Ariz. Seeks transfer of control of licensee corporation **Scottsdale Broadcasting Co.**, from John C. Cox Jr. and Virginia L. Cox to Thomas B. Sweeney Investment Co. and **Community Broadcasting Inc.**; Scottsdale is 70% owned by Arizona

Broadcasters Inc., which in turn is 66% owned by Mr. and Mrs. Cox. Sweeney Investment and **Community Broadcasting** are each buying 50% of Cox's stock. Sweeney Investment is 60% owned by Thomas B. Sweeney and the major tv owner of **Community Broadcasting**, licensee of **WKWK Wheeling, W. Va.**, is Lewis W. Dickey; Sweeney Investment owns 15% of **Community Broadcasting**. Consideration \$76,502. Ann. Dec. 23.

KTLA(TV) Los Angeles—Seeks assignment of license from **Paramount Television Productions Inc.**, subsidiary of **Paramount Pictures Corp.**, to **Golden West Broadcasters (Broadcasting) Nov. 4.** owned by Gene Autry, Robert O. Reynolds, Lloyd Sigmon and others. Consideration \$12,000,000. **Golden West** owns **KMPC Los Angeles**, **KFSO San Francisco**, **KVI Seattle** and **KEX-AM-FM Portland, Ore.** Mr. Autry with other associates owns **KOOL-AM-TV Phoenix** and **KOLD-AM-TV Tucson**, both Arizona. Ann. Dec. 19.

WOOO Deland, Fla.—Seeks assignment of license from Brian E. Tolby, receiver, to **Shom Broadcasters Inc.**, owned by Mr. Tolby, Ralph R. Clayton and James W. Lea (each 33%). Consideration \$52,732. Mr. Tolby was **WOOO** station manager until appointed receiver. Mr. Clayton is attorney. Mr. Lea is **WOOO** program director. Ann. Dec. 23.

WMOP-AM-FM Ocala, Fla.—Seeks assignment of license from Andrew B. Letson to **WMOP Inc.**, owned by James E. Kirk Jr. (100%). Consideration \$175,000. Mr. Kirk is **WMOP-AM-FM** general manager. Ann. Dec. 23.

KUAM-AM-TV Agaña, Guam—Seeks transfer of control of licensee corporation, **Radio Guam**, from Philip Berg (100%) to **Pacific Broadcasting Corp.** (100%), owned by H. Scott Killgore. Consideration \$650,000. Mr. Killgore is majority owner of **KUDL Fairway, Kan.** and **KALI San Gabriel KOFY** and **KUFY(FM) San Mateo** and **KECC(TV) El Centro**, all Calif. Ann. Dec. 20.

WLPO LaSalle, Ill.—Seeks transfer of control of licensee corporation, **LaSalle County Broadcasting Corp.**, from Peter Miller (99%) to **The Daily Post Co.** (99.8%), wholly owned by Mr. Miller. No financial consideration involved. Also see **KAWA Waco-Marlin, Tex.**, application below. Ann. Dec. 23.

KHAK-AM-FM Cedar Rapids, Iowa—Seeks assignment of license from **Northland Broadcasting Corp.**, owned by Kingsley H. Murphy Jr. and Carroll E. Crawford, to **Agrus Broadcasting Inc.**, owned by Nathan Agrus and Jordan E. Ginsburg (each 50%). Consideration \$100,000. Messrs. Agrus and Ginsburg are local businessmen. Ann. Dec. 23.

WLKY Paris, Ky.—Seeks assignment of license from David L. Krause, receiver, to **Paris-Bourbon County Broadcasting Inc.**, owned by J. M. Alverson Jr., Sanford A. Alverson and Robert B. Worthington (each 33%). Consideration \$56,000. Messrs. Alverson have interest in **Paris Daily Enterprise**. Mr. Worthington is newspaper's advertising manager. Ann. Dec. 19.

WRPL Charlotte, N. C.—Seeks assignment of CP from Riden A. Lyon to **Voice of Charlotte Broadcasting Co.**, owned by Mr. Lyon (60%), C. Curtis Sigmom (20%), Harvey R. Laughter (13%) and C. B. Sigmom (3%). Assignment is merger of Mr. Lyon with group which had conflicting application for original CP. Ann. Dec. 24.

KAWA Waco-Marlin, Tex.—Seeks transfer of control of licensee corporation, **M-L Radio Inc.**, from **LaSalle County Broadcasting Corp.** to **The Daily Post Co.**, both firms are owned by Peter Miller. No financial consideration involved. Also see **WLPO LaSalle, Ill.**, application above. Ann. Dec. 23.

WEMP-AM-FM Milwaukee—Seeks acquisition of positive control of licensee corporation, **Milwaukee Broadcasting Co.**, by Arthur M. Wirtz (53.5% after transfer, 44.5% before) through purchase of stock from Hugh K. Boice Jr. (19%). Consideration \$45,000. Ann. Dec. 19.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Herbert Shafrman issued initial decision looking toward granting application of **North Atlanta Broadcasting Co.** for new AM in North Atlanta, Ga.,

insofar as it seeks daytime operation in 680 kc, 5 kw, but denying part of application seeking nighttime operation. Action Dec. 23.

■ Hearing Examiner Elizabeth C. Smith issued initial decision looking toward granting application of **WAEB Broadcasters Inc.** to increase daytime power of **WAEB Allentown, Pa.** on 790 kc from 500 w to 1 kw and install new DA for daytime use at new trans. site, continuing nighttime operation with 1 kw, DA, from present trans. site, conditioned to precluding pre-sunrise operation with daytime facilities pending final decision in Doc. 14419. Action Dec. 20.

OTHER ACTIONS

■ Commission sent letter to counsel for **KRLA Pasadena, Calif.**, license renewal of which was denied March 15, 1962 and on August 7, 1962 stayed (40 days) outcome of court appeal in which commission was affirmed. Action Dec. 20.

■ Commission extended time from Jan. 3 to Feb. 3, 1964, to file comments and from Feb. 3 to April 3 for replies in rulemaking proceeding on amendment of Part 3 of TV rules to authorize use of airborne TV trans. New dates coincide with revised filing dates in matter of fostering expanded use of UHF television channels, so two proceedings can be correlated insofar as may be necessary or advantageous in adoption of allocation plan and assignment of channels. Action Dec. 19.

■ By decision, commission adopted findings and conclusions of Dec. 27, 1962 supplemental initial decision and 1) denied application of **R. L. McAlister** for new AM on 1550 kc, 5 kw-D, in **Odessa, Tex.** and 2) denied for default application of **Western Broadcasting Co.** for same facilities with 50 kw. Action Dec. 18.

■ By order, commission extended time from Jan. 3 to Feb. 3, 1964 to file comments and from Feb. 3 to April 3 for replies in matter of fostering expanded use of UHF television channels to provide sufficient time for study and submission of comments on alternative assignment plan proposed by **National Association of Educational Broadcasters**. Action Dec. 18.

■ By memorandum opinion and order, commission denied petitions for reconsideration and dismissed as moot petition for stay filed by **Community Telecasting Service (WABI-TV)** (ch. 51) Bangor, Me., directed to March 13 action which assigned channel 7 to Bangor for commercial use and channel 13 for noncommercial educational use in Calais, Me. Action Dec. 18.

■ By third memorandum opinion and order, commission denied petitions for reconsideration and dismissed as moot petition for stay filed by **Community Telecasting Service (WABI-TV)** (ch. 51) Bangor, Me., directed to March 13 action which assigned channel 7 to Bangor for commercial use and channel 13 for noncommercial educational use in Calais, Me. Action Dec. 18.

■ Commission proposed revised commercial TV application form to require applicants to state what efforts they have made to ascertain audience needs and interests of communities and manner in which they are meeting or intending to meet them and scheduled oral proceeding in matter before commission on Jan. 13. Action Dec. 18.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted petition by C. M. Taylor to extend time to Dec. 30 to respond to **Holston Broadcasting Corp.** petition to enlarge issues in proceeding on applications for new AM stations in **Blountville** and **Elizabethton**, respectively both Tennessee. Action Dec. 23.

■ Granted petition by **Rhineland Television Cable Corp.** to extend time to Dec. 30 to file exceptions to initial decision in proceeding on application for new AM in **Rhineland, Wis.** Action Dec. 23.

■ Granted petition by **Valparaiso Broadcasting Co.** to extend time to Dec. 24 to file exceptions to initial decision in proceeding on application and that of **Puter County Broadcasting Co.** for new AM stations in **Valparaiso, Ind.** Action Dec. 20.

■ Scheduled oral argument for Jan. 21, 1964 in proceeding on AM applications of

Salem Broadcasting Co. (WJBD), Salem, and Leader Broadcasting Co., Edwardsville, both Illinois, in Docs. 14635-6. Action Dec. 20.

■ Denied petition by the County of Rockland, N. Y., for leave to intervene in proceedings on applications of Rockland Broadcasting Co. for new AM in Blauvelt and Rockland Radio Corp. and Rockland Broadcasters Inc. for new stations in Spring Valley, both New York, in Docs. 14510 et al. Action Dec. 19.

ACTIONS ON MOTIONS

By the Office of Opinions and Review

■ Granted request by Blue Island Community Broadcasting Inc., Blue Island, Ill., to extend time to Jan. 8, 1964, to file replies to exceptions and supporting briefs to initial decision in proceeding on FM application, et al. Action Dec. 18.

By Hearing Examiner
Chester F. Naumowicz Jr.

■ Pursuant to agreement reached at Dec. 18 conference in proceeding on AM application of Denver Area Broadcasters (KDAB), Arvada, Colo., scheduled certain procedural dates and ordered that hearing shall reconvene on Jan. 28, 1964. Action Dec. 18.

BROADCAST ACTIONS by Broadcast Bureau Actions of Dec. 23

WJTV(TV) Jackson, Miss.—Granted license covering installation of aux. trans. and ant. at old main trans. site.

KING-TV Seattle—Granted license covering use of ol main trans. as aux. trans. at main trans. site.

KBES-TV Medford, Ore.—Granted license covering change of type trans.

KCKT(TV) Great Bend, Kan.—Granted license covering replacement of ant. and transmission line.

■ Granted licenses covering changes for following: KING-TV (main trans. and ant.) Seattle; WJTV(TV) Jackson, Miss.; KFBB-TV Great Falls, Mont.; KVKM-TV Monahans, Tex.; KTVH(TV) Hutchinson, Kan.; WOLE-TV Aguadilla, P. R.; KNOP-TV North Platte, Nebr.; WCBS-TV (main trans. and ant. and aux. trans.) New York; conditions.

Actions of Dec. 20

WCBS New York—Granted renewal of license for AM and aux.; without prejudice to such action as commission may deem warranted as result of final determinations: (1) with respect to conclusions and recommendations set forth in report of network study staff; (2) with respect to related studies and inquiries now being considered or conducted by commission; (3) with respect to pending antitrust matters relating to CBS and (4) with respect to application of Sec 3.658(a) and (e) of commission's rules to certain amendments to affiliation contracts proposed by CBS.

■ Granted renewal of licenses for following: WHIL Medford, Mass.; WLOB Portland, Me.; KUTY Palmdale, Calif.

WGPR(FM) Detroit—Granted license.

WKBW Buffalo—Granted CP to install new aux. trans.; remote control permitted.

K75AO Point Arena, Calif.—Granted CP to replace expired permit for UHF TV translator.

WKNO-TV Memphis—Granted CP to change ERP to 74.1 kw vis., 37.1 kw aur.; change type trans.; correct type ant., and redescribe studio location.

WMSH-FM Elizabethtown, Pa.—Granted mod. of CP to install new trans.; new ant. (horizontal and vertical); ERP 3.2 kw horizontal; 3.2 kw vertical; ant. height 235 feet; conditions.

Village of Elgin, Elgin, Neb.—Granted CP for new VHF TV translator on channel 2 to rebroadcast programs of KOLN-TV (ch. 10) Lincoln, Neb.

■ Granted renewal of license for following: WMBC Macon, Miss.; K09BG, Basin TV Association, Basin; K07DK, K11DR, K12CZ, Box Elder TV Club of Carter County, Capitol and Eastern Carter County, Lower Box Elder and Albion and Upper Box Elder; K13AF, Boyes TV Club, Boyes; K07EK, Sheep Mountain Television Club, Terry,

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Dec. 24

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,855	66	118	286
FM	1,115	20	105	241
TV	522 ¹	57	83	121

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Dec. 24

	VHF	UHF	TOTAL TV
Commercial	476	89 ²	565 ¹
Noncommercial	53	29	82

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Nov. 30

	AM	FM	TV
Licensed (all on air)	3,850	1,113	522 ¹
CP's on air (new stations)	71	22	57
CP's not on air (new stations)	114	89	80
Total authorized stations	4,035	1,224	659 ¹
Applications for new stations (not in hearing)	172	215	65
Applications for new stations (in hearing)	117	11	57
Total applications for new stations	289	226	122
Applications for major changes (not in hearing)	215	60	40
Applications for major changes (in hearing)	48	2	9
Total applications for major changes	263	62	49
Licenses deleted	0	0	0
CP's deleted	1	3	0

¹Does not include seven licensed stations off air.

²Includes three noncommercial stations operating on commercial channels.

Rock Springs and Cohagen; K72AM, K76AG, East Butte TV Club Inc., Shelby; K77AY, Valley T.V. Club Inc., Nashua, all Montana; K10AW, Central Idaho Rod and Gun Club TV Inc., Challis, Idaho; K11AG, K13AH, Inkorn TV Association, Inkorn, Idaho; K11DL, K09DF, Juliaetta T.V. Association, Juliaetta, Idaho; K08AW, K10BF, K12BD, Kooskia Lions Club Inc., Kooskia, Idaho; K11BD, Leadore Community TV Association, Leadore, Idaho; K09AX, K07BQ, Peck T.V. Club, Peck, Idaho; K07CZ, K09DA, K11DG, Laurier T. V. Club, Laurier, Wash.; K07EC, K09EF, K11EL, Sentinel Bluff Television Inc., Beverly, Wash.

Actions of Dec. 19

■ Granted renewal of licenses for following: KBIS Bakersfield, Calif.; WAIR-AM-FM Winston-Salem, N. C.; WREV-AM-FM Reidsville, N. C.

Chinle TV Association, Chinle, Ariz.—Granted CP's for new VHF TV translator stations on channels 4, 7 and 13 to rebroadcast programs of KOB-TV (ch. 4), KOAT-TV (ch. 7) and KGGM-TV (ch. 13), all Albuquerque, N. M., respectively.

K12CH Red Cliff, Colo.—Granted CP to replace expired permit for new VHF TV translator.

K70AA, K73AA, both Bishop, Calif.—Granted CP's to include Big Pine, Calif., in principal community, change trans. location and type trans. and make changes in ant. system for UHF TV translator stations.

K08AM Buffalo, S. D.—Granted CP to re-change type trans. for VHF TV translator.

WHHV Hillsville, Va.—Granted authority to operate with sign-off at 7 p.m., for period ending May 1, 1964.

Actions of Dec. 18

KDVR(FM) Sioux City, Iowa—Granted CP to increase ERP to 38 kw, decrease ant. height to 280 feet, install new trans. and new ant.

WJBO-FM Baton Rouge, La.—Granted CP to change operation from 98.1 mc, 2.5 kw, 730 feet to 101.5 mc, 100 kw, 440 feet; change trans. site; remote control permitted; conditions.

WDOT Burlington, Vt.—Granted mod. of license to change studio location and remote control point (main trans.),

K13AG Texline, Tex.—Granted CP to re-

place expired permit for new VHF TV translator.

Mt. Elden Rural TV Inc., Doney Park Area, Ariz.—Granted CP's for new UHF TV translator stations on channels 77 and 80, to rebroadcast programs of KPHO-TV (ch. 5) and KTAR-TV (ch. 12), both Phoenix, Ariz., respectively; condition.

KFKA Greeley, Colo.—Granted extension of completion date to Jan. 30, 1964.

W02AE Garden City, South Salem, Hidden Valley and Sugarloaf, all Virginia—Granted mod. of CP to change type trans. for VHF TV translator.

K08DA, K10DQ, K12DA, Monticello and Blanding, all Utah—Granted mod. of CP's of VHF TV translator stations to include rebroadcast via stations K74AQ, K78AA, K70AR, all Orangeville, Utah, respectively.

KTHE Thermopolis, Wyo.—Granted extension of authority to operate with sign-off at 7 p.m., except for special events, for period ending Jan. 31, 1964.

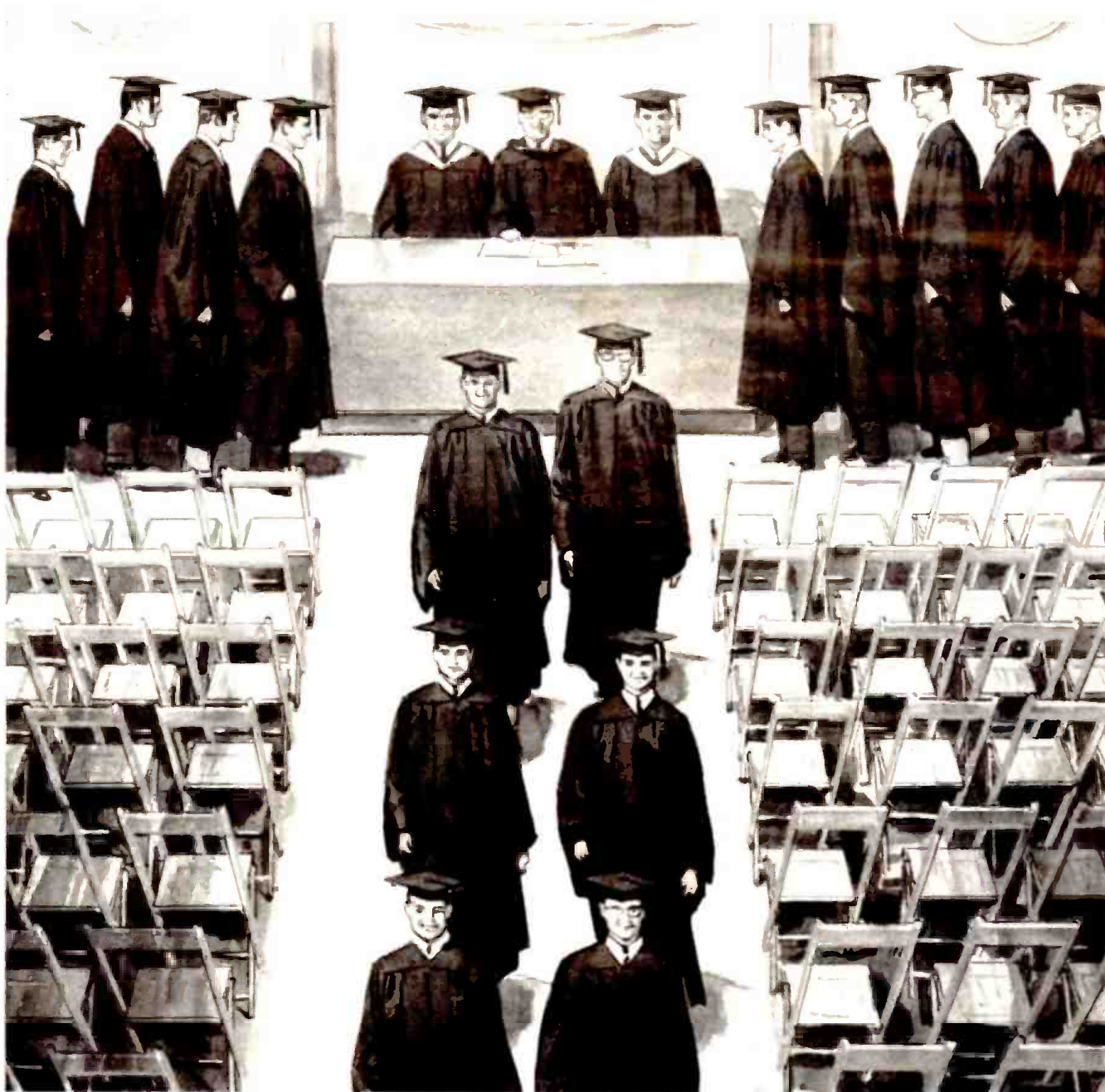
Action of Dec. 16

WFQM(FM) San Juan, P. R.—Granted mod. of license to change name to Quality Telecasting Corp.

Fines

■ By memorandum opinion and order, commission ordered Washington Broadcasting Co. to forfeit \$1,000 to government for willful or repeated violations of Communications Act and commission rules by placing WOL-FM Washington into service without specific authority new ant. system and performing equipment and program tests without notifying commission and prior to any authorization. Commissioner Hyde dissented; Commissioner Ford concurred; Commissioner Cox not participating. Action Dec. 18.

■ By memorandum opinion and order, commission ordered William F. Shutts and Duane W. Simons, d/b as KVOC Broadcasting Co., to forfeit \$1,500 to government for willful or repeated violations of Communications Act and commission rules by commencing equipment and program tests of KVOC Casper, Wyo., without prior notification or FCC authorization, and for unauthorized operation at 1 kw. Commissioners Hyde and Ford dissented; Commissioner Cox not participating. Action Dec. 18.



Count the corporation presidents

They haven't the title yet, but management's future leaders are in groups like this today. A recent executive survey made of 100 manufacturing businesses scored the point. It revealed that of the 200 top executives 86% were college-educated.

Management is indebted to college in a broader sense, too. The college-educated mind gives us, as a nation, the brainpower, the vision, the mental stature and moral stamina that leadership calls for in today's world.

This helps hold our world place in science and invention, business and industry, payrolls and living

standards and influence in world affairs.

But educated manpower comes high, and the cost isn't getting lower. Higher education cannot, by itself, provide the facilities to maintain quality education. Colleges need libraries, classrooms, laboratory facilities and competent teachers.

If we are intent about keeping our lead, we must see to it our colleges have the equipment and personnel they need.

College is business' best friend — support the college of your choice.

OUR RESPECTS to William Riley Roberson Jr.

He uses the 'area concept' to sell Madison Avenue

Every community has one; the native son who not only is a leading citizen but who works constantly for the betterment of his area. Such a one is Bill Roberson, a Washington, N. C., native who runs WITN-AM-TV there.

It is because Bill Roberson has worked at putting his market on the map that virtually all advertisers who buy the NBC-TV network automatically order WITN-TV.

Yet Washington's population is only 10,000. It's the area concept that Mr. Roberson has impressed on the advertising experts of Madison Avenue (and the similar streets in Chicago and Atlanta). WITN-Land, as it is promoted, consists of 100 small towns and cities with over 1.6 million people whose spendable income reaches \$2 billion. Bright leaf tobacco and peanuts are the major crops.

Yearly Junket ■ Every year, Mr. Roberson is host to a group of 30 to 40 agency people from New York, Chicago and Atlanta. He tours them around the eastern North Carolina area, proudly showing the agriculture, the small industries and the potentials—one of which is the up and booming phosphate mining industry that bids fair to becoming a major business in the local economy.

Along with the economy of the market, Mr. Roberson makes sure that the visiting admen see and participate in the area's recreational facilities—deep sea fishing, boating, golf, etc.

He even makes local boosters of them by riding them up to the top of the new 1,523-foot TV tower. There, as they utter the enchanted words "wow" at the vista that is spread before their eyes, they are inducted into the WITN-TV "Tower-Wowers."

Recently he was host at dinner for some admen who had come down to scout the area. While they were dining, someone expressed disappointment at not meeting Governor Terry Sanford.

No sooner was the wish expressed, than Mr. Roberson looked over at one of the governor's aides who was in the audience, boomed his customary "Let's do business," and before dessert was served the governor had been reached and had agreed to see the group.

Drum Beater ■ The business of having groups of agency executives tour the Washington area is just one of the jobs the gregarious and promotion-minded Mr. Roberson does for his community. His belief in his area and his stations isn't just talk either. He's one booster who's willing to put his money where his talk is.

Early next year he will complete a

two-year, \$1 million improvement program for his stations. This has seen a new 1,523-foot tower, transmitter and antenna and remote tape recorder, a doubling of the studio and office building, for WITN-TV; and a new studio building and transmitter for WITN.

It was only 20 years ago that Bill Roberson found himself a broadcaster. He had been graduated from the Maryland School of Accounting in Baltimore in 1938 but returned to his home without taking the certified public accountant examination.

He returned home to start working in his family bottling firm (Roberson's Beverages, known throughout tidewater North Carolina as distributors for Dr. Pepper, Seven Up, RC Cola and soft drinks under the Roberson name).

After he had been home for about four years, he became involved in a Chamber of Commerce project—a radio station for Washington. Plans were laid, an application filed, and in 1942 WITN (then WRRF) went on the air.

But instead of the broadly-based community project that was planned, young Mr. Roberson and his father found themselves the only stockholders in the \$19,000 enterprise.

Four years later Mr. Roberson put WRRZ Clinton, N. C., on the air. Clinton is about 100 miles from Washington. This time the bill was \$25,000-\$30,000 and again Mr. Roberson and his father put up the money. He sold WRRZ a few years later; it was time for TV.

Initially, the television project envisaged the six radio stations in the Washington-Greenville area each owning one-sixth of the channel 7 outlet. But, again, when the time came to put



Mr. Roberson

the station up, it was Mr. Roberson and his father who found themselves honoring the entire subscription—to the extent of \$360,000 in cash plus about the same amount in equipment purchase contracts. WITN-TV went on the air in 1955.

Making A Market ■ Advertisers didn't just leap aboard WITN-TV without work. For seven years, Mr. Roberson has scoured the country, meeting with advertising agencies and advertisers selling them first on the market and then on his station.

One argument which is impressive to advertisers: In the March ARB, the network's *Bonanza* had more than 20 times as many viewers as there are people in Washington.

"We went into broadcasting with no idea at all of ever making a profit," Mr. Roberson says. "We thought it would be a fine service for the people in the area we serve. We still have the philosophy that the service to the community comes first. All of our stockholders live in the area we serve and all have a deep personal pride in our facilities and programing. We feel we render better local service because our management and ownership is 100% local."

William Riley Roberson Jr. was born almost five months before the Great War ended in 1918. The date: June 6. He attended the public schools of Washington and for one year was at Davidson College, Davidson, N. C., where he played freshman baseball.

Mr. Roberson's interests in civic and community affairs are wide-ranging. He's a past president of the Washington Lions Club and of the Washington Yacht and Country Club; he's a past master of the Washington Masonic Lodge No. 675. He's a member of the executive committee and the board of the Bank of Washington, a member and former deacon of the First Presbyterian Church of Washington.

He's also a member of the International Radio and TV Society and of the Broadcast Pioneers.

In addition to his broadcast responsibilities (he's president and general manager of both stations) he's also president of Roberson Beverages.

Mr. Roberson plays golf in the low 80's, "when I'm playing well."

Photography has become a major hobby in recent months; his nine-month-old granddaughter, Riley Frances Potts, is his favorite subject. Riley Frances's mother is Mr. Roberson's daughter, now Mrs. Charles Zoph Potts.

Mr. Roberson married the former Frances Morgan in 1940. She was his childhood sweetheart.

EDITORIALS

Circus minimus

AT THE behest of the American Bar Association, the Dallas judge in whose court Jack Ruby will be tried has decided to exclude radio and television. In the bar association's view, which has now prevailed in a state where trial coverage by broadcasters has often been permitted, the presence of television would endanger Ruby's rights

The ABA has stated that the "widespread publicizing" of the capture and confinement of Lee Harvey Oswald, the accused killer of President Kennedy, would have made it difficult to find unprejudiced jurors to try him if he had lived. In the trial of Oswald's killer, the ABA has said, "the judicial process must not be further impaired by additional sensationalism, which would inevitably result if television of the trial were permitted."

In all this kind of reasoning, television gets the blame for acts of others. Does the ABA argue that if television had been prevented from reporting the story, no one would have heard of the assassination of a President? Must jury recruitment be confined to the illiterate, the deaf and the blind?

It may be true that some officials talked too glibly about "evidence" and that they erred in moving Oswald through a crowd that had been inadequately screened, but television is no more to be accused of creating those conditions than the American Bar Association is.

In other parts of the assassination story—the coverage of funeral ceremonies in a church and at a cemetery—television proved that its presence need have no effect whatever on the most solemn of events. Maybe the bar has less confidence in its members than the Catholic church has in its priests.

Good, but not good enough

RADIO'S revenues keep going up and up, and yet people keep mumbling about radio's "problems." If that doesn't seem to make sense, it does reflect a general recognition that despite its gains, radio ought to be moving a lot faster.

The fact of continuing growth was demonstrated again a week ago in this magazine's annual yearend survey of radio station business. It showed that gains in total revenues were about as widespread in 1963 as in 1962—even though last year's measurement had been against a fair-to-middling 1961 while 1963's was against the best year in radio history. Those gains are good, but they need to be better. Altogether too many stations are still in the red.

So why isn't radio moving faster?

The reason offered most frequently by buyers does not question the medium's ability to move goods economically. Yet its economy is, oddly, a major point against radio. For the common complaint is that the paper work involved in buying spot radio is so great, and radio's prices are so low, that the agency commission hardly covers the agency costs.

This argument, although frequently disputed, has survived for a long time. Instead of arguing against it, perhaps broadcasters ought to act as if it were true. The obvious thing to do, then, would be to increase the historic 15% commission on the purchase of radio time—and also the rates for the time itself.

But that might be rash and perhaps pointless. For one thing, the agency is supposed to be obligated to buy what is best for its client, without regard to its own profit levels. Agency profitability is a problem for agency and client to work out together, and more and more they are evolving fee systems to supplement the commissions so that the agency will not have to lose money on an account. Perhaps in time the supplementary fees system will become widespread, and agencies will be able to "afford" to buy more radio—it indeed they cannot do so now.

In the meantime, however, one of the most efficient of all

media is growing more slowly than it ought to grow—though steadily by normal business standards—and the idea of a dramatic answer to the old low-profitability arguments offers a certain appeal, if only to see how the agencies would react. The trouble with radio is that it's in a rut—it's been too good for too long, and at too low a price.

Without loss of a beat

THAT other day a significant change took place in the world of broadcast music. Carl Haverlin, the first paid president of Broadcast Music Inc., stepped inconspicuously into retirement at age 65. Robert J. Burton, the second paid president, stepped into Carl Haverlin's shoes without an audible squeak, at age 49.

The transition was orderly because it was planned that way. Judge Burton, executive vice president for the past year, has been in training as unofficial president-designate.

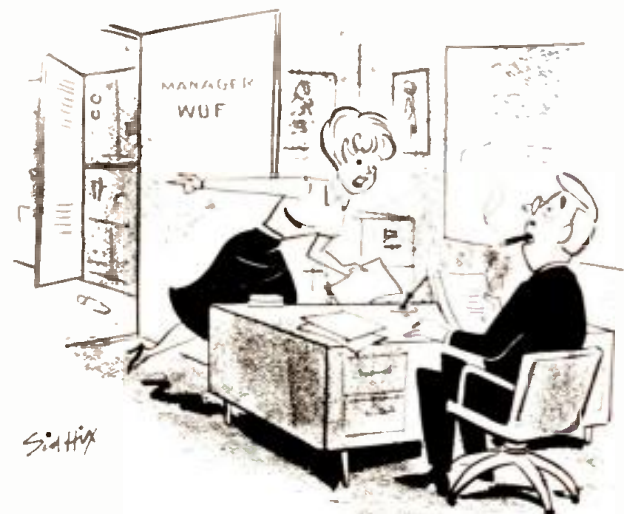
Carl Haverlin is a young 65. He grew up in broadcasting and, since 1940, except for a three-year hitch as vice president of Mutual, in music. Aside from being one of the most articulate men in business or letters, he is one of the nation's foremost authorities in Lincolnia. The lecture platform could be his third career.

Judge Burton has been with BMI for 22 years, beginning as resident attorney. His growth in the organization has paralleled the growth of BMI itself.

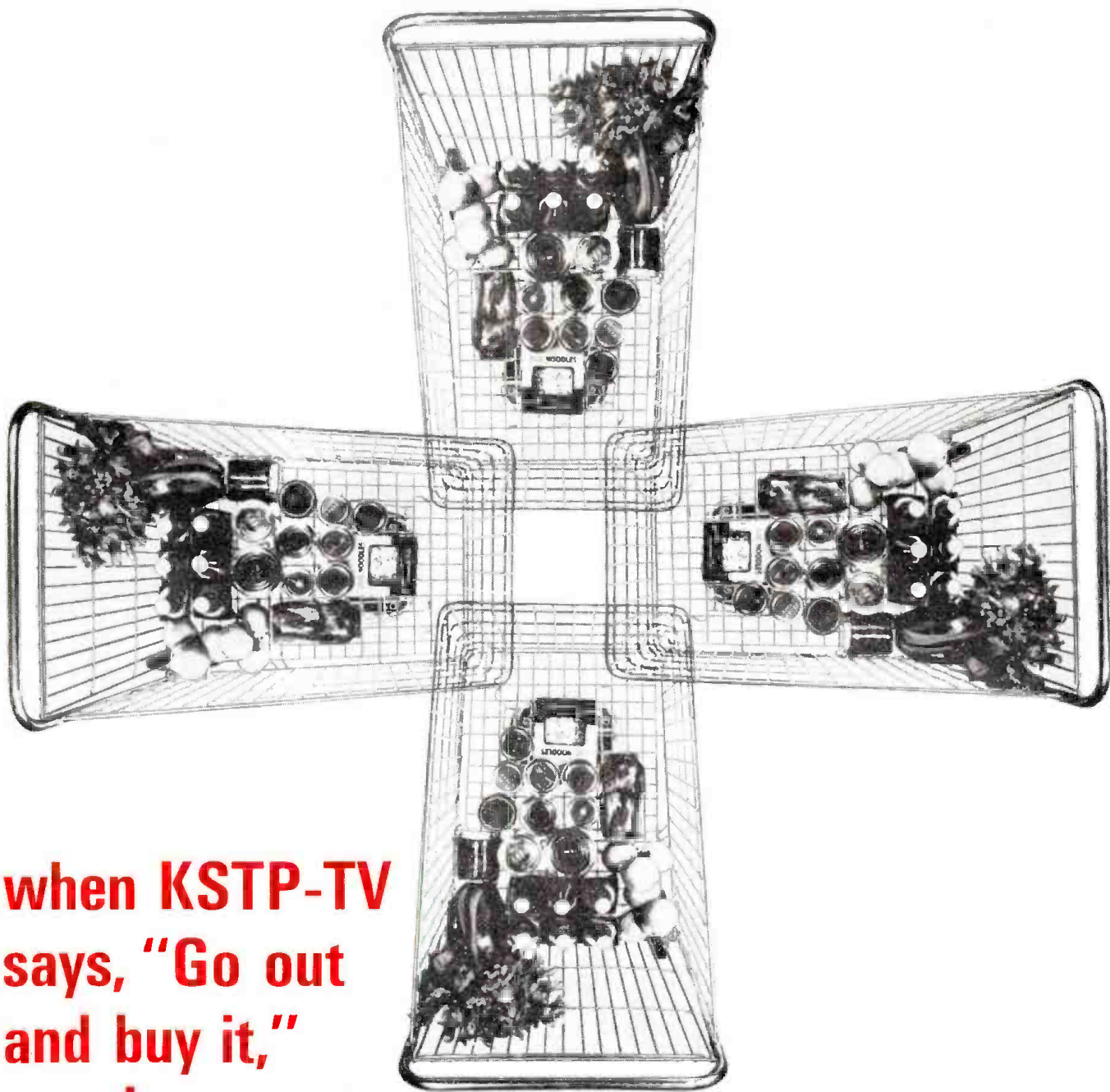
Unlike other associations in broadcasting (BMI is owned by broadcasters who participated in its formation in 1940), the music company has never been involved in intramural discords. This is a tribute not only to BMI's board chairman and chief counsel, Sydney M. Kaye, who has served it from the start and who is one of the country's foremost authorities on copyright, but also to the board of directors of BMI. Numbered among its members are such active broadcasting leaders as Paul W. Morency, John Ilmer, John F. Patt, J. Leonard Reimsch, G. Richard Shatto, E. R. Vadeboncoeur, Leonard Kapner, Dwight W. Martin and Ward Quaal.

When BMI observed its 20th anniversary in 1960 we commented that it has proved the greatest insurance policy ever underwritten by broadcasters. It is paying even handsomer dividends today.

Carl Haverlin served his tenure with grace, integrity and ability. Judge Burton takes over a going concern with the sure hand of an executive trained for the assignment and with places still to go.



Drawn for BROADCASTING by Sid Hix
"We're off the air . . . our new engineer took all the tubes down to the drugstore to test them!"



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