



BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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JANUARY 20, 1964

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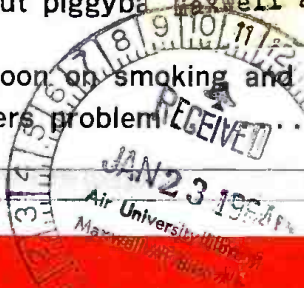
NEWSPAPER

axes plans to limit
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FTC may act soon on smoking and health;
NAB also ponders problem 30

Record of LeRoy Collins to be prime topic
at NAB board meeting 52

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Already sold
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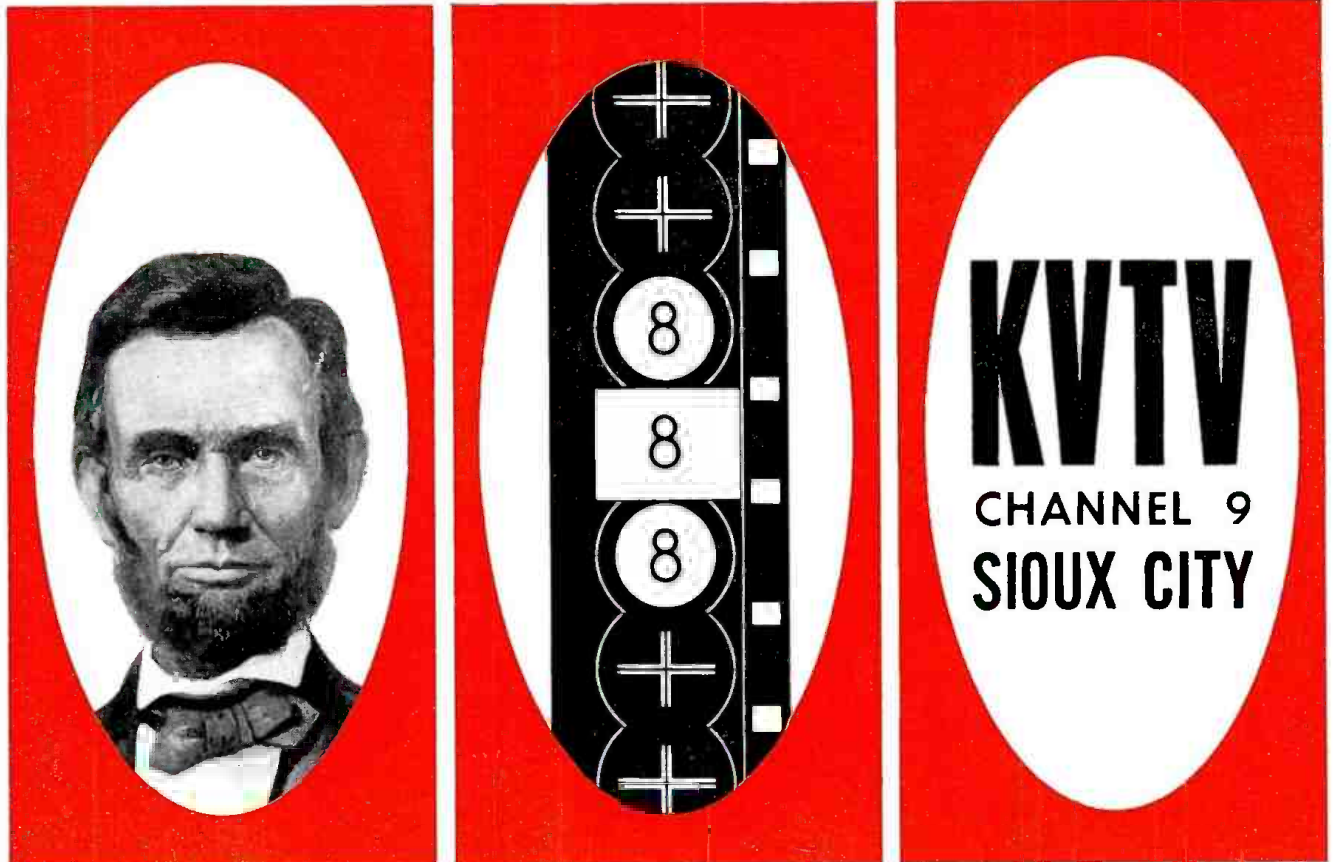
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LOCAL-LIVE—In Sioux City the tops in local-live programming is on KVTU, Channel 9. Over 50 quarter hours per week are devoted to local-live programming on every phase of community activity. In Siouxland viewers find the "local touch" on KVTU, Channel 9.

PERSONALITIES—To go with the top CBS personalities, KVTU has assembled top selling local personalities. News, sports, children's and women's programs are all hosted by popular, local personalities with loyal followings built through years of exposure.

PUBLIC SERVICE—Penetrating public service programming devoted to serving the public needs attracts the crowds to KVTU. This service to the people has earned KVTU the reputation as a leader in Siouxland.

CIVIC LEADERSHIP—For over 10 years KVTU has been providing television to the 750,000 people in the Sioux City market. During this same period devoted attention to the public's needs by the station and its employees individually has made the call letters KVTU synonymous with leadership to a market on the move . . . Sioux City, Iowa.

THE KATZ AGENCY, INC.
National Representatives

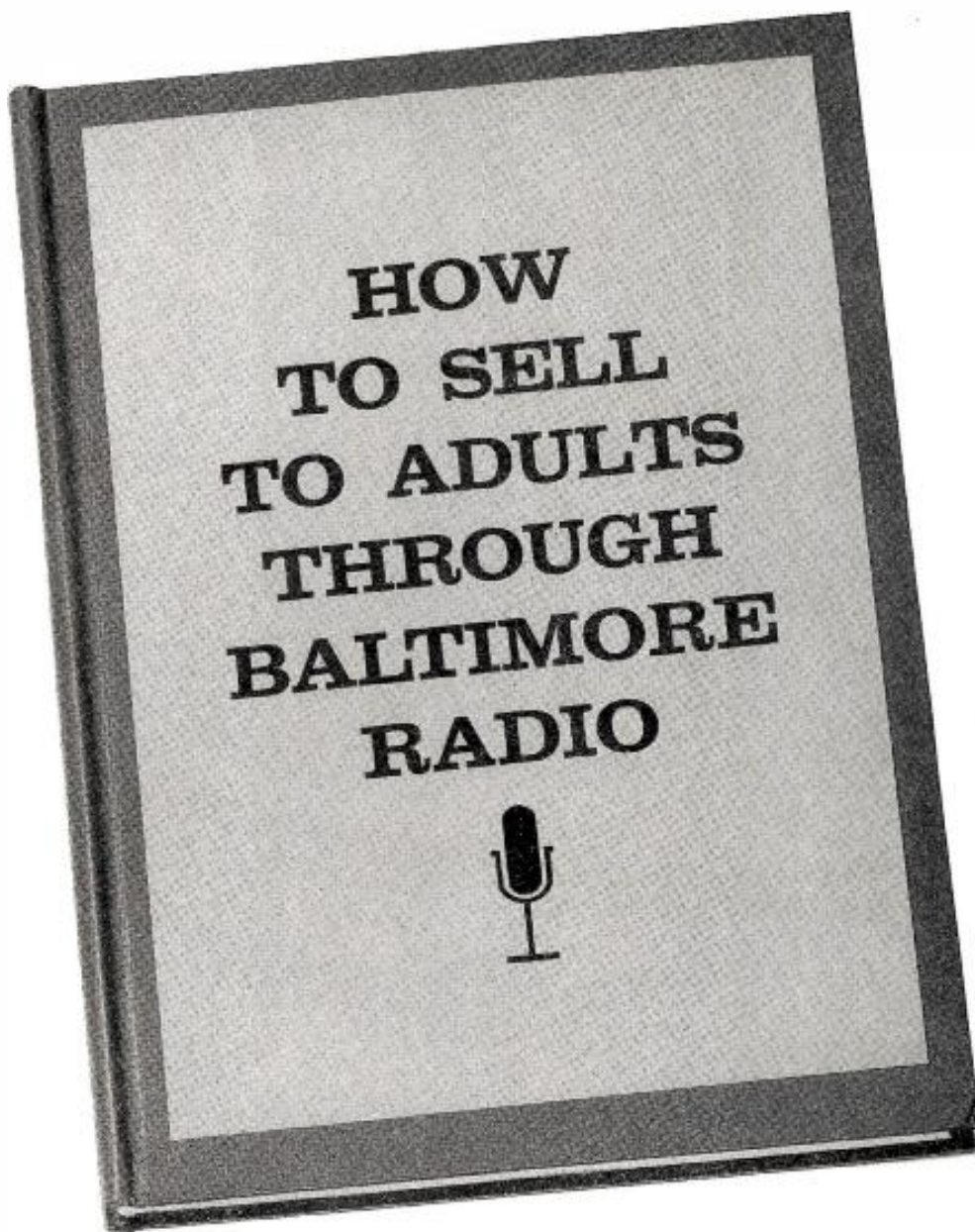


CHANNEL 9 • SIOUX CITY, IOWA
CBS • ABC



PEOPLES BROADCASTING CORPORATION

KVTU	Sioux City, Iowa
WNAX	Yankton, South Dakota
WGAR	Cleveland, Ohio
WRFD	Columbus, Ohio



We "wrote the book" on this subject!

Because here at WCBM Radio we have been programming for—and selling to—the adult radio audience in Baltimore for years!

Adults know—and like—our music . . . show tunes, popular, classical and semi-classical selections. They appreciate our news in-depth . . . delivered in an authoritative manner! Our local and regional news—gathered by our experienced legmen—is supple-

mented by international news services . . . and CBS news and commentators to give WCBM listeners a total of 32 hours of news every week!

WCBM on-air personalities are intelligent, likeable people who conduct their programs in the interesting manner preferred by adults.

Sell your products and services to the "buying" audience through WCBM Radio—the station most adult Baltimoreans prefer!



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



If you are interested in buying TV time in the Dallas-Fort Worth market, we suggest that you read the October-November, 1963, ARB Market Report. If, after reading the report, you don't buy KRLD-TV, we BOTH lose money.

See your ADVERTISING TIME SALES representative.

KRLD-TV

represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President



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

Smash opener

It's possible that NBC-TV will premiere its whole 1964-65 schedule in one week next fall, as ABC-TV introduced its 1963-64 schedule in week of Sept. 15-21, 1963. Key NBC-TV executives have been impressed by big audiences that ABC-TV commanded during its introductory week last September. Their thinking is that although ABC's average audiences later declined as other networks brought in their new program seasons, ABC at least attracted, at outset, exceptionally heavy sampling of its new shows. Theory is that if schedule is strong, samplers in first week will stick instead of searching to establish viewing habits elsewhere.

Taylor tapped

Archer S. Taylor, Missoula, Mont., consulting engineer and owner of community antenna system at Kalispell, Mont., may be new president of National Community Television Association. Selection committee, it's understood, will recommend appointment to full board of directors at its meeting next month in Dallas after concluding that top public figure should not be retained. Mr. Taylor is national vice-chairman of NCTA and would succeed Bill Dalton, who resigned last summer to establish consulting firm in Washington.

Heat on debates

Republicans on Senate and House Commerce Committees won't let President Johnson get off easily on President Kennedy's widely publicized commitment to meet GOP opponent in joint broadcast campaign appearances. Kennedy promise plus free time offer by CBS, added to House and Senate passage of equal time suspension resolution, HJ Res 247, give GOP strong arguments for their public urgings that new President follow through on predecessor's pledge. GOP Chairman William E. Miller turned spotlight on LBJ in *Face the Nation* appearance; broadcasters are trying to keep it focused. Next likely step—open letters from key Republicans to Dr. Frank Stanton, CBS president, warmly praising his free time offer.

One reason heard last week for delay of final HJ Res passage is that President and Democratic leaders are seeking free time commitments from networks that would be good whether major candidates appear jointly or, as LBJ reportedly wants—separately.

Too many cooks?

Important television station group has cancelled its support of Television Information Office. Reason: Group thinks public relations functions now

CLOSED CIRCUIT®

performed by TIO ought to be performed by National Association of Broadcasters. Group's chief executive says he has no criticism of TIO operations or its staff, but prudent business judgment leads him to conviction that NAB, with budget of more than \$2 million, ought to be able to do organized broadcasters' government relations and public relations jobs.

Memorialists

Heads of three networks are among trustees of Kennedy Library to be built in Cambridge, Mass., to house late President's papers and memorabilia, including tapes of TV and radio appearances. Already accepting invitations to join board are Leonard H. Goldenson, ABC; William S. Paley, CBS, and Robert Sarnoff, NBC. Eugene Black, former head of World Bank, is chairman of library board.

Not the only one

Example of how repetition of false statement can get acceptance as fact is being cited in regard to Lyndon B. Johnson family ownership of KTBC-AM-FM-TV Austin. At outset of Mr. Johnson's assumption of Presidency last November, early reports stated Austin was largest single station TV market (KTBC-TV is on ch. 7). Subsequent stories of transfer of LBJ Co. stock to trustees, change of name to Texas Broadcasting Corp. and related matters pertaining to CATV in market perpetuated distortion.

According to list of official standard metropolitan statistical areas approved by Bureau of Budget (BROADCASTING, Oct. 28, 1963) there are 45 cities larger than Austin which either have no VHF service or only one, although most have UHF outlets. Austin, with population of 212,000, is ranked 125th by Budget Bureau in standard metropolitan areas. Among cities in tabulation with one VHF are Hartford, Utica, New Haven, Binghamton, Johnstown, Lancaster, Erie, Evansville and Madison. Major communities with no VHF stations (although they have UHF's) include Akron, Harrisburg, Bridgeport and Worcester.

Webb leaving SRA?

Lawrence Webb, managing director of Station Representatives Association, reportedly is being considered for job of operating head of KRLA Pasadena-Los Angeles, if FCC approves proposal submitted by station last month (BROADCASTING, Dec. 23, 1963). Mr. Webb also would become member of board of Broadcast Foundation of

California Inc., which would acquire stock of KRLA and would devote income to help establish ETV on channel 28 in Los Angeles and support other educational, scientific and charitable purposes. Commission refused to renew license of KRLA under ownership of Donald Cooke on charges of fraudulent contests, falsification of program logs and failure to live up to program proposals.

Slow burn

Congressional committees with smoking legislation pending aren't in hurry to do anything about it. There'll be calls for action from advocates of smoking curbs (story page 30), but committees, whose leadership includes many tobacco state lawmakers and their close legislative friends, will be charting very cautious course. Enormous factor of tobacco in economy of constituents weighs heavily on their thinking, and joint program seems feasible: go-slow attitude on giving Federal Trade Commission injunctive power sought by some anti-smoking elements, quick federal funding for research facilities in affected states. Both House and Senate committees have negative records on giving injunctive powers to FTC in past.

Dodd in February

Plans to update Senate hearing on violence and sex on television, revealed late last year (CLOSED CIRCUIT, Dec. 23, 1963), have been outlined by Senator Thomas J. Dodd (D-Conn.), chairman of Juvenile Delinquency Subcommittee, in letter to Senator James O. Eastland (D-Miss.), chairman of parent Judiciary Committee. Before issuing report on 1961-62 hearings, Senator Dodd said, it will be necessary to review present programming "to see if violence and brutality have been removed from nation's television screens as broadcasters promised they would do during the hearings. . . ." Expected date for new round: mid-February.

Lying in wait

Some FCC members are worrying out loud that order terminating commercial time standards rulemaking (story page 34) may be taken as sign by broadcasters to load their schedules with commercials. That's reason order contains warning that commission will pay attention to promise versus performance on commercialization policy. And that's reason commission can be expected to give long, hard look at applications referred by staff because of question of overcommercialization.

...now sold nationally by



***No. 1* in
the nation's 34th market
WAKY, Louisville
a subsidiary of***



***proudly appoints
H-R Representatives, Inc. as
exclusive national representative
effective immediately***

*HOOPER OCTOBER-DECEMBER 1963

AUDIENCE MEASUREMENT DATA ARE ESTIMATES ONLY, SUBJECT TO DEFECTS
AND LIMITATIONS OF SOURCE MATERIAL AND METHODS. HENCE, THEY MAY
NOT BE ACCURATE MEASURES OF THE TRUE AUDIENCE.

WEEK IN BRIEF

Broadcasters are finding themselves in middle of internal fight among advertisers on piggyback situation. Helene Curtis accuses NAB of "knuckling under" to P&G which is leading campaign to reduce clutter. See . . .

RISING FUROR OVER PIGGYBACKS . . . 27

Next step in cigarette smoking health hazard is smoky. Manufacturers, agencies and media await clarification, but subject is uppermost as NAB TV Code Board meets this week. Move by FTC expected. See . . .

MOVE ON CIGARETTES SEEN SOON . . . 30

FCC buries proposed overcommercialization regulation. Unanimously closes out rule-making, but warns situation is still regarded as serious and staff has been instructed to keep eye peeled. See . . .

FCC BURIES AD LIMITS RULE . . . 34

Radio is seen as valuable for retail merchants because of its flexibility and low cost. New study shows smaller retailers use radio proportionally more than larger establishments. See . . .

RADIO AND RETAILERS . . . 40

NAB joint board has Collins's statements and activities as number one on agenda. Question is whether he's free agent or should he be constrained in view of his industry position. See . . .

COLLINS RECORD: A REVIEW . . . 52

Pauley lashes at Nielsen for dropping radio audience measurements. Claims it's an injustice. Criticizes statement that radio audiences have declined substantially under impact of TV. See . . .

PAULEY FIRES AT NIELSEN . . . 46

Nationwide strike by radio-TV performers looms unless agreement is reached between AFTRA and networks. Key meeting is today. Also related are AFTRA and SAG contracts with advertisers and agencies. See . . .

UNIONS THREATEN STRIKE . . . 60

Pat Weaver insists pay TV will expand programs for public, but panel discussion pro and con leaves unanswered concrete plans by STV which is scheduled to serve Los Angeles and San Francisco by wire. See . . .

MUCH SAID, LITTLE LEARNED . . . 61

When Internal Revenue Service failed to appeal, ruling by federal judge permitting amortization of costs of securing license stands. WDEF Chattanooga is beneficiary of first helpful court case. See . . .

WDEF WINS AMORTIZATION CASE . . . 72

Flying TV gets lift from Bureau of Standards. Study made by Boulder laboratory and submitted to FCC indicates airborne TV is superior to ground-based counterparts and saves spectrum space. See . . .

IS AIRBORNE TV BEST? . . . 68

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BROADCASTING

Published every Monday, 53rd issue (Yearbook Number) published in November by BROADCASTING PUBLICATIONS INC. Second-class postage paid at Washington, D. C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues \$8.50. Annual subscription including Yearbook Number \$13.50. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. Yearbook Number \$5.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales Street, N.W., Washington, D. C., 20036. On changes, please include both old and new addresses plus address label from front cover of magazine.

OMAHA — Jan. 5 — The speaker was Merrill Mueller, NBC News. The occasion was KMTV's Sixth Annual Television Awards. We honor Omahans who do the best job of using television in the public interest. Civic, business and military leaders and a television audience witnessed the presentation. One winner built a boy's club and used KMTV public service programs to build understanding and support. The other winner pioneered Omaha's Junior Achievement Program and one of the nation's best-known JA projects is TeeVee III Productions, KMTV's all-student company.



OMAHA — Jan. 5 — The speakers were NBC correspondents from around the world. Each year they tour ten American cities giving first hand reports on the countries they cover. In Omaha, they talked to one of the largest crowds in the history of the NBC tour, a capacity audience at Omaha's Civic Auditorium. The event was sponsored by Omaha University and promoted, of course, by KMTV.



Cigarette ad losses can be offset by CBS

If surgeon general's report on smoking leads to decline in cigarette advertising on radio and TV, CBS will be able to more than offset such losses by acquisition of new advertising business, according to President Frank Stanton.

He made this statement in speech to St. Louis financial analysts Thursday night (Jan. 16), but also said he felt that (1) it's too early to tell whether cigarette advertising volume will be affected, and (2) obvious ramifications of report mean there'll be no precipitous action to curtail such advertising.

Dr. Stanton's reference to CBS ability to overcome any cigarette losses was interpreted as allusion to high volume discounts earned by cigarette advertisers. If same amount of time were divided among number of smaller-budget advertisers, their discounts would be lower and CBS's revenues therefore higher.

CBS president also renewed his question about public willingness to pay sums necessary to support pay television and reiterated that CBS is waiting for more extensive color TV set circulation before pushing heavily into color broadcasting.

General Thoughts - His belief in ability to weather any tobacco losses appeared to apply to radio-TV generally. He said television is expected to continue healthy growth rate both in dollars and in share of total advertising dollar, that radio revenues are enjoying substantial improvement and that new products are turning to TV and radio in continually increasing numbers. In case of CBS-TV network, he said, competition among sponsors and new products seeking time is now keener than ever before—even though selling for 1964-65 season hasn't really started yet.

In addition, he said, any changes that may occur in 1964 will be against background of vigorous national economy and rapidly increasing national advertising expenditures.

Harris, Roberts get briefing from Terry

Chairman of House Commerce Committee, legislative unit that has jurisdiction on both advertising and health aspects of smoking situation, was given full briefing on Public Health Service report on smoking and health Friday (Jan. 17).

Representative Oren Harris (D-Ark.) and Representative Kenneth A. Roberts

(D-Ala.), his chairman of Public Health and Safety Subcommittee, got complete fill-in on report from Surgeon General Luther L. Terry. Panel that made report worked directly under Dr. Terry. Representative Roberts said he plans to hold early hearings.

Staley starch accounts shuffled to Maxon Inc.

A. E. Staley Manufacturing Co., Decatur, Ill., has moved five of its starch lines, representing billings of approximately \$3.5 million, from Erwin Wasey, Ruthrauff & Ryan, Chicago, to Maxon Inc., Detroit.

Move prompted report that switch was result of product conflict. EWR&R is Interpublic Inc. affiliate. Another Interpublic agency, McCann-Erickson, handles starch lines of Corn Products Co. Spokesman for Staley denied report, stating switch was made solely for convenience in consolidation of accounts at Maxon, which already had several Staley products.

Of \$3.5 million involved in switch, about \$2.1 million is in broadcast, great majority in TV. In another switch Bulova Watch Co. moved its Accutron and Caravelle lines, worth \$2 million in billings, from Sullivan, Stauffer, Colwell & Bayles, New York, to Doyle Dane Bernbach, that city. Account currently bills \$100,000 in broadcast.

Humble buys NBC-TV special

Humble Oil and Refining Co., through McCann-Erickson, New York, has purchased sponsorship in *The Thousand-Mile Campus*, one-hour color special to be broadcast March 15 (10-11 p.m. EST) by NBC-TV. Program, narrated by Chet Huntley, will deal with California's tuition-free public institution system.

ETV groups ask delay on UHF allocation plan

Two groups of educators—one earth-bound, one airborne—have asked FCC for extension of deadline for comments in two rulemakings involving UHF allocations.

National Association for Educational Broadcasters and Midwest Program on Airborne Television Instruction Inc., in joint pleading, asked that deadline for comments in related rulemakings be postponed from Feb. 3 to April 3, and for replies, from April 3 to June 3.

One rulemaking proposes expanding UHF table of assignments. Other involves MPATI request for assignment

of six UHF channels for airborne ETV. Georgia Board of Education has also asked for 60-day extension of deadline for comments (see story page 46).

NAEB and MPATI said they are working together on computer studies in effort to determine most efficient allocation of UHF channels. MPATI, in addition, is preparing engineering and economic studies for submission to commission.

AFM votes for contract

Members of American Federation of Musicians have overwhelmingly ratified five-year contract with phonograph record industry which calls for 20% increase in wages and fringe benefits. New terms, replacing contract which expired Dec. 31, 1963, were negotiated three weeks ago (BROADCASTING, Jan. 6). Of 1,285 musicians voting, 1,150 favored agreement which is retroactive to Jan. 1.

NCTA and FCC to meet again on legislation

FCC and National Community Television Association resume talks Jan. 27 in effort to reach agreement on legislation that would authorize commission to regulate community antenna television systems.

FCC will be represented by Commissioners Robert T. Bartley, Frederick W. Ford and Kenneth Cox. NCTA group is composed of A. J. Malin, Rochester, N. H.; Martin Malarkey, Washington; Bruce Merrill, Phoenix, and Eugene Schneider, Casper, Wyo.

In addition to legislation, meeting is expected to cover FCC proposed rulemaking to condition microwave grants for CATV on systems' agreement to protect television stations in their area.

NCTA says proposal that system not duplicate station for 15 days before and after it carries program would impose unfair burden, put many CATV operators out of business.

In another NCTA development, it was expected that organization's board meeting, set for mid-February in Dallas, probably would be postponed until March to make best use of extra time granted association for its comments on FCC rulemakings on microwave systems serving community antennas (BROADCASTING, Jan. 13).

Hartford pay TV to expand

RKO General Phonevision Co. has been authorized by FCC to expand its pay-TV test in Hartford, Conn., to include hotels, motels and other establish-

WEEK'S HEADLINERS



Mr. DeWitt

gaged in designing transistorized equipment for TV stations, has been selected by National Association of Broadcasters as recipient of its 1964 Engineering Achievement award. Presentation will be made April 8 in Chicago at final luncheon of Broadcast Engineering Conference to be held at Conrad Hilton hotel as part of NAB's 42d annual convention.

Carleton F. Loucks, VP and manager of New York operations at Spot Time Sales, national radio-TV sales representative organization, elected executive VP and treasurer. Mr. Loucks will continue to direct New York operations for STS. **John J. Cook** and **John Papas** were elected VP's. Mr. Cook, member of New York sales staff, will

John H. DeWitt Jr., president of WSM Inc. (WSM - AM - TV Nashville), who helped develop radar, was first man to bounce radio signal off moon in 1946 when working for Signal Corps and who is now en-

be in charge of sales operations in that city. Mr. Papas is with STS's Chicago sales office and will be in charge of all Midwest sales.

Robert Liddel, former vice president and associate media director of Compton Adv., New York, appointed VP in charge of radio-TV programming at Doyle Dane Bernbach, that city.

Edwin J. Stevens has been appointed general manager of KFAC-AM-FM Los Angeles, effective immediately. He succeeds **Calvin J. Smith**, who has resigned to look after personal business affairs but who remains as consultant to KFAC through February. Mr. Stevens has been West Coast VP of Cleveland Broadcasting Co. since April 1963, when CBC acquired ownership of KFAC. Previously, he had been VP in charge of programing and promotion at CBC's WERE-AM-FM Cleveland.

Maurice H. Needham, founder-board chairman of Needham, Louis & Brorby, Chicago, announced his retirement yesterday (Sunday) on his 75th birthday. He becomes chairman emeritus of agency he founded in 1925 and which now bills \$55 million. Mr. Needham first joined Chicago agency of Nichols, Finn & Co. in 1910 as copywriter.

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

ments providing public accommodations.

Commission's order Jan. 17 established two new classifications of subscribers. One is for hostelrys using 25 or more decoders in guest rooms; other for establishments using less.

Because of economies in placing decoders in establishments using 25 or more, charge for installation in such places is \$5 each. In smaller hotels, charge is \$10 each—same as cost in individual homes. RKO Phonevision began pay-TV test over its WHCT(TV) (ch. 18) Hartford in 1962.

Wilson to head FCBA

Thomas W. Wilson, senior partner in Washington communications law firm of Dow, Lohnes & Albertson, was elected president of Federal Communications Bar Association Jan. 17.

Other officers elected: Maurice M. Jansky, first vice president; J. Roger Wollenberg, second vice president; Herbert M. Schulkind, secretary; Stanley S. Harris, assistant secretary, and Robert A. Marmet, treasurer.

Elected to board were Howard C. Anderson and Robert L. Heald, both for three-year terms, replacing Mr. Wollenberg and Reed Miller.

Agency heads get LBJ budget preview

Chiefs of regulatory agencies heard President Johnson preview his economic message and reiterate his views on job ceilings and frugality in government at White House meeting Friday (Jan. 17).

This is second session President has had with heads of independent administrative agencies. He met them first time last month.

Among those present at 90-minute meeting were FCC Chairman E. William Henry and Federal Trade Commission Chairman Paul Rand Dixon.

President's economic message goes to Congress today (Jan. 20). His proposed budget for fiscal 1965 goes up to Congress Tuesday (Jan. 21).

More homes, viewers

NBC research department report Friday (Jan. 17) showed substantial increase in homes-per-minute reached by prime time television signals in fourth quarter of 1963. NBC report, based on A. C. Nielsen data, shows 6% rise to 30,470,000 homes-per-minute from 28,730,000 in fourth quarter of 1962. Net-

work's research division also noted daily viewing time had reached five hours 52 minutes, "an all-time high for any quarter."

RADIO POOL POSSIBLE

Networks may develop fund to aid in national ratings

Whether anything will come of it isn't clear, but radio networks have been studying possibility of pooling funds—say \$750,000 in all—to augment measurement of their audiences now that Nielsen is dropping radio service (BROADCASTING, Jan. 13, also see page 46, this issue). If it works out, funds might be used either to underwrite additions to service currently offered by Sindlinger—only firm now in network radio measurement, other than Nielsen—or perhaps to attract newcomer into this field.

With American Research Bureau and others considering entry, one suggestion with significant support is to invite bids, then let tripartite Advertising Research Foundation pick one that seems to offer most acceptable research procedures.

These discussions, centering on one meeting already held and at least one more set for early February, have been under leadership of Radio Advertising Bureau, but RAB says it merely arranged meetings "on request" and is limiting its role to that of providing forum and moderating. If anything concrete develops, it'll probably be temporary measure to span gap from Nielsen's radio retirement in mid-April until radio research methodology project now being conducted by RAB and National Association of Broadcasters has been completed and its findings activated.

Sponsors named

R. J. Reynolds Tobacco, through William Esty, and Goodyear Tire and Rubber, through Young & Rubicam, will sponsor telecast on final round of Phoenix Open Golf Tournament Feb. 9 (6-7 p.m.) over Sports Network Inc.

A dynasty goes on

Nelson family will continue *The Adventures of Ozzie and Harriet* for another five years. Noncancellable contract with ABC, succeeding one expiring in September, calls for payments to Ozzie, Harriet, David and Rick totaling \$3 million over five-year period. Network can order minimum of 26 new programs and maximum of 35 each year. Series, starting in radio 20 years ago, is in 12th season on TV, with American Dairy and American Gas associations as sponsors.

Presenting
WARNER BROS. ONE

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

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

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Wood

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NEGRO RADIO STATION

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National Representatives

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The new Model TP-1A is a rugged, dependable and field tested unit. It is easy to operate and fills a need in every station using cartridge equipment. Will handle all reel sizes. High speed winding at 22½" per second. Worn tape in old cartridges is easy to replace. New or old cartridges may be wound to any length. Tape Timer with minute and second calibration optional and extra. Installed on winder or available as accessory. TP-1A is \$94.50, with Tape Timer \$119.50.

Write or wire for complete details.

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8800 Brookville Road
Silver Spring, Maryland

DATEBOOK

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

■ Indicates first or revised listing.

JANUARY

■ Jan. 20—Western States Advertising Agencies Association dinner meeting, 7 p.m., Sheraton-West hotel, Los Angeles. Kai Jorgensen of Hixson & Jorgensen and Ted Factor of Doyle Dane Bernbach will discuss agency growth and the creative contributions of account executives.

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 copy-writing clinic. Speakers include William McAndrew, executive vice president in charge of NBC News; Dr. Frank Stanton, president of CBS Inc.; Sam J. Slate, executive vice president of RKO General Broadcasting; Harold L. Neal Jr., president of ABC Owned Radio Stations; Jack G. Thayer, vice president and general manager of WHK Cleveland, and David R. Klemm, promotion director of WXYZ-AM-FM Detroit.

Jan. 22—Deadline for comments on FCC rulemakings to govern grants in microwave services to systems supplying community antenna systems.

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

■ Jan. 23—Joint session of the Radio Sales Bureau of Toronto and the Radio Advertising Bureau of New York is being held for Canadian Association of Broadcasters member stations at the Royal York hotel, Toronto. Sales seminar has been arranged by Charles C. Hoffman, RSB general manager, to answer questions and tell how the two sales organizations can help radio stations develop new business, make more sales and larger profits.

■ Jan. 24-25—Eastern/Midwest regional meeting of the National Advertising Agency Network, Milwaukee. Sheldon Ritter, vice president of Hazard Advertising Co., New York, will speak on "Selling a Public Relations Account."

Jan. 24-26—Annual mid-winter convention of the Advertising Association of the West, Hacienda motel, Bakersfield, Calif.

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

Jan. 26—Workshop meeting of the Iowa Associated Press Radio-TV News Association, Des Moines. William F. Sueppel, Iowa public safety commissioner, will discuss in-training school planned for highway patrolmen to include dealings with news media personnel.

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. 29—Radio Corporation of America holds special meeting at 3 p.m. of shareholders to vote on a proposed three-for-one split of common stock. RCA Building, 30 Rockefeller Plaza, New York City.

■ Jan. 30-Feb. 1—Seventeenth annual con-

vention of the South Carolina Broadcasters Association, Jack Tar Poinsett hotel, Greenville, S. C. Speakers include William A. Leslie, Leslie Advertising; Judge Robert J. Burton, BMI; Dr. Thomas F. Jones, president of University of South Carolina; Ben McKinnon, WSGN Birmingham, Ala.; James Hulbert, NAB; and Frank Blair of NBC-TV's Today show.

FEBRUARY

Feb. 1—Deadline for entries for the Overseas Press Club of America annual awards for newspaper, wire service, radio, television, magazine, book and photographic reporting for 1964—printed or broadcast in the U. S.

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

■ Feb. 4—Annual stockholders meeting of Walt Disney Productions, Burbank, Calif., to elect board of directors and to consider and take action on other matters.

Feb. 4-5—Sixth annual Conference on Advertising/Government Relations, co-sponsored by the Advertising Federation of America and the Advertising Association of the West, Statler Hilton hotel, Washington. Highlight will be a breakfast session during which top industry official will present advertising's side to congressmen. U. S. Chamber of Commerce will be host Feb. 5-6 at public affairs conference.

Feb. 5—Television Bureau of Advertising's presentation—"Your Association: Secret Society or Pipeline to the Public?" breakfast meeting, 8 a.m., Cotillion room, Sheraton-Park hotel, Washington, D. C. Invitations available on request: TvB, One Rockefeller Plaza, New York 20.

■ Feb. 5—Annual stockholders meeting of Warner Brothers Pictures Inc., Wilmington, Del., to elect three directors, to consider and vote on restricted stock option incentive plan and other business.

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

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

Feb. 6—Wisconsin Broadcasters Association annual meeting, Coach House Inn, Milwaukee. Banquet speaker is Sol Tishoff, editor-publisher of BROADCASTING magazine.

Feb. 6—Minnesota Associated Press Broadcasters Association meeting, Minneapolis.

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

Feb. 9-15—Advertising Recognition Week. MacManus, John & Adams, Detroit, has prepared material for distribution to advertisers, agencies and media through Advertising Federation of America in the East and Advertising Association of the West in the states west of the Rockies.

Feb. 10—1964 Mike Awards Banquet of the Broadcasters' Foundation in honor of KDKA

BROADCASTING, January 20, 1964



FAVORITE THROUGHOUT MARYLAND FRIENDSHIP AIRPORT, BALTIMORE

WBAL-RADIO 1090  **BALTIMORE** MARYLAND'S ONLY 50,000 WATT STATION
NATIONALLY REPRESENTED BY MCGAVREN-GUILD COMPANY, INC.

BUYING POWER and SELLING POWER



*you get both
on WLIB*

The buying power of the greater New York Negro Community is an enormous \$2.25-billion.

As for "selling power" the facts here, too, speak for themselves. WLIB has more national advertisers than any other Negro-programmed station in the market. Often — more than all the rest combined. It's been that way year after year for almost a decade. There's just no other Negro station in the same league.

More — WLIB is the ONLY station in New York City that programs to the Negro Community 7 days a week, 365 days a year. Today it is almost standard practice to include it as one of the "must-buy" stations in the market.

WLIB
Harlem Radio Center

310 LENOX AVENUE, AT 125th ST. NEW YORK 27, N. Y.

Pittsburgh, Hotel Pierre, New York.

Feb. 14—Annual Valentine's Day Ball of Hollywood chapter of National Academy of Television Arts and Sciences. Place to be announced.

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

Feb. 20-22—Annual winter meeting of the Mutual Advertising Agency Network, Royal Palms Inn, Phoenix, Ariz.

■ Feb. 21—Ad Forum '64 seminar sponsored by the Houston Advertising Club, Shamrock Hilton hotel. Theme of the advertising event is "The Creative Surge." Speakers include Jack Izard, advertising manager of the Chevrolet Motor division of General Motors Corp.; Arthur H. Motley, president and publisher of *Parade* magazine, and Arthur Tatham, board chairman of Tatham-Laird Inc., Chicago.

■ Feb. 21—Western States Advertising Agencies Association "Man of the Year" luncheon honoring Charles W. Collier, executive vice president of Advertising Association of the West, 12 noon, Ambassador hotel, Los Angeles.

Feb. 22—Directors Guild of America annual awards dinner, Waldorf Astoria hotel, New York (originally scheduled for Feb. 8 to avoid conflict with 40th Anniversary of IATSE Local 52 in New York).

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

Feb. 27-28—Annual meeting of Southwest council of American Association of Advertising Agencies, Menger hotel, San Antonio.

Feb. 29-March 1—Newsfilm Standards Conference of the Radio-Television News Directors Association, auditorium of the Time & Life Building, New York City. RTNDA board of directors will meet Friday, Feb. 28.

MARCH

March 2-4—National conference on the Improvement of Teaching by Television and Radio, Memorial Student Union, University of Missouri, Columbia. Co-sponsored by the National Association of Educational Broadcasters and the University of Missouri, the conference will stress quality of instruction through programs on the roles of teachers, administrators, and producers-directors; and also programs on the application of research, the use of graphics and devices, and the inter-institutional exchange of broadcast materials.

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

March 9—Sixteenth annual Writers Awards dinner of Writers Guild of America, West, combining screen and television-radio awards. Beverly Hilton, Beverly Hills, Calif. Christopher Knopf, president of TV-radio branch, and Allen Rivkin, president of screen branch, are co-chairmen.

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

March 12—FCC will hold an oral proceeding on its proposed television program reporting form.

■ March 21—Twenty-fifth annual national convention of the Intercollegiate Broadcasting System, Ferris Booth Hall, Columbia University, New York. Host station is

WKCR-FM (educational) New York. Speakers include James Hagerty, vice president in charge of ABC News, and Robert E. Lee, FCC commissioner. For additional information contact Bob Freedman, Intercollegiate Broadcasting System, Bethlehem, Pa.

March 23—Awards dinner of the Alfred I. duPont Awards Foundation, Mayflower hotel, Washington.

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

APRIL

April 2—Twenty-fifth annual White House News Photographers Association photo contest dinner, Washington. All photos, black and white, must have been made by WHNPA members between Jan. 1, 1963, and Dec. 31, 1963. All color must have been made or appeared for the first time between the same dates. Each member may submit up to, and including, 15 prints for judging. The contest deadline is Jan. 31, 1964.

April 3—Deadline for reply comments on UHF allocations tables proposed by FCC and National Association of Educational Broadcasters.

April 3—Deadline for reply comments on rulemaking to authorize six UHF channels for airborne ETV in six Midwestern states.

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

April 5-8—West Coast meeting of the Association of National Advertisers, Delmonico Lodge, Pebble Beach, Calif.

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

April 12-17—Ninety-fifth Technical Conference of the Society of Motion Picture and Television Engineers (SMPTE), Ambassador hotel, Los Angeles. John M. Waner, of Eastman Kodak Co., Hollywood, is program chairman. Papers committee chairman is C. Loren Graham, of Kodak Color Technology Department in Rochester, N. Y. Topics and topic chairmen for papers to be presented at the semiannual conference include: Cinematography: Viscous Processing, Roderick T. Ryan, Eastman Kodak Co., Hollywood; Motion Pictures, Television and Education, Howard Stucker, Los Angeles State College, Los Angeles; Television Engineering Developments, Henry Ball, RCA, Burbank, Calif.; and Television Production, Edward P. Ancona Jr., NBC, Burbank, Calif.

■ April 13—Annual stockholders meeting of Wometco Enterprises Inc., Miami, Fla.

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

■ April 13-15—Third annual Microelectronics Symposium, sponsored by the St. Louis section of the Institute of Electrical and Electronics Engineers, Chase Park Plaza hotel, St. Louis. Under the theme "The Development of Microelectronics Through Materials Integration," this year's program will consider the evolution of thin film, hybrid, and integrated circuit systems. Program chairman is Thomas F. Murtha, P.O. Box 4104, St. Louis, Mo. 63136.

■ Indicates first or revised listing.

BROADCASTING, January 20, 1964

UNITED
ARTISTS

SHOWCASE 2

MARLON ANNA JOANNE
BRANDO MAGNANI WOODWARD
IN TENNESSEE WILLIAMS'
"THE FUGITIVE KIND"

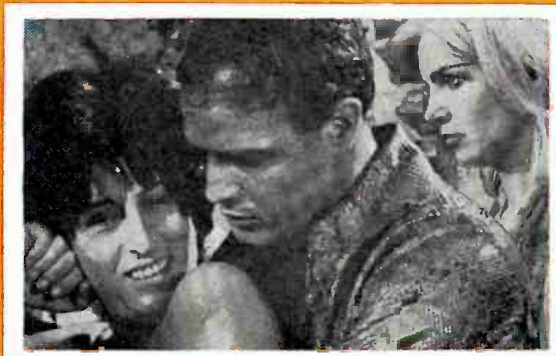
"NEVER BEFORE ON TV!" . . .

THE FUGITIVE KIND is one major feature film that can make this claim . . .

Your viewers are looking for *new* shows—and they're looking for the emotional wallop that's inevitable when a Marlon Brando, an Anna Magnani and a Joanne Woodward clash in a story by Tennessee Williams (all notable, promotable names).

Here's a sharp-edged variation on the popular love-triangle theme: two hours of magnificent action played in a haunting back-country locale, scene of Tennessee Williams' many outstanding hits.

UNITED ARTISTS SHOWCASE 2 delivers *numerous* tensely dramatic features of the distinction of *THE FUGITIVE KIND* . . . new to TV. RUNNING TIME: 119 MINUTES



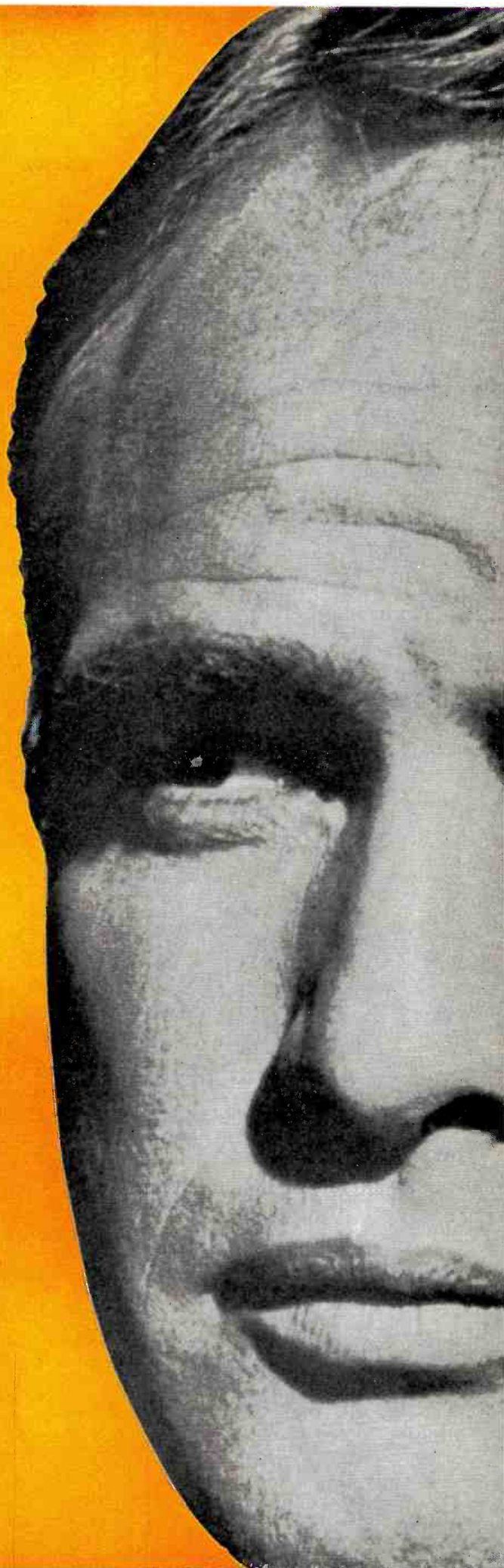
Wire, write or phone for
THE FEATURE FILMS THAT WIN YOUR MARKET.

U.C.I.

UNITED ARTISTS ASSOCIATED

a division of

UNITED ARTISTS TELEVISION, INC.
555 Madison Avenue, New York 22, N. Y.





NICE GIRLS FINISH FIRST

The story behind the runaway success of The Patty Duke Show on the new ABC—and how this incredibly talented youngster holds the fascinated attention of viewers in 12,700,000 homes every week.

EIGHT YEARS AGO, Patty Duke was an 8-year-old girl on the way to her first acting lesson. When she spoke, she said, “dese, dem and dose,” with all the gusto of a native New Yorker.

One year ago, Patty Duke won an Academy Award. When she spoke, it was with the grace and charm of a favorite granddaughter.

Patty Duke was a girl with talent and the will to work. Patty Duke was also a girl with a delightful personality. Patty Duke, in short, was exactly the kind of girl ABC was looking for to build a show around for its 1963-64 season. It was to be a *new* ABC, firmly based on wholesome entertainment. And Patty fitted in perfectly.

Would she like to do a television program of her own? She would.

What kind of program? Obviously, Patty had to be a teen-ager. But how could you take advantage of her tremendous ability when most teenage roles had become stereotyped long ago?

The answer was to *un*stereotype the role. Instead of giving Patty only *one* part, give her *two* parts—identical cousins with diametrically opposed personalities.

With those two decisions—the obvious one of making Patty Duke a teen-ager, and the not so obvious one of giving her twin acting assignments—The Patty Duke Show was born.

Breck, General Mills and Sterling Drug became the sponsors. The American public saw the show for the first time on Wednesday night, September 18, 1963. And the darndest things began to happen.

The Patty Duke Show instantly became one of the top new hits on television. Over 12,700,000 homes tune in every week. Patty's devoted followers include over 15,500,000 grownups, many of them young adults with children of their own.

Patty has become a heroine—and an example—to her own generation. High school girls from Maine to California are sporting Patty's hairdo. More important, they are copying her gentle manners.

The ABC Television Network is tickled pink about The Patty Duke Show. It demonstrates clearly and forcibly that wholesome, quality entertainment can lead to commercial success *and* to better television.

ABC Television Network 

Ever take the PULSE of your HOOPER?

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

PULSE: May 1-21, 1963

6 AM-12 Noon WILS 12 Noon-7 PM

63% 58%

AUDIENCE ESTIMATE

HOOPER: Jan.-Mar. 1963

7 AM-12 Noon WILS 12 Noon-6 PM

62.3% 68.8%

SHARE OF RADIO AUDIENCE

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

What earns this audience for WILS?



We broadcast
24 Hrs.-A-Day.

48
NEWSCASTS

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

6
GREAT D.J.'s

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



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

Why Lansing is your market

SALES MANAGEMENT Ranks us:

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

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

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

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

RADIO 1320 37
WILS
ANSING
5,000 WATTS / 24 HOURS A DAY

OPEN MIKE®

Loud and clear

EDITOR: A hundred years ago I wrote you a letter praising your editorials. Have been reading them ever since.

You still ring clear as a bell and get to the heart of a matter about as quickly as a nutcracker. Currently I have reference to "The piggy on whose back?" and "Keeping cigarettes from junior" (BROADCASTING, Jan. 6).—*Robert M. Reuschle, general sales manager, WFGA-TV Jacksonville, Fla.*

EDITOR: You are so very right in your "Time to quit the kidding" (Dec. 23) and piggyback (Jan. 6) editorials. As an industry, broadcasters know nothing about audience preferences or reactions before making decisions.

And it hasn't tried very hard to learn. Over a year ago, at the NAB regional meeting in New York, I offered the assistance of the Research Division of the School of Public Relations and Communications of Boston University to NAB's newly formed research department; there has been no action to date.

Broadcasters have a perfect right to make their own decisions on what constitutes a one- or two-commercial spot, how many commercials shall be carried in a given period of time; also how long they shall be. But as long as one FCC commissioner or elite critic is left, they will be vulnerable and subject to unwarranted and unfounded abuse unless and until as an industry they gather meaningful data and opinions from the audience they serve.

Wouldn't it be astonishing if it were discovered that the audience couldn't care less about the things that the FCC and broadcasting's critics contend are of such importance that they must be government-controlled? But we don't know, do we?—*Edward C. Obrist, director of broadcasting, Boston University—School of Public Relations and Communications.*

Enthusiasm to dismay

EDITOR: We at Jenkyns, Shean & Elliott were more than pleasantly surprised when we opened our copy of the Dec. 23, 1963 issue of BROADCASTING. Sure enough, there on page 36 was a reproduction of the Bell Brand potato chip characterization for TV that we recently developed and produced for McCann-Erickson, Los Angeles.

Our enthusiasm quickly turned to dismay. No mention was made of us nor of the talent whose voices we used for the two little characters in the spot.

Because we are a young company, publicity and press recognition are even more critical to us than to older (though not cleverer) commercial producers.

Howard Morris and Sheilah Wells

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters:
BROADCASTING-TELECASTING Bldg., 1735 DeSales
Street, N.W., Washington, D. C. ZIP code
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BROADCASTING® Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING®—The News Magazine of the Fifth Estate. Broadcast Advertising® was acquired in 1932, Broadcast Reporter in 1933 and Telecast® in 1953. BROADCASTING-TELECASTING® was introduced in 1946.

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The RESULTS Are In... OVERWHELMING!

WBEN-TV Buffalo

"For two years we've attempted to find a successful transitional program prior to the 'Five O'Clock Show.' We're all delighted with the results of 'Beaver' and are confident of its continued Buffalo growth."

Art
--Arthur C. Elliot
Vice-Pres. Harrington, Richter & Parsons

WATL-TV Atlanta

"'Beaver' has given us a high metro rating and has delivered more homes than any other book according to ARB in the history of the modern type of rating."

Joe
--Joseph M. Higgins
Vice-Pres. & General Manager

WJBK-TV Detroit

"When one considers the competition, it is easy to understand our elation with its success. We're looking forward to continued high audiences with 'Beaver.'"

Lawrence M. Carino
--Lawrence M. Carino
General Manager

SEE FOR YOURSELF! SEE NEXT TWO PAGES!

KTLA Los Angeles

"'Beaver' must easily be the top rated off-network show in Los Angeles. We knew it would do well but this is beyond our expectations."

Dalton
--Dalton Danon
Director of Programming

KMSP-TV Minneapolis

"We are now in the Number One position in Minneapolis with a 40% share of the audience. We are most happy with the results."

Donald Swartz
--Donald Swartz
General Manager

KONO-TV San Antonio

"In our opinion here in San Antonio 'Beaver' is as good an investment as it is possible to make."

W. Perry Dickey
--W. Perry Dickey
Program Manager

234 HALF-HOURS

LEAVE IT TO BEAVER



HUGH BEAUMONT
BARBARA BILLINGSLEY
TONY DOW and
JERRY MATHERS as
"BEAVER"

'BEAVER' THE STRONGEST INTRODUCED TO

NOVEMBER ARB REPORTS

R=Rating/S=Share

ALBANY—WTEN—TUES. 7:30PM

Replaced—Golf Show—1r/2s
Lead-In—CBS News—13r/26s
BEAVER—17 rating/27 share (vs. Feature & Combat)

ATLANTA—WAII—6PM STRIP

Replaced—Maverick—5r/19s
Lead-In—Robin Hood—3r/11s
BEAVER—12 rating/29 share (vs. WSB News 20r/47s—WAGA News 10r/24s)
BEAVER almost triples lead-in!

BOSTON—WBZ—SAT. 7PM AND 9AM STRIP

Replaced—Highway Patrol—9r/29s	Replaced—Medic—2r/13s
Lead-In—News—17r/43s	Lead-in—Today—4r/22s
BEAVER—16 rating/41 share (Lawbreaker, Rebel) <i>Beats all!</i>	BEAVER—4 rating/30 share—gets almost 75% of all women viewers.

BUFFALO—WBEN—4:30 STRIP

Replaced—Edge of Night—6r/31s
Lead-In—Secret Storm—10r/32s
BEAVER—10 rating/32 share—up from last month's 6r/27s. *Building!*

CHICAGO—WBBM—3:30 STRIP

Replaced—Burns & Allen—3r/24s
Lead-In—Secret Storm—5r/28s
BEAVER—6 rating/33 share (Daddy, Trailmaster, Stooges) *Beats all!*

DALLAS—KRLD—3:30 STRIP

Replaced—Edge of Night—8r/33s
Lead-In—Secret Storm—8r/50s
BEAVER—4 rating/37 share (vs. Daddy 2r/18s—
Trailmaster 3r/27s—Popeye 2r/18s) *Beats all!*

DENVER—KBTU—5PM STRIP

Replaced—Lawman—5r/20s
Lead-In—Mouse—5r/28s
BEAVER—9 rating/28 share (vs. Maverick 24s—Yogi 19s—News 31s)

DETROIT—WJBK—THURS. 7PM AND SUNDAY 7PM

Replaced—Peter Gunn—11r/26s	Replaced—Lassie—12r/28s
Lead-In—CBS News—5r/12s	Lead-in—Highway Patrol—13r/29s
BEAVER—17 rating/35 share <i>Beats all!</i> (Pierrot, Michigan Outdoors, Tombstone Territory) <i>Top show</i> <i>in WJBK's Mon.-Fri. 7PM slot.</i>	BEAVER—18 rating/38 share—(Dana, Biography, Magoo) <i>Beats all!</i>

GREENVILLE—ASHEVILLE—SPARTANBURG—WFBC—5:30PM STRIP

Replaced—Kellogg/Paradise—6r/27s
Lead-In—Kellogg Strip—11r/38s
BEAVER—14 rating/43 share (vs. Feature 4r/13s—Fea/Wea 14r/42s) *Beats all!*

HARTFORD—NEW HAVEN—WTIC—9:30AM STRIP

Replaced—Millionaire—4r/50s
Lead-In—Deputy Dawg—12r/71s
BEAVER—13 rating/76 share (vs. Groucho 2r/13s—Romper Room 1r/6s).
Captures two-thirds of All Women Viewers. Dominates Hartford and New Haven!

LOS ANGELES—KTLA—IND—7PM STRIP

Replaced—Whirlybirds—4r/10s
Lead-In—News—3r/6s
BEAVER—9 rating/17 share. KTLA's top rated weekly show—10 AM to 11 PM M-F
Beats 5 stations!

ALL-'ROUND SHOW SYNDICATION IN YEARS!

MEMPHIS—WMCT—3:30PM STRIP

Replaced—Make Room For Daddy—8r/38s
Lead-In—Match Game/News—8r/42s
BEAVER—6 rating/36 share (vs. Trailmaster 6r/36s—Local/Fea 5r/29s)
Tops in Homes! Ties for First!

MILWAUKEE—WISN—6PM STRIP..... AND SATURDAY 6PM

Replaced—CBS News—5r/20s
Lead-In—CBS News—7r/21s
BEAVER—14 rating/34 share (vs. Kids 12r/32s—News/Wea 13r/33s) *Tops!*
Replaced—Lloyd Bridges—4r/17s
Lead-In—Weather—4r/12s
BEAVER—16 rating/39 share *Beats all!*

MINNEAPOLIS—KMSP—5:30 STRIP

Replaced—Feature—3r/13s
Lead-In—Ron Cochran News—2r/8s
BEAVER—14 rating/38 share (vs. CBS News 6r/17s—Huntley-Brinkley 10r/27s—Lone Ranger 6r/17s). *Beats all!*

ORLANDO—DAYTONA—WDBO—5:30PM STRIP

Replaced—Kellogg Strip—9r/52s
Lead-In—Kellogg Strip—9r/39s
BEAVER—11 rating/41 share (vs. News 10r/37s Action Hours 6r/22s). *Beats all!*

PHILADELPHIA—WCAU—4:30 STRIP

Replaced—Love That Bob—4r/21s
Lead-In—Secret Storm—5r/24s
BEAVER—9 rating/34 share (vs. Daddy 8r/31s—Popeye/Kellogg 9r/36s)

PITTSBURGH—WTAE—SAT. 6PM

Replaced—Major Adams—2r/9s
Lead-In—Bowling—9r/30s
BEAVER—10 rating/26 share—*five times its rating of a month ago.*

RICHMOND—WTVR—6PM STRIP

Replaced—Kellogg strip—11r/45s
Lead-In—Kellogg strip—15r/47s
BEAVER—23 rating/63 share (vs. WRVA News 6r/15s—WXEX News 8r/22s). *Beats all!*

SEATTLE—KOMO—TUES. 7PM

Replaced—Expedition—12r/31s
Lead-In—Bold Journey—16r/30s
BEAVER—19 rating/37 share—KOMO's top 7PM show.

SOUTH BEND—WSBT—MON. 5:30PM

Replaced—Zoorama—11r/28s
Lead-In—Kid Show—7r/30s
BEAVER—8 rating/36 share (vs. Robin Hood 5r/22s—Mouse 9r/41s) BEAVER *tops in homes and adults!*

TULSA—KVOO—4:30PM STRIP

Replaced—Kids show—6r/28s
Lead-In—Lone Ranger—8r/36s
BEAVER—10 rating/41 share—*Top Rating, Share, Homes, Adults. Beats All!*

234 HALF-HOURS

LEAVE IT TO BEAVER



HUGH BEAUMONT
BARBARA BILLINGSLEY
TONY DOW and
JERRY MATHERS as
"BEAVER"

mca
TV FILM SYNDICATION

\$56,900,000 REWARD

(Payable March 17, 1964)

That's the "wage dividend" the Eastman Kodak Co., (headquarters in Rochester, N. Y.), will pay out March 17 to 50,000 employees as a "reward" for work well done in 1963.

\$39,700,000 of this goes to 33,000 employees right here in the Rochester area, in one day, as an addition to regular wages.

The prosperity of Kodak employees is one of the reasons why ROCHESTER ranks FIRST in Upstate New York in "Per Household Income" (\$8356)*; and FIRST in "Per Household Retail Sales" (\$4860)*; and why ROCHESTER belongs on your list of MUST-BUY markets.

To tap this flow of extra millions into the Rochester economy, advertise your product on WHEC-TV, Channel 10, the strong, high-rated CBS outlet with equally strong local programming, audience acceptance, and prestige!

*Copyright 1963 Sales Management Survey of Buying Power. Further reproduction is forbidden.

WHEC-TV ROCHESTER, N. Y.

Channel 10 • Basic CBS • Represented by H-R

were the voices that we used in the spot. Chris Jenkyns and Dick Elliott were responsible for the production. — *Robert Hammond, Jenkyns, Shean & Elliott Inc., 717 North La Cienega Boulevard, Los Angeles.*

To tell even more

EDITOR: Please send 300 copies of your editorial "In days of anguish a lesson learned" commenting on radio-TV's role following the Kennedy assassination (BROADCASTING, Dec. 2, 1963). It will be included with the next issue of our newsletter, *Videogram*, which is now in its sixth year of weekly contact with local advertisers and civic leaders.

We can never begin to tell you how important your publication is to our industry.—*Bob Walton, local sales manager, WRBL-TV Columbus, Ga.*

Thank you, but . . .

EDITOR: We want to thank you for the article on National General Corp.'s subsidiary company, Williamsport Cable Co., Williamsport, Pa. (BROADCASTING, Jan. 13).

However, the part of the article which stated that Warren Maus was the new manager of Williamsport Cable Co. is incorrect. Henry E. Lockard has been the manager since Dec. 1, 1961, and will continue in that capacity. Mr. Maus recently was added to the staff as director of sales.—*Frank W. Jones, assistant to the president, National General Corp., Beverly Hills, Calif.*

Vote for Collins

EDITOR: When history is written on the current status of the broadcast industry, Governor LeRoy Collins will stand 10 feet tall.

It is true that his thinking may be somewhat advanced for many to comprehend and appreciate. That goes for us in the broadcast industry as well as our critics. . . . As a Floridian who managed this station when Roy Collins was governor of Florida, I know him to be a man of such perspicacity that I, for one, rely on his judgment in leading broadcasting through these very difficult times. While he is examining today's careful step, he has an eye cocked for the next mile down the road.

Count me in with those broadcasters—and I feel it's a majority—who support Governor Collins. I like the way his courage is fastened quite permanently to his integrity.—*Lee Ruwitch, executive vice president and general manager, WTVJ(TV) Miami.*

Sensible fire

EDITOR: BROADCASTING is doing one magnificent reporting and crusading job. Never lose that fire and sense of responsibility.—*Daniel C. Libeg, general manager, KSNM Pocatello, Idaho.*

1
United Press International news produces!

KOVR is now first in Sacramento-Stockton and it's easy to see why, with 5 of the top 10, and 10 of the top 20 shows on channel 13

abc

FIRST

**5:00-7:30 PM
MON-FRI**

FIRST

**5:00-11:00 PM
MON-SUN**

FIRST

**7:30-11:00 PM
MON-SUN**

Become a leader, not a follower

We're a nation of groups . . . the go group, the lively group, the know group, the in group. Everyone wants to get on the team, join the gang. We're adults, but we play kids' games like follow-the-leader.

Advertising people like to play games too. Like ring-around-the-rosie. Think about the commercials you saw on television last evening or heard on your car radio this morning. How many were just warmed-over rehashes of something already said about a competing product?

One company talks about low calories. And competition, not to be left behind, jumps on the same low calorie bandwagon. Another advertiser emphasizes nutrition and the leader attracts the followers. The what-you-say-I-say addicts believe that silence is an admission of guilt: "The public might think that since we don't say it, we don't have it." Or, "Our preference will slip if we don't counteract their claims by stressing the same benefit."

Consumer Confusion ■ This competitive retaliation is used primarily to maintain equality rather than stress a superior benefit. When this conformity is practiced throughout the country, you can see the results: communication breaks down, the consumer becomes confused, purchasing action gets sluggish and advertising dollars are wasted.

How do we escape this bland trap of me-tooism in advertising? Part of the answer is through more effective use of research—to sharply define the unique product benefits and differences, to determine what people really want in a product, to find out what makes the consumer buy what he buys.

This doesn't mean that we are going to stop playing games, but it does mean that the companies that build their advertising campaigns around a carefully planned research program will be a step ahead of competition.

We must also have better dramatization of the product's unique sales theme. The researcher, writer and producer must work closer together than ever before. It has become a fad for creative people to belittle research, saying that it puts them in a straitjacket. This is absurd. Without the facts, without knowledge of a product's primary purchase attributes, the creative man is dead.

Research Key ■ Researchers must determine a product's unique distinctions—if the product is to sell. This competitive margin is not always found in the product itself. The difference may

be in the product's price structure, packaging, sales policies or field service. The job of the researcher is to determine all of the purchase attributes of the product and then to isolate the single most important benefit or a combination of these benefits that will quickly motivate preference.

Thompson Designs Inc., pioneer manufacturer of electric manicuring sets, was concentrating on a theme based on practicality, advertising that the product would "trim, file and buff nails faster and more efficiently." In interviews with women on a specially selected consumer panel, we found that such words as "luxury," "beauty," "feminine" and "glamorous" were used in describing the benefits of the unit—with no mention of the practical aspects of the product.

As a result, the broadcast and print campaigns were immediately changed to emphasize the glamour appeal. Accordingly, sales have shown a tremendous upswing.

Sausage Success ■ Papa David Sausage Manufacturing Co. masculinized its advertising theme and stressed the "extra flavor difference" after a study found that men were a major factor in influencing the buying decisions for breakfast meats and that men were attracted by a flavor appeal theme. Sales jumped with the new "Do yourself a flavor" campaign.

Once the product appeals have been defined, the creative man has the consumer in his sights. His job next is to translate the research into meaningful communications that will stimulate action.

This is easier said than done because there is no magic formula for creativity. But out of the encyclopedia of purchase attributes that research has helped produce, we will uncover ideas . . . ideas by

the handful, the basketful; little ideas that can be expanded, big ideas that can be refined.

The TV writer cannot think only of the script. He must also offer a solid visual concept with sight and sound blending hand in hand.

The TV producer must open up new vistas, using more showmanship to excite and hold the interest of the viewer. Let's play to our audience with humor, suspense and change-of-pace drama. Think of how you can make more effective use of background music. Look for better editing and stop-motion techniques, new uses of symbolism when product benefits are not clearly demonstrable and new ideas in animation.

Change Of Scene ■ Get away from the tiresome, well-worn locales for product-in-use demonstrations. Try new camera techniques, not to be effect-happy but to arouse interest in the viewer. Must a commercial always signify a distinct break in audience attention, a psychological let-down?

Let's also take advantage of the resurgence of radio with a "let's try and see" attitude. Experiment more to find the distinctive, bold and fresh approach and not settle for the expected or commonplace. Instead of merely writing for radio, take a page from the past and produce for radio . . . with special music background and bridges, sound effects and copy that stimulate visualization.

Look for the really new idea, and when you find it, nourish it, develop it, polish it to perfection. Then run it for all it's worth to push the product out in the open, ahead of the crowd, clearly demonstrating brand superiority over competition. If the idea is strong enough and the creative approach distinctive enough, you will establish a franchise with the public that cannot be destroyed by competitive retaliation.

John R. Price is vice president and director of marketing and research for Sander Rodkin Advertising, Chicago. He was formerly director of advertising and merchandising for the Gates Radio Co. Before his association with Gates he was an account supervisor for Ted Roggen Advertising, a TV director for KUHT and on the production staff of KPRC-TV, all in Houston. In 1956 he was presented the Joseph S. Cullinan Award by the University of Houston for his outstanding work in television.





AUTOMOBILES

Recently we learned some amazing facts about Detroit's car radio audience. For example, 88% of all autos in the metro area are equipped with a radio*. This, then, means that there are 1,325,300 radio equipped private vehicles in the three-county area.

And sets-in-use are **47.5%** — or twice that credited by the major rating services for home sets-in-use.

Since there are more cars than homes in metropolitan Detroit, the WKNR **INDEX** bears out the fact that "All Times Are Drive Times In Detroit." Drive your message home with WKNR — the Station that knows Detroit.

*If you'd like a copy of this study from the WKNR **INDEX** of Detroit, drop a note to Walter Patterson, WKNR, Box 1300, Detroit 31, Michigan.

WKNR**THE STATION THAT
KNOWS DETROIT**

KNORR BROADCASTING CORPORATION

Mrs. Fred Knorr,
President

Walter Patterson,
Executive Vice President
& General Manager

REPRESENTED NATIONALLY BY THE PAUL H. RAYMER COMPANY



Down-To-Earth Programming

Twice each week WREC-TV, Memphis, presents its own well-known gardening expert and staff member, Ott Roush, with the latest on plant care plus advice and tips to home gardeners. The popularity of these "down-to-earth" community service programs can be best judged by the

volume of mail received from throughout the entire Mid-South, and from the honor bestowed on Ott when he was chosen by the Memphis Council of Garden Clubs to make their monthly "Gardener of the Month" award a regular part of his shows. Here again is another example of the

many public service features that continually produce enthusiastic public acceptance for WREC-TV and its advertisers.

WREC-TV 
CHANNEL 3 MEMPHIS

TV code board: on the hot seat

Money—lots of it—will be at issue this week when the television code board of the National Association of Broadcasters is asked to make decisions on two of the toughest questions ever to confront it or any predecessor.

The questions:

- Whether to prohibit piggyback announcements—single commercials containing messages for two or more unrelated products or services.
- Whether to impose restraints on cigarette advertising.

The showdown on piggybacks was precipitated a month ago when Procter & Gamble, the biggest TV advertiser, warned that it would refuse to pay for any

of its commercials that were placed next to a piggyback. Other major advertisers violently defend their use of piggybacks or, as they prefer to call them, integrated spots. Last week one of them threatened legal action and accused P&G and broadcasters of collaborating on a proposal that would help P&G and hurt smaller competitors. (Full report begins below.)

The tobacco issue was precipitated by the U. S. surgeon general's report that found cigarette smoking to be a principal cause of lung cancer and a factor in other diseases. Now the code board must decide what to do about cigarette advertising that accounts for \$112 million a year in television billings. (Story begins page 30.)

The rising furor over piggybacks

AS ADVERTISERS CLASH, BROADCASTERS ARE CAUGHT IN THE MIDDLE

There were signs last week that a lively scrap may ensue when the television code board of the National Association of Broadcasters sits down this week to consider a proposed clampdown on piggyback commercials.

The rules tightening advocated by Howard Bell, the NAB code director, (BROADCASTING, Jan. 6) has been supported as a means of curtailing the appearance of overcommercialization, but opposed as a move that would force small advertisers out of television or into different uses of the medium without, in many cases, making TV look any less commercial.

The code board members must face the issue in the knowledge that no matter how they act they run the strong risk of antagonizing important customers.

Rival Views ■ Procter & Gamble which billed an estimated \$123 million in television in 1963 has thrown its great weight behind the campaign to eliminate piggybacks.

Last week Helene Curtis Industries which bills about \$8 million a year in TV accused broadcasters of knuckling under to P&G and threatened legal action. Curtis said that code action restricting the use of integrated commercials would accentuate P&G's dominance and said that P&G, in its support of piggyback restrictions, was "attempting to strangle the companies of a lesser size."

The code board, which meets Wed-

nesday and Thursday (Jan. 22-23) at Miami, has already received Mr. Bell's proposal for code amendments that would outlaw piggybacks. Any code amendments voted by the code board will be subject to action by the parent NAB television board which meets Jan. 27-31 in Sarasota, Fla.

Bell's Amendment ■ With multiple-product commercials mounting, Mr. Bell proposed to require that they be counted as separate messages unless the products or services involved are (1) clearly related in nature and (2) produced by the same company. Even then, product messages would have to be integrated in such a way as to give the appearance of a single commercial.

Under present code interpretations, unrelated products of the same advertiser—or related products of different advertisers—may be integrated into what counts as a single commercial. These would in effect become piggybacks under Mr. Bell's amendment, and hence could not be positioned alongside any other commercial without creating a violation of the code's ban on triple-spotting.

The Bell proposal gained new support last week in unanimous endorsement by the managers of the five Time-Life television stations. After a managers meeting held Monday (Jan. 13) in New York for the specific purpose of considering the piggyback question, Frederick S. Gilbert, vice president and general manager of Time-Life Broadcast

Inc., wired Mr. Bell:

"Individually and collectively, we heartily endorse your published statement because as licensees we firmly believe this to be in the best interest of our respective audiences. To stop accusations of overcommercialization complicated by clutter, we think it is imperative that your definitions, which help to eliminate many gray areas, be adopted by the code board in its upcoming meeting."

Mr. Bell wired back his thanks and assurances that "I'll certainly present your views at the meeting." The Time-Life TV stations are KOGO-TV San Diego, KLZ-TV Denver, WTCN-TV Minneapolis, WFBM-TV Indianapolis and WOOD-TV Grand Rapids, Mich.

Dissents ■ Within the code board, however, some opposition to the proposal was clearly discernible. Some members were known to regard it as an "antinetwork proposal"—a view not shared by all networks, incidentally.

Those who did hold this view reasoned that Mr. Bell's plan would make it difficult, if not impossible, for many small advertisers to team up in multiple-product commercials for use on networks, forcing them to move into spot advertising or to leave television altogether.

They felt that this would discriminate (1) against the networks by curtailing their revenues and prospects and (2) against such small advertisers by depriving them of identification with net-

work-caliber programs.

Middle Road ■ There was also another view that it would be better to try to tighten the code's present multi-product policies enough to keep financially able advertisers from taking advantage of them—but not enough to exclude small advertisers who can't afford anything more.

Just how this might be accomplished was not clear, but its objective was to keep big advertisers or well-heeled but unrelated products from teaming up in dual-product commercials simply to save money, and yet somehow leave the way clear for small, low-budget advertisers to do just that.

"There is some justification for piggybacks," one broadcaster said in developing this approach. "But they shouldn't be abused. They're great for the small brand and the new product that otherwise cannot afford television on a substantial scale, but unfortunately that's not the way they're being used most of the time."

Others held that Mr. Bell's plan was unrealistic in that a piggyback alongside a regular commercial within a program would be considered triple-spotting and therefore forbidden, whereas the same number of commercials may be permitted between programs in the

familiar 20-20-ID sequence.

On the theory that a viewer doesn't know a piggyback from two separate commercials back to back, these and other sources suggested that the sensible approach would be to quit worrying about nomenclature and concentrate on the number of different calls for viewer action—including public service announcements as well as sales messages—within a given length of time.

All these conflicting views among code board members were expressed before Helene Curtis Industries issued its accusations.

The Curtis Charges ■ The Chicago-based Curtis company dispatched last Thursday night a strong letter to P&G, the NAB and "members and affiliates" of the NAB. Copies also were sent to FCC Chairman E. William Henry, officers and directors of the NAB and members of the Television Code Review Board. The letter was signed by Allen D. Choka, Helene Curtis chief counsel.

In the letter Curtis warned P&G and the NAB: "We intend to hold and will hold all of you responsible for increased advertising expenses, loss of competitive position or damages resulting from your collaborative efforts to:

"1. Dictate to broadcasters the terms

upon which advertising may be placed or accepted.

"2. Abolish multi-product commercials to the detriment of the small advertiser and the enhancement of the giant.

"3. Redefine terms in an arbitrary manner to favor some advertisers to the prejudice of others.

"4. Increase advertising costs to the advertiser under the false guise of public service."

Threat To Competition ■ Mr. Choka said Helene Curtis Industries regrets "that you have made it necessary for us to write a letter of this nature." But, he said, "in less than a month's time events have taken such a turn that the ability of the great majority of advertisers to compete on a reasonably fair basis is being threatened. As a competitor of Procter & Gamble in a few of its many fields we much oppose it and you as its collaborators in this."

The Helene Curtis attorney pointed out that his firm is a "continuing user" of TV and is also "a frequent user of integrated commercials." For this reason, he said, the company is "vitaly concerned with the concerted activities" of the NAB, the broadcasters individually and P&G.

"We are, of course, referring to the



Mr. Bell



Mr. Storer



Mr. Manship



Mr. Ream



Mr. Clipp



Mr. Rogers



Mr. Ferguson



Mr. Schneider



Mr. Jahncke



Mr. Pabst

Facing what have been termed the most important decisions in the history of the Television Code Review Board, these members will meet with their newly appointed code director, Howard Bell, in Miami Beach this week. Members who are expected to attend in addition to Director Bell are William D. Pabst, executive vice president and general manager, KTVU Oakland-San Francisco, chairman; Roger W. Clipp, vice president and general manager, Triangle Publications, Philadelphia; Robert W. Ferguson, executive vice president and general manager,

WTRF-TV Wheeling, W. Va.; Douglas L. Manship, president and general manager, WBRZ Baton Rouge; Lawrence H. Rogers II, executive vice president, Taft Broadcasting Co., Cincinnati; George B. Storer Sr., chairman of the board, Storer Broadcasting Co., Miami Beach, Fla.; Ernest Lee Jahncke Jr., vice president, standards and practices, NBC, New York; Joseph H. Ream, vice president, program practices, CBS, New York, and Alfred R. Schneider, vice president, administration, ABC-TV, New York. Tobacco advertising and piggybacks are high on the board's agenda.



**NOW
THE AIR SCOUT
IS A
WHIRLYBIRD**

■ That helicopter Daytonians see windmilling around overhead during morning and evening drive times carries WHIO's friendly, relaxed traffic reporter, Lieutenant Russ Guerra of the Dayton Police Department. ■ Use of a whirlybird is another milestone in WHIO local traffic coverage which so many thousands of Daytonians have come to rely upon. First it was a car (which we still use occasionally during non-flying weather), then a small plane, and now a helicopter which enables Lieutenant Guerra to fly lower and keep closer tab on the estimated total of 250,000 cars that crowd the roads during drive times. ■ No other radio station in Dayton matches the quality of WHIO local news coverage . . . no other station is so much a part of the life of the adult Daytonian. Local program power plus CBS make WHIO the top buy in Southwestern Ohio. ■ Ask your Hollingbery man for WHIO.

WHIO | AM | FM | TV | DAYTON OHIO

Associated with WSB, WSB-TV, Atlanta . . . WSOC, WSOC-TV, Charlotte . . . WIOD-AM-FM, Miami . . . KTVU-TV, San Francisco-Oakland

chain of events that commenced with the ultimatum by Procter & Gamble to the broadcasters regarding multi-product commercials," Mr. Choka wrote.

Five weeks ago P&G announced it would refuse to pay for any of its commercials that were placed alongside any piggyback (BROADCASTING, Dec. 16, 1963). In P&G's view this constitutes a triple-spotting situation.

"Following close upon this ultimatum [by P&G]," Mr. Choka wrote, "was the report that the code board director of the NAB would recommend that the NAB code be altered to comply with the net effect of the Procter & Gamble rules. This was followed by individual members of the NAB board announcing their individual acquiescence to the net effect of the Procter & Gamble rules."

Although much of this has been accompanied by references to "the public good," the Curtis lawyer said, "action was taken with respect to this position only after Procter & Gamble's decree to the industry that it would insist on

being compensated for proximity of its commercials to multi-product commercials. We can view this in no other way than a concerted action by Procter & Gamble, the NAB and its members. As a colossus of advertising, Procter & Gamble is unique in its ability to write its own rules and insist that an entire industry abide by them."

Discount Advantage ■ Helene Curtis believes that the abolishing of multi-product commercials will have but one certain major effect: "the penalization of the smaller television advertiser," Mr. Choka said. "As a large advertiser, Procter & Gamble is able to enjoy the privilege of luxuriating in television time," he continued, "a luxury which is denied to the majority of its competitors. Its maximum discount position in network and local television gives Procter & Gamble a basic advantage over every competitive advertiser in this field."

Mr. Choka contended that even with its lower cost for TV spots P&G "wishes

to deny advertisers like us the right to use the time we can afford in our own best interest. The growth of multi-product commercials has been caused by the dominant competitive position of the giants. Foreclosing the ability of smaller competitors to reach the television audience through the use of multi-product commercials can only make Procter & Gamble's position stronger and even more dominant."

Even now, Mr. Choka asserted, P&G is able "to dictate terms to the industry." He charged that "by attempting to strangle the companies of lesser size" through its TV ultimatum, P&G "can only further improve its own competitive position, cripple competition and ultimately harm the public."

Collaboration Charged ■ The letter continued: "If the broadcasters cater to Procter & Gamble's dominance by revising their rules to enforce Procter & Gamble's censorship decree, we must view this as improper collaboration."

FTC move on cigarettes expected soon

FOR MOST PART TRADE COMMISSION AND CODE BOARD SEE EYE TO EYE

Confused, bothered and bewildered. That was the situation for the public, federal government, tobacco companies, and advertising media—especially radio and television—nine days after the U. S. report that cigarettes are a chief cause of cancer of the lung and a major contributor to other diseases.

Cigarette smoking is such a health menace that "appropriate remedial action" by the federal government is warranted, according to U. S. Surgeon General Luther L. Terry, to whom the report by 10 scientists was directed.

What Next? ■ But just what course the remedial action will take—by government, industry, or both—was clouded by confusion and indecision late last week. The Public Health Service will recommend a course of action to the White House, but this still is several weeks away and it is expected the Federal Trade Commission will make the first government move.

Also drawing attention, including that of the FTC, is the Wednesday-Thursday (Jan. 22-23) meeting of the TV Code Review Board of the National Association of Broadcasters. The eyes of the cigarette manufacturers and the industry already were on the code board, which attracted attention by its invitation to the tobacco companies to attend its meeting and because of the widely published views of NAB President LeRoy Collins on cigarette advertising.

The TV board will have before it a proposal to restrict cigarette advertising

and waiting in the wings is a special subcommittee of the radio code board. The radio code board, meeting in Washington 10 days ago (BROADCASTING, Jan. 13), appointed a three-man tobacco advertising subcommittee and asked the TV code board to do the same for a joint study of what action should be taken. A member of the TV board, however, said that body planned to act independently of the radio code.

Congressional calls for curbs, restrictions and warnings within cigarette advertising were heard. Antismoking clinics are springing up across the country; smoking is being banned in a few public and private buildings, and campaigns to warn teen-agers against the dangers of smoking are underway.

FTC, NAB Codes Spotlights ■ The Federal Trade Commission has primary jurisdiction over advertising which is misleading or harmful. It has had a staff of nearly a dozen studying the problem for more than a month (CLOSED CIRCUIT, Dec. 23, 1963) under the direction of Charles Sweeny, chief of the division on food and drug advertising. Nearly every day last week, members of the commission met to discuss their first move against cigarette advertising with several courses of action open to them.

Receiving consideration is the immediate publication of guidelines for cigarette advertising. While these would not have the force of law behind them, advertisers could be expected to follow them fairly closely. If the commission

adopts this course, it then is likely to institute formal proceedings looking toward the adoption of official rules.

The prime goal of the Trade Commission, it is understood, is to prohibit cigarette commercials which glamorize smoking, infer the habit builds social standing, prevent the use of testimonials by public figures such as athletes in promoting cigarettes. The FTC also is considering moves against such claims as extra mildness, soothing qualities, comparisons, filter qualities, etc.

The NAB code authority is thinking along these same lines and will present an amendment to the TV code board at this week's meeting. Governor Collins, who has had several private and public clashes with broadcasters because of his views on cigarette advertising first expressed 14 months ago, will attend the meeting.

No New Proposals ■ "I am not going down there with recommendations in my pocket," Governor Collins said. He said the surgeon general's report "speaks for itself" and that his recommendation for an amendment to the code still is before the board. At the NAB board meetings a year ago, Governor Collins pushed for a code amendment banning cigarette advertising with special appeal to minors. The board, however, refused to act pending release of the government report. At that time, the surgeon general's study was targeted for spring release but final publication was delayed.

Both Governor Collins and Code Au-

thority Director Howard Bell said they would expect the TV board to initiate its own recommendation on the cigarette problem. Any action taken in Miami Beach this week will be subject to confirmation by the parent TV board, meeting in Sarasota next week.

The NAB president said that he did not feel his earlier recommendation would fully meet the responsibility faced by the broadcasting industry as a result of the firm conclusions of the government.

"The surgeon general's report merits the most careful attention and consideration and is a matter of the highest priority on the agenda for the TV code meeting," Mr. Bell said.

The nine members of the TV code board (see page 28) were keeping their own council last week pending the Florida meetings. A day before the release of the surgeon general's report, code board chairman William Pabst, KTVU(TV) Oakland-San Francisco, invited the six largest cigarette companies to the Miami Beach meeting (BROADCASTING, Jan. 13). He also invited George Allen, president of the Tobacco Institute.

However, none of the companies nor Mr. Allen are expected to appear for the TV code discussions. By last Thursday (Jan. 16), the American Tobacco Co. and R. J. Reynolds Co. had informed Mr. Bell that they would not participate. The others invited—Liggett & Myers, P. Lorillard, Philip Morris and Brown & Williamson—are expected to follow suit.

Another Possibility ■ At week's end, officials at the FTC were considering sending an observer to the NAB TV code meeting—providing the code board would permit the government to attend. Such a request depends largely, it is understood, on what previous action, if any, the Trade Commission takes.

The FCC last week lined up behind the FTC and asked to be kept officially informed of the latter's actions on broadcast advertising. The Communications Commission offered its good offices to the Trade Commission as a consultant. FCC Chairman E. William Henry said his agency did not expect to get involved in regulating cigarette advertising "except on a coordinated basis" with the FTC, which, he pointed out, has the primary jurisdiction.

Senator Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee, wrote the FCC in anticipation of the surgeon general's report to inquire about the commission's authority in the area. The FCC replied that it had some jurisdiction under the "public interest" phrase of the Communications Act, but would want a broader congressional authorization before moving into the area.

The smoke bomb that dropped

Cigarette smoking is a deadly menace to health "of sufficient importance to warrant appropriate remedial action," a panel of 10 experts concluded in a blue-ribbon report to U.S. Surgeon General Luther L. Terry.

The long-awaited report, released Jan. 11, concluded that cigarette smoking is a potential killer and definite links were established with several diseases. Dr. Terry said the government would act promptly on the conclusions "without any foot-dragging" to decide what can and should be done, with the report it-

self making no recommendations. Highlights of the study:

- Cigarette smoking is the chief cause of lung cancer "beyond any scientific doubt."

- Cigarette smoking is a major cause of chronic bronchitis and emphysema (a lung disorder).

- There is no scientific evidence that any filter tip currently in use lessens the health hazard of smoking.

- The risk to pipe and cigar smokers of developing lung cancer is much less than for cigarette smokers.

The 387-page report contained 155,000 words.



Staff members of the Federal Trade Commission listened intently as U. S. Surgeon General Luther Terry discussed the government report linking cigarettes with lung cancer and other diseases at a Jan. 11 news conference. Charles Sweeny (second from left), chief of the FTC division on deceptive advertis-

ing, will have the chief responsibility for carrying out any FTC moves to restrict cigarette advertising as a result of the report's conclusions. With Mr. Sweeny (l-r) are attorney Fred Downs, George Dobbs, MD and attorney Harold Kennedy, all from FTC advertising policing division.

The FTC accepted jurisdiction minutes after the report was made public. Chairman Paul Rand Dixon said the agency will "move promptly, within the scope of its statutory jurisdiction and responsibility to determine the remedial action..." necessary to protect the public. Last Tuesday (Jan. 14), Chairman Dixon denied published reports that the FTC had already decided on its method of attack and said that no "major decision" had been made.

"Our job is to curtail unfair, deceptive or misleading advertising—and that's what we'll do," he said. "I might point out that deceptive advertising may include something you don't say, as well as something you do say. . . . We are not a censor but we do have a responsibility."

The Trade Commission has asked the cigarette companies to submit samples of all their current advertising and

labeling.

More Research ■ The Tobacco Institute's Allen said the government document points out the need for further research on the subject of smoking and health. He said the tobacco industry is ready to increase its support of the considerable research already underway. This includes, he said, cooperation with the government and other groups "on any project which offers possibilities for filling the gaps in knowledge which still exist in the broad field of scientific concern."

A spokesman for the National Federation of Independent Business, Washington, said that based on the past track record of the FTC, "the tobacco industry . . . could rest at ease for many years to come, if ever, before any concluding action is taken by the Federal Trade Commission." Saying that he was speaking for 194,589 independent busi-

FTC MOVE ON CIGARETTES EXPECTED SOON continued

ness and professional men, NFIB Vice President George Burger said the FTC has more important business to consider "to keep the free enterprise system functioning."

Pointing to precedents set in England and other countries (BROADCASTING, Jan. 13), both government and private spokesmen said that the report would have only a temporary depressing effect on cigarette consumption.

Congressional Activity ■ Reaction from Capitol Hill was predictable: advocates of restrictions on smoking advertising stepped up their pleas for remedial legislation and immediate action from appropriate government agencies; lawmakers representing tobacco states proposed legislation to protect the tobacco industry and sought federal funds to establish research projects back home.

Senator Maurine B. Neuberger (D-Ore.), champion of curbs on smoking advertising for several years, called for swift FTC action. The report, she said, "is a massive, unequivocal and unimpeachable indictment of cigarette smoking."

In introducing legislation Thursday (Jan. 16), she asked what would happen after news on smoking hazards diminished. "The advertisements, the commercials will still be with us—\$132 million [on radio-TV] reassuring the troubled smoker: 'They're so mild, so friendly to your taste.' After all, what modern government would permit the use of the public airways to lure customers to a recognized, lethal habit?"

Just in case the trade commission should run into "the amply demonstrated facility of the tobacco industry for prolonging litigation," Senator Neuberger offered the FTC more legal muscle—S 2429—a bill that would "grant to the FTC the same authority to regulate cigarette advertising and labeling as it has now to regulate food, drug and cosmetic advertising, including the power to obtain injunctive relief against the dissemination of proscribed advertisements or packages."

Senator Neuberger also introduced S 2430, which would empower the Public Health Service to conduct research on how cigarettes harm health and what can be done to help people "control the smoking habit." Co-sponsors included Senators Wallace F. Bennett (R-Utah), Joseph S. Clark (D-Pa.), Ernest Gruening (D-Alaska), Wayne Morse (D-Ore.), Jennings W. Randolph (D-W.Va.) and Stephen D. Young (D-Ohio).

More Bills ■ Senator Frank E. Moss (D-Utah) and Representative Morris K. Udall (D-Ariz.), supporters of legislation that would give the Food and Drug Administration authority to regu-

late smoking products, called for hearings on their bills. Representative John Blatnik (D-Minn.), who according to Senator Neuberger, conducted the only hearings on smoking curbs in 1957 (and these were on false and misleading filter tip advertising only), was prepared to introduce legislation today (Jan. 20) that would require hazardous substance labeling and amounts of nicotine and tar in cigarette contents.

Meanwhile Senator Lister Hill (D-Ala.), chairman of the Senate Labor and Public Welfare Committee, to which several smoking bills have been referred, said he plans to meet soon with the surgeon general to find out whether legislation is needed. Representative Oren Harris (D-Ark.), whose House Commerce Committee has jurisdiction in both health and advertising

Goodyear's greens drive

Goodyear Tire & Rubber Co. is expanding its sponsorship of major golf tournaments on television. The company will sponsor nine major tournaments this year, compared to five last year and one in 1962.

First to be telecast will be the Palm Springs Classic on Feb. 1 and 2 on the Fourth Network. Goodyear also will sponsor the telecast of the U. S. Open and the Tournament of Champions on NBC, the PGA on CBS, and the Phoenix Open, the New Orleans Open, the Doral Open, the Cleveland Open and the Western Open on the Sports Network.

legislation, said that he had set up a meeting with the surgeon general for Friday (Jan. 17).

Representative Harold D. Cooley (D-N.C.), chairman of the House Agriculture Committee, called for a \$5 million federal "crash research program to accomplish maximum assurances of health in the smoking and enjoyment of tobacco." His proposal was incorporated in legislation he introduced, HJ Res 885, that would establish a federal laboratory in North Carolina, producer of two-thirds of the nation's cigarette tobacco. Representative Horance R. Kornegay (D-N.C.), member of the commerce committee, introduced H.J. Res 891, a companion bill similar to Representative Colley's.

Representative J. Edward Roush (D-Ind.) said in a House speech Monday (Jan. 13) that law enforcement agencies should "enforce those laws prohibiting the sale of tobacco products to minors."

Reluctant Networks ■ Networks offi-

cially are maintaining silence beyond their statements, immediately following release of the surgeon general's report, that they would review their respective policies in light of its findings.

- If there is a consensus—and there is by no means a clear one yet—it is along the lines that, basically, legal products have a right to be advertised tastefully and in line with applicable laws and regulations, and that although more discretion may be needed or desired or undertaken, tobacco products are no exception to this basic approach.

There was some feeling that, even without government action, tobacco advertisers and agencies will exercise greater caution in copy themes, in selection of programs for sponsorship and possibly in the hours in which their commercials are scheduled. It is known that some tobacco companies for several months have been hoping to ease gradually into hours after 8:30 p.m. EST.

Tobacco agencies and advertisers were almost as noncommittal as the networks, but in general they reiterated what they have been saying all along: that they have no plans for significant changes in their current advertising patterns. There was speculation that they might step up their advertising in an effort to speed recovery from any sales lags that may come in the wake of the surgeon general's findings. But these reports were not confirmed, and in some cases were denied.

If budgets should be increased, the big gainers probably would be spot television, possibly radio—and print media. Television networks have relatively little room for additional advertising, and if a post-8:30 movement became general, some of them would have trouble accommodating all the tobacco business they have now.

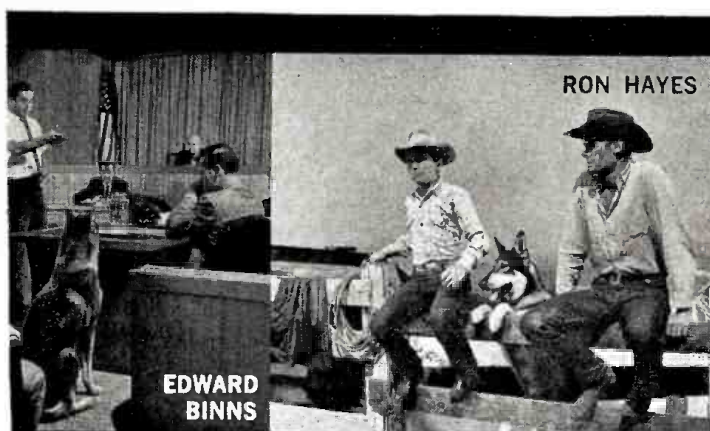
There were signs of an increase in advertising of cigars, which, with pipe-smoking, came off relatively well in the surgeon general's report. The signs pre-dated the report by about a week, however, although they did not become generally known until last week.

These consisted of orders by General Cigar Co. and Consolidated Cigar Co. for participations in NBC-TV shows. The orders were said to have been placed about a week before the Jan. 11 publication of the report. General Cigar, through Young & Rubicam, ordered participations in seven evening shows through March 31, while Consolidated Cigar through Compton Adv., bought participations in five nighttime shows on a January-September basis.

CBS-TV authorities said they had received no new cigar business and had little time available for any. ABC-TV spokesmen said they received new cigar business some time ago, but not recently.



THE LITTLEST HOBO



FIRST RATINGS

**ALL NEW FIRST RUN SERIES
PROVES SUCCESSFUL**

INITIAL RATINGS - FALL 1963

	PROGRAM	RATING	METRO SHARE
CLEVELAND — 6:30-7:00 Sunday*			
WJW	LITTLEST HOBO	18	46
STA. A	One Step Beyond	7	18
STA. B	Cheyenne	14	36

LITTLEST HOBO's the only local film program in Cleveland to attract over 200,000 homes.

BOSTON — 7:00-7:30 Wednesday**			
WNAC	LITTLEST HOBO	23.8	50
STA. A	Huntley-Brinkley	13.4	28
STA. B	News-Weather	8.6	18

LITTLEST HOBO attracts 100,000 more homes on WNAC than its preceding program, "Dobie Gillis."

PORTLAND-MT. WASHINGTON — 7:00-7:30 Wed.*			
WCSH	LITTLEST HOBO	29	63
STA. A	Yogi Bear	9	20
STA. B	News/Weather	8	17

LITTLEST HOBO has highest rating, highest metro share of all programs on all stations 7:00-7:30 PM, Monday-Sunday.

COLORADO SPRINGS-PUEBLO — 6:00-6:30 Wed.*			
KKTU	LITTLEST HOBO	17	37
STA. A	News Report	12.5	27
STA. B	Leave It To Beaver	16.5	36

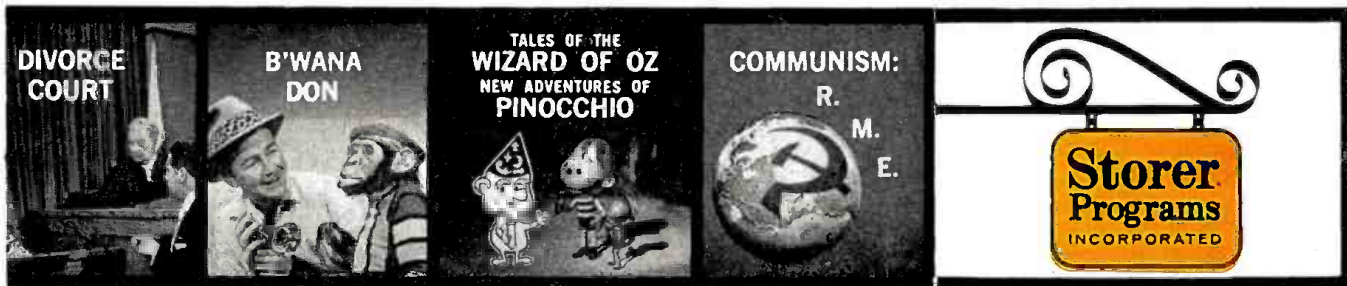
LITTLEST HOBO has almost double the rating and more than double the metro share of the program immediately following.

HARTFORD — 7:00-7:30 Wednesday*			
WTIC	LITTLEST HOBO	19	55
STA. A	87th Prec.	8	24
STA. B	Sports	6	19

LITTLEST HOBO attracts double the homes, almost double the rating and almost triple the share of the program immediately following.

LANCASTER-HARRISBURG — 7:00-7:30 Saturday*			
WGAL	LITTLEST HOBO	20	49
STA. A	Beetle Bailey	4	10
STA. B	Casper the Ghost	5	12

THE LITTLEST HOBO attracts almost 40% more homes and over 40% in rating increase over program immediately preceding it.



Offices in: CHICAGO • LOS ANGELES • HOUSTON • ATLANTA / 500 PARK AVE., NEW YORK

*1963 Oct.-Nov. ARB **1963 Oct. Nielsen — Ratings and shares subject to the limitations as listed in the reports used.

FCC kills and buries ad limits rule

BUT STAFF WILL STILL CONSIDER COMMERCIALS ON CASE-BY-CASE BASIS

The FCC has finally laid to rest its much-debated proposal to limit by rule the amount of time radio and television stations may devote to commercials.

And it did it unanimously.

All seven commissioners voted last week to terminate the rulemaking which had attracted the opposition of not only the broadcasting industry but a House committee.

The commission—which had considered adopting as an agency rule the commercial codes of the National Association of Broadcasters—said it lacks the information on which to base standards applicable to all broadcasters.

The commission emphasized, however, that it continues to regard overcommercialization as a serious problem and that it will consider it on a case-by-case basis.

The FCC said its staff will be instructed to bring to its attention for consideration and action applications showing “the greatest amount of commercialism.”

Over-All Performance ■ “Thus we will continue to require station applicants to state their policies with regard to the number and frequency of commercial spot announcements as well as their past performance in these areas,” the order said. “These will be considered in our over-all evaluation of station performance.” The order also said

the commission will watch “situations where performance varies substantially from the standards previously set forth.”

The commission, however, decided against revising and publishing standards used by the staff in determining whether to grant applications routinely or refer them to the FCC for action.

Such a proposal had been advanced by the staff two weeks ago (BROADCASTING, Jan. 13). It was thrashed out at considerable length last week before the commission voted it down.

Officials indicated, however, that this issue could be revived. One argument against the proposal was that a published standard would have the same effect as a rule. However, the principal argument was that the present program reporting form for radio and television doesn't provide the information needed for changing the guidelines. The reporting form is now undergoing revision with a view toward adopting separate forms for radio and TV.

Present Form Inadequate ■ The commission cited the inadequacy of the present form in stating it lacked the information on which to base a rule.

The order added, however, that the revision of the form, for both TV and radio, would yield information which would be useful in dealing with the problem.

The existing form gives only the num-

ber of spot announcements carried. It provides neither information on time consumed nor data on network commercial continuity—held by some at the FCC to be a particularly serious lack in the case of TV stations.

“As a result,” the order said, “the information required . . . is not available in adequate scope and depth.” It also noted that the problem of commercial interruption has not been subjected to extensive study.

The order further noted that the NAB code board has launched a study into public acceptance of commercials, including time consumed, program interruptions and the feasibility of qualitative standards. “We believe that studies of this kind are greatly needed,” the report added.

Henry Comment ■ FCC Chairman E. William Henry, the FCC's most vocal advocate of regulation of the amount of commercials, does not consider the commission action a final defeat.

In fact, last week he called the order “a sound beginning.” He said “it points the way and commits us to action”—that is, to instruct the staff to take a tougher approach in considering commercial practices.

Theoretically at least, the staff has always had instructions for screening out applications showing an inordinate number of commercial spots. Few if any applications, however, have been brought to the commission because of overcommercialization alone.

Chairman Henry praised his fellow commissioners for adjusting their individual views in order to make a unanimous vote possible. The FCC has been split on the issue ever since the proposal was instituted last spring on a 4-3 vote (BROADCASTING, May 20, 1963).

He noted that some commissioners had compromised their views in order to reach a unanimous vote. The chairman himself was among those taking less than he would have liked. He and Commissioners Kenneth A. Cox and Robert E. Lee were reportedly those favoring the proposal to revise and publish the guidelines.

Significant Points ■ In addition to the announcement that the commission will issue instructions to the staff to bring up for review those applications showing the heaviest amounts of commercialization, the chairman felt these points in the order were significant.

■ The commission, despite assertions by members of Congress and many broadcasters to the contrary, has authority to adopt a rule regulating the

An offer with everything but taste

A per inquiry that combines religion and the macabre has been offered to radio stations and a dozen have accepted, according to the business manager of the Reverend Gene Ewing, a Fort Worth evangelist.

The offer: a “historical picture album of John F. Kennedy's last 24 hours,” a cross to put on the wall with daily prayers, a “miracle,” face of Christ (“look at it and count 30, Jesus' face will appear on a wall.”), an 8 x 10-inch picture of the Reverend Ewing, a marker on how to use the Bible and a year's subscription to the Reverend Ewing's *Cruades* magazine. All this for a \$1 contribution “for religious work,” of which the station may keep 50 cents.

The National Association of Broadcasters' radio code board staff, when apprised of the per inquiry, immediately asked for the tapes of the offer. It is awaiting receipt of the package before determining whether

the offer violates the code.

Ray McElrath, business manager for the Reverend Ewing, acknowledged his disappointment in the response so far. “We got in a little late because there was so much already written about the assassination,” he said last week. The offer was made to 500 radio stations, he said.

The Reverend Ewing's broadcasts are carried on a Mexican station across the border from Del Rio, Tex., and on four U. S. stations, all in Texas.

This is the second religious PI offer being investigated by the radio code staff. Last month it began studying an offer sent out to radio stations by the Lockland (Ohio) Baptist Church which permits stations to keep all of the donations requested except a 15% commission to the advertising agency (BROADCASTING, Jan. 6, Dec. 30, 1963).



Last September, before a high-level audience of broadcasters in New York, FCC Chairman E. William Henry identified himself in the public mind with the FCC proposal to set commercial time standards. The chairman, in his first major speech after taking over the leadership of the commission from Newton N. Minow in June, was addressing the International Radio and Television Society at the Waldorf-Astoria. The commercialization rule-

making, under attack in Congress and throughout the broadcasting industry, was thought to be a fading issue at the time. But the new chairman revived it. "It is time, and past time," he said, "to get specific" on what the commission means by "overcommercialization." But the FCC last week by a unanimous vote decided to abandon the effort "to get specific." Some FCC members, Mr. Henry noted, compromised their views for the sake of unanimity.

amount of time radio and television stations may devote to commercials.

- The commission considers overcommercialization a serious problem and will "continue to take whatever steps are necessary to prevent its occurrence."

- The present rulemaking proceeding "has indicated there is a continuing basis for concern." The order noted that many radio stations don't subscribe to the NAB commercial code and that some that do don't comply with its limitations.

- It's important for broadcasters to determine listener and viewer needs and interests "in the area of commercial content and practices, as well as with respect to programing." Chairman Henry said that the commission had never made this point before.

Congressional Comment ▪ The proposal to limit commercials was attacked severely in Congress by Representative Walter Rogers (D-Tex.), chairman of the House Communications Subcommittee. He wrote and pushed through his subcommittee and the parent Commerce Committee a bill to prohibit the

commission from limiting commercials by rule.

That measure is before the House Rules Committee, and Mr. Rogers said he would continue to urge that action be taken to get the bill enacted. That "would settle the question once and for all," he said.

Commenting on the FCC's action, Representative Rogers said, "They sure are trying to get their foot out of that trap." Then he added: "It's the right course for them to follow because they

don't have the authority in the first place."

Dissent to that view was voiced by Representative John E. Moss (D-Calif.), a member of the Rogers subcommittee who led support for the FCC's position and advocates government action on overcommercialization. "I think that the industry, if it wants to be regulated on an ad hoc basis, is not following the best policy. It would be better off if the FCC were to have set standards."

RIGHT DIRECTION, NOT FAR ENOUGH

Behavior of viewers in sample concerns congressmen

The television networks are showing good faith and making constructive strides toward improving ratings, but unless they conduct new research on the behavior of viewers selected for their representative samples, they may never get to the core of the ratings problem.

That view was expressed by senior members of the House Special Subcommittee on Investigations last week after they spent two hours listening to presen-

tations by key executives of ABC, CBS and NBC in a private session in Washington.

Representative Oren Harris (D-Ark.), chairman, characterized the meeting as "very profitable, beneficial and worthwhile." Broadcasters, ratings services and agencies "are all cooperating well and this is what we've been after," he said. "I don't think we ought to nit pick," Representative Harris added. He

also said he thought this "is not the time for publicity" on work being done on ratings.

However, Representatives John E. Moss (D-Calif.) and William L. Springer (R-Ill.), like their chairman, advocates of broadcasters doing their own housecleaning, said that judging from what they heard from the networks Wednesday (Jan. 15), the broadcasters' present procedures would not achieve the results the broadcasters sought.

Representative Moss said it has not been shown whether the "type of person who becomes a cooperator in an audience survey [be it A. C. Nielsen's meter method or American Research Bureau's diary] is a typical television viewer." Is it not just possible, he asked, "that the type of person who becomes a cooperator is the type who enjoys the kind of programs that are consistently top rated?"

Representative Springer was concerned about the manner in which research companies put their surveys into

viewer homes. He called it "hit or miss." The congressman said that the Gallup and Harris opinion polls, shown during election years to be sometimes "amazingly accurate," may use methods preferable to audience researchers. "I asked the networks if they used the same methods [Dr. George] Gallup uses, and they said 'no,' but they didn't seem to know what Gallup is doing."

No Comment From Networks ■ The network representatives declined comment on the session other than to say it "went well." Attending were Julius Barnathan, vice president and general manager, ABC-TV; Hugh M. Beville, NBC-TV research vice president; Jay Eliasberg, CBS-TV research director, and Melvin Goldberg, research director of the National Association of Broadcasters.

This group, known as the Committee on National Television Audience Measurement (Contam), an off-shoot of the NAB's full research committee, met privately a week earlier with Represent-

ative Harris, who suggested they present their information to the full investigations subcommittee (BROADCASTING, Jan. 13). At week's end they were informed by the subcommittee that their closed-door session was not secret and that they were free to discuss it as they pleased.

During the meeting each network took about 30 minutes to make its presentation; the remaining time was limited to questions. Representative Springer said he would like the Contam group to return so that others on the nine-member subcommittee might question the network executives. "All they did," Representative Springer said, "was to justify what Nielsen and ARB have been doing all along. . . . There was no explanation of how homes are selected."

Representative Moss said he saw "no evidence of the type of research that is fundamental to a re-examination of ratings. . . . I think they are proceeding with good faith and deliberate speed toward improvement. I am not certain I would agree at this point that the present procedures of Contam would achieve the results they hope for. Certain basic behavioral research must be done before other steps can be taken."

The Broadcast Ratings Council Inc., a newly incorporated organization that succeeded a committee set up by broadcasters to improve ratings research (BROADCASTING, Jan. 13), probably will make a presentation of its own to the subcommittee on all aspects of ratings—local radio and TV and national radio and TV—but work it has underway may not be completed before the end of the first quarter of the year.

Regimen diets itself into seizure order

The Food and Drug Administration has dealt the final blow to Regimen Tablets, once a national television advertiser.

The FDA launched a multiple seizure campaign against the reducing pills in an attempt to remove them from the nationwide market. The arm of the Department of Health, Education and Welfare said that people giving TV testimonials to the effectiveness of Regimen had in reality been on starvation diets to shed weight. Regimen pills, FDA charged, were "labeled and nationally advertised as effective for appetite control and weight reduction without drastic diet changes."

Regimen, distributed by Drug Research Corp., New York, in 1959 spent \$1,971,729 in network TV and \$1,773,400 in spot, according to the Television Bureau of Advertising. In 1960, Regimen's last year of television advertising, the firm spent \$418,360 in spot and none on network, TvB records indicate.



ATS signs William Rust's Pa. stations

The William Rust Stations in Pennsylvania last week announced the appointment of Advertising Time Sales, New York, as exclusive national representative. New stations coming into the ATS fold are WAEB Allentown; WRAW Reading and WNOW-AM-FM York. Making it official are William F. Rust Jr. (seated)

and (l-r) Bob Ackley, WAEB station manager; Dick Paisley, WRAW station manager, and Tom Campbell, ATS president. Other members of the William Rust Stations group are WKBR-AM-FM Manchester and WTSN Dover, both New Hampshire, and WHAM, WHFM(FM), both stations in Rochester, N. Y.



Billion Dollar Spender

... that's North Carolina's Golden Triangle Market. Over \$1 Billion in annual retail sales—and it's yours to tap when you buy the strong, 33-county coverage of WSJS Television.

North Carolina's
Golden
Triangle

NO. 1 MARKET IN THE NO. 12 STATE

WSJS
TELEVISION 

WINSTON-SALEM / GREENSBORO / HIGH POINT

Represented by Peters, Griffin, Woodward

Why do more people watch The Huntley-Brinkley Report than any other television news program?

On the surface, there's no ready answer.

True, Chet Huntley is a careful, articulate reporter. He's unusually well-informed, a sound analyst of issues and events, and he brings a depth of experience to his job. But other networks have qualified newsmen, too.

True, David Brinkley has a perceptive eye and a searching mind. He also has an engaging writing style and delivery that bring each day's happenings into sharp focus. But other newsmen have some of these characteristics.

Huntley and Brinkley are only a partial answer.

Nor is the whole answer in the scope and resources of NBC News, the largest of all broadcast news organizations. After all, the other network companies have competent staffs, well-placed bureaus and reliable sources, too.

Yet, one fact is clear. By every available yardstick of national audience measurement, more people do watch the five-night-a-week Huntley-Brinkley Report than any other network news program. What, then, is the reason for its consistent leadership?

We believe it to be a singular determination to report the news and its significance fully and fairly—not merely so that it be understood, but so that it cannot be *misunderstood*.

It begins with broadcasting's most news-minded administration. It flows through all

levels of the NBC Television Network and NBC News.

It characterizes the enterprising teams that support the on-the-air efforts of Huntley and Brinkley and such frequently contributing NBC correspondents as John Chancellor from Europe, Elie Abel from Washington, and James Robinson from Southeast Asia.

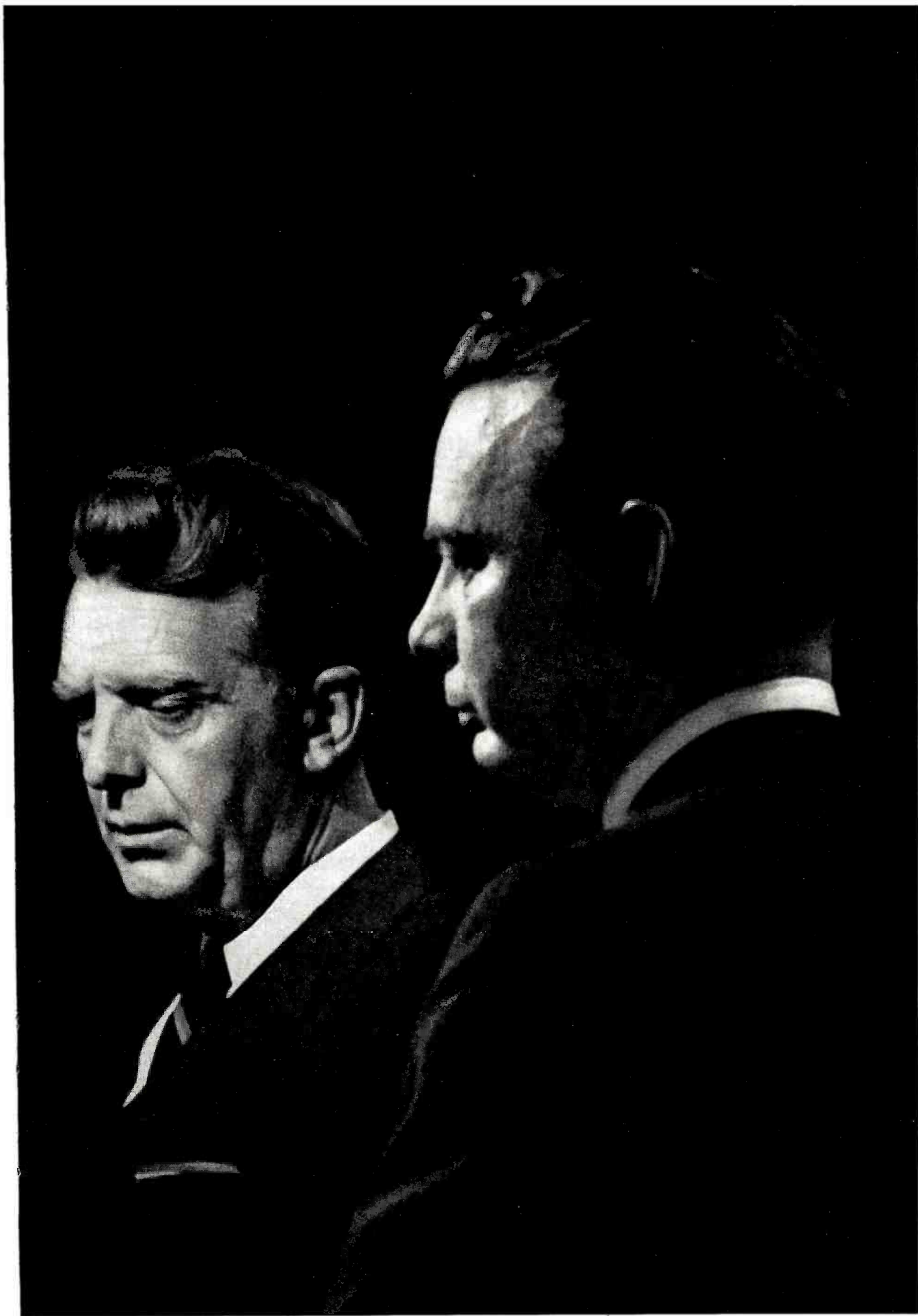
And this determination is reflected in performance on the Huntley-Brinkley Report, performance which conveys to the viewer more information, a greater depth of analysis, and a keener sense of the world around him. As one viewer put it, "I just feel that when I watch Huntley and Brinkley, I've got a better idea of what's going on."

Resolution and resources, purpose and people create a news program that uniquely serves the needs and interests of television viewers across the nation.

THE HUNTLEY-BRINKLEY REPORT

Executive Producer — Reuven Frank. Supported regularly by news reports from national NBC News bureaus in Chicago, Los Angeles, Miami, Washington; foreign bureaus in Beirut, Berlin, Bonn, Brussels, Hong Kong, London, Nairobi, New Delhi, Ottawa, Paris, Rio De Janeiro, Rome, Tokyo; and, when the occasion demands, by a staff of 800 around the world.





RADIO AND THE RETAILERS

Smaller stores are bigger users proportionately

The advantages of radio as a flexible and low-cost medium make it a strong supplementary medium in the eyes of retail merchandisers. This basic evaluation of radio emerges from a study of 191 retailers made by the sales promotion division of the National Retail Merchants Association.

How do the nation's retailers use radio in their advertising efforts and how do they appraise its effectiveness? Answering these questions in the aggregate is no easier than obtaining such information from the individual, and retailers have been traditionally as tight-lipped about their media allocation as members of other industries.

The NRMA survey provides qualitative, if not quantitative, answers based on responses from a cross section of American retailers broken down into six categories according to annual sales volume. These volumes range from \$2 million and under to more than \$50 million, with the plurality of respondents falling beneath the \$2 million mark in accordance with a representative sample requisite.

NRMA indicated its research, conducted during the fall of 1963, had been motivated by an information vacuum in retailer radio usage. A summary of the survey's results includes comment that a radical revision in the status of radio since the Joske report of 1946 warranted "a new look at this important medium."

(In 1946 Joske's of Texas, one of the

largest department stores in the nation, conducted a test, isolating the effects of a radio schedule, indicating that that medium belonged in the department store budget [BROADCASTING, Oct. 7, 1946]).

Perhaps the most significant NRMA findings was evidence of widely divergent radio usage patterns between small and large volume stores as well as a variance in their attitudes on the medium's effectiveness.

Edward Engle, manager of the sales promotion division of NRMA, who conducted the study, stressed a response which he said was characteristic of the feeling of smaller volume stores: "In newspapers we can't possibly compete with the large advertiser."

How Much For Spot Radio ■ Of those stores responding in the \$2 million and under group, 30% said they put between 20 and 30% of their advertising budgets in radio, while in the \$50 million and over category the highest allocation to radio is 5% of the advertising budget. Stores with volumes ranging between \$10 million and \$20 million indicated radio allocations between 1 and 4% of ad budgets with the exception of one which reported a 20% expenditure in the medium.

Spot frequency for 35% of the stores whose annual volume is under \$2 million was between 30 and 50 spots per week. Smaller stores appear to employ heavy schedules on only one or two stations attempting high exposure for a

segmented audience. Larger volume stores—those with an annual business over \$50 million—may be expected to use three to 10 stations.

The analysis also shows a correlation between store size and day part used for ad messages. Results show that larger stores will present spot announcements throughout the day, concentrating in the afternoon, but also using evening hours. Medium-size and smaller retailers generally confine their announcements to morning periods.

Of 53 respondents who indicated they carry full or partial program sponsorships, 42 were stores with business volumes under \$5 million. Approximately two-thirds of the retailers reached in the survey provided no answer to the program sponsorship question.

The great majority of retailer-sponsored programs appear daily. Heaviest concentration of these, by program type, falls into the "live" show category with heavy use of local personalities.

Reliance of smaller stores on local personalities is pointed up in a summary of the study. Larger stores tend to sponsor news or musical programs.

Of 61 responses to a question on audience appeal only two stores indicated use of programs directed at teen-agers, with a fairly even distribution among shows intended to reach 'women,' 'family,' 'housewife,' and 'adults.'

A large segment of the NRMA survey was directed at determination of the relative prevalence of "item" selling and "institutional" selling. Medium to large stores were found to prefer promotion of one item at a time, but the smallest stores more frequently use single messages for multiple product mentions.

Results ■ In a four-point evaluation scale, by far the greatest number of respondents—102—rated their radio advertising in the second highest position characterized as "moderately successful." Only five reported "unsuccessful" campaigns, while 27 called their use of radio "highly successful."

One section of the survey invited opinion on the importance of radio as a sales promotion medium. The vast majority of these subjective evaluations were enthusiastic or favorable. Only two of these responses were clearly negative.

Extensive comment by one smaller store, emphasized in the NRMA report, deals with radio as a prime medium for promoting special services provided by stores. According to this user, radio "made a personality out of any announcer no matter how good or poor he was" and "could sell a service to the community be it civic or otherwise."

Copies of the radio report are available from NRMA, 100 West 31st Street, New York, at \$4 to nonmembers and \$1.50 to members.

Effective uses of broadcasting put before retailers

How television and radio are being used effectively in retailing was explored in Chicago last week before the 12th annual meeting of the Retail Advertising Conference. About one-third of the more than 100 retailers attending the meeting said they are using TV now.

Reed Pasternak, former midwest broadcaster who is partner in the Flint, Mich., advertising agency of Jenkins, Pasternak, Rossano Inc., told the RAC of ways to cut costs in making local TV commercials. He said local retailers are finding video tape commercials the most effective and pointed out that the same tape spot can be used up to 30 times.

The factor of motion is the most exciting feature of TV for most retailers, Mr. Pasternak indicated. After video tape, he said, slides are next favored by local stores with voice-over-film also considered suit-

able. He noted that stores require longer spots than most consumer product advertisers, hence he recommended the one-minute format.

TV is not a magic worker, Mr. Pasternak cautioned, explaining "it will not automatically rid your stock of old slow-sellers." He also advised against attempting to test TV over only a single weekend because "any such test requires more time."

Roger Kiley, general sales manager of WNDY Indianapolis and formerly with WHUT Anderson, Ind., told the RAC how the Banner store of Anderson used radio as part of its recent remodeling and upgrading project. The store averaged 30 spots weekly during the first year of its new image, he recalled, with the spot frequency ranging from a minimum of 10 weekly to a peak of 70 weekly. Radio received 18% of the store's media budget, he said.



COMMERCIAL PREVIEW: Kem-Tone goes out of this world

"Take me to your Super Kem-Tone dealer" may be the salutation of spacemen who land on Earth.

However, Sherwin-Williams Co. of Cleveland and Hal Kirk Film Productions of New York aren't waiting for the arrival of the spacemen. They've put the words in the mouths of animated spacemen who are selling Super Kem-Tone in 11 Latin-American nations.

The 60-second spot shows the spacecraft coming to earth, the

spacemen entering the paint store and commenting on the Super Kem-Tone display in space language with "Sherwin-Williams Super Kem-Tone paints" distinguishable among the sounds.

After the dealer (a live earthman) demonstrates the available colors, the spacemen purchase a can of Super Kem-Tone, roll it to their spacecraft and roar off. The Sherwin-Williams logo then comes on with an off-camera narration.

The voice-over says: "Sherwin-Williams Super Kem-Tone paints, as modern as the year 2,000. Sherwin-Williams Super Kem-Tone paints—known the world over as the symbol of quality."

The commercial, placed direct through the paint company's export division, was directed by Joseph Gaudier, produced by Hal Kirk, visual effects by Filmtronics, audio effects by Magno Sound and the cameraman was Ross Warner.

menting on the NRMA findings, pointed to a clear trend toward greater use of the medium by big retailers. RAB called attention to a similar NRMA survey conducted in 1946

which had reported that no stores with an annual volume over \$10 million used radio. In the current survey, 41 stores responding do a business in excess of \$10 million and buy the medium.

radio." Postage is extra.

The Print Advertising Association, Chicago, reminded delegates through a pamphlet that the need for its promotion program "is brought about by the ever-increasing portion of the advertising dollar being allotted to nonprint media."

PAA said that "while it is true that advertising in print media increases almost yearly, both in dollar and lineage volume, this increase is relatively small when compared to the rapid growth of the electronic media. It is the purpose of the PAA to bring about a more equitable balance."

The pamphlet said magazine and newspaper publishers, all the related print media service firms and their various associations "spend significant sums of money for promoting themselves. This is certainly the exercise of healthy competition, but it does not recognize the common threat to all print media—television and radio."

PAA said it recognizes this threat and "it is only by presenting a combined solid front of all print media interests that this threat can be met." PAA's monthly newsletter also reports the TV and print advertising shifts by major accounts.

The fourth anniversary special edition of the house organ of Million Market Newspapers Inc. included a front page feature reporting how "cost of creating customers rises sharply when competing brands concentrate on TV." It was based on a recent MMN-Politz study.

HOW TO HANDLE RADIO-TV?

That's No. 1 question facing print executives

Suggestions on how to meet the competition of television and radio were profusely sprinkled last week among the discussions and literature of the Newspaper Advertising Executives Association's annual convention in Chicago.

The Bureau of Advertising of the American Newspaper Publishers Association announced it is stepping up its national sales effort considerably this year, including a major emphasis on the top 40 agencies, which place 70% of all advertising. The bureau also has announced a new presentation, "A Change in Value," which it is promoting through a folder with a cover showing a TV set in a hand's palm, reading "an intriguing new way to handle your television competition."

Dr. Leo Bogart, the Bureau of Advertising's vice president for marketing, planning and research, told the meeting that in the current controversies on media readership and cost comparisons "the traditional cost-per-thousand yardstick should be replaced." He proposed

a new term, "yield-per-dollar," which would define a new approach whereby the advertiser first would figure cost and then evaluate "the communications impact" as represented by sales results.

Dr. Bogart, noting that more and more agencies are using computers and that the importance of realistic data is greatly enhanced, said that major new research will be completed by the bureau before summer. This "significant" new data promises "to clarify the present picture of audience claims," he said.

Dr. Bogart also reported that from the bureau's "inter-city study" it has been learned "that where people can read a number of newspapers from surrounding communities, they buy in the market of the newspaper they read. The television channels they watch have no relationship to their buying actions. Thus, newspapers define the market."

A list of publications offered by the bureau's retail department shows that for \$1 you can obtain 30 copies of "Why newspaper advertising reaches and sells your customers better than

Apparently, the Cat's Out of The Bag!



If it was a secret that Los Angeles radio listeners were ready for stimulating conversation (when KABC became the conversation station three years ago)—it's no secret now. While we're getting more and more imitators (and we're flattered), our tested blend of interesting conversation, news-in-depth, and radio drama provides our advertisers with just about the most important group of adult listener-customers in Los Angeles (the ones who spend more because they have more to spend). Call the Katz Agency for full details.

KABC RADIO 79

*The Conversation Station
of Los Angeles*

AN ABC OWNED RADIO STATION

Commercials in production...

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

Charles Fuller Productions Inc., 3015 Granada Street, Tampa 9, Fla.

National Concrete Manufacturer's Association (O-Block); three 60's for radio, jingles. Charles Fuller, production manager. Agency: Roche, Rickerd, Henri, Hurst Inc., Chicago. Richard S.

Perry, agency producer.

The Mebane Co., Mebane, N.C. (Kingsdown mattresses); one 60, one 20 for TV, live on film. Charles Fuller, production manager. Agency: J. T. Howard Advertising, Raleigh, N.C. Charles McKinney, agency producer.

The Borden Co., Florida division (milk); two 60's for TV, live on film. Charles Fuller, production manager. Agency: Liller, Neal, Battle & Lindsey, Tampa. Don Lewis, account executive. Victor Cuyar, agency producer.

Roland Reed Productions Inc., 650 North Bronson, Los Angeles 4.

Carling Brewing Co.; four 60's for TV, live on film. Duke Goldstone, production manager. Agency: Lang, Fisher and Stashower, Cleveland. John Rose, account executive. Approx. cost: \$9,000.

Union Carbide, C-P buy football programs

NBC-TV announced last week that Union Carbide Corp. and Colgate-Palmolive Co. have signed to sponsor 15-minute programs before and after each of the 14 National Collegiate Athletic Association football games the network will telecast next season.

Union Carbide, through William Esty Co., will sponsor the pre-game program. C-P, through Ted Bates, has signed for *Football Scoreboard* following the games.

NBC-TV last December outbid the other networks for the NCAA games, agreeing to pay \$13,044,000 for the two-year contract. It quickly sold out available sponsorship to Texco, General Cigar, Gillette and Chrysler (BROADCASTING, Dec. 23, 1963).

Business briefly...

The Ralston Purina Co., St. Louis, has increased its CBS-TV sponsorships with new purchases in five shows and continuations in *The Danny Kaye Show* and *The Jackie Gleason Show*. New sponsorships are in: *Mr. Ed*, *Rawhide*, *Perry Mason*, *Great Adventure* and *Alfred Hitchcock*. Products to be advertised on the five shows and agencies involved are: Purina Dog Chow and Purina Cat Chow, Gardner Advertising, St. Louis; Wheat Chex, Rice Chex, Corn Chex and Chex-Mates, Guild, Bascom & Bonfigli Inc., San Francisco; and Chicken-of-the-Sea Tuna, Erwin Wasey, Ruthrauff & Ryan, New York.

Agency appointments...

W. R. Grace & Co. Nitrogen Products Division, Memphis, appoints Tatham-Laird, Chicago. The firm has used farm radio.

W. T. S. Pharmaceuticals, Rochester, N. Y., appoints Kastor, Hilton, Chesley, Clifford & Atherton Inc., New York, to

handle advertising for Caldesene—a medicated nursery product. The campaign will feature use of network television and consumer magazines.

Milwaukee County Rambler Dealers Association appoints Geyer, Morey, Ballard, Racine, Wis.

The Trans-Lux Corp., New York, appoints Donahue & Coe, that city.

Magazines told: 'face up to' TV

The magazine industry was advised last week by Stephen Dietz, executive vice president of Kenyon & Eckhardt, to "face up to" direct comparisons with television as a means of encouraging growth in magazine advertising.

He told a meeting of the Magazine Advertising Sales Club that magazine studies have managed to avoid "direct comparison" with TV and added: "Most media planners, with advertising efficiency in mind, believe that television sells their clients better than magazines."

He indicated that magazines collectively should undertake research to ascertain the effectiveness of magazine advertising, as compared with TV advertising, with respect to "increased brand acceptance."

Rep appointments...

Teleguide, channel 6 closed-circuit TV service for New York hotels: Roger O'Connor Inc., New York, as national representative.

ABC Radio West: Mid-West Time Sales, St. Louis, as regional representative.

WAIW(FM) Indianapolis: Frederick W. Smith, New York, as national representative.

WGIR Manchester, WHEB Portsmouth, WTSN Hanover-Lebanon, WTSV Clare-

**YOU WANT
ACTION
DRAMA
SUSPENSE
ROMANCE?**

**YOU'VE
GOT
IT!**

Here's the last word in first run features for TV. 72 great motion pictures in all (Al Capone, Angel Baby, Friendly Persuasion, Pay or Die, Dondi, Big Circus, Hell to Eternity, Love In The Afternoon, Armored Command, King Of The Roaring 20's, The Bridge, and many more) — all jam-packed with big name stars (Gary Cooper, David Wayne, Audrey Hepburn, Vincent Edwards, Rod Steiger, Chuck Connors, David Janssen, Sal Mineo, Rita Moreno, Ernest Borgnine, Gina Lollobrigida, Tony Perkins, Maurice Chevalier, Vic Damone, Mickey Rooney and many more)

**We call it CAVALCADE OF THE SIXTIES—GROUPS 1 & 2.
You'll call it the most exciting package in years.**

For more information, rates and promotional material, contact your AATV Sales Representative at any one of these locations.

165 W. 46th Street, N.Y. C. PLaza 7-8530
1232 So. Michigan Ave., Chicago, Illinois WAbash 2-7937
4376 Sunset Drive, Hollywood, California NORmandy 2-9181
2204 Commerce St., Dallas, Texas RIVERSide 7-1658



ALLIED ARTISTS TV





Mr. Albert H. Klair
Manager
Sherwin Williams Company

"Sherwin Williams uses WFBR to advertise and promote its highest quality paint line, because WFBR is high quality radio with a high quality audience."

Sherwin Williams is a longtime advertiser on WFBR, Baltimore, which carried more local advertising volume during the entire twelve months of 1963 than during any corresponding period in the station's 41 year history.

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

RADIO WITH REASON



BALTIMORE

mont, all New Hampshire; WEIM Fitchburg and WSRS Worcester, both Massachusetts (Knight Quality Stations): Bill Creed Associates Inc., Boston, as New England representative.

■ KFOG(FM) San Francisco, WNMP (FM) Chicago: Robert Richer Representatives Inc., New York, as national representative.

■ WCUE Akron, Ohio: Avery-Knodel Inc., New York, as national representative.

■ WOOK-TV Washington: Vic Piano Associates Inc., New York, as national representative.

Senate confirms Reilly on Trade Commission

John R. Reilly, Department of Justice official heading the executive office of U.S. Attorneys, was confirmed for a seat on the Federal Trade Commission by a Senate voice vote Thursday (Jan. 16).

Mr. Reilly's nomination had been okayed by the Senate Commerce Committee earlier in the week through an informal poll. This procedure was adopted late last year after his nomination was delayed because an expected vacancy on the commission failed to develop. A. Leon Higginbotham Jr., until two weeks ago an FTC commissioner, was given a recess appointment to the U. S. district court bench in Philadelphia by President Johnson after his nomination by President Kennedy lapsed at the end of 1963.

Mr. Reilly, a Democrat first nominated in September, appeared before the Commerce Committee with Commissioner Philip Elman, a Republican later approved for reappointment to the FTC.

Paper Mate ups ad budget

Gillette Co.'s Paper Mate Co. division, Chicago, has announced a 50% increase in its consumer advertising budget to introduce its new Profile Trio ballpoint pen line featuring three sizes of pens to fit personal writing styles. An expanded spot TV drive in 40 markets begins April 1 with two programs signed on CBS-TV starting March 15. Agency: Foote, Cone & Belding, Chicago.

PKL adds more of Quaker

Quaker Oats last week assigned its Puss 'n Boots cat food advertising, estimated at \$3 million in billings (\$1.2 million in radio and TV) to Papert, Koenig, Lois Inc. The account was formerly at Lynn Baker Inc.

PKL in October was awarded Quaker's Puffed Wheat and Puffed Rice, Aunt Jemima frozen foods and a test campaign for Puss 'n Boots's Pam-

Spot to break Calm

Alberto-Culver Co., Melrose Park, Ill., which spends over \$30 million annually in TV, today (Jan. 20) introduces a new spray-on powder deodorant product, Calm, described as the first of its type. The product has been under development five years. With billing to be placed through BBDO, Chicago, Calm will be launched with a "multimillion dollar" spot and network TV campaign to break in late February.

per—a dry cat food. The recent acquisition of Puss 'n Boots products brings Quaker billings now at PKL to more than \$5 million.

Lynn Baker will continue to handle Quaker's Flako baking mixes.

Bigger bedding budget

Sealy Inc., Chicago, will boost its advertising budget by 10% to a record \$5.5 million this year, according to Howard G. Haas, vice president, marketing, but most of the increase will go to magazines and newspapers. Sealy, however, continues to be the home furnishing industry's largest user of spot TV, and new TV commercials are in preparation, he said. Sealy also uses radio. Agency: Earle Ludgin, Chicago.

Also in advertising ...

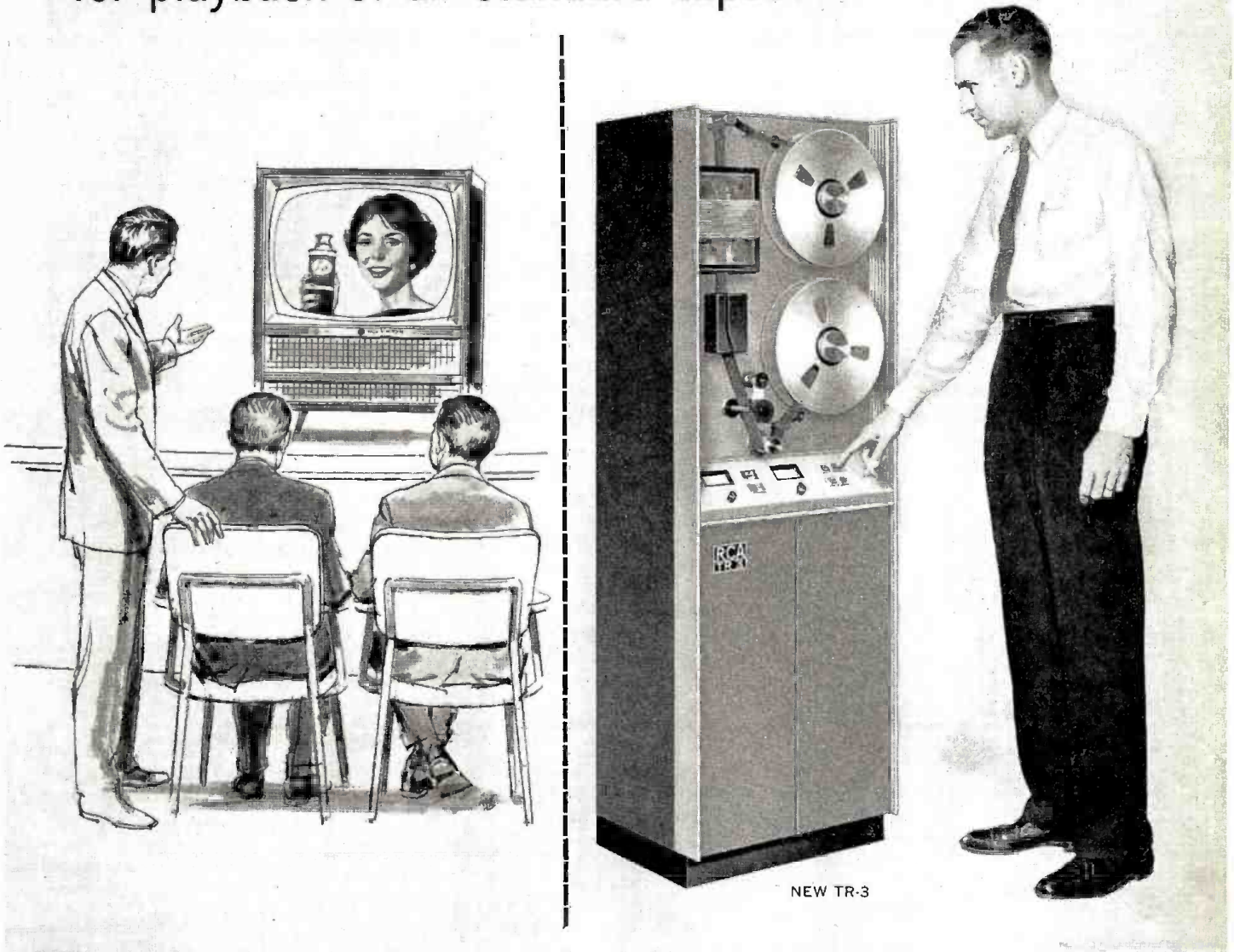
U. S. campaign ■ Guild, Bascom & Bonfigli Inc., Los Angeles, has won the \$210,000 advertising account of U. S. Suzuki Motor Corp. for the Japanese-manufactured Suzuki motorcycles. Media plans have not been determined.

Data deal ■ RKO General Broadcasting National Sales reported in its December newsletter that it will provide advertisers shortly with demographic data for TV stations in four of the five RKO General TV markets. Through an agreement with the American Research Bureau for use of its IBM 1401 computer, RKO General will produce data from the November ARB "sweep" surveys of Memphis, Boston, Los Angeles and Detroit. The demographic data will be available for each of 13 day parts.

Merged into Zakin ■ The Zakin Co., New York advertising agency, reports that Dennis Howard Associates, an agency specializing in direct mail and publication promotion, has merged with the Zakin firm. Dennis Howard, head of the former agency, has been named a vice president of Zakin.

now...a TV Tape Player!

a simple low-cost, high quality quadruplex machine for playback of all standard tapes...



In the same way you use projectors to "screen" film, you can use this low-cost "playback-only" machine for top quality "screening" of television tapes. For agencies and broadcasters it's a means for playback, editing, and previewing tape-recorded commercials and programs, or for putting them on-air. Completely compatible with all standard (quadruplex) recorders, the TR-3 assures professional broadcast quality. Fully transistorized for compactness and dependability. Standardized and modularized for ease of installation and simplicity of operation, all in one 22" x 22" x 66" unit. Has space for color modules. Can be converted to a recording unit. You can double the effectiveness of your present recorder by adding the TR-3 for playback use.

RCA Broadcast & Television Equipment, Building 15-5, Camden, N. J.

Use the TR-3 to play back tapes for viewing anywhere in the shop !



THE MOST TRUSTED NAME IN TELEVISION

PAULEY FIRES AT NIELSEN

ABC Radio president challenges reasons given by ratings firm for dropping radio measurements

Robert Pauley, president of ABC Radio, lashed out last week at the A. C. Nielsen Co.'s explanation of its withdrawal from radio network audience measurement (BROADCASTING, Jan. 13), calling it "a tremendous injustice against a great medium."

He protested particularly against chairman A. C. Nielsen's assertion that radio audiences had declined "substantially" under the impact of TV, and challenged his statement that Nielsen had developed two new network radio measurement techniques but that networks had rejected them as too costly.

If Nielsen found diminishing radio audiences, Mr. Pauley said, "it is because of slavish devotion to a meter system that cannot possibly measure anything like the true size of the audience."

If Nielsen had developed new techniques capable of reliable measurement of network radio audiences, he continued, "they were the best kept secret in radio research."

He said a Nielsen representative had spoken to him several months ago about ways to improve radio measurements but had said they would cost a lot—without saying how much.

He said he later wrote to Nielsen and asked for details but that his letter was never answered.

No Response ■ Nielsen spokesmen declined to comment on Mr. Pauley's statements except to indicate that offers regarding the new techniques were

made, as Mr. Nielsen had said, to "clients." Mr. Pauley is not one.

Mr. Pauley cancelled ABC Radio's subscription many months ago on grounds that the Nielsen service amounted to a disservice by seriously underestimating the size of the total radio audience. ABC Radio switched from Nielsen to the Sindlinger service.

The ABC Radio president has been the most outspoken Nielsen critic among the radio network executives, and he continued to be last week.

Other Networks ■ NBC Radio in effect gave cancellation notice last June, to have become effective about mid-1964 (Nielsen's abandonment of the service becomes effective mid-April).

William K. McDaniel, executive vice president in charge of NBC Radio, noted last week that his network's notice had been predicated on the belief that Nielsen was not adequately measuring the total network radio audience. He pointed out that NBC Radio has been using the Sindlinger service in addition to Nielsen's and indicated it will continue to do so.

Mutual gave cancellation notice to Nielsen Dec. 20 and signed with Sindlinger effective Jan. 15. President Robert Hurleigh said he "never questioned the integrity of Nielsen" but had felt that "the size of the sample was not showing the true picture of radio strength and certainly was not showing the out-of-home audience."

CBS Radio had not cancelled Nielsen but president Arthur Hull Hayes said last week that he and his associates had been among those pushing both for improvements in it and in total-radio measurement techniques generally, as in the methodology project currently being conducted by the Radio Advertising Bureau and the National Association of Broadcasters.

Sindlinger currently is the only other national service actively measuring network radio audiences, but American Research Bureau has been conducting tests looking toward an expansion into this field.

The list of subscribers to the Nielsen network radio service included, in addition to the three networks, 11 agencies, according to Nielsen officials.

More time requested for comments on table

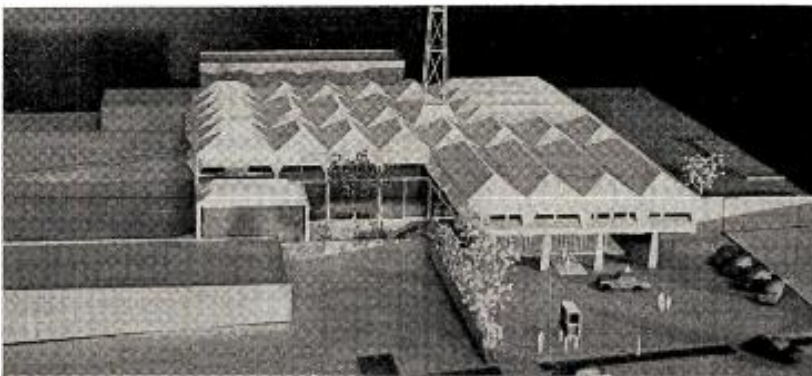
The FCC last week received a request for another extension of the deadline for comments on the proposed rule-making to expand the UHF table of assignments. It also received a comment critical of the proposed tables.

The request for additional time came from the Georgia Board of Education, which is developing a statewide ETV plan employing UHF channels. The board has asked the commission to extend the deadline for comments from Feb. 3 to April 3, and the deadline for replies, from April 3 to June 3.

The criticism came from Meredith Broadcasting Co., which said the commission should limit its proposal for expanding the table to educational assignments. Meredith is licensee of KCMO-AM-FM-TV Kansas City, Mo., and KPHO-AM-TV Phoenix, Ariz.; and corporate parent of the licensees of WOW-AM-FM-TV Omaha, and WHEN-AM-TV Syracuse, N. Y.

The commission had originally set Jan. 3 as the deadline for comments on its proposed table, which would contain some 2,000 assignments, or 400 more than the present table. A total of 600 would be reserved for education. In December, the commission postponed the deadline two months when it invited comments on an alternative plan submitted by the National Association of Educational Broadcasters. The NAEB proposal, calculated by computer, contemplates a table of 2,600 assignments, 900 of which would be reserved for ETV.

Meredith, in a comment filed last week, said it had no objection to the proposal for increasing ETV assignments. But, it feels that many of the commercial assignments in both plans



New construction in Portland

KGW-AM-TV Portland, Ore., is constructing a new \$1 million office and studio building, to be completed by Sept. 1, 1964. Present facilities of the stations at 1139 S.W. 13th Ave-

nue are to be demolished to make way for a new freeway. The announcement was made last week by Walter E. Wagstaff and Patrick A. Crafton, station manager.

A Question of Content...Not Semantics!

Any station can program information...
and many do...but does their information
mean anything? Breezy conversation on
topics of limited interest or chit-chat
between personalities can be construed as
information. But is it?

At KMOX Radio, talk has a purpose...
to inform, entertain, educate or amuse...
to fill the listener's continuing need
for knowledge of our ever-changing
world...to permit him to share intimately
in ideas and events of vital interest.

Whatever form the information takes...
political debates, a medical forum on
cancer, discussions of the world's
religions, broadcast editorials or an
analysis of juvenile delinquency...
KMOX Radio listeners are assured of
thought-provoking, meaningful programming.

CONTENT, not semantics, separates
information from talk!

KMOX ^{CBS} RADIO

"The Voice of St. Louis"

A CBS Owned radio station • Represented nationally by CBS Radio Spot Sales

are proposed without regard to economic factors.

Adding large numbers of commercial UHF assignments in communities "merely on the basis of assumptions as to populations and population densities," Meredith said, is unsound.

Meredith said such an allocations plan would encourage the filing of applications for "ill-conceived television projects" which realistic appraisal would indicate have no chance of success.

Meredith said the commission should "be cautious." It recommended that the scope of the proceeding be limited to the assignment of educational channels "for which a true future need can be predicted." The proceeding should involve commercial channels, Meredith added, only where a "most pressing need" for additional service "clearly exists."

Changing hands . . .

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

■ **WEHT(TV)** Evansville, Ind., and **KGUN-TV** Tucson, Ariz.: Sold by Henry S. Hilberg, Edwin G. Richter Jr. and associates to Gilmore Broadcasting Corp. for \$4.5 million. Gilmore, which is owned by James S. Gilmore

Jr., former mayor of Kalamazoo, Mich., and owner of **KODE-AM-TV** Joplin, Mo., earlier this month bought **KGGM-AM-TV** Albuquerque and **KVSF-AM-TV** Santa Fe, both New Mexico, for \$2,750,000 (**BROADCASTING**, Jan. 6). **WEHT**, founded in 1953, operates on channel 50 and is affiliated with CBS. **KGUN-TV** began in 1956 and operates on channel 9 with ABC affiliation.

■ **WJHL-TV** Johnson City-Kingsport, Tenn.-Bristol, Va.: Sold by W. H. Lancaster Sr. and Jr. to Roy H. Park Broadcasting for \$2,717,000. Mr. Park owns **WGTC-AM-FM** and **WNCT(TV)** Greenville, N. C.; **KREB** Shreveport, La., and last fall agreed to purchase **WDEF-AM-TV** Chattanooga (**BROADCASTING**, Nov. 4, 1963). The Greenville stations own 30% of **WECT(TV)** Wilmington, N. C. Mr. Park announced that W. H. Lancaster Jr. will remain as general manager, and that the senior Mr. Lancaster will serve as a consultant. **WJHL-TV** went on the air in 1953 on channel 11 and is affiliated with CBS and ABC.

■ **WOKZ-AM-FM** Alton, Ill.: Sold by Edward N. Pales to Richard D. Gillespie, former owner of **WGHM** Grand Haven, Mich., for \$210,000. **WOKZ** operates daytime only on 1570 kc with 1 kw. **WOKZ-FM** is on 100.3 mc with 3.2 kw. Broker: Hamilton-Landis & Associates.

■ **WTID** Newport News, Va.: Sold by Max Reznick and associates to James Mitchell for \$176,000. Sale is part of reorganization of station (see page 56). Mr. Mitchell, of Warrenton, Va., is local businessman. Daytimer, **WTID** was founded in 1947 and bought by Mr. Reznick and group in 1960 for \$130,000. It operates on 1270 kc with 1 kw.

■ **WGEZ** Beloit, Wis.: Sold by Howard Miller to Ray Grandle for \$145,000. Mr. Grandle is a Green Bay businessman. **WGEZ** is on 1490 kc with 1 kw daytime and 250 w night. Broker: Hamilton-Landis & Associates.

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 84).*

■ **WAFB-TV** Baton Rouge: Sold by Edgar Stern and associates to Guaranty Bond & Finance Co. and Guaranty Income Life Insurance Co. for \$2,970,000. George A. Foster Jr. is president of the life insurance company; both companies are owned mainly by local businessmen. The Guaranty company already owns 2% of **WAFB-TV**. The sellers own **WDSU-AM-FM-TV** New Orleans and recently invested in TV Cable of Austin, Tex., a CATV system there (**BROADCASTING** Jan. 6). Founded in 1953, **WAFB-TV** operates on channel 9 and is affiliated with CBS and ABC.

Community Antenna Systems

■ **Pendleton, Ore.:** Pendleton Community TV Service Inc., 3,700 connections, sold to Columbia Television Inc., Pasco and Kennewick, Wash., for an undisclosed sum. Total Columbia connections: 7,800. Robert M. Rosencrans of New York is executive vice president of Columbia, Clay D. White of Kennewick becomes general manager and area supervisor for Columbia group.

February start seen for Arkansas CATV

Cam-Tel Inc., a community antenna television system under construction in Camden, Ark., will begin limited service within 30 days, according to Walter E. Hussman, a broadcaster and president of the CATV firm.

Mr. Hussman, 45% owner, said that Cam-Tel, being built at a cost of \$200,000, could serve some subscribers shortly and has a potential of 4,000 homes in the Camden area.

Mr. Hussman is connected to stations and newspapers in the Southwest and has a minority ownership in Midwest Video Corp., a CATV operator in Mississippi, Texas, South Dakota and New Mexico. Camden News Publishing Co., owned by Mr. Hussman with his wife,

we narrow the risk for both buyer and seller

Hazards and opportunities are both present when a media property changes hands.

Our job is to provide the facts needed to do business . . . facts plus the insight gained by many years of experience. Not to avail yourself of our services could prove costly. Consult Blackburn.

BLACKBURN & Company, Inc.

**RADIO • TV • CATV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS**

WASHINGTON, D.C.

James W. Blackburn
Jack V. Harvey
Joseph M. Strick
RCA Building
Federal 3-9270

CHICAGO

H. W. Cassill
William B. Ryan
Hub Jackson
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-6460

ATLANTA

Clifford B. Marshall
Stanley Whitaker
John G. Williams
1102 Healey Bldg.
Jackson 5-1576

BEVERLY HILLS

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

Betty P., is 50% owner of KCMC Inc., licensee of KTAL-FM-TV and KCMC Texarkana, Tex., and Camden Radio Inc., licensee of KAMD Camden, Ark. Mrs. Hussman also owns 13% in her own name. He, with W. D. and Bettie M. Palmer, who have interests in KTAL, owns newspapers in Arkansas, Louisiana and Texas.

Other Cam-Tel principals: Robert Mann, secretary-treasurer, of Camden, 35%; H. B. Silliman, director, Camden insurance man, 15%, and T. J. Gaughan, director and Mr. Hussman's Camden attorney, 5%.

The Cam-Tel system will provide eight video channels and will not utilize microwave, Mr. Hussman said.

Tribute to broadcasters from governor of S.C.

Governor Donald S. Russell of South Carolina last week paid tribute to the increasing prominence of the broadcast media in informing and leading the public.

Radio and television, Governor Russell said, have played a prime role in developing the climate for progress that he claimed prevails in the southeastern state. The governor made his comments in praise of the electronic media in accepting the first annual South Carolinian of the Year award presented by WIS-TV Columbia at a luncheon last Thursday (Jan. 16).

Bill to ban FCC fees may have hearing soon

Representative Walter Rogers (D-Tex.), chairman of the House Communications Subcommittee, moved last week to schedule a hearing on his bill to prohibit the FCC from going ahead with its announced license application fees.

The fees, enjoined for 60 days by a court order in Chicago (BROADCASTING, Jan. 6), have been challenged by Mr. Rogers, who says the FCC lacks authority to institute them without specific authorizing legislation from the Congress.

"The fee schedule being set up was really out of focus," he said. "If broadcasters are getting a service from the government that is of a great value to them, I don't think they'd object to a reasonable license fee," he continued.

However, he pointed out, the FCC required payments from nonbroadcast licensees who by law must have radios for public safety, and from thousands of amateur operators. Representative Rogers said he hoped hearings could be held early next month.

After fees, he said, interpretations of fairness is the next communications hearing he would like to get into.

CH. 14 ETV SOUGHT IN N.Y. AREA

Would supplement programming of present ch. 13 WNBT

The Educational Broadcasting Corp., which owns and operates educational TV station, WNBT-TV (ch. 13) New York-New York, last week asked the FCC for rulemaking changes that would enable EBC to acquire another educational channel—this one a UHF operation designed primarily to reach an adult audience in New York, New Jersey and Connecticut.

EBC President Samuel B. Gould said channel 14 would "supplement the service of channel 13 and permit EBC to meet more fully the educational and cultural needs" of the tri-state area. He added: "What is needed now is a massive, sustained, long-range assault on the entire problem of illiteracy, under-education and technological unemployment."

The new channel would use WNBT's studios but not have channel 13's daytime in-school programming.

He stressed that channel 14 would broadcast initially only during prime evening time, and it would be aimed primarily at the undereducated, non-English speaking and high school dropouts.

The EBC made a three-fold request: for the assignment of channel 14 to the tri-state area; for the reservation of the channel for use by noncommercial TV; and for a waiver of the minimum FCC separation requirement to permit location of an antenna on the Empire State Building, which is 2.2 miles short of the required distance from WWOR-TV Worcester, Mass., 152.5 miles from New York and operating on channel 14. Accompanying this application was a request for permission to file a contingent application for the grant of channel 14 to EBC.

The financing of the new channel would be separate from the present WNBT operation. Initial capital costs are estimated at \$818,755—\$614,000 of this to be requested from the Department of Health, Education and Welfare, \$104,000 from other donations with \$100,755 coming from funds on hand at EBC.

Dr. Gould said the estimated annual budget for the proposed operation is \$510,000, much of this also to come from federal and state agencies and foundations. "We do not intend to go

EXCLUSIVE BROADCAST PROPERTIES!

MIDWEST —Modern, well equipped daytime-only radio station serving trading area of 200,000. Some real estate included. Needs owner-operator. Total price of \$70,000 with \$15,000 down. *Contact—Richard A. Shaheen in our Chicago office.*

SOUTHEAST —Full time radio station with good real estate. This single station market facility had owner cash flow of approximately \$25,000 in 1963. Priced at \$175,000 with 29% down and the balance over ten years. *Contact—Barry Winton in our Washington office.*

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Everything you need to get on the air fast with the strongest, cleanest signal...from microphone to antenna. Collins is a single, complete source of broadcasting equipment.

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IRS take note: It's business, not pleasure

That "plush" six-passenger "luxury" airplane which some newspapers reported last week as having been bought by the Texas Broadcasting Corp. for "pleasure" trips around Texas by President and Mrs. Johnson turns out to be a replacement for an eight-year-old Twin Bonanza used by KTBC-AM-TV Austin for transporting salesmen, program and engineering crews and equipment around the state.

Jesse C. Kellam, president and general manager of the KTBC stations laughed when he was told how some of the papers described the plane's furnishings ("a long couch on the right side, with cushions adjustable to the position of a chaise lounge, upholstered in nylon, striped orange, alabaster and beige").

"Right now," Mr. Kellam said Thursday (Jan. 16), "the plane is in Houston where three of our salesmen flew to see clients. They'll be back this afternoon in time to sign their mail and be home with their families for dinner. Folks don't realize it, but we've got a lot of territory to cover down here."

Mr. Kellam observed that the company plane has been used to transport camera crews and equipment for sports coverage and for news coverage. During the football

season, the plane was used in covering the away football games of Texas State Teachers College at San Marcos. It flew cameras and crews to the games, and flew films back to Austin in time to be shown on the evening sportscast.

"We have used a plane frequently and extensively for a number of years in our operations," Mr. Kellam said. "We use it in getting salesmen to visit accounts and clients, to cover sports and news."

The Beechcraft Aero 80 twin-engine plane was ordered last October and delivered just after Christmas. It is fully equipped for instrument flight operation, including radar and dual navigation and communication systems. Dale P. Meeks is the company pilot.

Although the price was not disclosed, the same model, all-weather radar-equipped version costs more than \$200,000, the aircraft company said.

Mrs. Johnson and her daughters own more than 80% of Texas Broadcasting Corp. After Mr. Johnson became President Mrs. Johnson's interests were put in trusteeship; the daughters' already were. Mrs. Johnson also resigned as chairman of the company, formerly the LBJ Co.

to the public for funds," he said.

EBC's petition is the fourth filed with the commission since 1961 for assignment of channel 14 to the New York area. Bartell Broadcasters of New York asked that it be allocated to New York; New Jersey TV Broadcasting Corp. asked that it be assigned to Newark; and Bergen County Federation of Boards of Education petitioned for assignment of the facility to the Paterson-Upper Montclair area and asked that it be reserved for educational purposes.

Another complication is the current rulemaking proposing the adoption of a new table of UHF assignments. FCC officials predicted the four petitions—and any others received for the channel—would be considered together and in connection with proposed table.

Timm cases added to consolidated hearing

The FCC's inquiry into the competitive practices and character qualifications of B. F. J. Timm to be a licensee took a further step last week when the agency consolidated in hearing the license renewal of WMEN Tallahassee, and Mr. Timm's application for a new station on 970 kc, 1 kw, in Jacksonville, both Florida, with the revocation proceeding against WTIF Tifton and the

license renewal of WDMG Douglas, both Georgia.

WTIF is also owned by C. N. Todd (51%). Mr. Timm is the sole owner of WMEN and WDMG, and the only principal of the Tallahassee applicant.

The consolidated hearing was called to investigate charges that Messrs. Todd and Timm attempted to prevent or eliminate competition from WISZ Douglas, Ga., which went on the air in 1957.

There are also questions of misrepresentations to the commission, unauthorized transfer of control of WTIF from Mr. Todd to Mr. Timm and whether Mr. Timm has the character qualifications to be a licensee (BROADCASTING, Sept. 30, 1963).

Two joining CBS Radio

CBS Radio last week announced two network additions: KATI Casper, Wyo. and WORX Madison, Ind.

KATI, whose affiliation starts Jan. 26, is on 1400 kc with 1 kw day and 250 w night. The currently-unaffiliated station is owned by Casper Family Radio Inc.

WORX, scheduled to join CBS Radio Feb. 14, is owned by Electronic Laboratories Inc. and operates on 1270 kc with 1 kw. The station's current affiliation with MBS is ending.

NOW, A NEW DIMENSION IN RADIO!

For the local station that moves
fast and first in its market

NANA RADIO—a division of North American Newspaper Alliance offers you the opportunity to ride the crest of the new wave in radio programming with *proven* programs, *newly* produced for modern radio (some in stereo), plus *all-new* programs especially designed for today's radio.

NANA RADIO—Phase I

Half hour programs (in stereo) —

NANA Radio half-hours are modern half-hours—25 minutes in length.

Arch Oboler's Plays—narrated, directed and edited by Mr. Oboler.

The Fat Man—all-new scripts starring Tol Avery in the title role.

Quarter hour serial drama—five per week.

Pepper Young's Family—newly-edited, newly-recorded, newly-cast.

Big Sister—starring Paul McGrath; newly-edited, recorded and cast.

Five minute strips—five per week.

Dear Dorothy Dix—based on the NANA syndicated newspaper feature.

Hollywood Talking—Army Archerd with the biggest names in show business answering letters from listeners.

Program series may be purchased individually or in a block. Special discount given for a block purchase of Phase I—discounts earned for 26 and 52 weeks. Stations have exclusive right to programs in their SRD market area. More coming.

NANA RADIO—Phase II

All-new 25 minute programs in stereo, all-new quarter-hour serials, all-new five-minute features. Now in production—ready for airing March 1 and still more coming.

Block purchasers of Phase I will have first refusal on all new programs.

Available immediately to *you*, the *local station* only. When you buy from NANA RADIO you control your own show, your own rates, your own profit.

When you buy from NANA RADIO, you buy the 60-year-old reputation, the resources and solidity of North American Newspaper Alliance—Bell McClure—one of the world's oldest and largest syndicators in the mass communications field.

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The Collins record: due for review

IT WILL DOMINATE TOPICS ON NAB BOARD AGENDA NEXT WEEK

In the three years since Governor LeRoy Collins became president of the National Association of Broadcasters each NAB board meeting has been faced with decisions about his often-criticized activities.

Over the period he has maintained what he considers his privilege of speaking out, without consultation with broadcasters, on any subject including those involving radio and television.

The board meetings next week in Sarasota, Fla., will be no exception. Fresh from being questioned by the NAB's five-man executive committee at a special meeting in Washington (BROADCASTING, Jan. 13), the governor will be called on to repeat explanations of his recent statements on civil rights and cigarette advertising.

■ Why does Mr. Collins refuse to discuss "in advance" of their delivery his public statements on controversial issues?

Not all of these questions may be answered next week in Sarasota, but these and others are certain to be raised in formal and informal sessions.

Supporters of the governor, and there are numbers of them, say the "NAB has never been so healthy and vigorous." Many believe that Governor Collins has proved right in his criticism of cigarette advertising directed toward children, his call for reform in television advertising, and on other subjects.

Critics of the governor, and they include some very prominent broadcasters, persist in the belief that he has caused more trouble than he has

this majority, he will resign, "\$75,000 and liberal expenses and all," one of Governor Collins' closest confidants said.

How, when and where has he been controversial? The biggest complaint of most board members is over his often-exercised habit of speaking out, without prior consultation, on tender broadcasting subjects as well as those not related to radio and TV. Just two weeks ago, he told the NAB executive committee that he would continue to do so and that he was convinced he had the support of a majority of broadcasters.

Last month, Governor Collins disturbed a hornets' nest with a speech on civil rights in Columbia, S. C., followed a few days later with a talk on states' rights in Los Angeles.

Started Early ■ Less than six weeks after he became president in his first appearance before the NAB radio and TV boards, he said broadcasting was in "serious trouble" with "its public favor dangerously low." He warned, if television programming wasn't improved, "we're whipped before we start."

At that same board meeting, he attacked the alleged stranglehold of ratings over programming and criticized the industry for letting this happen. Broadcasting, he charged, had let "an outsider become master of its house and doesn't even check his health card."

At that same February 1961 board meeting in Palm Springs, Calif., Governor Collins deplored the role of the TV networks as spokesmen for television, a job he believed should belong to the NAB. "When big, important matters develop concerning broadcasting NAB too often is not regarded as the primary contact," he said. "Rather the networks are."

The networks, in turn, were not very receptive to a Collins programming proposal a month later. He suggested the TV networks offer six hours a week of prime-time, blue-ribbon programming. Despite a "not interested" reaction from the networks, he repeated the idea in a speech before the International Radio and Television Executives Society in New York and urged the American Association of Advertising Agencies to adopt the plan, without success.

A new FCC chairman named Newton N. Minow and his characterization of TV as a "vast wasteland" grabbed the headlines at the May 1961 NAB convention in Washington



Among the questions about their president that board members are expected to discuss are:

■ Should the NAB president, a former governor of Florida, make major addresses on nonbroadcast matters that are considered "political" by many?

■ Should Governor Collins publicly criticize the industry? Or should such criticism be made only "within the family."

■ Is the governor more interested in future political activity than he is in serving broadcasters in his present position?

■ Is his leadership of the NAB proving effective?

been able to cure.

Advance Warnings ■ Governor Collins left the Florida state house in Tallahassee three years and three weeks ago for the executive suite at the NAB headquarters in Washington. Right at the beginning of his NAB administration, he promised to be an aggressive leader who would point out situations where corrective action was needed and lead the way to reform.

He has been controversial from the start. And, as the controversy continues, President Collins is convinced that he has the support of a majority of the NAB members as well as of the board. When he feels he has lost

but Governor Collins also used critical expressions in his maiden convention speech. Broadcasting, he said, had a long way to go to reach its capabilities and attain the prestige it should have. He repeated his earlier criticism of programming and ratings services, and, as he has done many times since, he urged a strengthening of the radio and TV code structures.

Straight Talk ■ Governor Collins told the 1961 convention delegates that his job would be a pleasant one if broadcasters would let him talk straight even if they didn't agree; if they would equate their interests with the public's and not strive "to make every possible dollar."

Governor Collins submitted a sweeping plan for reorganization of the NAB to the boards at their spring 1961 meeting. Some of his plans were approved; some were not. The discontinuance of NAB backing for the nationwide Voice of Democracy contest for high school orators irked some broadcasters, and dozens of stations still participate in the program under the new sponsor, the Veterans of Foreign Wars.

Many NAB members felt that their president was too lax in his criticism of the regulatory activities of the New Frontier FCC under Chairman Minnow. Governor Collins countered that his criticism would be more effective if used sparingly rather than to fire away at every opportunity.

When the FCC first issued its proposed new program reporting form in 1961 for both radio and TV, broadcasters and attorneys charged interference and censorship, but President Collins said it showed a "net improvement over the old form." After industry concern became acute, he questioned the mechanical burden placed on stations. The NAB legal department, however, has fought the FCC for three years over the final form and the issue still is in the news (BROADCASTING, Jan. 6).

In October 1961 at the NAB fall conferences, Governor Collins denounced published criticism of his position on the program forms. He said there is no "coercion" involved when the FCC holds a hearing in a local market and that broadcasters should not be concerned over this FCC policy.

The NAB president, however, bitterly denounced the FCC's hearings in Chicago (April 1962) and Omaha (January 1963) on local TV programming on the grounds no station licenses were at issue. He has remained very selective in his criticism of the FCC and has not joined segments of the industry in many attacks on government policy.

During his 1961 convention talk,

The other problems on the boards' agenda

LeRoy Collins will be by no means the only subject on the agenda of the National Association of Broadcasters boards when they meet next week in Sarasota, Fla.

The issue of cigarette advertising may reach the boards, depending on how the television code board handles it at its meeting this week in Miami Beach (see page 28).

Another hot issue that the code board will handle may also land in the parent NAB television board's lap. The code board will consider an amendment to the code prohibiting the use of commercials in which two or more unrelated products or services are advertised (see page 27). Any amendment the code board adopts must go to the parent television board for final action.

A heavy work load confronts the NAB boards in five days of meetings beginning Jan. 27.

Sessions In The Sun ■ The first day-and-a-half are reserved for committee meetings. These include the general fund finance committee (which will bring forth a report of a record estimated NAB income of \$2.35 million and expenditures exceeding \$2.1 million), membership committee, by-laws committee, program study committee, building committee and the distinguished service award subcommittee.

The award committee has the responsibility of selecting the recipient of the NAB's 1964 distinguished service award, won last year by NBC personality Bob Hope. The convention committee will present final plans for the 1964 convention.

All members of the combined radio and TV boards will meet Tuesday and Friday with separate TV and radio board meetings scheduled for Wednesday and Thursday. William Quarton, WMT-TV Cedar Rap-

ids, Iowa, is chairman of the combined boards. TV board chairman is James Russell, KKTV(TV) Colorado Springs. Ben Strouse, WWDC-AM-FM Washington, is chairman of the radio board.

Bell Confirmation ■ The joint board will be asked to confirm Governor Collins's appointment of Howard Bell as director of the code authority.

Mr. Bell is receiving \$30,000 annually as code director (compared to the \$40,000 paid his predecessor, Robert D. Swezey).

Other matters before the joint boards will be a report on the ill-fated literacy project in the Dominican Republic, sidelined because of the overthrow of the government there last fall; reports on activities of the research committee and ratings council; plans for a new NAB headquarters building in Washington, and government relations, including copyright matters.

The TV board has a heavy agenda, including far-reaching recommendations by the Future of TV in America committee.

The TV board will discuss staff reports on the treatment of network affiliation contracts and amortization of feature films.

Radio Matters ■ A question before the radio board will be whether the position of vice president for radio should be retained at the NAB. John Meagher, who has held the post the past nine years, has resigned effective Feb. 1.

The radio board will receive recommended industry standards for the transfer of electronic recordings to tapes.

All 44 NAB board members have made reservations except FM director Fred Rabell, KITT(FM) San Diego.

Governor Collins questioned whether there are too many radio stations and proposed a study of overpopulation. A year later in Chicago, Chairman Minnow proposed a joint NAB-FCC study of radio's problems and the NAB immediately embraced the project. The idea was welcomed by some, but others thought it was an NAB invitation for the government to regulate radio in the public-utility manner.

A special NAB committee, which did vast research on the project, warned both the NAB and the FCC to confine solutions to engineering matters and to stay away from economics.

Cigarettes, Too ■ In November 1962, President Collins started an uproar continuing to this day when he called for code restrictions on cigarette advertising (BROADCASTING, Jan. 13). He has consistently maintained this position and a year ago called on the NAB board to act. The board postponed any action until receipt of the surgeon general's report, which was made public Jan. 11 (see page 31).

Governor Collins has often been criticized for statements on cigarette advertising in general and a Lucky Strike commercial in particular. Now that the NAB president has an official government report linking smoking

with lung cancer and various other diseases he will go into this week's TV code board meeting and next week's board meetings with new demands for restrictive action.

Eleven months ago at the conference of state broadcast association presidents sponsored by the NAB, a spirited floor debate erupted on the kind of leadership NAB and its president are providing for the industry. Governor Collins was roundly criticized from the floor—and just as stoutly defended—for his failure to attack government more often and effectively; for an alleged lack of knowledge of the broadcast industry, and for his alleged lack of effective leadership in general.

Throughout his three-year administration, his critics have attacked his political background and called for a practical broadcaster in the top NAB post.

Advertising Views Attacked ■ Governor Collins views on advertising have repeatedly brought criticism from advertisers, agencies and broadcasters. He has openly praised the British "magazine" concept which prohibits advertisers from sponsoring individual programs.

He was rebuffed last summer by the TV networks when he requested

a summit conference on problems of TV advertising. In spite of this the governor continued to push the plan and through the code authority succeeded in holding the meeting last month. It was attended by representatives of all three networks. Further sessions are planned with a full report to be made this week to the TV code board. He has often attacked "advertiser influence over programming," clutter in advertising, form, content and lack of quality in commercials. He has called for "realistic limitations on program interruptions" as a necessary area of reform.

Governor Collins has opposed the now abandoned FCC attempt to adopt as official rules the NAB codes' restrictions on commercial time. (See page 34). He often praises both the radio and television codes. "Let us project and enforce our codes, with the strong support of the whole industry, as the prime instruments of service to the people of our land," he said at the 1963 convention in a call for general reforms in several areas of broadcasting.

Veteran broadcaster Robert D. Swezey was named first director of the NAB code authority in October 1961 by Governor Collins. He resigned at the end of his contract after

a breakdown of communications between his office and the NAB president. The fact that Governor Collins was unhappy with Mr. Swezey's administration of the codes was a poorly kept secret for several months preceding Mr. Swezey's resignation.

At the TV board meeting last June, Governor Collins successfully opposed an amendment to the TV code time standards favored by Mr. Swezey and the TV code board. The code authority had no advance warning of the governor's opposition, a situation which amazed veteran broadcasters.

Renewal Inquiries ■ A large segment of the broadcast industry has accused the FCC of program censorship in letters written to stations inquiring on programs by categories. The FCC staff deferred dozens of TV station renewal applications, until the commissioners themselves stepped in, because of their failure to schedule public-service programs regularly in prime time.

Governor Collins, despite repeated requests for him to do so, has said nothing about the program questions from the FCC staff. He did, however, attack the FCC backlog of renewal applications last fall while laying the blame on "administrative incompetence and failure."

Since he became NAB president—



coincidental with the arrival of the New Frontier in Washington—Governor Collins's name has been mentioned in connection with various federal appointments. He was offered an ambassadorship and it was known that he was "available" for a major cabinet vacancy in the summer of 1962.

Last month there was wide speculation that he would run for the U. S. Senate seat in Florida against incumbent Senator Spessard Holland (D-Fla.). The NAB president has refused to say that he will not run but at the same time has said he does not plan to do so. He has discussed the rumors with Senator Holland but has avoided direct questions from broadcasters, board members and newsmen.

His close associates say that Governor Collins has seriously thought about making the Senate race but all agree he will not do so. In any case, he has contributed to broadcasters' criticism through his refusal to give an unqualified no to questioners.

Governor Collins originally was hired in January 1961, with a three-year contract. A year ago, when that agreement still had a year to run, the board gave him a new three-year contract, presently in force and running through December 1965. He is paid \$75,000 annually, plus a \$12,500 liv-

ing allowance, expenses and a Cadillac.

A key NAB board member predicted last week that Governor Collins is not in "grave danger" of losing his pres-

ent contract but that at next week's board meeting "he will never get the necessary two-thirds vote for a new one."

CHALLENGES FACE TV CODE BOARD

Problems include cigarette controls, question of piggybacks

A loaded agenda with national implications faces the Television Code Review Board of the National Association of Broadcasters which meets Wednesday and Thursday (Jan. 22-23) in Miami Beach, Fla.

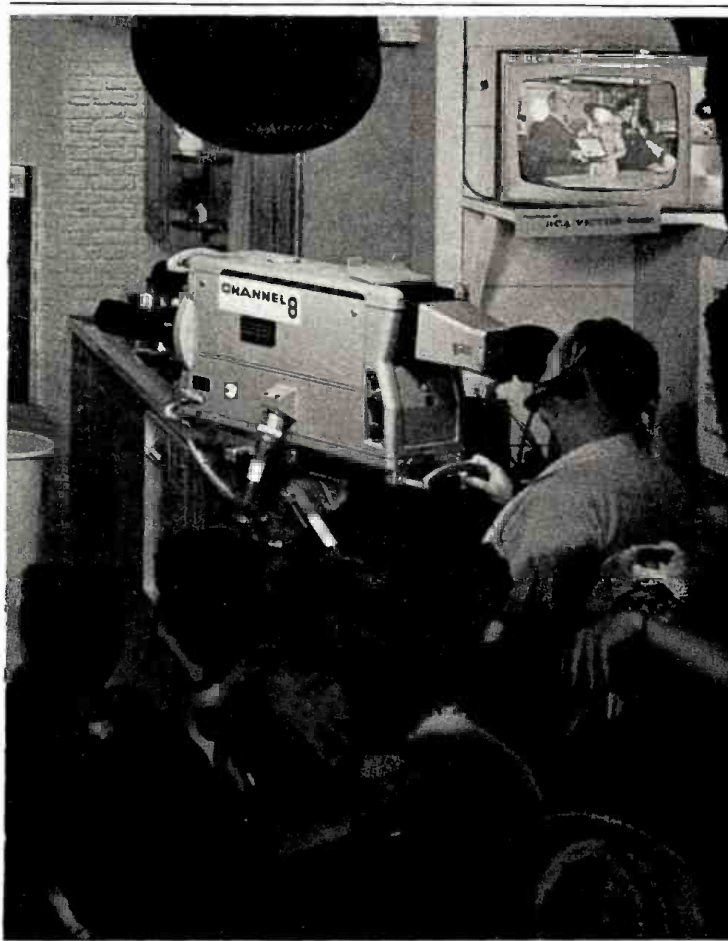
The meeting has been termed the most important in the code's 12-year existence by one of its members. It faces the problem of regulating cigarette advertising, in the face of a 12-day-old government report concluding that smoking causes cancer and other fatal diseases (see page 30), and multiproduct commercials (integrated and piggyback announcements).

The nation will be watching the code board recommendation to the NAB TV board on cigarette advertising. Networks, TV stations and the advertisers are debating what action, if any, the code should take on multiproduct spots (see page 27).

Howard Bell, newly appointed code

director will be making his first appearance before the TV code board, which in the past has been somewhat hostile to the policies and pronouncements of NAB President LeRoy Collins, who appointed Mr. Bell. Code board members last fall were critical of the NAB president's broad policy guidelines for the code and his conception of the duties and authority of the director (BROADCASTING, Oct. 7, 1963). The code board and the governor also clashed last spring over proposed amendments to the code's time standards, which were rejected at the governor's behest (BROADCASTING, July 1, 1963).

Appointments Due ■ It will be a lame duck code board that meets this week, with the terms of seven (including three network representatives) of its members expiring at the NAB convention next April. Among those whose terms expire is Chairman William Pabst (KTUV-TV) Oakland-San Francisco) and



*If you had the
Quality touch*

You'd have your own complete kitchen at the State Fair of Texas where your Julie Benell could do her show daily for the nearly 3,000,000 visitors to the World's Largest State Fair (and receive another award for her vast collection). The dream kitchen was augmented by a living room and den set where other WFAA-TV personalities, Ed Hogan, Don Norman and "Mr. Peppermint" could originate their shows—more than five hours of daily live cut-ins over a 10-day period. It was a show-place for TV-awed Texans but only another example of WFAA-TV's efforts to get closer to its viewers. We're mobile... and versatile. If you want the Quality Touch, call Petry...

WFAA-TV

The Quality Station serving the Dallas-Fort Worth Market

ABC, Channel 8, Communications Center /
Broadcast Services of The Dallas Morning
News/Represented by Edward Petry & Co., Inc.

President Collins does not plan to reappoint Mr. Pabst although he is eligible to serve two more years. Others whose terms end this spring include Roger Clipp (a former code board chairman), Triangle Stations; George B. Storer Sr., Storer Broadcasting Co.; Robert Ferguson, WTRF-TV Wheeling, W. Va., and the network members—Alfred Schneider, ABC-TV; Joseph Ream, CBS-TV, and Ernest Lee Jahncke, NBC-TV. All except Mr. Ferguson are eligible for another term.

Members whose terms run until the 1965 convention include Lawrence H. Rogers II, Taft Broadcasting Co., and Douglas Manship, WBRZ-TV Baton Rouge.

Under NAB regulations, the president appoints code board members (except those from the networks) subject to confirmation by the parent TV board, for two years. Code board members may not serve more than two consecutive terms and may not be members of the TV board.

Also before the code board will be an amendment to the controversial time standards and final disposition of the cases of some 20 subscribers which repeatedly violated the section on commercial limitations (BROADCASTING, Oct. 7, 1963).

Change To Minutes ■ The proposed amendment would delete the 17.2% maximum amount of commercial material per hour in prime time and substitute 10 minutes, 20 seconds, including station break. A prime time station break is limited to 70 seconds.

Changes to be discussed also would change the present non prime time maximum from 6 minutes, plus station break, per half hour, to 16 minutes, 20 seconds, including station breaks, per hour. Nonprime station breaks may consume 2 minutes, 10 seconds under the code. A new and more rigid definition of a station break also will be before the board.

Plans for the next step in the code's evaluation of the problems of TV advertising will be finalized at the code meeting. A full report will be given by Mr. Bell on a session last month in New York with advertisers, agencies and broadcasters and further meetings are planned (BROADCASTING, Dec. 23).

The board will be informed that the NAB research committee plans a major research project into various phases of TV advertising and problem areas for this study will be discussed. In addition, Columbia University is analyzing raw research data compiled for the book *The People Look at Television*, by Dr. Gary Steiner for use by the code authority. Data did not appear in the book.

Governor Collins will attend the Miami Beach meeting but he said last week that "I'm not going down there

with recommendations in my pocket." At its last meeting, the TV code board was critical of a lack of liaison with the NAB president and invited Governor Collins to attend future sessions of the board.

NBC-Philco argument set for March 26

The FCC last week set March 26 for oral arguments in the long-contested case involving NBC's license renewals for WRCV-AM-TV Philadelphia, a trade of those facilities for RKO General's WNAC-AM-TV and WRKO-FM Boston and Philco Broadcasting Co.'s application for NBC's channel 3 in Philadelphia.

Each party will be given 30 minutes to present its case. Westinghouse Broadcasting is also involved, as well as the commission's Broadcast Bureau.

Chief Hearing Examiner James D. Cunningham issued an initial decision last November which favored renewing the NBC licenses and approving the exchange with RKO. Mr. Cunningham based his recommendation for renewal and denial of Philco's competing application on what he termed "NBC's runaway superiority in experience" as a broadcaster (BROADCASTING, Nov. 25, 1963). The commission's Broadcast Bureau has been steadfast in its opposition to the WRCV-AM-TV renewals, but has been noncommittal on Philco's bid for the television channel.

NBC and Philco last week filed their reply briefs to each other's comments on Mr. Cunningham's initial decision.

The network agreed with Mr. Cunningham's recommendations and harshly criticized the contentions made by Philco during the proceeding. Philco failed to make adequate programing studies, presented questionable management proposals and offered no experience in the broadcast field, NBC said. The network also accused Philco's parent corporation, Ford Motor Co., of being overly profit-oriented and said that the only reason Philco has stayed in the proceeding is because the commission refused to approve a \$523,000 reimbursement if Philco withdrew its application for channel 3.

Philco said that though Mr. Cunningham relied on NBC's greater experience, he failed to give true value to Philco's clean record. Philco didn't think that NBC's record was very admirable. The network used doubtful tactics to get channel 3 in the first place, has been involved in the quiz show rigging scandals and failed to air its promised programing, Philco said. The applicant also charged that the programing by NBC during the conditional

license period has been "totally deficient."

NBC is under a court order to divest itself of the Philadelphia stations by June 30 as the result of an action brought by the Justice Department in 1956. The department charged the network with violating antitrust laws by pressuring Westinghouse Broadcasting in exchanging the Philadelphia stations, which it then owned, for the network's Cleveland stations.

Court approval sought on WTID reorganization

A reorganization plan for WTID Newport News, Va., was made public last week. It involves sale of the daytimer to James Mitchell, Warrenton, Va., businessman for \$176,000 (see story on page 48).

The station, which filed for reorganization under bankruptcy laws earlier this year (BROADCASTING, Jan. 6), is owned by Max Reznick and group. As of Oct. 29, 1963, the station had total assets of \$28,665 plus unamortized goodwill of \$71,667. Liabilities included \$204,817 plus capital stock and contributed surplus of \$20,000 and a deficit of \$123,886.

If the sale of the station is approved by the U. S. District Court, Norfolk, at a Jan. 23 hearing, and by the FCC, the proceeds will be used to pay off in full secured and priority creditors as well as general creditors due \$50 or less. The remaining general creditors will receive a pro-rated share of the \$40,491 available for general creditors of the station.

Media reports...

Reading drive ■ Two radio station executives have accepted state chairmanships in 1964's National Library Week, a campaign to improve reading habits in the U. S., Puerto Rico and on U. S. military bases throughout the world. The chairmen-broadcasters are F. Parker Hoy, president and general manager of WLAM Lewiston, Me. and Elmo Ellis, program manager of WSB Atlanta. Both men will head committees in their own states during the annual Library Week observance April 12-18. The campaign is sponsored by the National Book Committee in cooperation with the American Library Association.

Presidential parley ■ Among the presidents of 67 companies who met with President Johnson at the White House on Jan. 16 (subject: equal opportunity in employment) were four of interest to the broadcasting industry. The four: Robert Galvin, Motorola; Joseph Wright, Zenith; Herbert E. Buetow, 3M, and Darryl Zanuck, 20th Century-Fox.



special handling

Remember the "good old days"
when a customer's order was something
to be cherished . . .
to be treated with tender, loving care?
Here at WOC, we never quite lost
the old habits and every order
from receipt to billing
is given very "special handling".



Exclusive National Representatives — Peters, Griffin, Woodward, Inc.

SERVING THE QUAD CITIES FROM DAVENPORT, IOWA

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UA-TV shows big increases in all programing

The substantial gains made by United Artists Television in all areas of TV program sales were cited last week by John L. Sinn, president, in a yearend report of company activities.

In network sales, UA-TV was represented by four-and-a-half hours of weekly programs, consisting of *The Patty Duke Show* (ABC), *The Fugitive* (ABC), *East Side/West Side* (CBS), *The New Phil Silvers Show* (CBS), *Hollywood and the Stars* (NBC) and *The Outer Limits* (ABC). This represents a 400% increase in programing over 1962 when UA-TV had only one program

on the air, Mr. Sinn noted.

A 29% increase in syndication sales over 1962 was achieved by the company last year for its first-run and off-network product. Singled out in the report were the one-hour special programs produced by David Wolper, which have been sold in more than 85 markets, and the first-run, half-hour color series, *Lee Marvin Presents—Lawbreaker*, distributed to 145 markets.

Mr. Sinn pointed out that the company's newly organized international division completed 1963 with a rise in sales of 100% over 1962. UA-TV modified its system

of using subdistributors in various parts of the world during the year, and has organized its own offices in London; Paris; Frankfurt, Germany; Beirut, Lebanon; Mexico City; Sao Paulo, Brazil, and Tokyo. It has established working arrangements for representation in Amsterdam, Netherlands; Rome; Madrid; Baghdad, Iran; Damascus, Syria, and Bogota, Colombia.

During the year, United Artists Associated, the feature film distribution division of the company, was merged into UA-TV. The company distributes to TV the pre-1948 Warner and RKO features as well as United Artists productions released to the medium.

UA-TV's 1964 plans include seven network pilots totaling five and a half hours; additional feature film packages and new first-run syndicated series. The company is in the process of distributing to television 26 one-hour dramas dealing with psychiatry titled *The Human Jungle*; at least six more one-hour Wolper specials and two new half-hour series.

In view of UA-TV's gains in the various areas of TV sales, Mr. Sinn said, he expects 1964 gross sales to range from \$43 to \$48 million.

Under the reorganization of the UA-TV structure during 1963, the responsibility for various areas were placed under M. J. (Bud) Rifkin, executive vice president in charge of sales (network and syndication), Richard Dorso, executive vice president, programing (network); Erwin H. Ezzes, executive vice president (feature film distribution) and Herbert R. Banquer, vice president in charge of foreign operations.



"The Human Jungle," a one-hour series dealing with psychiatry is

planned for 1964 syndication by United Artists Television.

CBS-TV plans tryouts for new young talent

CBS-TV will establish a regular schedule of auditions for young performers trying to break into show business.

The network hopes to find new faces to appear on CBS-TV variety programs. Michael H. Dann, vice president-programs for CBS-TV, said that supplying the network's variety programs with new and fresh talent "is the biggest single problem" facing producers.

The auditions will be in New York but no starting date has yet been announced. Robert Dale Martin, director

of talent and castings, will conduct the auditions and Russell Stoneham, director of live programing—New York, will supervise. Producers of all CBS-TV variety programs will attend the audition.

Black days were bright for TV, Johnson says

President Johnson has praised TV broadcasters for their role in covering the assassination of President Kennedy and the following events. In a statement in the Jan. 25 issue of *TV Guide*, the President says:

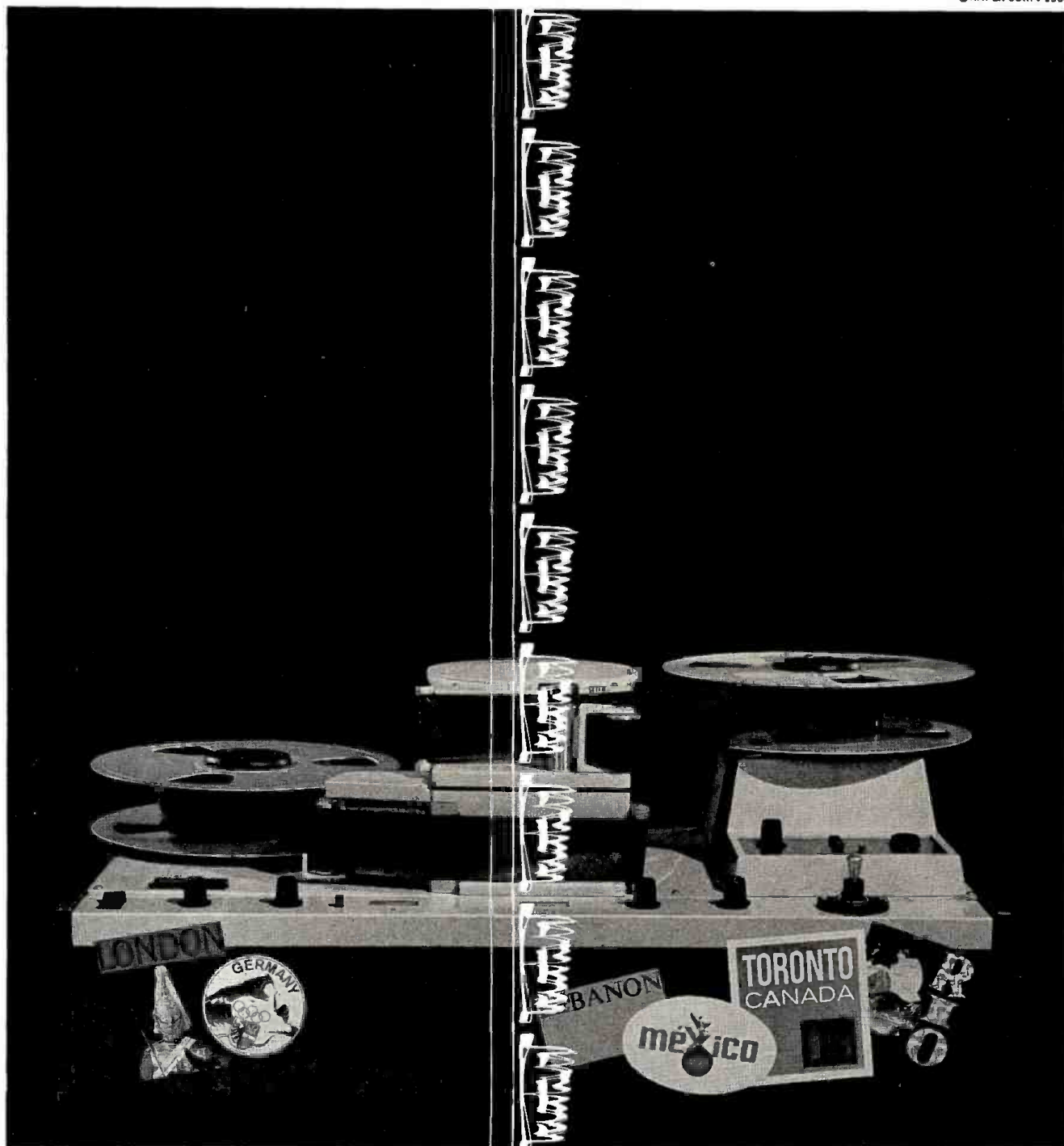
"Television's remarkable performance

in communicating news of President John F. Kennedy's assassination and the events that followed was a source of sober satisfaction to all Americans.

"It acted swiftly. It acted surely. It acted intelligently and in impeccable taste.

"On that unforgettable weekend in November 1963, television provided a personal experience which all could share, a vast religious service which all could attend, a unifying bond which all could feel.

"I take this opportunity to add my voice to those who already have recognized television's historic contribution."



What portable VTR kicked around the world a year and came back as good as new? The AMPEX

A test model never has a moment's peace. This one—the forerunner of our VR-660—was bumped, bounced, dropped and banged on four continents. By experts. But when it came back there was only one thing we had to do to get perfect performance: plug it in. And there's good reason for that. The backbone of the Ampex VR-660 is a single, unit-designed casting at the center of the machine. Every assembly that has anything to do with tape movement or position is mounted to it (so all critical tolerances can be referenced to a common surface). This top plate is all important,



that's why we make it out of the most rigid, rugged cast aluminum available. Without that strength in the center, the VR-660 would be just another portable. With it, it's the most rugged little VTR that ever joined a mobile unit. Weight? 96 lbs. Price? just \$14,500. For complete information call your Ampex representative. Or write the only company providing recorders, tape and core memory devices for every application—as well as Marconi television cameras and accessories: Ampex Corporation, 401 Broadway, Redwood City, Calif. Term leasing and financing available.

AFTRA THREATENS STRIKE

Failure to sign contract in Los Angeles may lead to nationwide network walkout by performers

A nationwide strike by members of the American Federation of Television and Radio Artists was threatened last week if there is no agreement between the ABC, CBS and NBC owned-and-operated stations in Los Angeles and 75 members of the Los Angeles AFTRA local.

Network and union negotiators are continuing talks, with another meeting planned for today (Jan. 20). Strike action is pending the outcome of that meeting, an AFTRA spokesman said Thursday (Jan. 16).

Also hanging fire were the contracts between the Screen Actors Guild, AFTRA, advertisers and agencies (BROADCASTING, Jan. 13). By common agreement none of the various contracts will be signed until ratification is received for each individual pact.

Network sources in New York last week said that the Los Angeles stumbling block was not a serious one and that agreement would be reached shortly.

Unrealistic ■ Meeting in Los Angeles last week, AFTRA's national board, which must authorize the local's strike, denounced as "completely unrealistic" a network wage offer for a \$15 increase over a three-year period to a \$195 weekly minimum for staff announcers.

AFTRA is asking a \$20 weekly increase over the three-year period to bring the staff announcer minimum to \$200 weekly, according to Claude McCue, executive secretary of the Los Angeles local.

According to Mr. McCue, the area of disagreement goes beyond \$5 a week in minimum scale. He said fees of announcers on commercials, clarification of fees for news bulletins, fees for writing their own copy and other matters are still unresolved.

Another AFTRA representative said the current commercial fee for off-camera TV work is \$3.85 for five minutes, in addition to the announcer's base pay, and the union is asking for an increase to \$4.50. "What is important," he said, "is obviously not the extra 65 cents, but the recognition that after the fee has not been changed for four or five years the time has come for an upward adjustment."

Meanwhile the details of the concluded, but unsigned, AFTRA, SAG commercial contracts were disclosed last week.

In the critical television commercial

area, covering performers belonging to SAG (film) and AFTRA (live and tape), SAG announced that rates were "substantially increased" for spot usage of commercials, for the per-play formula and for session fees. Other improvements cited by the union were: double time for Saturday work; coverage of testimonial and hidden camera commercials; a clause against discrimination in the hiring of performers because of race, creed, color, or religion; the tightening of restrictions governing an advertiser's right to acquire and maintain exclusive rights to a commercial performer's services.

A management official said the gains made by the union represented "an improvement" over the 1960 code, but claimed the improvement was "not as substantial" as that made in 1960 over 1957. In the TV commercial area, the



Watch the Ladybird!

TV filming procedures make the same demands on all, whether an obscure bit actor or the First Lady of the Land. So Mrs. Lyndon B. Johnson was caught in this unusual photo at the White House getting the clapperboard treatment. It was prior to a film interview for the Jan. 12 *Sunday* show on NBC-TV.

Film was shot Jan. 9 by Brad Kress, assisted by Chuck Fette of NBC News.

codes were negotiated for the first time by a joint advertiser-agency committee.

The performers' codes in all areas are for three years, with provisions retroactive to Nov. 15, 1963, the expiration date of the contracts.

Memorandum Provisions ■ The memorandum of the 1963 television commercial contract, released last week by SAG, contains the following provisions:

- The session fees have been raised from \$95 to \$105 (on camera) and from \$70 to \$80 (off camera).

- Scales were raised for both program use and wild spot (station by station) use of commercials in most instances.

For example, in class A program use (more than 20 cities each 13-week cycle), the first use was raised from \$95 to \$105 (on camera) and from \$70 to \$80 (off camera), but no increase was made for the second use (both on and off camera). The 14th through the 20th use, on the other hand, was raised from \$15 to \$20 (on camera) and from \$9 to \$13 (off camera). New York, Chicago and Los Angeles are counted as 11 cities each in weighting for program use.

In the wild spot area, SAG noted, the improvements were made mainly by adjusting unit categories, increasing unit rate and increasing rates for New York, Chicago and Los Angeles. (Under the formula, each city in the country carries a certain unit—one or more—except for Los Angeles, New York and Chicago, which are handled separately.) A significant change noted by SAG was an increase in rates for 26 units and upward to \$1.25 per unit in place of the old 25 cent rate from the 176th unit.

Ascending Scale ■ An example of the gains cited: Using Chicago, Detroit, Cleveland and 114 one-unit cities for one 13-week cycle for one player (off-camera), the scale rises from \$224.75 to \$226.25, or 19%. If 153 cities are used, including New York, Chicago and Los Angeles, for one on-camera player for one 13-week cycle, the increase is from \$386.25 to \$525, or 36%.

AFTRA's negotiations with the networks cover staff announcers and newsmen on both local and network levels, radio transcriptions and radio-TV programs. A network spokesman said modest gains were made in most areas, but details would be withheld pending ratification of the codes.

AFTRA made certain concessions, agreeing to permit free use of replays of newly produced radio programs beyond the fourth use. In TV, the union will allow limited multiple use of programs produced by networks and their owned stations.

SAY A LOT, LEARN LITTLE

Program plans of STV are lost in rambling discussion of pay television's pros and cons

An assortment of opinions about pay TV and its possible effects on the American system of commercial television and the actors, writers, directors and other creative people it employs, as well as the motion picture production and exhibition industries and their employees, were discussed vehemently and at length Tuesday evening (Jan. 14) at a meeting of the Hollywood chapter of the National Academy of Television Arts & Sciences.

The six-man panel expressed many views as to what may happen, good and bad, when pay TV is added to the sources of entertainment, education and information available to the public. But if any member of the audience of some 300 ATAS members and guests attended the three-hour meeting in search of specific information about the program service to be offered by Subscription Television Inc. in the Los Angeles area he went home with his curiosity unsatisfied.

STV's president, Sylvester L. (Pat) Weaver, stated firmly that his company will expand, not contract, the program service now available to the home viewers without charge, by offering them such cultural fare as ballet exhibitions and French lessons in addition to such mass entertainment items as first-run motion pictures and top sports events which are also missing from the current schedules of commercial television.

Mr. Weaver declared that "network television is based on series and there aren't going to be any series in our service." But he left unanswered all questions about STV's specific program plans, responding only that he hopes to be able to discuss them in a month or so. Asked whether STV actually anticipated providing program service by July, he answered "if we don't I'll go to jail," a reference to penalties of \$35,000 a month which STV might have to pay to both the San Francisco Giants and the Los Angeles Dodgers if the pay TV service does not have a minimum of 20,000 subscribers in each city by July 1.

Opponents First ■ The panel discussion, with Gene Barry, star of *Burke's Law* on ABC-TV, as moderator, got under way with the views of the antipay TV contingent: Fred Stein, president of Amusement Corporation of America, theater chain; Robert W. Selig, vice president and general manager, National General Corp., also operator of a chain of theaters, and William Ross, president of Baus & Ross Co., advertis-

ing-public relations firm specializing in political campaigns. Mr. Stein is chairman of the Southern California Crusade for Free TV, which has retained Baus & Ross in the campaign to put the pay TV issue on the California ballot in November.

Pay television will work a hardship on the public by forcing people to pay for the same program service they are now getting free, Mr. Stein declared. This will be particularly hard on the senior citizens and shut-ins, he said, who are the most dependent on TV for their entertainment and in many cases the least able to pay for it. He characterized pay TV as a "completely unsound economic concept that can't possibly make the grade," but added, that "in trying to do so it can wreak untold damage." He revived the argument used when free TV was a novelty: that if the living rooms supplant the theaters

LBJ says he'll allow TV to cover conferences

President Johnson plans to make full use of television in the months ahead, and TV will be permitted to cover some of his news conferences.

This was the President's response to Edward F. Ryan (WTOP-AM-FM-TV Washington), president of the Radio-Television News Directors Association, who had urged that all of the White House news conferences be open for broadcast coverage.

In a Jan. 6 reply, President Johnson said he would be interested in any suggestions for making more effective use of radio and television. Mr. Ryan said he is making the correspondence available to the members of RTNDA and inviting them to send suggestions to the White House.

Meanwhile, the tentatively scheduled meeting last week between the President and network TV news chiefs had to be moved back to this week because of appointment conflicts. The television delegation, representing the three TV networks, will propose a format for news conference coverage, it is understood, as well as a proposal for a second *Conversation with the President*, similar to the one done by President Kennedy in December 1962 (BROADCASTING, Jan. 13).

as the source of family entertainment, people won't use their cars and won't need to buy gasoline; they won't patronize restaurants and all in all many other facets of the economy in addition to the theaters will suffer, should pay TV become established.

Mr. Ross said that petitions will be circulated and signatures obtained to put the issue of free TV versus pay TV up to the people of California. Specifically, he said, the goal will be to outlaw the legislation adopted last summer that authorizes closed circuit program service delivered by wire to homes of subscribers within the state, charging that the use of wires instead of the air is designed to permit operation without FCC approval or regulation. Arguing that if only a small percentage of the public is willing to pay for television programs this will give the pay TV operators enough money to enable them to buy the cream of the programs and talent and so gradually take over free TV, he declared, "This is piracy."

Echoing that view, Mr. Selig said that here the interest of the theater owners parallels that of the public and the crusade is being conducted to give the public the chance to examine pay TV and vote on whether it really wants it.

Freberg's Views ■ Joining Mr. Weaver in support of pay television were Stan Freberg, creator-producer of humorous programs and commercials for television and radio, and Paul MacNamara, vice president, American Pay-TV, a new company headed by Richard Moore, former president of KTTV(TV) Los Angeles. Mr. Freberg said that as "a disgruntled viewer, I'd gladly plunk down any amount of money to rid my living room of the white tornado, the woman with the headache that is cured by Excedrin and those little monsters with 20% fewer cavities." Television is no longer a vast wasteland, he said, but "a vast land of advertising trivia—no, not trivia, garbage!"

Mr. MacNamara, for many years an executive with International Telemeter, pay TV subsidiary of Paramount Pictures, urged the theater men to stop fighting pay TV and get into it. The drive-ins took the movie audiences out of the theater and into their automobiles, he said, and in just the same way, pay TV will move them from their cars into their living rooms, but still willing and able to pay to see first run motion pictures, which he stated will be the primary program material of pay TV, just as it is of theaters and drive-ins.

Whether pay TV will be good or bad for employment of Hollywood people now working in television and motion pictures was debated loudly but inconclusively with Mr. Stein saying it would be bad and Mr. Weaver saying it would

be good for employment.

The audience audibly approved a question asking the theater representatives why they are trying to put pay TV on the ballot now, rather than waiting until the public has had a chance to try it and see for themselves whether they want what it has to offer. Mr. Ross replied that there's a question as to whether pay TV and free TV can co-exist and he cited the statements of the TV network presidents that if pay TV came in they'd be forced to go along with it.

Dramas not under fairness, says NBC

The FCC was cautioned by NBC last week against attempting to extend the commissions fairness doctrine to dramatic programs.

"To do so," the network said, would involve the commission and broadcaster "in a morass of demands from all manner of groups who might interpret a dramatic portrayal of an individual as a reflection on their group."

"Such an extension," the network added, "would tend to inhibit broadcasters in the selection of subjects for dramatic programs and might result in the avoidance of any but the most

tepid subjects in dramatic series."

NBC expressed these views in responding to an FCC request for comments on the complaint lodged by the Los Angeles County Funeral Directors Association about a *Dr. Kildare* episode shown on the network Oct. 31, 1963.

The morticians charged that the program, "The Exploiters," which dealt with an unethical funeral director, damaged their professional reputations. They asked the commission to compel the network to grant equal time so that they could present a "contrasting view" (BROADCASTING, Jan. 13).

The Los Angeles funeral directors' complaint is believed to be the first one in which a demand for equal time was made in connection with a dramatic program.

Major Argument ■ The network's major argument in reply was not whether the fairness doctrine applies to dramatic shows. Rather, NBC said that, in showing the program in question, it was presenting a dramatic program—not taking sides in a controversy.

It noted that the *Kildare* series "frequently portrays characters who are not representative of professions or occupations in which they are engaged."

Thus, the letter added, "a program may include a lawyer engaged in 'ambulance chasing.' . . . Such fictional depic-

tions are not intended to characterize professions or occupations as a whole, nor in our opinion are they so regarded by the audience."

The morticians had cited a list of books, magazine and newspaper articles and broadcasts in support of their contention that the ethical standards of funeral directors and the cost of funerals have developed into issues of national importance.

NBC, however, said such material has nothing to do with the question. The *Kildare* broadcast, it said, "was clearly not an effort to discuss the pros and cons of, nor was it an attack on, the general business of funeral directing, or the members of the petitioning association. The programing included the unethical conduct of a single fictitious funeral director (Since the petitioner agrees that the conduct was unethical, there would appear to be no contrasting view on that subject.)"

NANA Radio has six series ready for air

The establishment of NANA Radio to produce and distribute recorded radio programs to local stations was announced last Friday (Jan. 17) by Will Eisner, president of the North American Newspaper Alliance (NANA) and the Bell McClure Syndicate (CLOSED CIRCUIT, Jan. 13)

In its first move, NANA Radio is producing and syndicating newly produced versions of four old-time radio favorites—*Pepper Young's Family*, *Big Sister*, *Arch Oboler's Plays* and *The Fat Man*. It also will introduce two new programs—*Dear Dorothy Dix*, based on the newspaper feature, and *Hollywood Talking*, with motion picture columnist Army Archerd interviewing top film stars.

William H. Shriver Jr., a former Baltimore advertising executive, who has had experience as an on-the-air broadcaster, has been named general manager of NANA Radio. Mr. Shriver said service to stations will begin Feb. 3.

Full-scale production facilities have been established by the company in New York and Hollywood. In New York executive producer Eugene Burr will be responsible for *Pepper Young's Family* and *Big Sister*, both quarter-hour, five-times-a-week serials, and the five-minute, five-per-week *Dear Dorothy Dix*. On the West Coast, executive producer Ray Bufum will write and produce 52 25-minute episodes of *The Fat Man* and produce the five-minute, five-times-a-week *Hollywood Talking*. Mr. Oboler will produce, direct and write the 52 25-minute episodes of *Arch Oboler's Plays*.

Mr. Shriver said that by early

Stations DO Have Personality



LES BIEDERMAN, PRESIDENT

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

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

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

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

The PAUL BUNYAN STATIONS

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Paul Bunyan Bldg., Traverse City

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

Choose From **4** Transistorized Consoles



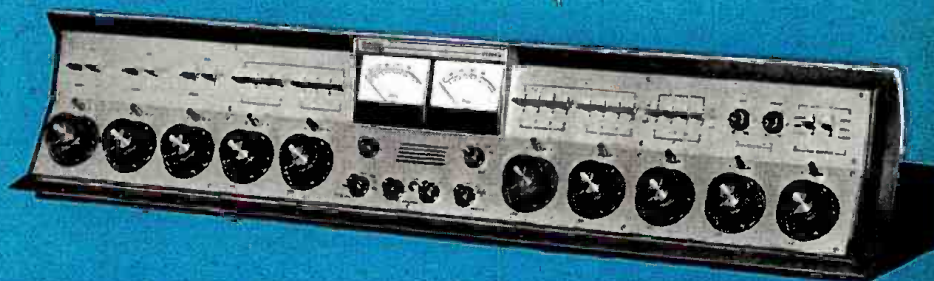
Gates **Ambassador** single channel transistor console. The 24-position touch-control nerve center handles many combinations of turntables, tape machines and projectors. Mixing is provided by five step-type faders.

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



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

Gates **Executive** stereo transistor console, for either full 10-channel stereo operation or monaural AM, FM and TV dual channel broadcasting with stereo inbuilt for your future needs.



Summit Meeting

President . . . Ambassador . . . Executive . . . Diplomat . . . the "Solid Statesmen" of broadcasting. All from Gates. As transistor audio control consoles of a new era, they stand out in the crowd . . . combining the space age quality and reliability of solid-state devices with versatile control facilities for future expansion.

Naming all of the special features of these "Statesmen" takes thirteen pages in your new Gates catalog. If you need a copy, write for Catalog No. 95.

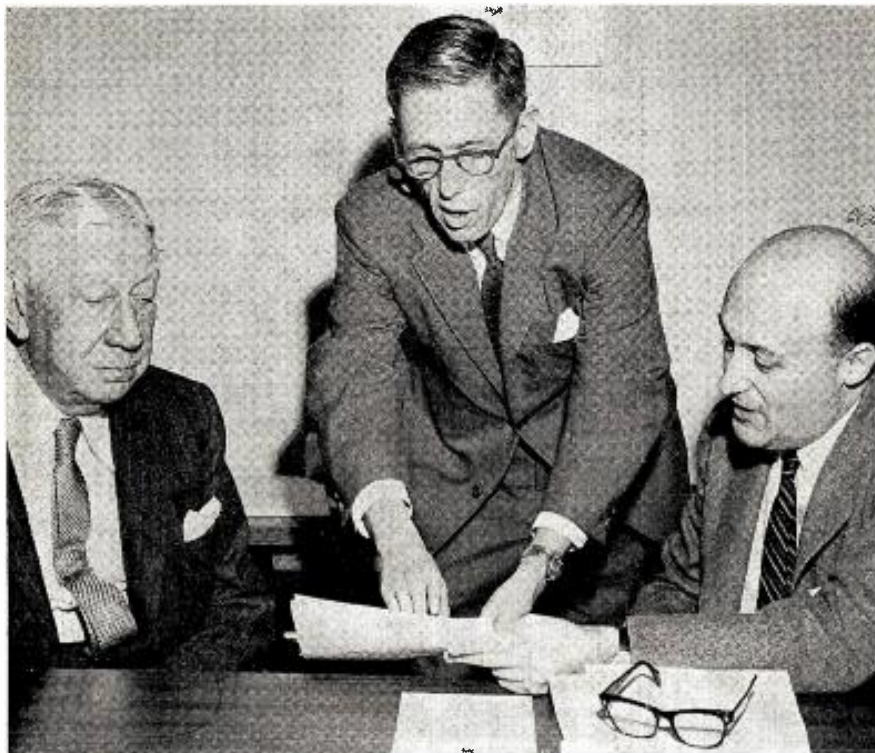
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**HARRIS
INTERTYPE
CORPORATION**



William H. Shriver Jr., general manager of NANA Radio (c), discusses plans for six newly produced radio serials with John Wheeler, chairman of

the executive committee of the North American Newspaper Alliance (l) and Will Eisner, president of the news syndicate.

March, NANA Radio hopes to have other programs in production and distribution. The company also has plans to move into television, he added, with TV versions of properties already on radio.

Mr. Shriver, who has been engaged over the past year in acquiring rights to the various radio properties, said that the various unions in the broadcasting field, including the American Federation of Television & Radio Artists, the American Federation of Musicians, the Writers Guild of America and the Directors Guild of America, have "cooperated wholeheartedly with us" in the radio project.

He said prices of the shows have been set with the size of the market as the significant yardstick. He added that a discount formula has been evolved for stations buying several or all the programs offered by NANA Radio.

David Levy, formerly vice president in charge of programs for NBC-TV, is serving as a special consultant to NANA Radio.

NANA Radio headquarters have been established at 76 Ninth Avenue, New York 11. The parent company of NANA Radio and the North American Newspaper Alliance is the Koster-Dana Corp., New York. Its other holdings include the Bell-McClure Syndicate, Koster-Dana Publishing Co., Good Reading Rack Service, Will

Eisner Productions, Financial Publishing Division and the American Visuals Division.

NFL to make its big TV decision

The National Football League is expected to make a \$14 million decision this week when it announces its TV network for the next two seasons. NFL Commissioner Pete Rozelle is due to make the announcement in New York prior to the league meeting in Miami Jan. 28.

The networks have received terms of the contract desired by the league—terms which reportedly include a proviso that would give NFL teams with sold-out games the right to put the game on theater TV in the black-out area.

CBS-TV held the \$9.3 million, two-year contract that expired with the NFL Playoff Bowl Jan. 5. Under a separate contract, NBC-TV has carried the league's championship game since 1956.

NBC-TV last month was high bidder for the National Collegiate Athletic Association games, paying a record \$13 million. This had been a \$10.2 million CBS-TV property in 1962-63.

ABC-TV has a year remaining in its \$10 million, five-year contract with the American Football League.

Still some hope for boxing on TV

ABC-TV's decision to drop Friday night boxing in September may not mean the end of regularly scheduled televised bouts.

Harry Markson, managing director of Madison Square Garden Boxing Inc., which promotes the fights for ABC-TV, said last week that the possibility of organizing an independent "network" of stations to televise the fights would be investigated. Such a grouping, he added, might be similar to that now telecasting National Basketball Association games on a weekly basis (BROADCASTING, Jan. 13).

Mr. Markson said that the possible use of closed-circuit theater television and pay TV also would be investigated, although he emphasized that he has not yet heard officially from ABC-TV that the network intends to end its contract to televise the bouts (BROADCASTING, Dec. 30, 1963).

Gillette, major sponsor of the fights through the years on television, also knows of no definite decision by ABC-TV and has indicated it would be willing to continue sponsoring the bouts should the network reverse its decision and renew its contract with Madison Square Garden. A spokesman said, however, that the network was "not pressing us to reorder" the time spot (10 p.m. EST to conclusion).

The Gillette spokesman said he thought it was premature for the advertiser to consider sponsoring fights on a weekly basis should Madison Square Garden manage to line up its stations. He noted, however, that Gillette's policy is to try for sponsorship on a year-round basis of sports on television.

If no arrangements can be made to telecast boxing from Madison Square Garden after the current contract expires, Mr. Markson said, the garden will "have to re-examine" its current policy of diverting some of its TV receipts to small boxing clubs on a subsidy basis. He added that critics who have contended that television has ruined boxing in smaller cities will then be either vindicated or proved wrong.

Media cooperation on news gathering?

Joe Brown, former president of the Associated Press News Council, has sounded a call for AP newspaper and broadcast members to unite in an expanding effort to gather news. Mr. Brown, who is also managing editor of the *High Point* (N.C.) *Enterprise*, told a meeting of the North Carolina AP Broadcasters Association Jan. 6 in High Point that greater coopera-

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AROUND THE CORNER,
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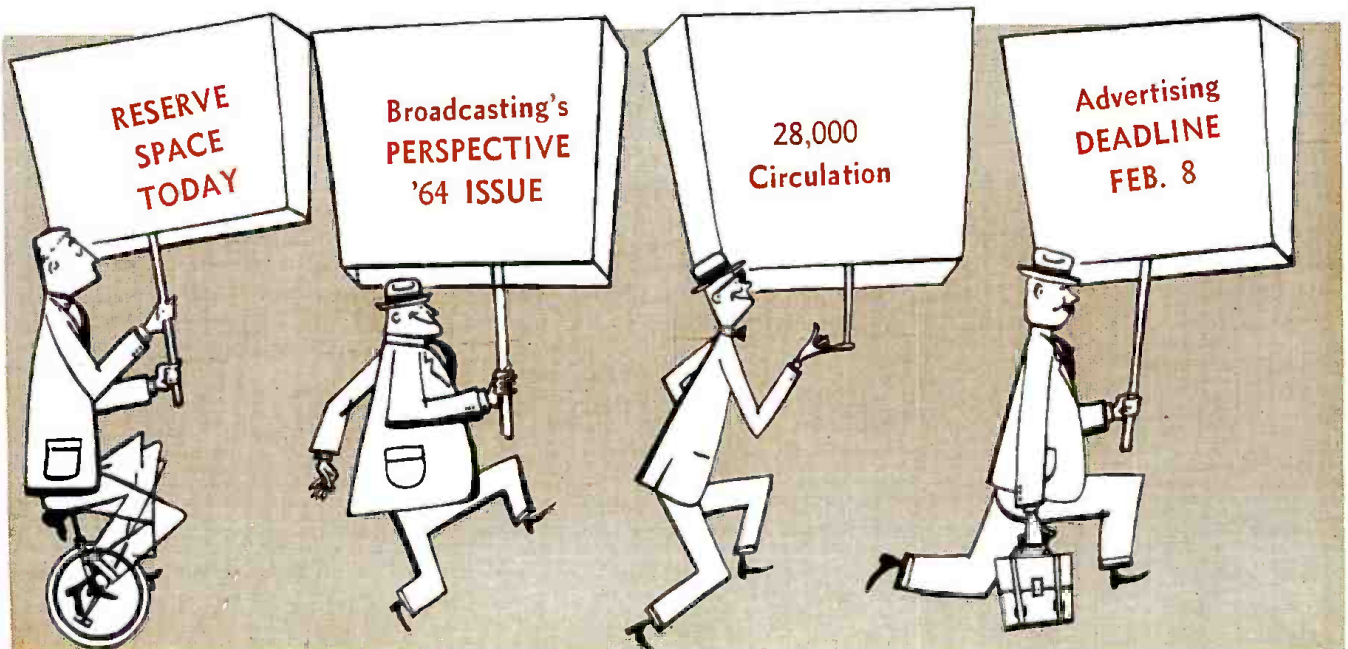
"Perspective '64"

BROADCASTING's seventh annual survey of the business outlook for 1964 . . . will be published Feb. 17. Virtually, every economic angle that affects the welfare of the broadcasting business will be analyzed and interpreted. In addition to our regular spot news the following in depth articles will include:

- A concise article on the national economy with particular emphasis on the general outlook for radio and television.
- BROADCASTING's annual Time Sales survey with 1963 figures and explanations on radio and television.
- Television, 1964. Its sales problems and prospects. Based on interviews with knowledgeable agencies, stations, networks, station reps, TVB.
- Radio, 1964. The older medium last year hit new highs on the comeback trail. The coming year promises an even brighter outlook.
- Radio & Television sales successes for 1963.
- Broadcast regulation in prospect for 1964. Detailed analysis of possible trends at the FCC, NAB, FTC and Congress.
- Status of 1963 station sales.

Broadcast buyers will find this single editorial effort takes 1963's countless broadcast experiences and permanently binds them into one clear perspective. Its charts, tables and billing figures have genuine reference value for repeated use during 1964. You get the year's biggest bonus of attention from TV & radio's busiest decision-makers.

Deadline for advertising is Feb. 8. Regular sizes and rates prevail. Wire or phone your nearest Broadcasting office today.



EXPERIENCE AT YOUR COMMAND! RCA SERVICE...



FROM REPAIRS TO COMPLETE OVERHAUL

- Video tape recorder service
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Broadcasters have selected RCA for dependable service over the past 30 years.

To guard performance of all your equipment... simply telephone one of the following field offices: Atlanta (phone 355-6110), Chicago (WE 9-6117), Camden (GL 6-7984), Hollywood (OL 4-0880). Or contact Technical Products Service, RCA Service Company, A Division of Radio Corporation of America, Bldg. 203-1, Camden 8, N. J.



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tion is needed if the AP is to "do a better job of keeping the public informed."

Mr. Brown noted that he was not advocating the elimination of all media competition, but concerning news acquisition, he said: "Let's momentarily forget any throat-cutting tendencies we may feel for each other." He pointed out that press-broadcast cooperation in the Carolinas has enabled the AP to cover "dead areas" where either an AP newspaper member or station member is not present.

Also speaking at the High Point meeting was Louis J. Kramp, assistant general manager of the AP, who said cooperation between wire members is on the rise in many states. Mr. Kramp said some of the mutual benefits from such cooperation are: better news coverage; more effective joint action against governmental withholding of news; easing pressure from increasing costs of communication facilities, and the recruiting of young people for journalism careers.

ABC-TV changes set for spring

ABC-TV last week said it will place reruns of *Empire* (on NBC-TV a season ago) in the Sunday, 7:30-8:30 p.m. period, starting March 22. The series will replace *The Travels of Jaimie McPheeters*, an MGM-TV series produced for ABC that started this season. Selected programs of *Empire* will be telecast in color by the five ABC-owned TV stations.

A similar pattern of selected 77 *Sunset Strip* repeat programs will begin April 15 in the Wednesday, 10-11 p.m., period replacing *Channing*, a Revue Productions series that also premiered this season. A new series, *Destry*, will take 77's current spot on Friday at 7:30. *Ensign O'Toole*, another series formerly on NBC-TV, is a third repeat series that's being scheduled. *O'Toole* will be in the Thursday, 9-9:30 p.m. period, starting March 26, and *The Jimmy Dean Show* shifted to 9:30-10:30 p.m. Dropped will be Sid Caesar and Edie Adams who now alternate in the 10-10:30 period.

KABC-TV's \$6-million buy

KABC-TV Los Angeles has bought 321 feature films, including the entire post-1948 library of Universal Pictures, from Seven Arts Associated Corp. for \$6 million.

KABC-TV plans to show the movies on *Saturday Night Movie* (10:30 p.m.) and Sunday's *Theater 7 Premiere* (10 p.m.). The channel 7 ABC-owned station will show the first of the films Jan. 25 following an extensive multimedia promotion campaign.

GOLDENSON ON ACCESS

To play its part, he says, radio-TV must get into court

The persistent question of broadcasting's rights of access to courtrooms and other official areas was brought to the fore again last week, this time by Leonard H. Goldenson, president of American Broadcasting-Paramount Theaters Inc.

In a speech prepared for delivery Jan. 17 before the Poor Richard Club in Philadelphia, Mr. Goldenson said radio and television newsmen are too often denied access to places where reporters from other media are welcome. He said it is the duty of broadcasting to provide up-to-date information, and he declared that the broadcasting industry wants an examination of the possible methods for revising laws and public attitudes "to take into account the existence of the most far-reaching communications force in history."

Mr. Goldenson said the development of radio and television "has been handicapped to a great extent by outmoded prejudices and fears." He noted that some critics of radio-TV newsgathering say that cumbersome equipment can disrupt a trial or hearing. Such problems, he added, are being solved by the development of smaller and more unobtrusive broadcasting gear. He also said disturbances caused by the placement of cameras, lights and the like can be greatly eased by design changes in certain public facilities—such as courtrooms.

Mr. Goldenson said electronic journalism can give deeper meaning to news stories, and he said he was convinced that the American public wants to be informed by all media. He expressed a desire that all newsmen have equal rights of access "whether it is the freedom to report a President's news conference, a congressional hearing or an important trial."

Turning to another aspect of the news issue, Mr. Goldenson urged reporters from all media not to "unwittingly threaten individual rights" in the effort to inform the public. He called for a balance between reporting and privacy and said: "We must consider whether innocence or guilt recede in the minds of millions who see or read the story of an accused or a witness, and remember only his name and the crime with which he is connected."

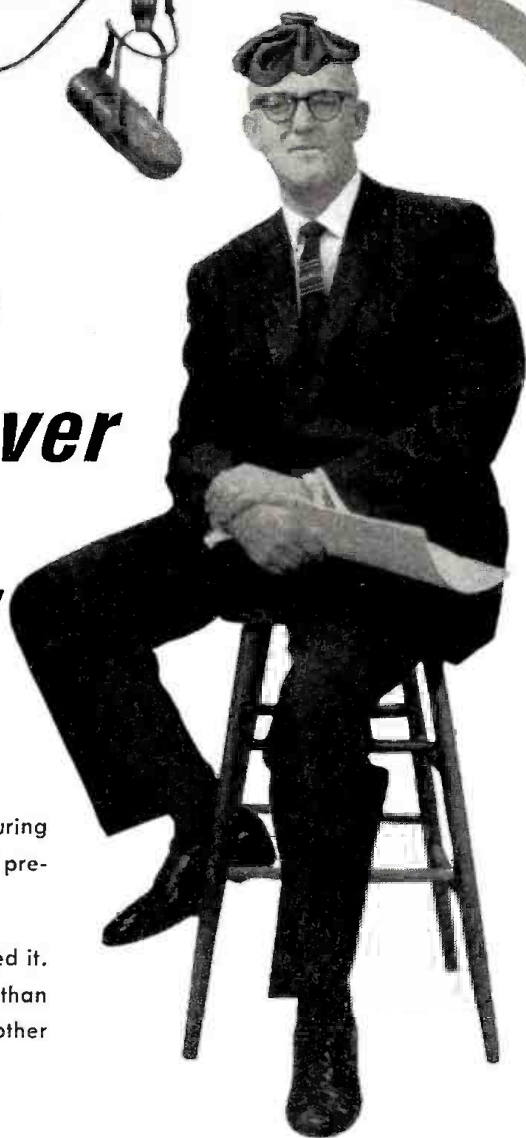
Mr. Goldenson was scheduled to be in Philadelphia to receive the club's annual Gold Medal award for the "outstanding citizen who has made the greatest contribution to the development of communications."

***"I've got a
\$250,000
New Year Hangover
...and I'm glad!"***

"WROC-TV spent a quarter of a million dollars during 1963 to write, edit, film, produce, process and present the NEWS on Channel 8.

"It was worth it, because viewers obviously valued it. More people watched WROC-TV LOCAL NEWS than watched any television news program on any other Rochester channel, LOCAL or NETWORK!

"Petry has all the details.



"Happy 1964!"

Erwin F. Lyke
President and General Manager

WROC
ROCHESTER, N.Y.

TV 8
CHANNEL
BASIC NBC



Godfrey's 30th year

Arthur Godfrey marked the 30th year of his affiliation with CBS Radio Jan. 15 and the network plans to pay tribute to the veteran radio personality with a special all-night broadcast Saturday, Jan. 25.

On Jan. 26, 1934, Mr. Godfrey is believed to have presented the first all-night disk-jockey show over WTOP Washington, then WJSV.

Film sales . . .

Father of the Bride (MGM-TV): Sold to Rediffusion-Television Francaise and New Zealand Broadcasting Corp.

25 French-dubbed features (MGM-TV): Sold to CFCM-TV Quebec City and CKRS-TV Jonquiere, both Quebec.

Jungle Girl (Banner Films): Sold to KTTV(TV) Los Angeles.

'Trailmaster' gets backers

Six sponsors have signed to carry *Trailmaster* Sunday evenings on ABC-TV. The program, reruns of the *Wagon Train* series starring John McIntire, will be moved into the 5-6 p.m. period starting Jan. 26 replacing the network's telecasts of the American Football League games.

Sponsoring the program will be Lehn

& Fink through Geyer, Morey, Ballard; The Mentholatum Co. through J. Walter Thompson; Norwich Pharmacal and E. R. Squibb & Sons, both through Benton & Bowles; Sterling Drug through Cunningham & Walsh and Waterman-Bic Pen Corp. through Ted Bates.

Murrow's status, health uncertain

Edward R. Murrow has given President Johnson his resignation as director of the U. S. Information Agency, it was reported last week. Official confirmation that Mr. Murrow is quitting for health reasons is expected soon, though perhaps not until a successor to his post has been chosen, but as of Friday (Jan. 17) the White House refused to comment.

Mr. Murrow's left lung, found to be cancerous, was removed last fall (BROADCASTING, Oct. 7, 1963). The recovery of the former CBS commentator and vice president had been considered excellent and in recent weeks he has worked as much as four to five hours a day. Donald M. Wilson, deputy director of the agency, has been acting director of USIA pending the resumption by Mr. Murrow of a full workload.

USIA officials last week refused to comment on the reports, directing inquiries to the White House. A spokesman there would say only "we have been hopeful that he will be able to

resume his duties. We continue to be hopeful."

Mr. Murrow reportedly has been advised by his doctor to retire for complete rest. He was unavailable for comment last week.

NBC gets theater rights

NBC has acquired television rights to productions planned by the recently formed Music Theater of the Lincoln Center in New York. The Music Theater, which has entered into a long-term agreement with NBC, will start this summer producing operettas and musical plays.

The theater's first two productions are scheduled to run about five weeks each. The opening of the theater will parallel the first summer season of the 1964-65 New York World's Fair. The Music Theater, a nonprofit organization, will be a principal tenant of the New York State Theater—one of the buildings being constructed in the Lincoln Center complex.

Michelson sells five

Interest in radio drama continues to expand. Charles Michelson Inc., New York, has reported three additional stations have bought old-time radio serials: WSMV New Orleans—*The Shadow*, *Sherlock Holmes* and *Famous Jury Trials*; KHJ Los Angeles—*Sherlock Holmes*, and KMOX St. Louis—*The Green Hornet*.

EQUIPMENT & ENGINEERING

IS AIRBORNE TV BEST?

National Bureau of Standards study shows possibility of more efficiency at lower cost

The growing image of airborne television was more sharply defined last week as the Central Radio Propagation Laboratory of National Bureau of Standards told the FCC that airborne TV stations can, when used in carefully designed systems be superior to their ground-based counterparts.

NBS said the potential advantages of the "airborne television system in spectrum efficiency and economic savings indicate that it should be exploited wherever possible." The bureau went on to suggest that consideration be given to replacing ground-based allocations with airborne channels—as well as considering them supplemental.

The NBS study was performed as a comparison between an airborne system of stations and a ground-based system—in particular as antenna heights govern

the quality and degree of coverage. Antenna heights that were experimented with varied from 300 meters (984 feet) to 10,000 m (32,810 feet). The test comparisons showed that an airborne system is at least as efficient as a ground-based system utilizing antennas 300 m or higher. But the comparison also revealed that ground stations had to have at least a 300 m antenna to compare with an airborne station's coverage.

The most significant fact about an airborne system is that it could drastically cut the number of stations necessary to cover the whole of the continental U. S. This reduction of the number of stations would have tremendous economic advantages — "particularly since the antennas of at least 300 m in height would be required for equivalent efficiency of spectrum use."

The Web ■ NBS determined its spacing by weaving a "triangular lattice-work" across the U.S., which was found to be the most efficient. Keeping this spacing pattern in mind the bureau calculated the number of UHF channels necessary according to co-channel separation distances. The number of necessary channels decreased according to the increase of the co-channel separation mileage as follows:

Co-channel separation in kilometers	Number of channels
600 (372 miles approx.)	75
700 (434 miles approx.)	55
800 (496 miles approx.)	42
900 (558 miles approx.)	33
1000 (620 miles approx.)	27

The study also shows that airborne coverage would reduce the need for translators to "fill in" weak signal areas in ground-based systems. The overlap of channel coverage in an airborne network would replace most of the need for translators, the NBS report said.

Although the research showed that an airborne television system would be



Courtesy of The Detroit Institute of Arts

**"FEDERICO,
PRINCE
OF URBINO"**

by Federico Barocci was painted in 1605, when the young Prince was 18 months old. Noted for its beautiful colors and unaffected charm, "Federico" represents a reaction against the stylized and rigid designs of the Renaissance, and influenced such later masters as Rubens and Van Dyke.

in a class by itself

Masterpiece — *exceptional skill, far-reaching values.* This is the quality of WWJ radio-television service—in entertainment, news, sports, information, and public affairs programming. The results are impressive—in audience loyalty and community stature, and in sales impact for the advertiser on WWJ Radio and Television.

WWJ and WWJ-TV
THE NEWS STATIONS

Owned and Operated by The Detroit News • Affiliated with NBC • National Representatives: Peters, Griffin, Woodward, Inc.

Ampex's Editec allows tape color animation

Full color animation via television tape is now possible through the Ampex Editec-Editor system, which allows a program to be assembled scene-by-scene, frame-by-frame, in a manner heretofore possible only with motion picture film. Figure pop-ins, word formations, frame-by-frame animations of cartoon characters and other effects were achieved in a demonstration, where the highlight was a 10-second color commercial, produced on the spot in 20 minutes in full view of the audience. With a white sheet as a background, red pills magically appeared and a vitamin bottle materialized in the background and wiggled its way through the pills to the foreground for a label closeup.

"This test completes the development of the Editec-Editor system as

all of the effects common to film production, together with the speed, picture quality and economy inherent in television tape."

Editec (trademarked by Ampex) permits putting a program or a commercial together scene by scene into a first generation, master edited tape, with scenes recorded in the order most convenient to scheduling talent or equipment. With the beginning and end of each scene precisely located, they may be lengthened or shortened by the turn of a dial or they may be inserted into other tapes with assurance that the "splice" will start exactly at the right frame, Mr. Bounsall explained. This is accomplished through marker tone bursts placed on the cue track by the Editec system. The markers gate the recording and monitoring circuits elec-



Norman Bounsall, Ampex senior engineer, shows Editec color ani-

mation process during final tests in Burbank, Calif.

the key accessory for video tape production work," Norman Bounsall, Ampex senior engineer, said. "Studios and production houses may now produce on-the-spot commercials and special programs in both black-and-white and color utilizing

tronically, so that splice time base errors are reduced to less than one microsecond.

The Editec system is priced at \$9,500. The Ampex electronic editor with which the Editec system is used, is \$3,850.

more economical it also presented a problem. The report stated an investigation of the "basic transmission loss curves together with calculations of the maximum allowable transmission loss" pointed out that the airborne system would require specially designed equip-

ment that would need the highest possible transmitter power and the lowest possible receiver noise. The NBS noted that unfortunately the "average" commercial UHF television receivers now available, as listed in part IV of the 1959 TASO report, are probably not

adequate for an airborne system such as is described by NBS.

FCC Looking Up, Too ■ The commission has shown its interest in an airborne system as well. The agency has put out a rulemaking requested by the Midwest Program on Airborne Television Instruction Inc. that would permanently reserve channels 72, 74, 76, 78, 80 and 82 for the MPATI program.

MPATI presently operates two airborne ETV stations over six midwestern states on an experimental basis, but feels a need for more channels. The commission seems to be concerned that the project of MPATI may not be technically and economically feasible, and questions whether six channels are actually needed. Comments are due Feb. 3.

Westinghouse Electric Co. has expressed to the commission the company's confidence in the feasibility of a nationwide airborne system. Westinghouse would divide the country into 33 zones, using 18 channels—suggesting channels 66 through 83—in order to provide 6 channels of programming per zone (BROADCASTING, Dec. 30, 1963). Westinghouse judged the co-channel separation would be between 500 and 600 miles, thus using considerably less channels than would NBS.

Westinghouse believes that a nationwide system could service 99.5% of the country's 44 million students at an annual cost of 55 cents per student per channel. A ground-based system, Westinghouse said, would cost \$1.53 per pupil per channel.

Space agency revises spending

The National Aeronautics & Space Administration is cutting back work on communications satellites for the fiscal year that begins July 1, but spokesmen say the agency hopes to get more channels for its cash.

NASA announced last week that it was going to ask for \$5.3 billion for fiscal 1965, of which \$12.6 million is for communications satellites. In fiscal 1964, the period in which NASA is now operating, the total appropriation by Congress was \$5.1 billion, of which \$13.5 million was for communication satellites.

Among other reasons for reduction in communications work, the agency said, was its decision to drop plans for an "advanced Syncom." In its place, it was said, is a plan to use an omnibus synchronous satellite capable of relaying 600 voice circuits or one TV channel and including scientific instruments for testing radiation, meteorological information, cosmic dust and other data.

NASA said it will continue with Relay as its prime communications satel-

lite. In fact, the second Relay is scheduled to be placed in 4,600-1,325-mile orbit tomorrow. It will be much the same as the present satellite with such improvements as new type solar cells to provide greater resistance to radiation, different transistor types in the circuitry, electrically operated mechanical switches to turn off transmitter, and a new traveling wave tube which is unpressurized and uses a platinum-cobalt magnet having an efficiency of 21%. The new Relay, unlike the one now operating, will not have a cutoff device.

Relay II will orbit the earth once every three hours-15 minutes.

Relay I was launched Dec. 13, 1962 with an orbit that carries it around the earth once every three hours and five minutes from 4,610 miles to 817 miles. It has been used extensively for TV transmissions. A special device was supposed to cut off its power last month, but it is still operating.

Both Relays were built by RCA.

The bus-type satellite under consideration by NASA will have five launchings. The first will be relatively low-level; the other four will be placed in synchronous orbit 22,300 miles above the earth. At this point it seemingly hovers over a fixed point on earth and so is stationary. Hughes Aircraft made the Syncom satellite.

ABC-TV, Sylvania to introduce new camera

A new television camera, described as completely transistorized, lightweight, portable and capable of transmitting its own signal, is to be demonstrated in New York today (Jan. 20).

The camera is a joint development of ABC and Sylvania Electric Products Inc. They will be hosts at a news luncheon today when this "major development in video communications will be demonstrated for the first time." Details also are slated for release then.

ABC-TV spokesmen said the camera will be used in ABC-TV's coverage of the Winter Olympics from Innsbruck, Austria, from Jan. 29 through Feb. 10, and in other ABC-TV news and public affairs work.

Rust takes over GEL

Rust Corp. of America, Cambridge, Mass., has taken over the broadcast division of General Electronic Laboratories, it was announced last week. Rust will continue the GEL line of FM transmitters, stereo generators and excitors. Rust manufactures remote control equipment, TV studio lighting units and associated broadcast gear. Sal Fulchino is president and John Wyman vice president and general sales manager of Rust. Both were executives in the GEL broadcast division.

Who said it couldn't be done?

ECONOMICAL TEEN-AGER BUILDS TV CAMERA FOR \$40

Norman Ahlquist, a bespectacled, stocky, 17-year-old Seattle high school senior, has a future in electronics manufacturing and RCA, GE and others ought to look him up. He's the boy who built an image orthicon camera from spare parts, donations and scavenging (including tube-snatching from his family's three radio sets) at a total outlay of \$40. Commercially, an image orthicon camera now costs \$15,000.

Norman, who holds a first class FCC ticket, won first place in the King county (Wash.) science fair with his project. On Jan. 12 he was one of the young scientists honored on *Science All Stars*, sponsored by Minneapolis-Honeywell, on ABC-TV (Sunday, 4:30-5 p.m., EST). His homemade camera

Next project is a color TV camera, which he acknowledges will be somewhat more difficult. In the meantime, he and two young classmates are already at work building a small electron cyclotron. Their biggest problem? Like all atom smashers, it needs an eight-foot thick concrete shield to protect the neighborhood from gamma rays.

Entertainment And Service - The *Science All Stars* program is Honeywell's first major foray into network TV. Entertainment, Honeywell has maintained, does not justify a network buy. But in the science show the firm thinks it has an entertainment show that also has a deeper value, namely the promotion of the cause of science among young people.



Young Norman Ahlquist uses his sister, Janet, as a subject for his home-

made TV image orthicon camera which he built for only \$40.

was used during the show as part of the equipment complement.

How'd he do it? Simple. He got a \$1,500 used image orthicon tube from KOMO-TV; a 50mm lens from a second hand still camera he bought for \$5; parts for a \$4,500 signal generator at a cost of \$7.50; a set of deflection coils from RCA; numerous receiving tubes from KOMO-TV which also permitted him to use its test equipment.

In addition to the 35-pound camera, he has a seven-foot, 400-pound rack for a monitor, a sync generator, two power supplies, camera controls, wave form monitor, and other associated equipment.

"I think it would be less than believable," James H. Binger, president of Honeywell said, "if I didn't say that the primary reason for our buying this program is a commercial one." But, he said, the company also wanted 'to introduce into network television another program that can have beneficial effect in the technical education and encouragement of youth."

Continental gets contract

The U. S. Information Agency last week awarded a \$1,412,791 contract to Continental Electronics Corp., Dallas, for antenna switching equipment. Con-

man takes
wife and clubs
...saves on
DELTA



Add a vacation to your next business trip: treat your wife to first-class with Delta's Family Fare Plan... take your clubs, too—only \$4.00 extra on any domestic flight.



DELTA
the air line with the *BIG JETS*

tinental Electronics is a subsidiary of Ling-Temco-Vought.

The contract calls for the design, manufacture and installation of the equipment at the agency's Voice of America relay stations in Delano and Dixon, both California. The West Coast facilities, with 10 transmitters and 31 antennas, direct VOA broadcasts to the Far East, Southeast Asia and Latin America. The antenna switching gear will allow the addition of five transmitters and six antennas at each location. Installation is to be completed by June 12, 1965.

NBC has animation table

NBC's TeleSales Department now has available for television commercial production a totally motorized animation table designed to move flat art work and three-dimensional objects in front of a stationary television camera.

The table, designed by Milt Altman, manager of NBC's West Coast design and creative operations, will facilitate production of commercial and program material on television tape (BROADCASTING, Jan. 13).

Tax cut will boost color sales—Saxon

Color television will benefit greatly from the added consumer spending from the expected tax cut this year. And next year color TV will catch up with and exceed the dollar volume of black-and-white.

Raymond W. Saxon, president of the RCA Sales Corp., predicted this in a talk last week before the Sales Executive Club of Chicago. He said the tax cut will generate an extra \$5 billion in consumer durable goods spending and contribute to an increase of \$11 billion in total retail trade. He said the home entertainment industry, paced by color TV, will be a major beneficiary.

Mr. Saxon said color TV helped push the TV industry to a new record in both unit and dollar sales in 1963. RCA's own distributor-to-dealer color dollar volume jumped 55.4% last year.

The RCA official estimated that industry color sales at retail will grow to more than \$750 million this year, up from \$450 million in 1963. Early in 1965 color TV's retail volume will reach black-and-white's \$1 billion sales rate "and surpass it," he said.

FINANCIAL REPORTS

WDEF wins amortization case by default

IRS DOESN'T APPEAL JUDGE'S TAX VERDICT

Broadcasters who have spent money fighting for a broadcast frequency—and who have found the Internal Revenue Service unsympathetic to proposals that these costs be amortized—can take heart. IRS has decided not to fight a federal judge who ruled that the costs of obtaining a TV license may be charged off.

In permitting the deadline to pass for an appeal from a Chattanooga district court judge's ruling, IRS is in a sense accepting the decision. It is not changing its regulations on this matter, however, so each broadcaster who wants to benefit will have to fight his own case. The IRS action (or inaction) became known last week.

Beneficiary of the first case is WDEF Broadcasting Co., licensee of WDEF-TV Chattanooga, which spent \$21,787.17 in prosecuting its claim for TV channel 12 in that city. It stands to recover more than \$15,000 it paid under protest when IRTS disallowed amortization of the funds. The revenue service said licenses for TV were not determinable as to length.

U. S. District Judge Frank W. Wilson ruled that construction permits and licenses do have measurable limits. He ruled that the money spent by WDEF in securing the TV grant could be de-

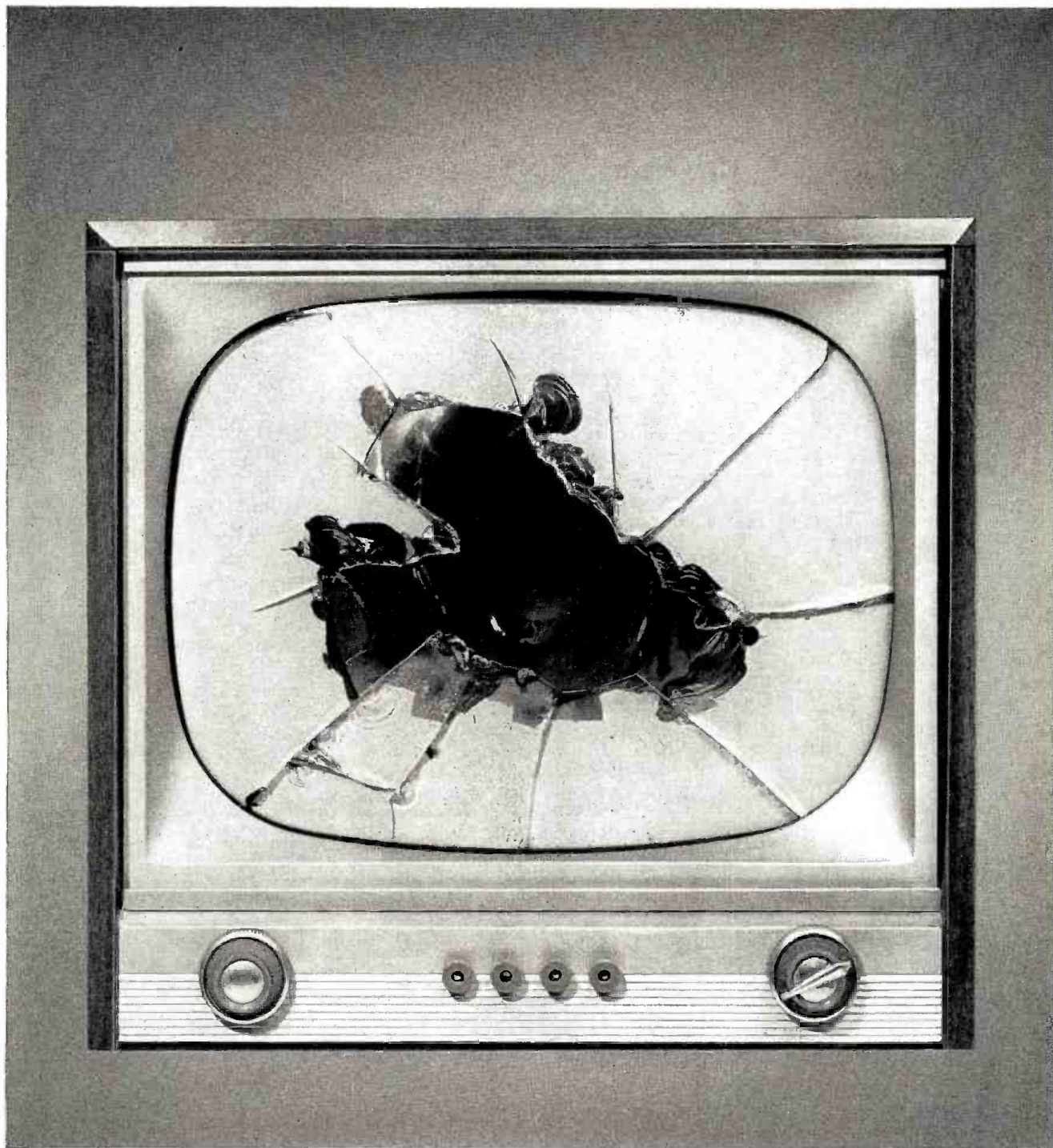
preciated over a 44-month period—20 months for the CP and 24 months for the first license (BROADCASTING, April 29, 1963).

In his opinion, Judge Wilson said:

"It is a matter of common knowledge, and may be judicially noticed, that the power periodically to grant or refuse renewal of television licenses is the principal weapon in the regulatory arsenal of the Federal Communications Commission. It ill behooves the government to serve its regulatory ends by granting licenses of a definite, limited duration, reserving the power to grant or refuse renewal, and at the same time to contend for tax purposes that the specified definite duration of such licenses should be disregarded."

Merged Applicants ■ In the Chattanooga case, there were three applicants for the VHF facility, including WDEF. Before the comparative hearing was begun, the three applicants reached an agreement whereby the other two dropped out leaving WDEF to receive the grant in 1954. Principals of the withdrawn applications received stock interest in WDEF-TV.

The WDEF case is the first in which the principle of amortizing costs of securing a broadcast license has been upheld. In two prior cases, both heard be-



Watch out! We shatter old TV ideas!

That's what video tape (SCOTCH® BRAND, of course) is doing. There are more production improvements than you can shake a storyboard at. With this result: Today, there are very few tv commercials that can't be produced *better* on tape than on film or live! Surprised? Then at least have your next tv commercials costed out for tape, whether for local or national use.

Why *better* on tape? Incomparable "live" picture and sound quality, without danger of a live goof. Push-button-fast special effects, no lab processing. Instant playback of your shots. Precise editing. Your rewards: production speed (you may save weeks over film), convenience, peace-of-mind,



and frequently, lower cost. Ready for specifics in terms of *your* commercials? Ask your nearby tv station or tape production studio. And to keep new ideas from passing you by, *write for new brochure, "Advertising with Video Tape."* 13 actual case histories. Tells why, how and the costs of specific commercials produced on tape. Free! Magnetic Products Division, Dept. MBX-14, 3M Company, St. Paul 19, Minn.

"SCOTCH" AND THE PLAID DESIGN ARE REG. TMS OF 3M CO. © 1964, 3M CO.

Magnetic Products Division **3M**
COMPANY

fore the U. S. tax court in 1959, the IRS position was sustained. The stations were WBIR Knoxville, Tenn., and KWTX Waco, Tex. The Texas station carried its appeal to the U. S. court of appeals, but lost.

Pending in the U. S. tax court is the appeal of Corinthian Broadcasting Co. against an IRS contention that an allocation of part of the cost of acquiring a station against network affiliation contracts cannot be amortized because affiliation contract periods cannot be determined. In its \$10 million purchase of WFBM-AM-FM-TV Indianapolis and WANE-AM-FM-TV Fort Wayne, both Indiana, in 1956, Corinthian charged \$4.65 million to the CBS affiliation of both stations. IRS denied this charge, and Corinthian has argued its position before the tax court, with about \$2 million riding on the verdict (BROADCASTING, Jan. 13; Oct. 28, June 24, 1963).

Westinghouse Broadcasting Co. in an earlier similar battle went all the way up to the U. S. Supreme Court but failed to persuade the tribunal to review its case.

Westinghouse bought the then WPTZ (TV) Philadelphia from Philco in 1953, paying \$8.5 million for the channel 3 facility. It allocated \$5 million of the purchase price to the NBC affiliation and attempted to amortize it. IRS disallowed the charge; a U. S. tax court judge upheld the revenue service, and a U. S. court of appeals panel upheld the tax court.

Kahn Co. charged with fraud, deceit

A registered broker-dealer has been cited by the Securities & Exchange Commission for "fraud and deceit" in connection with his handling of a stock offering by a subscription TV company.

The SEC ordered proceedings, based on allegations by its staff, against Bernard M. Kahn Co., New York, in connection with its handling of the stock of Home Entertainment Co. of America. The Kahn Co. was the principal underwriter in the issuance of 300,000 shares of common stock of Home Entertainment (50 cents par) at \$10 a share. The proceeds, expected to net \$2.7 million, were to be used to build a wired pay TV system in Santa Monica, Calif. (BROADCASTING, April 8, 1963).

Last July, the Home Entertainment company announced it had severed all contractual relations with the Kahn firm (BROADCASTING, July 22, 1963). Mr. Kahn at that time also resigned as a director of HECA.

In its order, the SEC charged that the Kahn firm on two occasions accepted payments of the sales price for HECA stock and did not promptly transmit the money to an escrow account; it

CBS Radio up in 1963

The seven CBS-owned radio stations in 1963 registered a three-year high in both sales and profits, while three of the group reached record sales totals, CBS Radio announced last week.

The stations are KCBS San Francisco, KMOX St. Louis, KNX Los Angeles, WBBM Chicago, WCAU Philadelphia, WCBs New York and WEEI Boston.

failed to account for the "misappropriated" funds at the time it was obliged to return them; induced the purchase or sale of nonexempt securities at times when its aggregate indebtedness to all other persons exceeded 2,000% of its net capital, and failed to keep books and records for HECA which it was required to do.

Hearing To Be Held ■ A hearing on the charges will be held at a time and place to be announced. The hearing will also determine whether the Kahn company should be suspended or expelled from membership in the National Association of Securities Dealers.

On Sept. 18, 1963, Subscription TV Inc. took over assets of HECA in exchange for 37,040 shares of stock to be given to HECA "following receipt by the company of an appropriate issuer's permit from the California commissioner of corporations, or assurances that such a permit is not necessary." If the permit or assurance has not been received by Aug. 10, 1964, STV in lieu of stock will pay HECA \$444,480 cash. STV assumed liabilities of HECA, not to exceed \$360,000, and contingent liabilities of HECA to two equipment companies not to exceed \$100,000.

Among the assets acquired from HECA were equipment development and supply contracts with General Electric Co. and American Electronic Laboratories and a lease, which expires Sept. 14, 1965, covering office space located in Santa Monica, at a rental of \$1,500 a month.

The GE contract covers meter and control units for the HECA system, under which GE has developed prototypes of such units. If at least 20,000 units are not ordered from GE, then STV will have to pay GE an additional \$40,000 over payments already made for the developmental work. STV has agreed to pay AEL \$43,800 for its work in designing and developing command control equipment and other apparatus for the HECA system.

Financial notes . . .

■ Audio Devices has declared a 2% common stock dividend, payable Jan. 17 to stockholders of record Jan. 7, re-

peating a 2% stock dividend paid Jan. 17, 1963. For the nine-month period ending Sept. 30, Audio Devices' sales totaled \$6,373,945, up approximately 6% from the same period of 1962, with earnings of 39 cents a share.

■ Board of Paramount Pictures Corp. last week declared a quarterly dividend of 50 cents per share on common stock. The dividend is payable March 9 to stockholders of record Feb. 24.

■ Directors of Republic Corp., Hollywood, have declared a regular quarterly dividend of 25 cents a share on the company's preferred stock. The dividend is payable April 1 to shareholders of record March 13.

MGM changes color from red to black

Metro-Goldwyn-Mayer last week reported a return to profit in the company's first fiscal quarter which showed revenues from TV distribution at \$8.9 million, up approximately \$3.5 million from the previous first quarter. Net income from TV reached \$2,170,000, up \$700,000 from the same period in 1962.

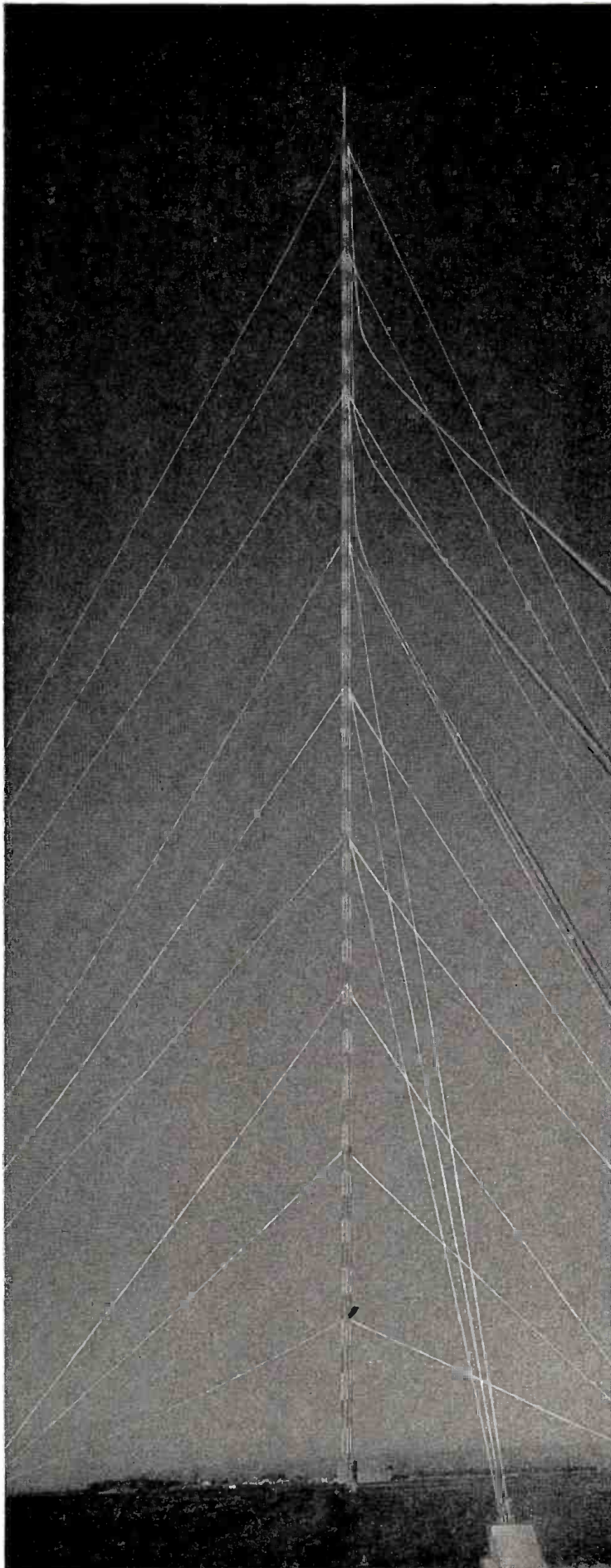
An MGM statement for the last fiscal year had shown a loss of nearly \$17.5 million (BROADCASTING, Dec. 9, 1963). Robert H. O'Brien, MGM president, in a letter to stockholders said earnings for the quarter "reflect a highly favorable turnaround in our operations. All divisions of the company operated at a profit and ran well ahead of last year in revenues and earnings." He reported a strengthened financial condition for the company due, in a large part, he said, to a reduction in short term loans from \$30,904,000 to \$15,841,000 resulting from refund of prior year's income taxes.

Three months ended Nov. 21, 1963:

	1963	1962
Earned per share*	\$.26	\$.92
Gross revenues	\$ 37,063,000	\$ 27,310,000
Net income (loss)		
before taxes and interest	2,701,000	(3,841,000)
Net income (loss)	685,000	(2,366,000)
*Based on 2,587,829 shares in period compared to 2,569,229 shares as of Nov. 22, 1962.		

Wometco votes dividend

Wometco Enterprises board has voted regular quarterly dividend of 14 cents a share on Class A common stock and 5 cents a share on Class B stock, payable March 16 to stockholders of record March 4. Shares now outstanding total 1,751,910. Wometco, a group broadcast owner as well as operator of vending and theater activities, recently acquired the Seven-Up bottling works in Plattsburgh, N.Y., which gives the company both the Seven-Up and the Coca-Cola franchises there. Price for the acquisition was not disclosed.



KTHI-TV, Channel 11, Transmitting Tower at Fargo, North Dakota, serves the market of Fargo-Grand Forks, N. D., an area of 32,047 square miles. Owners: The Polaris Corporation, Broadcast Division, Evansville, Ind. Designed, fabricated and erected by Kline Iron & Steel Company, Columbia, South Carolina. Guys by Roebling.

ROEBLING GUYS KEEP IT HIGHEST IN THE SKY

This is the tallest man-made structure the world over. 2,063 feet from base to the sky end. It is almost one and a half times the height of the Empire State Building. It will transmit for KTHI, Channel 11, Fargo, North Dakota. (Significant, don't you think, that the location is *Far-go*.)

Roebling, as usual, supplied the guys that keep this soaring signaller straight up. 40,125 feet (7.6 miles) of Roebling galvanized bridge strand were used. Roebling has been doing this for years and we're pleased that in some measure we've helped make Jackie Gleason, Perry Como, Donna Reed, Ben Casey (you name it) clear to lots of people.

If you want KIMCO to build a taller Tower than this, you have our enthusiastic approval. For aid in going higher, or for any difficult guying problem, write Colorado Fuel and Iron Corporation, Roebling Bridge Division, Trenton 2, N. J.



**ROEBLING
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STRUCTURES**

BROADCAST ADVERTISING



Mr. Bambrick

William H. Bambrick, VP in New York office of Foote, Cone & Belding, promoted to management supervisor on Menley & James Laboratories account, replacing **Paul J. Caravatt Jr.**, who has resigned to join C. J. LaRoche & Co. (see item this page). Mr. Bambrick, who joined FC&B in 1951 as assistant account research supervisor, has since held account executive and account supervisor positions on General Foods and Lever Brothers. He was elected VP in 1959 and has served as supervisor on Menley & James account since 1962.

Joseph Marshall, formerly San Francisco manager of CBS Radio Spot Sales, appointed manager of new office of ABC Radio West, located at KGO San Francisco, an ABC-owned station.

George S. Pillsbury, VP of bakery products division of The Pillsbury Co., Minneapolis, and grandson of Charles Alfred Pillsbury, founder of company, elected executive VP of Pillsbury's industrial area, succeeding **Ben J. Greer**,

who has resigned for health reasons. Mr. Greer continues, however, on executive committees of Pillsbury Canada Ltd. and of Pillsbury Holdings, which owns interests in Venezuela and elsewhere in Caribbean and in Philippines.

Len A. Levy, commercial productions supervisor on Zenith, Armour, Dial, Chiffon and Ovaltine accounts at Foote, Cone & Belding, Chicago, joins MacFarland, Aveyard & Co., that city, as vice president in charge of agency's broadcast production.



Mr. Bowden

Alfred F. Bowden, VP and director of The American Tobacco Co., New York, and also president of American Cigar Corp. and its predecessor, Cuban Tobacco Co., since January 1961, elected president of American Tobacco's newly constituted Cigar Division, which manufactures Roi-Tan, Antonio y Cleopatra, La Corona, Bock y Ca and Cabanas brands. New division consolidates all of American Tobacco's cigar activities into one operating unit. Mr. Bowden joined American Tobacco in 1938.

Theodore D. O'Hearne, account director on GMC truck and coach division of General Motors at McCann-Erickson, Detroit, elected VP and supervisor for that account.

Robert R. Etienne, **Albert W. Spence Jr.** and **Clifford H. Wolfe**, all VP-account supervisors in New York office of Dancer-Fitzgerald-Sample, elected senior VP's. Mr. Etienne was elected VP in 1950, has been with DFS for 25 years. Mr. Spence was elected VP in 1948, has been with agency 21 years. Mr. Wolfe has been with DFS for 15 years and was elected VP in 1958.

Ralph Froelich, VP and business manager of creative department of Grey Adv., New York, joins Ted Bates & Co., that city, as VP and coordinator of creative services. In newly created post, Mr. Froelich will supervise creative work flow, scheduling of assignments, budgets, personnel and general organizational-procedural matters pertaining to creative operation.

Philip C. Weinseimer, VP in charge of marketing at North American Philips Co., New York, responsible for Norelco electric shavers, radios, tape recorders and hearing aids, elected senior VP. Assisting Mr. Weinseimer, who

maintains overall responsibility for company's consumer products division, will be **Chester Paulsen**, vice president in charge of marketing, who joined Philips in July 1963.

Richard A. Leader, manager of Hollywood office of H-R Representatives and H-R Television, joins Hollywood office of Robert E. Eastman & Co. as VP and manager. Both companies are national radio-TV sales representative organizations. Mr. Leader succeeds **John Thackaberry**, who has resigned to join sales staff of KFWB Los Angeles. No replacement for Mr. Leader at H-R organization has been announced to date.



Mr. Leader

Donlan V. Aberg Jr. and **Hunter W. Finch** elected VP-group directors of Vick Chemical Co., division of Richardson-Merrell Inc., New York. Mr. Aberg joined Vick in 1953 and served most recently as manager of company's Canadian operations. Mr. Finch, whose assignment was in forward planning area, joined Vick in 1950.



Mr. Caravatt

Paul J. Caravatt Jr., senior VP and management account supervisor at Foote, Cone & Belding, New York, since 1961, joins C. J. LaRoche & Co., that city, as senior VP. Before joining FC&B, Mr. Caravatt served for five years as vice president and account group supervisor at Ogilvy, Benson & Mather, New York.

Robert W. Wenger, account executive, and **Carl Naefe**, manager of new products service at A. C. Nielsen Co., Chicago-based international marketing research organization, elected VP's. Mr. Wenger will continue his account responsibilities on major retail index pharmaceutical and food accounts serviced from Nielsen's New York offices. Mr. Naefe continues as manager of Nielsen's new products service, with Chicago headquarters.

Malcolm P. Murphy, director of sales analysis division of Schwerin Research Corp., New York, elected VP.

C. M. (Casey) Britt, VP in charge of sales and services for Frontier Airlines, Denver, joins Benton & Bowles, New York, as VP and supervisor on Eastern Air Lines account. Mr. Britt has also been associated with General Dynamics and Southern Airways as VP and Capital Airlines as district sales manager.

TRUST



The Fourth Dimension of WBRZ Channel 2

WBRZ-TV is a tower of trust . . . has built trust through the years by emphasizing truth in every phase of operation . . . has gained the confidence of viewers beyond sight, sound and action.

WBRZ Channel 2 BATON ROUGE

George Zimbelman, TV creative director in Chicago office of Campbell-Mithun Inc., and **G. Scott Park**, TV creative producer in agency's Minneapolis headquarters, elected VP's.

Joseph Harris, media director of S. E. Zubrow Co., Philadelphia-based advertising agency, elected VP-media.

Emil Reisman, formerly advertising manager of Gallenkamp Stores, West Coast shoe store chain, becomes principal in Ross & Seidman, Encino, Calif., which has been appointed as agency for Gallenkamp retail chain.

Louis A. Collier, VP-marketing of H. J. Heinz Co. ("57 Varieties" food products), Pittsburgh, elected to newly created post of senior VP in charge of marketing and sales. Mr. Collier will also serve on management board, which is responsible for Heinz U. S. operations. He is succeeded by **Paul D. Townsend**, since January 1963 advertising manager of Procter & Gamble's French operations, with Paris headquarters. Mr. Townsend will direct Heinz's product management, advertising, sales research and control and sales promotion. **Frank G. Barnum**, VP for hotel and restaurant division of Heinz, named VP-institutional food sales.



Mr. Collier

L. K. Naughton, retired president of Industrial Electric Co., Minneapolis-St. Paul, appointed administrative manager of Robert Naughton Agency, Phoenix. **Robert E. Belk** and **June K. Sterling** join agency as account executive and media coordinator, respectively.



Mr. Finnegan

George W. Finnegan, head of his own publishing business, Twin-Bill Enterprises Inc., Amarillo, Tex., joins KFSA-TV Amarillo as local sales manager, replacing **William B. Fairley**, who has resigned. Mr. Finnegan, former VP and general manager of WTVH(TV) Peoria, Ill., joined KFSA-TV sales staff in September 1962 and resigned in January 1963 to form his own company.

D. D. Knowles and **H. J. Schmidt** have formed Knowles-Schmidt Associates, advertising and marketing agency, with offices at 212 South Sixth St., Minneapolis 2. Mr. Schmidt formerly served as president and general manager of KVDO-TV Corpus Christi, Tex.

Jack Leaman, account executive at Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, joins WCAU-TV, that city,



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In recent months a totally new management team has been selected to direct and operate Telescript. A number of important developments have taken place...new products and services are being added and developed to complement and expand the Telescript product line.

Among the new products is the Shibaden 5820 Image Orthi-

con Tube. Telescript has been selected as exclusive distributor for this quality I. O. Tube.

The Shibaden tube matches and exceeds the performance and warranties of its competitors...yet it costs 25% less!

In coming months you can look forward to a number of important announcements from Telescript. Meanwhile, please write and ask for more detailed information about the Shibaden I. O. Tube.



TELESCRIPT INC.
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as national sales representative, succeeding **Peter Bonastia**, who becomes account executive. Also appointed WCAU-TV account executive is **Jack Baker**, formerly with sales department of WCAU-AM-FM.



Mr. Tolchard

Allen Tolchard elected VP and senior creative group head on Gillette account at Maxon Inc., New York. Mr. Tolchard joined Maxon in 1960.

William M. Belan, automotive products manager for S. C. Johnson Co., Racine, Wis., appointed western region sales manager of Johnson's household products division, succeeding **A. C. Greenen**, who has retired after 34 years with company. Replacing Mr. Belan as automotive products advertising and merchandising manager is **Sam A. Preston**, assistant furniture care products manager. **Manuel V. del Mercado** appointed product manager for Johnson's Glo-Coat and Kleen Floor brands. **Jack C. Moll**, formerly market research project manager, named assistant furniture care products manager, succeeding Mr. Mercado.

Martin V. Frank joins WQXR New York as account executive. He will



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'Outstanding Young Men'

Among those selected by U. S. Junior Chamber of Commerce as "America's Ten Outstanding Young Men of 1963" were **George Stevens Jr.**, 31; **Ted Yates**, 33, and **A. Leon Higginbotham Jr.**, 35. Mr. Stevens is director of U. S. Information Agency's International Motion Picture Service; Mr. Yates produces David Brinkley news specials for NBC-TV; Mr. Higginbotham was commissioner of Federal Trade Commission until he was given recess appointment to federal judgeship (BROADCASTING, Jan. 13).

handle sales in New York and Philadelphia areas. Mr. Frank formerly was salesman at Paul H. Raymer Co., station representative firm, covering New York, Baltimore and Philadelphia.

George E. Yonan, formerly with Earle Perrin & Associates and Edward H. Weiss & Co., both Chicago, joins Roche, Rickerd, Henri, Hurst, that city, as account executive.

Barrett Geoghegan, account executive at WABC-TV New York and formerly sales manager of WABC-AM-FM, appointed WABC-TV sales manager. **John S. Kirk**, formerly assistant sales manager of WABC-TV, named to new post as sales specialist. Mr. Geoghegan joined ABC in 1956 in its executive training program.



Mr. Geoghegan

Bradley J. Funk, member of advertising staff of Hunt Foods & Industries, appointed advertising manager of Fuller Paint Division, Fullerton, Calif.

William Putnam, formerly with Eastern Air Lines, joins Kenyon & Eckhardt, New York, as account supervisor.

Robert Lobdell joins Chicago office of Blair Radio as account executive. Mr. Lobdell formerly was Midwest sales manager for MBS, that city.

Ronald Whyte and **James Roark** join Danoff & Sachs, Los Angeles-based advertising agency, as account executive and art director, respectively.

H. D. (Del) Everett Jr., formerly of marketing research staffs of Life magazine, Time Inc. and Ford Motor Co., joins Campbell-Ewalt Co., Detroit, as director of marketing research. Also joining C-E's marketing and research department are **Robert G. Smith**, of Alfred Politz Research and Chrysler, who will work in area of syndicated

services and media research, and **Charles N. Putt**, for past several years director of advertising and public relations for Bankers Investment Co. **Daniel Dixon**, copy group head on Pacific Telephone & Telegraph Co. account at BBDO, San Francisco, joins C-E's Los Angeles office as creative director.

George F. Darling, formerly with D. V. Jones Associates, Providence, R. I., advertising agency, joins WLKW, that city, as account executive.

Robert L. Halberstadt, formerly with WFIL Philadelphia, joins WRCV, that city, as account executive.

Jack Duffy, radio salesman at Edward Petry & Co., New York, since 1961, named office manager of new Petry branch to open in Philadelphia Feb. 1 at 3 Penn Center Plaza. His new position will include duties as radio sales manager. Prior to association with Petry, Mr. Duffy was radio salesman for George P. Hollingbery and advertising representative for *Philadelphia Inquirer*. **James H. Carmine Jr.**, local sales manager at WRCV Philadelphia, joins new Petry office as television sales manager. Mr. Carmine has been with WRCV since 1955 and previously was advertising and sales promotion manager for Philco Distributors, Richmond, Va.



Mr. Duffy

Neil C. Lindeman, sales coordinator at Warner-Chilcott Laboratories, joins Sudler & Hennessey, advertising agency, New York, as account executive.

Edward J. Smith, account executive at Kastor, Hilton, Chesley, Clifford & Atherton, New York, joins Hazard Adv. Agency, that city, in same capacity.

William H. Mallison, senior product manager at Beech-Nut Life Savers Inc., appointed account executive at Gardner Adv., St. Louis. **Marshall Rousseau**, former advertising manager of Neiman-Marcus Co., Dallas, joins Gardner agency as copywriter.

Douglas L. Yates joins H-R Representatives sales staff, New York. Mr. Yates formerly was account executive with Metro TV Sales, that city.

Tom Killilea, marketing director and account executive at Garfield, Hoffman & Conner, San Francisco, joins



SHERLOCK HOLMES
Radio Mystery Series

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ON THE AIR!**

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CHARLES MICHELSON, INC.
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Johnson & Lewis, advertising agency, that city, as executive on agency's newly acquired Vano and Saffola brand products accounts.

Tom Fallon, previously with Colgate-Palmolive Co., joins Kenyon & Eckhardt, New York, as account executive.

Dan Valentine, former program director of WFLA Tampa, Fla., appointed advertising and promotion director of WSUN-AM-TV St. Petersburg, Fla.



Mr. Altman

Dennis M. Altman, formerly VP and copy director of Post-Keyes-Gardner, Chicago, joins Earle Ludgin & Co., that city, as vice president and creative supervisor.

A. W. Lewin, former owner and president of WGTC-AM-FM Greenville, N. C., joins Lippincott & Margulies, industrial designers-marketing consultants, New York, to work in client relations.

Richard P. Levy has joined Storer Television Sales, New York, as salesman, according to announcement by John D. Kelly, eastern sales manager. BROADCASTING's earlier report, in Jan. 13 issue, misstated Mr. Levy's position. He was salesman with Edward Petry & Co. before moving to Storer.

Robert T. Bourke, formerly with MacManus, John & Adams, joins Street & Finney, New York, as assistant account executive.

Patricia Singer, accountant at WTTM-AM-FM Trenton, N. J., since 1955, promoted to office manager.



Mr. West

James H. West, for past three years radio-TV production director at Wade Adv., Chicago, joins Griswold - Eshleman Co., Cleveland - based advertising and public relations agency, as director of broadcast services. Before joining Wade, Mr. West was associated with H. W. Kastor & Sons, Chicago, for 14 years as radio-television director.

Garth D. Salisbury, formerly with D'Arcy Adv., St. Louis, joins staff of Stemmler, Bartram, Tsakis & Payne, advertising agency, that city.

Tony Johnson, former merchandising manager of WLIB New York and for past two years in Army, returns to station in same capacity. **Mark Neider**, account executive with *New York Mirror*, joins WLIB sales staff.

Albert W. Rothermel, treasurer of Benton & Bowles, New York, elected VP. Mr. Rothermel joined B&B in

1959. Prior to that he was senior analyst at Merck, Sharp & Dohme Research Laboratories, Rahway, N. J.

Arlene Gilbert, formerly with McCann-Marschall, joins creative department of Street & Finney, New York, to work on Colgate-Palmolive account.

Sheila Dorton, assistant radio-TV director at Wesley Day & Co., Des Moines, Iowa, joins W. B. Doner & Co., Chicago, as copywriter.

Clarence S. Hoyem, copy writer at Nides-Cini Adv., Los Angeles, promoted to copy chief.

Charles DeSimone joins Kenyon &

Eckhardt, New York, as art director. He formerly served in art department of Grey Adv., that city.

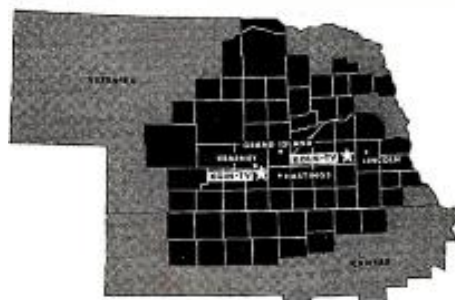
James P. Lee, formerly with Campbell-Mithun, joins Post-Keyes-Gardner, Chicago, as copywriter. **Dick Lemmon**, previously with Tatham-Laird, joins PKG as assistant art director.

Don Jackson, news director of KUPD Temple, Ariz., for more than two years, joins KYND, that city, as coordinator of sales and programs.

Kinch S. Haulbrook and **Robert Edwards** join sales staff of WFBC-TV Greenville, S. C. Mr. Haulbrook was



**YOU'RE ONLY
HALF-COVERED
IN NEBRASKA
IF YOU DON'T USE
KOLN-TV/KGIN-TV!**



**Lincoln-Land is now
nation's 74th TV market!***

Any formula for television coverage of Nebraska must include *both* major markets —and a station in each. One of the markets is Lincoln-Land.

Lincoln-Land is now the 74th largest market in the U.S., based on the average number of homes per quarter hour prime time delivered by all stations in the market. KOLN-TV/KGIN-TV delivers more than 206,000 homes — homes that are a "must" on any top-market schedule.

Ask Avery-Knodel for complete facts on KOLN-TV/KGIN-TV — the Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

AVERAGE HOMES DELIVERED PER QUARTER HOUR	
(March, 1963 NSI — 6:30 to 10:00 p.m.)	
LINCOLN-LAND* "A"	
(KOLN-TV/KGIN-TV)	59,900
OMAHA "A"	55,400
OMAHA "B"	55,000
OMAHA "C"	54,000
LINCOLN-LAND* "B"	22,300
LINCOLN-LAND* "C"	22,000
*Lincoln-Hastings-Kearney	

*November, 1962 ARB Ranking. Rating projections are estimates only, subject to any defects and limitations of source material and methods, and may or may not be accurate measurements of true audience.



The Feltz Nations

RADIO

WNEB KILAMAZOO-BATTLE CREEK
WNEB GRAND RAPIDS
WNEB GRAND RAPIDS-KALAMAZOO
WNEB-FM GASTING

TELEVISION

WNEB-TV GRAND RAPIDS-KALAMAZOO
WNEB-TV GASTING-TRAVERSE CITY
WNEB-TV GASTING-TRAVERSE CITY
KOLN-TV/LINCOLN, NEBRASKA
KGIN-TV GRAND ISLAND, NEB.

KOLN-TV / KGIN-TV

CHANNEL 10 • 316,000 WATTS
1000 FT. TOWER

CHANNEL 11 • 316,000 WATTS
1069 FT. TOWER

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representative

with Campbell Soup Co. in Charlotte, N. C. Mr. Edwards has been WFBC-TV operations manager since 1957.

THE MEDIA

William J. Lamb, director of business affairs since 1962 for Educational Broadcasting Corp., owner and operator of WNDT(TV) (educational ch. 13) Newark-New York, elected VP and treasurer of corporation. Before joining EBC, Mr. Lamb served for six years as business manager of NBC-TV network.



Mr. Benwitt

Robert L. Benwitt, business manager of WTVH(TV) Peoria, Ill., joins National Association of Broadcasters in Washington today (Jan. 20) as assistant to Charles M. Stone, NAB radio code manager. He succeeds **John Mandelbaum**, who has resigned. Before joining Metromedia-owned WTVH, Mr. Benwitt worked for CBS-TV, Capital Cities Broadcasting Corp. and BBDO.

Lloyd Webb appointed general manager of WVON Chicago.

Richard E. Ryan, general manager of KLOK San Jose, Calif., re-elected chairman of National Spanish Language Network, organization of radio stations broadcasting in Spanish to serve more than five million Latin-Americans in U. S. **Howard A. Kalmenson**, president of KWKW Pasadena (Los Angeles), re-elected NSLN vice chairman, and **E. L. Barker**, president of KLOK, was elected network's secretary-treasurer.

Paul Edwards, program director of WINF-AM-FM Manchester, Conn., promoted to station manager.

John L. Ellinger, formerly general manager of WNHC-FM New Haven,

Conn., joins WHAY New Britain, Conn., as station manager-sales manager.



Mr. Gerity

James Gerity Jr., founder and president of Gerity Broadcasting Co., operator of WABJ Adrian and WNEM-AM-TV Saginaw, both Michigan, in ceremony held at WABJ studios, was presented Department of Air Force's Exceptional Service Award by General Harold E. Humfeld, deputy director of operations for Strategic Air Command. Award is given by Secretary of Air Force to U. S. civilians for exceptional service rendered to Department of Air Force.

PROGRAMMING

Sheldon Saltman, for past three years advertising promotion director for Storer Broadcasting - owned WJW-TV Cleveland, joins MCA TV Ltd., New York, in same capacity, responsible for all national and international advertising, publicity, and research of syndicated properties. He succeeds **Ed Aaronoff**, who resigned. Before joining WJW-TV, Mr. Saltman was promotion research director of WBZ-TV Boston and sales promotion coordinator for Gillette Safety Razor Co.



Mr. Saltman

Jack Wrather, president and board chairman of Wrather Corp., Beverly Hills, Calif., owner of TV series: *Lassie*, *The Lone Ranger* and *Sergeant Preston of the Yukon*; also Muzak Corp. and other holdings, elected to board of directors of Capitol Records Distributing Corp., Hollywood.

Kenneth E. Raine, general manager of Columbia Records recording studios as well as director of personnel and industrial relations and general manager of April-Blackwood companies, elected VP-recording operations. Mr. Raine is

CARTA elects board

Catholic Apostolate of Radio, Television and Advertising, New York, elected following to board of directors for two-year terms: **Clay Buckout**, VP of Time Inc.; **Arthur Hull Hayes**, president of CBS Radio; **John McArdle**, VP and general manager of WNEW-TV New York, and **Raymond Sullivan**, chairman of executive committee at Sullivan, Stauffer, Colwell & Bayles, New York. Elected to one-year terms were: **Thomas W. Carr**, VP and director of advertising for *Media/Scope* magazine; **Michael Donovan**, VP of BBDO; **Cal McCarthy**, president of Wesley Associates, and **Donald McGannon**, president of Group W (Westinghouse Broadcasting), all of New York.

now responsible for operation of Columbia's domestic recording studios and recording engineering, and will continue to represent Columbia Records in all labor relations activities. **John Simon**, who joined Columbia's management trainee program in July 1963, appointed associate producer of masterworks, artists and repertoire.

Boris Frank, VP-sales for Overseas Broadcast Service Ltd. and former manager of international broadcast division of Screen Gems, New York, joins Triangle Program Sales, that city, as account executive.

Morris D. Behrend joins sales-client relations department of WCD Inc., film producers, New York. Mr. Behrend resigned from his post of vice president and general manager at Sarra Inc., that city, October 1963. He had been with Sarra 20 years.

William F. Werner, advertising manager of Muzak Corp., division of Wrather Corp., New York, elevated to director of marketing for background music organization. **J. R. H. (Hank) Wilson**, Muzak national sales manager, appointed to newly created post of director of company's owned operations in New York and San Francisco. Replacing Mr. Wilson as national sales manager is **William Fox**, for past two years field sales manager working out of Muzak's New York headquarters.

T. Doug Youngblood, secretary-treasurer of South Carolina Broadcasters Association since 1951 and general manager of WFIG Sumter, resigns posts to join field staff of SESAC Inc., music licensing organization, New York.

Carl J. Kozlik, formerly with United Artists-TV and Ziv-TV in Denver and



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Alexander Film Co. in Colorado Springs, Colo., named director of industrial programming for Theatre Color-Vision Corp., subsidiary of National General Corp., Beverly Hills, Calif. Mr. Kozlik will headquarter in Denver and report to Allen V. Martini, TCV vice president for sales and operations.

William Thomas, host of his own marketing and business news program, *Financial Final*, which has been heard over KABC Los Angeles since 1960, resigns position with Los Angeles firm of Mitchum, Jones & Templeton to join staff of KABC as financial editor.

Irwin M. Moskowitz, documentary TV writer-reporter who has written for number of programs during past nine years including syndicated *Paul Coates Show*, joins writing staff of *The Steve Allen Show*, which is produced and syndicated by Westinghouse Broadcasting Co. to 43 U. S. stations.

Ted Toll, producer-director of newscasts and program features for ABC Radio for past seven years, named western division program director for radio network, post vacant for several years.

Robert S. Jones, Los Angeles manager of Metro Radio Sales division of Metromedia Inc., appointed director of advertising and publicity for Ice Capades, also Metromedia division. **Joyce Brown**, executive in advertising-publicity department of Ice Capades, promoted to assistant director.

Paul Cahill, formerly with public information office of University of Illinois, Urbana, joins WBBM-TV Chicago as director of public affairs. **Harold Wallace**, writer-producer at WBBM-TV, promoted to newly created position of documentary director.



Mr. Sontag

David Sontag, president of his own personal management and production company, DS Inc., New York, has dissolved his firm and joins ABC-TV network programming department today (Jan. 20) in New York as executive producer. He replaces **Jack Sameth**, who resigned. Mr. Sontag, who represented such personalities as Vernon Duke, Madlyn Rhue, Tony Young and Sandy Dennis, formerly served as programming manager for CBS Films in New York.

Joe Keane, stage manager at KHJ-TV Los Angeles, promoted to staff director.

James Perrin, **Jack Sameth** and **Lane Slate** join National Educational Television, New York, as executive producers of cultural programming. Mr. Perrin formerly was producer with CBS

public affairs department. Mr. Sameth was executive producer for ABC-TV. Mr. Slate was producer-writer for CBS News and Public Affairs, and is also independent producer. **Jim Karayn** and **William Weston** join NET as executive producers of public affairs programs. Mr. Karayn has been writer-producer with NBC News in Washington. Mr. Weston wrote, produced and directed for ABC-TV in New York.

Morrie Roizman, veteran film producer and editor formerly with Filmways, Robert Lawrence Productions and Transfilm, joins Time-Life Broadcast, New York. Mr. Roizman will report to Edgar Smith, who heads company's creative programming activities.

Robert Montgomery, for past eight years newscaster-announcer at WCCO-AM-TV Minneapolis - St. Paul, Minn., joins Life Line Foundation Inc., nonprofit, non-denominational, religious organization, as commentator for *Life Line* program, effective Feb. 3. Also known as Bob White, Mr. Montgomery will make his headquarters in Washington and serve as speaker for organization nationally.



Mr. Montgomery

Edmund Hartmann will produce 1964-65 season's programs of *My Three Sons*, his third consecutive year as producer of this Don Fedderson Productions series starring Fred MacMurray on ABC-TV (Thursdays, 8:30-9 p.m.). Filming will start in April for next season, program's fifth on ABC-TV.

Paul Drew, of WAKE Atlanta, to WQXI, that city, as air personality.

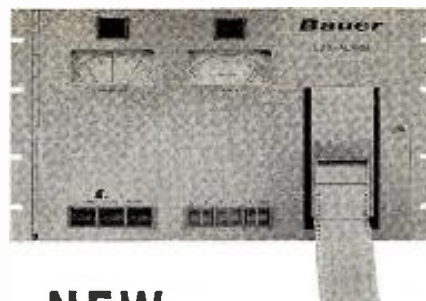
Walter Grauman is directing "Angels Travel on Lonely Roads," a two-installment episode of *The Fugitive*, written by Al C. Ward, with Alan Armer producing. Mr. Grauman earlier directed "Fear In a Desert City" for ABC-TV series produced by QM Productions.

Gordon West, film manager at KMOX-TV St. Louis, joins WCAU-TV Philadelphia in same capacity.

John Houseman, TV and motion picture producer, has been signed by Revue Studios, Universal City, Calif., to produce several segments of *Bob Hope-Chrysler Theatre* series on NBC-TV (Fridays, 8:30-9:30 EST).

Herbert Schneider, ski instructor and director of Hannes Schneider Ski School at Skimobile, N. H., joins WCOP-AM-FM Boston to produce his own program on skiing tips.

Mike Connors, for past few months program director of KMOB-FM Long Beach, Calif., returns to WACE Springfield, Mass., as air personality.



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SUPPORT



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Coe, McSherry head list in ABC News shuffle

Donald Coe, assistant to VP and general manager of ABC News, New York, promoted to director of operations, leading list of changes in organization and staffing of network news operation. Mr. Coe has been with ABC for 20 years and has served as wire service reporter and war correspondent. **William P. McSherry**, national news editor for television for ABC News since 1961, appointed West Coast manager for TV news. He joined ABC in 1943 following three years with NBC. **Everett Aspinwall**, associate producer of *Ron Cochran with the News*, named Midwest manager for TV news. Mr. Aspinwall had been editor-writer for CBS News prior to joining ABC in 1962 as news writer.

In other personnel changes at ABC News: **Fraser Head**, senior cost control administrator, appointed business manager. **Jack O'Grady**, field producer, named assistant assignment manager. Mr. O'Grady joined ABC as news writer in 1961 following 13 years as newspaper writer in New York. **Milt Fishman**,



Mr. Coe

Mr. McSherry

with ABC western division for 12 years as writer, editor and news director, named West Coast manager for radio news. **Tom Casey**, ABC News reporter for Midwest division, named Midwest manager for radio news. **Bill Lord**, reporter for ABC News, appointed Washington producer of *Bob Young with the News*. **Charles Klensch** and **Charles Schuman**, who have held news writing, editing and producing duties, appointed editors on television news assignment desk. **Charles Frey**, after two years in service, rejoins ABC News as assistant to John Madigan, director of basic news coverage.

NEWS

Mark Van Brooks, newsman at WQXI Atlanta, Ga., promoted to news director. **Jay Daniels** of Chattanooga has joined WQXI's news department.

Walt Hamilton, who joined WEMP Milwaukee last fall, has been promoted to news director.

Gene Gillette, central division news manager in Chicago for United Press International, appointed manager of UPI's new Chicago operation where central division news and newpicture activities have been combined. **Peter S. Willett**, who has been manager of central division newpictures, appointed executive assistant to Dale M. Johns, division manager, replacing **Edward L. Brant**, who has retired for health reasons. Combined central division operation will continue to be located at new Apollo Bldg., 430 N. Michigan Ave.

Stephen Fleischman, formerly producer-director for CBS News and Public Affairs, joins ABC News, New York, Feb. 1 to produce special news documentaries.

Robert Pierpoint, White House correspondent for CBS News for past six years, leaves that post to become more active in coverage of forthcoming political campaigns for network. While new assignment will call initially for him to concentrate on congressional coverage as conventions approach, Mr. Pierpoint

will be shifted over to coverage of campaigns. No successor to Mr. Pierpoint as White House correspondent has been announced.

Gary Enright, news director of KRSD-TV Rapid City, S. D., joins news staff of KTIV(TV) Sioux City, Iowa.

O. J. (Bud) Stone, day news editor at wowo Fort Wayne, Ind., promoted to news director, succeeding **Hal Cessna**, who becomes news director of KDKA-AM-FM Pittsburgh. **Jerry Udwin**, KDKA news director for past year, transfers to WIND Chicago in same capacity, succeeding **Frank Goerg**, who has resigned to join NBC News there. Stations are owned by Westinghouse Broadcasting Co. All changes become effective Jan. 27.

Paul Thummel and **Hank Shaw** join news department of WCAU-TV Philadelphia as film editor and newsfilm cameraman, respectively.

Frank Wilson, since July 1963 general production manager at WTOP-AM-FM Washington, appointed to newly created post of news editor.

Sarah Boynoff and **Robert Irvine** join news department of KTLA(TV) Los Angeles as assignment editor and assistant assignment editor, respectively. Miss Boynoff is returning to KTLA after two-month absence. Mr. Irvine was assistant city editor for San Fernando Valley edition of *Hollywood Citizen*

News. **Jerry Burns**, former city editor of *Valley Times*, joins KTLA as news writer. **Meredith Babeaux**, KTLA assignment editor, goes on indefinite leave of absence. **Judy Wilsey**, office manager of KTLA news department for past 10 months, and **Terry Drinkwater**, reporter-writer, resign.

EQUIPMENT & ENGINEERING

Gale Livingston, VP and general manager of international operations of Westrex division of Litton Industries, elected Westrex president, with headquarters at Hollywood, Calif. Westrex markets telecommunications equipment and manufactures sound recording systems in Hollywood, London, Rome, Barcelona, Sydney and Beirut, and sells, installs and maintains this equipment through 34 offices in 30 countries.

L. E. (Lew) Radford

Jr., southeastern sales representative for closed circuit television department of RCA, joins Visual Electronics Corp., New York, as southeastern regional manager, with headquarters at broadcast equipment manufacturer's Atlanta office. Mr. Radford, who formerly served with Visual Electronics' sales staff in 1958-59, entered broadcast field in 1949 as sales representative for TV transmitter division of Allen B. DuMont Laboratories.



Mr. Radford

Robert Landon, account executive at Hoefer, Dieterich & Brown, San Francisco advertising agency, joins Eitel-McCullough Inc., broadcast equipment manufacturer, San Carlos, Calif., as manager of advertising and public relations. Mr. Landon replaces **Ross Snyder**, who has resigned. **Robert S. Mason**, senior sales engineer for Redbank division of Bendix Corp., appointed senior sales engineer in Eitel-McCullough's new sales engineering office at 9 Tanner St., Haddonfield, N. J.

Malcolm H. Hunt, VP and general manager of electronic products division of Corning Glass Works, Corning, N. Y., elected board chairman of Signetics Corp., subsidiary of Corning Glass that manufactures semiconductor integrated circuits. **F. J. Van Poppelen** elected executive vice president and general manager of Signetics, and **Dr. B. David James**, VP.

Arnold K. Weber, general manager of electronic data processing activity at RCA, New York, elected corporate VP.

Matthew P. Tubinis, formerly with Stromberg Carlson division of General Dynamics, appointed manager of systems engineering at James Cunningham, Son & Co., Honeoye Falls, N. Y., manufacturer of broadcast equipment.

FANFARE

Roberta O. Nixon, assistant public relations director of WBNS-TV Columbus, Ohio, appointed director of public relations for WBNS-AM-FM-TV, effective Feb. 15, replacing **Jack Hunter**, who has resigned to become director of special programing for WJZ-TV Baltimore.

Gerald F. Conway, veteran Hollywood publicist, appointed director of public relations for Subscription Television Inc., pay TV firm which is planning installation of closed-circuit cable systems in San Francisco and Los Angeles. Mr. Conway has been with CBS-TV press information department, account executive with CCI division of Interpublic and principal in Communications West.

Bunny Wneck, formerly with *Washington Daily News* and WMAL-TV Washington, appointed public relations director of WOL-AM-FM Washington.

Thomas Morton, formerly of Burgess Adv. Agency, Dallas, joins KNOK Broadcasting Co., licensee of KNOK Fort Worth as promotion director.

Bill Steinmetz joins Brandy & Pam

Public Relations, Beverly Hills, Calif. He was formerly with Rogers & Cowan, public relations agency, that city.

Jerome H. O'Neil, formerly with public relations staff of Oldsmobile, joins public relations staff of D. P. Brother & Co., Detroit.

INTERNATIONAL

Duncan C. Galbreath, media-marketing coordinator in San Francisco for Botsford, Constantine & Gardners' four West Coast offices, transfers to agency's Japan subsidiary, Botsford Constantine (International) Inc., Tokyo, as VP and marketing director on Japan Air Lines, Suntory Distillers and American International Underwriters accounts.

Douglas M. Pearson, sales manager at Toronto of CHCH-TV Hamilton, Ont., appointed national sales manager of station. **Michael H. Koskie**, sales promotion manager, named CHCH-TV marketing services manager.

Carl J. Bradshaw, research associate professor of law at University of Washington, Seattle, appointed head of Far East operation of Oak Manufacturing Co. (electro mechanical components),

Crystal Lake, Ill. In his new capacity, Mr. Bradshaw becomes president of Oak Manufacturing Co. (Japan) Ltd., Tokyo, and assistant to E. A. Carter, president and board chairman of parent U. S. firm.

J. D. Wright appointed manager of CFCF Montreal.

Phil Wiegand, formerly of Crawley Films Ltd., Ottawa, appointed manager of radio-television department of Ronalds-Reynolds Ltd., Toronto agency.

Bob Allan joins CJAY-TV Winnipeg, Manitoba, as marketing supervisor.

DEATHS

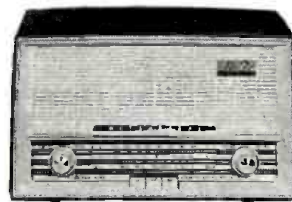
Patrick W. Larkin, VP of Wvww Inc., licensee of wvww Grafton, W. Va., died Jan. 2 there.

Ray Lee Jackson, 74, former NBC News photographer, died of heart attack Jan. 15 at Mercy Hospital, Columbus, Ohio. Mr. Jackson joined NBC in 1932 and organized NBC Radio's news photo studio. He retired in 1949.

Elmore White, 75, member of writer and publisher division of Broadcast Music Inc., New York, died Jan. 15 at Jacques Lowe Foundation Hospital in Brooklyn.

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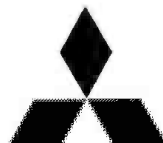
TR-443



TR-864



TR-803 S



Chicago Office:

Mitsubishi International Corporation
Chicago Branch, Room 3505, Prudential Bldg.
130 East Randolph Drive, Chicago, Illinois

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Jan. 9 through Jan. 15 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. *education. Ann.—announced.

Existing TV stations

CALL LETTERS ASSIGNED

- WAAY-TV Huntsville, Ala.—Rocket City Television Inc. Changed from WAFG-TV.
- KTEH(TV) San Jose, Calif.—Office of Education.
- WKFE(TV) Dayton, Ohio—Springfield Television Broadcasting Corp. Changed from WONE-TV.

New AM stations

ACTION BY FCC

Wauchula, Fla.—Brush Broadcasting Co. Granted CP for new AM on 1600 kc; 500 w-D. P. O. address Box 1148. Estimated construction cost \$10,800; first year operating cost \$18,000; revenue \$27,000. Principals: Georgia M. and Jerald A. Brush (50% each). Mr. Brush is engineer-announcer with WAUC Wauchula; Mrs. Brush is owner of radio-TV service business. Nov. 19, 1963, initial decision looked toward grant. Action Jan. 8.

APPLICATIONS

Eau Gallie, Fla.—Cape Canaveral Broadcasters Inc. 1560 kc, 5 kw-D. P. O. address 2438 Iowa Drive, Eau Gallie. Estimated construction cost \$59,036; first year operating cost \$55,000; revenue \$75,000. Principals: Adger Smith (10.74%) and others. Mr. Smith is local businessman. Ann. Jan. 15.

Machias, Me.—Coastal Broadcasting Inc. 1400 kc, 250 w-N, 1 kw-D. P. O. address c/o Donald E. Knowles, 68 State Street, Ellsworth, Me. Estimated construction cost \$4,900; first year operating cost \$20,000; revenue \$25,000. Applicant is licensee of WDEA Ellsworth. Ann. Jan. 7.

Greenville, S. C.—Fleet Enterprises. 1070 kc, 50 kw-D. P. O. address 82 Rock Creek Drive, Greenville. Estimated construction cost \$162,191; first year operating cost \$70,-

000; revenue \$100,000. Principals: Jane H. (50%), John H. (25%) Fleet and Thomas C. (25%) Fleet Jr. Mrs. Fleet is housewife; John H. Fleet is electronics engineer; T. C. Fleet manufacturers agent. Ann. Jan. 15.

Existing AM stations

ACTIONS BY FCC

WIZE Springfield, Ohio—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; condition. Commissioner Ford absent. Action Jan. 8.

KCOR San Antonio, Tex.—Granted increased nighttime power from 1 kw to 5 kw and change from DA-2 to DA-N, continued operation on 1350 kc with 5 kw-LS; conditions include precluding sunrise operation with daytime facilities pending final decision in Doc. 14419. Action Jan. 8.

CALL LETTERS ASSIGNED

- WPDF Corydon, Ind.—Harrison Radio Inc.
- KWIX Moberly, Mo.—Moberly Broadcasting Co. Changed from KNCM.
- WKSJ Jamestown, N. Y.—Trend Radio Inc. Changed from WXYJ.
- WHRY Elizabethtown, Pa.—Hershey Broadcasting Inc. Changed from WEZN.
- WPSL Monroeville, Pa.—Monroeville Broadcasting Co.
- WHCQ Spartanburg, S. C.—Spartanburg Broadcasting Inc. Changed from WZOO.
- KFAZ Liberty, Tex.—Southeast Texas Broadcasting Co. Changed from KWLD.

APPLICATIONS

KVIO Cottonwood, Ariz.—Mod. of CP (which authorized new AM) to change from DA-D to non-DA. Ann. Jan. 15.

WTWA Thomson, Ga.—Mod. of license to change SH from Monday through Saturday from 6 a.m. to 7:15 p.m. to 6 a.m. to 8 p.m. Ann. Jan. 9.

KSFA Nacogdoches, Tex.—Mod. of license to change hours of operation from daytime to unl. using power of 500 w, 1 kw-LS. Ann. Jan. 9.

New FM stations

ACTIONS BY FCC

*Fort Collins, Colo.—State Board of Agriculture, Colorado State University. Granted CP for new FM on 90.9 mc, channel 215, 800 w. Ant. height above average terrain minus 109 feet. P. O. address c/o Jon T. Larsen, Activities Center, Colorado State University, Fort Collins. Estimated construction cost \$8,046; first year operating cost \$4,500. Action Jan. 14.

St. Petersburg, Fla.—Florida West Coast Broadcasters Inc. Granted CP for new FM on 107.3 mc, channel 297, 25 kw. Ant. height above average terrain 286 feet. P. O. address Box 12680, St. Petersburg. Estimated construction cost \$22,226; first year operating cost \$11,825; revenue \$12,000. Florida West Coast is licensee of WPIN St. Petersburg. Action Jan. 8.

Shelbyville, Ind.—Shelby County Broadcasting Inc. Granted CP for new FM on 97.1 mc, channel 246, 6.9 kw. Ant. height above average terrain 295 feet. P. O. address Box 385, Shelbyville. Estimated construction cost \$14,105; first year operating cost \$7,000; revenue \$8,000. Principals: Robert D. Ingram (32.5%), John A. Hartnett (27.5%), Willard Pickett (25%) and Fred V. Cramer, Lowell Rudicek & Morris Bass (each 5%). Applicant owns WSVL Shelbyville. Action Jan. 14.

Louisville, Ky.—Kentucky Technical Institute Inc. Granted CP for new FM on 102.3 mc, channel 272, 3 kw. Ant. height above average terrain 32 feet. P. O. address 1701 South 3rd St., Louisville. Estimated construction cost \$9,650; first year operating cost \$19,000; revenue \$24,000. Principals: Clarence E. Henson (70%), Elmer G. Sulzer (20%) and Paul D. Everman (10%). Messrs. Henson (86%) and Selzer (14%) own Electronic Laboratories Inc., owner of WORK-AM-FM Madison, Ind., and majority owner of WXVW Jeffersonville, Ind.; Mr. Everman is employee of farm organization. Action Jan. 8.

Sidney, Ohio—Van Wert Broadcasting Co. Granted CP for new FM on 105.5 mc, channel 288, 3 kw. Ant. height above average terrain 155 feet. P. O. address c/o Kenneth E. Kunze, Marsh Building, Van Wert. Estimated construction cost \$14,100; first year operating cost \$7,200; revenue \$42,000. Van Wert Broadcasting is licensee of WERT-AM-FM Van Wert, Ohio. Action Jan. 8.

Salem, Ore.—Chris Seely. Granted CP for new FM on 105.1 mc, channel 286, ERP 25 kw. Ant. height above average terrain 710 feet. P. O. address 1586 State Street, Salem. Estimated cost of construction \$27,780; first year operating cost \$13,500; revenue \$21,300. Mr. Seely is sole owner. He is president of collection and credit firm. Action Jan. 14.

Lancaster, S. C.—Royal Broadcasting Inc. Granted CP for new FM on 107.1 mc, channel 296, 3 kw. Ant. height above average terrain 220 feet. P. O. address 103 South Catawba Street, Lancaster. Estimated construction cost \$14,789.90; first year operating cost \$18,000; revenue \$19,000. Royal Broadcasting is licensee of WLCM Lancaster. Action Jan. 8.

Lexington, Tenn.—Lexington Broadcasting Service Inc. Granted CP for new FM on 99.3 mc, channel 257, 810 w. Ant. height above average terrain 152 feet. P. O. address c/o B. L. Enouchs, Box 170, Lexington. Estimated construction cost \$4,350; first year operating cost \$8,000; revenue \$12,000. Applicant is licensee of WDXL Lexington. Action Jan. 14.

Lake Jackson, Tex.—Texas Audio Electronics Co. Granted CP for new FM on 107.3 mc, channel 297, 28 kw. Ant. height above average terrain 180 feet. P. O. address 116 Persimmon, Lake Jackson. Estimated construction cost \$21,874; first year operating cost \$24,500; revenue \$25,000. Texas Audio is licensee of KBRZ Freeport, Tex. Action Jan. 8.

APPLICATIONS

Mobile, Ala.—Mobile Broadcast Service. 96.1 mc, channel 241, 39.7 kw. Ant. height above average terrain 185 feet. P. O. address Route 1, Box 181-C, Mobile. Estimated construction cost \$29,280; first year operating cost \$36,000; revenue \$48,000. Principals: E. Howard Smith and Howard L. Smith (each 50%). E. H. Smith is Air Force officer; H. L. Smith is past broadcast employee. Ann. Jan. 10.

Muscle Shoals, Ala.—Slatton-Quick Inc. 105.5 mc, channel 288, 3 kw. Ant. height above average terrain 300 feet. P. O. address Box 230, Sheffield, Ala. Estimated construction cost \$12,495; first year operating cost \$12,000; revenue \$20,000. Applicant is licensee of WLAY Muscle Shoals. Ann. Jan. 13.

Waterloo, Iowa—Northwestern College. 101.9 mc, channel 270, 28 kw. Ant. height above average terrain 151 feet. P. O. address 50 Willow Street, Minneapolis 3. Estimated construction cost \$16,500; first year operating cost \$15,000; revenue \$10,000. Applicant is licensee of KNWS Waterloo. Ann. Jan. 9.

Amherst, Mass.—College Radio. 99.3 mc, channel 257, 3 kw. Ant. height above average terrain minus 100 feet. P. O. address Box 503, Amherst. Estimated construction cost \$12,899; first year operating cost \$12,000; revenue \$18,000. Applicant is licensee of WTTT Amherst. Ann. Jan. 9.

Springfield, Mass.—WCRB Inc. 102.1 mc, channel 271, 27.1 kw. Ant. height above

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average terrain 849 feet. P. O. address c/o Richard L. Kaye, 750 South Street, Waltham 54, Mass. Estimated construction cost \$4,427; first year operating cost \$47,919; revenue \$48,099. Applicant is subsidiary of Charles River Broadcasting Co., owned by Theodore Jones (50.06%), Stephen Paine (45.46%) and Richard L. Kaye (4.48%). Charles River is licensee of WCRB-AM-FM Waltham. Ann. Jan. 9.

Marshall, Mich.—Marshall Broadcasting Co. 104.9 mc, channel 285A, 3 kw. Ant. height above average terrain 248 feet. P. O. address Box 88, Hastings, Mich. Estimated construction cost \$15,014; first year operating cost \$18,000; revenue \$20,000. Applicant holds CP for new AM in Hastings. Ann. Jan. 15.

Hastings, Neb.—K Bar J Inc. 93.5 mc, channel 228, 2.718 kw. Ant. height above average terrain 159 feet. P. O. address Box 198, Hastings, Mich. Estimated construction cost \$9,500; first year operating cost \$12,000; revenue \$15,000. Applicant is licensee of KICS Hastings. Ann. Jan. 15.

Sag Harbor, N. Y.—East Long Island Broadcasters Inc. 92.1 mc, channel 221, 3 kw. Ant. height above average terrain 118 feet. P. O. address c/o Fitzgerald Smith, Room 1428, 30 Rockefeller Plaza, New York. Estimated construction cost \$10,000; no first year operating cost or revenue given. Applicant is licensee of WJNG Sag Harbor. Ann. Jan. 9.

Ridgeway, Pa.—Elk-Cameron Broadcasting Co. 107.3 mc, channel 297, 5.8 kw. Ant. height above average terrain 487 feet. P. O. address c/o H. Simpson, Box 29, Tyrone, Pa. Estimated construction cost \$4,010; first year operating cost \$10,000; revenue \$12,000. Applicant is licensee of WKBI St. Marys, Pa. Ann. Jan. 10.

Existing FM stations

CALL LETTERS ASSIGNED

■ KPMJ(FM) Oxnard, Calif.—Oxnard Broadcasting Corp. Changed from KAAR (FM).

■ WINK-FM Fort Myers, Fla.—Fort Myers Broadcasting Co.

■ WSTU-FM Stuart, Fla.—Blue Water Broadcasting Inc.

■ WCHK-FM Canton, Ga.—Cherokee Broadcasting Inc.

■ KRIT(FM) Clarion, Iowa—Wright County Radio Co.

■ WSRS(FM) Worcester, Mass.—Radio Fitchburg Inc. Changed from WTAG-FM.

■ WCER-FM Charlotte, Mich.—Eaton County Broadcasting Co.

■ WANG(FM) Coldwater, Mich.—Twin Valley Broadcasters Inc. Changed from WTVB-FM.

■ WNCT-FM Greenville, N. C.—Roy H. Park Broadcasting Inc. Changed from WGTC-FM.

■ WFIZ(FM) Conneaut, Ohio—Louis W. Skelly.

■ KWHI-FM Brenham, Tex.—Tom S. Whitehead Inc.

■ WCAW-FM Charleston, W. Va.—Capitol Broadcasting Corp.

Ownership changes

ACTIONS BY FCC

KBUC Corona, Calif.—Granted assignment of license from Radion Broadcasting Inc., owned by James F. Hadlock (68%) and others, to Major Market Stations Inc., owned by William J. Roberts, F. Demcy Mylar, Donald Horton, Bible Fellowship Hour and World Literature Crusade (each 20%); two corporations are nonprofit organizations. Consideration \$200,000. Mr. Roberts is president of International Advertising Agency, Los Angeles; Mr. Horton is employed by Hughes Aircraft Co.; Mr. Mylar is 50% owner of KEGN-AM-FM Caldwell, Idaho. Action Jan. 9.

KTOB Petaluma, Calif.—Granted assignment of license from Top of the Bay Inc. to William B. Grover, James H. Hurley and Kal W. Lines, co-trustees in bankruptcy. No financial consideration involved. Action Jan. 14.

KVOR-AM-FM Colorado Springs—Granted assignment of licenses from Harrison M. Fuerst (57.75%), Sheldon Singer (15%), Richard S. Cole (8.5%), Richard B. Steur

and Ellen G. Cole (each 7%), Robert H. Gries (3.28%) and Adele Fuerst (2%), d/b as KVOR Inc., to Eugene B. Power (73.3%), Sadye Power (20%), James W. Vinnall (4%) and June Vinnall (2.7%), tr/as Wolverine Broadcasting Corp. Consideration \$243,000 and 90% of net worth of Falcon Sports Network Inc. (\$185,000). Mr. Vinnall is public relations director of Democratic State Central Committee of Michigan; Mr. Power is president of University Microfilms, subsidiary of Xerox Corp.; Mrs. Power is clinical psychologist and former director of Microfilms; Mrs. Vinnall is housewife. Action Jan. 9.

WOWW Naugatuck, Conn.—Granted acquisition of positive control of licensee corporation, Naugatuck Valley Service Inc., through purchase of stock from James W. Miller (12.1%) by Vernon L. Wilkinson (54.84% after transfer, 42.74% before); other stock is still owned by John T. Parsons. Consideration \$7,500. Action Jan. 9.

WBHB Fitzgerald, Ga.—Granted acquisition of positive control of licensee corporation, Ben Hill Broadcasting Corp., by Paul E. Reid (100% after transfer, 50% before) through purchase of stock from Otto Griner (50%). Consideration \$30,000. Action Jan. 14.

KNDY Marysville, Kan.—Granted assignment of license from Wyman N. and Willa M. Schnepp, tenants-in-common, to Rainbow Broadcasters Inc., owned by George E. Powers (49%), Howard McMinimiee (16%), Arthur F. Stanley (15%), William O. Hoyer and Robert S. Morrow (each 10%). Consideration \$60,000. Mr. Powers owns TV sales and service firm; Mr. McMinimiee is employed by U. S. Postal Service; Mr. Stanley is employee of KHUB Fremont, Neb.; Mr. Hoyer is cyclone fence salesman; Mr. Morrow is majority owner of certified public accountant firm. Action Jan. 13.

WAFB-TV Baton Rouge—Granted assignment of license from Modern Broadcasting Co. of Baton Rouge Inc. to Guaranty Broadcasting Corp.; Modern's majority owner is Royal Street Corp., licensee of WDSU-AM-FM-TV New Orleans; Guaranty has interlocking ownerships with Guaranty Bond and Finance Inc. and Guaranty Income Life Insurance Co., both of which are owned by George A. Foster Sr. Trust (27%), George A. Foster Jr. (10%) and others. Consideration \$2,970,000. Action Jan. 14.

WJMR-AM-TV and WRCM(FM), all New Orleans—Granted transfer of control of licensee corporation, Supreme Broadcasting Inc., from Flora Shields Owens (83% as executrix of estate of Chester F. Owens) to Flora Shields Nelson (Owens) (83% individually). No financial consideration involved. Action Jan. 13.

WLEW Bad Axe, Mich.—Granted assignment of license from Thumb Broadcasting Co., owned by Harmon L. Stevens, John F. Wismer and James Muehlenbeck (each 33 ⅓%), to same firm, owned by Mr. Wismer (66 ⅔%) and Mr. Muehlenbeck (33 ⅓%). Consideration \$40,000. Action Jan. 14.

KDKD Clinton, Mo.—Granted assignment of license from William J. Allen, William R. Tedrick and Eva G. Tedrick, executrix of estate of O. A. Tedrick, deceased (each 33 ⅓%), d/b as Osage Broadcasting Co., to Messrs. Allen and W. R. Tedrick and Mrs. Tedrick. No financial consideration involved. Action Jan. 14.

KBON Omaha—Granted assignment of license from Goldenrod Broadcasters Inc., owned by Joe Gratz and Maurice M. Fleischl (each 50%), to Information Radio of Nebraska Inc., subsidiary of Profit Research Inc., owned by Sidney and Marjorie Walton

(each 47.5%) and others. Consideration \$300,000. Profit Research owns WINF-AM-FM Manchester, Conn. Action Jan. 9.

KRTN Raton, N. M.—Granted assignment of license from Raton Broadcasting Co., owned by Jay W. Howe and Marvin H. Shute (each 50%), to company of same name, owned by Messrs. Howe and Shute (each 40%) and James T. Roper (20%). Consideration \$10,000. Mr. Roper is employee of KRTN. Action Jan. 14.

WLFH Little Falls, N. Y.—Granted assignment of license and CP from Carmen H. Gaines, executrix of estate of Walter T. Gaines (100%), to C. H. Gaines (100%) individually. No financial consideration involved. Action Jan. 9.

KBMC(FM) Eugene, Ore.—Granted assignment of license from John R. Riedinger (55%), Sidney G. Smith (44%) and David N. Andrews (1%), d/b as Milan Corp., to Alan C. and Ruth M. Graves (each 50%), tr/as F-Empire Broadcasters. Consideration \$22,571. Mr. and Mrs. Graves own recording service. Action Jan. 9.

WBHC Hampton, S. C.—Granted transfer of control of licensee corporation, Hampton County Broadcasters Inc., from J. A. Gallimore (50%) to Joseph E. and Gwen P. Wilder (together, 100% after transfer, 50% before). Consideration \$25,112. Action Jan. 14.

WCLC Jamestown, Tenn.—Granted acquisition of positive control of licensee corporation, Jamestown Broadcasting Inc., by Stanley Cravens (100% after transfer, 33 ⅓% before) through purchase of stock from R. Gene Cravens and H. F. Lawson (each 33 ⅓%). Consideration \$50,000. Action Jan. 14.

*WFOS(FM) South Norfolk, Va.—Granted assignment of license from School Board, City of South Norfolk, to Chesapeake Public Schools. No financial consideration involved. Action Jan. 9.

APPLICATIONS

KLAN Lemoore, Calif.—Seeks assignment of license from Joseph E. Gamble (90%), deceased, and Fred Volken (10%), d/b as Radio Lemoore, to Mr. Volken, as surviving partner, d/b as company of same name; 90% control of Radio Lemoore remains with estate of Mr. Gamble. No financial consideration involved. Ann. Jan. 15.

WRBB Tarpon Springs, Fla.—Seeks transfer of control of licensee corporation, Consolidated Communities Corp., from Dorothy C. Margolis (50%), Alexander S. Klein Jr. and Allan B. and Gwen E. Margolis, jointly (each 20%), and Joseph and Rose Leidman (10% jointly) to Clearwater Broadcasting Corp., John T. Gibson, president. Consideration \$1,594. Application is contingent on grant of application below. Ann. Jan. 15.

WRBB Tarpon Springs, Fla.—Seeks assignment of license from Consolidated Communities Corp., owned by Clearwater Broadcasting Corp., to Cyril W. Reddoch, C. Winsett Reddoch and John B. McCrary (each 33 ⅓%), d/b as Pinellas Broadcasters; application is contingent on grant of application above. Consideration \$150,000. Clearwater is ex-licensee of WRBB and is owed \$200,000 by Consolidated, to which it sold station in 1961. Cyril W. Reddoch has interest in KDLA DeRidder and KREH Oakdale, both Louisiana, and KSTV Stephenville and KFYN Bonham, both Texas; C. Winsett Reddoch has interest in KREH and KFYN; Mr. McCrary has interest in KDLA. Ann. Jan. 15.

WCOR Cornelia, Ga.—Seeks relinquishment of positive control of licensee corpora-

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tion, Habersham Broadcasting Co., by Hershel L. Webster (49% after transfer, 51% before) through sale of stock to Otis J. Bouwsma (2%). Consideration \$200. Mr. Bouwsma is attorney. Ann. Jan. 13.

WGSF Millen, Ga.—Seeks transfer of control of licensee corporation, Jenkins Broadcasting Inc., from W. Herbert Brannen Sr. (3%) to Jack V. LoPresti (100% after transfer, 3% before). Consideration \$8,000. Ann. Jan. 9.

KLFD Litchfield, Minn.—Seeks transfer of control of licensee corporation, C. W. Doeblar & Associates Inc., from C. W. Doeblar (more than 90%) and Richard J. Ponczko (less than 10%) to Gross-Leighton Inc. (100%), owned by Herbert Gross and Alver Leighton (each 50%). Consideration \$21,900. Mr. Gross is president and Mr. Leighton vice president of KDLM Detroit Lakes, Minn. Ann. Jan. 14.

WEW St. Louis—Seeks transfer of control of licensee corporation, Radio WEW Inc., from Franklin Broadcasting Co. (100%), owned by J. Alvin Koenig and others, to Charles P. Stanley (51%) and others. Consideration \$468,400. Mr. Stanley is presently vice president and minority stockholder of Franklin Broadcasting and general manager of WEW. Ann. Jan. 15.

WLBS Centerville, Miss.—Seeks assignment of license from Benton O. Bickham and Leonard J. Giaccone (each 50%), d/b as La-Miss Broadcasting Co., to Mr. Bickham (100%), tr/as company of same name. Consideration \$8,500. Ann. Jan. 17.

WOTW-AM-FM Nashua, N. H.—Seeks transfer of control of licensee corporation, Eastminster Broadcasting Corp., from Eastern Associates Inc. (50%), Claude Hews, president, and William N. McKeen (25%) to Arthur H. Atkinson, Samuel Bronstein, James Fokas, Philip T. Lamoy, Herbert E. Miller and Mario J. Vaggis (each 12.5%); Roger H. Strawbridge remains 25% owner of licensee. Consideration \$15,000 and assumption of liabilities. New stockholders are all local businessmen. Ann. Jan. 10.

WOIO(FM) Cincinnati—Seeks assignment of CP from Seven Hills Broadcasting Corp., owned by Mr. and Mrs. Merle H. Miller and Mr. and Mrs. Marshall M. Carpenter Jr. (each 50%), to Jupiter Broadcasting Inc., li-

censee of WSAI-AM-FM Cincinnati. Consideration \$4,776. Jupiter plans to switch WSAI-FM to WOIO's frequency. Ann. Jan. 9.

KLOO Corvallis, Ore.—Seeks assignment of license from Willamette Valley Radio Inc., owned by William C. and Marilyn Q. Hurley (each 50%), to KLOO Inc., owned by Gertrude Kaufman (50%) and Robert L. and Barbara E. Houghlum (each 25%). Consideration \$65,936. Mrs. Kaufman is local businesswoman; Mr. Houghlum is employee of KUGN Eugene, Ore.; Mrs. Houghlum is employee of Mrs. Kaufman. Ann. Jan. 9.

KANN Ogden, Utah—Seeks assignment of license from Keith M. Ashton (100%) to Darrell J. Iverson (100%). Consideration \$29,000 and assumption of debt. Mr. Iverson is local businessman. Ann. Jan. 15.

WIKI Chester, Va.—Seeks assignment of CP from John Laurino (100%), tr/as Virginia Regional Broadcasters, to WIKI Radio Inc., wholly owned by Mr. Laurino. No financial consideration involved. Ann. Jan. 14.

WJWS South Hills, Va.—Seeks transfer of control of licensee corporation, Old Belt Broadcasting Corp., from John T. Riel (76.8%) to W. B. Hoffer (17.1% after transfer, 8.3% before) and A. W. Walthall, Charles E. Brown, Don Greene and Norman Talley (each 17%); other ownership remains same. Consideration \$63,326. New stockholders are all employees of WJWS. Ann. Jan. 10.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Isadore A. Honig issued initial decision looking toward waiving Sect. 73.24(g) of rules granting application of O. K. Broadcasting Corp. to increase daytime power of WEEL Fairfax, Va., 1310 kc from 1 kw to 5 kw and change from DA-N to DA-2, continued nighttime operation with 500 w; conditions include precluding sunrise operation with daytime facilities pending final decision in Doc. 14419. Action Jan. 15.

■ Hearing Examiner Chester F. Naumowicz Jr. issued initial decision looking toward (1) granting application of Charles W. Stone to change facilities of KCHY Cheyenne, Wyo., from 1590 kc, 1 kw-D, to 1530 kc, 10 kw-LS, 1 kw-N, DA-2 and (2) denying application for renewal of license of KCHY and application of Charles W. Stone and Josephine R. Stone d/b as Fort Broadcasting Co., for renewal of license of KDAC Fort Bragg, Calif., insofar as they seek regular three-year term, but (3) renewing licenses of KCHY and KDAC for one-year. Action Jan. 9.

DESIGNATED FOR HEARING

■ By memorandum opinion and order, commission designated for consolidated hearing applications of Meredith Colon Johnston for new AM (WECP) on 1480 kc, 500 w-D, in Carthage, Miss., and William Howard Cole to increase daytime power of WHOC Philadelphia, Miss., on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w. At same time, it set aside Sept. 11, 1963 actions granting applications conditioned to both accepting interference from such operations, to which Cole objected. Action Jan. 8.

■ By memorandum opinion and order, commission designated for hearing application of American Colonial Broadcasting Corp. to change trans. site of WSUR-TV (ch. 9) Ponce, P. R., from about 11 miles north/northeast of city to point within city limits and change ant. height from 2,590 feet to minus 43 feet; on own motion, made WKAQ-TV (ch. 2) San Juan party to proceeding. Commissioners Hyde and Lee dissented. Action Jan. 8.

OTHER ACTIONS

■ By order, commission granted motion by NBC for leave to file brief exceeding 50-page limitation in reply to exceptions to initial decision in proceeding on NBC-RKO broadcast transfers and related applications. Action Jan. 10.

Connecticut Television Inc., Waterbury, Torrington, Norwich and Willimantic, all Connecticut—Waived Sect. 74.702(c) of rules and granted applications for four new UHF TV translator stations on channel 79 at Waterbury, Torrington and Norwich and on channel 81 at Willimantic to rebroadcast programs of New Britain UHF WHNB-TV (ch. 30); conditions. Action Jan. 8.

■ By memorandum opinion and order, commission denied objection and petition

by William C. Pire, Paul R. Giles, Darrel W. Gibson and Richard L. Hense (licensed pilots) for reconsideration of Sept. 11, 1963 grant of application by WKBH Television Inc. for extension of time to complete construction of facilities authorized July 25, 1962, to change trans. site of WKBT(TV) (ch. 8) La Crosse, Wis., to site about 15½ miles north of city, increase ant. height to 1,540 feet and increase vis. ERP to 316 kw. Chairman Henry dissented. Action Jan. 8.

■ Commission gives notice that Nov. 15, 1963, initial decision which looked toward dismissing application of Reading Radio Inc. for new FM on 92.9 mc in Reading, Pa., became effective pursuant to Sect. 1.276 of rules. Action Jan. 6.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order in proceeding on applications of Boardman Broadcasting Inc. and Daniel Enterprises Inc. for new AM stations in Boardman and Warren, respectively, both Ohio, granted petition by Daniel Enterprises to extent of enlarging issues by addition of following issue: In event issues 4 and 5 are resolved favorably to Boardman Broadcasting Co., to determine extent to which programming of existing stations in Youngstown, Ohio, and nearby cities meets local needs and interests of Boardman. Board Member Berke-meyer dissented and stated showing is not adequate. Action Jan. 14.

■ Granted petition by Broadcast Bureau to extend time to Jan. 28 to file replies to WONE Inc. (WONE), Dayton, Ohio, exceptions to initial decision in proceeding on AM application of Muncie Broadcasting Corp., Muncie, Ind. Action Jan. 14.

■ Granted petition by Holston Broadcasting Corp. to extend time to Jan. 17 to reply to C. M. Taylor's opposition to Holston's petition to enlarge issues in proceeding on applications for new AM stations in Elizabethton and Blountville, respectively, both Tennessee. Action Jan. 14.

■ Granted petition by Kate F. Fite (WERH), Hamilton, Ala. to extend time to Jan. 28 to file exceptions to initial decision in proceeding on application of John Self for new AM in Winfield, Ala. Action Jan. 10.

■ Granted petition by Oneida Broadcasting Co. (WOBT), Rhinelander, Wis., to extend time to Jan. 27 to file replies to exceptions to initial decision in proceeding on application of Rhinelander Television Cable Corp. for new AM in Rhinelander, Wis. Action Jan. 10.

■ Members Nelson, Pincock and Slone adopted decision (1) granting application of WNOW Inc. to increase power of WNOW York, Pa., from 1 kw to 5 kw, with DA, continued operation on 1250 kc, D, conditioned that sunrise operation with daytime facilities precluded, and (2) denying application of Radio Associates Inc. to change operation of WEER Warrenton, Va., from 1570 kc, 500 w-D, to 1250 kc, 1 kw-D. July 15, 1963, supplemental initial decision looked toward grant of Radio Associates Inc. application and denial of WNOW Inc. Action Jan. 9.

■ Granted petition by Jupiter Associates Inc. to extend time to Jan. 30 to file exceptions to initial decision in proceeding on application for new AM in Matawan, and those of Somerset County Broadcasting Co., Somerville and Radio Elizabeth Inc., Elizabeth, all New Jersey. Action Jan. 9.

■ Members Nelson, Pincock and Slone adopted decision granting application of KPLT Inc. to increase daytime power of KPLT Paris, Tex., on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. July 25, 1963, initial decision looked toward action. Action Jan. 7.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

■ Rescinded Jan. 9 order which associated Examiner Jay A. Kyle as presiding officer in proceeding on applications of TVue Associates Inc. and United Artists Broadcasting Inc. for new TV stations on channel 23 in Houston. Action Jan. 10.

■ Designated Examiner Sol Schildhouse to preside at hearing in proceeding on applications of United Artists Broadcasting Inc., Cleveland Telecasting Corp. and The Superior Broadcasting Corp. for new TV stations on channel 65 in Cleveland; scheduled prehearing conference for Feb. 12 and hearing for March 16. Action Jan. 10.

■ Designated Examiner Thomas H. Donahue to preside at hearing in proceeding on

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Jan. 15

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,855	66	126	288
FM	1,115	20	116	263
TV	522 ¹	57	83	124

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Jan. 15

	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.

By Hearing Examiner Thomas H. Donahue

■ In proceeding on applications of Sunbeam Television Corp. for renewal of license of WCKT-TV (ch. 7) and Community Broadcasting Corp. for new station on channel, both Miami, granted Community's motion for leave to amend application to make certain changes in proposed program schedule, to correct arithmetical error in percentage figures in source analysis, and to supplement financial showing. Action Jan. 14.

■ Granted petition by Boardman Broadcasting Inc. to extend time from Jan. 10 to Jan. 13 for exchanging nonengineering exhibits in proceeding on application and that of Daniel Enterprises Inc. for new AM stations in Boardman and Warren, respectively, both Ohio. Action Jan. 9.

■ Granted motion by S & S Broadcasting Co. (WTAQ), La Grange, Ill., to extend time from Jan. 6 to Jan. 13 to file reply findings in proceeding on AM application. Action Jan. 9.

By Hearing Examiner Millard F. French

■ In proceeding on applications of Wellersburg TV Inc. and People's Community Television Association Inc. for new VHF TV translator stations in Wellersburg, Pa., and LaVale, Md., respectively, granted Wellersburg's petition to extend time to Jan. 27 to file proposed findings; extended to Feb. 3 time to file replies. Action Jan. 10.

By Hearing Examiner Walther W. Guenther

■ In proceeding on applications of The Central Connecticut Broadcasting Co. for assignment of license of WHAY New Britain, Conn., to Connecticut-New York Broadcasters Inc., granted latter's request to continue Jan. 16 prehearing conference to Feb. 7. Action Jan. 8.

By Hearing Examiner Isadore A. Honig

■ Corrected transcript of hearing in proceeding on AM application of LaFollette Broadcasting Inc. (WLAJ), LaFollette, Tenn. Action Jan. 7.

By Hearing Examiner H. Gifford Irion

■ Granted petition by Great State Broadcasters Inc. to extend time from Jan. 13 to Jan. 20 to file replies to proposed findings in proceeding on application and that of D and E Broadcasting Co. for new AM stations in San Antonio, Tex. Action Jan. 8.

By Hearing Examiner Sol Schildhouse

■ Denied request to continue Jan. 13 hearing in proceeding on AM application of Lake Valley Broadcasters Inc., Crystal Lake, Ill. Action Jan. 8.

■ Granted petition by Broadcast Bureau to extend time from Jan. 7 to Jan. 17 to file proposed findings in proceeding on AM application of Central Broadcasting Co. (WCGC), Belmont, N. C. Action Jan. 7.

By Hearing Examiner Herbert Sharfman

■ Issued statement and order after Jan. 13 further prehearing conference confirming following schedule set by preceding examiner on Nov. 21 in proceeding on mutually exclusive applications for channel 5 in Boston: Exchange of exhibits, March 2; further prehearing conference, March 12, and hearing March 23. Action Jan. 14.

■ Pursuant to agreements reached at Jan. 13 prehearing conference in proceeding on applications of Guadalupe Valley Telecasting Inc. and Victoria Television for new TV stations on channel 19 in Victoria, Tex., scheduled certain procedural dates and continued Feb. 10 hearing to May 1. Action Jan. 13.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Jan. 14

■ Granted licenses for following VHF TV translator stations: K02DH, Mimbres TV Association, San Lorenzo and Mimbres Valley Area, both New Mexico; W06AB, Transcontinent Television Corp., Jamestown, N.Y.; K11EF, Television Viewers Association, San Mateo and Ambrosia Lake, both New Mexico; W11AI, Mid New York Broadcasting Corp., Air City and Rome, both N. Y.; K02DM, KXMC-TV Inc., Minot, N. D., and specify type trans.; K02DE, K13DG, Glenwood T. V. Club, Alma, Glenwood, Pleasanton and Mule Creek Area, all New Mexico; W08AN, Skyway Broadcasting Co., Bryson City, N. C.

AM applications of Meredith Colon Johnston (WECP), Carthage, and William Howard Cole (WHOC), Philadelphia, both Mississippi; scheduled prehearing conference for Feb. 10 and hearing for March 19. Action Jan. 10.

■ Designated Examiner H. Gifford Irion to preside at hearing in proceeding on application of American Colonial Broadcasting Corp. for CP to change trans. site and ant. height of WSUR-TV (ch. 9) Ponce, P. R.; scheduled prehearing conference for Feb. 11 and hearing for March 11. Action Jan. 10.

■ With consent of all parties in proceeding on applications of TVue Associates Inc. and United Artists Broadcasting Inc. for new TV stations on channel 23 in Houston, ordered that Examiner Sol Schildhouse, who was originally designated presiding officer, shall retain control of hearing proceeding and of initial decision to be issued, and that Examiner Jay A. Kyle shall associate with him as presiding officer. Action Jan. 9.

■ Designated Examiner Walther W. Guenther to preside at hearing in proceeding on FM applications of Coosa Valley Radio Co. and Rome Broadcasting Corp., Rome, Ga.; scheduled prehearing conference for Feb. 13 and hearing for March 16. Action Jan. 8.

By Hearing Examiner Basil P. Cooper

■ In proceeding on AM applications of Hundred Lakes Broadcasting Corp. (WSIR), Winter Haven, and WJBS Inc., DeLand, both Florida, granted joint pleading to continue Jan. 13 prehearing conference to Feb. 14. Action Jan. 13.

By Hearing Examiner James D. Cunningham

■ Scheduled prehearing conference for Jan. 17 in proceeding involving revocation of licenses of Mrs. Elizabeth G. Coughlan's WELF(FM) (Citadel Broadcasters of Du Page) Glen Ellyn, Ill., and WELG(FM) (Citadel Broadcasters) Elgin, Ill. Action Jan. 8.

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WKAM Goshen, Ind.—Granted CP to change operation on 1460 kc from 1 kw-D to unl. time with 500 w-N, and install DA-N, continued daytime operation with 1 kw; conditions.

KREP(FM) Santa Clara, Calif.—Granted mod. of CP to change facilities from 103.3 mc, 1.65 kw, ant. height 570 feet to 105.7 mc; 35 kw; ant. height 490 feet; change trans. and studio site.

K08CZ Park River, N. D.—Granted license covering changes for VHF TV translator.

K73AH, K78AE, K83AD, all McGill, Nev.—Granted licenses covering changes for UHF TV translator stations.

WMPP Chicago Heights, Ill.—Granted mod. of CP to make changes in DA pattern (DA-D) and change type trans.

Actions of Jan. 13

WRNL Richmond, Va.—Granted mod. of license to operate alternate main trans. by remote control; conditions.

K02BC, K09BZ, K11CF, Shiprock, N. M.—Granted CP's to replace expired permits for new VHF TV translator stations and specify principal community as Shiprock, N. M., and Many Farms, Ariz., and make changes in ant. system.

WHIO-FM Dayton, Ohio.—Granted SCA on subcarrier frequency 67 kc.

WSAM-FM Saginaw, Mich.—Granted SCA on subcarrier frequency 67 kc.

KHQA-TV Hannibal, Mo.—Granted extension of completion date to April 24.

Actions of Jan. 10

WINC Winchester, Va.—Granted license covering use of old main trans. as aux. trans. at main trans. site.

WDSU-FM New Orleans.—Granted CP to install new trans.; change ERP to 100 kw; ant. height to 850 feet, and make changes in ant. system; condition.

KXKW Lafayette, La.—Granted CP to use main nighttime trans. as aux. daytime trans., with non-DA, D, and DA during critical hours, at main trans. site; remote control permitted daytime only.

KLEO Wichita, Kan.—Granted CP to install alternate main nighttime and aux. daytime trans. at main trans. site.

KABL Oakland, Calif.—Granted CP to install old main trans. and old main ant. system as aux. at former location, with non-DA; remote control permitted.

WDIX Orangeburg, S. C.—Granted CP to install old main trans. as aux. trans. at main trans. location.

WAIR Winston-Salem, N. C.—Granted CP to change ant.-trans. location and make changes in ground system.

***WITV(TV)** Charleston, S. C.—Granted mod. of CP to change ERP to 28.8 kw vis. and 14.4 kw aur.; ant. height to 220 feet, and make changes in ant. system.

■ Granted renewal of licenses for following: **WAPA-TV** San Juan, P. R.; **WDEO-TV** Orlando; **WEAR-TV** Pensacola; **WEAT-TV** West Palm Beach; **WESH-TV** Daytona Beach; **WINK-TV** Fort Myers, all Florida; ***WIPM-TV** Mayaguez, P. R.; **WJHG-TV** Panama City; **WJXT(TV)** Jacksonville, both Florida; **WKAQ-TV** San Juan, P. R.; **WOLE-TV** Aguadilla, P. R.; **WTVI(TV)** Miami; ***WPR-TV** San Juan, P. R.; ***WJCT(TV)** Jacksonville; ***WSEC-TV** Miami; ***WTHS-TV** Miami; ***WUFT(TV)** Gainesville; **WPTV(TV)** West Palm Beach; ***WEDU(TV)** Tampa, all Florida.

WRPL Charlotte, N. C.—Granted mod. of CP to change ant.-trans. and studio locations, with remote control point same as studio, change type trans., and make changes in ant. system.

***WPHS(FM)** Warren, Mich.—Granted mod. of CP to make slight change in geographical coordinates.

■ Granted licenses for following VHF TV translator stations: **K07EQ**, Russell Creek T. V. Club, Ekalaka, Mont.; **K11CA**, Brown-T. V. Club, Browning, Mont.; **K08AB**, K12AG, Garden County T. V. Booster Co., Oshkosh and Lewellen, Neb.; **K10EP**, K03BY, Cow Country TV Booster Club, Four Rural Miles City areas, Miles City Rural area and Miles City, all Montana; **K02CZ**, Junior Chamber of Commerce, Neligh, Neb.; **K11FX**, Two Dot T. V. Repeater Association, Big Elk Valley, Lebo Valley and Two Dot, all Montana.

■ Granted CP's to install aux. trans. at main trans. site for following: **WWOK**

Charlotte, N. C., using DA; **KRSY** Roswell, N. M.; **KSIR** Wichita, Kan.; remote control permitted.

■ Following stations were granted extensions of completion dates as shown: ***WPHS(FM)** Warren, Mich., to Feb. 20; **WSTH** Taylorsville, N. C., to April 1.

Actions of Jan. 9

WLFF Little Falls, N. Y.—Granted license covering increase in day power, installation of new trans. and specify type trans.

KBMC(FM) Eugene, Ore.—Granted mod. of license to change main studio and remote control location.

K07CU, Virginia City, Mont.—Granted license for VHF TV translator.

Nolo Wire Inc., Seiad Valley, Calif.—Granted CP for new VHF TV translator on channel 8 to rebroadcast programs of **KOTI(TV)** (ch. 2) Klamath Falls, Ore.

Town and Country TV, Lamolite and Elko, both Nevada.—Granted CP for new UHF TV translator on channel 75 to rebroadcast programs of **KOLO-TV** (ch. 8) Reno.

WFYC Alma, Mich.—Granted CP to replace expired permit for changes in power, ground system and installation of DA system and new trans.

WELL-FM Battle Creek, Mich.—Granted CP to decrease ant. height to 72 feet and make changes in ant. system.

WORA-TV, **WSVI(TV)**, Supreme Broadcasting Inc. of Puerto Rico, Mayaguez, P. R., and Christiansted, Virgin Islands.—Granted mod. of CP and license and mod. of CP to change name to Quality Telecasting Corp.

KVDO-TV Corpus Christi, Tex.—Granted mod. of CP to change trans. location to near Petronilla; type trans. and ant.; ant. height 680 feet.

KUFY(FM) San Mateo, Calif.—Granted mod. of SCA to add subcarrier frequency 67 kc.

■ Granted licenses for following VHF TV translator stations: **K08AO**, K10AL, Milford Area T.V. Association, Milford, Utah; **K09FS**, Glacier County TV Club Inc., Cut Bank; **K13BL**, Grass Range TV Club, Grass Range; **K11AB**, Ismay-Knowlton TV Club; Ismay; **K13FP**, Wolf Point TV Club, Wolf Point;

K09FN, Prairie TV Club, Terry; **K13DU**, Skyline TV Club, Whitewater-Loring; **K09AU**, Sula TV Booster Club, Sula; **K07EJ**, Townsend TV Club, Townsend; **K05CD**, Valley T.V. Club Inc., Glasgow, all Montana.

KXLE Ellensburg, Wash.—Granted increased daytime power on 1240 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

■ Granted following stations SCA to operate on subcarrier frequency 67 kc: **WHLS-FM** Port Huron, Mich.; **Midcontinent Broadcasting Co.**, Sioux Falls, S. D., and 41 kc; **KNEV(FM)** Reno; **KBBI(FM)** Los Angeles; condition.

■ Granted renewal of license for following: **KDOK** Tyler, Tex.; **KHIT** Walla Walla, Wash.; **KID** Idaho Falls; **KKAR** Pomona, Calif.; **WBCB** Levittown-Fairless Hills, Pa.; **WCVI** Connellsville, Pa.; **WDEL** Wilmington, Del.; **WFBG** Altoona, Pa.; **WGKV** Charleston, W. Va.; **WHOL** Allentown, Pa.; **WHYL-FM** Carlisle, Pa.; **WILK** Wilkes-Barre, Pa.; **WJLK** Asbury Park, N. J.; **WJMJ** Philadelphia; **WJWL** Georgetown, Del.; **WPPA** Pottsville, Pa.; **WRLB(FM)** Long Branch, N. J.; **WRSC** State College, Pa.; **WSAR** Fall River, Mass.; **WYBC-FM** New Haven, Conn.; **KACE** Riverside, Calif.; **KPLY** Crescent City, Calif.; **WLES** Lawrenceville, Va.; **WNAK** Nanticoke, Pa.; **WOLD** Marion, Va.; ***WCWM(FM)** Williamsburg, Va.; **WHAP** Hopewell, Va.; **WJWS** South Hill, Va.; **WMBG** Richmond, Va.; **WRIS** Roanoke, Va.; **WTIP** Charleston, W. Va.; **KOIN** Portland, Ore.; **WQXL** Columbia, S. C.; ***WFOS(FM)** South Norfolk, Va.; **WSEN** Baldwinville, N. Y.; **KHQ-TV** Spokane, Wash.; **KJML(FM)** Sacramento, Calif.; **KSFR(FM)** San Francisco; **KUTE(FM)** Glendale, Calif.; **KECK** Odessa, Tex.; **KGO-FM** San Francisco, 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, and (2) with respect to related studies and inquiries now being considered or conducted by commission; **KHUM** Santa Rosa, Calif.; **WAGM-TV** Presque Isle, Me.; **WBRE-TV** Wilkes-Barre, Pa.; **WLFH** Little Falls, N. Y.; **WLYN** Lynn, Mass.; **WPAZ** Pottstown, Pa.; **WPLM** Plymouth, Mass.; **WPQR** McKeesport, Pa.; ***WPWT(FM)** Philadelphia; **WRFY-FM** Reading, Pa.; ***WCSQ(FM)** Central Square, N. Y.; ***WNTI(FM)** Hacketts-

Continued on page 95

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RADIO—Help Wanted

Management

Sales manager—midwest, medium market, net affiliate. Excellent guarantee for proven salesman and plenty of room to grow with this group operation. Only professionals need apply. Box A-6, BROADCASTING.

Management trainee-announcer with first phone ticket. A good and recent announcing experience of three years or more. At least two years college. Graduate preferred. Solid news experience including preparing own newscast. Permanent position well established metropolitan California good music station. Starting salary above average. Do not reply unless fully qualified and can supply excellent personal and business references. Full information first reply including tape. Box A-45, BROADCASTING.

General manager for small market AM station located Eastern Arkansas. Applicant must have first phone license, at least 30 years old, high school education with experience in announcing, programing, sales, copy writing, and general business. Salary commensurate with qualifications and ability. Give summary and experience in reply. Box A-60, BROADCASTING.

Wanted: Manager for small town radio station, who has previous experience in all phases of broadcasting and sales. Must stand inspection on previous record, because this position will develop as the business grows. In replying, give all details and class license that you hold at present time. Box A-104, BROADCASTING.

Sales manager to work with Negro programmed station; not a chain operation. Station rated #2 general, #1 Negro by wide margin. Doubled 62 gross in 63. Experience in Negro programmed operation not essential. Station located in Georgia metropolitan market. Excellent starting salary plus commissions. Our salesmen know of this ad. Reason for ad is that we plan to expand to other markets in future. Box A-124, BROADCASTING.

Executive salesman, management experience radio-TV. Fulltime travel, territory residence required. Immediate openings; New England, N. Y., Pa., Southeast. Send resume, plx, personal interview arranged. Salary, commission earnings unlimited. Bess Gilmore, Community Club Awards, Inc., Westport, Conn.

Sales

The man I need is a professional radio salesman with some announcing ability. He is a family man who would enjoy working and living in a small northern New England community. He likes quality radio and takes pride in his profession. He is not a floater and has no serious financial problems. He would fit in a small talented staff and would be capable of selling one of the really good sounds in New England. His relationship with clients is sincere and he will service them as if his job depended upon it, because it will. If you are this man, I would sincerely like to discuss the probability of long term employment with our operation. My need is immediate, but will wait for the right man. Box R-46, BROADCASTING.

Southeastern New York. An experienced creative salesman who can sell a long-established network affiliate with adult programming in a very fast growing three-station market. Immediate opening for a young, responsible, family man with sell ability. Salary, commission and auto allowance. References, photo and resume. Need immediate, but will wait for right man. Box A-131, BROADCASTING.

RADIO—Help Wanted

Sales—(Cont'd)

Immediate opening salesman/announcer. Medium Texas market, adult-pop format. Excellent potential. Rush resume and references. Box A-83, BROADCASTING.

Have wonderful opportunity to offer an experienced and qualified young man. You would be only sales personnel at this time, and would qualify for position of commercial manager when sales are developed to require a staff. We have 100,000 watts, FM, stereo 18 hours a day to offer you. Please send complete resume on first application. Also looking for a qualified salesman for multiplexed background music service. KWBB-FM, J. M. Hall, P.O.B. 486, Wichita, Kansas.

Madison, Wis. number one rated station has immediate, outstanding sales opportunity for young creative type. We pay biggest guarantee, biggest commissions in market. WISM.

New station accepting applications for all positions. Send complete resume, tape. References to WMIR, Lake Geneva, Wisconsin.

Opening for salesman or salesman-announcer. Will train if qualified. Jim Rivers, WMJM, Cordele, Ga.

Broadcasting Reps. Calling on agencies. Sell animated and live action filmed TV commercials, radio spots—institutional films. Network calibre—commission exceptional. Contact W. C. Palmer, 1949 Yank Court, Golden (Denver) Colorado.

Want more opportunity? Let us help you relocate. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis, Minnesota. 55417

Announcers

One man for basketball, football play-by-play, news, production, light board shift. Box P-300, BROADCASTING.

\$10,000.00 earnings possible in radio market of quarter million, near Chicago. AM-FM combination needs top flight commercial announcer with outstanding voice quality, authoritative style and excellent references—with play-by-play ability or first class license, and preferably both. Give full details and reply only if qualified. Box R-10, BROADCASTING.

Experienced radio announcer, for combo radio & TV. Rocky Mountain area. Preferably married, must want to locate permanently. Chance for TV. Send tape, recent photo, complete resume, references to Box A-18, BROADCASTING.

Housewife announcer for western Pennsylvania metropolitan station. Forward tape, resume and photo. Box A-20, BROADCASTING.

Experienced announcers to learn selling. Salary—commission—mileage—profit sharing plan. Eastern Pennsylvania group station. Box A-29, BROADCASTING.

Have opening for mature announcer for South Florida good music station. Send tape, resume, and salary requirements. Box A-39, BROADCASTING.

Announcer, general staff duties plus special events and news gathering, writing and broadcasting. Can be key job. Box A-68, BROADCASTING.

RADIO—Help Wanted

Announcers—(Cont'd)

Announcer for good music station in smaller Eastern market. Must be experienced to sell a commercial and make the news come alive. Good pay and fringe benefits. Box A-76, BROADCASTING.

Announcer—first phone—5,000 watt New York state regional needs swinging dj for #1 station. Minimal Technical Schedule. Send tape and resume to Box A-86, BROADCASTING.

1st phone. No prima donna. Excellent living area and working conditions. Nicest manager in the business. Photo, tape & resume to Box A-89, BROADCASTING.

Attention Southwest area first phones. All night stint at major open soon. Adhere to format and programed music. No maintenance required. Announcing takes priority. Send tape including news resumes to Box A-102, BROADCASTING.

Major Southwest opportunity for morning man to run, warm, good music format sound with polished pro delivery. Submit tape and resume to Box A-103, BROADCASTING.

Better jobs passing you by? Formula program man, top 15 market will critique half hour air checks, wrongs and rights, \$10.00. Confidential, tapes returned. Box A-116, BROADCASTING.

East coast, near Baltimore, experienced announcer with first phone. Full resume and tape. Box A-121, BROADCASTING.

Announcer for fast paced daytime, middle of road format. Announcer-salesman also needed. Box A-125, BROADCASTING.

Immediate opening in North Carolina for an announcer—first ticket engineer. Box A-135, BROADCASTING.

Negro deejay, top station, top Northern Metro market. Youthful appeal, commercial know how, education, experience essential. Public appearances, national promotion for right man. Send tape and biog. Box A-146, BROADCASTING.

Baseball play-by-play announcer for large Eastern market. Must be experienced and have recreation ability to handle a complete home and away Triple A baseball schedule. Send picture and complete resume, first letter. Box A-157, BROADCASTING.

Immediate opening for reliable experienced announcer. Must furnish complete resume, tape, photo, references to KCLU radio, Box 325, Rolla, Mo.

Immediate opening for aggressive sportscaster salesman. This opening is for all local high school and some college sports to be called. Rush resume, photo and tape to Don Heinen, KFLY, Corvallis, Oregon.

Immediate opening for top-flight personality dj. Sweet music format with top 40 type production. State salary, and send tape to KLIN radio, 404 South 13th, Lincoln, Nebraska. 68508

Colorado 5 kw has opening for announcer with good voice, experience and production know-how. Good programming on well established station. First phone necessary. Write or call Kent Roberts, KLMR, Lamar, Colorado.

RADIO—Help Wanted

Announcers—(Cont'd)

Excellent top announcer with production and news experience. Premium salary for right man. Resume photo and audition to: William Fogg, KXJK, Forrest City, Ark. No calls, please.

Announcer and/or newsmen—WCLO, Janesville, Wisconsin is now accepting audition tapes for opening. Send background information and tapes to: Capps Sutherland, Program Director, WCLO, Janesville, Wis.

Announcer-dj—fulltime—middle of road operation. Send resume, tape and photo to WGTN, Georgetown, S. C.

DJ with 1st phone. Immediate opening. Send tape, resume, photo, salary expected. WKXX, Sarasota, Fla.

New station accepting applications for all positions. Send complete resume, tape. References to WMIR, Lake Geneva, Wisconsin.

Negro disc jockey to do r & r show. Must be experienced and no screamer. Willing to work late night shift if necessary. First ticket preferred but not essential. Must be able to read well. You will be working for one of Georgia's leading Negro oriented stations. Salary commensurate with experience. Send tape and resume to WOKS radio, P. O. Box 1998, Columbus, Georgia.

Announcer, first phone, mature voice, experience with good music programming, contact Oscar Baker, WPTW, Piqua, Ohio, 1-513-733-3513.

Qualified morning personality—Virginia 10 kilowatt quality music station invites your application. Audition tape should be accompanied by resume. For outstanding talent, station offers top scale. New studios, new equipment, company benefits. 1540 Radio, 2512 W. Cary Street, Richmond, Virginia.

Six-Hundred station contacts—one application. Write today for opportunities. Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis, Minnesota. 55417

Need announcer to work in good music-stereo. Beginner preferred with low salary demand looking for advancement. Sales ability could be helpful. Phone area code 304-344-2395. No collect calls.

Technical

Rocky Mountain station needs capable engineer. Will have some announcing. Box A-46, BROADCASTING.

Colorado kilowatt—clean station, pleasant surroundings—needs first with maintenance-announcing experience. Good work record essential. Salary commensurate with ability. Box A-71, BROADCASTING.

Suburban station a two iron shot from New York City needs chief engineer. Must be strong on maintenance. Recruit and schedule other engineers. Your chance to prove engineering department can be best-run and most gremlin-free of any in station. All replies answered in strictest confidence. Resumes, quickly, please to Box A-80, BROADCASTING.

KLMR radio has an opening for an experienced and qualified chief engineer with announcing ability. The station has just increased its power to 5000 watts. New Gates audio and Bauer transmitting equipment. Include employer references. Write or call Kent Roberts, Lamar, Colorado.

First phone who can also announce for small station. Contact KRBN radio, Red Lodge, Montana.

Chief engineer for 5 kw directional and 1 kw sister station. Need experienced man who can assume responsibility for both studio and transmitter maintenance. Top scale. No announcing. Contact: E. M. Tink, Vice Pres. Engineering, KWWL-TV, Waterloo, Iowa.

Chief engineer opening for experienced man in directional and studio maintenance. Send references and requirements to WIRK, West Palm Beach, Fla.

RADIO—Help Wanted

Technical—(Cont'd)

New station accepting applications for all positions. Send complete resume, tape, references to WMIR, Lake Geneva, Wisconsin.

Wanted: Experienced combination engineer-announcer. Apply WMPM Radio Station, Smithfield, N. C.

Engineer announcer, 1st phone, WNKY radio, 1,000 watts—phone Walter Kincer 855-7714, write Neon, Kentucky. Good salary.

Immediate position open for Chief engineer radio stations WQMR/WGAY-FM, Washington, D. C. 1st class ticket mandatory. Only aggressive, qualified engineer capable of assuming responsibility need apply. References and background will be thoroughly checked. Address application to Ted Dorf, Station Manager, WQMR, Washington 16, D. C.

All men, first-ticket, explore the opportunities available through Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis, Minnesota. 55417

Production—Programing, Others

Need both experienced news director and dj. Want mature voices. Good pay. Send tape, resume to Box N-185, BROADCASTING.

Experienced program director, metropolitan New England adult radio station. Broad local news and community service coverage. Write Box R-24, BROADCASTING.

Wanted: News director for number one local news station in Florida. Only experienced person with desire to continue our high quality news coverage need apply. Send complete resume and salary requirements. Box A-40, BROADCASTING.

Production manager-announcer for quality small market radio station; must have good commercial voice, ability to create top quality announcements, commercial programs. Send details in confidence. Interview at our expense. Box A-44, BROADCASTING.

All girl station going on air soon! We need talent! Air work—sales—combination sales and announcing . . . great! Sportscasters too! Lovely lively market! Rush photo and resume to Judy, Box A-48, BROADCASTING.

Assistant P. D. needed in major Northeast market by dominant 50 kw station. Should be program manager at present, looking for advancement to hard work. Air shift required. Send picture, tape, resume to Box A-88, BROADCASTING.

Newsman . . . who can get it . . . write it . . . on network station in Southeast. Start at \$90.00 a week. If you have a good voice, news experience and a car . . . send tape and resume to Box A-156, BROADCASTING.

Program director-announcer, large Midwest market, thoroughly experienced and responsibility conscious. Box A-161, BROADCASTING.

Newsman, gather, write, deliver local news for network affiliate clear channel. Mobile cruiser plus equipment for top news reporting. Work in one of Wisconsin's finest radio facilities. Tape, resume to Manager, WDUX, Waupaca, Wisconsin.

At once! Experienced copywriter. Professional, punch copy for wide-awake radio! Immediate opening . . . good pay. Forward background, experience, etc. Paul Parket, WLAS, Jacksonville, N. C.

Newsman needed, WLLL, Lynchburg, Virginia. Must be capable of good delivery, strong on gathering. Call Tom Montgomery, 845-1418.

New station accepting applications for all positions. Send complete resume, tape and references to WMIR, Lake Geneva, Wisconsin.

RADIO—Help Wanted

Production—Programing, Others

Continued

Negro or white production and program manager with first ticket. Must be able to write and cut production spots, edit tape and do simple maintenance on nondirectional system. Station located in Georgia metropolitan market. Station rated #2 general; #1 Negro by 8 to 1. Salary commensurate with experience. Write WOKS radio, P. O. Box 1998, Columbus, Georgia.

Experienced fulltime male copywriter by March 1 for the second market in Illinois. Send resume, sample copy and salary requirements to program director, WQAD-TV, Moline, Illinois.

Top flight, experienced newsmen wanted. Must be good outside beat man and possess exceptional air voice for inside work. Excellent opportunity with large number one news department. Immediate vacancy. Contact Mark Van Brooks, News director, or Red Jones, Asst. Gen. Mgr., WQXI, Atlanta, Georgia. 231-2970.

Wisconsin independent seeking industrious newsmen with ability to gather, write, air local news. Complete resume references audition tape to WSWW, Platteville, Wis.

Newsman with both reporting and air ability. Must have experience in writing news, covering beat in a first-class city and have clean character. Must be able to drive mobile, carry and operate walkie-talkie and portable tape machine and reduce news items to concise buy dramatic interpretations. Write Box 486, Wichita, Kansas, immediately.

RADIO—Situations Wanted

Management

General Manager—Seventeen years in radio from small market independents to medium market network including group operation. Successful local sales record. Worked with top reps on national sales Nine years Manager; remainder as Sales Manager, P.D., News Director, talent. Best references. Box A-34, BROADCASTING.

If your station is not showing a profit it's your fault. Your former sponsors represent enormous sales effort. The greatest single cause of station failure is not low sales, it's low renewals. There are no alibis for this, only reasons. If you have a problem, let's discuss it. Write Box A-114, BROADCASTING.

Competent fifteen year radio veteran available soon for AM or FM management. Presently Chicago-Milwaukee area. Married, 41, masters degree. Box A-142, BROADCASTING.

15 years experience in station ownership and management. Emphasis on sales, community relations and record of profitable radio work. Presently in ad agency but returning to radio managerial. Locate Midwest. Best references from best radio people we both know. All inquiries answered. Box A-159, BROADCASTING.

Sales

Presently employed 26th market, sales. Wife said move to Fla. Highly experienced radio sales, management, announcing, Gen. Mgr., (market 100M), 1st phone. Will start with you for living wage any position and move up. Move me and I'm yours immediately. Box A-132, BROADCASTING.

Salesman (female) 7½ years same station. Also retail background. Good record. Good business and personal references. Desire small Florida City. Box A-137, BROADCASTING.

Salesman-announcer experienced all phases, wants management opportunity. Top billing salesman market 350,000. No. 1 ratings on air past ten years. Currently ¾ share of audience. Box A-165, BROADCASTING.

RADIO—Situations Wanted

Announcers

Sports announcer looking for sports minded station, finest of references. Box P-74, BROADCASTING.

Now in nation's sixth largest market. Looking for all night or late evening music and talk. Major markets only. My tapes will speak for me. Box P-240, BROADCASTING.

Young experienced announcer with news and sports experience available immediately. Box R-26, BROADCASTING.

First phone radio-TV announcer, news writer, 35, married, two children. Box R-63, BROADCASTING.

Experienced staff announcer, desires permanent position. Dependable, will relocate. Box A-37, BROADCASTING.

First phone family man, 3 years experience. Pop music par excellence, but versatile, strong on production, prefer medium market. Tape and resume on request. Box A-59, BROADCASTING.

Chief engineer/personality jock desires position in northern Ohio or southern Michigan. Particularly interested in Detroit-Toledo area. Experience in top thirty market. Box A-78, BROADCASTING.

DJ, tight board, strong news, sell commercial, record hop vet. Box A-89, BROADCASTING.

Top rated pace personality, fantastic teen appeal. Fast, funny, great personality, 1st phone too. Box A-100, BROADCASTING.

Attention 5 state area. I am seeking my first real break in radio. A radio school graduate, I am handicapped, but have worked capably well at my home town 500 watt station. All I ask is a chance to prove my ability in place of my disability. Send to Box A-101, BROADCASTING.

Read on! Need top 40 swinger not screamer? 26, family, ratings in top 50 markets. You've read far enough. Box A-105, BROADCASTING.

Announcer-program director. Experienced. Assisted with programing on CBS radio station. Have many shows which are proven audience and sales successes. Strong on dj, special events, news and play by play. Age 22, college grad., and draft deferred. Tape and resume on request. Box A-106, BROADCASTING.

College man wants first break in small or medium market. Currently announcing for college station. USAF veteran. Ambitious, hard worker. Tape resume available upon request. Box A-108, BROADCASTING.

Personality announcer. Eleven years radio, TV. Married, family, 37. Now employed as program director, morning man and production supervisor. Will wait for right offer. If you can afford a real pro act now. Box A-109, BROADCASTING.

News combo. Mature recent broadcasting school grad. with some experience. Seeks steady position, versatile, will travel, Negro. Box A-113, BROADCASTING.

Good country Western operation in Northern Calif. or Nevada. Married, child, hold first ticket. Good references, available immediately. Box A-115, BROADCASTING.

Combo—1st phone. Like to relocate to N.Y., N.E. area. 6 years broadcasting experience, approx. 1 year combo work. Presently in Pa. Box A-118, BROADCASTING.

Sincere young man seeks first position. Speech trained, some college, third phone. Box A-120, BROADCASTING.

Gal dj, news, women's programs, traffic. New York City area. Box A-122, BROADCASTING.

RADIO—Situations Wanted

Announcers—(Cont'd)

Las Vegas, Nevada's wildman is on the prowl. Catch him while he's hot and be No. 1, 3rd class. Free from draft. Box A-123, BROADCASTING.

Colored disc jockey, recent broadcasting school graduate with little experience. Family man with excellent potential. Send for tape and resume. Box A-129, BROADCASTING.

Personality, dj . . . 3½ years experience, 23, single, presently employed. Tight board, will travel, will consider start in TV. References available. Can write, and like to work with production. Box A-134, BROADCASTING.

Swinging dee-jay with bright professional sound, good news delivery. Negro, no accent. Box A-147, BROADCASTING.

Lively female announcer/dj, news, copywriting. Professionally trained, warm personality, tight board. State salary. Box A-148, BROADCASTING.

Top country dj, personality, m.c. salesman and play piano, sober, reliable, family man, 14 years experience in major markets. Tape, resume Box A-154, BROADCASTING.

Top 40 jock and newsman. Three years experience. Now employed as newsman at No. 1 station in top 100 market. Married and some college. Will consider all offers. Box A-155, BROADCASTING.

One slightly used record player man looking for a place to play records. Experienced; have records; voice; personality; and stage money for contests. Not very funny, but can be extremely hilarious if threatened by boss. Pay no object, but will take weekly contributions. U. S. of America and Canada only. Supply limited. Write now! Box A-164, BROADCASTING.

Figures Don't lie. Program Director—Announcer has built poorly rated stations into first place in four markets. Currently ¾ share audience, market 350,000. Have triple ratings in 18 months. Want to hear my story? Box A-168, BROADCASTING.

Way-out jock needs work, record hop genius, real screamer and attention getter, experienced. Write "the MOJO-man" Box A-168, BROADCASTING.

Female dj 1st phone, 17, no experience. Just itching to do rock show in California, only. Will consider FM too. Cathi Murry, 805 Roderick, Oxnard, Calif.

Announcer/dj, 1st phone, 4 years experience, married, 28, wishes permanent position in California or Arizona, but will consider all others. Tel. 745-3127, Laramie, Wyo.

Talented sportscaster-announcer, some experience, needs first full-time job, able to do any and all sports. Age 26, tapes available. Will relocate. Top references. Nick Garnett, 9 Holly St., Lawrence, Massachusetts. Phone 617-626-3125.

Announcer, married, 2 children. 8 years experience. Personality, newsman, production. Prefer Florida. Will consider all offers. Don Clark, SU 5-2514, Poplar Bluff, Mo.

Staff announcer, desire middle of road radio plus TV announcing in Southeast. Currently in Northwest TV market. Want move for climatological reason. Write Alex Kuhn, 510 S. Montana St., Apt. #10, Butte, Montana.

Top 40 dj. First phone. 3 years experience. Contact Dick Moore, 2607 Moorehead, Apt. 2, Phone 566-2442, El Paso, Tex.

West of Mississippi: available immediately for either announcer, first phone announcer, or first phone studio-transmitter operation positions. Experienced. 632-7600, 1208 Converse Cheyenne Wyoming.

Dependable college graduate, 20, with R/TV news-director, sports, staff experience, for three years and presently employed large corporation advertising-public relations. Prefer broadcasting. Desire position offering play-by-play opportunity, career possibility. \$150 range. Available February. Contact: Don Scott, 211 Rushmore Lane, #4, Los Gatos, Calif.

RADIO—Situations Wanted

Announcers—(Cont'd)

Announcer, bright happy sound, prefer South. Don Wilson, 128 W. Third, Frederick, Md.

Attention small to medium markets. Announcer, married, young, ambitious, college, limited experience but a hard worker. References—Will relocate. Call 401-467-4888.

For great top 40 production and air work Dave Cooper, 415-589-8747.

Technical

Transmitters-Audio-Tape-M/W—you name it in the radio broadcasting field and I can do it, 22 years experience. Have worked with many different antenna systems. Transmitter up to 50,000 watts. FM with and without SCA. Looking for location first and salary second. (Of course I do not want to starve). Returning to the mainland from the fiftieth state. Prime choice—North Carolina, South Carolina and Southern Virginia, however any location considered. All letters answered. Available July 1, 1964. Box A-93, BROADCASTING.

First class licensed operator experienced in AM-FM-TV, chief's experience, wants job. Phone: 302 Olympia 2-9308, 10-11 AM EST only through Thursday or Box A-94, BROADCASTING.

Chief engineer-announcer. Capable, sober, reliable. Fourteen years experience. Family man. Prefer Gulf or East coast of Florida. Box A-107, BROADCASTING.

Chief—director—supervisor. 13 years experience including supervisor, engineering director for chain, manager. Some TV. Five figure salary. Excellent references. Box A-117, BROADCASTING.

Top notch chief engineer available. Former station owner who knows the value of crisp clear sound, a reasonable budget, and no outage time. If that is what you want, I can deliver. Box A-138, BROADCASTING.

1st telephone, inexperienced. Will learn. Must be near coast southeast. B. Richie, 618 N. Pond St., Toccoa, Ga.

Production Programing & Others

Have talent and typewriter, trenchcoat too. Will travel. Award winning news director, 10 years experience, Journalism degree, graduate work. Now heading three man staff. Specializing in indepth reporting and editorials. I am well paid but aiming higher. Box A-50, BROADCASTING.

Major market only: Looking for mature organization in top 25 markets offering permanent position and \$150 per week in exchange for 10 years experience as manager, program director, personality deejay, news, sales & production. Best references. Presently in Midwest, will relocate for right opportunity. Personal interview desirable. Box A-95, BROADCASTING.

The best darn news director there is in the business of broadcasting it. Box A-97, BROADCASTING.

Copywriter available now, anywhere, male. Single, car. Best references. Wire for samples Box A-111, BROADCASTING.

Authoritative newscaster. Established reputation, Boston, Providence. Experienced radio and television, nine years. Available now. Box A-112, BROADCASTING.

Producer-director, A.B. degree. two years experience, imagination, ambitious, wants work in progressive operation with future. Resume on request. Box A-136 BROADCASTING.

Presently employed. Five years experience medium/small markets. Anno, news, production, sales, etc. First phone, married, family, two years college. . . Prefer radio a/or TV in deep south. \$110 starts. Box A-140, BROADCASTING.

RADIO—Situations Wanted

Production, Programing & Others

Continued

Experienced copywriter and announcer. Quality copy and good commercial-news voice. Currently employed. Box A-149, BROADCASTING.

Experienced news, sports director for radio and television. Married, reliable. Box A-153, BROADCASTING.

Presently employed stable man seeks position as program director, available for air work also. Can begin immediately. Prefer Florida or California but will consider all replies. Box A-187, BROADCASTING.

Newsman-editor, college, journalism-radio-TV major. Strong local news background. Complete resume available; no tapes. Take pride in my work. Stanley Diamond, 40 Florence Ave., Burgettstown, Pa.

Newscaster/writing, editing experience/interviewer. Seeking permanent position with future in professional operation. 2 years experience, B.A. Degree in radio speech. \$6,500 minimum. Write or call evenings. George Kertmenian, 108 E. Coulter Avenue, Collingswood, New Hersey, 609 UL 8-1809.

Attention: Minnesota, Michigan, Wisconsin & Indiana. Would like staff announcing job . . . also sports if available. Two years announcing experience, 24 years of age. Personal interview desired. Contact Daniel R. Wilson, 245 Wagner Rd., Northfield, Ill. (312) 446-1821.

P.D. Need ratings? I'll get 'em for you—and please the audience to—with outstanding programing, personal showmanship, copy, production, gimmicks, and promotions. First phone, too! Call 312-DAVIS 8-7650 now!

TELEVISION—Help Wanted

Sales

Opportunity for man with proven record. Top account list. Compensation based on performance. Box A-127, BROADCASTING.

Television salesman wanted for 14-year CBS affiliate. Liberal salary, commission and travel expenses. Productive account list ready for self-starting, creative salesman presently doing well in TV or radio sales, but now ready to pursue greater opportunities, conquer fresh challenges and make more money. Only experienced men with highest standards need apply. Confidential. Write full details to Commercial Manager, WFMY-TV, Greensboro, N. C.

Technical

Florida Gulf Coast AM-FM-TV needs maintenance man. Must be experienced. Please submit letter. Box A-143, BROADCASTING.

First phone engineer for 10 years, veteran UHF-TV station. Address replies: Chief Engineer, WTPA-TV, P.O.B. 2775, Harrisburg, Penna. 17105.

Radio/TV engineer technician experienced in all phases of radio/TV studio, RCA tape and closed circuit operation, technical school graduate with 1st phone. Salary over \$8,000. Closing date for applications Feb. 1, 1964. Applicants should submit resume to Mr. George F. Batka, Director of Radio-TV Div., Speech & Dramatic Art Dept., University of Maryland, College Park, Md.

Production—Programing, Others

Writer-producer for university educational radio-television stations. Master's degree required. Position includes teaching basic radio-tv courses. Film and promotion experience desirable. Must have demonstrated ability to write and produce both radio-tv programs. Send resume of education and experience in first letter to Box R-29, BROADCASTING. All qualified applicants will receive consideration without regard to race, creed, color or national origin.

TELEVISION—Help Wanted

Production Programing & Others

Continued

Experienced program manager for NBC affiliated station in the west. Must know programing, production, and promotion. Must have ability to supervise station operations. Box A-144, BROADCASTING.

Experienced production manager and announcer. Must be creative and have ability to get things done. VTR experience desired. Box A-145, BROADCASTING.

News director, Eastern TV station, medium market requires a director who can administer a small staff of reporters and photographers, understands the impartial and thorough reporting of news without comment, and who can appear on the air. College background required. Beginning salary range \$8000-10,000 depending on experience. WCAX-TV, Burlington, Vt.

TELEVISION—Situations Wanted

Management

Production "PRO" available. Eleven years in television production. Extensive up-to-date New York VTR production experience. All major accounts. Director of Award winning shows. College graduate, married, 34, top references. Desire to affiliate with progressive company to whom consistent, creative producer is worth five figure salary. Box A-9, BROADCASTING.

Sales

National sales manager of prominent television station seeking position in sales or sales executive capacity in television broadcasting or Allied field. For 17 years successfully co-operated with national representatives, made direct sales contacts with advertising agencies in New York, Philadelphia, Baltimore and Pittsburgh, resulting in increased national billings each year. Early experience included nation sales account executive for five radio station group covering Philadelphia, Pittsburgh and Baltimore. Best of references. Write A-77, BROADCASTING.

Announcers

Announcer-Emcee. Young, personable professional actor-announcer with heavy local, national radio-video credits seeks opportunity with progressive station seeking strong personality and programing on which to hinge sales. I've got the background, ideas, showmanship and salesmanship to pay off for you. Interested? Box P-187, BROADCASTING.

TV personality available. Presently employed. Producing—hosting documentaries, educational childrens show. Excellent commercial work. Formerly: News and sports director, weatherman. Need: higher salary—better working conditions. Box A-133, BROADCASTING.

Technical

Engineer first phone. 4 years experience. Know studio production, film, art, on camera announcing, strong background, college crafts trade school, young, references, resume. Box A-90, BROADCASTING.

First class phone—two years experience in TV master control video and audio switching on one man board—prefer Western United States. Box A-110, BROADCASTING.

UHF chief engineer. Married. Seeking new construction or young UHF in need of good leadership. Box A-119, BROADCASTING.

Have you opportunity for engineer with 12 years TV experience including color, planning, construction. Box A-160, BROADCASTING.

Situations Wanted

Production Programing & Others

TV Production director and motion picture director wishes to return to Rocky Mountains; will consider Pacific coast. Film and television degree. Industry references. Box R-48, BROADCASTING.

TV newsman, presently employed and experienced all phases. Married, 26, veteran, B.A. journalism. Resume on request. Box A-16, BROADCASTING.

Top-flight director. Heavy news, sports, remote program producer. Executive trained. Box A-22, BROADCASTING.

Producer-director-eight years television experience, strong production and engineering background, married, now with station in number six market. Looking for opportunity to do live programing. Box A-23, BROADCASTING.

Experienced news director. Successful investigative reporter seeks position with award-winning station. Excellent airwork, references. Box A-32, BROADCASTING.

The best darn news director there is in the business of broadcasting it. Box A-96, BROADCASTING.

Program and/or production manager available immediately. 13 years experience as program manager in major markets . . . 7 years in radio. Prefer Southwest, excellent references. Box A-98, BROADCASTING.

TV program manager, film buyer, 8 years experience in TV, 10 years in theatrical and film business seeks aggressive, creative situation. Experienced all phases of operation including station-network relations; traffic; operation; program planning, writing and development; producing-directing. Just completed two years administrative assistant to president of world's largest film distributor. Wish to return to television in permanent location-double on air if desired. Prefer challenging situation. Box A-128, BROADCASTING.

Operations manager of top thirty markets eastern station desires similar position with station in mid-west or west. Full time administrator thoroughly versed in all areas of programing, sales and production. Box A-141, BROADCASTING.

Director-producer, 5 years experience, commercial & ETV. Box A-150, BROADCASTING.

Offer wide experience, radio-TV newsman-announcer; degree. Employed major market TV—50 kw radio. Box A-151, BROADCASTING.

Male copywriter. Ten years experience radio, television, agency. Creative, effective. Box A-152, BROADCASTING.

News director. Top-rated delivery coupled with proven major market administrative ability. This award winning reporter available after first of year. Kines, VTR, best references available. Box A-163, BROADCASTING.

WANTED TO BUY

Equipment

Wanted—used 50 kw AM transmitter. Please supply al' information to Box R-1, BROADCASTING.

Color Stab amps, BWU-5; Transistor tape decks. Miscellaneous video equipment. Reply to Box A-10, BROADCASTING.

Wanted: Complete used. Automated equipment for radio station. Schaffer, A.T.C. etc. Box N-271, BROADCASTING.

Wanted: Used studio consolette. Preferably Gates, RCA or what have you? Small type preferred. Box A-83, BROADCASTING.

WANTED TO BUY

Equipment—(Cont'd)

Good used equipment to automate daytimer. Reply with details to Box A-126, BROADCASTING.

Wanted: FM exciter 10-50 watts adaptable to stereo. WMRI-FM, No. 47396—Marion, Indiana. Blair Weicht.

FOR SALE

Equipment

Two (2) Stancil-Hoffman minitape M-8 portable tape recorders, with battery chargers and carrying case. Less than two months old. Write Box L-170, BROADCASTING.

Three (3) Blaw-Knox 200 ft. self-supporting towers galv. 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, microwave tubes, audio, monitors. Electroand, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1 1/4" 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.

Nems-Clarke surplus inventory sale of channel selector for TR-1 rebroadcast TV receiver. Channel 6, 8, 12 & 13 available at \$35 each. Call or write John Andre, Vitro Electronics, 919 Jessup Blaire Dr., Silver Spring, Md.

Two Ampex 352-U 3/4—7.5 ips like new condition, \$700.00 each. Clair Hull, Rt. 3, Caldwell 1, Idaho.

Trim 504 audio patch cords \$4.00—Audio jack panels for 19" racks, 12 pair \$9.95, 10 pairs \$8.95. Repeat coils 500-500 OHM flat to 20 kc \$4.00—Relay racks and equipment cabinets—Write for list Gulf Electro Sales, Inc., 7031 Burkett, Houston, Texas.

For Sale: Collins type 21A 5 kw AM transmitter. In good condition. \$4500. WHMA, Anniston, Alabama.

Two Magnecord 816 x 8 hour background music machines. Used very little. \$450 each or \$800 for both. Al Lee, 2425 W. 25th Drive, Burley, Ida.

Ampex 351—7 1/2—15, full track. New. Paid \$1800. Best offer over \$1400. Never been used. Write PCN, 7403 Oakland Station, Pittsburgh, Pa.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deeJay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications, 2221, Steiner St., San Francisco.

"Broadcast Comedy" a free publication available to disc jockeys doing light comedy. Write, including call letters—Show-Biz Comedy Service (Dept. BC) 65 Parkway Court, Brooklyn, N. Y. 11235

168 hours—A complete summary of the week in review, accenting the major stories of the past 168 hours. A perfect 15 minute program, spaced with actualities, and the sounds of the news—Air Mail Special Delivery for weekend broadcasting. Top audience response—Added depth and prestige—amazingly low cost. Write Box N-125, BROADCASTING.

MISCELLANEOUS—(Cont'd)

Valuable new book for progressive radio program directors. Over 125 outstanding contests, comedy, promos, games and ideas. Complete copy and constructions. Rush \$5.95 for "Professional Programming Volume I." Satisfaction guaranteed! Professional Programming Publications, 1720 Southwest 93rd Place, Miami, Florida, 33165.

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.

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.

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 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 March 16, May 18 and July 20. 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.

America's pioneer. 1st in broadcasting since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

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.

Broadcasting school: Train on KWSK; announcing controls, news, copy, tapes, remotes, logs, traffic, sales, FCC rules, study third ticket. We know our business. We'll teach you (five weeks). Clem Morgan, Owner/Mgr., KWSK, Pratt, Kansas.

Help Wanted—Sales

BROADCAST TECHNICAL SALES REPRESENTATIVE

Must have knowledge of antenna and transmitter equipment used in TV, radio and microwave broadcasting and understand its function, operating characteristics and maintenance problems. Successful applicant must be marketing oriented and have proven administrative ability. Considerable travel necessary from midwest home office of highly reputable company. This salaried position offers unusual opportunity for rapid advancement. Write fully in confidence, stating salary desired, to:

Box A-92, BROADCASTING

Help Wanted—Announcers

PROGRAM DIRECTOR

Young, vital man needed for medium-size midwest metropolitan market. Must be capable of continuing #1 Top 40 programing, overseeing news department, and dreaming up new promotions. Salary commensurate with ability. Send resume and tape.

Box A-7, BROADCASTING

OUTSTANDING PERSONALITY

with first-phone needed to fill rare opening on staff of KIMN, Denver, Colorado. Send full resume, air check and photograph to Glenn Bell, Program Director, KIMN, Box 1408, Denver, Colorado.

Technical

SUPERVISOR OPERATIONS

Complete responsibility for all engineering and program personnel and equipment. Requirements: 1st class license, successful announcing, engineering, directional, FM, organizational, supervisory experience. \$750/mo. to start. Major market AM-FM-MX. Reply to: Box A-130, BROADCASTING

Production—Programing, Others

PROGRAM DIRECTOR

Major market radio station, 50,000 watts, in need of creative Program Director. Must be top flight production man capable of writing and producing colorful station ad commercial material. Not a top 40 operation, but overall sound is up tempo. Must have quality voice and will be expected to carry at least a daily 3 hour show and set the pattern for our other personalities. Must be able to take directions and follow policies, but plenty of room for creativity. Should have several years major market experience. Salary \$15,600. If you are qualified, send tape and COMPLETE resume immediately. We must have full particulars before we will consider your application. Box A-162, BROADCASTING

TELEVISION

Help Wanted—Management

Larger Western Market TV

station requires junior executive, aged 34 to 38, to combine functions of business manager and assistant to station manager. Must have at least five years TV administrative experience and thorough operation knowledge all phases FCC and other laws and regulations applicable to broadcasting. May be light on sales experience but must be heavy on all phases TV operations and programming. Person meeting all qualifications will have promising future. Salary negotiable. Box R-20, BROADCASTING

Announcers

TV ANNOUNCER

Are you a good announcer? Unaffected, on-the-air salesman! Send letter of application and audio audition tape with picture to: Ralph Webb, KWTX-TV, Waco, Texas.

Production—Programing, Others

PRODUCTION MANAGER—TV

Create and supervise commercial production-VTR-Film-Live. Excellent opportunity with growing organization. Good management potential. Write or phone—John Radeck, WJBF, Augusta, Ga.

WANTED NEWSMAN

Must be able to shoot and deliver own film, write and deliver News in major market TV station. Television experience required. Salary open commensurate with ability and background. Send film, video tape and/or audio tape and pictures to Clark Davis, WHTN-TV, P. O. Box 1448, Huntington, W. Va.

FOR SALE—Stations

FULL TIME HIGH POWER

Florida Station. 1963 gross approx. \$200,000. Principals only; financially qualified to handle \$425,000 deal with 29% down. Box A-139, BROADCASTING

TOP 40 FM OPERATION

located in Okla.'s 4th largest city, which, because of frequency congestion cannot have an AM station. We operate like AM, sound like AM, make money like AM, sale includes license, equipment, all office equip. & Property (Property alone valued over \$40,000.) Write Box A-91, BROADCASTING

UNUSUAL OPPORTUNITY

SOUTHEAST'S MOST FABULOUS METRO GROWTH MARKET OF 225,000

Country—Western Dream

About once in 10 years an opportunity like this presents itself.

For authentic legal reasons—after 10 years of highly successful operation—this fine full-time 5 KW Day, 1 KW Night facility at Jackson, Miss., must be sold.

Only one station in this market has changed hands in 15 years. Excluding Florida, this is the most solid growth area in the Southeast—not just population, but retail sales, construction, bank deposits, etc.

All equipment, buildings, in excellent condition. Transmitter site is only small part of valuable industrial tract owned by company. Country-Western top forty market wide open—begging. Substantial principals with cash resources inquire to

JOHN McLENDON
NI-MAC BROADCASTING CO.
Box 197, Jackson, Miss.
601-948-1617

RACE STATION

Highly successful non-competitive money making daytimer in operation 8 years in Middle South Metropolitan market of 280,000—new equipment and facilities—selling for personal reasons. Principals with cash resources inquire to:

Box P-268, BROADCASTING

To buy or sell Radio and/or TV properties contact:

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 56, TEXAS

STATIONS FOR SALE

CALIFORNIA. Exclusive. Priced at \$150,000. Terms.

SOUTHWEST. Exclusive. Priced at \$90,000. 29% down.

FAR WEST. Fulltime. Priced at \$75,000. Terms.

JACK L. STOLL & ASSOCS.
6381 Hollywood Blvd.
Los Angeles 28, California

Ca.	single	daytime	\$ 45M	cash
Conn.	small	daytime	100M	25M
Ky.	medium	fulltime	195M	terms
Fla.	metro	fulltime	240M	29%
N.E.	major	daytime	400M	29%

buying and selling, check with
✓ CHAPMAN COMPANY INC
2045 PEACHTREE RD., ATLANTA, GA. 30309

Continued from page 89

town, N. J.; *WSOU(FM) South Orange, N. J.; WNOR Norfolk, Va.; WXTG(FM) Annapolis, Md.; WROV Roanoke, Va.; WYVE Wytheville, Va.

Actions of Jan. 8

KTBC-AM-FM-TV, The LBJ Co., Austin, Tex.—Granted mod. of licenses and CP to change name to Texas Broadcasting Corp.

WRIG-FM Wausau, Wis.—Granted mod. of CP to change type ant.

■ Granted licenses for following VHF TV translator stations: K07FT, K09FV, K12DY, Orofino T.V. Inc., Orofino, Idaho; K13FN, Town of Alma, Alma, Colo.; W04AF, Barboursville Area Television Corp., Barboursville, Ky.; W04AC, Edward C. Morris, Gray Hawk, Tyner, Annville and McKee, all Kentucky; W03AB, Edward L. Hughes, Manchester, Ky.; K12DZ, WKBH Television Inc., Prairie du Chien, Wis., and McGregor, Iowa; K05BE, Ramsey Mountain Television Association, Lemhi, Baker, and Lemhi Valley, all Idaho; K06DL, Northfork TV Association, North Fork, Idaho.

Actions of Jan. 2

Mammoth Electric, Mammoth Lakes, Calif.—Granted CP for new VHF TV translator on channel 11 to rebroadcast programs of KGO-TV (ch. 7) San Francisco; condition.

Lone Pine Television Inc., Lone Pine, Calif.—Granted CP for new UHF TV translator on channel 82 to rebroadcast programs of KNXT (ch. 2) Los Angeles.

Rulemakings

AMENDED

■ By order, commission amended broadcast rules concerning replacement of AM and FM trans. to make Sects. 73.257(b)(2) and 73.557(b)(2) consistent with Jan. 9, 1963, amendments to related rules allowing interchangeability of transmitting equipment under certain conditions. Commissioner Loevinger absent. Action Jan. 8.

■ By order, commission amended Sect. 0.281 of organizational rules to delegate authority to chief of Broadcast Bureau to act on requests by AM, FM and certain noncommercial educational FM stations for waiver of trans. inspection requirements of rules Sects. 73.93(e), 73.265(e) and 73.565(e). Action Jan. 8.

DENIED

■ By memorandum opinion and order, commission denied petition by Community Broadcasters Association Inc. for rulemaking to consider raising nighttime power ceiling for class IV AM stations operating on local channels from present 250-w maximum to 1-kw to permit operation with daytime power of 500-w or 1-kw to use same power at night. Commission pointed out practical potentialities of raising nighttime power ceiling for local stations, and also administration on simultaneous, permissive basis, can be more adequately evaluated after future renegotiations of North American Regional Broadcasting Agreement and U. S./Mexican Agreement on radio broadcasting in AM band with signatory countries to determine extent to which restrictions in agreements on domestic use of nighttime power exceeding 250 w may be eased. Action Jan. 8.

■ By memorandum opinion and order in rulemaking proceeding, commission denied in entirety various proposals to add second VHF TV channel to Montgomery and third one to Birmingham, Ala. Proposals involved depriving Selma of only operating TV station, deleting only educational channel from State College and short-spaced separations, and could have adverse effect upon UHF development. Commissioner Cox concurred and issued statement. Action Jan. 8.

PETITIONS FOR RULEMAKING FILED

■ WRSC State College, Pa.—Requests institution of rulemaking proceeding to modify table of assignments by reassigning FM channel 244A to State College. Received Dec. 31, 1963.

■ WSIU-TV Carbondale, Ill.—Requests amendment of rules to allocate and reserve for noncommercial educational use channel 16 at Newton, Ill., and at same time substitute channel 55 for channel 16 at Olney. Received Dec. 24, 1963.

The
difference
between
a
guess
and
an
es'ti·mate . . .

Anyone can *guess* what the sales volume of a company may be, just as anyone can conjecture what the demand will be for a new product. But, forming such an opinion, on little or no evidence, would be a costly proposition for a company . . . a proposition few businessmen would be willing to accept.

Instead, the professional businessman demands reliable *estimates* . . . applicable data that provides background knowledge, compiled statistics on similar subjects, the personal experiences of past business situations, and surveys and sampling of important factors. In all, he demands reliable information to augment his most valuable asset — the ability to make considered and intuitive judgments. For such a critical talent, guessing would never do!

That is why today's businessman relies on such valuable estimates as Total Retail Sales, Personal Disposable Income, or Household Buying Power. And, that is why leading advertising agencies and broadcasters rely on *television audience estimates* to bolster the efficiency of advertising dollars.

ARB clients *know* the difference between a guess and an estimate . . . and their confident decisions show it!



**AMERICAN
RESEARCH
BUREAU**

DIVISION OF C-E-I-R INC.

It all began like the script of a B movie. There's this beauty contest, see, with college girls competing for the role of the Panther Woman in a picture called "Island of Lost Souls." And there's this girl, a senior at Howard College in Birmingham, Ala., and studying law nights and working in the dean's office to pay her tuition. She's not interested in the contest or Hollywood; she just wants to be a lawyer. But she's president of the Women's Student Body at Howard and the movie exploitation man has worked up a bitter rivalry between Howard and its traditional rival, Birmingham Southern, so she has to try to get all the other girls at Howard to enter, but they won't unless she does. So she does and of course she wins a trip to Hollywood (a girl from Chicago got to be the Panther Woman).

Movies Mean Money ■ In Hollywood she gets a screen test and an offer of \$50 a week, which she spurns and she's packing her bags to return to Birmingham and her lawbooks when they raise the ante to \$75. That's how Margaret Fitzpatrick, law student, became Gail Patrick, actress. ("Those were depression days and as a well brought up Southern girl I just didn't dare say no to that much money," she says.)

Miss Patrick put in some 15 years before the cameras, appearing in more than 50 pictures, but after her marriage to Cornwell Jackson, then head of the J. Walter Thompson office in Los Angeles, she gave up acting to concentrate on domestic matters. A frequent visitor to the Jackson menage was Erle Stanley Gardner, lawyer, author and creator of Perry Mason. Mr. Jackson had been his literary agent before World War II and they were partners in the *Perry Mason* radio series. With her still strong interest in the law, Mrs. Jackson too became a close friend of Mr. Gardner. When it was suggested that Perry Mason move into TV she entered eagerly in the discussions and after the decision had been made to go ahead she took an active part in planning the TV series.

An Early KO ■ Paisano Productions was formed to handle the production of the series, with Mr. Gardner owning 50% of the stock; Mr. and Mrs. Jackson, 25% apiece. Mrs. Jackson became executive producer; a pilot film was made; a contract was signed with CBS-TV and, on Sept. 21, 1957, the first *Perry Mason* TV show was broadcast.

"We went on for an hour at 7:30 Saturday night," Mrs. Jackson recalls, "and Hubbell Robinson told us that our main job was to knock that other Perry, Como (on NBC-TV at 8-9 p.m.), out of the number one spot on the rating lists. We did it in six weeks. Then I started to wonder how long we'd be around."

Mrs. Jackson is still wondering about that, although *Perry Mason* is well into

A producer who looks all girl, thinks all man

its seventh season and is already firmed for 1964-65. "That will be the eighth and last year for Perry," the show's executive producer states, but the top people at CBS-TV put in a disclaimer that she's been saying each season would be the last for the past four years.

The network consensus is that the program is good for at least 15 years. "After all, the books have been best sellers for 30 years," they point out.

They give much of the credit for *Perry Mason's* TV longevity to Mrs. Jackson. "She thinks like a man," one of her colleagues said. "In fact, she thinks better than most men; she's one of the top people in our business and the long run of the show is due largely to her astute management."

Formula For Success ■ Mrs. Jackson

WEEK'S PROFILE



Gail Patrick Jackson—Actress-housewife-producer; executive producer, "Perry Mason"; partner, Paisano Productions, Hollywood; b. Margaret Fitzpatrick, daughter of Lawrence and Lavella Fitzpatrick, in Birmingham, Ala., June 20; Howard College, Birmingham, BA with honors 1932; actress in more than 50 motion pictures, including "Death Takes a Holiday" (1934), "My Man Godfrey" (1936) and "Stage Door" (1937); m. Cornwell Jackson, advertising executive, July 25, 1947; children—Jennifer, 11; Tom 10; president, Academy of Television Arts & Sciences, Hollywood chapter, 1959-60, 1960-61; a "Los Angeles Times" Woman of the Year, 1961; officer, Delta Zeta Foundation; board member: Hollywood Museum, Hollywood Studio Club, Columbia College, Los Angeles.

credits the success of the series to the formula established by Mr. Gardner, that the show be pure entertainment, with the underlying theme that the American courts provide justice for all. "All I do is try to keep each program in line with that premise," she says. "Fortunately, I've a lot of good people around to help me do it."

Commenting on the critics who compare Perry Mason's fictional courtroom dramas unfavorably with the more realistic approach of such program as *The Defenders*, Mrs. Jackson says: "I don't want controversy in TV entertainment. I think my main objection to these programs is that they present problems and then walk away without proposing a solution or even offering any hope of one. I don't think that's fair, not in an entertainment program. Real life problems, factually presented are one thing; entertainment is something else."

"If we can entertain the viewers for an hour each week and leave them with the feeling that the American jury system is the best guarantee of justice that mankind has so far devised, we have nothing to be ashamed of. We've done our job—and it's an important one, not only at home but in the 93 other countries where *Perry* is seen, many of them with quite different ways of meting out justice than ours."

No End In Sight ■ Although Mrs. Jackson thinks that Perry Mason's TV days are numbered, she is sure Paisano Productions can go on and on. "Mr. Gardner has other books with other characters, you know. There's Doug Selby, a small town district attorney, and the team of Bertha Cool and Donald Lamb and, for pure escapism, Lester Leith. They're all good potential TV properties and we've already started getting them ready."

Tall (5'8"), slim (125 pounds), with dark hair (now well silvered), Gail Patrick Jackson is an attractive woman whose animated expression and sparkling eyes show how much she relishes her work in television. Her enthusiasm and her seemingly inexhaustible supply of energy are the envy of her associates, who admire the way she handles her duties in the studio without permitting them to interfere with her home life. She's at the studio at 9 each weekday morning, ready for a casting, wardrobe or script session, to watch yesterday's unedited film footage, or whatever else needs doing.

Hobbies—cooking and collecting cookbooks. "We've made the kitchen our family room," she reports, "and my husband says that a typical picture would show me sitting on a kitchen stool, talking to the studio over a phone cradled on my shoulder while I'm stirring whatever's cooking on the stove and yelling at the kids to keep quiet."

A case of fall in or fall out

THE number one topic to engage the attention of members of the boards of the National Association of Broadcasters at their winter meeting next week will not be a problem of programing or of advertising or of broadcast operations or a plan to win more public confidence or to perform some useful service that is not now performed. It will be the problem of having LeRoy Collins as NAB president.

That same problem has been the principal topic at every board meeting since January 1961, when LeRoy Collins became the NAB president. It is just possible that Mr. Collins wouldn't have it any other way.

Having said that, we expect to be accused, as we have been in the past, of carrying on a campaign of personal vilification against the former Florida governor. Let it be said right at this point that the personal future of Governor Collins is not our concern, except that we wish him as happy a life as we wish any other respectable citizen. We are, however, concerned—and have been for all 32 years of this publication's existence—with the welfare of American broadcasting. The welfare of broadcasting has not been advanced by the administration of LeRoy Collins.

During his three years in office Mr. Collins has advocated a number of reforms to which all responsible broadcasters ought to have rallied. The trouble has been that he has chosen methods of advocacy that were certain to discourage the adoption of the programs he proposed. He has, from the beginning of his administration, alienated many of the most influential elements of broadcasting whose support is essential to any movement toward cooperative action. If he had deliberately set out to perpetuate issues, not to settle them, he could not have followed a more fruitful course.

IN his first appearance before an NAB board a few weeks after he took office he proposed united action to investigate the reliability of ratings services. It is altogether possible that if cooperative action had ensued, the undesirable publicity that came from a House committee's ratings hearing a year later could have been avoided. But Governor Collins, in that same board appearance, served notice that he was assuming the industry leadership that network presidents had previously enjoyed and so deprived himself of any network support for remedial action on ratings.

The broadcasting Ratings Council that has at last been formed in recent weeks is not the creature of LeRoy Collins but of Oren Harris, the chairman of the House Commerce Committee and of the subcommittee that exposed ratings deficiencies to public view.

Having announced, at his first board meeting, that he and not the network executives was now boss, the governor then turned to those same executives with a plan for a cooperative venture in what he called—without much further description of it—"blue ribbon programing." Since he was unable to define what he really had in mind, the networks did not rush to participate. He at once resorted to public appeals. In speeches before the International Radio and Television Executives Society and the American Association of Advertising Agencies he cast himself as the champion of cultural elevation and the networks as purveyors of pap. Those speeches ended any possibility of an accommodation with the networks.

In Portland, Ore., in November 1962, in defiance of advice he received on the scene from several broadcasters, Mr. Collins made a speech deploring cigarette advertising. It was a cold-turkey introduction to a subject of infinite complexity and considerable financial importance, and broad-

casters acted accordingly. They recoiled. Not just the networks but also individual broadcasters, who share the \$132 million-a-year tobacco billings on radio and television.

Alone and without any real attempt to develop a meaningful program of reform through private conferences with broadcast leaders, Governor Collins has continued his public crusade against cigarette commercials. If restraints are eventually adopted by the broadcasters, they will be in response to the surgeon general's report of Jan. 11. If there had been any reason for the voluntary adoption of restraints before then, there was no chance of achieving it. Once again Mr. Collins had sought action by means that guaranteed no action would take place. He has pursued the same course on many other matters.

IT is an old political stratagem to plead publicly for reforms while maneuvering to preserve the conditions that the reforms would cure. Whole careers have been built on that device. We have neither the evidence nor the suspicion that Governor Collins has intentionally applied the stratagem in his administration as NAB president, but the effect has been the same. He has consistently nullified his own programs. His personal fortunes have consistently improved.

Meanwhile, atrophy afflicts the organization of American broadcasters. Industry problems that demand solutions go untended while individuals within the industry are distracted by worry over what their appointed spokesman will say next on his own behalf, and their worries have only been compounded by the governor's recent assertion to the executive committee of the boards that he intends to go right on saying what he pleases.

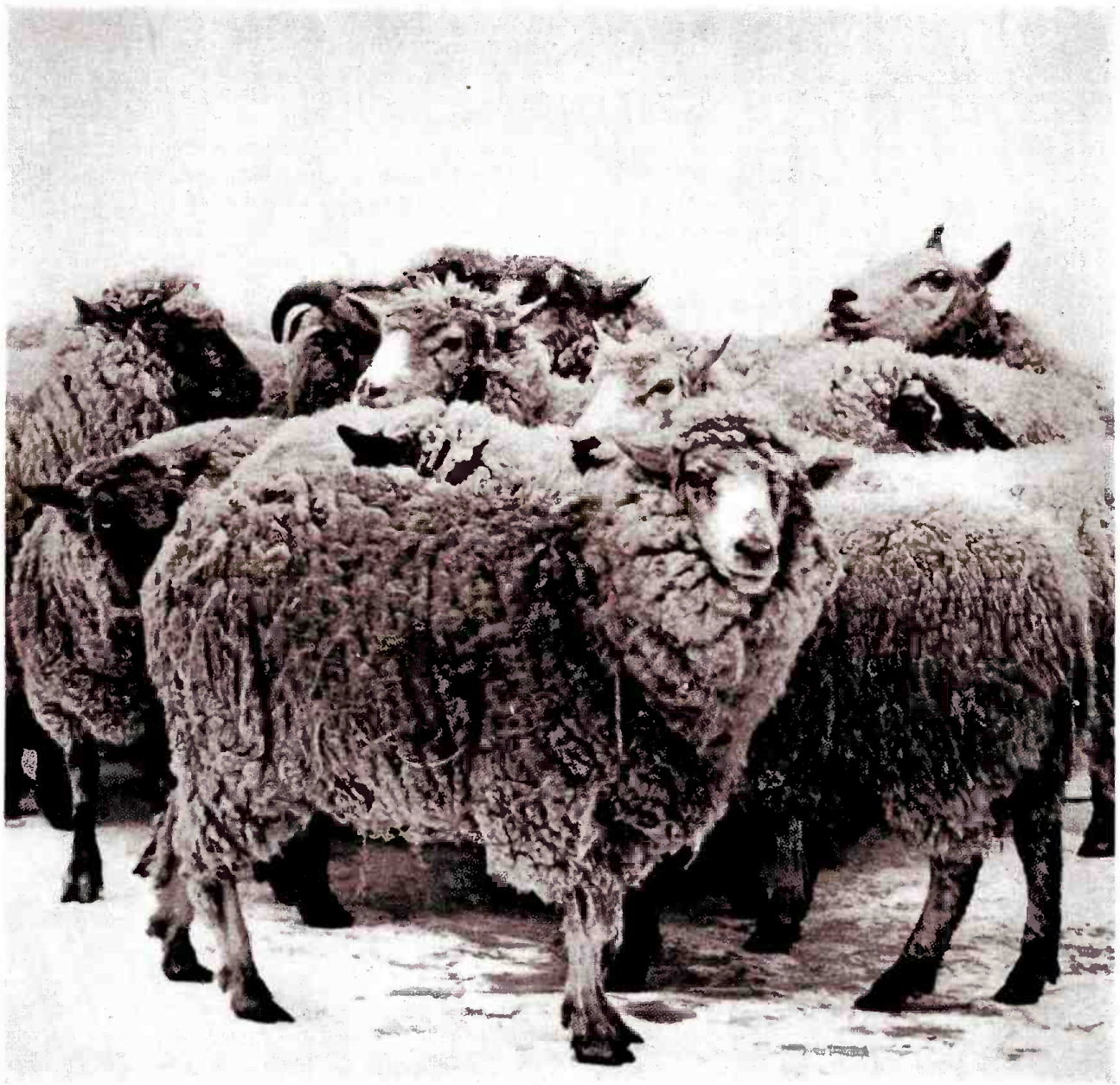
We cannot read Mr. Collins's mind, but it seems evident that he has correctly guessed that even his severest critics in the NAB are reluctant to disavow him publicly. The fear of adverse public reaction, however ill-founded, is a strong dissuading force.

Among NAB board members there is little enthusiasm for a cancellation of the Collins contract, which still has two years and more than \$150,000 to run. There ought, however, to be unanimous enthusiasm for a confrontation that will produce an NAB president, whether it is Mr. Collins or someone else, who is as dedicated to cooperative action as he is to unilateral talk.

No one can be called a leader if he marches down the street by himself.



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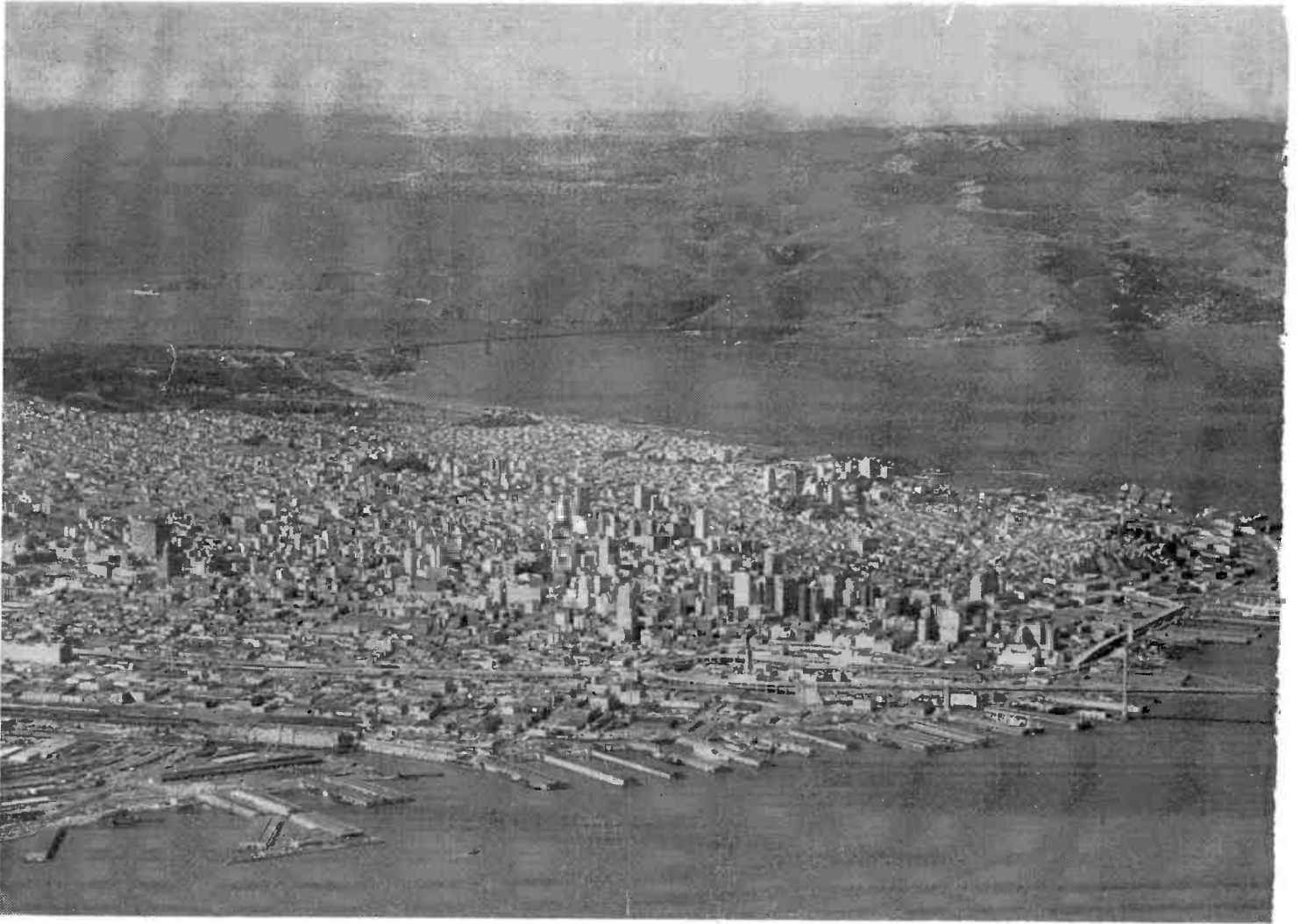
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