50 Cents

33RD YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

MARCH 9, 1964

1963's biggest spot radio buyers detailed in RAB report 31

Overcommercialization still target of FCC on case-by-case basis 36

TvB breakdown shows 20.8% billings gain for 1963 spot TV 48

Success of malt liquors encourage ... ers to turn to spot TV 38

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What do these 182 stations have in common?

WCBS-TV New York • **WCAU-TV** Philadelphia • **KTVT** Dallas-Fort Worth • **WXYZ-TV** Detroit • **WBBM-TV** Chicago • **WTCN-TV** Minneapolis-St. Paul • **KNXT** Los Angeles • **WJZ-TV** Baltimore • **WSYR-TV** Syracuse • **WAII-TV** Atlanta • **KTUL-TV** Tulsa • **KYW-TV** Cleveland • **WBAY-TV** Green Bay • **WTMJ-TV** Milwaukee • **KLZ-TV** Denver • **KGO-TV** San Francisco-Oakland • **W-TEN** Albany-Schenectady-Troy • **WKBW-TV** Buffalo • **WTIC-TV** Hartford-New Haven • **WPRO-TV** Providence • **WHEC-TV** Rochester • **WBRE-TV** Scranton-Wilkes Barre • **WATE-TV** Knoxville • **WREC-TV** Memphis • **WTVJ** Miami • **WKRG-TV** Mobile • **WOAI-TV** San Antonio • **WNEM-TV** Flint-Saginaw-Bay City • **WLW-T** Cincinnati • **WJIM-TV** Lansing • **WTAE** Pittsburgh • **KCMO-TV** Kansas City, Mo. • **WKOW-TV** Madison • **WMBD-TV** Peoria • **WTVO** Rockford • **KAKE-TV** Wichita • **KERO-TV** Bakersfield • **KHVH-TV** Honolulu • **KIFI-TV** Idaho Falls • **KLAS-TV** Las Vegas • **WBOC-TV** Salisbury, Md. • **KOIN-TV** Portland, Ore. • **KFMB-TV** San Diego • **KING-TV** Seattle-Tacoma • **KREM-TV** Spokane • **WTVH** Peoria • **WMTV** Madison • **WFIE-TV** Evansville • **WRGB** Albany-Schenectady-Troy • **WMAR-TV** Baltimore • **WINR-TV** Binghamton • **WABI-TV** Bangor-Presque Isle • **WBZ-TV** Boston • **WBEN-TV** Buffalo • **WCAX-TV** Burlington • **WTPA** Harrisburg-Lancaster • **WNHC-TV** New Haven-Hartford • **WGAN-TV** Portland, Me. • **WJAR-TV** Providence • **WOKR** Rochester, N.Y. • **WWLP** Springfield-Holyoke • **WRDW-TV** Augusta, Ga. • **WAPI-TV** Birmingham • **WCIV-TV** Charleston, S.C. • **WALB-TV** Albany, Ga. • **WBTV** Charlotte • **WRCB-TV** Chattanooga • **WCCA-TV** Columbia • **WRBL-TV** Columbus • **WBTW** Florence, S.C. • **WLOS-TV** Greenville-Spartanburg-Asheville • **WAFG-TV** Huntsville • **WFGA-TV** Jacksonville • **WBIR-TV** Knoxville • **WAGA-TV** Atlanta • **WMCT-TV** Memphis • **WLBW-TV** Miami • **WJHG-TV** Panama City • **WCOV-TV** Montgomery • **WLAC-TV** Nashville • **WTAR-TV** Norfolk • **WTVD** Raleigh-Durham • **WDBJ-TV** Roanoke • **WTVT** Tampa • **WTWV** Tupello • **WITN-TV** Washington, N.C. • **KRBC-TV** Abilene-Sweetwater • **KALB-TV** Alexandria, La. • **KFDA-TV** Amarillo • **KFDM-TV** Beaumont-Port Arthur • **KATC** Lafayette, La. • **KPLC-TV** Lake Charles • **KSWO-TV** Wichita Falls • **KATV** Little Rock • **WWL-TV** New Orleans • **KOSA-TV** Odessa-Midland • **KCTV** San Angelo • **KTBS-TV** Shreveport • **WJRT** Flint-Saginaw-Bay City • **WWTV** Cadillac-Traverse City • **WSAZ-TV** Charleston-Huntington • **WKRC-TV** Cincinnati • **WLW-C** Columbus, Ohio • **WLW-D** Dayton • **WTVW** Evansville • **WBOY-TV** Clarksburg • **WOOD-TV** Grand Rapids-Kalamazoo • **WTTV** Indianapolis-Bloomington • **WFBG-TV** Johnston-Altoona • **WILX-TV** Lansing • **WKYT** Lexington • **WIMA-TV** Lima • **WAVE-TV** Louisville • **WLUC-TV** Marquette • **KDKA-TV** Pittsburgh • **WTOL-TV** Toledo • **WSTV-TV** Wheeling-Steubenville • **WKBN-TV** Youngstown • **KCMT** Alexandria-Minn. • **KROC-TV** Rochester, Minn. • **KFYR-TV** Bismark • **KFVS-TV** Cape Girardeau • **WMT-TV** Cedar Rapids-Waterloo • **WCIA** Champaign-Danville • **WHBF-TV** Davenport-Rock Island-Moline • **WHO-TV** Des Moines-Ames • **KDAL-TV** Duluth-Superior • **WEAU-TV** Eau Claire • **KXJB-TV** Fargo • **KHOL-TV** Kearney-Holdrege • **KMBC-TC** Kansas City, Mo. • **KOLN-TV** Lincoln • **KGLO-TV** Mason City • **WITI-TV** Milwaukee • **KXMC-TV** Minot • **KNOP-TV** North Platte • **KETV** Omaha • **KTVO** Kirksville • **WEEK-TV** Peoria • **WREX-TV** Rockford • **KMOX-TV** St. Louis • **WDAY-TV** Fargo • **KENI-TV** Anchorage • **KGGM-TV** Albuquerque • **KVOS-TV** Bellingham • **KAVE-TV** Carlsbad • **KHSL-TV** Chico-Redding • **KKTV** Colorado Springs • **KVAL-TV** Eugene • **KFAR-TV** Fairbanks • **KMJ-TV** Fresno • **KREX-TV** Grand Junction • **KRTV** Great Falls • **KGMB-TV** Honolulu • **KVTV** Sioux City • **KELO-TV** Sioux Falls • **WNDU-TV** South Bend-Elkhart • **WSAU-TV** Wausau • **KARD-TV** Wichita • **KID-TV** Idaho Falls • **KSHO-TV** Las Vegas • **KLYD-TV** Bakersfield • **KBES-TV** Medford • **KPHO-TV** Phoenix • **KGW-TV** Portland, Ore. • **KCRL** Reno • **KIVA** Yuma • **KIMA-TV** Yakima • **KCHU-TV** San Bernardino • **KMVT** Twin Falls • **KGUN-TV** Tucson • **KCPX-TV** Salt Lake City • **KSBW-TV** Salinas-San Jose • **KOVR** Sacramento-Stockton • **KOGO-TV** San Diego • **WAGM-TV** Bangor-Preque Isle • **WDAU-TV** Scranton-Wilkes Barre • **WTOP-TV** Washington, D.C. • **KENS-TV** San Antonio • **WSBT-TV** South Bend-Elkhart • **KTNT-TV** Seattle-Tacoma • **KXLY-TV** Spokane

...Columbia Post-'48 features!

Distributed exclusively by

SCREEN GEMS

Adults Only

The latest Pulse shows WIP Radio reaches 23% more adults, morning to night, than any other station in the Greater Philadelphia area.*

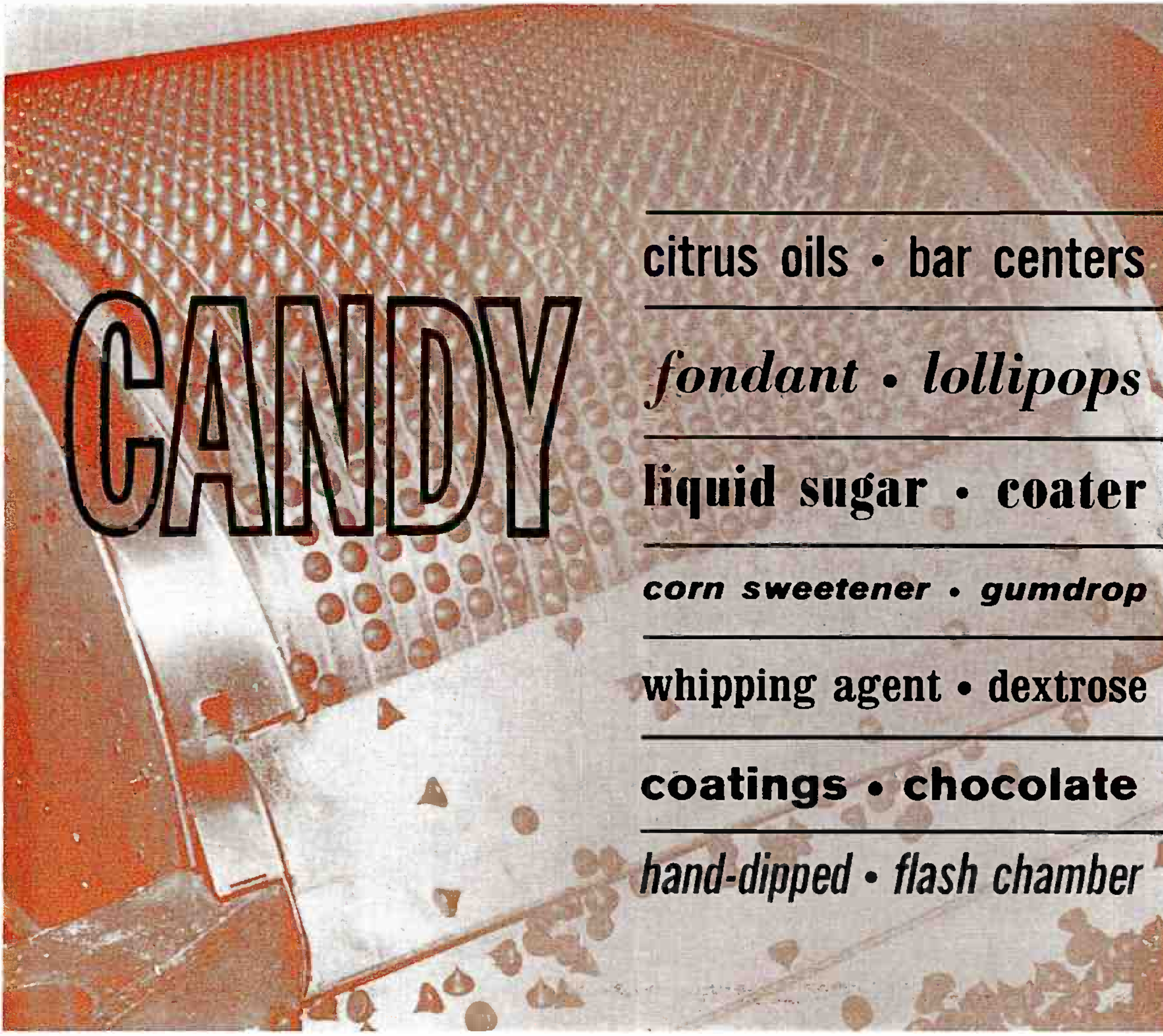
We planned it that way.

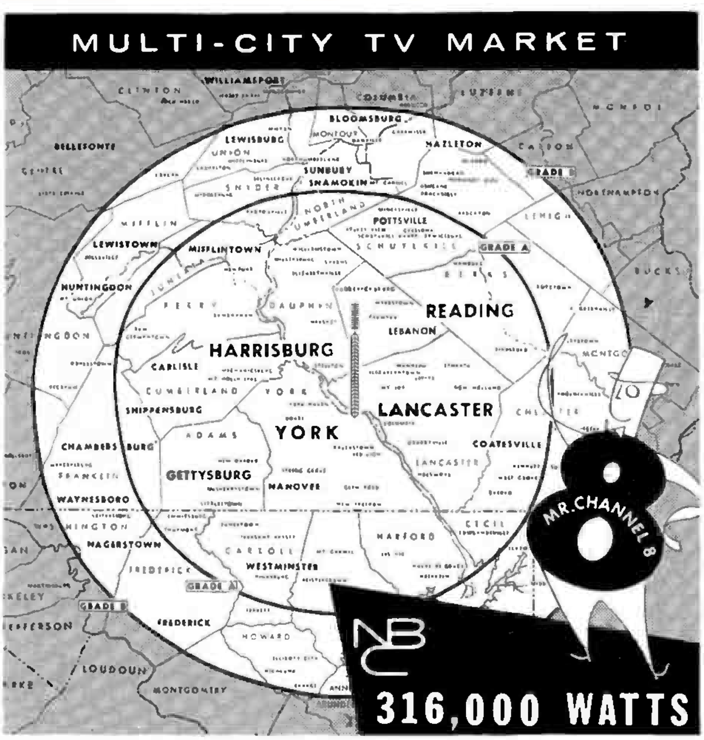
Our programming is a careful blending of the news, the music and the personalities that attract and hold listeners, *and* keep cash registers ringing all over the Delaware Valley. Nice things happen to people who advertise on WIP Radio.

WIP/610

610 AM/93.3 FM. HARVEY L. GLASCOCK, V.P. & GENERAL MANAGER, REPRESENTED NATIONALLY BY METRO RADIO SALES
METROPOLITAN BROADCASTING RADIO, A DIVISION OF METROMEDIA, INC.

*OCT/NOV/DEC PULSE, AVG. QTR. HOUR 6 AM.-2 PM





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

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

WGAL-TV

Channel 8

Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc.

New York / Chicago / Los Angeles / San Francisco

CLOSED CIRCUIT®

Cigarette rules

Guidelines to implement new TV code rules on cigarette advertising have been drafted by code authority, discussed with some code board members and were to go to board's cigarette subcommitteemen over weekend for their views. Those who saw original draft at meetings of code officials with network representatives in New York last week reportedly showed differing reactions, from position that it's basically workable to view that strict interpretation of some proposed wording could be disastrous for cigarette TV advertising. Differences seemed to have been largely reconciled, however, after session that ranged as far as how to dress models to minimize youth appeal. It was repeatedly emphasized that draft was "very preliminary," indicating it may go through numerous refinements before reaching final form.

Code authority has power to issue guidelines implementing (but not overstepping) code provisions, but it hopes to get agreement of tobacco subcommittee—and presumably other code board members—before acting. Subcommitteemen are Roger Clipp, Triangle stations; Douglas Manship, WBRZ(TV) *Baton Rouge, La., and Lawrence H. Rogers II, Taft Broadcasting. Authority hopes to publish guidelines soon. There's been speculation—unconfirmed—that National Association of Broadcasters may present them at Federal Trade Commission's March 16 hearing on tobacco advertising standards (**see story page 50**).*

Other side

Federal Trade Commission is investigating demographic makeup of audiences of TV programs sponsored by cigarette manufacturers. Investigation is presumably in preparation for FTC hearing on advertising restrictions beginning next Monday (see above). Expectation is that FTC may attempt to show that teen-agers are prominent in audiences that see cigarette commercials and are thus exposed to appeals to start smoking.

Curtis looking

Newest entity in quest of broadcast properties is Curtis Publishing Co., which is making better economic showing with its magazine publishing empire. As part of long-range diversification program, Curtis, headed by Matthew J. (Joe) Culligan, is surveying both radio and television field looking for currently profitable operations to offset multi-million tax losses of previous years.

Curtis needs no indoctrination on broadcast operations since in Mr. Culligan, company has president with extensive background. He is former head of NBC network radio and while with Interpublic (McCann-Erickson) he figured in broadcast media relations.

Holdout

A. C. Nielsen Co. and Broadcast Rating Council aren't seeing eye-to-eye on council's plans for audit in industry-wide accrediting of rating firms. Nielsen is said to be seeking certain "conditions" before agreeing to audit; Nielsen wants right to name director to council board and assurances that discrepancies turned up by independent audit will not mean loss of broadcaster seal of approval. Other ratings firms, it is understood, have agreed to broadcaster conditions and only Nielsen stand is said to be delaying issuance of applications for accreditation.

O'Bryan on his own

Paul A. O'Bryan has resigned partnership in Dow, Lohnes & Albertson, Washington law firm, to devote time to private business interests. He has been associated with DL&A since 1946 and plans to continue to reside and maintain offices in Washington. Mr. O'Bryan's holdings include interests in Los Angeles (baseball) Angels; Los Angeles (football) Rams; Gene Autry Hotel Co.'s; Northern Virginia Development Co. (real estate venture near Dulles Airport), and DOB Oil properties in Midland, Tex.

No. 2

Avis Rent-a-Car, whose recent print campaign proclaiming company couldn't afford television advertising angered number of broadcasters, actually has been in medium and hopes to continue there—on barter basis. Avis recently provided car service to members of NBC-TV's *Johnny Carson Show* (Feb. 17-28) in return for 10-second plugs. Avis franchises have made barter arrangements with local TV stations, and practice is encouraged by company headquarters. One broadcaster who had turned in his Avis credit card got it back with letter from Avis president, Robert Townsend, saying, "we have unsullied faith in commercial television" and may "finally give in to the inevitable." Thus possibility of spot TV campaign is not ruled out by Avis officials. Till then, it appears, barter will suffice.

Short notice

Benton & Bowles, New York, has begun resisting what it believes is trend among TV stations to require minimum four-week notification (instead of two) on spot schedule renewals. Agency says this procedure tends to put unnecessary limitation on spot TV advertisers, particularly if schedule is of short duration. B&B officials hint they may adopt countermeasure of placing 52-week contracts for clients and then canceling on two-week notice when campaign, in agency's opinion, has run long enough. That procedure, it's admitted, would mean more paper work for agency buyers, but B&B officials feel issue is worth fighting for.

Station representatives say four-week policy is not new and that it reduces uncertainty of other advertisers who must wait for cancellation before they can firm their own spot schedules. Reps say also that since stations will accept new spot placements as much as 30 days in advance, stations ought also to have month's notice on renewals from current advertisers. They believe, too, that in some instances policy forces hand of client earlier and thus actually helps agency in its planning.

Signals on

Lieutenant General James D. O'Connell, former chief signal officer of Army (1955-59), is under consideration by White House to be director of telecommunications management in Office of Emergency Planning. General O'Connell, 65 and native of Chicago, was with General Telephone & Electronics Corp. after retirement, and is now electronics consultant. He would succeed Dr. Irvin Stewart who resigned last year. Significance to broadcasting lies in fact General O'Connell would be in position to recommend policies to administration on television and radio allocations as well as use of radio frequencies by both military and civilians.

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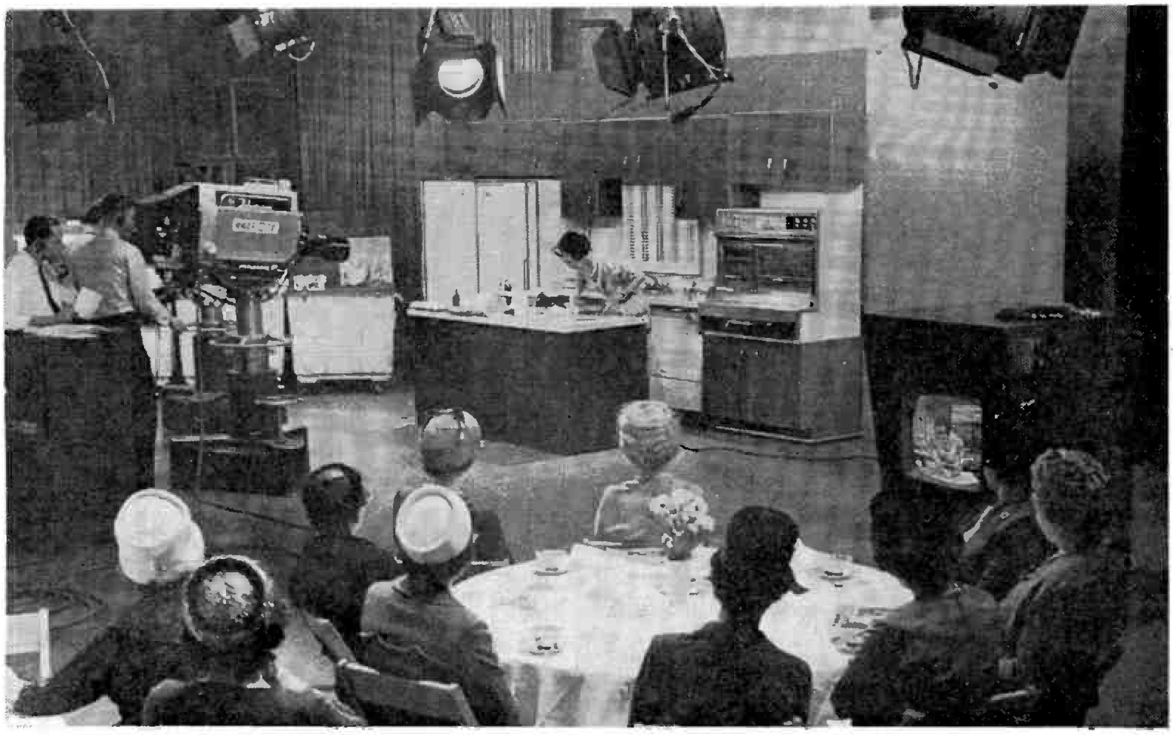

"THE WOMAN'S ANGLE"

featuring Sylvia Scott

...Women's Service Programming at its Best!

Sylvia Scott interviewed Mrs. Charles Solomon, President, Glen Burnie Homemakers Club

Recently, on "The Woman's Angle", Sylvia Scott was hostess to members of the Glen Burnie Homemakers Club. This group is representative of 675 Homemakers Clubs and 19,500 members active throughout the state. All are affiliated with the Homemakers Extension Service of the University of Maryland.

The ladies enjoyed luncheon in Studio B, watched a "live" telecast of "The Woman's Angle" and then toured Television Park.

Ideas on cooking, decorating, home management, interviews with celebrities and interesting guests are presented in an informal, informative manner on "The Woman's Angle".

Sylvia Scott develops a feeling of personal friendship between herself and her viewers—a most important reason for her loyal audience. Another reason why "The Woman's Angle" has, for years, been a prime sales-producing medium for blue chip advertisers.

"The Woman's Angle", aired Monday through Friday, 1:00 to 1:30 PM, is the only 5-day-a-week women's service program in the Baltimore-Maryland area.

In Maryland Most People Watch

WMAR-TV

CHANNEL 2 SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by THE KATZ AGENCY, INC.

WEEK IN BRIEF

Top 50 spot radio advertisers spent nearly $134 million, with General Motors' $9.1 million in number one place. First listing in four years shows users have increased billings by 8%. See . . .

BIG SPOT USERS REPORTED . . . 31

House vote prohibiting FCC from taking overall action on commercials does not bar commission from acting, Lee says. Last week FCC questioned commercial practices of eight Florida stations. See . . .

WON'T IGNORE AD CONGESTION . . . 36

New brewery product may mean extra revenues for broadcast medium. Malt liquor promotions expected to gravitate to television because its better to show bottle. There's over $1 million involved. See . . .

BREWERS DIVERSIFY TO MALT . . . 38

Quaker Oats is beefing up its TV usage; planning to put 65% of total budget (estimated at about $20 million) in spot and network. Renews for one ABC-TV show, and signs for following program. See . . .

QUAKER TURNING TO TV . . . 44

Spot TV zooms to $871 million for 1963, up 20.8% over 1962's $721 million. TvB reports food and grocery products made biggest advances in billings with paper products up record 122%. See . . .

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Tobacco Institute and friends, including RAB, prepare for FTC hearing on cigarette health warning proposals. NAB and TvB haven't made up their minds yet whether to appear. See . . .

NO HOLDS BARRED . . . 50

Bigger audiences for TV network daytime schedules cause networks to consider rate changes. ABC-TV announces hikes, CBS-TV is considering move, and NBC-TV will make adjustments. See . . .

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Is FCC revising its community antenna policies? For first time it has set microwave applicant for hearing even though it accepted all conditions to protect local TV station. See . . .

RECONSIDERS CATV POLICY . . . 56

Question of whether FCC should charge fees for services is debated on Hill, with Chairman Henry lone witness in favor. Everyone else wants Congress to establish principle and schedules. See . . .

HENRY SINGS SOLO ON HILL . . . 73

Lucy's back, although she never really left; Bing signs for weekly comedy, and Hitchcock moves hour show as networks virtually lock up evening programs for 1964-65 season. See . . .

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B&W looking to reps for 'formal' answers

FIRM WANTS TO KNOW JUST WHAT IT'S GETTING ON TV

Brown & Williamson Tobacco Co., whose advertising vice president, John Burgard, pioneered fight on TV "clutter," has taken steps to bring clutter and "overcommercialization" into consideration in its TV buying practices.

Through its agency, Ted Bates & Co., tobacco firm has notified station representatives that it wants to know how many commercials will appear near its own, and what sort of material appears two minutes before and after spots B&W is offered.

Mr. Burgard, chairman of Association of National Advertisers Broadcast Committee and outspoken foe of clutter, said this approach had been followed informally for some time, and it simply means that B&W wants to know what it's getting when it buys.

He said clutter or seeming overcommercialization would not automatically keep B&W from buying station, but these elements would certainly be taken into consideration.

William J. Kennedy, vice president and executive director of Bates media department, said: "We want to know what goes on two minutes before and two minutes after our commercial is run. Also we want to see what types of commercials are running near ours. This applies only to TV. It is not directed largely at station selection but at time selection—what time periods show up better or worse for us."

Word went out to most station representatives last week by phone, authorities said. Some reported Friday (March 6) they still had received no notification. Among those who had, reaction varied. Some expressed surprise, some protested extra volume of work involved, others showed little or no alarm. Bates authorities indicated they'd had no refusals to cooperate.

SDBA gets NAB award

South Dakota Association of Broadcasters will receive first annual radio code "award of merit" from National Association of Broadcasters, NAB announced Friday (March 6). SDBA President Mort Henkin, president of KSOO Sioux Falls, will accept award at NAB convention in Chicago April 7.

Howard H. Bell, NAB code director, said SDBA will be honored as first state to achieve 100% membership of its radio stations in code.

Weaver, FCC staff meet to discuss STV

Sylvester L. (Pat) Weaver, president of Subscription Television Inc., at invitation of FCC Chairman E. William Henry, gave Mr. Henry and other commissioners detailed fill-in Friday (March 6) on STV programing plans.

STV, located in Santa Monica, Calif., is scheduled to start closed-circuit operations in Los Angeles and San Francisco on July 1.

Mr. Weaver said he told commissioners pay TV would siphon off from free TV relatively insignificant number of viewers—those who are selective rather than habitual in their viewing. He said total would probably be within A. C. Nielsen Co.'s margin of error.

Mr. Weaver said FCC might have regulatory authority over company through its jurisdiction over microwave facilities. Mr. Weaver said STV would use AT&T grids, involving use of microwaves.

But Mr. Weaver, former NBC president, said this prospect doesn't disturb him. In fact, he said FCC's intervention could aid him in California, where theater owners have put proposal on November ballot to outlaw pay TV in that state.

If federal government "has cognizance" of STV, he said, state would be barred from enacting such legislation.

Joining chairman in meeting with Mr. Weaver were Commissioners Frederick W. Ford, Lee Loevinger, Robert T. Bartley and Kenneth A. Cox. Mr. Weaver stopped off in Washington en route to Santa Monica from London, where he lined up unidentified new programs for STV.

Drop-in review urged by Senator Pastore

Chairman of Senate Communications Subcommittee said Friday (March 6) he thinks "persuasion" rather than legislation is best method at present to convince FCC it made mistake when it denied short-spaced VHF drop-ins in eight markets last year (BROADCASTING, Nov. 18, 1963).

Senator John O. Pastore (D-R.I.), drop-ins advocate, said "public interest demands we promote competition where we possibly can." All-channel set law hasn't had "full and fair trial, but I'm still not sure it's enough," senator said in interview.

Senator's view followed full Commerce Committee statement along same lines two months ago (BROADCASTING, Jan. 20).

Earlier in week senator said in article on channel allocations and drop-ins situation that if FCC could not create competition for "at least three national networks. . . . Congress may have to examine the Communications Act on the basis that this is a noncompetitive industry." Article was in book honoring Leonard Goldenson, president of ABC, allotted at International Radio & Television Society banquet (see page 64).

Dodd panel subpoenas TV program suppliers

Dozen subpoenas demanding files and films have been handed West Coast TV program suppliers producing network programs, according to spokesman for Senate Juvenile Delinquency Subcommittee Friday (March 6).

Subcommittee is preparing new round of hearings to learn whether producers and networks have kept promise to clean up violence and sex on TV that witnesses made during 1961-62 sessions. Press of Senate business and imminent civil rights filibuster have altered schedule of Senator Thomas J. Dodd (D-Conn.), chairman, who wanted hearing last month (CLOSED CIRCUIT, Jan. 20).

Muddle in radio ratings?

In talk prepared for Sunday (March 8) delivery to Oklahoma Broadcasters Association meeting in Norman, Miles David, administrative vice president of Radio Advertising Bureau, saw muddle left for radio after A. C. Nielsen's "inglorious withdrawal" from furnishing ratings data, and said it "may be five years" before air can be cleared "of the ill effects." Behind scenes, he asserted, "old Nielsen pocket-pieces are still hurting us like land mines left over from World War II" (see page 84).

WEEK'S HEADLINERS


Mr. Taylor   Mr. Couric

Sherril W. Taylor, president of Taylor/Nodland Ltd., producer-syndicator of radio-TV programs, Chicago, joins National Association of Broadcasters, Washington, as VP-radio, replacing **John F. Meagher** who resigned Feb. 1. **John M. Couric,** NAB public relations director, elected VP-public relations. Mr. Taylor, veteran programing executive, entered broadcast field in 1947 at KSL Salt Lake City. He joined CBS in 1951 and served in various executive capacities on both East and West Coasts until 1956 when he moved to Radio Advertising Bureau in New York as VP and director of promotion and sales administration. Mr. Taylor resigned from RAB in 1958 to become radio-TV senior group head at J. Walter Thompson Co. in Chicago, and left agency in May 1961 to become independent producer-packager of radio-TV programs in association with Burr Tillstrom and Jory Nodland. Mr. Couric, former United Press correspondent and newspaperman in South, joined NAB public relations staff in 1957. He was appointed association's PR director in 1959.


Mr. Salant   Mr. Friendly

Richard S. Salant, president of CBS News, appointed to newly created post of VP and special assistant to Dr. Frank Stanton, president of CBS Inc., New York. Mr. Salant becomes chairman of CBS News executive committee and will act as liaison between management and CBS operating divisions in matters relating to policy. **Fred W. Friendly,** executive producer of *CBS Reports* since its inception in 1959, succeeds Mr. Salant as CBS News president (also see page 109). Mr. Salant, prior to being named CBS News president in February 1961, served as CBS Inc. VP for nine years. Earlier, he was partner in law firm of Roseman Goldmark Colin & Kaye, general counsel for CBS, and with Justice Department. Mr. Friendly joined CBS in 1948.

John J. Wolf, who retired last fall as senior VP of Kraft Foods, Chicago, and **Marvin Krautter,** formerly VP-business development for N. W. Ayer & Son, that city, join **Alvin Eicoff** in reformation of Gottschalk & Eicoff, Chicago. New agency, Wolf, Krautter & Eicoff, plans to concentrate in broadcast media. Mr. Wolf becomes chairman; Mr. Krautter, president, and Mr. Eicoff, executive VP. **Herb Gottschalk** has resigned to join Jones Frankel Co., Chicago, as account executive.


Mr. Norton   Mr. Jackson

George W. Norton IV, son of late George W. Norton Jr. who died Feb. 13 (BROADCASTING, Feb. 17), elected president and chief executive officer of George W. Norton Stations (WAVE-AM-TV Louisville, Ky.; WFIE-TV Evansville, Ind., and WFRV[TV] Green Bay, Wis.). **Ralph Jackson,** second VP and operations manager of WAVE-AM-TV, elected executive VP and secretary-treasurer of group. Mr. Norton, a Yale graduate and veteran of Korean war, began his broadcast career at WAVE in 1957 as administrative assistant. He was appointed secretary-treasurer of WAVE Inc. in June 1961. Mr. Jackson joined WAVE in 1945 as assistant sales manager. When WAVE-TV went on air in 1948 he became sales manager of that outlet and remained in that post until being elected second VP and operations manager of WAVE Inc. in June 1961.

Charles H. Brower, president of BBDO, New York, elected board chairman and continues as agency's chief executive officer. **Thomas C. Dillon,** general manager, succeeds Mr. Brower as president. Mr. Brower joined The George Batten Co. in 1928 as copywriter and shortly thereafter became copy supervisor and creative head. In 1940 he was elected VP and member of board, in 1946 executive VP in charge of all creative services, in April 1957 general manager, and in December 1957 president and chairman of executive committee. Mr. Dillon joined BBDO in Minneapolis in 1938, became creative supervisor for agency's San Francisco office and in 1948 was elected VP in BBDO's Los Angeles office, and later manager (1957). In 1958, Mr. Dillon was elected to agency's board, treasurer and member of executive board, moving to BBDO, New York, as head of marketing, research and media. He was elected executive VP in 1959, and general manager in 1962.


Mr. Brower   Mr. Dillon

Mr. Bevis

Charles C. Bevis Jr., executive director of Association on Broadcasting Standards, group of AM stations organized year ago to protect engineering standards (BROADCASTING, March, 18, 1963), resigns to become director of operations, effective April 1, for Polaris Broadcasting (WTVW[TV] Evansville, Ind.; KTHI-TV Fargo-Grand Forks and KCND-TV Pembina, both North Dakota; WKYW Louisville, Ky.; KXOA-AM-FM Sacramento and KPLS Santa Rosa, both California). He will join executive staff of Polaris May 1 at its new location in Blair Building in Chicago. Mr. Bevis, former assistant executive director of Association of Maximum Service Telecasters, previously was associated with NBC for 23 years serving in number of station and staff executive positions. He also served on staff of Charles R. Denny, who at that time was executive VP in charge of NBC-owned stations, Spot Sales, radio network and international division.

For other personnel changes of the week see FATES & FORTUNES

WIFE

30 DAY PROGRESS REPORT

informed about the

Communiques . . .

NAPTOWN GAZETTE: **Don Burden,** owner of the new radio station WIFE, is tickled to pieces with the latest Hooper ratings. Burden made a shambles of the ratings with his $113,000 give-away promotion. His station landed so far in front, it was strictly no contest.

it feels to

Whee, the people . . .

In the WIFE radio promotion campaign, Indianapolis Symphony conductor **Isler Solomon's wife, Betty,** won a movie camera.

Irving Leibowitz

Managing Editor of The Indianapolis Times, columnist and author of "My Indiana".

THE STAR STATIONS

DON W. BURDEN, PRESIDENT

WIFE • AM-FM • INDIANAPOLIS
KOIL • AM-FM • OMAHA
KISN • PORTLAND

SOLD NATIONALLY BY H-Radio

HOW TO IDENTIFY A NETWORK

Perhaps the most delightful way of all to identify a television network is to see it reflected in the face of a child.

Many a parent has learned to recognize NBC Television in the attentive young faces turned to such unusual programs as *Exploring* and *The Children's Theatre.*

Exploring, introduced to NBC's widely varied weekly schedule in 1962, has won five major awards for its imaginative dramatizing of such normally child-repellent subjects as Math, Social Science, and Language.

The Children's Theatre, introduced last November with the one-hour fantasy, "Quillow and the Giant," was termed "in every sense a masterpiece" (Chicago Tribune), "a breakthrough in bringing good television to the very young" (Boston Globe), and "a family joy" (New York Herald Tribune).

And The New York Times' critic began his review of "Quillow" by declaring, "The National Broadcasting Company was on the side of the angels last night."

Lyrical as that judgment may be, it probably came as no surprise to the millions of parents who have come to recognize the NBC Television Network through our children's programs.

For they already knew we were on the side of the *little* angels.

NBC

"EXPLORING" *Saturdays, 1-2 pm, in color* / "THE CHILDREN'S THEATRE" *Full-hour Specials, in color*

DATEBOOK

A calendar of important meetings and events in the field of communications.
▪ Indicates first or revised listing.

MARCH

March 9—National Electronics Marketing Symposium of **Electronic Industries Association.** Keynote speaker will be Dr. Thomas A. Staudt, chairman of Michigan State University's Department of Marketing and Transportation Administration, on "Marketing Requirements in a Rapidly Changing Technological Industry." Statler Hilton hotel, Washington.

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

March 9—Sixth annual broadcasting day of the **University of Florida** and **Florida Association of Broadcasters.** Among participants are Dan Rather, CBS News; Frederick W. Ford, FCC commissioner; Thomas H. Wall, partner in Dow, Lohnes & Albertson, Washington; Robert L. Heald, partner in Spearman & Roberson, Washington; Paul Taff, National Educational Television, New York; Jim Hulbert, NAB; Mark Olds, WINS New York; William McDaniel, NBC Radio; Peter Hackes, NBC News, and Winston B. Linam, KSLA-TV Shreveport, La. Student Service Center, University of Florida, Gainesville.

March 10—Luncheon meeting, **Broadcast Advertising Club of Chicago.** Howard H. Bell, director of National Association of Broadcasters' code authority, will speak.

▪March 10—Hearing by Canada's **Board of Broadcast Governors** to hear comments on the proposed amendment to radio and TV regulations that would change the hourly limit for advertising from 16 to 12 minutes, with no change in the limit of 20 commercials in that time. Ottawa.

March 11—Carl T. Rowan, director of U. S. Information Agency, is featured speaker at **International Radio and Television Society** "newsmaker" luncheon. Waldorf-Astoria, New York, 12:30 p.m.

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

March 11-13—Meeting of executive board of **Inter-American Association of Broadcasters,** Columbus, Ohio.

March 14—Ted Koop, Washington vice president for CBS Inc., speaks at the annual spring banquet of the University of Iowa chapter of Sigma Delta Chi. Iowa City.

March 16-18—Public relations orientation seminar by the marketing division of **American Management Association,** LaSalle hotel, Chicago.

March 18—Meeting of Los Angeles chapter of **Broadcast Pioneers.** Carl Haverlin, retired president of Broadcast Music Inc., will speak. Hollywood Roosevelt hotel.

March 20—Deadline for comments on **FCC** rulemaking to authorize use of unattended, automatic mobile relay stations.

March 21—Twenty-fifth annual national convention of the **Intercollegiate Broadcasting System.** Host station is WKCR-FM (educational) New York. Speakers include James Hagerty, vice president in charge of corporate relations for American Broadcasting-Paramount Theaters Inc., and Robert E. Lee, FCC commissioner. For additional information contact Bob Freedman, Intercollegiate Broadcasting System, Bethlehem, Pa. Ferris Booth Hall, Columbia University, New York.

March 23—Awards dinner of the **Alfred I. duPont Awards Foundation,** Newton N. Minow, former FCC chairman and now executive vice president and general counsel of Encyclopaedia Britannica, will address dinner in first major speech to industry since leaving FCC June 1, 1963. Mayflower hotel, Washington.

March 23-26—International convention of **Institute of Electrical and Electronics Engineers,** New York Hilton and New York Coliseum. More than 1,000 exhibitors expected to display about $20 million worth of electrical and electronic equipment.

▪March 25—New deadline for comments on **FCC** rulemakings to govern grants in microwave services to systems supplying community antenna operators with facilities. Former deadline was Feb. 24.

March 26—First radio day seminar of **American College of Radio Arts, Crafts and Sciences,** Chicago. Agency-advertiser will discuss successful radio selling today. Arthur Godfrey will be guest speaker.

March 30—Deadline for reply comments on **FCC** rulemaking to authorize

"THE YANKS ARE COMING"

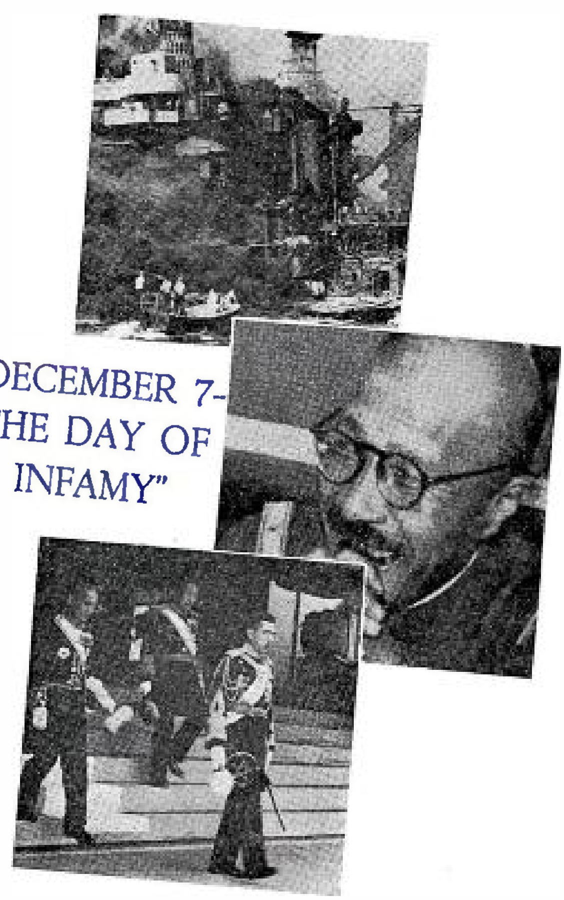
the story's in on our

ONE-HOUR SPECIALS.

This season, we introduced a new kind of local programming: six hour-long "specials" of national importance, by Wolper. So powerful was their impact on station executives that they pre-empted precious prime time to play the "specials" on important channels, coast-to-coast.

And what's been happening? *Success* is happening! To underscore this success and justify these stations' judgment, reviewers are lavishing a mass of unchallenged kudos on the "specials", *everywhere* they play.

WOLPER PRODUCTIONS, INC.
David L. Wolper, Executive Producer
Marshall Flaum, Producer-Director



"DECEMBER 7-THE DAY OF INFAMY"

UNITED ARTISTS TELEVISION

555 MADISON AVENUE • NEW YORK 22

Now releasing: "TEN SECONDS THAT SHOOK THE WORLD", "BERLIN: KAISER TO KHRUSHCHEV",

VICTORY FOR "THE YANKS"

"THE YANKS", first of the new "specials", played on or about November 11. In every city it appeared, it won a smashing victory, with brightest honors for entertainment, information and public service.

"Brilliant . . . audiences stand to gain by seeing "THE YANKS".
CHRISTIAN SCIENCE MONITOR

"A worthwhile thriller."
SAN FRANCISCO EXAMINER

"World War I was vividly re-created . . ."
". . . quality and unsensationalized good sense . . . plenty of human interest . . . lucid . . ."
NEW YORK HERALD TRIBUNE

". . . excellent . . . "THE YANKS" employs contrast vividly...fine..."
Bert J. Reesing in
CLEVELAND PLAIN DEALER

". . . historically fascinating and emotionally moving . . . heart-stirring . . ."
MIAMI HERALD

". . . a fitting salute to all the doughboys . . ."
LOS ANGELES EXAMINER

". . . fine . . . don't miss it . . . memorable photography . . ."
Percy Shain in BOSTON GLOBE

". . . topnotch . . . touching . . . heroic . . ." *James Devane in*
CINCINNATI ENQUIRER

"...outstanding...a fast pace... We hope you won't miss it . . . Richard Basehart is excellent as narrator." *Arthur E. Fetridge in*
BOSTON HERALD

"Don't miss 'THE YANKS' . . ."
BOSTON TRAVELER

"fine . . ." *Jack O'Brian in*
NEW YORK JOURNAL-AMERICAN

" 'YANKS' made the best use of the films . . ." DETROIT FREE PRESS

". . . a dynamic documentary . . . moving . . . well-told . . ."
LONG BEACH PRESS TELEGRAM

". . . brilliantly edited . . ."
BERGEN RECORD

". . . nostalgic, immensely interesting . . ." *Anthony La Camera in*
BOSTON RECORD-AMERICAN

". . . out-dramatizes fiction by a mile . . ."
PATERSON NEWS

". . . catches the mood . . ."
DETROIT NEWS & TIMES

". . . catches in abundance the spirit of the times . . ."
ELIZABETH JOURNAL

". . . vivid . . ."
BROCKTON ENTERPRISE AND TIMES

". . . a fresh look at two crucial years of American history . . ."
MCKEESPORT NEWS

". . . an arresting documentary . . . strong . . . credible . . ."
PALO ALTO TIMES

. . . . . and it's great!

SCHEDULED IN PRIME TIME
for "THE YANKS" & "DECEMBER 7"

WSB-TV	Atlanta	Mon. 9:00-10:00	Sat 7:30-8:30
WBAL-TV	Baltimore	Mon. 9:00-10:00	Sat 7:30-8:30
WNAC-TV	Boston	Sat. 8:30-9:30	Fri. 10:00-11:00
WBWK-TV	Buffalo	Mon 10:00-11:00	Sat 8:30-9:30
WLW-C	Columbus, O.	Mon 10:00-11:00	Sat 7:30-8:30
WFAA-TV	Dallas	Mon. 9:00-10:00	Sat 7:30-8:30
WJBK-TV	Detroit	Mon 10:00-11:00	Fri 10:00-11:00
WFBM-TV	Indianapolis	Sun 9:00-10:00	Fri 7:30-8:30
WCMO-TV	Kansas City	Mon. 9:00-10:00	Fri 9:00-10:00
KTTV	Los Angeles	Sun 10:00-11:00	Sat 7:00-8:00
WHAS-TV	Louisville	Mon. 7:30-8:30	Fri 8:30-9:30
WITI-TV	Milwaukee	Sun 9:00-10:00	Fri 9:00-10:00
WTCN-TV	Minneapolis	Mon. 9:00-10:00	Thur 7:30-8:30
WNHC-TV	New Haven	Mon 7:30-8:30	Sat 8:30-9:30
WPIX	New York	Mon 10:00-11:00	Sat 7:30-8:30
WKY-TV	Oklahoma City	Sun 9:00-10:00	Fri 7:30-8:30
WFIL-TV	Philadelphia	Mon 7:30-8:30	Fri 10:00-11:00
WTAE-TV	Pittsburgh	Mon 10:00-11:00	Sat 8:30-9:30
WOKR-TV	Rochester, NY	Mon 10:00-11:00	Fri 8:30-9:30
WWLP-TV	Springfield, Mass.	Mon 10:00-11:00	Sat 7:30-8:30

. . . and others.

IN PRAISE OF "INFAMY"

"DECEMBER 7", second of a series, appeared on the 22nd anniversary of Pearl Harbor. No documentary ever received higher praise or received it from so many reviewers . . . For example:

". . . outstanding . . . excellent film . . ." *Anthony LaCamera*
BOSTON RECORD-AMERICAN

". . . a fully rounded picture story . . . I don't believe I've ever felt closer to an event . . ."
Win Fanning in
PITTSBURGH POST-GAZETTE AND SUN TELEGRAPH

"One of the best and most absorbing documentaries . . ."
CINCINNATI POST-TIMES STAR

". . . topflight . . . a great amount of new footage . . ."
Francis Murphy in
PORTLAND OREGONIAN

"Some of the rarest film sequences probably ever seen."
Arlene Garber in
HOLLYWOOD CITIZEN NEWS

". . . skillfully written and produced . . ." *Harry Harris in*
PHILADELPHIA INQUIRER

". . . swift, devastating . . ."
Fred Remington in
PITTSBURGH PRESS

". . . dramatic impact . . . packed with action . . ." *Fred Storm in*
SAN FRANCISCO NEWS-CALL BULLETIN

". . . vivid . . . dramatic . . . well-written . . ." *Joe Jarvis in*
INDIANAPOLIS NEWS

". . . an hour that should rivet all viewers . . ." BALTIMORE SUN

". . . One of the most powerful documentaries in video history . . . first TV documentary to place the Pearl Harbor attack in proper historic perspective."
PORTLAND (Maine) EXPRESS

". . . most moving . . ."
GARY POST TRIBUNE

"THE AMERICAN WOMAN IN THE 20th CENTURY", "THE RISE AND FALL OF AMERICAN COMMUNISM".

use of unattended, automatic mobile relay stations.

APRIL

April 1—**Nebraska Broadcasters Association-Nebraska University Journalism School** copywriters' clinic, Nebraska Center for Continuing Education, Lincoln.

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

▪April 3—New dealine for reply comments on **FCC** rulemaking to authorize six UHF channels for airborne ETV in six midwestern states.

April 3-4—**Arkansas AP Broadcasters,** Little Rock.

April 3-5—**National Association of TV & Radio Farm Directors,** Atlanta.

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

April 5-8—West Coast meeting of **Association of National Advertisers,** Del Monte 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 Trading Stamp Institute of America. More than 600 exhibitors are expected to participate. McCormick Place, Chicago.

April 11—**Michigan AP Broadcasters Association,** Kellogg Center, East Lansing.

April 11—**Alabama AP Broadcasters,** Birmingham.

April 12-17—Ninety-fifth technical conference of **Society of Motion Picture and Television Engineers.** 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. Ambassador hotel, Los Angeles.

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

▪April 14—Deadline for reply comments on **FCC** rulemaking to govern grants in microwave services to systems supplying community antenna operators with facilities.

▪April 15—Deadline for submission of summaries and abstracts of technical papers for inclusion in program of **Western Electronic Show and Convention** in Los Angeles, Aug. 25-28.

▪April 15-25—International motion picture, TV film and documentary market, Milan, Italy.

▪April 16—**FCC** hearing on proposed program reporting form for TV stations. Formerly scheduled for March 12.

▪April 16-17—Annual meeting of **Chesapeake AP Broadcasters Association,** Sheraton Belvedere hotel, Baltimore.

▪April 17-18—Fourteenth annual **Radio-Television Conference and Banquet** of Radio-Television Guild of San Francisco State College. For additional information, write Ronald Denman, chairman.

▪April 17-18—Two-day management seminar entitled "The Marketing Revolution In Electronics" by central division of **Association of Electronic Manufacturers,** Pheasant Run Lodge and Country Club, St. Charles, Ill.

▪April 17-19—Joint meeting of **Mississippi Association of Broadcasters** and **Louisiana Association of Broadcasters.** Speakers include NAB President LeRoy Collins, FCC Chairman E. William Henry and Representative Walter Rogers (D-Tex.). Broadwater hotel, Biloxi, Miss.

▪April 17-24—The **Golden Rose of Montreux** international TV competition, sponsored by the city of Montreux (Switzerland) and the Swiss Radio and Television Corp., Montreux.

April 19-25—**Television Newsfilm Workshop,** Center for Continuing Education, University of Oklahoma, Norman.

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

▪April 23—**FCC** will hold oral proceeding on proposed program reporting form for AM-FM radio.

▪April 23-25—Annual meeting of **American Association of Advertising Agencies,** The Greenbrier, White Sulphur Springs, W. Va.

▪ Indicates first or revised listing

WHO'S ON FIRST?

G.E. FIRST

ON THE MARKET...

WSM-TV

NASHVILLE, TENN.

FIRST

ON THE AIR...

WITH TV's FIRST 4-VIDICON COLOR FILM CAMERA SYSTEM

This transistorized 4-V camera overcomes the two greatest problems existing in color film today: registration and monochrome resolution. Some of the other stations who are first in their own markets with the G-E 4-V include: KMSP-TV, Minneapolis; WAST, Albany; WJXT, Jacksonville; WGEM-TV, Quincy, Ill.; WRGB, Schenectady; WRAL-TV, Raleigh; WESH-TV, Daytona Beach; WFIL-TV, Philadelphia; WNBF-TV, Binghamton; WAGA-TV, Atlanta; WWJ-TV, Detroit; WFBG-TV, Altoona; WJW-TV, Cleveland; KTVT, Fort Worth.

PE-24-A/B

GENERAL ELECTRIC

G.E. FIRST

ON THE MARKET.

KERO-TV

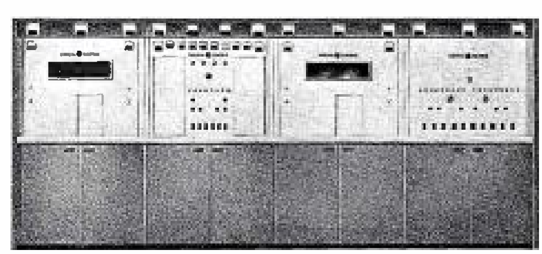
BAKERSFIELD, CALIF.

FIRST

ON THE AIR

WITH TV's ONLY 2nd GENERATION UHF KLYSTRON TRANSMITTER AND UHF ZIG-ZAG ANTENNA

In the early 1950's G. E. pioneered UHF television Klystron Transmitters. Now—14 years later—others are catching up. G. E.'s **second generation** units are setting new standards for performance, stability, economy and compactness. Today, the transmitter and G. E.'s new high-gain, directional Zig-Zag Panel Antenna enable KERO-TV to increase overall market coverage beyond its previous VHF pattern. Four other stations will be first in their markets with G-E **second-generation** Klystron Transmitters by June.



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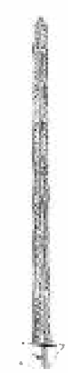


Zig-Zag Antenna

GENERAL ELECTRIC

G.E. FIRST

ON THE MARKET...

ABC-TV

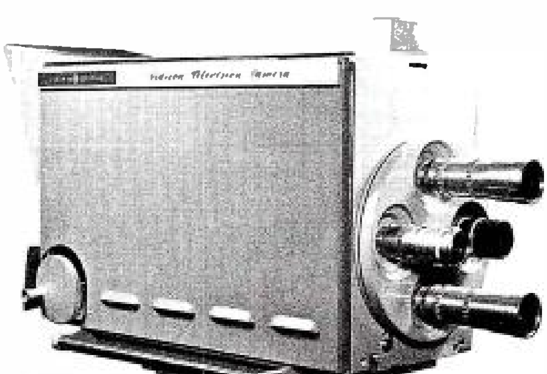
WASHINGTON, D. C.

FIRST

ON THE AIR...

WITH TV's FIRST PROFESSIONAL TRANSISTORIZED STUDIO VIDICON CAMERA

First on the air—first in network operation. The PE-23-A/B/C system can do 80% of network or station studio programs—at operating cost as much as 90% less than a comparable image orthicon camera system and 50% less initial cost. Transistorized... eliminates day-to-day drift, reduces set-up time, saves up to 14 cubic feet of rack space.



PE-23-A/B/C

GENERAL ELECTRIC

G.E. FIRST

ON THE MARKET...

WGR-TV

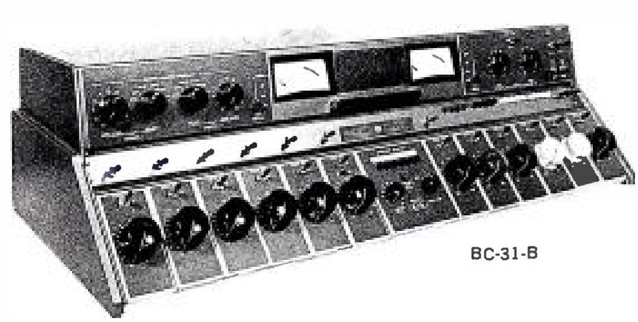
BUFFALO, N.Y.

FIRST

ON THE AIR...

WITH G-E 2nd GENERATION TRANSISTORIZED AUDIO EQUIPMENT

In 1958, G.E. was the first to introduce transistorized Studio Audio Equipment, now used by hundreds of stations. Today, the BC-31-B Stereo Console, part of the **second generation** of G.E.'s complete transistorized line, offers broadcasters the widest range of inputs, controls and functions available today—for either stereo or monaural, single or dual channel, in AM, FM, TV studios or master control audio systems.



BC-31-B

GENERAL ELECTRIC

G.E. FIRST

ON THE MARKET...

WCTV

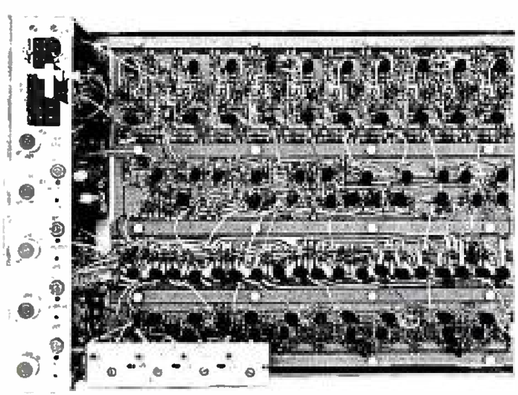
TALLAHASSEE, FLA.

FIRST

ON THE AIR...

WITH TV's FIRST TRANSISTORIZED STUDIO VIDEO EQUIPMENT

In 1958, G.E. introduced television's first transistorized Studio Video Equipment, the Sync Generator, a unit which was 50% smaller and used less than one-half the power of previous models. To provide greater performance, economy and reliability, G. E. has continued to pioneer the design, development and improvement of transistorized broadcast equipment such as cameras, video distribution amplifiers, processing amplifiers, and power supplies.



PG-5-B Second Generation Sync Generator

GENERAL ELECTRIC

G.E. FIRST

ON THE MARKET WITH

UHF side-fire helical antenna (1951)

VHF high-channel helical antenna (1955)

"I.O. Guard" pickup tube life-extender (1957)

VHF low-channel helical antenna (1958)

Use of transistors in color studio camera (1958)

Use of transistors in monochrome studio I.O. camera (1958)

Transistorized remote vidicon studio camera (1961)

Transistorized monochrome film camera (1961)

VHF low- and high-channel Zig-Zag Panel Antennas (1963)

FOLLOW THE LEADER...

for the newest and finest in television equipment for broadcast and other applications... General Electric, pioneer in television progress. For further information on the complete line, contact your G-E Broadcast Equipment Representative, or: General Electric Company, Visual Communication Products, 212 West Division Street, Syracuse, New York 13204.

GENERAL ELECTRIC

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*Reg. U. S. Patent Office

OPEN MIKE®

Pains must be taken

EDITOR: Your editorial, "Time to face the problem" (BROADCASTING, March 2), says something that needed saying. I've been involved in the production of experimental courtroom coverage, FCC hearing coverage, Senate Rules Committee coverage and more, and I'm afraid we should face the facts that we in television news usually do not take the considerable pains necessary to cover public hearings in the unobtrusive way that is within our technical grasp.

Of course, more often than not, it's not easy to do. You need advance cooperation and planning in concert with the government body involved. You should be able to get into the hearing room a day or so ahead of time and, most difficult to obtain, you need a joint, planned-out approach on the part of all the visual media, including the election of a single man to act as a pool spokesman. So the easiest thing to do is to bring in the lights, cameras and cables and hope that there'll be no fuss about them.

All of this is adding to the "circus" reputation of TV coverage. We just can't narrow down the arguments on access to issues of press freedom, right to know, nondiscrimination among media, etc., until we take the necessary effort, time consuming and complex as it may be, to get most of the machinery, lights and clutter out of hearing rooms. Let us hope some enlightened officials will go along with us in the trouble and planning this requires.—*William Monroe, director, NBC News, Washington.*

Bush-shaking

EDITOR: Your story on the package plan for baseball (BROADCASTING, Feb. 24) is a great job of reporting. I had calls from all over the country, so it's pretty apparent you have shaken the bushes to the outer extremity.—*John E. Fetzer, president, Fetzer Broadcasting Co., Kalamazoo, Mich., and president, Detroit Tigers.*

Different figures

EDITOR: My high regard for BROADCASTING's "estimates" took a sharp reversal last week when I read in BROADCASTING, Feb. 24, to my surprise, that ABC Radio sold quarter sponsorships of the Liston-Clay fight for "$35,000." The price was $60,000 to each full network sponsor. You're free to ask them.

Additionally, when I estimated an audience of 67 million people, I was not referring to anything but a fight which did deliver 67 million people, namely, the Liston-Patterson match of Sept. 25, 1962. We don't inflate our figures. The audience figures on the Liston-Clay fight [show] the event produced the largest audience to any single commercial event in the history of advertising—75 million people. We underestimated again, but I wish you wouldn't—not with our product.—*Robert R. Pauley, president, ABC Radio, New York.*

(The estimate of $35,000 for one-quarter sponsorships of the fight came from a sponsor.)

Encouragement for CATV

EDITOR: I must express exception to the conclusion of Dwight Martin's "Future of TV in America Committee" (BROADCASTING, Feb. 10) that CATV which involves local origination is, with pay TV, "contrary to the public interest and both pose equal threats to free broadcasting."

The CATV system in Ithaca, N. Y., is a boon to local expression. The owner allows the Ithaca College Television-Radio Department to use one of the channels to produce discussions and controversies . . . programs using local musical talent, sports events, real children's programs and some "enrichment" for the public school system. In addition, the college, through cable facilities, has provided some 23,000 persons a chance to see local governmental bodies in action through our live coverage of some of their meetings. . . .

Whatever the shortcomings of CATV, they should be encouraged to offer the local communities a chance at local self-expression rather than lump every system into some dark, ominous threat to the existence of broadcasting.—*Royal D. Colle, chairman, Radio-TV Department, Ithaca College, Ithaca, N. Y.*

Clarification of law

EDITOR: . . . [In] your story "The impact of all-channel sets" (BROADCASTING, March 2), you state [that the law] "authorizes the FCC to require that all TV receivers shipped in interstate commerce or imported for sale or resale to the public be capable of receiving 'all frequencies allocated by the commission to television broadcasting'."

In reality the regulation, as passed by the FCC, permits VHF-only sets to be imported and also permits VHF-only sets to be shipped in interstate commerce, providing the sets were manufactured before the cutoff date.

In addition, you [did not] include in your article the FCC provision which requires the marking of TV set shipping cartons to indicate either that the sets were made before the cutoff date,

UNITED ARTISTS **SHOWCASE 2**

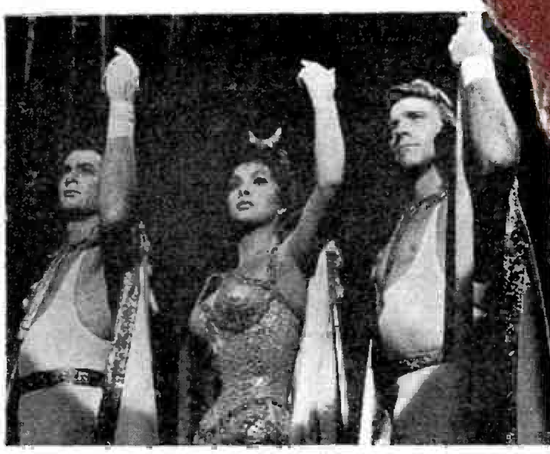
TRAPEZE

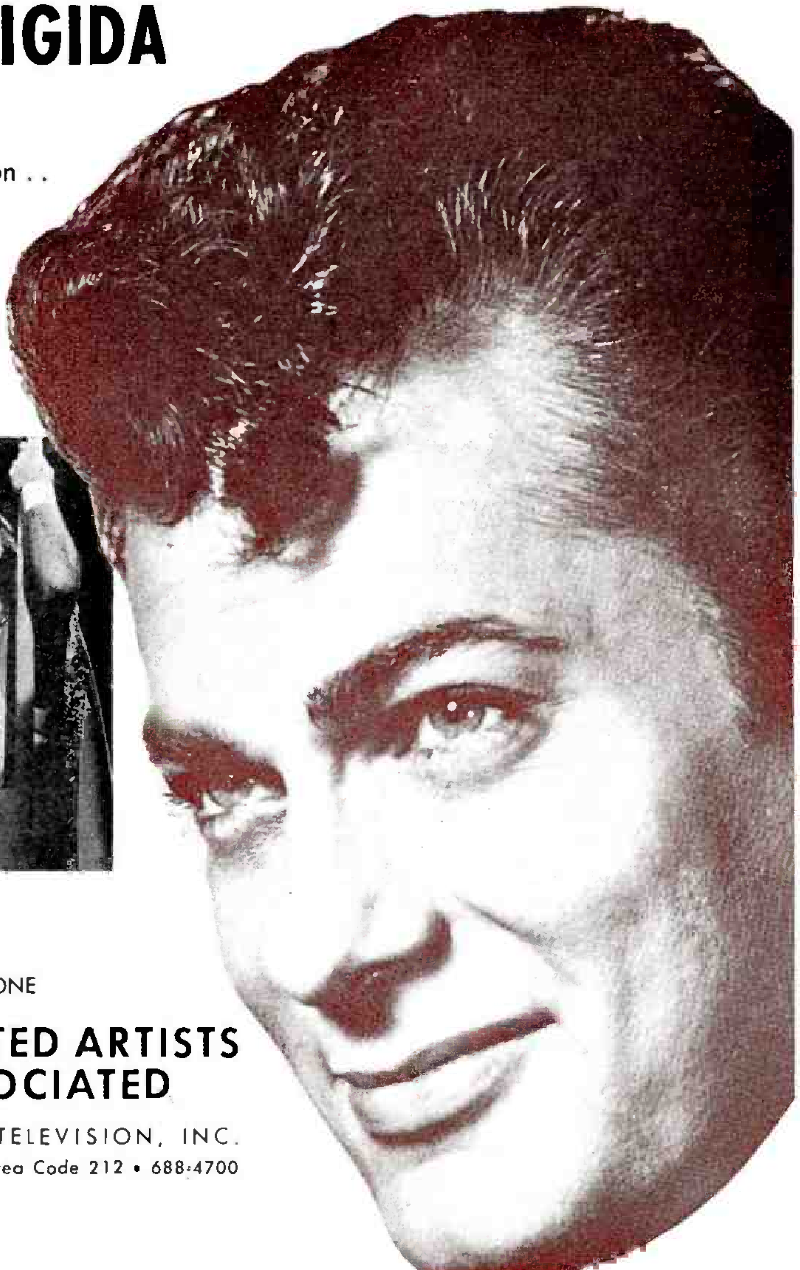
BURT **LANCASTER** · TONY **CURTIS**

GINA **LOLLOBRIGIDA**

Everybody loves the Circus . . .
Everybody thrills to aerialists in action . .
Everybody enjoys a good story
about a "triangle". "Trapeze" is
the acme of showmanship—
and *most* promotable.

Running time: 105 MINUTES





WRITE, WIRE OR PHONE

u.a.a. UNITED ARTISTS ASSOCIATED

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or that they meet the all-channel requirements. An informal poll of importers of Japanese TV receivers confirmed your report that there will be no problem with imported sets meeting the requirements.—*Robert E. Gerson, Japan Light Machinery Information Center, New York.*

Not on schedule

EDITOR: A brief item in CLOSED CIRCUIT, Feb. 24 refers to arrangements WGTV(TV) (University of Georgia) has made to schedule some film programs. Three titles from the "package" we are purported to have purchased were listed as examples in such a way that readers will unquestionably assume these titles are being scheduled on WGTV. This is to advise you that "Nude in a White Car" and "Poor but Beautiful" have never been considered by us and are not part of any scheduling arrangements we have made.—*Gerard L. Appy, director of communications, Georgia Center for Continuing Education, Athens, Ga.*

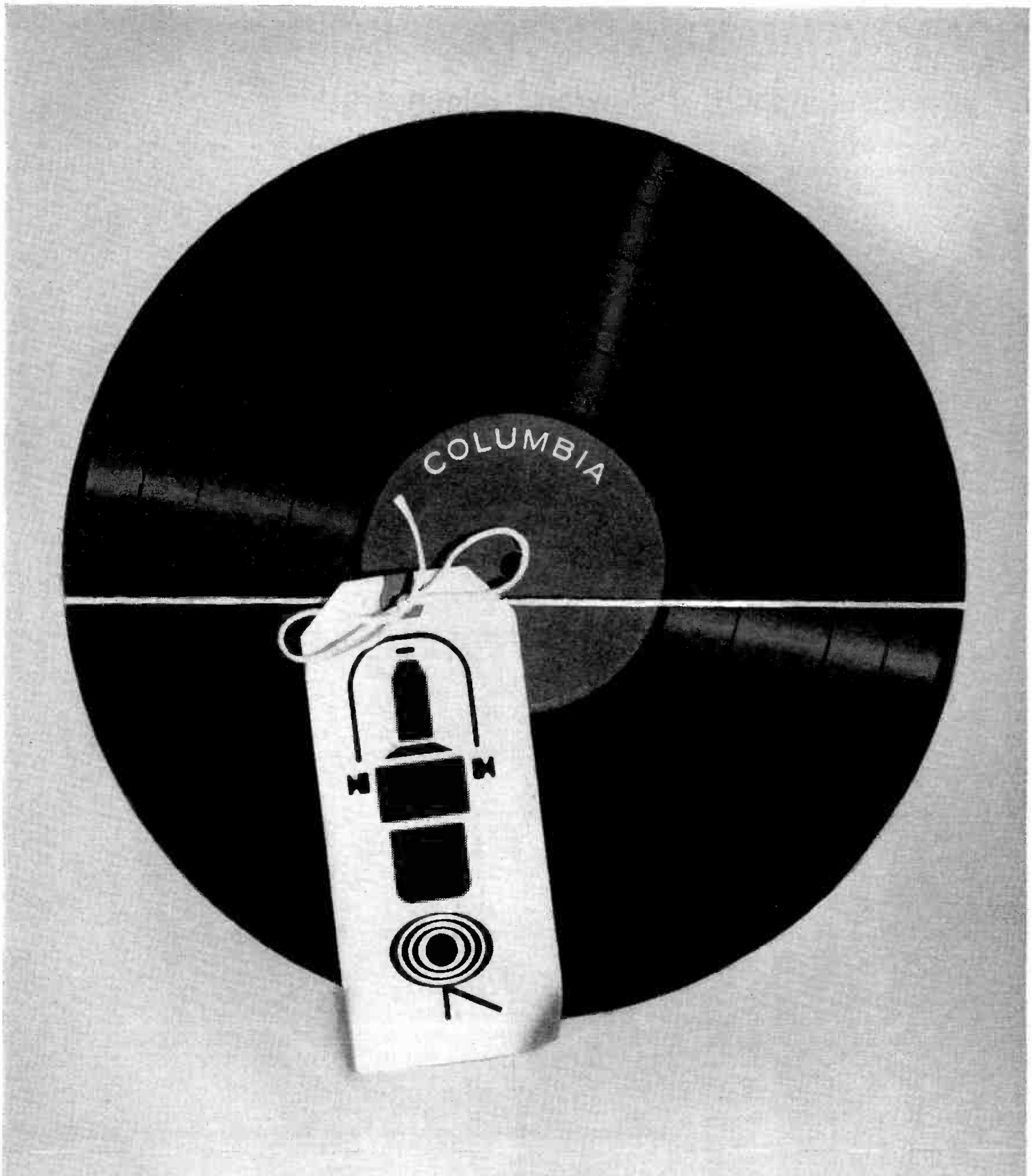
Not journalism

EDITOR: It seems a little unfortunate when the first annual Broadcast Major's Meeting, held in New York Feb. 20-21, under the auspices of the International Radio and Television Society (with which the Association for Professional Broadcasting Education was cooperating), is reported in BROADCASTING, Feb. 24 as "a meeting of journalism students." The meeting brought professional broadcasters together to talk to students majoring in broadcasting at a number of American colleges and universities, and it was a very profitable session for the students, but it certainly was not a journalism meeting.—*Wesley H. Wallace, chairman, Department of Radio, Television and Motion Pictures, University of North Carolina, Chapel Hill.*

Newsman's lament

EDITOR: Perhaps this little verse will strike a responsive chord somewhere:

> The saddest words at deadline time, when you're checking out a hunch, are those said over a telephone line, "I'm sorry, he's out to lunch."
>
> Or, a minute before the light goes red, and a hot tip you've just been told, are by a drawling typist said, "He's busy, can you hold?"
>
> But in some far and distant day, when ulcers have taken their fee, "Come close, my son," God will say, "Here's a hot one . . . exclusively."—*Jim Curran,* KGBC *Galveston, Tex.*


COLUMBIA

MONDAY MEMO from ROBERT A. DOBBIN, Best Foods, New York

An advertiser's point of view on 'sudden death'

The February 24th issue of BROADCASTING gave major coverage to McCann-Erickson's new "sudden death" policy in spot TV buying. Not only did the article go into the details of the letter sent to station representatives by Edward A. Grey, senior vice president for TV programing and media at McCann, but it reported quite extensively on the reactions and comments of different station representatives and numerous agency executives.

Noticeable by their absence (as is so often true in cases like this) were comments and reactions from those who pay the bills—the advertisers.

As one person on the sponsor's side of the desk, I would like to express my personal opinions about the merits of Mr. Grey's action and some of my reactions to the opinions expressed by agencies and reps, because they tended to be critical, or worse yet, some seemed to regard the whole thing as unimportant.

I favor the approach taken by Mr. Grey for McCann-Erickson (which happens to be one of our agencies), to such an extent that I am asking all of our other agencies to consider adopting the same policy on our business.

Less Control ▪ My company spends a good many millions of dollars per year in spot television. Our expenditure in this media represents a substantial portion of our total media budget. Yet we know less about how the money is spent, and have less control over how it is spent than is the case with any other medium. As a general rule we are forced to sit back and take whatever is offered.

I have always maintained there is no such thing as a spot schedule that cannot be improved. In this day of spiraling costs, it is vital that any advertiser seek and get the very best spots for his particular product or problem. If an agency did not take the strongest possible steps to improve existing schedules when so much is at stake, it would not be meeting its obligations to its client. And a station representative that does not work closely with agency timebuyers to accomplish the same purpose is certainly not providing the type of service it is our right to expect. Therefore, I find it hard to understand some of the comments and reactions of agency executives and representatives to this "instant up-grading" policy.

I refer to such comments as "nitpicking." This person apparently does not know the difference between "nits" and dollars. With the continued upward trend of spot TV costs, I certainly do not consider it "nitpicking" when one of our agencies says to a representative "we are giving you an order for this schedule as the best available now, but if anything better turns up let us know, because we must improve it."

When my company's money is involved, I would rather those who are supposed to service us (through our agencies) did not confuse "nitpicking" with a serious effort to spend that money as efficiently as possible!

Nice Guy Policy ▪ Some agency executives were quoted as saying they prefer to request new availabilities from the incumbent station's rep before canceling and switching. This might be the "nice guy" approach, but here again, I don't want agencies just being nice guys with my company's money. If the rep himself is not sufficiently interested in my business to work with the timebuyer to up-grade my schedule, I would not expect the timebuyer to waste his time protecting that representative and his order by giving him a second chance.

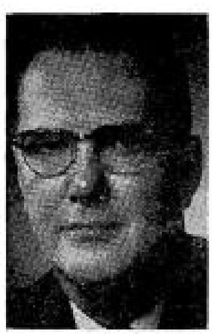
And I'm sure it was not the media director of one of our agencies who was quoted as saying "it would be naive of an agency to expect a station representative to keep it informed whenever a better deal presents itself." I guess I'm naive.

Rep's Responsibility ▪ I assumed that a primary responsibility of a station representative was to render service to his accounts, and that an important part of this service would be to keep the account informed of better deals. As a matter of fact, I'm so naive that if such a comment came from one of our media directors, I would think he was not doing his utmost to look out for our best interests. I might also add, I consider the balance of his statement to be a bit naive in itself, for he goes on to say, "The representative is going to go out and try to sell the more attractive schedule to someone else." That, in my opinion, is the problem! That is what does happen, and I want our agencies to do everything possible to see that it doesn't happen to us.

I have been concerned about the problem of schedule improvement for years, and have become more so with each increase in costs. I'm not only concerned with the continually climbing cost-per-thousand of spot television, which has increased more than that of any other medium, but also the increase in total dollars involved. It's a mighty high ante game.

Efficient Spending ▪ The basic costs of maintaining the same schedule of advertising pressure today as compared with a few years ago have increased far more in spot television than in any other major medium. This makes it incumbent on me as an advertiser, on agencies, and the representatives to make certain that every dollar spent for spot television is spent as efficiently as possible.

I agree that salesmen can not be expected to hold valuable availabilities indefinitely if a client or agency doesn't act promptly when better positions are offered. To help overcome this problem, all of our agencies are authorized to buy spot schedules without first submitting availabilities to us for our approval. Since we do not give our agencies this freedom and responsibility, we must demand that they take every possible step to get the best, and then to make improvements, because better times are always becoming available. I, for one, think "instant upgrading" (not "sudden death") is a policy that will get better results for me, an advertiser, than I have seen in the past.



Robert A. Dobbin was appointed director of advertising for the Best Foods Division of Corn Products Co. on Aug. 1, 1963. During the 10 years he has been with Corn Products, he has served as advertising manager of its Kasco Division, and as a product manager and advertising manager of the Best Foods Division. Mr. Dobbin is a member of the Association of National Advertisers' Broadcasting Committee and the Grocery Manufacturer's Association Advertising Committee.

A SIMPLE STATEMENT OF *POSITION*

Last week we told you we were number 1 at night and number 2 from 12 noon to 6 PM (December 1963, January 1964 Hooper). In the new three month Hooper just released (December 1963, January, February 1964) our position for "total rated time periods" is:

TIED FOR NUMBER 1

WKNR

THE STATION THAT *KNOWS* DETROIT

* See Hooper Continuing Measurement of Broadcast Audiences, December 1963 thru February 1964. The data used are estimates only, subject to errors and limitations inherent in indicated sources. WKNR does not assume responsibility for the accuracy, completeness or validity of such original data.

NOW—THE STATION DETROIT KNOWS

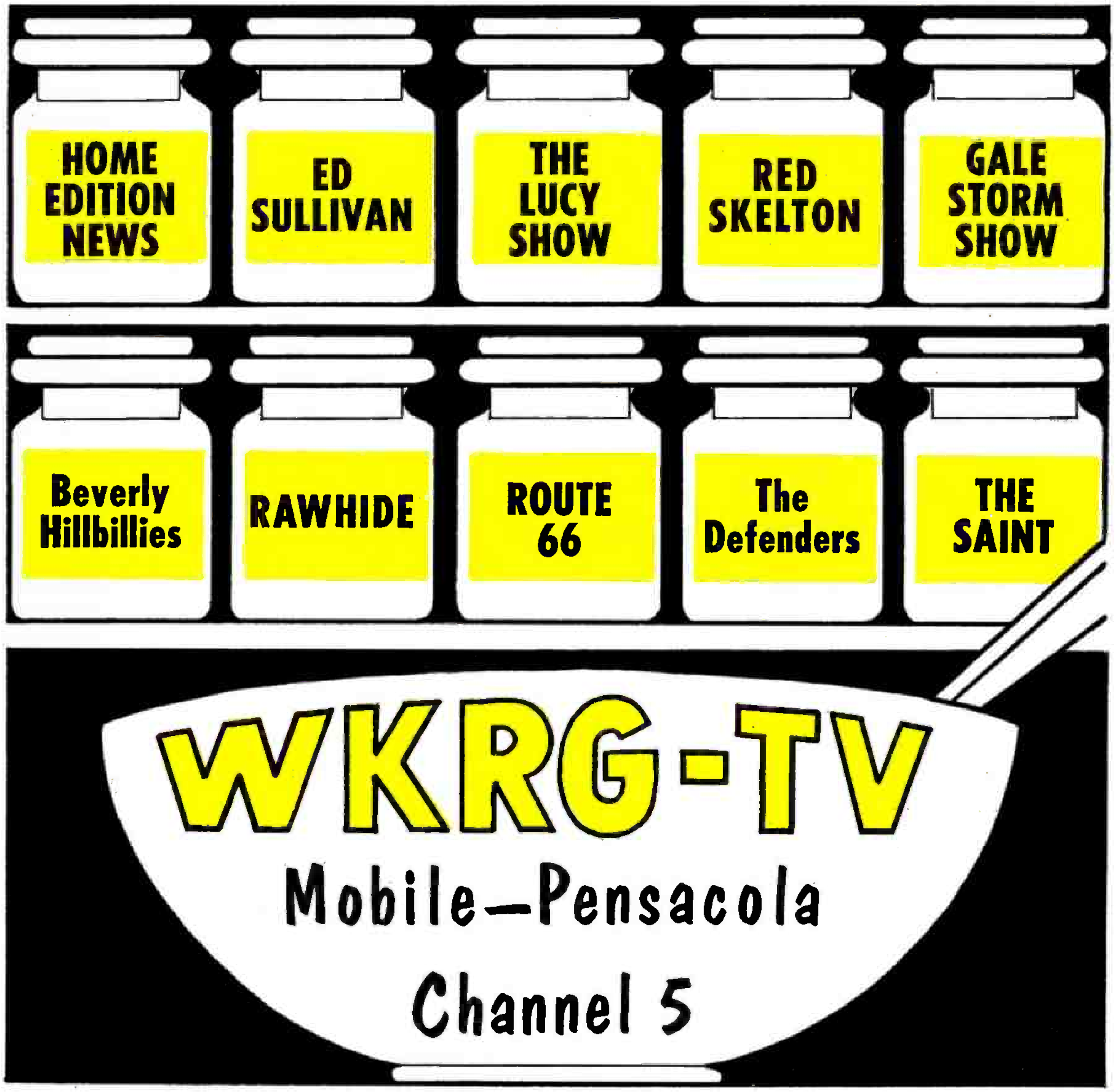
KNORR BROADCASTING CORPORATION

Mrs. Fred Knorr,
President

Walter Patterson,
Executive Vice President
& General Manager

REPRESENTED NATIONALLY BY THE PAUL H. RAYMER COMPANY

"Seasoned to Please!"



Represented by H-R Television, Inc.

or

Call C. P. Persons Jr., General Manager

Big spot radio buyers are reported by RAB

General Motors' $9 million heads sponsor list

Survey shows first 50 total near $134 million

Spot radio's leading advertisers are identified for the first time in four years and ranked by the volume of their spending in a report being issued today (March 9) by the Radio Advertising Bureau.

The report, covering the "Top 50" national and regional spot radio spenders of 1963, is the first in an annual series planned by RAB in cooperation with station representatives and stations to supply long-missing radio sales ammunition. The 1964 report is slated to include data on leading network as well as spot radio users, and RAB also hopes to provide dollar figures on spending by individual brands in addition to total corporate outlays.

The 1963 report puts General Motors in first place with an estimated $9.1 million investment in spot radio. The total for the 50 is $133,653,000, or an average of $2,673,060. The lowest figure on the list—for Seaboard Finance—is $1,020,000 (see list, this page).

Edmund C. Bunker, RAB president, said the report returns spot radio to the ranks of the "measured media" and gives the medium a valuable tool whose absence in the past has imposed a severe "handicap."

Vital to Radio ▪ "We regard this project as of vital importance in expanding radio sales," Mr. Bunker said. "Without facts on advertiser expenditures, radio has been handicapped both in selling and in planning sales strategy."

The last published figures most nearly comparable to these were in a report issued by RAB for 1959. The 1963 list indicates that most of the big spot radio users in 1959 are still big users—and their average level of expenditures has risen by about 8%.

Behind General Motors in the 1963 list come Chrysler with a $8.19 million outlay in spot radio, Ford with $7.117 million, Reynolds Tobacco with $6.89 million and Coca-Cola and its bottlers with $6.24 million.

Most of 1963's top 50 are advertisers usually found among the leaders on most media lists. But Procter & Gamble, No. 1 in all-media spending is missing, virtually out of spot radio (it wasn't on the 1959 list, either). Another soap company, Fels, which ranked 17th in 1959 but subsequently became relatively inactive in radio, returned in 1963 with a $1.04 million expenditure that ranked 48th on the advertiser list.

Just below the top 50, RAB officials said, a clutch of other advertisers came close to making the list. These included Colgate-Palmolive, whose radio tests alone accounted for $975,000, according to RAB. Others: International Nickel Co., Piel Bros. beer, Salada tea, Langendorf Bakeries, Canada Dry, International Mineral (Accent), Miller Brewing, Eversharp-Schick and Tidewater Oil.

Although RAB did not attempt to show individual brand expenditures, in most cases it was obvious which products got the heaviest shares of the total corporate outlays.

Of General Motors' $9.1 million expenditure, for instance, the biggest share for cars went to Buick and Pontiac, while Guardian Maintenance and GMAC also received strong support. Chevrolet, Corvair, Chevy II and Cadillac also were active, but less so than Buick and Pontiac.

The Chrysler budget was distributed primarily among Plymouth, Dodge, Chrysler and Valiant cars, in approximately that order, while Ford's money was put behind the Ford, Mercury, Falcon and Comet makes.

Cigarette Heavies ▪ Winston, Salem and Camel cigarettes received the bulk of the Reynolds budget probably in that order, while American Tobacco backed Pall Mall, Lucky Strike and Taryeton—and is using radio in strong

Top 50 spot radio advertisers in '63

Rank	Company	Estimated Expenditure
1	General Motors	$9,100,000
2	Chrysler Corp.	8,190,000
3	Ford Motor	7,117,000
4	R. J. Reynolds	6,890,000
5	Coca-Cola (bottlers)	6,240,000
6	Anheuser-Busch	6,110,000
7	American Tobacco	5,525,000
8	Carling Brewing	4,875,000
9	American Tel & Tel.	4,420,000
10	American Oil	3,575,000
11	Nestle	3,250,000
12	P. Ballantine	2,925,000
13	Pepsi-Cola (bottlers)	2,860,000
14	P. Lorillard	2,730,000
15	Firestone Tire	2,470,000
16	Eastern Air Lines	2,437,000
17	Humble Oil	2,407,000
18	Campbell Soup	2,275,000
19	American Motors	2,242,000
20	B. C. Remedy	2,210,000
21	National Biscuit	2,177,000
22	Household Finance	2,080,000
23	Beneficial Finance	2,015,000
24	National Dairy Products	1,950,000
25	Liebmann Breweries	1,860,000
26	Northwest Orient Air.	1,820,000
26	F&M Schaefer	1,820,000
28	American Home Prod.	1,722,000
29	Beech-Nut Life Savers	1,690,000
29	Equitable Life	1,690,000
31	United Air Lines	1,657,000
32	American Airlines	1,612,000
33	Atlantic Refining	1,560,000
33	Delta Air Lines	1,560,000
33	William Wrigley	1,560,000
36	Gulf Oil	1,475,000
37	Trans World Airlines	1,445,000
38	Carnation	1,430,000
38	Falstaff Brewing	1,430,000
40	Bristol-Myers	1,326,000
41	Continental Baking	1,300,000
41	Continental Oil	1,300,000
41	Plough	1,300,000
41	Schlitz Brewing	1,300,000
45	Monarch Wine	1,267,000
46	American Express	1,235,000
47	Theo. Hamm Brewing	1,124,000
48	Fels & Co.	1,040,000
48	Liggett & Myers	1,040,000
50	Seaboard Finance	1,020,000
	Total	$133,653,000

Source: Radio Advertising Bureau survey.

support of its new Carlton cigarettes in 1964. P. Lorillard concentrated on Kent and Newport cigarettes.

Among beers, Anheuser-Busch backed Budweiser and Busch Bavarian; Liebmann breweries promoted its Rheingold brand, Carling centered on Black Label, Ballentine and Schafer concentrated on the products carrying their respective corporate names, while Schlitz used radio lightly for its corporately named product but concentrated on its Burgermeister and Old Milwaukee brands.

In all, RAB officials estimated, the products promoted by the top 50 companies ranged across approximately 25 categories from insurance and telephone service to headache remedies, air travel and food.

The agencies placing the business numbered more than 30, with BBDO, N. W. Ayer & Son, McCann-Erickson, J. Walter Thompson Co. and William Esty Co. among those most heavily involved (see story above).

Although the range of product categories indicated radio's broad appeal, the list also pinpointed areas where the medium needs to concentrate more sales effort.

"It's apparent," Mr. Bunker said, "that radio must set its sights on increasing the number of major package-goods advertisers in the medium." The proportion of food firms in the list, he noted, was below radio's potential. In addition, he said, "some of those near the top of the list ought to be in radio year-round rather than using heavy flights for new-model or new-theme introductions."

Mr. Bunker and Miles David, RAB administrative vice president, who supervised the top 50 project, said the 1964 report will cover all advertisers in radio, network as well as spot, and that they hoped to include figures on individual brand spending.

"In our first release in this new effort to get a cooperative report started," Mr. David said, "we could not go that far. Our accuracy would have suffered. Be we want to stress that we don't regard this job as completed until we have brand figures."

Mr. David acknowledged that it was "possible that there may be a few regional advertisers whose expenditures should place them on the list but which could not be picked up in the initial surveying for 1963."

Source Material ▪ The 1964 report should be complete, he said, because all major station representation firms have now agreed to cooperate.

RAB officials credited the Station Representatives Association with a major role in enlisting the cooperation and participation of SRA member firms.

Data supplied by stations in leading markets is used along with that provided by the rep firms. More than half of the top 12 markets are now "solidly lined up," officials reported. They urged uncommitted stations in the other markets to join the project as soon as possible in the interests of more complete reports.

The participating stations and rep companies submit sales data quarterly to the Peat, Marwick, Mitchell accounting firm in New York. RAB officials emphasized that this information is never seen by RAB people or anyone else outside of the accounting organization except in the form of industry wide totals in the firm's reports. These totals are cross-checked for accuracy with other sources, including advertisers, and the final figures, although called "estimates," are "believed to be realistic, according to RAB.

The figures are "gross"—before discounts—and therefore are comparable with similar data released for other media. RAB said that they are 30% higher than they would be if presented on a net basis (after discounts), but that spot TV figures in recent years have been averaging about 33% higher than net.

RAB's 1959 spot advertiser report showed figures on a net basis and thus are not directly comparable with those for 1963. If the 30% differential is used, the top 50's spot expenditures in 1963 averaged about 8 to 9% higher than the 1959 average.

Newcomers List ▪ Among the newcomers to the top 50 in 1963 are American Motors, which placed 19th; Equitable Life, which tied with Beech-Nut for 29th; United Airlines, 31; Delta Airlines and Wrigley gum, which tied with Atlantic Refining for 33, and American Express, 46. One of the principal losses is Sinclair Refining, which ranked 10th in 1959 but does not appear in the 1963 list.

In the new study, conducted under the immediate direction of RAB Special Projects Manager William Ensign, the automotive figures include the spending of those dealer associations placing substantial budgets in radio on a relatively uniform basis. Soft-drink figures include funds spent through bottlers as well as those invested directly by the national companies. The $4.42 million figure for American Telephone & Telegraph, which ranked ninth, includes the spending of regional telephone companies that are part of AT&T but which place their own campaigns regionally.

The 1959 spot radio advertiser reports were not continued, according to RAB sources, because of the costs involved in producing them. The decision to resume them on an annual basis, authorities said, reflects no lack of respect for the expense but rather stems from conviction that such figures are vital to radio's sales effort. "Getting radio on record with the budgets of its advertisers has been a major objective of RAB over the past year," Mr. Bunker reported.

Over 30 agencies place top 50 radio accounts

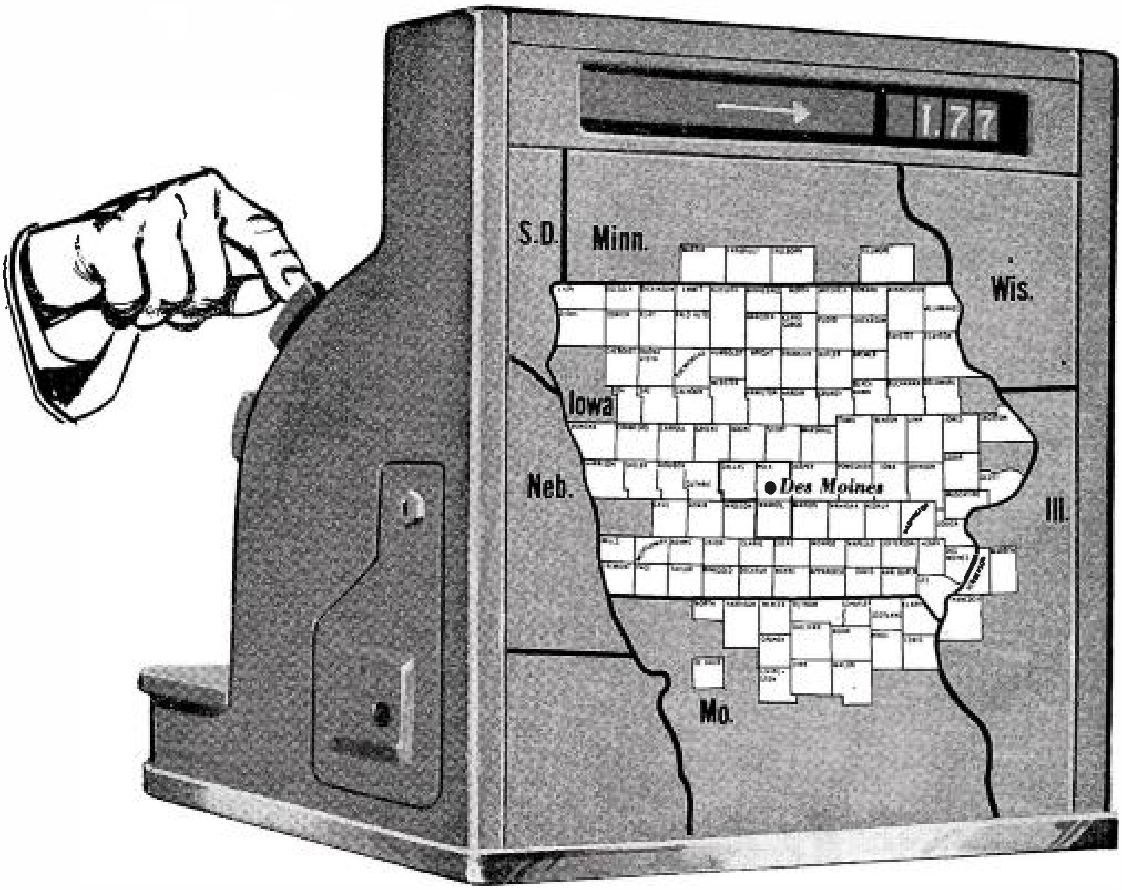
More than 30 agencies placed $133,653,000 in gross billings represented by the top 50 spot radio advertisers of 1963 (see page 31). They included practically all of the major agencies. The extent to which each was involved could not be ascertained as no attempt was made to show spending by individual brands.

An examination of some of the leading accounts, however, indicated that BBDO, N. W. Ayer & Son, McCann-Erickson, J. Walter Thompson and William Esty were among those most heavily involved.

Others who had a hand in placing the business included: McManus, John & Adams; Campbell-Ewald; Ted Bates; D. P. Brother; Young & Rubicam; Kenyon & Eckhardt; D'Arcy; and Sullivan, Stauffer, Colwell & Bayles; Lang, Fisher & Stashower; Warwick & Legler; Leo Burnett; Al Paul Lefton;

Also Foote, Cone & Belding; Campbell-Mithun; Doyle Dane Bernbach; Burke Dowling Adams; Arthur Meyerhoff; Erwin Wasey, Ruthrauff & Ryan; Dancer-Fitzgerald-Sample; Lawrence C. Gumbinner; Knox Massey & Associates; Geyer, Morey, Ballard; Lennen & Newell; Del Woods Associates; Clinton E. Frank, and Ogilvy, Benson & Mather.

The top 50 advertiser list was compiled by the Radio Advertising Bureau as the first of an annual series which in 1964 is slated to include network as well as spot radio advertisers and will probably show spending by individual brands as well as overall corporate totals.



All 8 Iowa Metro Areas, combined, account for only 47.2% of RETAIL SALES in "Iowa Plus"

The 808,480 families living in WHO Radio's NCS '61 area* account for nearly 3.75 billion dollars in total retail sales.**

The people in the Des Moines metropolitan area account for 12.8% of those sales. All 8 of Iowa's metropolitan areas *combined* account for only 47.2%. So if your radio messages reach every soul in those 8 metro areas, you are covering less than half of the total purchasing power covered by WHO Radio.

That's a mouthful of figures, but it's worth your closest study. Ask PGW for a breakdown of "Iowa Plus" retail sales in your industry's category — food, drug, auto, gasoline, apparel, general merchandise, etc. You may be amazed at your opportunities in WHO Radio's *23rd-largest U.S. radio market*, with a proven audience of 239,000 families who listen *daily* to WHO Radio.**

*NCS '61, updated by SRDS, '62.
***These figures are for Sales Management's newly-defined and frequently larger metro areas, as found in the June 10, 1963 Survey of Buying Power Issue.*

WHO RADIO

for Iowa PLUS!

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

Peters, Griffin, Woodward, Inc., *National Representatives*

Growth of pretesting business

Audience Studies Inc. plans new offices following seven years of program and commercial previewing

The growth potential in the business of pretesting TV programs and commercials was pointed up last week by Audience Studies Inc., which revealed that it is expanding its operations into Chicago next month and into West Germany next summer.

Pierre Marquis, vice president and general manager of ASI, noted that the moves into Chicago and Frankfurt will represent a step forward in an enterprise that began seven years ago as a pretesting unit solely for the TV programs of Screen Gems and the motion pictures of Columbia Pictures. "About three and one-half years ago, after our research techniques were refined, we decided to make our services available to all segments of the industry," he reported. "Today ASI is an independent corporation, the stock of which is wholly owned by Screen Gems, but which operates autonomously. We perform program tests for two of the three networks (ABC-TV and NBC-TV) and for producers and TV commercial tests for advertising agencies and advertisers. Our major motion picture clients are Columbia and Metro-Goldwyn-Mayer."

(CBS-TV programs are pretested by the network's own program analysis unit, utilizing a system devised by Dr. Frank Stanton, CBS president, and Dr. Paul Lazarsfeld of Columbia University. In the TV commercial field, another leading testing organization is the Schwerin Research Corp.)

A striking illustration of ASI's growth is contained in its financial charts. For the past three years, sales have doubled each year over the preceding year, according to Mr. Marquis, who added: "And indications are that sales for this year will be at least double those of 1963."

Why the upsurge in the pretesting business? Mr. Marquis feels there is a "growing awareness" on the part of networks, producers, advertisers and agencies that "failures are costly" and a "comparatively modest investment for pretesting can minimize the risk, and, in many cases, be highly beneficial. I think it's highly significant that orders for the pretesting of pilots by advertisers and agencies this year double last year's number."

Another bench mark of ASI's success is that the company is in the process of constructing its own building, which will house ASI's headquarters staff and theater in Los Angeles. ASI presently has offices in Los Angeles, London and New York, where Mr. Marquis is stationed but is seldom to be found because of a rigorous schedule. He has been spending a week each month in London for the past year and frequently is in Los Angeles.

ASI clients are charged $1,500 for a half-hour program; $2,500 for an hour program, and $1,100 for a commercial. There is a group discount for clients ordering a combination of programs and/or commercials.

Approximately 65% of ASI's income is derived from commercial pretesting and the remainder from its TV programs and motion picture activities. Mr. Marquis added that each one of ASI's areas is "growing substantially each year."

How accurate is ASI pretesting? Mr. Marquis supplied this answer: "We are delighted to tell clients that over the past five years, our ratings on programs have coincided very closely with Nielsen ratings. Over seven years, we have never had lower than a 94% accuracy record and for two years out of the seven we have had a 100% record."

FCC upholds fine

The FCC has affirmed a $250 fine against WPYB Benson, N. C., for failure to make proper sponsor identification.

The commission said last week that it had received no evidence warranting a reduction of the fine, which was first announced in December (BROADCASTING, Jan. 6). The station had told the FCC that a reduction should be made because WPYB was new, small and had been candid with the commission.

The commission had charged WPYB with airing spots for the Providence Finance Co. without naming the firm as the sponsor. The only identification given was a telephone number.

New Interpublic member

A new marketing research firm, McDonald, Weller & Klein, has been set up to operate as a separate, autonomous company within the Interpublic Group. The new firm, which has offices in New York and Toronto, will operate on a competitive basis with Marplan, Interpublic's worldwide research company. McDonald, Weller & Klein represents a merger of McDonald Research Ltd. with Robert Weller and Eva Klein, both former with the Alfred Politz Co. in executive capacities.


The spot for spot

FCC won't ignore overcommercialization

Lee says House vote on Rogers' bill does not forbid case-by-case approach at renewal time

FCC Commissioner Robert E. Lee, the man who started the row over commercial time standards, says the House action in opposing a commission rule on commercial limitations is not a mandate to ignore advertising excesses. Instead, he told an audience of advertisers in Philadelphia last week, the House debate constitutes a "clear direction" to examine such "excesses" in detail when broadcasters seek renewal of their licenses.

And last week, the commission indicated it shared this interpretation by sending letters to eight Florida AM's, questioning them about their commercial policies. The stations' licenses were due for renewal Feb. 1, but the commission has put their applications on the deferred list until questions it asked are answered. Most of the stations were questioned about their performance in terms of promises regarding commercials.

The commission announced it would take this approach when it terminated its proceeding to adopt as a rule the National Association of Broadcasters' commercial codes (BROADCASTING, Jan. 20). The first letters about commercial practices went to two Tampa, Fla., TV stations (BROADCASTING, Feb. 10).

Seminar Speaker ▪ Commissioner Lee, who spoke at a seminar on TV commercials sponsored by Weightman Inc., a Philadelphia advertising agency, recalled that he had originated the commission proposal to adopt the NAB commercial codes. That was in November 1962, about six months before the commission issued the proposed rulemaking on a 4-3 vote.

He said he continues to feel as he did in 1962—that commercialization excesses constitute a problem the commission should consider.

He also said he doesn't believe the commission withdrew the rulemaking, on a 7-0 vote, because of pressure from Capitol Hill. The reason, he said, is the FCC's inability to devise a rule that could be equitably applied to all stations.

He said he had made a "careful" study of the debate preceding the House 317-43 vote to pass the bill prohibiting the commission from adopting commercial time-standard rules (BROADCASTING, March 2), a measure that has an uncertain future in the Senate. And his conclusion, he said, is that most

Commissioner Lee

House members feel a problem does exist and that the commission should take action.

No Specific Role ▪ The debate proceeded, he said, "on the basis that the Congress did not want the FCC to have legal authority to adopt a specific rule against advertising practices. . . ." But, he added, it makes clear "that the FCC is not to take this as a mandate that advertising excesses should be ignored." On the contrary, he said, the debate "appears to be a clear direction to examine these excesses at renewal time."

Commissioner Lee, however, also suggested the case-by-case approach might one day lead to a formal position on overcommercialization by the commission. He noted that the case-by-case policy might be considered a "laying-in-ambush" tactic. A station whose renewal application has been set for hearing because of alleged overcommercialization, he said, "might properly" contend that the commission was unfair in not having provided any criteria as to what it considered excessive.

But, he added, the commission in time might be able to develop "criteria or a pattern of unreasonableness" from the case-by-case approach. This information, he said, might be published or even used as the basis "for suggested legislation."

Henry's View ▪ FCC Chairman E. William Henry agreed last week that the commission is still in the "fact-finding stage" in its approach to the overcommercialization question and that "no judgments have been made."

He also said the commission is "a long way off" from reaching any conclusion concerning the problem. The basic tool which is to be relied on in furnishing the necessary information, he said, is the new program reporting forms for TV and radio. And these are several months away from being adopted—let alone used.

The eight Florida stations being asked about their commercial practices reportedly showed more than 1,100 spots between the hours of 8 a.m. and 6 p.m. in their composite weeks. These were said to be among the highest number reported by AM stations whose applications were examined.

As in the case of the two Tampa TV stations that received letters, the commission was principally concerned with the stations' apparent failure to live up to their promise in terms of their policy on commercials.

In two cases, the commission asked for a clarification of the stations' policy on commercials. The stations were said to have expressed their policy in such vague language that the staff was unable to determine what the station had intended to do.

In its letter to each of the remaining six stations, the commission said that the renewal application showed more spots than the stations had said they would carry when they applied for renewal in 1961. The discrepancies were computed in terms of the 14½-minute time segments into which the application divides the broadcast day for purposes of reporting on commercial practices.

The commission's letters asked for an explanation and requested the stations to indicate what their policy on commercials will be in the future. Each of the six stations reportedly showed differences of "more than 25%" between promise and performance. In one case the discrepancy was more than 40%.

The stations queried are said to include both small, daytime-only outlets as well as prosperous big city full-time operations.

Originally, the staff had recommended that letters be sent to 10 Florida AM's. One station was dropped from the list, however, after the staff reviewed its performance. The commissioners themselves removed another station at the meeting which was held on Wednesday.

The vote on deferring the renewal applications of the remaining eight until their commercial policies were explained was at least 4-1. Commissioner Rosel H. Hyde reportedly dissented in each case. Commissioner Robert T. Bartley was said to have "concurred" in the votes on some, and joined the majority on others. Commissioner Frederick W. Ford was absent.

Bell to explain NAB piggyback rule

Officials of the TV code authority of the National Association of Broadcasters moved last week to clear up the confusion resulting from code changes dealing with multi-product announcements. Because advertisers and agencies have expressed a lack of understanding of the amendments (BROADCASTING, Feb. 3), code director Howard H. Bell scheduled a March 19 meeting in New York "to explain to the advertising fraternity" the provisions which become effective Sept. 1.

At that time, the code will stipulate that commercials advertising two or more products must be so integrated to appear as one announcement to be so counted. So called piggyback announcements — commercials advertising two products without a natural bridge—will be counted as two commercials under the code. Additionally the code will prohibit more than three consecutive announcements of all types within a program and more than two commercials during station breaks in prime time after Sept. 1.

Mr. Bell said a special primer on multiple-product announcements would be distributed at the New York meeting. It will cite examples of acceptable integrated commercials, piggybacks which will be counted twice and attempt to answer questions which have been raised as a result of the amendment. The primer still was being revised as of late last week.

The meeting will be held at 2 p.m. in the Sert room of the Waldorf Astoria hotel. Mr. Bell and code officials will examine the language of the amendment and answer questions put to them from the floor.

"We hope the meeting will be attended by account executives, media directors, media department personnel, TV copywriters, TV film and tape producers, station representatives, code subscriber clearance personnel and representatives of the trade and general press," Mr. Bell said.

The industry needs disciplined partners

Broadcasters and advertisers are "partners" and as such must recognize that the time has come for stronger self-regulation by both, LeRoy Collins, president of the National Association of Broadcasters, told the Detroit Adcraft Club last Friday (March 6).

"Advertising needs broadcasting as acutely as broadcasting needs advertising," he said in stressing that radio and televison have developed the most persuasive means for advertising ever devised. Both advertising and broadcasting share common problems, he said, and "we must not let our present profits blind us to the realities of the need."

The common betterment, Mr. Collins said, lies in a shared responsibility between the two and for the conduct of others. "Our need is for more self-imposed discipline—discipline we demand of ourselves in our own shops and ethical standards we impose collectively upon ourselves for the good of all," he said.

He cited the codes of good practices, audits and certifications of broadcast ratings and attempts to reduce TV clutter as steps being taken by broadcasting to meet its responsibilities. "I believe we are on our way to making some important progress in the solution of these problems in which we all have such an important stake," he said.

There is "very, very much" that advertisers can do to assist broadcasters in the "partnership," he said. "First, you may better police your own advertising houses. This is your basic responsibility—the foundation work." The NAB president urged the advertising men to take a "hard line . . . with the irresponsible elements in your own industry. They should be made to feel that there is no place for them in the community of honest businessmen."

Use, Don't Abuse ▪ As a second step, Mr. Collins said, advertisers can support the basic concept that the broadcast medium is to be "used but not abused." Advertisers, he said, don't have the freedom to fool their customers and any deceitful action by one advertiser in some degree discredits all advetrisers.

"Credibility and good faith and high competence in advertising cement good relations between advertisers and their best ally, the general public," he said. "Let us face squarely together the bedrock truth that the strength of broadcast advertising—its basic power to sell —will always be in direct relationship to the willingness of people to believe it."

He urged the advertising fraternity to "actively and aggressively" support the radio and TV codes. "We want you to regard them as your codes as much as ours," he said. Only the NAB codes, he said, prevented the FCC from setting a limit on the amount of time a station could devote to commercials. "The fact that we had meaningful codes was actually our strongest barrier against this threatened government control," he said.

Hall says newspapers had stake in Rogers bill

"Those in the business of publishing newspapers had an equally vital stake" last month when the House passed a bill, HR 8316, that would prohibit the FCC from setting standards for the length and frequency of commercials, Representative Durwood G. Hall (R-Mo.) said Thursday (March 5).

Broadcasting's "very nature . . . requires a certain amount of government regulation," Representative Hall said. "Somewhere in the vast bureaucracy that inhabits Washington we can be sure there is someone who would like to place the same limitations on the printed page that the FCC sought to establish over the airwaves."

Representative Hall, speaking on the House floor, called on the Senate to give its "earliest consideration" to HR 8316, passed 317-43 (BROADCASTING, March 2).

He added, "Various Supreme Court decisions over the past decade have had the effect of establishing the jurisdiction of the federal government over every enterprise which can, even remotely, be construed as interstate commerce. Hardly a newspaper exists today which does not use some commodity which has crossed state lines."

Brewers diversify to malt liquor

FAVOR SPOT TV TO INTRODUCE NEW STRONGER-THAN-BEER DRINK

In the wake of record high sales last year, many of the nation's leading breweries are expanding their broadcast advertising budgets to place a new emphasis on malt liquor.

Gross time billings for malt liquor, exclusive of regular beer advertising, are expected to far exceed $1 million this year. At least eight new brands are being put on the market, and introductory campaigns are certain to be a major factor in an increased billings total. Commercial schedules for familiar malt liquor products are being renewed and, in many cases, expanded. Brewing authorities predict new sales records this year.

Malt liquor products differ to some degree in taste and appearance; some are darker, while others are more bitter. Generally, malt liquor is made with more malt and hops than conventional beer, and its alcoholic content may be up as high as 50% over beer.

A sampling of plans last week indicated that many of the brewers involved in the advertising move toward malt liquor think their best bet is with spot television. Several of the advertisers questioned said they thought spot TV was more practical than network TV, because their products are not being sold or introduced on a nationwide basis. Many brewers, especially those introducing new brands, discounted radio because of the need to display the package.

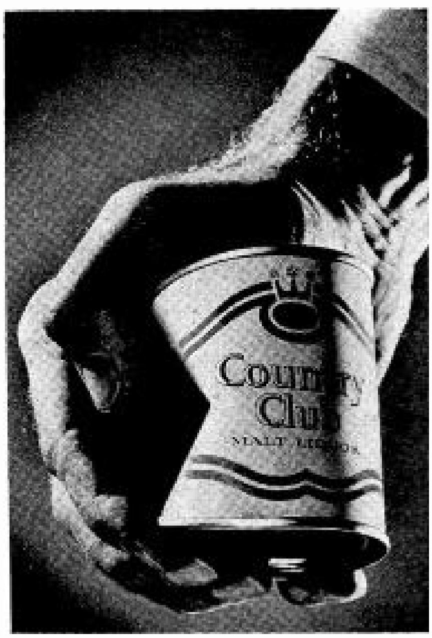
The Television Bureau of Advertising reports that spot TV expenditures for 1963 totalled $869,400—most of this coming from the Pearl Brewing Co. of San Antonio, Tex. This year, Pearl plans to advertise its Country Club Malt Liquor with more than $1 million in spot TV in 41 states.

Increases in 1964 billings were also noted by other brewers who, for the most part, agreed there is considerable market potential for malt liquor. One brewer said the sudden rash of new malt liquor products is also the result of a general industry-wide effort to diversify.

Young adults are considered high on the list of prospective consumers. Several brewers also noted that Negroes have shown a strong preference for malt liquor over regular beer.

One indicator of a happy future for malt liquor was the 1963 beer sales report released last week by the United States Brewer's Association, which is a national trade group for brewers. According to the association, sales of beer last year reached an all-time high of 93,794,000 barrels, and production hit a record of 100,631,357 barrels. It was the first year in American brewing history when production exceeded 100 million barrels. The ASBA noted, however, that there are no official figures available on sales and production of malt liquor.

Commercial Conflict ▪ Although most brewers questioned last week agreed on the advisability of broadcast advertising for malt liquor, there was pointed disagreement in some corners over commercial stress. At issue is the question of whether the advertiser should concentrate along the familiar lines of flavor and refreshment or base his sales pitch on the increased alcoholic content of malt liquor. Most of the conflicting opinion over respective malt liquor campaigns was voiced by firms with products that have been on the market for some time. In most cases, advertising policies and budgets have not yet been completed for those new brands which are being introduced.



The Pearl Brewing Co.'s Country Club Malt Liquor will be advertised with spot TV commercials hinting at the increased strength of the product. In one of the commercials, a man, having finished a can of malt liquor, takes the empty can and crushes it easily with one hand. The copy line goes: "You dont' have to be a man to enjoy Country Club—but it helps" (see picture).

Definite claims of product strength cannot be made, because the Treasury Department has ruled against such a direct approach. The department has also handed down a ruling against the selection of product names that will suggest increased alcoholic content.

Pearl spent more than $1 million on Country Club advertising last year. Spot TV was used early in the fall, winter and spring. Then, the campaign was shifted to spot radio during the summer. Norman Anderson, executive vice president at John W. Shaw, Chicago, Pearl's agency, said the agency had thought that summer radio would be better than TV because of an anticipated decline in TV viewing. But he notes that this year the entire Country Club budget will be placed in spot TV. Mr. Anderson added his voice to those stressing the need for visual presentation. Country Club has been on the market for 12 years.

Another brewer pointing up the strength of his product is the Bohemian Distributing Co., Los Angeles, through Hixson & Jorgensen, that city. Bohemian's Bull Dog Malt Liquor has been on the market for about 10 years and is distributed in about 40 states. The firm hopes for national distribution in the near future. Bull Dog's copy line goes: "A Pip of a Nip in Every Sip." The product is advertised by its agency only in Southern California and by local distributors in other sections. Spot TV and radio are used.

The Other Camp ▪ Benjamin Hertzberg, president of Metropolis Brewery of New Jersey in Trenton, voiced strong opposition to the advertising line aimed at alcoholic content. Metropolis produces Champale, a light beverage which has been on the market since 1941. Mr. Hertzberg thinks commercial stress should be placed on flavor, and he adds: "In the long run, I don't think consumers will continue to drink a product only because it is stronger than beer."

New Brands ▪ The Pabst Brewing Co., Milwaukee, reported great success with the introduction of its new malt liquor product, Big Cat, which is expected to go into national distribution shortly. Pabst's agency, Kenyon & Eckhardt, Chicago, said Big Cat is being introduced through individual distributors on a "supply-and-demand" basis. The agency noted that spot radio is preferred because it "can reach a select audience and is more economical than television."

Brewing authorities said a major user of television among the new malt liquor

WASHINGTON TYPES #3

the tax collector

Flunked math as a youngster, but has since acquired a computer. Can't understand why neighbors keep their blinds drawn day and night. Forces wife to show cash register receipts before giving her more money. Trusting only in his touching devotion to WTOP RADIO, the important station in Washington, D.C., that's many things to many people.

WTOP RADIO

Washington, D. C.

Represented by CBS Radio Spot Sales

POST-NEWSWEEK STATIONS A DIVISION OF THE WASHINGTON POST COMPANY

brands is Colt 45, produced by the National Brewing Corp., Detroit. However, National's agency, W. B. Doner, that city, refused to comment last week.

Another new brand is Mickey's Malt Liquor, from Sterling Brewers Co., Evansville, Ind. Mickey's agency, McCann-Marschalk, New York, said an introductory campaign will be started with print media and then shifted entirely to spot TV. Estimated gross time billings for the remainder of 1964 will be between $250,000 and $500,000. The agency said no radio will be used because radio stations in the market areas concerned are already saturated with commercials for conventional beer. The Mickey's campaign, made up primarily of 10 and 20-second spots, will be concentrated in Indiana, Kentucky, Tennessee and Alabama.

Some of the other malt liquor products which are being introduced are: Schlitz Malt Liquor, from the Joseph Schlitz Brewing Co., Milwaukee; University Club, Miller Brewing Co., Milwaukee; and Gentry Malt Liquor from the United Breweries of America.

Rules and Regulations ▪ The advertising of malt liquor is not expected to precipitate any friction because of current regulations governing the broadcasting of commercials for alcoholic beverages. The code authority of the National Association of Broadcasters says "hard liquor" can not be advertised over radio and television, but there is no official mention in the code as to the alcoholic percentage allowed.

The code guidelines, however, draw the limit at wine and malt beverages of more than 24% alcohol by volume. Malt liquor is seldom, if ever, recorded at higher than 6%, as opposed to a general maximum of 4.7% for conventional beer. Actually the code authority follows the ruling of the alcoholic tax unit of the Treasury Department in defining hard liquor as "any beverage which is taxed as distilled spirit" (BROADCASTING, Nov. 25, 1963).

Schick buys $1 million worth of radio time

Schick Safety Razor on April 1 is launching a more than $1 million network radio campaign to back up its TV advertising in introducing the company's new shave creams and promoting its Krona Edge razor blades (BROADCASTING, Feb. 17).

Both the ABC and NBC radio networks are included in the new campaign, scheduled to run for the next 52 weeks, James Badgett, vice president in charge of advertising, said last week. The ABC buy amounts to about $530,000, the NBC purchase to about $560,000.

Bud picks its months

Anheuser-Busch Inc., St. Louis, said last week it has picked a pair of months—May and June—for its annual Budweiser beer "pick-a-pair" promotion. The event involves very heavy billing in all major media through D'Arcy Advertising, with radio and TV getting the major share.

This year radio and TV "will blanket the nation with a total of more than 80,000 pick-a-pair announcements," according to E. H. Vogel, marketing vice president of Anheuser-Busch. Over 33 million six-packs of Budweiser were sold during the promotion period last year.

Business briefly . . .

Sunkist Growers, through Foote, Cone & Belding, Los Angeles, has started *The Sunkist Farm Reporter,* three-a-week, five-minute interviews conducted by Nelson McIninch, on KYUM Yuma, Ariz., and KERN Bakersfield, KCHV Indio and KFRE Fresno, all California.

Birds Eye Division of General Foods will introduce Sodaburst, instant ice cream soda, on a test basis in Jacksonville, Fla., in April. Spot TV will be used during test campaign.

Libby, McNeill & Libby, Chicago, through J. Walter Thompson, New York, has purchased alternate sponsorship in *The Famous Adventures of Mr. Magoo,* a new color series which is scheduled for NBC-TV in the 1964-65 season. The show will be telecast Saturdays (8-8:30 p.m. EST).

Humble Oil & Refining Co., through McCann-Erickson, Houston, will sponsor *Carny,* a one-hour special on NBC-TV, April 12, 10-11 p.m. Sally Rand, for 30 years America's best known fan dancer, will be hostess and narrator of this report on the carnival, a passing part of Americana.

Rootes Motors Inc., American subsidiary of Rootes Group, London, through Mogul Williams & Saylor, New York, has purchased spot TV in Los Angeles and San Francisco for its new Sunbeam Imp sport sedan. Spot TV and radio will be placed by Rootes franchised dealers locally throughout the country.

The Maxwell House Division of General Foods, White Plains, N. Y., through Benton & Bowles, New York, is launching a new campaign that will feature heavy use of nighttime network TV. The campaign will focus on new-formula Yuban coffee.

QUALITY

KAISER CENTER, soaring 390 feet above the Lake Merritt shoreline in Oakland, includes the largest office building on the West Coast, as well as 22 retail shops and services. Designed by architect Welton Becket and Associates, who also planned KTVU's Jack London Square studios and offices, Kaiser Center is an Award of Merit design winner. The Center's 1,700,000 square feet of space houses more than 2,500 persons, most of them in the Kaiser executive and general staff offices.

Associated with WSB-AM-FM-TV, Atlanta; WSOC-AM-FM-TV, Charlotte; WHIO-AM-FM-TV, Dayton; WIOD-AM-FM, Miami

...is an important plus to KTVU advertisers. **Quality in coverage, in production facilities, in programming. Broadcast standards** that are among the **highest in the industry** have brought **KTVU acceptance** by **23 of the top 25** national spot TV buyers. They know there **is no over commercialization, no product conflicts** in a program schedule that has **proven its appeal** to the varied tastes of the San Francisco-Oakland TV audience.

The Nation's LEADING Independent TV Station

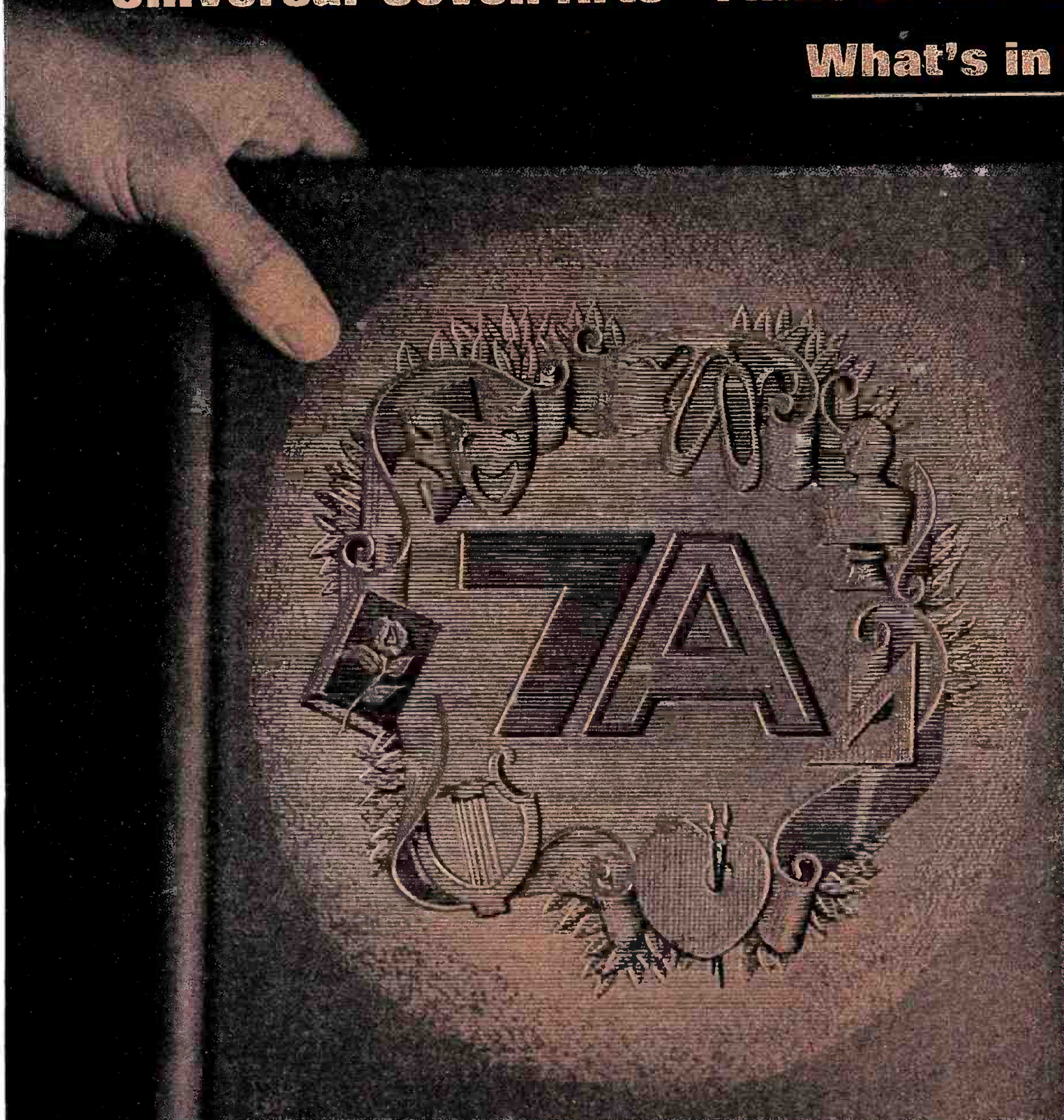
KTVU

CHANNEL **2**

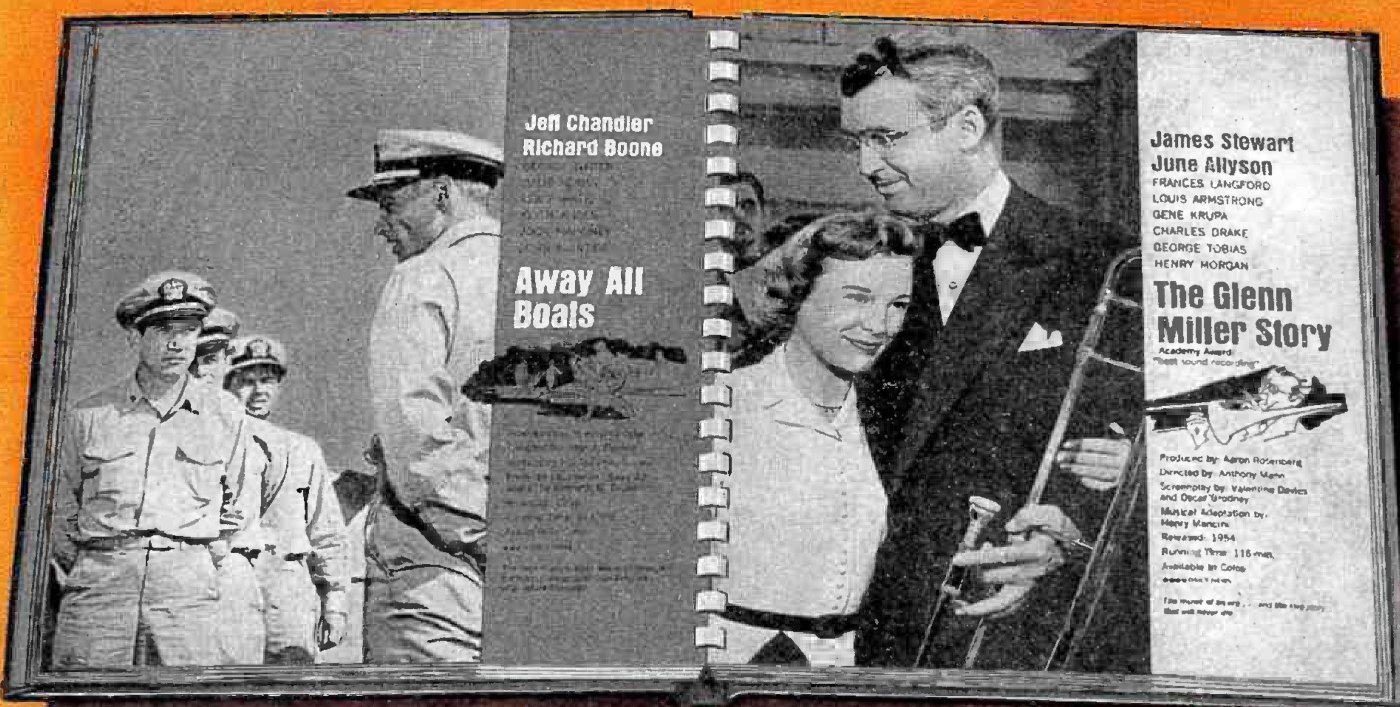
SAN FRANCISCO • OAKLAND

Represented nationally by H-R Television, Inc.

Here's part 3 of Volume 9
Universal-Seven Arts' "Films of the 50's"
What's in it?..



53 fine feature films for top television programming



Exciting, well-balanced new product for TV with the programming power to swing sponsors your way . . . with the value of today's top stars . . . stories . . . directors . . . including THUNDER BAY starring James Stewart and Joanne Dru ALL THAT HEAVEN ALLOWS starring Jane Wyman and Agnes Moorehead PILLARS OF THE SKY starring Jeff Chandler, Dorothy Malone, Ward Bond and Lee Marvin • DESTRY starring Audie Murphy CHIEF CRAZY HORSE starring Victor Mature, Suzan Ball and John Lund SWORD IN THE DESERT starring Jeff Chandler, Dana Andrews, Marta Toren and Stephen McNally. . . and the rollicking "Francis the Mule" feature series.

All in Part Three, just one of four parts of the new Volume 9—a total of 215 Universal Features from the Seven Arts' Library of "Films of the 50's"

MEMBER TFE '64

SEVEN ARTS DISTRIBUTING CORP.

A SUBSIDIARY OF SEVEN ARTS ASSOCIATED CORP.

CONTACT YOUR NEAREST SEVEN ARTS OFFICE FOR MARKET AVAILABILITY

NEW YORK: 200 Park Avenue YUkon 6-1717
CHICAGO: 4630 Estes, Lincolnwood, Ill. ORchard 4-5105
DALLAS: 5641 Charleston Drive ADams 9-2855
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. STate 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193

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

Quaker turns to TV from print

Elting explains that a mix of spot and network TV can reach the whole family, not just mother

Now out to shoot for the entire family audience and not just the "mother-of-growing-family" target, the Quaker Oats Co. will switch its major advertising emphasis to television this fall, including heavy use of both spot and network time.

Quaker in the past has put most of its money into the print media, including magazines, Sunday supplements and newspapers. The principal Quaker agencies include Compton Advertising and J. Walter Thompson Co., both New York.

Victor Elting Jr., advertising vice

Quaker's Elting

president of the diversified Chicago-based cereal firm, explained Thursday (March 5) that Quaker is seeking to tell its story via TV to the entire family. This shift of approach particularly affects rolled oats. Quaker hopes to reach the family, primarily in the evening, but daytime TV will continue to be used too.

Mr. Elting said Quaker put about 45% of its budget into TV this past year, but starting in the fall the share will be increased to about 65%. About 25% of the budget now goes to magazines and 30% for the balance, including Sunday supplements. Quaker also uses some radio.

Quaker doesn't disclose its budget totals, but they have been estimated in the area of $20 million for all products on an annual basis.

Thursday Punch ▪ Quaker has renewed its use of *My Three Sons* on ABC-TV in the Thursday 8:30-9 p.m. period starting next fall and also has signed for the program that will follow it on that network. The show is *Bewitched*, a new series produced by Screen Gems.

Mr. Elting indicated that the double sponsorship will give Quaker a big TV punch on Thursday evenings, the day that normally sees newspapers bulge with food and grocery advertising seeking to woo the weekend shopper.

Mr. Elting said Quaker is moving more heavily into TV for two other reasons too: for a "change of pace—we will reach many new ears and eyes through a different route" and to catch up with the competition.

"In our advertising of cereals and pet foods," he explained, "we have been low on the totem pole in terms of our use of television. We cannot default to competitors in use of this medium, which reaches so many people everywhere."

As an example of the increased industry pace he noted that in 1955 ready-to-eat cereal advertising added up to $29 million, but last year the investment had more than doubled to an industry total of $68 million. The story on dry dog food is much the same, he added, and "competition for the consumer's attention has never been higher."

Quaker does not make a corporate purchase of broadcast time and print and then allocate this among the various product groups, Mr. Elting said, although the practice may be common for some firms. Rather, he indicated, Quaker has advised its product groups to commit more heavily than before in television.

Media Balance ▪ Each of the major media has distinct advantages of its own, Mr. Elting indicated, and it is very difficult to achieve the proper media balance. "Computers can't do it," he said, and "experience alone, while helpful, is no criterion. The happy medium between audience reach, frequency of message, creative impact and the all-important advertising-to-sales ratio is never perfect."

Exploring the media-mix problem in one aspect, Mr. Elting noted that A. C. Nielsen Co. tabulations "show that many combinations of magazines and television provide greater reach than either one of these two communication channels can provide alone, and with greater frequency against light television viewers.

"Our best combination lies in intelligent apportionment of nighttime and daytime television and consumer magazines," he said. "We will continue to use both and will continue to be just as inquisitive as we have been to determine the right combination."

TV ads for a city

WNBC New York reports that the Cleveland Electric Illuminating Co. has purchased an unusual sponsorship—a spot announcement advertising an entire city. The commercial, aired by WNBC-TV for the first time on the March 2 *Today* show, stresses the advantages of Cleveland for industrial expansion. The 60-second commercial will also be aired by other NBC-owned TV stations: WNBQ-TV Chicago, WRC-TV Washington, and KNBC(TV) Los Angeles.

Proposed FDA rules to affect drug ads

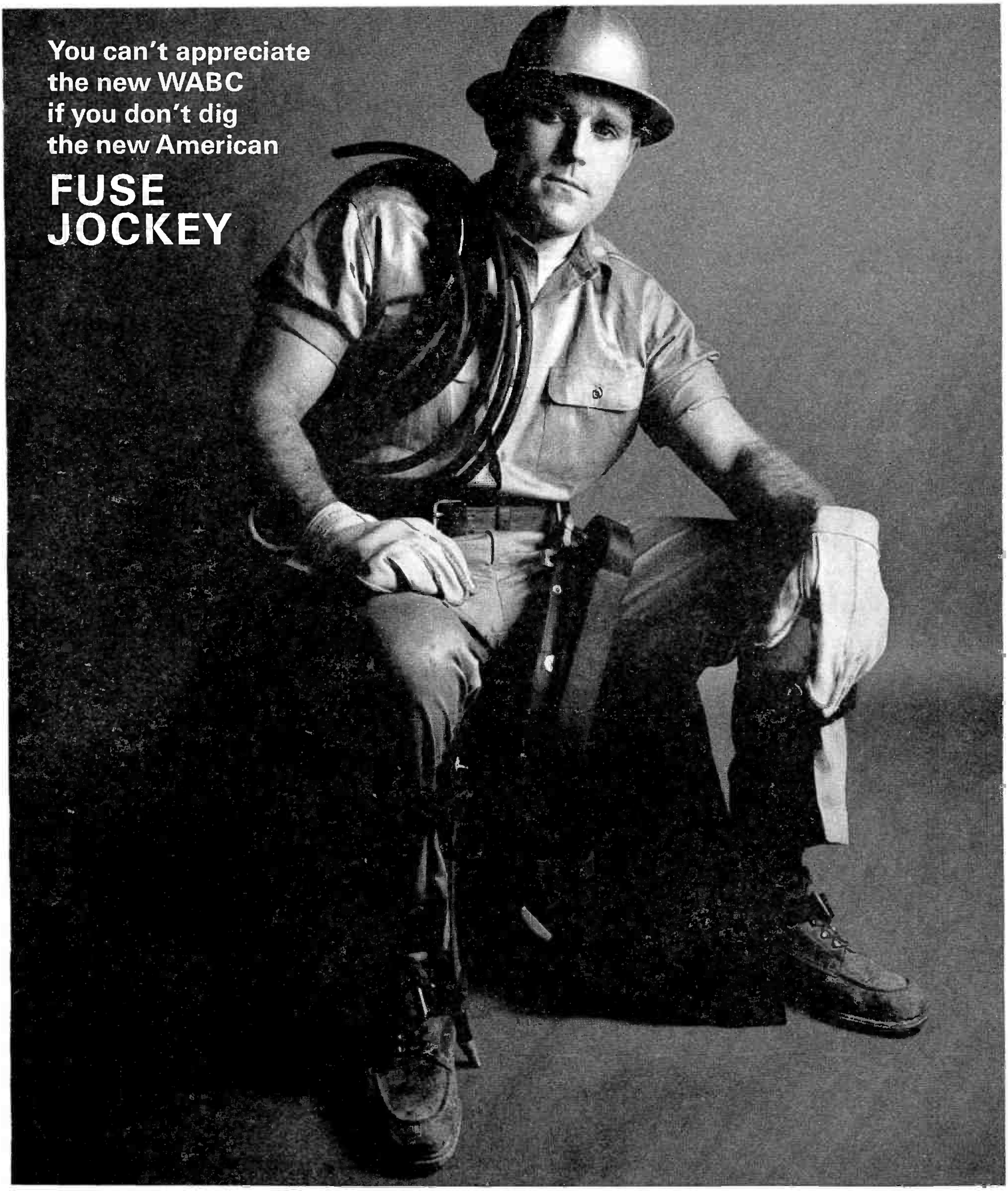
Broad new regulations proposed by the Food and Drug Administration may have far-reaching effects on the advertising of the drug industry.

Under the proposed review, all drugs marketed between 1938 and last June would be subjected to FDA scrutiny to check both their efficiency and safety. Labeling would be closely examined to make sure it meets FDA accuracy standards and advertising would have to conform with the cleared labeling.

Drugs approved by the FDA since last June 20 are already subject to similar reviews under the Kefauver-Harris Drug Amendments of 1962. Drugs marketed between the passage of the Federal Food, Drug and Cosmetic Act in 1938 and last June were judged only for safety, not efficiency. More than 2,000 drugs will fall under the proposed new regulations.

New York advertising agency executives refused last week to speculate on the possible ramifications of the FDA proposals, saying it was too early to comment. According to TvB, drug advertisers spent $64,180,000 in spot television in 1963, and $106,088,300 in network for the year's first 11 months.

Interested parties have until March 26 to comment on the proposed regulation. Drug companies will have 30 days after publication of the final rules to submit basic information and another 60 days to give the FDA complete data.


You can't appreciate
the new WABC
if you don't dig
the new American
FUSE
JOCKEY

Senators Hubert H. Humphrey and Sam J. Ervin, Jr., will cover the 1964 Democratic National Convention for the American Broadcasting Company

Two distinguished United States Senators will help the American Broadcasting Company cover the 1964 Democratic National Convention. Sen. Hubert H. Humphrey, Democrat, of Minnesota, and Sen. Sam J. Ervin, Jr., Democrat, of North Carolina will serve as political consultants for ABC Television and Radio and will comment on the daily trends and activities of the convention. With their long years of experience and first-hand knowledge, the two Senators are uniquely qualified to give the television audience new insight into the workings of this great political institution. **ABC News**

Spot TV billings rose 20.8% in 1963

Fourth quarter showed gain of 22.8% as food advertisers spent an additional $9.5 million

Spot television's gross time billings in 1963 reached $871,063,000, a 20.8% gain over their 1962 level of $721,211,000. This total for the year was included in Television Bureau of Advertising's quarterly analysis of national and regional spot TV expenditures released last week.

The TvB report, based on data collected by N. C. Rorabaugh, showed gross spot TV billings in 1963's fourth quarter registering a gain of 22.8% over the last quarter of 1962, climbing to $242,865,000.

The 1963 fourth quarter figure is based on reports from 375 stations. TvB said the 22.8% increase is taken on the basis of total reported dollar volume, while a comparison of final quarter spot activity, reflecting only reports of 321 stations which responded both years, shows a 23.7% increase.

Leading the list of advertiser categories which made biggest spot TV buying jumps from the previous last quarter in point of dollar volume was "food & grocery products" which was up about $9.5 million to $61,413,000.

Largest percentage gain in this respect went to the "household paper products" group whose jump from $2.8 million to $6.3 million was a 122% gain from the fourth quarter of 1962.

Aggregate fourth quarter spot billing of the "big six" cigarette manufacturers was up about $600,000 to $8,078,400 from the third quarter of 1963.

The TvB-Rorabaugh figures (see table) are arrived at by multiplying one-time rates by time used on reporting stations only.

TOP 100 SPOT TV ADVERTISERS
FOURTH QUARTER 1963
(Source: TvB-Rorabaugh)

1.	Procter & Gamble	$16,450,100
2.	General Foods	8,857,900
3.	Colgate Palmolive	5,491,900
4.	Lever Brothers	5,184,000
5.	American Home Products	4,598,500
6.	General Mills	4,369,700
7.	Coca-Cola (bottlers)	4,300,200
8.	William Wrigley Jr.	4,288,500
9.	Bristol-Myers	3,650,700
10.	Alberto-Culver	3,145,600
11.	Warner-Lambert Pharma.	3,112,500
12.	Campbell Soup	2,797,500
13.	Liggett & Myers	2,644,000
14.	Pepsi-Cola (bottlers)	2,594,200
15.	Kellogg Co.	2,483,100
16.	International Latex	2,360,700
17.	Shell Oil	2,297,500
18.	R. J. Reynolds	2,158,200
19.	National Biscuit	2,006,500
20.	Ford Motor (dealers)	1,880,800
21.	Beech-Nut Life Savers	1,768,900
22.	Richardson-Merrell	1,722,300
23.	Miles Laboratories	1,718,500

Fourth quarter by product classification

AGRICULTURE	$ 270,000
Feeds, meals	120,000
Miscellaneous	150,000
ALE, BEER & WINE	18,551,000
Beer & ale	14,315,000
Wine	4,236,000
AMUSEMENTS, ENTERTAINMENT	834,000
AUTOMOTIVE	8,388,000
Antifreeze	648,000
Batteries	43,000
Cars	6,822,000
Tires & tubes	497,000
Trucks & trailers	67,000
Misc. accessories & supplies	311,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	481,000
Fixtures, plumbing, supplies	5,000
Materials	231,000
Paints	82,000
Power tools	126,000
Miscellaneous	37,000
CLOTHING, FURNISHINGS, ACCESSORIES	6,229,000
Clothing	3,771,000
Footwear	406,000
Hosiery	1,773,000
Miscellaneous	279,000
CONFECTIONS & SOFT DRINKS	20,856,000
Confections	10,806,000
Soft drinks	10,050,000
CONSUMER SERVICES	6,158,000
Financial	1,198,000
Insurance	1,179,000
Medical & dental	82,000
Moving, hauling, storage	36,000
Public utilities	3,297,000
Religious, political, unions	218,000
Schools & colleges	$ 80,000
Miscellaneous services	68,000
COSMETICS & TOILETRIES	25,157,000
Cosmetics	3,369,000
Deodorants	1,120,000
Depilatories	28,000
Hair tonics & shampoos	6,439,000
Hand & face creams, lotions	2,576,000
Home permanents & coloring	1,815,000
Perfumes, toilet waters, etc.	3,324,000
Razors, blades	3,278,000
Shaving creams, lotions, etc.	726,000
Toilet soaps	1,199,000
Miscellaneous	1,283,000
DENTAL PRODUCTS	4,099,000
Dentifrices	2,876,000
Mouthwashes	891,000
Miscellaneous	332,000
DRUG PRODUCTS	19,415,000
Cold remedies	6,752,000
Headache remedies	6,321,000
Indigestion remedies	1,759,000
Laxatives	771,000
Vitamins	1,654,000
Weight aids	604,000
Miscellaneous drug products	1,255,000
Drug stores	299,000
FOOD & GROCERY PRODUCTS	61,413,000
Baked goods	7,680,000
Cereals	9,624,000
Coffee, tea & food drinks	10,425,000
Condiments, sauces, appetizers	3,796,000
Dairy products	2,917,000
Desserts	1,302,000
Dry foods (flour, mixes, rice, etc.)	4,779,000
Fruits & vegetables, juices	2,828,000
Macaroni, noodles, chili, etc.	1,964,000
Margarine, shortenings	2,635,000
Meat, poultry & fish	2,182,000

24.	Continental Baking	$ 1,694,700
25.	Food Manufacturers	1,640,600
26.	Standard Brands	1,623,000
27.	American Tobacco	1,606,900
28.	Chesebrough-Pond's	1,568,700
29.	Avon Products	1,540,500
30.	Pabst Brewing	1,520,700
31.	Anheuser-Busch	1,513,800
32.	General Motors (dealers)	1,508,100
33.	Philip Morris	1,472,400
34.	Kimberly-Clark	1,454,100
35.	Andrew Jergens	1,452,000
36.	Corn Products	1,438,100
37.	Menley & James Labs	1,348,100
38.	Helene Curtis Industries	1,342,700
39.	Jos. Schlitz Brewing	1,291,300
40.	Ralston-Purina	1,287,300
41.	Sterling Drug	1,215,300
42.	Brown & Williamson	1,196,500
43.	Revlon	1,165,000
44.	Carter Products	1,119,300
45.	Peter Paul	1,105,300
46.	Gillette	1,104,800
47.	Scott Paper	1,088,200
48.	United Vintners	1,080,600
49.	Merck & Co.	1,062,000
50.	Royal Crown Cola (bottlers)	1,052,600
51.	Lanvin Parfums	1,038,700
52.	Canadian Breweries	1,016,800
53.	Pet Milk	987,800
54.	E. & J. Gallo Winery	981,900
55.	Pillsbury	974,200
56.	American Motors (dealers)	954,600
57.	Green Giant	935,900
58.	American Oil	896,800
59.	Hills Bros. Coffee	887,300
60.	Frito-Lay	883,600
61.	Louis Marx	882,000
62.	Eversharp	875,700

FOURTH QUARTER

	1962 Amount	1962 Percent	1963 Amount	1963 Percent
Time of Day				
Day	$ 49,545,000	25.0	$ 60,682,000	25.0
Early evening	45,029,000	22.8	56,501,000	23.2
Prime night	59,912,000	30.3	73,520,000	30.3
Late night	43,273,000	21.9	52,162,000	21.5
Total	$197,759,000	100.0	$242,865,000	100.0
Type of Activity				
Announcements	$161,296,000	81.6	$208,945,000	86.0
ID's	17,166,000	8.7	16,495,000	6.8
Programs	19,297,000	9.7	17,425,000	7.2
Total	$197,759,000	100.0	$242,865,000	100.0

63.	Coty	$ 872,500
64.	Eastman Kodak	835,000
65.	Mattel	824,900
66.	Ronson	814,300
67.	Quaker Oats	806,800
68.	Sperry Rand	792,100
69.	Hanes Hosiery	781,900
70.	Helena Rubinstein	776,700
71.	Union Carbide	769,700
72.	Chrysler Corp. (dealers)	764,100
73.	General Electric	763,300
74.	DeLuxe Reading	761,300
75.	Purex	733,000
76.	Remco Industries	725,000
77.	Plough	707,500
78.	Theo. Hamm Brewing	681,100
79.	Ideal Toy	667,200
80.	Falstaff Brewing	665,700
81.	Sun Oil	664,700
82.	Hoffman-La Roche	$ 663,800
83.	Phillips-Van Heusen	645,300
84.	Dow Chemical	636,900
85.	H. J. Heinz	611,700
86.	American Sugar Refining	599,200
87.	E. I. duPont de Nemours	597,000
88.	Maybelline	595,500
89.	Kendall	590,100
90.	Pacific Tel. & Tel.	586,000
91.	Gerber Products	563,400
92.	V. La Rosa & Sons	560,900
93.	U. S. Borax & Chemical	553,700
94.	Simoniz	539,400
95.	Humble Oil & Refining	526,400
96.	Ward Baking	518,800
97.	Canada Dry (bottlers)	517,100
98.	Consolidated Cigar	515,200
99.	Parker Pen	513,400
100.	Sears Roebuck	512,600

Soups	$ 2,615,000
Miscellaneous foods	5,179,000
Miscellaneous frozen foods	1,002,000
Food stores	2,485,000
GARDEN SUPPLIES & EQUIPMENT	37,000
GASOLINE & LUBRICANTS	8,818,000
Gasoline & oil	8,640,000
Oil additives	117,000
Miscellaneous	61,000
HOTELS, RESORTS, RESTAURANTS	172,000
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES	6,355,000
Cleaners, cleansers	4,092,000
Floor & furniture polishes, waxes	1,228,000
Glass cleaners	63,000
Home dry cleaners	5,000
Shoe polish	611,000
Miscellaneous cleaners	356,000
HOUSEHOLD EQUIPMENT—APPLIANCES	3,030,000
HOUSEHOLD FURNISHINGS	685,000
Beds, mattresses, springs	220,000
Furniture & other furnishings	465,000
HOUSEHOLD LAUNDRY PRODUCTS	13,990,000
Bleaches, starches	2,965,000
Packaged soaps, detergents	8,833,000
Miscellaneous	2,192,000
HOUSEHOLD PAPER PRODUCTS	6,313,000
Cleansing tissues	947,000
Food wraps	2,000,000
Napkins	26,000
Toilet tissue	906,000
Miscellaneous	2,434,000
HOUSEHOLD GENERAL	2,078,000
Brooms, brushes, mops	100,000
China, glassware, crockery, containers	286,000
Disinfectants, deodorizers	93,000
Fuels (heating, etc.)	280,000
Insecticides, rodenticides	$ 447,000
Kitchen utensils	356,000
Miscellaneous	516,000
NOTIONS	30,000
PET PRODUCTS	3,351,000
PUBLICATIONS	344,000
SPORTING GOODS, BICYCLES, TOYS	7,383,000
Bicycles & supplies	73,000
Toys & games	7,232,000
Miscellaneous	78,000
STATIONERY, OFFICE EQUIPMENT	244,000
TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	388,000
Radio & television sets	253,000
Records	117,000
Miscellaneous	18,000
TOBACCO PRODUCTS & SUPPLIES	10,103,000
Cigarettes	8,639,000
Cigars, pipe tobacco	1,166,000
Miscellaneous	298,000
TRANSPORTATION & TRAVEL	3,832,000
Air	2,571,000
Bus	513,000
Rail	397,000
Miscellaneous	351,000
WATCHES, JEWELRY, CAMERAS	1,673,000
Cameras, accessories, supplies	531,000
Clocks & watches	20,000
Jewelry	36,000
Pens & pencils	1,000,000
Miscellaneous	86,000
MISCELLANEOUS	2,188,000
Trading stamps	203,000
Miscellaneous products	556,000
Miscellaneous stores	1,429,000
TOTAL	$242,865,000

NAB's cigarette ad quandry

Without official position broadcasters wonder how far association will go in testifying on planned FTC advertising restrictions

Indecision still gripped the broadcast industry as lines of opposition were formed over proposed federal restrictions against cigarette advertising with the filing of personal appearances for a Federal Trade Commission hearing beginning next Monday (March 16).

A majority of the over two dozen witnesses will favor the FTC's proposed rules to require warnings within every cigarette commercial that smoking is a health hazard. Those opposed to the plan will maintain that the government agency is attempting to legislate in an area reserved for Congress and that it does not have the necessary scientific expertise.

An official position by the major spokesman for the broadcasting industry, however, still had not materialized at week's end. The National Association of Broadcasters is preparing a statement challenging the FTC's legal authority but has not made a decision on putting in an appearance.

Most proponents of the rulemaking will contend that restrictive measures are necessary to protect teen-agers, who are encouraged to start smoking by the advertisements.

Numbered among the witnesses who filed notices of appearances last week were two governors and one U. S. senator, Maurine Neuberger (D-Ore.). Missing from the witness list are all the major cigarette manufacturers. They informed the FTC that they would not appear in person but endorsed the presentation to be made by the Tobacco Institute.

The cigarette companies also asked that the record remain open for a "reasonable time" after the public hearing to permit the filing of supplemental statements. They also said by their failure to appear in person, they were not conceding that the trade commission had the authority to adopt the rules it plans which would:

- Require that every pack of cigarettes and every advertisement include a warning that smoking is a health hazard.
- Prohibit any cigarette advertisement from claiming or implying that smoking promotes good health or that one brand is less dangerous than another.
- Ban statements that one brand has less tars and nicotine than another unless the claims are verified by tests conducted under government standards.

In addition, the FTC said that it is considering adopting advertising rules to "protect the youth of the nation against unfair or deceptive acts or practices in cigarette advertising."

Deadline Passes ▪ The deadline for filing personal appearances at the hearing was last Thursday (March 5) but an FTC attorney said that this would not be strictly followed.

Further NAB meetings on the subject are scheduled this week and the FTC attorney said the association will be permitted to file a late notice of appearance. Broadcasters are split on whether their national association should testify, and at the same time they are concerned because of a general belief that the rules, if adopted, will discriminate against broadcasting, particularly radio (BROADCASTING, March 2).

Filing personal appearances by the Thursday deadline were the Tobacco Institute (whose spokesman will be H. Thomas Austern, Washington attorney with Covington & Burling); North Carolina Governor Terry Sanford; Virginia Governor Albertis Harrison; Senator Neuberger; Arthur B. Hanson, American Newspaper Publishers Association; Dr. Fred Bock and Dr. Saxon Graham, both Roswell Park Memorial Hospital, New York; Dr. L. B. Burney, former U. S. surgeon general.

Also, Dr. Michael Shimkin, Temple University; Joseph Kolodny, Tobacco Distributors Association; Dr. Eva Salber, Harvard University; Dr. George James, New York City commissioner of health; Dr. W. G. Scott, president, American Cancer Society; Dr. Emerson Day, president of New York division of the cancer society; Dr. E. L. Wynder, Sloan-Kettering Institute; H. J. Rand, Rand Development Corp., Cleveland; Malcolm L. Fleischer, Retail Dealers of America, and Roger Burgess, Board of Christian Social Concern of the Methodist Church.

RAB, Too ▪ Edmund C. Bunker, president of the Radio Advertising Bureau, also has announced his plans to testify but the FTC had not received official notice by Thursday. Still undecided is the Television Bureau of Advertising.

George Allen, president of the To-

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 commercials, production manager, agency with its account executive and production manager.

Jefferson Productions, Julian Price Place, Charlotte, N. C.

Red Cross Canned Foods, Charlotte (foods); one 60, one 20 for TV, live on tape. John Dillon, production manager. Agency: Sonny Smith, Charlotte. Bob Hicks, agency producer.

Delta Air Lines, Atlanta; thirteen 20's, eleven 10's for TV, live on tape. John Dillon, production manager. Agency: Burke Dowling, Adams, Atlanta. Bob Hendrickson, Bernie Walker, agency producers.

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

Oscar Mayer & Co., Chicago (meats); one 60, one 20, one 10 for TV, live on tape. Dale Juhlin, director. Agency: J. Walter Thompson, Chicago. Budd Blume, agency producer.

Jewel Tea Co., Melrose Park, Ill. (President's promo); one 60 for TV, live on tape. Dale Juhlin, director. Agency: Earle Ludgin & Co., Chicago. Miriam Eshelman, agency producer.

Drewry's Ltd., South Bend, Ind. (beer); one 60 for TV, live on tape (color). Dale Juhlin, director. Agency: MacFarland, Aveyard, Chicago. Len Levy, agency producer.

Goldblatt's Department Store, Chicago (reupholstery); one 60, one 20, one 10 for TV, live on tape. Dale Juhlin, director. Agency: Bronner & Hass, Chicago. Bob Singer, agency producer.

Pepper Sound Studios, 51 South Florence, Memphis 4.

HLH Products, Dallas (foods); one 60 for radio, jingle. Ronnie Tutt, production manager. Placed direct.

Lindsay Ripe Olive Co., Lindsay, Calif. (olives); one 60 for radio, jingle. Bud Smalley, production manager. Agency: Steedman, Cooper and Busse, San Francisco.

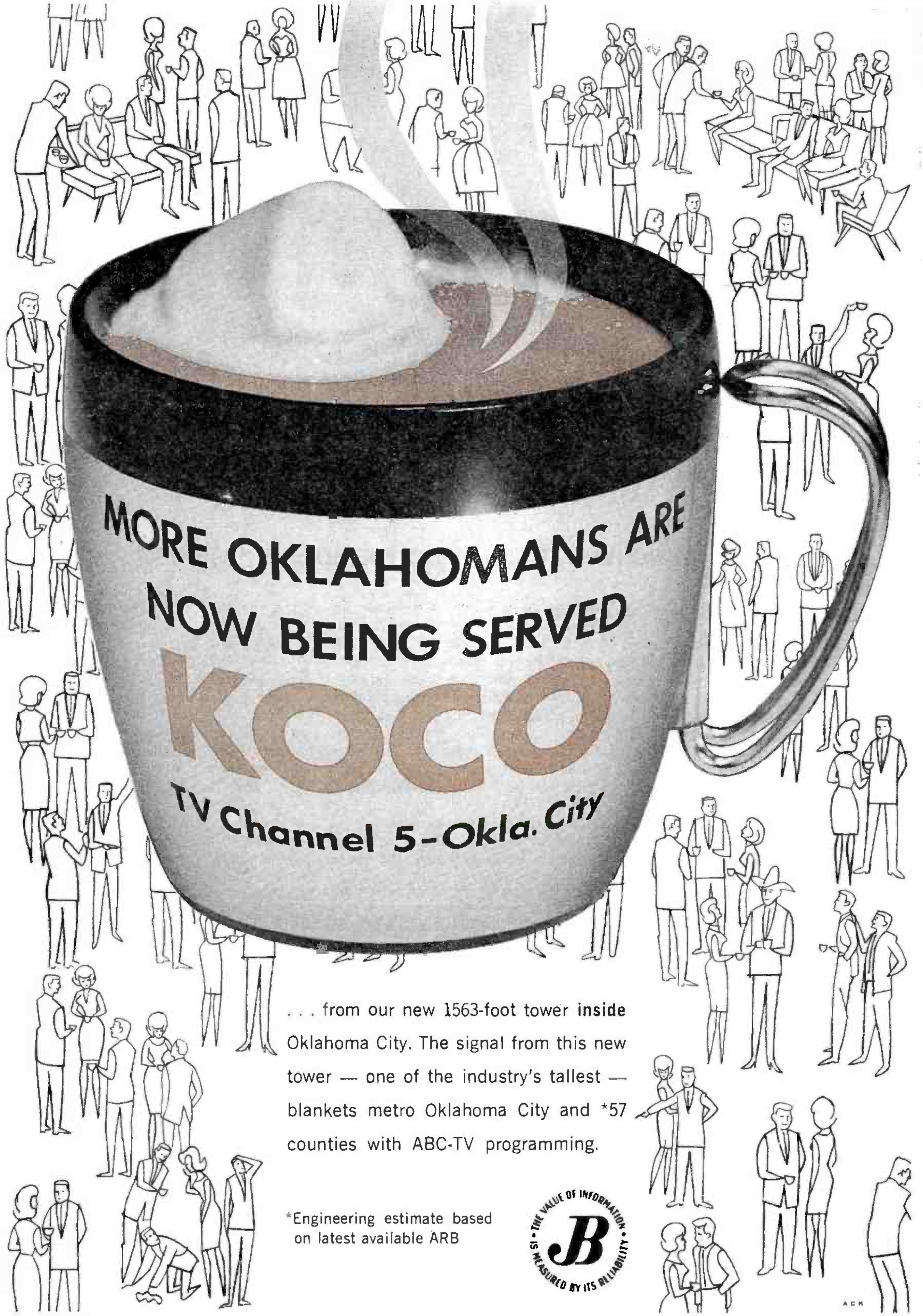
Utah-Idaho Sugar Co., Salt Lake City (U&I sugar); one 60 for radio, jingle. Ernie Bernhardt, production manager. Agency: David W. Evans, Salt Lake City.

Gast Baking Co., Wheeling, W. Va.; one 60 for radio, jingle. Hub Atwood, production manager. Placed direct.

Rogers Candy Co., Seattle; one 60 for radio, jingle. Hub Atwood, production manager. Placed direct.

Water Specialties, Chicago (laundry aids); one 60 for radio, jingle. Joe D'Gerolamo, production manager. Placed direct.

Jack Salad Products, Newport News, Va.; one 60 for radio, jingle. Ernie Bernhardt, production manager. Agency: Bie & Major.


MORE OKLAHOMANS ARE
NOW BEING SERVED
KOCO
TV Channel 5-Okla. City
. . . from our new 1563-foot tower **inside** Oklahoma City. The signal from this new tower — one of the industry's tallest — blankets metro Oklahoma City and *57 counties with ABC-TV programming.
*Engineering estimate based on latest available ARB
THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY
JB
ACK

TV commercials for the new Palmolive Continental beauty soap campaign were filmed on various European locations, such as the top of the Cavaliere-Hilton hotel in Rome with Princess Wilhelmina Borghese as model. A close-up of the new soap is shown from the 60-second commercial.

Continental Palmolive lathering up for spring TV push

The Colgate-Palmolive Co. is allocating more than $1.5 million to a spot and network television campaign, starting in April, to introduce its new Continental Palmolive beauty soap.

The television buy, part of an overall $3.5 million advertising drive that includes magazines, is scheduled to begin on April 20. In spot TV, according to a spokesman for the company, more than 10 nighttime commercials will be carried each week in the top 50 markets. The campaign also includes six participations a week on various daytime network programs. Initial flights on TV are for 39 weeks. The agency is Ted Bates, New York.

The commercials were filmed in various locales of Europe by Filmex Inc., New York, and raise the question: "Why does the continental woman look younger?" Answer: New! New! Continental Palmolive care can help you be younger looking too!"

Continental women will be featured in the commercial in scenes filmed in Paris, Rome and the French Riviera. Both a one minute and a 30-second commercial were shot in each of the three locations. The Roman sequences were shot in 35 mm color.

The new soap contains the basic Palmolive formula with a new ingredient, *creme de bain*, an emollient which adds moisturizing qualities and provides improved lather. The bar's new "Continental" petal shape is designed for easier holding. The pink and green colors have been retained, but the green has a softer, lighter hue.

bacco Institute, told the FTC that Mr. Austern's statement is expected to require an hour for delivery. In a summary of its position, the institute said he will emphasize, both on legal and policy grounds, that any regulation of cigarette advertising and labeling should be developed and provided by Congress and "not in this FTC hearing on the proposed rules."

"The commission does not have the statutory power to issue the substantive regulations proposed," the Tobacco Institute said. "The commission hearing does not provide the appropriate forum or occasion for technical, medical analysis of the report of the [surgeon general's] advisory committee, or for the detailed technical presentation of those in the scientific community who assert that the criteria employed are not adequate . . ." in the report's conclusions.

A one-year study and report by a blue-ribbon committee to the U. S. surgeon general concluding that cigarette smoking causes lung cancer and contributes to other diseases prompted the FTC rulemaking (BROADCASTING, Jan. 20).

The Tobacco Institute charged that the FTC is plainly attempting to legislate substantive rules, which is outside the scope of its authority.

Chamber Speaks ▪ The Chamber of Commerce of the U. S., which does not plan to make an oral presentation, filed a statement for the record last week charging the FTC with "venturing into the lawmaking field in its attempt to regulate industry." The chamber said it was taking no position on whether specific requirements should be imposed on cigarette advertising but was questioning the FTC's authority in the area.

The FTC rules "would deprive accused companies of procedural safeguards provided by Congress in existing law," the chamber said. "Legislating such rules is properly a responsibility of the Congress and the Congress has not empowered the commission to legislate in the manner it is here attempting."

Mr. Bunker told the Spokane (Wash.) Advertising Club last week that the RAB believes the FTC's position "may be one which goes beyond what is appropriate without legislation." During his testimony at the hearings, he said, he will stress the role radio has played in informing the public of the smoking hazard and the findings in the surgeon general's report.

He claimed radio would be the "most vulnerable" of all media if the FTC advertising restrictions are implemented in their present form.

Rising prices for daytime TV

Rate hikes blueprinted by TV networks in wake of higher efficiency estimates; two rivals plan schedule shuffles to catch up with CBS-TV

Daytime network television, which grossed an estimated three-network total of $218 million in billings in 1963, moves toward the second quarter of 1964 with plans for major realignments in both programing and price structures.

ABC-TV has announced the imminence of across-the-board daytime rate increases of 5-10% and CBS-TV is planning higher prices, probably to become effective in the fourth quarter. Price jumps, it was said, would appear justified from industry estimates of network daytime efficiency—cost per thousand homes dropping from $1.55 for November-December 1962 to $1.27 per thousand for the 1963 period.

NBC-TV, with programing changes in its daylight schedule set for March and May, will effect a further schedule revamping June 29. The new pricing to be instituted by NBC-TV is described as a readjustment based on changes in program efficiency, not a general price increase.

NBC-TV's daytime schedule is about 75% sold for the second quarter, representing some $14 million in billings.

On March 30 NBC-TV moves a new game show, *Jeopardy*, into the 11:30 a.m.-12 noon slot replacing *Missing Links*, which will be moving to ABC's morning lineup.

In another switch, NBC-TV will move *Loretta Young* up from 3-3:30 p.m. to the 2-2:30 p.m. spot and fill the gap with *Another World*.

In other programing moves effective June 29, NBC-TV will offer *Let's Make a Deal* and a five-minute newscast between 1:30-2 p.m., a period never before programed by the network. Also effective June 29, *Make Room for Daddy* moves up to the 10-10:30 a.m. lead-off position from its present 4:30-5 p.m. slot, which reverts to local time. *Say When*, presently spotted at 10-10:30 a.m., moves to noon-12:30 p.m., replacing *Your First Impression*, which leaves the schedule.

NBC-TV gets $5,700 for minutes in its highest-priced *Concentration* while its lowest-priced show, *Make Room for Daddy*, can be bought at $2,900 per minute. The price of the latter, however, will be raised by $600 when it moves to its early morning position.

Total Reappraisal ▪ ABC-TV's price advances are described by a network official as "a total reappraisal of our pricing structure, founded on gains in audience."

The network also plans readjustments in its volume buying inducements. Whereas maximum discounts in the past could be achieved with a 13-week schedule, now 26, 39 and 52-week cycles will bring proportionately better values. Further inducement will also be offered for higher minute-per-week counts.

ABC-TV's price range for daytime minutes is now $2,600-$4,000, with average minutes going for about $3,000. A year ago, according to a network representative, the average price was closer to $2,500. For the second quarter the network says it's about 90% sold.

ABC-TV has been selling more daytime on regional lineups than in the past, and in fact says it has been encouraging such buys. ABC-TV promotes an "aggregate" concept, which means that although the average number of affiliates for a daytime segment may be only 150, an advertiser who has five minutes scattered through the week will be reaching 196 stations with at least one of those five announcements.

Difficulty in obtaining clearances, which the network indicates was as big a problem as selling two years ago, is now described as essentially no trouble at all.

Starting March 30, ABC-TV will lead off with three half-hour Goodson-Todman shows beginning at 10:30—*The Price Is Right, Get the Message* and *Missing Links* (moving from NBC-TV)—with *The Object Is* and *Seven Keys* coming off the network. Midday "local" time, currently the hour between 1:30 and 2:30, will enlarge to an hour-and-a-half beginning at 1 p.m.

CBS's Status ▪ CBS-TV, which is sitting in the daytime catbird seat with a recent Nielsen report showing it with the eight top-ranked daytime programs, reports no present intention to alter its schedule. CBS-TV's *As the World Turns* leads the ratings parade with a 16.2 mark. *You Don't Say*, ranked

To paraphrase the old "Don't-look-now,—*BUT*" admonition, urgency compels us to say: *DO* look—*BECAUSE* this year's NAB Convention is almost at hand! April 5-8.

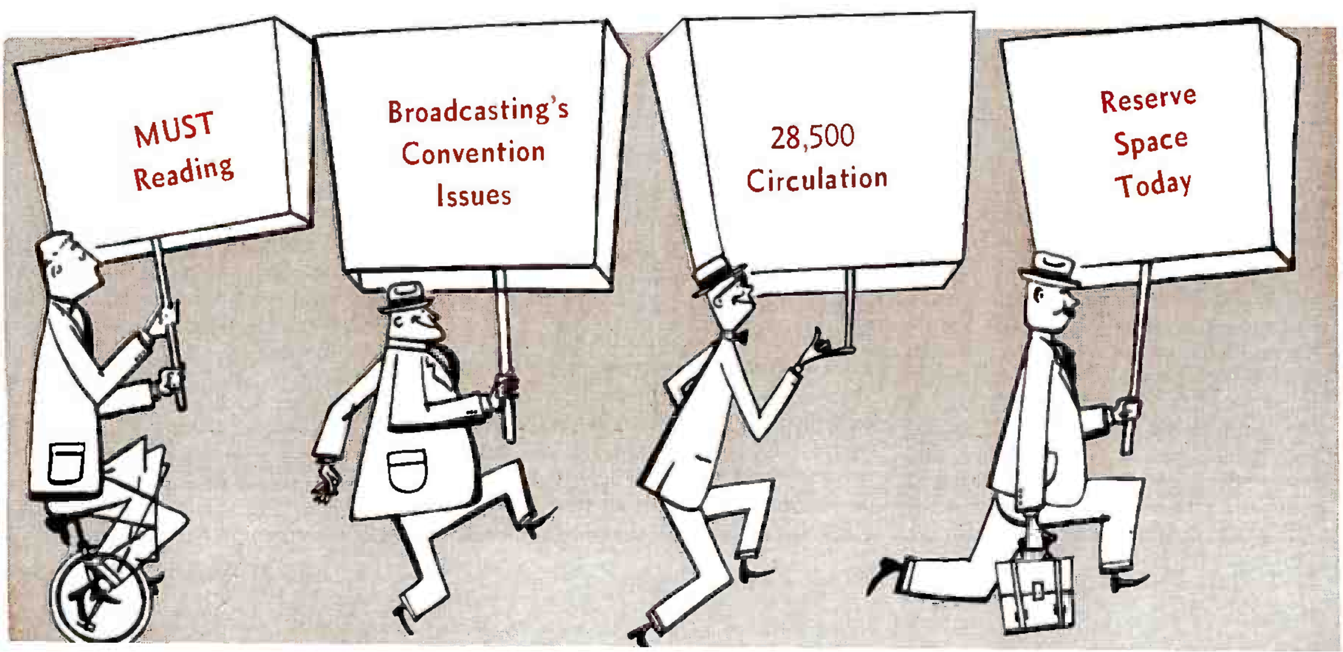
As always, it will attract an attendance from all segments of the broadcast advertising business . . . *and* an attention from TV and radio executives in every corner of the nation.

As always, too, BROADCASTING Magazine will serve this widespread interest with *three* of the most heavily-read issues it publishes each year: (1) *pre*-Convention on March 30; (2) *during* the Convention, April 6; and (3) *post*-Convention, April 13, rounding up everything that made news.

To accomplish this with the authoritative completeness that only BROADCASTING *can*, a full-scale news room is being set up in Chicago—staffed with a dozen of BROADCASTING's most experienced editors, equipped with direct lines to the BROADCASTING headquarters in Washington. These facilities (more extensive than those of all other TV-radio journals purporting to cover the Convention) assure BROADCASTING readers of thorough reports on every meeting, every committee session, every social affair. They'll probe out the trends and tenor of the Convention, its unexpected developments, undercurrents, and color. Skillfully edited, the result is the most authentic, comprehensive panorama of NAB's 1964 conclave anywhere—and indispensable as a guide to what's happening.

It adds up to a triple-barreled opportunity, too, for anyone with an advertising message that's aimed at TV-&-radio's busiest decision-makers. You get the year's biggest bonus of attention with each of these three big issues, and at no increase in rates.

If you haven't reserved your space yet, this is the hour to get cracking! It's only days to deadlines—so wire or phone the nearest BROADCASTING *office today.* 28,500 circulation.



number 10, had a 9.1 figure.

A remark of jealous reverence offered by a representative of a competing network: "Throw a dart at the CBS schedule and wherever it lands, buy it."

CBS-TV does have *Andy Griffith* reruns on the shelf and contemplates putting them on a Monday-Friday basis in the fall. It may also alter its Saturday morning schedule then.

A CBS official says the network, virtually sold out in the second quarter, has third quarter availabilities in the 10-noon block.

CBS-TV sells all its morning time on a minute basis with the exeception of *Pete and Gladys* (11:30-noon), half of which is sold by the quarter hour. All the network's afternoon programs must be bought on a quarter-hour basis.

Election sponsors sign with ABC and NBC

ABC-TV and NBC-TV last week lined up new sponsorship for special programing dealing with this year's elections.

Xerox Corp. signed for one-third sponsorship on ABC-TV for convention and election day coverage as well as full sponsorship of five special programs dealing with various campaign aspects.

It was reported that the package deal, negotiated by Papert, Koenig, Lois Inc., will cost Xerox about $2 million.

The Benrus Watch Co., through West, Weir & Bartel, New York, has purchased one-quarter sponsorship of the 36 special election programs to be presented on NBC-TV. Complete sponsorship of the network's election day and convention coverage previously had been bought by Gulf Oil through Young & Rubicam.

CBS-TV still is negotiating for sponsors for half of its election coverage. The Institute of Life Insurance Companies through J. Walter Thompson and American Tobacco Co., placed direct, have purchased one-half sponsorship.

Agency appointments . . .

- Piel Bros. Inc., Brooklyn, N. Y., names Papert, Koenig, Lois Inc., New York, to handle new Trommer's White Label, all-malt premium beer. Advertising plans have not been announced.

- Chock Full O' Nuts Corp., New York restaurant chain and coffee manufacturer, has appointed the Garfield Agency, Detroit, to handle a $2 million account, previously handled by Peerless Advertising, New York.

Rep appointments . .

- WATE Knoxville, Tenn.: Advertising Time Sales Inc., New York.

- KDEF Albuquerque, N. M.; WDBF Palm Beach, Fla., and WCVS Springfield, Ill.: Robert L. Williams Co., New York.

- WLYN Lynn, Mass., and WNBP Newburyport, Mass.: Bolling Co., New York.

- KTVE(TV) El Dorado, Ark.-Monroe, La.: James S. Ayers Co., Atlanta, as southeastern representative.

ARF plans 10th TV household study

The Advertising Research Foundation, New York, announced last week that the 10th study in a series on American TV households will be conducted in May and reported on next fall. The study report, based on data obtained from a survey taken by the U. S. Bureau of Census, will give television penetration figures for telephone households and non-TV households.

The ARF said arrangements for the study have been completed with the three TV networks, the National Association of Broadcasters and the Television Bureau of Advertising. According to ARF, the report will present statistical data concerning inside and outside metropolitan areas, urban and rural residences, household types, household sizes, census geographic regions and Nielsen TV index territories.

FCC reconsiders CATV policy

Grant of KCOY-TV request to withdraw microwave grant and set it for hearing may foretell different practices

The FCC last week set for hearing an application for a microwave relay station—thereby taking the first step toward reviewing some of its fundamental policies affecting regulation of community antenna television systems.

The commission last November granted the application of Lompoc Valley Cable TV, allowing it to bring seven Los Angeles television stations to Vandenburg Village and Mission Hills in Santa Barbara county, Calif.

But the commission, acting on the petition of KCOY-TV (ch. 12) Santa Maria, Calif., a station not yet on the air, set the grant aside and designated the application for hearing to determine what impact the CATV service would have on the station and "whether, and if so under what conditions," the grant should be made.

The action constitutes a sharp break with commission practices, as Lompoc Valley had accepted the interim conditions the FCC requires of all CATV operators seeking microwave grants. It has agreed not to carry a program either simultaneously or 15 days before or after it is broadcast by stations in their area, and said it would carry the stations on its cable signals if requested.

First Time ▪ The commission has never before designated for hearing microwave applications when the CATV operator accepted these conditions.

And in its order the commission indicates it feels these conditions may not always be adequate to provide the protection it wants to afford television stations. One commission official noted privately that the order leaves open the possibility the FCC may find that the grant would not be in the public interest.

The vote on the order was 3-2. Voting in favor were Commissioners Rosel H. Hyde, Kenneth A. Cox and Robert E. Lee. Commissioners Robert T. Bartley and Lee Loevinger dissented, and Chairman E. William Henry and Frederick W. Ford were absent.

The Lompoc Valley case involves a number of other issues besides the adequacy of the conditions designed to protect TV stations from CATV competition. Lompoc Valley is a subsidiary of H&B American Corp., which owns some 20 CATV systems throughout the country. An application for transfer of control of H&B to RKO General is now pending before the commission.

Additional Questions ▪ KCOY-TV said the proposed transfer raises questions as to whether broadcasters will be able to "evade" the commission's multiple ownership rules by acquiring extensive CATV holdings. It also said the rapid growth of some CATV systems opens the possibility of broadcasters piping their programs across the country, either by pay TV or wire television.

The FCC in last week's order said these issues would be explored in its consideration of the transfer application.

RKO General, in addition to its six

TV stations, seven AM's and five FM's, has CATV holdings in Arizona, Oklahoma, Mississippi, Texas and Kansas. If it acquires H&B, it will add another CATV system to its list of properties.

KCOY-TV, in its petition for reconsideration, said RKO General is moving into a position of "substantially controlling the future of television in the U. S." It said RKO General could feed signals of its stations on its own microwave systems to its own CATV's in "every section" of the country.

In setting the Lompoc Valley application for hearing, the commission noted that KCOY-TV said that if the microwave grant were made, the station would be exposed to severe, if not fatal, competition, "with subsequent injury to the public, which would lose the benefit of a local television station."

KCOY-TV says the total audience in the area is 75,000, and that it would have to compete for it with the seven Los Angeles stations brought in by cable as well as with two local outlets. The station adds that this competition would be so intense that the protection Lompoc Valley has agreed to provide would be inadequate.

The conditions are the same as those contained in the proposed rulemaking to govern the grants of microwaves for CATV systems. And the commission last week said it has required CATV systems to accept them voluntarily while the rulemaking is pending in order to avoid a total freeze on microwave grants.

But, it added, Lompoc Valley's "willingness to accept" the conditions "cannot be an adequate answer if, in fact, its operation would endanger station KCOY-TV."

The commission said it could not determine the potential impact of Lompoc Valley's proposal on the basis of pleadings filed in the case. Consequently, it added, a hearing is necessary to gather information on such matters as populations affected and the other television services available, both from operating stations and from existing or proposed CATV's.

Besides the Lompoc Valley application, KCOY-TV is opposing an application from Golden West Communications for a grant to build a microwave station to bring the seven Los Angeles stations into San Luis Obispo, which is within the station's coverage area. KCOY-TV asked the commission to deny the application or set it for hearing (BROADCASTING, Feb. 24).

MacDonald qualifications being questioned

OPPONENTS FOR CHANNEL 10 WANT CASE REOPENED

William B. MacDonald's role as promoter of the Cassius Clay-Sonny Liston heavyweight championship fight has already cost him a reported $400,000. Last week, it led to a request, by his three opponents for Miami channel 10, that the FCC reopen the record of the comparative hearing to consider "new evidence" concerning Mr. MacDonald's financial and character qualifications.

Hearing Examiner H. Gifford Irion has recommended that the grant for a channel 10 station be awarded to South Florida Television Corp., which was organized and is 80% owned by Mr. MacDonald (BROADCASTING, Dec. 30, 1963). At the same time, he recommended denial of license renewal for WLBW-TV, which has been operating on the facility on a short-term license since 1961, and the competing applications of Civic Television Inc. and Miami Television Corp.

The "new evidence" the opponents want the hearing examiner to consider involves:

▪ Mr. MacDonald's reported loss on the fight, which they say may have impaired South Florida's financial position.

▪ Mr. MacDonald's quoted remark that his legal fees in prosecuting the channel 10 application cost him $165,000 which is $65,000 more than has been set aside for that item by South Florida.

▪ And reports of his wagers on Cassius Clay, which, if true, would indicate state and possibly federal law violations.

Press Clippings ▪ The three opponents requested the record reopening in a joint petition weighted down with reproduction of newspaper and magazine accounts of the championship fight and Mr. MacDonald's role in it.

The petition notes that South Florida estimated the total cost in putting a station on the air at $2,712,467. Of this, $1.9 million was to be provided by companies owned by Mr. MacDonald and his wife. However, the petition adds, questions were raised in the hearing regarding the companies' ability to raise the money. And since Mr. MacDonald has lost "almost a half million dollars" the petition says, additional questions about South Florida's qualifications have been raised "which cannot be disregarded."

The opponents theorize that Mr. MacDonald, in covering his loss, will have to use the liquid resources of his controlled corporation, the William B. MacDonald Jr. Corp., "upon which he relied to establish his primary method of financing."

South Florida has proposed a secondary method of financing—through a bank loan from the First National Bank of Boston. However, if this method is used, the opponents say, a "serious issue" is raised as to whether the bank has become a South Florida principal.

Legal Fees ▪ The petition also notes that one item in South Florida's estimated cost of construction and operation is $100,000 for legal fees to prosecute the application. But Mr. MacDonald is quoted in a *Sports Illustrated* article as saying he spent $165,000 in connection with his "'application to buy channel 10.'"

The opponents contend that "since the estimate has been exceeded by $65,000," the amount which South Florida has provided for constructing the station and operating it for an initial period and for paying legal fees "is not adequate."

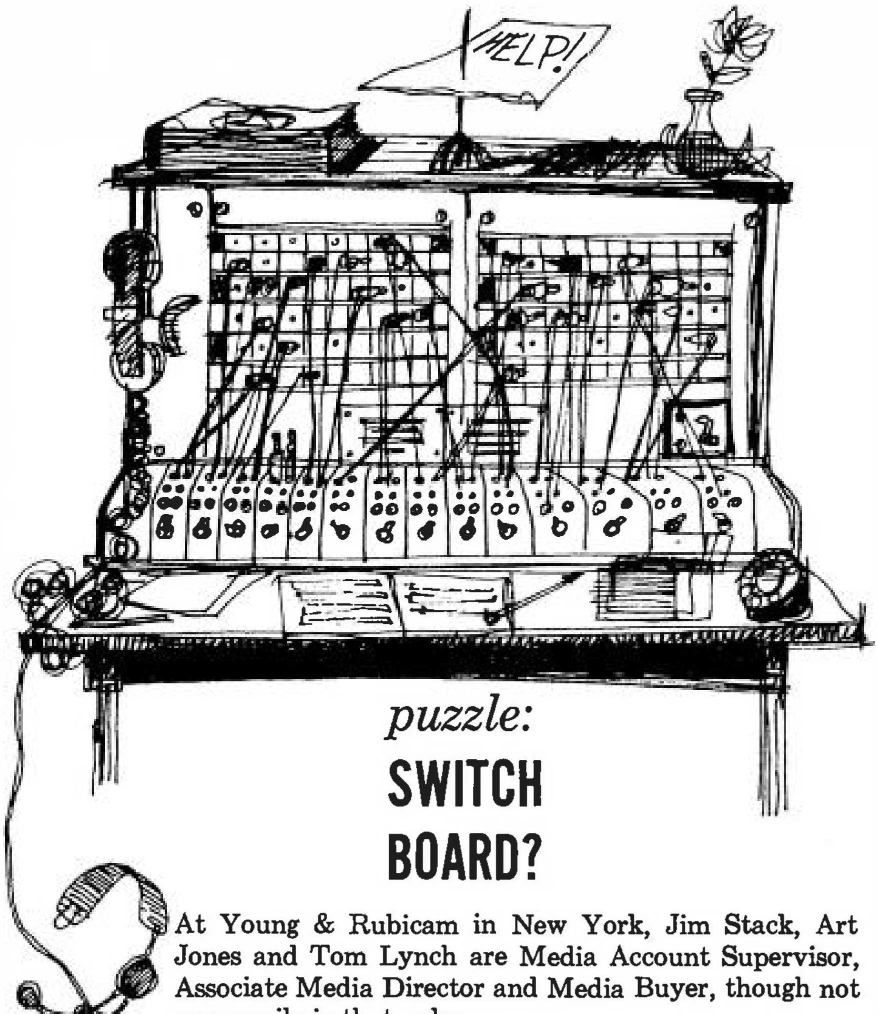
"Since it is inadequate," the petition adds, "South Florida is not financially qualified," and this should be established on the record, "in the light of the new evidence." Newspaper accounts of the fight say Mr. MacDonald got back "a little" of the money he lost on the promotion. According to one AP story, he had bet $5,000 on Cassius Clay at 6-1 odds, "and scattered a few other wagers around."

"Aside from obvious questions concerning the conflicting interests inherent in a situation where an insider bets on the outcome of a contest which he is promoting, and aside from the fact that Mr. MacDonald's recovery of a substantial sum from these wagers would have some effect on his financial qualifications, the petitions says, "a wager of this sort is a criminal offense in the state of Florida." And if placed in interstate commerce, the petition adds, a violation of federal law "is indicated."

Jerrold expands ability to build CATV systems

Pointing up a major expansion in its construction capability, Jerrold Electronics Corp., Philadephia, has announced that it now can handle "more than 25 simultaneous [community antenna television] construction contracts on a constantly recurring basis."

Contracts for two "turn-key" CATV systems in Mississippi have recently been concluded, according to Robert H. Beisswenger, Jerrold's vice president and general manager. Current contracts total close to $4 million and more than a dozen CATV systems presently are being constructed around the country by Jerrold's community systems divi-



puzzle:

SWITCH BOARD?

At Young & Rubicam in New York, Jim Stack, Art Jones and Tom Lynch are Media Account Supervisor, Associate Media Director and Media Buyer, though not necessarily in that order.

When the incumbent at the agency switchboard went on vacation recently, a new operator was pressed into service and left to struggle as best she could with the dazzling complexities of names, ranks and extension numbers. During her first day on the job she gave the following information to various callers:

"I'm sorry, sir, Mr. Stack is not the Media Buyer."
"No, ma'am, Mr. Lynch is not the Associate Media Director."
"Mr. Stack is the Associate Media Director. I'll connect you."
"No, sir, Mr. Lynch is not the Media Buyer."

Unfortunately, only one of these statements was correct. Which one? Who's who? Address answers to: Puzzle #99, WMAL-TV.

*   *   *

Media Directors and Time Buyers eliminate job complexities by using WMAL-TV. Assures clients of a direct line to an important segment of Washington's high-income, free-spending population. Check prime-time availabilities on "News-7" (6 to 7 p.m. Mon.—Fri.) and the follow-up "Comedy Hour" (7 to 7:30) with Harrington, Righter & Parsons, Inc.

Puzzle adaptation courtesy Dover Publications, New York, N.Y. 10014

wmal-tv abc

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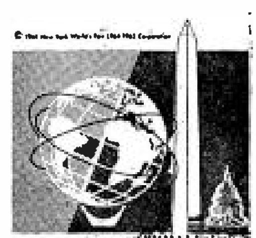


SEE THE WORLD'S FAIR AND WASHINGTON, D.C., TOO sion, Mr. Beisswenger said.

The firm also is reorganizing for further expansion and is about to announce that J. E. Hastings will become manager of a new special project division, it was learned last week. Mr. Hastings is sales manager of Jerrold's communications systems division.

The new Mississippi CATV's Jerrold is constructing are for Lancaster Corp., Philadelphia, in Laurel, Miss., and American Cable Systems Inc., also of Philadelphia, in West Point, Miss.

Nine new members reported by TIO

Gains in membership in the Television Information Office and in demands for TIO services were reported last Thursday (March 5) at the semi-annual meeting of the Television Information Committee, the organization's governing group.

Among nine new members, or "sponsors," announced at the meeting in New York was WMT-TV Cedar Rapids, Iowa, whose president, William B. Quarton, is chairman of the board of the National Association of Broadcasters.

WMT-TV's move was regarded by observers as particularly significant in view of reports that some NAB authorities feel that the function of TIO, which operates as a separate arm of NAB, should be absorbed by the latter group.

Other new sponsors announced as having signed since the first of the year were WFLA-TV Tampa, Fla.; KTVU(TV) Oakland, Calif.; KIRO-TV Seattle; KCMO-TV Kansas City, Mo.; KPHO-TV Phoenix, Ariz.; WHEN-TV Syracuse, N. Y.; WOW-TV Omaha, and WLAC-TV Nashville.

The Television Information Committee approved plans for production of a series of filmed announcements dramatizing the diversity of television programing, designed for on-the-air use by stations.

The committee, headed by Willard E. Walbridge of KTRK-TV Houston, also was told that industry requests for specific TIO materials are running about 40% ahead of last year, with 4,980 requests received in the past five months against 7,101 during all of 1963.

Roy Danish, TIO director, said that a booklet reporting results from the latest Elmo Roper-TIO study of public attitudes, highly favorable to television (BROADCASTING, Jan. 27), will be sent to a nationwide list of opinion leaders this month, as well as to broadcasters. TIO sponsors, who received advance summaries last month, will also receive color slides and scripts discussing the findings.

Mr. Danish also reported that an illustrated report of TIO's activities will be distributed at the NAB's April 5-8 convention.

Changing hands

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

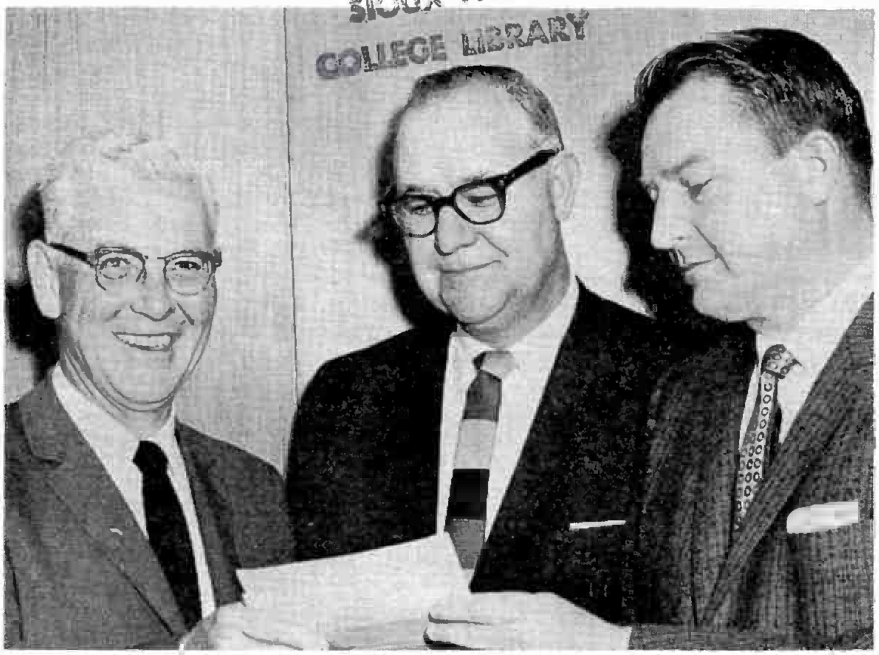
▪ KTMS Santa Barbara, Calif.: Sold by Thomas N. Storke and associates to *Philadelphia Bulletin*'s Robert McLean for about $350,000. Station was part of sale of *Santa Barbara News-Press* to Mr. McLean for an undisclosed multimillion dollar sum. Price for the station is the amount allocated of the overall purchase price. The *Philadelphia Bulletin* owns WPBS(FM) Philadelphia, and is the former owner of WCAU-AM-FM-TV in that city. The WCAU properties plus real estate were sold to CBS in 1958 for $20 million, of which $15.6 million was allocated to the broadcast properties. KTMS, founded in 1937, operates on 1250 kc with 1 kw. It is affiliated with ABC and NBC.

▪ WRIS Roanoke, Va.: Sold by Cy Bahakel to Lloyd Gochenour for $117,000. Mr. Gochenour owns WAFC Stanton, Va. Mr. Bahakel retains WABG-AM-TV Greenwood, Miss.; WKIN Kingsport and WDOD-AM-FM Chattanooga, both Tennessee; WWOD-AM-FM Lynchburg, Va.; WLBJ-AM-FM Bowling Green, Ky., and KXEL-AM-FM Waterloo, Iowa. WRIS is a 5 kw daytimer on 1410 kc. Broker: Hamilton-Landis & Associates.

▪ WFMB(FM) Nashville: Sold by William O. Barry and associates to WLAC Inc. (WLAC-AM-TV Nashville) for approximately $60,000. Robert L. Dudley, administrative assistant of WLAC Inc., will become general manager of the station which will become WLAC-FM. WFMB, founded in 1953, operates on 105.9 mc with 35 kw.

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* 97).

▪ WAPA San Juan, P. R.: Sold by Jose Ramon Quinones to the Hearst Corp. for $708,000 plus consultancy contract for two years at $15,000 a year with option to renew for four additional years. Hearst stations are WBAL-AM-FM-TV Baltimore, WISN-AM-FM-TV Milwaukee, and WRYT-AM-FM and WTAE (TV) Pittsburgh. Hearst also publishes a string of newspapers and magazines. WAPA was founded in 1947 and oper-



Guaranty Broadcasting Corp. of Baton Rouge formally assumed operation of WAFB-TV Baton Rouge on March 1. The transfer was effected with George A. Foster (r), board chairman of the new licensee, presenting a check to Dwight W. Martin (l), chairman of the board of Modern Broadcasting Co., seller of the station for $2,970,000 (BROADCASTING, Jan. 14). Tom E. Gibbens (c) continues with WAFB-TV as general manager and president of the new licensee. The owners of the new licensee are Guaranty Income Life Insurance Co. and Guaranty Bond and Finance Co. Mr. Foster is also president of the former and executive vice president of the latter firms.

TV stations complain about CATV negotiations

The FCC has been requested by two television stations to call for formal comments, especially from the TV industry, on any proposed legislation to govern community antenna systems, before such legislation is presented to Congress.

In petitions filed last week KCRL(TV) Reno, Nev., and WLUC-TV Marquette, Mich., charged the FCC has been unfair to TV station owners by not seeking their views during conferences with the National Community Television Association looking toward proposed legislation on CATV regulation.

The two stations noted that it was only very recently that the commission decided to seek broadcasters' opinions by contacting the National Association of Broadcasters. The commission has arranged a March 13 meeting with NAB's Future of TV in America Committee. Proposed legislation the commission has been negotiating with NCTA will be discussed (BROADCASTING, March 2).

The two stations said that the "be-

ates fulltime on 680 kc with 10 kw.

Community Antenna Systems

■ Grundy, Richlands and Tazewell, all Virginia: Three systems owned by Barnes B. Rife sold to Reeves Broadcasting Corp., New York, for price reportedly more than $500,000. Total subscribers to the systems number about 3,000. The Grundy system picks up WHTN-TV Huntington, W. Va., a Reeves station. Other Reeves outlets: WUSN-TV Charleston, S. C., and KBAK-TV Bakersfield, Calif. (pending sale to HarriScope Inc. for approximately $1.6 million). J. Drayton Hastie, Reeves president, plans further expansion into CATV field. Broker: Daniels & Associates, Denver.

Intermountain up to 67

Intermountain Network, Salt Lake City, comprising radio stations in nine Western and Midwestern states, increased its number of affiliates to 67 March 1 with the addition of KGHL Billings, Mont., a 5 kw fulltimer on 790 kc. KBMY Billings, a former affiliate, remains affiliated with ABC network.

Effective the same date, KVOW Riverton, Wyo., 1 kw fulltimer on 1450 kc, replaces KOVE Lander, Wyo., as the Intermountain affiliate. KBAR Burley, Idaho, 1 kw daytimer on 1450 kc, became a fulltime IMN affiliate last month.

lated commission effort to bring the NAB into the late stages of the 'negotiations' confirms rather than diminishes the need for the full rulemaking hearing on the public record for all interested broadcaster parties." The stations feel that the commission has derogated the rights of broadcasters by contacting only the NCTA as a non-governmental adviser.

"Proposed legislation so developed and treated is contrary to sound and effective administrative procedures. It is also grossly unfair and inequitable to stations such as KCRL [and WLUC-TV] whose substantive interests are thereby being adversely affected."

The stations added that the only fair manner in which the commission can develop CATV legislation is through a formal rulemaking procedure in which all parties interested may participate. This would not necessarily force the commission to drop the negotiations with the NCTA, the stations said, although it may wish to do so.

New hearing urged on channel 9

Commissioners not enthusiastic about Broadcast Bureau suggestion to reopen 12-year-old Orlando file

The FCC's Broadcast Bureau urged the commission last week to reopen the record of the Orlando channel 9 case to accept additional applications for the facility. Individual commissioners, however, appeared unenthusiastic about the prospect of starting anew in a comparative hearing that was first decided by the commission in 1957.

Broadcast Bureau attorney Pat Valicenti urged a reopening of the record as the case—involving the question of ex-parte activities on the part of an attorney for the winning applicant—went through the mill of an oral argument before the FCC for the third time.

The case had been remanded to the commission by the U. S. Court of Appeals with instructions to determine whether the 1957 grant to WFTV(TV) (then WLOF-TV) should be continued or given to WORZ Orlando, its competitor in the comparative hearing—or whether the record should be reopened and new applications accepted by the commission (BROADCASTING, July 8, 1963).

The court also said that the FCC should consider the improper activities of William Dial, former attorney for Mid-Florida Television Corp., owner of WFTV, even though the commission majority had concluded that principals of the station were unaware of them and had not authorized them. Mr. Dial was found to have made a number of off-the-record representations to former FCC Commissioner Richard A. Mack while the case was pending before the commission.

Mid-Florida Clear ■ Mr. Valicenti said there was no "legal impediment" to a grant to either applicant. He also said that "no disability attaches to Mid-Florida" as a result of Mr. Dial's activities, as the contacts were "outside the scope" of his employment and were not known to his employers.

He noted that the commission had reached this conclusion in a decision last year. He also said that Mid-Florida cannot benefit from Mr. Dial's actions, since the commission has been instructed to reconsider the case on its merits. But, he said, the record should be reopened "because it has grown stale" in view of events since the original grant in 1957. He said the most important preference given Mid-Florida was the broadcast experience of its principals. However, Mr. Valicenti noted, many of the original principals are no longer with the organization.

Commissioner Frederick W. Ford, however, questioned him closely on the extent of ownership change that has transpired in the company. And Chairman E. William Henry said "there is a distinct reluctance on the part of the commission to reopen the record unless there's a sizable change in conditions."

At the time of the grant, principal stockholders included Joseph Brechner, John Kluge (now president of Metromedia Inc.) and Hyman Roth. Mr. Roth is now dead, and Mr. Kluge's 25% of the stock has been purchased by Mr. Brechner.

But Paul Dobin, counsel for Mid-Florida argued that the original decision turned on the fact that Mr. Brechner, who had extensive experience in broadcasting, would operate the station and be a majority stockholder. Mr. Dobin said this consideration has been "reinforced" by developments. Mr. Brechner is now the largest single owner, with 43% of the stock, and is president and general manager.

Follow Form ■ Mr. Dobin noted that, in view of the court's action, the commission must make a new decision. But, he said, the commission should make the same decision it made in 1957.

However, Edward P. Morgan, counsel for WORZ, urged the FCC to go back to the original 1955 initial decision which recommended a grant to WORZ.

He also said the commission should

WSPN turns in its license

WSPN Saratoga Springs, N. Y., facing a possible nonrenewal of its license, last week turned in its broadcast authorization and received FCC cancellation of the permit.

Nonrenewal of the daytime AM's license was recommended last summer in an initial decision by FCC Hearing Examiner Herbert Sharfman. The examiner found that Martin A. Karig had continued as a major principal of the licensee, Spa Broadcasters Inc., after having made an agreement with the commission to dispose of all interest as a condition to Mr. Karig's purchase of 50% of WSRA, also located in Saratoga Springs (BROADCASTING, Aug. 12, 1963).

The initial decision also recommended that Mr. Karig's construction permit for WIZR Johnstown, N. Y., be revoked.

Before the commission had a chance to act on WSPN's termination of its operation, Community Radio of Saratoga Springs filed an application for the vacant 900 kc frequency. The applicant said that it planned to use the facilities of WSPN. The applicant is owned by Kent E. and Francis P. Jones (29.9% and 29.2%, respectively) and Paul R. Rouillard, Larrie G. Sutliff and Iona W. Robertson (each 11.7%).

consider the activities not only of Mr. Dial but of the late Mr. Roth. Following the initial decision, Mr. Roth sent a letter, purportedly signed by a Florida state bar official, to the commission about the case. Mr. Morgan called this an ex parte contract.

At one point, Chairman Henry asked if the commission could consider the Dial matter in view of the court's decision upholding the commission's earlier decision that Mid-Florida was unaware of the ex parte contacts and didn't authorize or ratify them.

"This is your baby," Mr. Morgan said. "You'll have to decide the question of administrative integrity."

He also opposed reopening the record for new applicants. He said his client has been seeking the channel for 12 years already. The original examiner, he recalled, found for WORZ, and this decision, he added, should be affirmed by the commission.

The oral argument on that initial decision was the first one the commission heard in the Orlando case. Six years later, after the case had been remanded to the commission by the courts in the wake of congressional investigators' disclosures of off-the-record contacts, the commission held a second hearing. That was on Chief Hearing Examiner James D. Cunningham's finding that Mid-Florida knew of Mr. Dial's activities and should, therefore, be disqualified (BROADCASTING, Sept. 21, 1961).

The commission, in a report to the U. S. Court of Appeals last year, said it felt oral argument was necessary but disagreed with the chief examiner's conclusion that Mid-Florida's principals were aware of Mr. Dial's improper activities (BROADCASTING, Jan. 14, 1963). The report was adopted by a vote of 4-1.

Broadcast help for overseas?

Goldenson proposes U. S. broadcasting 'peace corps' to aid emerging nations

Leonard H. Goldenson, president of ABC and American Broadcasting-Paramount Theaters, last week called for the formation of a voluntary "peace corps" from within the American broadcasting industry. Mr. Goldenson said the group could perform a valuable service to developing nations by providing them with a wealth of broadcasting information and education.

Mr. Goldenson's comments were made at the annual banquet of the International Radio and Television Society in New York. He appeared at the meeting to receive the society's 1964 gold medal in recognition of his "outstanding contributions to broadcast advertising."

Mr. Goldenson pointed up the need for broadcasting assistance to new nations, and he said new communications systems are necessary to speed human advances in many parts of the world. He added: "The television set in the mud hut or slum shack and the transistor radio in the rural villages may do more to change the world more quickly than any development since the invention of the wheel."

The development of new communications systems, he said, faces complex problems in many areas. He noted that within the range of 200 TV transmitters operating in developing nations there are 250,000 communities without electric power. As a possible solution to this problem, he suggested the use of low-cost, battery-operated transistor radio and TV sets.

According to Mr. Goldenson, a major weakness in the development of communications by emerging nations is a pressing need for skilled personnel—technicians, producers, writers, directors and managers. He said American broadcasters should not be mere spectators to the emergence of growing nations, but should "accept willingly the task of advising and passing on the fruits of our own experience."

He also stressed that the U. S. has the world's largest group of trained broadcast personnel and should, therefore, be alert for opportunities to lend assistance to less fortunate nations.

Private Aid ▪ Mr. Goldenson said this broadcasting assistance should not come solely from government sources within the U. S. but should also include aid from private organizations. He noted that ABC, through its international division, has already moved in an effort to share "knowledge and experience with emerging broadcasters in other lands."

He said some ABC actions in this area of assistance have been: establishing business arrangements with 48 associate TV stations in 21 nations; providing on-the-job training for foreign TV personnel in ABC owned-and-operated stations; aiding in the formation of a TV network linking six Central American nations, and conducting a series of seminars for station personnel from 32 nations.

Mr. Goldenson said ABC hopes to cooperate further with stations in Central America in launching a pilot series of locally produced programs "teaching the fundamentals of education, reading and writing."

Mr. Goldenson said he does not expect ABC's efforts to bring about any "overnight" changes in illiteracy in Central America, but he called the network's assistance a step in the right direction. He also stressed that his proposed broadcasting peace corps must be set up in a manner that would enable it to "work in harmony and cooperation with the broadcasters of the emerging nations."

Sam Cooke Diggs (r) presents award to Mr. Goldenson.

Ch. 9 scrap is still lively

Syracuse outlet at stake as Onondaga's rivals pose questions about Eckersley

The eight opponents of the applicant recommended by an FCC hearing examiner for the grant of channel 9 in Syracuse, N. Y., have asked the commission to reopen the record to look into newly uncovered facts they say bear on the character qualifications of one of the winner's principals.

The principal is Vance L. Eckersley, who would be the general manager of the Syracuse station for Onondaga Broadcasting Inc., which was favored by the hearing examiner in the initial decision a year ago (BROADCASTING, Feb. 11, 1963). All nine have been partners in an interim operation for 18 months.

The new facts, which the opponents say didn't come to their attention until last December, involve Mr. Eckersley's role as a co-executor of an estate in Lackawanna county, Pa. Mr. Eckersley had practiced law in Scranton before becoming general manager and vice president of WDAU-TV Scranton in 1956. He is now general manager of WTEV(TV) New Bedford, Mass.

The opponents, in a petition filed with the commission and again in oral argument last week, said Mr. Eckersley's performance as co-executor of the estate from 1952 to 1961 raises questions as to his reliability and character qualifications. He is a 10% owner of Onondaga.

According to an affidavit filed with the commission, Mr. Eckersley and three other co-executors of the estate failed to pay taxes, file inventories and fulfill other duties for at least seven years, and finally had been removed as co-executors by the county orphans court. He and the other co-executors —children of the 2 women whose estate is involved—are now contesting in U.S. tax court a tax delinquency notice

filed against them by the Internal Revenue Service.

The affidavit was filed by a principal of the W.R.G. Baker Radio and Television Corp., one of Onondaga's opponents.

Onondaga Opposed ▪ Harry Plotkin, counsel for Onondaga, opposed reopening the record. He said the Scranton matter involved civil litigation having no effect on the other parties. He also said the opposing parties could have uncovered the facts about the estate sooner if they had been more diligent. "There must be administrative finality," he said. The commission's Broadcast Bureau has also opposed the request to reopen the record.

Mr. Plotkin suggested that such delays as requested by the opponents are beneficial to them. While the case is still pending, he said, "people who have no chance to win the channel are one-ninth owners of a television station." This was a reference to the interim operation.

Commissioner Frederick W. Ford expressed concern with the requested delay. If the record is reopened, he asked at one point, "do you ever see daylight when this will be ripe for a decision? We'll just keep getting new information to examine."

The commission last summer turned down an earlier request by Onondaga's opponents to reopen the record. The opponents then had questioned the character qualifications of Asher S. Markson, president and 12% owner of Onondaga as a result of a decision by a U. S. bankruptcy court to ask Mr. Markson about his former business dealings with a Syracuse furniture store that went into bankruptcy.

The commission rejected the request, contending the petition alleged no new facts and that the commission could take official notice of the court's decision without reopening the record.

Examiner Criticized ▪ In another development at the oral argument, some of Onondaga's opponents criticized the hearing examiner, David K. Kraushaar, for placing what they considered undue stress on the point of "liklihood of effectuation" of proposals by the applicants. Onondaga had scored heavily on this point.

William C. Koplovitz, counsel for WAGE Inc., said the examiner's approach "requires eliminating" two important criteria—survey of needs and programing proposed to meet those needs.

"If you affirm the examiner's decision," he told the commission, "you might as well give up trying to get applicants to find out community needs and to program to meet them."

He said the examiner held programing proposals of the nine applicants to be generally the same. The examiner

Mr. Eckersley
Target for rivals

noted that each of the nine proposed affiliating with ABC if successful in getting the grant.

Besides Onondaga, Baker and WAGE Inc., the applicants are Veterans Broadcasting Inc., Syracuse Television Inc., Syracuse Civic Television Association Inc., Six Nations Television Corp., Salt City Broadcasting Corp. and George P. Hollingbery.

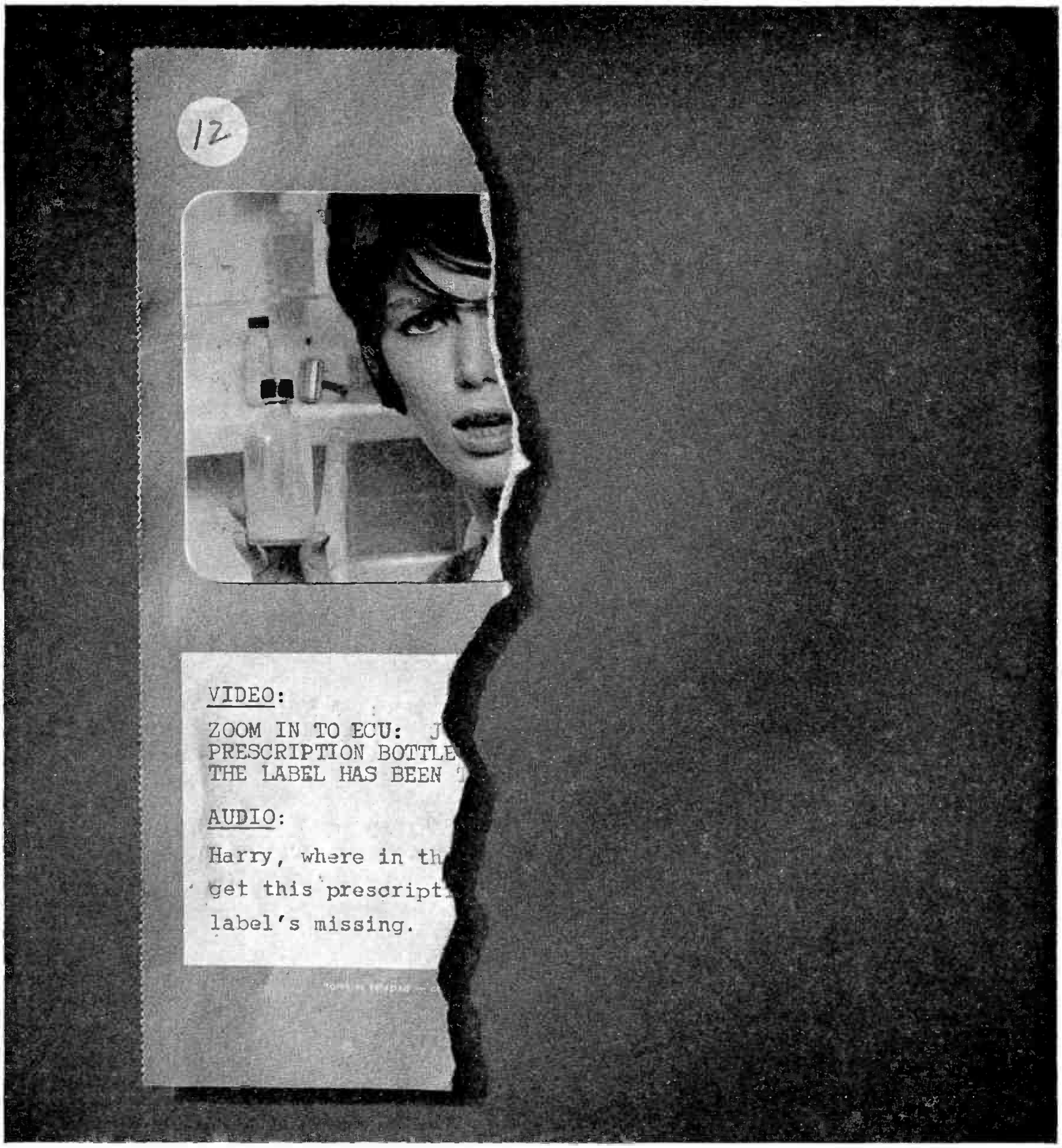
Loan endorsement links Rahall to Bobby Baker

N. Joe Rahall, a broadcaster and real estate dealer of Beckley, W. Va., endorsed a $10,000 bank loan to Robert G. (Bobby) Baker, former Senate employe whose outside business dealings are being investigated by the Senate, according to testimony given Tuesday (March 3).

Lorin Drennan, an investigator on the staff of the Senate Rules and Administration Committee, said the loan was made to Mr. Baker by the Beckley National Bank. Mr. Rahall was endorser to the loan, which has been renewed several times and as recently as Nov. 1, 1963, Mr. Drennan said.

Mr. Rahall, with brothers Sam G. and Farris E., owns WWNR Beckley, WKAP Allentown and WNAR Norristown, all Pennsylvania, and WLCY Tampa-St. Petersburg, Fla.

Mr. Rahall explained in a telephone interview later in the week that Mr. Baker applied for a $10,000 loan from the Beckley bank in 1962 and, on the presentation of "a good financial statement," was granted the loan. Then because the bank requires that debtors either be residents of the area or personally known to the insti-



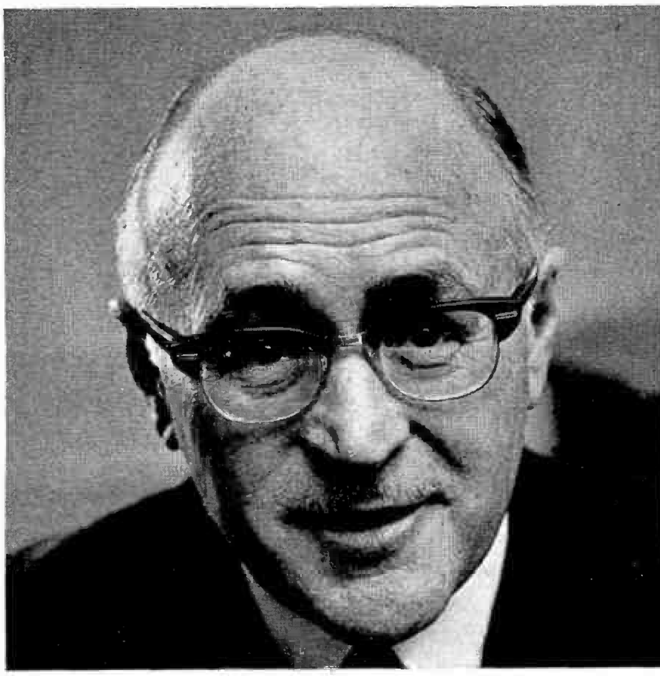
Are you giving your storyboards only half a chance?

Probably . . . unless you cost them out for video tape as well as for live or film. Because today, more times than not, video tape (SCOTCH® BRAND, of course) can do the best job. And the only way to discover this for yourself is to get the costs and counsel from a tape producer in terms of your specific commercials.

Look what you have to gain: Incomparable "live" picture and sound quality, without chance of a live goof. Instant playback that lets you see immediately how you're doing. Pushbutton-fast special effects, no lab processing. And you may save weeks over film, with new convenience and often lower cost in the bargain.

Call your nearby tv station or tape studio for quotes on your next storyboards (no obligation, naturally). And to keep new ideas from passing you by, send for our new 36-page brochure, *Advertising with Video Tape*. It's free, covers 13 actual case histories. Tells why, how and the costs of specific commercials produced on tape. Write 3M Magnetic Products, Dept. MBX-34, St. Paul 19, Minnesota.

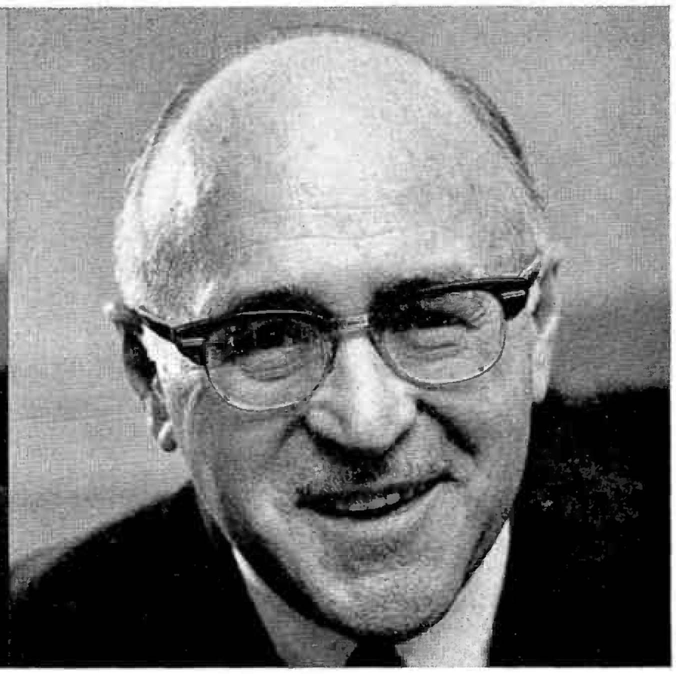
Magnetic Products Division 3M COMPANY



We started to finance small and medium-size companies years ago.

We look on ourselves as conservative investors.

Telephone growth overall has continued without a break since 1933.



We intend to expand our position in financing more Independent telephone companies.

WALTER O. MENGE *has been with The Lincoln National Life Insurance Company for 27 years, and its President since 1954. He was born in Buffalo, N. Y., in 1904, and educated at the University of Michigan, where he received his Doctorate in 1931, and taught actuarial mathematics for nine years. He is co-author, with J. W. Glover, of "Introduction to the Mathematics of Life Insurance." Mr. Menge is on the board of Magnavox Company, Lincoln National Bank & Trust Company, and American Electric Power Company. He has served as President or Chairman of The Life Insurance Association of America, The Institute of Life Insurance, and as a Director of several Life Insurance professional associations.*

This is the latest in a series of messages from the United States Independent Telephone Association to the nation's news broadcasters.

Why America's life insurance companies have invested a billion dollars in the Independent telephone industry

by Walter O. Menge
President, The Lincoln National Life Insurance Company

America's life insurance companies own a billion dollars' worth of Independent (non-Bell) telephone securities for the best reason any investor could have: these Independent companies offer a notable combination of stability, growth, and return.

At Lincoln National, our investment runs to many millions in these securities. We began financing small and medium-size telephone companies many years ago. We have never been disappointed.

This has been our own experience. At the same time, there are all the other life insurance companies to consider. Taken together, they account for a huge block of capital in this growing communications field.

Conservative investors: In the life insurance business, we look on ourselves as conservative investors. We are subject to regulation by the states. And, of course, our policyholders have entrusted their money to us to build financial security for themselves and their families. With this responsibility, we look for investments that offer stability and growth at the same time.

We've invested in small Independents that served mostly rural areas and probably had very limited sources of financing. We've also invested in large Independents where our money in a single company can total several million dollars.

More than 2600 companies. About 2600 separate companies make up the Independent telephone industry. You'll find them in some of the fastest-growing sections of the country. Since all telephone equipment is compatible, any company's lines are connected to any other's on long-distance calls.

This combination of Independents and the Bell System gives the United States the biggest and best communications network in the world. With only 6% of the population, we have 52% of the phones.

There are 10,700 Independent telephone exchanges covering more than half the nation's geographic service area. That takes in 13 million telephones—and that's just about the total in Britain and France combined.

Independent telephones doubled. Another thing we like is the way this business is growing. The record shows that Independent telephones jumped from 6,500,000 in 1950 to twice that number in 1963. It can double again by 1975. One reason is that so many of these companies are in suburban and rural areas, where the growth in industry and population is greatest.

Independent Telephone Facts at a Glance

Total Telephones	**13,315,000**
Operating Companies	**2,645**
Number of Exchanges	**10,660**
Investment in Plant	**$5,500,000,000**
Gross Revenues	**$1,400,000,000**
Number of Employees	**100,000**
Number of Stockholders	**600,000**

As Independent telephone investors, we are keenly aware that the growth rate for this industry has even passed that of the U.S. economy as a whole.

And telephone growth overall has continued without a break since 1933, in the face of recessions in 1957 and 1960.

Growth in more than telephones. But future expansion in this business won't come from an increase in telephones alone. It will mushroom with the development of sophisticated new services like faster push-button phones, closed-circuit television for schools and industry, and communication by satellite.

One new service is business data transmission—machine talk that can reach 1,500,000 words per minute! The volume for that will soon exceed voice talk.

More capital needed. No one needs to tell an investor that all this expansion takes massive amounts of capital—much more than for the manufacturing industries. Per employee, the average plant investment in manufacturing is $8500. Compare that with the $55,000 figure for the Independent telephone companies. And the trend upward is likely to continue.

That's why the past ten years have seen these companies raising $400 to $650 million every year through short-term bank loans and by selling bonds, debentures, and stocks. Total stockholders in publicly held Independents number about 600,000. The largest Independent is the 5th highest in shares traded on the New York Stock Exchange.

Stability, growth, profit. On the basis of these facts and our own experience, we plan to continue investing in Independent telephone companies.

In line with their service to the public, these companies possess another important characteristic that we have come to appreciate as investors. They operate in a climate of private enterprise. At the same time. they are closely regulated by government commissions whose job is to make sure that the public is served dependably and well.

This means that the telephone companies are encouraged to keep growing. Consequently, they must be kept financially healthy. They must earn enough to attract new capital for the necessary expansion. And this expansion will call for even greater amounts of capital than in the past. To us, the Independents look like a rare combination of stability, growth, and profit potential. They provide a singularly attractive opportunity to join in building for the years ahead.

This message was prepared for the United States Independent Telephone Association by Mr. Menge. It is part of a four-point USITA program to focus the attention of the business and financial community and the general public on:

1) the dynamic growth and stability of the Independent telephone industry
2) the importance of maintaining adequate earnings in order to attract new investment capital
3) career opportunities in the telephone industry
4) the contributions of the Independent telephone industry to the philosophy of private enterprise in a free economy.

For further information, please communicate with USITA, 438 Pennsylvania Building, Washington 4, D.C. Telephone: (Area code 202) 628-6512.

UNITED STATES INDEPENDENT TELEPHONE ASSOCIATION

You didn't say 'May I?'

The FCC last week proposed a rulemaking that would require station owners to give public notice of requests for new or modified call letters, and that written notice be given to other stations located within a 35-mile radius.

Under the proposed rule the FCC would not act on call letter requests for 30 days following the required public notice. The commission said that this should provide ample opportunity for interested parties "to object, because of phonetic or rhythmic similarity to their call letters, before commission action."

Comments on the proposed rulemaking are due April 13, with reply comments on April 23.

tution, Mr. Rahall said, the bank asked him to endorse Mr. Baker's loan. Mr. Rahall also said he has known Mr. Baker for many years and has "done this for 50 to 60 people in my lifetime." Asked if he were an officer of the bank, Mr. Rahall said he was not, but that his father was a stockholder.

Last week's connection of Mr. Rahall to the Baker case was the second link of a broadcaster with the Senate investigation, which began last year and led to Mr. Baker's resignation in October. A Maryland insurance salesman, Don B. Reynolds, has testified that Walter E. Jenkins, an aide to President Johnson, persuaded him to purchase time on KTBC-TV Austin, Tex., a Johnson family station, after Mr. Reynolds sold the then-Senator Johnson a $100,000 life insurance policy. Mr. Jenkins has denied this (BROADCASTING, Jan. 27, et seq.).

Murder attempt at FCC fails as gun misfires

Crime and violence—of the real-life variety—visited the FCC in Washington last week. A former woman employe of the commission walked into the office of the executive director, Curtis B. Plummer, and attempted to shoot his administrative assistant, Mrs. Ozella T. Drake.

Police said Mrs. Nola Dickerson, standing at point-blank range, pulled the trigger of a revolver five times—but each time the weapon failed to fire, apparently because of defective ammunition.

Mrs. Drake struggled with her assailant, and was eventually aided by Henry Schauer, the FCC's security officer, and Donald Berkemeyer, chairman of the FCC's review board. Commission guards took Mrs. Dickerson to police, who charged her with two deadly weapon counts. She was admtited to D. C. General Hospital for mental observation when she could give no reason for her attack.

Mrs. Dickerson, about 40, retired from the commission 18 months ago for health reasons. She had been with the federal agency 20 years.

At the time of the attack, about 1 p.m. Thursday, Mr. Plummer was on Capitol Hill. He had accompanied FCC Chairman E. Wililam Henry and other commissioners who were testifying before a House appropriations subcommittee.

TAME opens 2d, 3d, 4th fronts in war on CATV

The Television Accessory Manufacturers Institute (TAME), trying to organize local opposition to community antenna television, will open campaigns in Florida, New York and North Carolina beginning this week. A Georgia effort began in January (BROADCASTING, Jan. 20).

Morton Leslie, acting TAME president and sales manager of JFD Electronics, Brooklyn, N. Y., said Thursday (March 5) that TAME had been invited to present its case on CATV by local electronics parts distributors in the affected communities. All the firms are customers of TAME members, Mr. Leslie acknowledged.

Local theater owners will be invited to participate in these campaigns, the first time TAME has made grassroots efforts to link up with motion picture exhibitors, Mr. Leslie said.

In Washington last week to meet with Cottone & Fanelli, newly-retained communications law firm, Mr. Leslie said

Reynolds comes out for LBJ

Publicly proclaiming his support of President Johnson last week was Donald W. Reynolds, broadcaster-publisher.

Mr. Reynolds, who visited with the President March 4, said his newspapers were going to support the policies of President Johnson and would work "with him in sending congressmen and senators back to Washington that will support his policies." He added that the President was "quite pleased" at his support.

Reynolds stations are KFSA-AM-TV Fort Smith, KFOY-TV Hot Springs, and KBRS Springdale, all Arkansas; KOLO-AM-TV Reno and KOPK-AM-FM-TV Las Vegas, both Nevada; KOKL Okmulgee, Okla., and KGNS-AM-TV Laredo, Tex. The 14 Reynolds newspapers are published in Arkansas, Oklahoma, Texas and Alaska.

What the New York legislature is up to

A major action at the conference of state broadcast association presidents in Washington was the adoption of a plan whereby the National Association of Broadcasters would coordinate reports on radio-TV matters in state legislatures (BROADCASTING, Feb. 24).

The presidents were unanimous that the hit-and-miss method of keeping up with state laws and proposals should be centralized for more effective countermeasures. An examination of the bills pending in the current session of the New York State legislature of interest to broadcasting shows varied subjects.

Over 50 bills affecting radio and TV have been introduced in New York, ranging from three measures exempting broadcasters from jury duty to one prohibiting the installation of a TV set in an automobile. The study, prepared by the New York State Broadcasters Association, discloses that eight bills have been introduced relating to cigarette advertising and a similar number would restrict advertising in general.

Four measures are pending which would tell New York broadcasters what they could or could not do in discussing controversial matters. Several others deal with daylight savings time and three would prohibit the use of supervisory personnel or temporary employes during a strike.

One pending bill would prohibit any contract from being signed for the use of the new Flushing Meadows stadium (home of the New York football Jets and baseball Mets) which included provisions for a 75-mile TV blackout, customary in both football and baseball major leagues. Another places restrictions on the stations' use of rating claims.

Other bills in the New York legislature would protect the confidentiality of news sources. Also pending is an old standby creating a special commission "to study and analyze television programs and their impact on children."

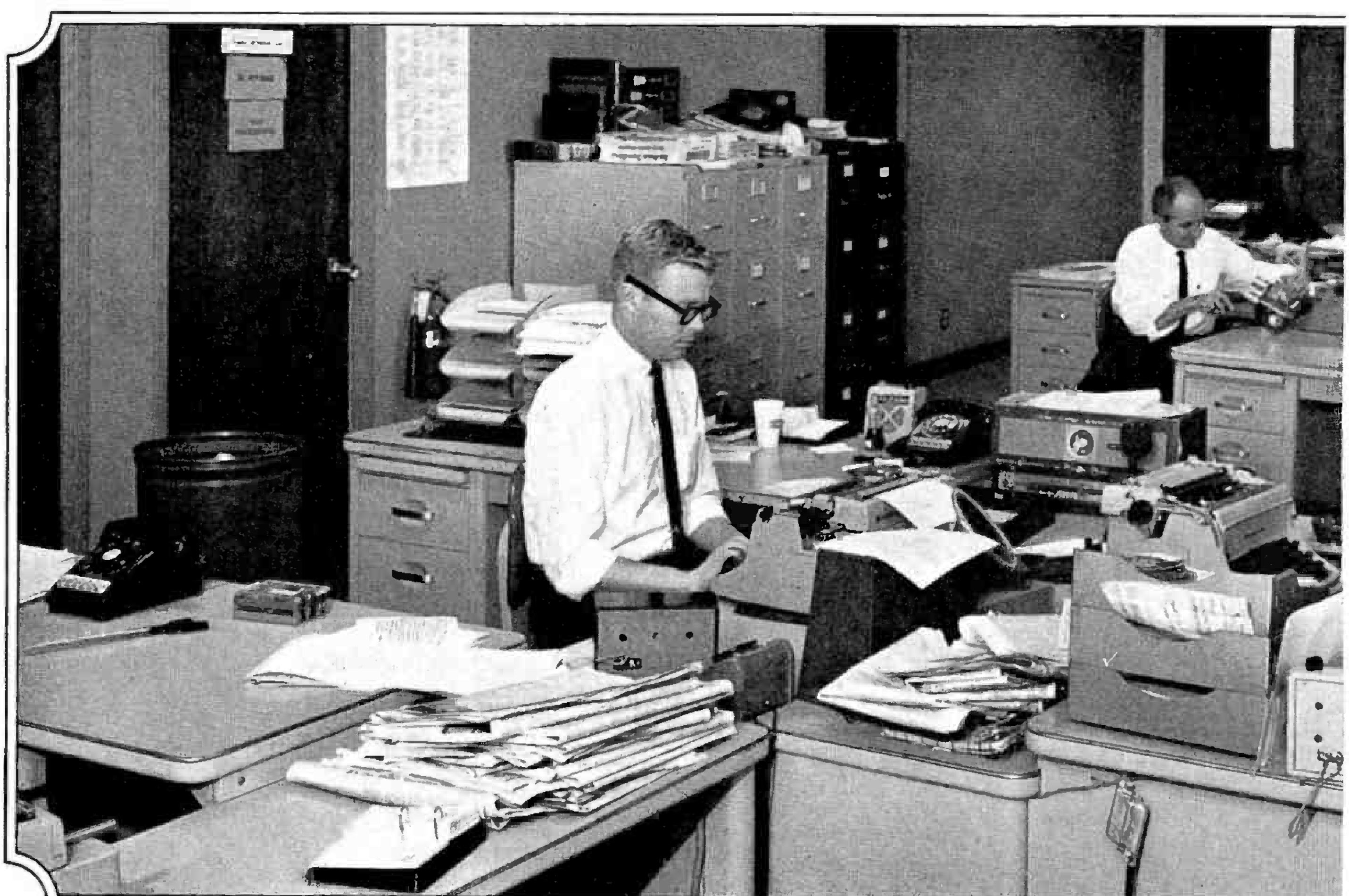
In the Mississippi legislature last week, the Senate Public Health Committee killed a bill requiring that each pack of cigarettes sold in that state be labeled: "Warning! Habit forming. May be health hazard."

Al King, NAB state liaision director, has written all state associations asking for regular reports on legislative activities. He plans to prepare digests of the reports for redistribution to all state associations.

TAME also has talked to the Theater Owners of America but has reached no agreement for a joint campaign on CATV. The organization has filed incorporation papers in New York, he said.

Invitations to two West Coast equipment manufacturers to join the nine firms now supporting TAME were recently declined, Mr. Leslie said. The firms: Clearbean Antenna Co. and Lanse Antenna Co., both Los Angeles.

TAME campaigns are scheduled for Wednesday at the Holiday Inn, (March 11) Melbourne, Fla., and March 31 at the Hotel Utica, Utica, N. Y. Applications for CATV franchises are pending in Rome, Ilion and other New York



communities in the Utica area, Mr. Leslie said.

TAME, which contends it is not "anti-CATV" and will encourage communities that require systems to proceed with CATV, will study antenna needs in Asheville, N. C., and recommend CATV if it appears necessary there, Mr. Leslie said. Asheville is scheduled for a TAME campaign early next month, he said.

H-R to move headquarters

H-R Representatives Inc. and H-R Television Inc. last week announced they will lease 25,000 square feet of office space in the new Chemical Bank New York Trust Building, now nearing completion at 277 Park Avenue. The move is scheduled for Oct. 1.

The new quarters, which will more than double H-R's present office space at 375 Park Avenue, will house expanded executive, administrative and service divisions and H-R Facts which is the organization's electronic data processing division.

Plans now underway to centralize H-Rs' service sections within its sales division and utilizing H-Rs' computer installation will be announced later this year.

Henry sings solo on Capitol Hill

Majority of comments supports House bill to prohibit commission from setting up license fee schedule

FCC Chairman E. William Henry performed a lonely chore on Capitol Hill last week. He was the only one testifying against a bill which would prohibit the FCC from imposing filing fees on applications.

The commission's fee system is scheduled to go into effect March 17.

The bill is HR 6697, introduced by Representative Walter Rogers (D-Tex.). Mr. Rogers is chairman of the subcommittee on Communications and Power of the House Commerce Committee, and he presided at the three-day hearing last week (March 4-6).

The only support Mr. Henry received was from Representative J. Arthur Younger (R-Calif.), also a member of the communications subcommittee. Mr. Younger, who has advocated that federal agencies charge fees, is the author of HR 834 which would authorize federal agencies to institute a charge schedule.

Favoring the Rogers bill were two broadcast groups and many nonbroadcast groups and individuals.

Douglas A. Anello, general counsel of the National Association of Broadcasters, stressed that broadcasters want Congress to legislate fees, not the FCC. He acknowledged, however, in answer to a question that the NAB does not contend that the FCC's fees are unreasonable. He also agreed, in answer to another question, that the association does not oppose a fee system as such.

The Georgia Association of Broadcasters, by mail, declared itself in favor of the Rogers bill because it would "re-establish the prerogatives" of Congress to make law. It expressed the fear that the fees as planned by the FCC are discriminatory and inequitable, saying it would cost a radio or television station $30 for each mobile license. This could become expensive for many stations, GAB said, and retard coverage of news and community events by radio. Also, GAB complained, a large industrial

RCA Microphone Distributors
(Continued)

NEW YORK
W. E. Berndt
635-55 South Warren Street
Syracuse, N. Y.
Harvey Radio Company, Inc.
103 West 43rd Street
New York 36, N. Y.
Masline Electronics, Inc.
511 Clinton Avenue, South
Rochester 4, N. Y.
Milo Electronics Corp.
530 Canal Street, New York, N. Y.
Radio Equipment Corp.
147 Genesee Street, Buffalo, N. Y.
Terminal-Hudson Electronics
236 West 17th Street
New York 1, N. Y.
National Radio Parts Distributing Co.
572 Albany Avenue, Brooklyn, N. Y.

NORTH CAROLINA
Electronic Wholesalers, Inc.
938 Burke Street
Winston Salem, N. C.

OHIO
Radio & Electronic Parts Corp.
3235 Prospect Avenue, Cleveland, Ohio
United Radio, Inc.
1314 Vine Street, Cincinnati, Ohio

OKLAHOMA
Radio Supply, Inc.
724 North Hudson
Oklahoma City, Okla.

PENNSYLVANIA
George D. Barbey Co.
333 North 4th Street, Reading, Pa.
Cameradio Company
1121 Penn Avenue, Pittsburgh 22, Pa.
Raymond Rosen & Co.
Parkside Avenue and 51st Street
Philadelphia, Pa.

RHODE ISLAND
W. H. Edwards Co.
116 Hartford Avenue, Providence, R. I.

SOUTH CAROLINA
Dixie Radio Supply Co., Inc.
1900 Barnwell Street, Columbia, S. C.

TENNESSEE
Bluff City Distributing Co.
234 East Street, Memphis, Tenn.
Electra Distributing Co.
1914 West End Avenue, Nashville, Tenn.
Radio & Appliance Distributors, Inc.
1428 Chestnut Street
Chattanooga 8, Tenn.

TEXAS
Guarantee Radio Supply Co.
1314 Iturbide Street, Laredo, Texas
Hargis Austin, Inc.
410 Baylor Street, Austin, Texas
R & R Electronics Supply, Co.
1607 Avenue G
P.O. Box 1360, Lubbock, Texas
Sabine Supply Co.
8811 Carpenter Freeway
Dallas 7, Texas
Sound Engineering Co.
4329 Belmont, Dallas 4, Texas
J. A. Walsh Co.
4301 Gulf Freeway
P.O. Box 1657, Houston, Texas

VIRGINIA
Radio Supply Co., Inc.
3302 West Broad Street
Richmond 21, Va.

WASHINGTON
Robert E. Priebe Co.
2228 Second Avenue
Seattle 1, Washington

firm in the same city can license an entire fleet of trucks or other units for a flat $100 fee.

Among others favoring the bill: John E. Stephen, general counsel, Air Transport Association; Herbert Hoover Jr., American Radio Relay League; Boyd King, National Mobile Radio System; Max Karant, Aircraft Owners & Pilots Association; Donald K. Beelar, counsel for Aeronautical Radio Inc.

Rogers's View ▪ At the opening of the hearing Mr. Rogers emphasized that under no circumstances should Congress delegate to any agency the right to impose fees. This should be done only by Congress itself, he said, with the fee schedule spelled out.

Mr. Rogers said that he felt the FCC's action is unconstitutional.

Mr. Henry said the schedule of fees established by the FCC is based on a congressional recommendation in 1952 that agencies charge for their services. This position has been advocated by Presidents Eisenhower and Kennedy and, by implication, by President Johnson, Mr. Henry said.

The fee schedule, the FCC chairman said, is expected to bring in about $3,750,000. The highest fee is $100 for a TV application, the lowest, for some classes of amateurs, is $4. Exempted from paying fees are government and semi-government groups, educational groups, military and civil defense licensees, and novice amateurs.

Originally, Mr. Henry recounted, a fee schedule was proposed that would have brought in an estimated $6,750,000. This would have cost a TV applicant $250.

Nominal Charges ▪ The commission, Mr. Henry said, based its schedule on nominal charges, not as a revenue producing action. The FCC adopted the rate charges in May 1963 and denied petitions for reconsideration last October. Commissioners Robert T. Bartley and Frederick W. Ford dissented to the fee order.

In December a group of FCC licensees, including some broadcasters, asked the U. S. Court of Appeals in Chicago to reverse the commission on the ground the FCC has no authority to charge for its services. The court issued a 60-day stay, but refused to issue an interlocutory injunction two months later after arguments. The case is still to be heard on its merits.

Mr. Henry said fees are charged by

Reassurance is all commission wants

The FCC last week took official notice of the controversy generated in Chicago by the departure of Sterling C. (Red) Quinlan as operating head of ABC's owned station there, WBKB(TV).

It wrote the network asking whether Mr. Quinlan's resignation Feb. 21 signals any change in local live programing policy—not only on WBKB, but on ABC's four other owned television stations.

The commission disclosed it had written ABC but declined to make the letter public. However, its substance was obtained from various sources.

Chicago newspapers have charged that top ABC officials forced Mr. Quinlan's resignation as vice president in charge of WBKB. News accounts and editorials asserted that Mr. Quinlan was "too independent" and that ABC planned to cut down the number of local live shows he presented and to step up the number of film offerings (BROADCASTING, March 2).

The same allegations were made in a dozen letters the commission received from the Chicago area.

In its letter to ABC, the commission recounted the representations the network has made concerning its policy on local live programs, not only on WBKB but on its four other television stations. Many of the representations were made by Mr. Quinlan during the commission's inquiry into local live programing in Chicago two years ago.

Questions Raised ▪ The commission reportedly said that the news stories and editorials in the Chicago papers and the trade press generally, as well as the letters received from the Chicago area viewers, have raised questions concerning the ABC's policy on local live programing.

According to one source the commission asked whether the network's policy in this area is the same as it has been represented. If it has changed, the commission said, it wants to know what it is.

Commission officials seek to assure questioners that the FCC does not want to get involved in ABC's personnel matters. They say Mr. Quinlan is not their concern. But, they add, the commission can't ignore the allegations that have been made in connection with Mr. Quinlan's departure.

"We are just asking ABC to reassure us on policy, in view of the speculation in the press about Mr. Quinlan," said one commissioner.

The two prime witnesses at the House subcommittee hearing on whether the FCC should charge applicants for its services confer before testifying on March 4. (L-r): Douglas A. Anello, general counsel of the National Association of Broadcasters, against fees, and E. William Henry, FCC chairman, in favor of fees.

the Department of Defense, Federal Aviation Agency, Interstate Commerce Commission and Immigration & Naturalization Service.

Mr. Henry objected to the bill because it singles out the FCC; it would not prevent other agencies from charging or continuing to charge fees, he noted.

Mr. Younger called attention to the fact that the Controller of the Currency, the Federal Home Loan Bank and the Federal Reserve System charge fees, as do most (he thought) of the public utilities commission of the states.

If fees were based on the amount of work performed, Mr. Henry stated in answer to one question, a TV application charge might have to be as high as $1,000. Generally, he said, the charges do not reflect the amount of work entailed in processing the application. He also said the cost of collection may run $75-100,000 a year.

NAB Objects ▪ Mr. Anello stressed that the NAB felt the charging of fees should come as a result of congressional legislation, not put into effect by a single government agency on its own decision.

He recalled that this position has been taken previously by various committees of the House and Senate. He said:

"The association does not believe that the policy of charging fees for federal licensing activities should be accomplished on a piece-meal basis. If license fees are to be adopted by federal agencies, they should be as broad as the range of federal licensing itself. They should be spelled out in specific legislation rather than through a permissive delegation of authority to an agency to decide upon the need for and amount of such fees. Before such specific legislation would be passed, we would anticipate that the Congress would make a thorough study of both the need for such fees and whether, in the case of certain federal activities, a private charge is appropriate to finance regulations to provide benefits accruing primarily to the public."

Interpreter for fees

In order to assure a consistent interpretation of FCC rules governing application filing fees, the commission last week placed future interpretations in the hands of the executive director and general counsel of the FCC.

The commission said that the filing fees rule may, from time to time, need interpretation and that it was decided that the rules "pertaining to the several radio services" will have constant application under the general counsel's office.

Pennsylvania linking ETV's

A microwave link to enable simultaneous transmission between WQED(TV)-WQEX Pittsburgh and WUHY-TV Philadelphia-WHYY-TV Wilmington, Del., will be in operation later this year, the stations have announced. The former stations are licensed to the Metropolitan Pittsburgh Educational Television Stations and the latter to WHYY Inc., Philadelphia.

Funds for the project were appropriated by the Pennsylvania General Assembly last year. The microwave facilities, which are now out for bids, will be extended to form a network when other educational outlets go on the air in the state.

FINANCIAL REPORTS

Zenith Radio has another record year

Zenith Radio Corp., Chicago, in a preliminary report last week to stockholders announced that sales and earnings for 1963 were the highest in history and marked the sixth time in seven years that they had increased over the previous year.

Zenith said net consolidated earnings for the year were $20,852,548 after income tax provision of nearly $22.4 million. This was equal to $2.27 a share for 1963 compared to $2.16 a share for 1962, a 6% increase.

Hugh Robertson, Zenith chairman, and Joseph S. Wright, president, explained that profits for 1963 had been burdened by start-up costs and "other abnormal expenses relating to the company's major expansion programs, including the challenging undertaking of expanding the Rauland Corp.'s facilities to produce color television tubes."

The preliminary report said total net consolidated sales for 1963 were $349,802,190, an increase of 12% above the previous record high in 1962. Zenith said color TV "made the greatest contribution to 1963's increased sales volume" and sales to dealers for the first two months this year are running 100% ahead of a year earlier.

"Black-and-white television receiver sales, exceeding one million units for the fifth straight year, reached an all-time high," the report said. The firm's share-of-industry also was the largest to date. Zenith radio sales as a percent of industry were also up although unit sales dipped for the year.

Zenith said the Hartford Phonevision test reached the mid-point of its three-year on-air test during 1963 and said "test results to date continue to substantiate public acceptance and the economic potentials of subscriber television." There now are over 4,000 subscribers, the company said.

Hipp family to sell Liberty Life shares

Proposed sale of 325,000 shares of capital stock of Liberty Life Insurance Co., Greenville, N. C., by members of the Hipp family, who are the principal owners of the Broadcasting Co. of the South, was announced last week with registration at the Securities & Exchange Commission.

The stock will be offered to the public through underwriters headed by Blyth & Co. and Merrill, Lynch, Pierce, Fenner & Smith, both New York. The offering price is estimated at $40 par share maximum.

The four selling stockholders are Francis M. Hipp, owning 238,507 shares; Herman N. Hipp, owning 307,022 shares; B. Calhoun Hipp, 281,642 shares, and Dorothy Hipp Gunter, owning 157,607 shares. The amount each proposes to sell is to be supplied by amendment, the SEC said.

Broadcasting Co. of the South is the owner of WIS-AM-TV Columbia, S. C., and of WSFA-TV Montgomery, Ala.

RKO proxy statement shows O'Neil's income

Thomas F. O'Neil, chairman of the board of both General Tire & Rubber Co. and its subsidiary, RKO General Inc., received $125,000 in the fiscal 1963 year (which ended Nov. 30, 1963), a proxy statement indicates.

He also received $10,600 under a profit-sharing plan, the announcement of the annual stockholders' meeting to be held April 7 in Akron, Ohio, shows.

The report shows that Mr. O'Neil, who owns 247,259 shares of common stock as of Jan. 1 out of a total of 16,689,060 shares, purchased 9,180 shares of common stock between Nov. 30, 1962 and Feb. 15, 1964, under a restricted stock-option plan. Mr. O'Neil paid $16.05 a share; the stock sold for $23.25 on the date he exercised the option.

Of the $125,000 aggregate remuneration to Mr. O'Neil, he retained an esti-

RCA asks continuation of incentive plan

An RCA notice of the 1964 annual meeting and proxy statement mailed to the corporation's stockholders last week, calls on shareholders to approve a five-year continuation of the company's employe incentive plan.

Under present terms, 5% of RCA's "employed capital" must be earned before any earnings are available for incentive awards, and the total amount available for such awards may not be above 25% of dividends paid to shareholders.

The corporation's incentive committee, appointed by the board of directors, approved $6,263,100 in awards for 1963. Brigadier General David Sarnoff, RCA's board chairman, waived rights to participate in the program.

Incentive awards for 1963 to RCA directors and officers including both amount paid and that to be earned over a four-year period are:

Elmer Engstrom, RCA president, $160,000; Frank Folsom, chairman of executive committee of the board, $15,000; Arthur Malcarney, president, RCA Defense Electronics Corp., $100,000; Charles Odorizzi, RCA director and division board chairman, $100,000; Robert Sarnoff, NBC board chairman, $130,000; W. Walter Watts, chairman of board and president RCA Sales Corp., $100,000; Robert L. Werner, executive vice president and general attorney RCA, $54,000; all directors and officers of RCA as a group, $1,253,000.

The six highest salaried officials of RCA, listed in the corporation's notice of annual meeting are David Sarnoff, $267,500; Robert Sarnoff, $190,000; Elmer Engstrom, $182,500; Charles M. Odorizzi, $137,500; W. Walter Watts, $137,500, and Arthur Malcarney, $101,250.

mated $54,176 after payment of estimated federal income tax on the aggregate amount. The estimate is based on no allowances for other possible income or deducations. Under the profit sharing plan, Mr. O'Neil accrued $1,700 in the 1963 year, bringing his total to $10,600. The report estimated that Mr. O'Neil would receive $21,982 annually under the profit-sharing plan when he retires.

In addition to owning a group of broadcast properties, RKO General owns Video Independent Theaters Inc., Oklahoma City. Video Independent owns a chain of theaters and also a group of CATV systems in the Southwest. Through Video Independent, RKO General also owns 23.2% of H&B American Corp., parent company of a large chain of cable companies throughout the country. RKO General also bought 82% ownership in the Pittsburgh Outdoor Advertising Corp.

Crosley stations add to record Avco earnings

Reporting the highest sales and earnings in its history, Avco Corp. states that a substantial portion came from civilian operations, including broadcasting. Net earnings for 1963 were up 19%, and consolidated net sales, 24%, the diversified company which owns Crosley Broadcasting Corp. reported.

Crosley, it was stated, anticipates increased revenues in 1964 and is also actively seeking to acquire additional stations. It now owns four VHF outlets (Cincinnati, Columbus, Dayton, all Ohio, and Indianapolis).

12 months ended Nov. 30, 1963:

	1963	1962
Earned per share*	$ 2.00	$ 1.83**
Net sales	514,132,435	414,280,128
Costs and expenses (including federal and Canadian income taxes)	492,254,441	396,169,199
Net earnings	22,432,997	20,040,265**

*Based on average of 11,199,877 shares outstanding in 1963, compared to 10,937,474 in 1962.
**Includes nonrecurring capital gain of $1,249,989 (11 cents a share) from sale of WLWA(TV) Atlanta to R. M. Fairbanks and associates (WIRE Indianapolis) for $2,251,000 and book value of working capital.

3M has record year in sales, earnings

As indicated earlier in preliminary reports, 1963 was a record year in both sales and earnings for the Minnesota Mining & Manufacturing Co., St. Paul, parent firm of MBS and manufacturer of TV and aural recording tapes and diversified other products.

The annual report last week said 3M sales in 1963 jumped $62 million to a new high of $761.8 million, while net income increased to $90.6 million for the year. International division sales volume has more than doubled in the past five years and last year increased 18%.

Highlights of the 3M Co.'s annual report:

	1963	1962
Earnings per share	$ 1.73	$ 1.60
Dividends per share	0.90	0.80
Net sales	761,800,000	699,600,000
Net income	90,600,000	83,900,000
Dividends paid	47,000,000	41,500,000
Research and product development	34,800,000	30,500,000
Additions to plant and equipment	55,000,000	33,400,000
Depreciation and amortization	29,500,000	28,000,000
Shareholders at year-end	104,000	105,000

New highs for 1963 reported by FC&B

Foote, Cone & Belding, New York, in a preliminary financial statement last week reported a 29% 1963 gain in net income over 1962.

FC&B chairman Robert F. Carney said the agency, which offered 500,000 shares to the public last September, achieved new highs in both billing and income for 1963.

A final audited statement for the year will be issued at the end of March with the agency's first annual report.

12 months ended Dec. 31:

	1963	1962
Earned per share	$ 1.05	$ .81
Gross billings of clients	157,391,000	135,274,000
Operating income (fees and commissions)	23,103,000	19,818,000
Net income	1,823,000	1,414,000

Wometco earnings rise for fifth year in row

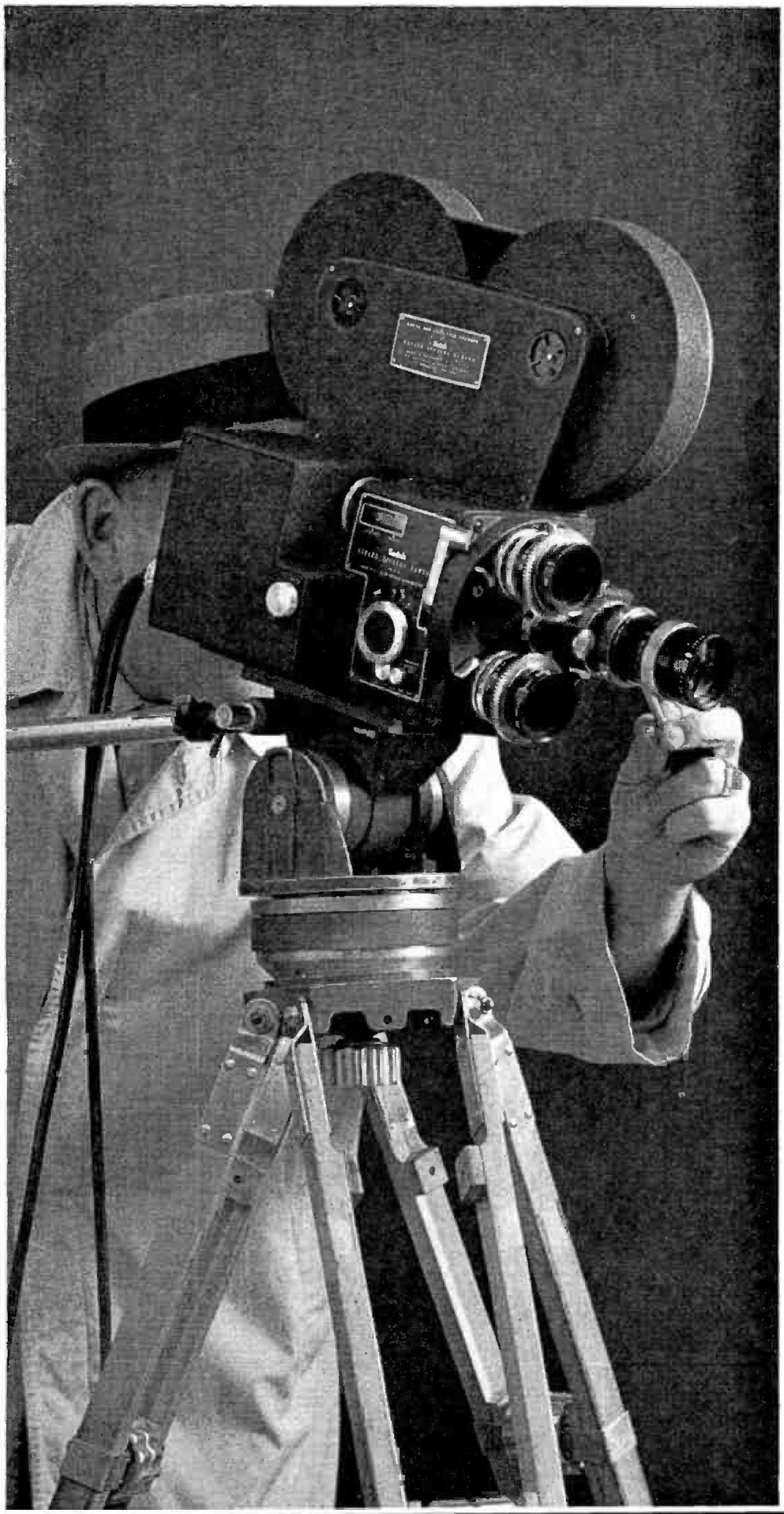
Wometco Enterprises Inc., a diversified Miami-based company with broadcast holdings, last week reported record earnings and gross income for 1963. Earnings per share went up by 18% over 1962, it announced.

Besides radio and TV ownership, Wometco has interests in theatres, bottling works, vending operations and the Miami Seaquarium.

12 months ended Dec. 28, 1963:

	1963	1962
Earned per share*	$ 1.25	$ 1.06
Gross income	22,677,534	18,723,132
Net income before income taxes	4,135,026	3,421,254
Federal, state and foreign income taxes	1,950,000	1,590,000
Net income	2,185,026	1,831,254

*Per share earnings are based on 1,751,910 shares of Class A and B shares outstanding as of Dec. 28, 1963, and 1,726,042 outstanding at the end of 1962 after adjustments for stock distribution.



Flexibility to film any job with the 16mm KODAK Reflex Special Camera*

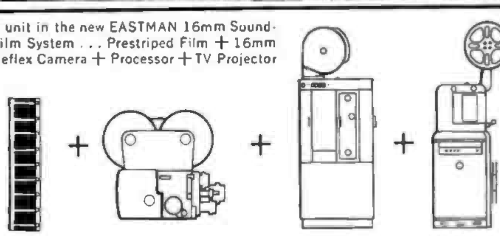
Here's a versatile 16mm camera designed for all types of filming situations—studio, field, animation. This superbly engineered, single-system camera features a precision reflex viewing system with virtually no image shift. Magnified ground-glass focusing and superb KODAK Cine EKTON lenses assure the sharp images required for telecasting.

At the same time, the 3-lens turret and variable shutter provide the versatility and exact control needed to meet any situation. Smooth transport system means optimum steadiness and resolution. Controls are simple, positive. Single-system sound is also available with the self-contained, completely transistorized sound recording unit.

The KODAK Reflex Special Camera is part of the new EASTMAN 16mm sound-film system, designed especially to speed and simplify film handling from exposure to playback. Other elements in this versatile system include prestriped EASTMAN RP Panchromatic Negative Film, Type 7229; the EASTMAN VISCOMAT Processor; and the EASTMAN 16mm Television Projector, Model 275.

For further information write or phone for special descriptive brochure S1-4:

*A unit in the new EASTMAN 16mm Sound-Film System . . . Prestriped Film + 16mm Reflex Camera + Processor + TV Projector



Motion Picture Products Sales Department

EASTMAN KODAK COMPANY

Rochester, N.Y. 14650

Lucy ends 'retirement' with CBS contract

Crosby to do half-hour situation comedy series on ABC-TV; Hitchock moves hour show to NBC-TV

Lucy's back, Bing Crosby will have a weekly series and all three TV networks are close to locking up their evening program schedules for 1964-65, although further reshuffling is possible, particularly at ABC-TV.

The biggest coup appears to be CBS-TV's success in persuading Lucille Ball to exercise a "woman's perogative" and reverse her Jan. 31 statement that her weekly series would be discontinued in June (BROADCASTING, Feb. 3). Miss Ball had said she was quitting the series to devote more time to her Desilu Productions, of which she is president.

The new contract is for three years, but gives Miss Ball the right to cancel the series at the end of the 1964-65 season. General Foods, through Young & Rubicam, and Lever Bros., through J. Walter Thompson will sponsor the *Lucy Show* again next season.

The return of Miss Ball leaves CBS-TV with only one time slot open, 9-10 p.m. on Sundays, opposite NBC-TV's *Bonanza*. Latest word was that CBS-TV would fill the spot with two half-hour situation comedies.

CBS-TV's schedule for next fall now shows:

Sunday: *My Favorite Martian*, 7:30-8; *Ed Sullivan*, 8-9; open, 9-10; *Candid Camera*, 10-10:30; *What's My Line?*, 10:30-11.

Monday: *To Tell the Truth*, 7:30-8; *I've Got a Secret*, 8-8:30; *Andy Griffith*, 8:30-9 (new time); *Lucy Show*, 9-9:30 (new time); *Many Happy Returns*, 9:30-10 (new show); *Lawmaker*, 10-11 (new show).

Tuesday: Station time, 7:30-8; *The Great War*, 8-8:30 (new show); *Red Skelton*, 8:30-9:30 (new time); *Petticoat Junction*, 9:30-10 (new time); *The Nurses*, 10-11 (new time).

Wednesday: *CBS Reports*, 7:30-8:30; *Beverly Hillbillies*, 8:30-9 (new time); *Dick Van Dyke*, 9-9:30 (new time); *Cara Williams*, 9:30-10 (new show); *Danny Kaye*, 10-11.

Thursday: *The Munsters*, 7:30-8 (new show); *Perry Mason*, 8-9 (new time); *Password*, 9-9:30 (new time); *Bailey of Balboa*, 9:30-10 (new show); *The Defenders*, 10-11 (new time).

Friday: *Rawhide*, 7:30-8:30 (new time); *The Entertainers*, 8:30-9:30 (new show); *Gomer*, 9:30-10 (new show); *The Reporter*, 10-11 (new show).

Saturday: *Jackie Gleason*, 7:30-8:30; *Gilligan's Island*, 8:30-9 (new show); *Mr. Broadway*, 9-10 (new show); *Gunsmoke*, 10-11.

A Challenge ▪ ABC-TV appears set to challenge CBS-TV for the Monday night ratings battle. It has Bing Crosby in a weekly series and has shifted *Ben Casey* back to its original time slot. The format of the Crosby program will have him play the father of two teen-age daughters who have completely different outlooks on life. Lever Bros. already has signed to sponsor half of

News and film: how they mesh

Time-Life, RTNDA hold conference to discuss standards for newsfilm

A knowledge of basic techniques is not enough today for film reporters—they also must have an understanding of human nature. So said Robert Shafer, news director of WRCV-TV Philadelphia, in his keynote address Feb. 29 to the two-day newsfilm standards conference in New York. Mr. Shafer said television film reporting has become very complicated, and he added: "A real need exists for the establishment of a set of standards for news film at the station level."

The Feb. 29-March 1 conference, co-sponsored by the Radio-Television News Directors Association and Time-Life Broadcast Inc., was attended by approximately 200 news directors, cameramen and reporters from 35 states, Canada and the District of Columbia.

Taking up the question of standards, Calvin Hotchkiss, representing Eastman Kodak, said news cameramen should adhere to those rules already set up by the professional motion picture industry. He also said there is "simply no substitute for a steady camera, proper exposure and careful attention to physical treatment of film and equipment." Mr. Hotchkiss noted that recent improvements in film and equipment have brought about universal acceptance of the 16mm format in news cameras.

Copy and Film ▪ Much of the first day of the meeting was devoted to discussions of equipment at various levels of the news operation and consideration of the relative importance of copy and film. Ralph Paskman, assignment manager for CBS News, said good copy is the most important factor in the TV news story.

Pointing up the importance of the film side of the TV story was Jack Bush, director of film for ABC News. Mr. Bush said that a primary role of the TV photographer is to capture an event so that the viewer feels he is participating in the story. Mr. Bush noted "participation illusion" easily can be lost through a "lack of quality control."

Other first session "tools-of-the-trade" discussions were presented by Robin Still, NBC News, the silent camera; John Fletcher, ABC News, recording sound; Richard Roy, ABC News, lighting; Robert Rubin, CBS News, synchronization of recorded sound with film; Dr. Harry Knop, DuPont, film processing; Carroll McGaughey, news director WSOC-TV Charlotte, N. C., processing at the station; Houston Hall, WRCV-TV Philadelphia, the cameraman who works with a full crew; P. J. O'Connell, WIIC-TV Pittsburgh, the cameraman who works with one reporter; Fred Mooke, WTVJ-TV Miami, the cameraman who works alone, and Walter Dumbrow and Phillip Scheffler, a CBS News photographer and reporter team.

Film Editing ▪ The various techniques and tricks of film editing were discussed during the March 1 morning session. Dick Cheverton of WOOD-TV Grand Rapids, Mich., moderated a panel consisting of Bob Brennan, CBS News; Pat Tracy, NBC News, and

Continues on page 82

the new Crosby television program.

ABC-TV's schedule for next season now looks like this:

Sunday: *Wagon Train*, 7:30-8:30 (new time and shortened to 60 minutes); *Broadside*, 8:30-9 (new show); *Movies*, 9-11 (new show). Some of the films the network will show in this time slot will be from a package newly leased from United Artists (CLOSED CIRCUIT, March 2). They include "Some Like It Hot," "The Misfits," "Exodus," "Birdman of Alcatraz," "The Miracle Worker," "The Naked Edge" and "The Young Doctors."

Monday: *Voyage to the Bottom of the Sea*, 7:30-8:30 (new show); *No Time for Sergeants*, 8:30-9 (new show); *Wendy and Me*, 9-9:30 (new show); *Bing Crosby*, 9:30-10 (new show), and *Ben Casey*, 10-11 (new time).

Tuesday: *Combat*, 7:30-8:30; *McHale's Navy*, 8:30-9; *Walter Brennan*, 9-9:30 (new show); *Peyton Place, Part I*, 9:30-10 (new show); *The Fugitive*, 10-11.

Wednesday: *Ozzie and Harriet*, 7:30-8; *Patty Duke*, 8-8:30; *Witches, Warlocks & Werewolves*, 8:30-9; (new show); *The Addams Family*, 9-9:30 (new show); *Burke's Law*, 9:30-10:30 (new time); open or station time, 10:30-11.

Thursday: *Flintstones*, 7:30-8; *Donna Reed*, 8-8:30; *My Three Sons*, 8:30-9; *Bewitched*, 9-9:30 (new show); *Peyton Place, Part II*, 9:30-10 (new show); *Price Is Right* 10-10:30 (new time); open or station time, 10:30-11.

Friday: *Johnny Quest*, 7:30-8 (new show); *Farmer's Daughter*, 8-8:30 (new time); *Alexander the Great*, 8:30-9:30 (new show); *Twelve O'Clock High*, 9:30-10:30 (new show); open or station time, 10:30-11.

Saturday: *Hootenanny*, 7:30-8:30; *Lawrence Welk*, 8:30-9:30; *Hollywood Palace*, 9:30-10:30; open or station time, 10:30-11.

Hitchcock's Hour ▪ NBC-TV has picked up the one-hour *Alfred Hitchcock Presents* which will leave CBS-TV at the end of the season and inserted it in the Monday, 10-11 p.m. slot for 1964-65. The network also indicated that it will premiere all its new programs in a two or three week period next fall with each night's new programs beginning on the same dates.

The NBC-TV schedule follows:

Sunday: *Profiles in Courage*, 6:30-7:30 (new show); *Walt Disney Show*, 7:30-8:30; *Grindl*, 8:30-9; *Bonanza*, 9-10; *The Rogues*, 10-11 (new show).

Monday: *90 Bristol Court*, 7:30-9 (new show); *Andy Williams*, 9-10 (new time); *Alfred Hitchcock*, 10-11 (new time, new network).

Tuesday: *Mr. Novak*, 7:30-8:30; *Solo*, 8:30-9:30 (new show); *TW3*, 9:30-10 (new time); *Bell Telephone Hour* alternating with actuality specials, 10-11 (new time).

Wednesday: *The Virginian*, 7:30-9; *Wednesday Night at the Movies*, 9-11.

Thursday: *Daniel Boone*, 7:30-8:30 (new show); *Dr. Kildare*, 8:30-9:30, *Hazel*, 9:30-10; *Kraft Suspense Theater*, 10-11.

Friday: *International Showtime*, 7:30-8:30; *Bob Hope*, 8:30-9:30; Jack *Benny*, 9:30-10 (new time, new network); *Jack Paar*, 10-11.

Saturday: *Flipper*, 7:30-8 (new show); *Mr. McGoo*, 8-8:30 (new show); *Kentucky*, 8:30-9 (new show); *Saturday-Night at the Movies*, 10-11.

37 New Shows ▪ As the schedules now read, 13 of CBS-TV's 35 evening programs next year will be new; 14 of ABC-TV's 31 programs will be new, as will be 10 of the 26 programs NBC-TV has scheduled into prime evening time.

NBC-TV will program all of its evening schedule while CBS-TV will allow a half hour of prime time to be filled by affiliates. ABC-TV's schedule, however, as it now reads will allow four half hours to affiliates to program as station time.

Excluding movies, NBC-TV is the only network to program 90-minute shows for next year. It will have two, *The Virginian* and *90 Bristol Court*. It also has the most hour programs with 15. CBS-TV has 14 hour shows and ABC-TV 11.

Most of the new programs will have situation comedy formats and most of the remainder will be adventure shows. No new panel or western programs are scheduled.

Texans talk about their coverage of President Kennedy's assassination: (l-r) Jim Byron, WBAP-TV Fort Worth (NBC); Eddie Barker, KRLD-TV Dallas (CBS), and Bob Walker, WFAA-TV Dallas (ABC).

Ed Ryan (l), WTOP-TV Washington newsman who is president of RTNDA, and Weston C. Pullen Jr., president of Time-Life Broadcast Inc., discuss the conference co-sponsored by their two organizations.

Marty Smith, Capital Film Laboratories, Washington.

The major theme set forth by their comments was the care that must be exercised by film editors in letting the camera "tell the story" wherever possible but not using film for its own sake or only for filling air time.

Mr. Brennan suggested that film editors use jump cutting of film rather than the 28-frame cutaway to reduce the sensation of roughness when putting together action sequences.

Mr. Smith said stock film could be inserted into newly filmed story scenes if this increased the effectiveness of a story without distorting it. The technique can increase the film editor's role in telling a story, which, as Mr. Tracy noted, is limited to the pictures he has of it.

The afternoon session was devoted to accounts by the three Texas TV station news directors most affected by the assassination of President Kennedy in Dallas last November. Eddie Barker of KRLD-TV Dallas (CBS), Bob Walker of WFAA-TV Dallas (ABC) and Jim Byron of WBAP-TV Fort Worth (NBC) related how they were set up to cover the President's visit and the subsequent adjustments they made when they learned of his assassination.

It was also revealed that all three networks attended a special screening of a short film sequence of the assassination that had been bought by Time-Life Inc. and printed, in part, in *Life* magazine. None of the networks, apparently, offered to buy the film to show to television audiences.

Delegates to the conference generally voiced enthusiasm over what it had accomplished and there was talk of establishing it as an annual affair. But other sources indicated it was more likely that similar workshop sessions in the future would be made a part of the RTNDA's annual convention.

More football games set for ABC, NBC

ALL-AMERICAN GAME GOES FOR $50,000, IS SOLD OUT

ABC and NBC signed new football contracts last week; one was the re-signing of TV's first football robin, the other bringing a new bowl game to television.

ABC-TV, which carried the All-American game from Buffalo last June, got the rights to this year's June 27 game for a reported $50,000. The game is the professional debut for college seniors.

The game has already been sold to Bristol-Myers through Doherty, Clifford, Steers & Shenfield; General Cigar through Young & Rubicam; Georgia-Pacific Corp. through McCann-Erickson; Goodyear through Y&R; Hartford Insurance Group through McCann-Marschalk, and Schlitz Brewing through Leo Burnett.

NBC-TV paid a reported $150,000 for a three-year contract to televise the annual Sun Bowl game from El Paso, Tex. The contract, which gives the bowl national TV exposure for the first time, begins with this year's game on Dec. 26.

This brings to $50,094,000 the total NBC has spent for football since its purchase of the NCAA games for $13,044,000 was announced Dec. 17. Subsequent purchases include the AFL games for $36 million and the Orange Bowl for $900,000.

Still Open ▪ About the only game still open to television is the National Football League championship game. All the networks are expected to bid spiritedly for the contract next month, although ABC-TV may have to bow out if the date conflicts with its coverage of the American Football League championship game. Meanwhile, CBS-TV "virtually" locked up sponsorship for the 1964 regular season NFL games which it purchased for $28.2 million under a two-year contract in January (BROADCASTING, Jan. 27).

The eight regional commercial minutes were sold to Marathon Oil through Campbell-Ewald; Hamm Brewing through Campbell-Mithun; Sun Oil through William Esty; Falstaff Brewing through Dancer-Fitzgerald-Sample; Standard Oil of Califórnia through BBDO; Ballantine Brewing through Esty, and Union Carbide through Esty. All the sponsors, with the exception of Union Carbide, are carryovers from last season. A few segments of the tele-

TFE '64 approves suite assignments

The 1964 Television Film Exhibit —to be held in Chicago's Pick-Congress hotel April 5-8, coinciding with the dates of the National Association of Broadcasters convention—through its executive committee last week confirmed assignment of hospitality suites. The committee of (l-r) Len Firestone of Four Star, Dick Carlton of Trans-Lux, Barry Lawrence of United Artists and Alan Silverbach of 20th Century-Fox left some unassigned areas in case more firms join TFE '64. Messrs. Carlton and Silverbach are co-chairmen; committee member Harvey Victor, head of his own production firm, is not shown.

This year 15 television film distributors will be displaying. TFE '64 has named Fladell/Advertising Associates, New York, to handle all printed matter and displays this year. The exhibit will begin April 5 with a 4-7 p.m. reception for all TV executives at the NAB convention.

The suite assignments were worked out by the exhibit space committee—Marvin Korman of Screen Gems, Len Bogdanoff of Official Films and Herb Lazarus of Telesynd.

casts remain to be sold.

CBS-TV also announced the 15-minute pre and post-game shows to the NFL games have been sold out.

The pregame show will be sponsored by Hamilton Watch Co. through N. W. Ayer; Rise shaving cream through Sullivan, Stauffer, Colwell & Bayles and United Air Lines through Ayer. The post-game show will be sponsored by Consolidated Cigar through Papert, Koenig, Lois, and the Mennen Co. through Grey Advertising.

Friday night NFL plan collapses

Plans to televise five National Football League games on Friday nights on ABC-TV next fall collapsed last week. Local or regional telecasts of five games not included in the CBS-TV package still are possible.

NFL Commissioner Pete Rozelle said five games had been deleted from the CBS-TV contract because this year's extended baseball season necessitated some games being played on days other than Sundays so that certain teams would not play all their early games on the road.

Mr. Rozelle said three dates have been approved, with the other two to be announced as the schedule takes shape. The St. Louis Cardinals will play at home Oct. 12, a Monday night; the Detroit Lions at home Sept. 28, also a Monday; and the New York Giants will be at home Friday night, Sept. 25. Opponents for these games were not announced.

Mr. Rozelle said that the visiting clubs for these games will have the right to put the game on television for their local fans. It also was indicated that regional telecasts, similar to the four-city telecasts carried by Sports Network Inc. last year for Saturday night games, also were possible.

Ford and Philip Morris, under terms of the contract signed with CBS-TV, have first option to sponsor any of the local or regional telecasts of the Friday or Monday games.

Neither Ford, which had provisionally asked ABC-TV to reserve Friday night time for it next fall in the event the five games could be telecast nationally, nor the network had any comment on Commissioner Rozelle's statement. ABC-TV's plans for the Friday evening time now call for the scheduling of *12 O'Clock High,* a new drama series, for one of the hour segments open.

CBS-TV affiliates will have first option to carry any of the weeknight games that are to be telecast on a local or regional basis. If they decide against carrying them, the games will be offered to the highest bidder among the other stations in the affected cities.

The National Collegiate Athletic Association, which had opposed national coverage of NFL games on days other than Sunday, indicated it was satisfied with Mr. Rozelle's statement. However, it also noted that the National Federation of State High School Athletic Associations wanted legislation passed that would protect the high schools from Friday night telecasts and indicated the NCAA would support this demand.

New RKO films acquired

Screen Entertainment Corp. has acquired the RKO General library of 82 post-1950 films for TV distribution. New package, added to the 93 post-1954 pictures acquired earlier, gives Screen Entertainment Corp. a library of 175 pictures for TV. The 93 film package, which contains 69 pictures released theatrically by American International, seven produced by Alan Ladd Enterprises for Warner Bros. release, 12 from Pathe and five science fiction pictures, has accounted for TV sales contracts of $2.2 million in the first four months of selling, according to Henry G. Saperstein, partner in SEC with Harold Goldman.

New pact cuts back on staff musicians

A sharp cut in the number of staff musicians to be employed by radio and television networks highlights the new proposed contract formulated by the American Federation of Musicians and CBS, NBC and ABC. Mutual does not employ staff musicians.

Agreement was reached on March 1 following all-night negotiations, largely on the issue of staff employment. Originally the networks had sought to eliminate staff musicians entirely in seven cities, and be free to employ artists on a free-lance basis. The compromise calls for a reduction in the number of musicians from 409 to 302.

Musicians who continue on staff will receive a 3% increase in salary. Wages varied widely from an average low of $82.50 per week in Boston (20-hour week) to $272 in Chicago (25-hour week) under terms of the pact which expired on Feb. 29. The New York average was $242 and Los Angeles, $176. Other cities affected are San Francisco, St. Louis and Detroit.

Staff musicians scheduled for dismissal will receive a minimum of 10 weeks and a maximum of 52 weeks of severance pay, depending on their length of service.

The agreement calls for a 10% increase in the rate of pay for free-lance musicians, who are employed on a casual basis.

The proposed contract is subject to ratification by local members throughout the country. The new pact is retroactive to March 1 and expires in 28 months.

Anello assails Sec. 315 on Oklahoma speech

Seldom has an attempt to assure justice "gone wider of the mark" than has Section 315 of the Communications Act and its "fairness" provision in political broadcasting, according to Douglas A. Anello, general counsel of the National Association of Broadcasters.

Speaking last Saturday (March 7) in Norman, Okla., before the Oklahoma Association of Broadcasters, Mr. Anello called on Congress to repeal the controversial equal-time requirement. "Section 315 fails," he said in prepared remarks, "because it assumes that all candidates for political office are equally newsworthy. . . . It fails because it assumes that for broadcasters the two-party pattern of American politics is a myth."

Mr. Anello told the OAB radio operations seminar that FCC interpretations of the section have imposed "rats' nests of legalistic complexities" on the broadcaster. Despite mounting evidence of the broadcasters' fairness and a long record of accurate, objective reporting, "the feeling persists in many quarters that the electronic newsman must be led by the hand; that the government must make up his mind for him," the NAB general counsel said.

"In the final analysis, what is really at stake is not the welfare of broadcasters but how the requirement of equal time diminishes the service broadcasters can provide to the public," he said.

Also scheduled to address the Oklahoma radio seminar were FCC Commissioner Kenneth Cox and Miles David, vice president of the Radio Advertising Bureau.

Senate panel approves information legislation

A freedom of information bill that would narrow federal agency authority for withholding information and "establish a much-needed policy of disclosure while balancing the necessary interests of confidentiality," was approved unanimously Monday (March 2) by the Senate Administrative Practice and Procedure Subcommittee and sent to the Senate Judiciary Committee for action.

The bill, S 1666, was supported in the main by the National Association of Broadcasters and other media organizations, but opposed generally by federal agencies last year (BROADCASTING, Nov. 4, 1963). It would amend Section 3 of the Administrative Procedure Act, which the subcommittee characterized as "a withholding statute."

The bill was revised after last year's public hearing and apparently has been modified to satisfy the NAB's contention that financial information broadcasters are required to give the FCC should be exempted to remain confidential.

Race on closed-circuit TV

Teleprompter Corp. has been signed by MCA-TV to provide the network facilities for closed-circuit television coverage of the Indianapolis Memorial Day auto race that MCA-TV will televise into theaters and arenas on May 30. The four-hour event is said to be the longest closed-circuit sports project ever undertaken and MCA-TV and Teleprompter have been working on its technical aspects for more than four months, according to Jay Michaels, sports supervisor of MCA-TV.

LBJ to get network White House TV plan

A final proposal to establish a fixed television facility in the White House's Fish Room, to be built and maintained by the television networks, will be submitted to President Johnson this week.

The presentation, which will include details of the networks' proposal, will be submitted to the President by the same trio of network executives who broached the idea early this year: Frank Stanton, CBS; Robert E. Kintner, NBC, and James C. Hagerty, ABC. They recommended this move at a meeting with the President last January. Subsequently, a team of network engineering executives surveyed the White House (BROADCASTING, Feb. 3, Jan. 27).

The exact meeting date had not been fixed at week's end, but Pierre Salinger, White House news secretary, was arranging it.

Basically, the plan is to establish three cameras in three booths in corners of the Fish Room, with a single "free" camera also available. The installation, estimated to cost $1 million, would be manned six days a week. Annual cost for maintaining a full complement of nine men plus three on standby is estimated at $200,000. All of this would be underwritten by the networks.

Meanwhile, there is a consensus that President Johnson did a good job in his first live TV and radio news conference on Feb. 29. Many commentators noted his calmness, candor and care in answering questions.

The President, according to Mr. Salinger, liked it. Mr. Salinger added:

"He told me he liked it. But as to when you will have another one in that setting I can't tell you, but as indicated he [the President] will have frequent meetings with the press, individually and collectively, under various types of ground rules."

The President ducked one question about debates. He said he would cross that bridge when he came to it.

The Feb. 29 news conference in the State Department conference room, was covered by CBS-TV for the network pool. Robert Camfiord was the director and he had five cameras in operation—one head-on, a second as backup for this; one on each side of the President to pick up newsmen, and one on a higher level looking down at the President and the scene.

Mr. Camfiord supervised a crew of 19 in covering the 40-minute conference. He had three production men helping him, plus 14 technicians manning cameras and microphones in the conference room and in the remote truck outside.

Storer satisfied with syndication success

Television station group owners can fulfill a role in the syndication field if they produce quality programs with a family appeal, Buddy Ray, business manager of Storer Program Sales, reported last week in a progress report on the company's activities.

He pointed to Storer's *The Littlest Hobo* series to bolster his point that group owners can compete successfully in the first-run production field. Mr. Ray said the action-adventure program, starring a German shepherd, called London, has been sold in 30 markets in the U. S. and in other countries, including Canada, England, Australia and Japan, and various countries in South America.

"We think this a commendable track record, since we didn't get on the air in many markets until the early part of this year," he observed. "And we're delighted that the ratings achieved are better with each rating period. Remember that a first-run series doesn't have a rating record during initial months of selling, as do the off-networks, but now with our statistics to back us up, we think we will do well with the series in the months ahead."

The series is produced under Storer Program's supervision by McGowan Productions with the last of 34 half-hour episodes completed last week. Episodes frequently co-star one or more leading entertainment personalities and one recent segment spotlighted Edgar Bergen with puppets Charlie McCarthy and Mortimer Snerd.

"There is a strong possibility that Storer Programs will produce 30 additional episodes of *Hobo*," Mr. Ray said. "We are giving this matter careful consideration, and, if we go ahead, we will aim a second-year cycle for the fall of 1965."

Though the sales accent in 1964 will be on *Hobo*, Storer Programs also will continue to sell *Divorce Court*, *B'Wana Don*, *Tales of the Wizard Of Oz*, *New Adventures of Pinocchio* and *Communism: R.M.E.*

Brotherhood group names award winners

The National Conference of Christians and Jews announced today (March 9) recipients of its annual National Mass Media Brotherhood Awards Program in radio and television. Awards and certificates of recognition will be presented at ceremonies to be held later this month in New York.

Awards for outstanding television programs will be presented to:

NBC, *The American Revolution of '63;* CBS, *The Christian Revolution;* WCAU-TV Philadelphia, *Conformity* and WBAL-TV Baltimore, *Gwynn Oak Amusement Park Integration Problem.*

Certificates of recognition winners are: CBS, "Who Do You Kill" from the *East Side-West Side* series; WJZ-TV Baltimore, *Baltimore Jewish Heritage;* WCKT(TV) Miami, *The American Way* series and *Integration—Florida's Conflict Ahead*; and KPIX (TV) San Francisco, *Color Line.*

Recipients of awards for radio programing:

NBC, "The American Ballad" from its *Eternal Light series;* WRVR(FM) New York, *Birmingham—A Testament to Nonviolence* series; KNEW Spokane, Wash., documentary award for local race problems; WBBM Chicago, *The Cure;* WOI Ames, Iowa *Background;* and KNX Los Angeles, *Integration: How Much? How Soon?* Certificates of recognition in the radio category: NBC "The Church and the Council: A Non-Catholic Viewpoint from the *Catholic Hour* series; WINS New York, *The Unfinished American Revolution* and *Hate is a Wrong Way Street* and KCBS San Francisco, *Outlook.*

NCCJ also has announced its national Brotherhood Week recognition of local radio and TV stations for outstanding public service programing. The awards were presented at local ceremonies.

Winners of the Brotherhood Week awards are:

WNAC-TV, Boston, Mass.; for a thirteen week half hour series *Rearing Children of Good Will* and annual coverage of the Anniversary Dinner.

WNBC, New York; for *The Basic Issues, In Good Faith, People at the U.N.*, and *Then all the World be Mended,* four different series programs devoted to improving better understanding and acceptance of people as they are on all levels in our society.

WNDT(TV) New York; for its program *Religion in the News*, a weekly news and interview program devoted to better understanding among the religious communities.

WHEC-TV, Rochester, N. Y.; for its continuing coverage of activities in the community devoted to better understanding among the religious, racial and ethnic groups.

WMAR-TV Baltimore; for its prime time continuing program *Faith to Faith,* a Protestant-Roman Catholic television dialogue and TV first.

WLVA-TV, Lynchburg, Va.; for its human relations programing over the past three years in cooperation with the NCCJ and the series *Youth Speaks* during February, March and April 1963.

WMAQ, Chicago; for its cooperation with the NCCJ in the presentation of a half hour series program *Rearing Children of Good Will* and two other similar series in the past.

WTMJ-TV, Milwaukee; for its 30 minute live show, *Human Rights,* produced in cooperation with the Milwaukee Human Relations TV Council—a monthly program started in September 1956 which has amassed a total of 89 consecutive programs.

KTVI(TV), St. Louis; for its weekly program *The Religious Reporter* plus special programs in cooperation with the NCCJ.

WOI, Iowa State University, Ames, Iowa; for its weekly series *Background,* a full, frank and free discussion of issues of public consequence.

WOW-AM-TV, Omaha, Neb.; for its weekly NCCJ radio and television news and interview program now in its eighth year and sponsorship of programs by the Omaha area of the Council of Churches and a TV special for the Festival of Faith.

WCCO-TV, Minneapolis; for its weekly public service news and interview program *Religious News* dedicated to continuing the dialogue for better understanding among all religions.

KOA-AM-TV, Denver; for its thirteen week series *Rearing Children of Good Will* and its continuing interest and programing among youth and adults to achieve greater understanding and cooperation among citizens of Denver.

KLZ-AM-TV, Denver; for its full scale cooperation with the NCCJ through programs devoted to better understanding among all people in the community.

WFAA-TV, Dallas; for its presentation in prime time of the series *Rearing Children to Meet the Challenge of Change* in cooperation with the NCCJ.

WWL-TV, New Orleans; for its weekly *Focus* featuring religious news and discussion with a distinguished guest on vital issues in human relations.

Syndication nearing for Playboy club show

Plans for national syndication of the Playboy Club's new radio program, *Playboy Table Talk*, are almost worked out and negotiations are underway now in New York for a station and personality to handle the program there as a duplicate of the original Chicago show.

The conversation program began in late January, originating from the VIP Room of the Chicago Playboy Club, and is aired live on McLendon Corp.'s WYNR there 11 p.m. to 1 a.m. each night except Sunday. The format includes telephoned questions from listeners.

The key club last week announced it has signed a new program host, Dan Sorkin, formerly with WCFL Chicago. The show is packaged by Joel Katz of Marston-Aubrey Inc., Chicago.

Mr. Katz said syndication prospects include daily half-hour tapes which would be condensations of the Chicago and New York programs. Duplication of the live format at Playboy clubs in other major markets also is being studied.

'O'Toole' into syndication

Four Star Distribution Corp. has placed *Ensign O'Toole* into syndication for a fall start on stations, it was announced last week by Len Firestone, vice president and general manager of the distribution firm. The half-hour situation comedy series, seen on NBC-TV during 1962-63, consists of 32 half-hour episodes. The series recently was purchased by ABC-TV for a network run of at least 13 weeks, starting March 23.

Film sales . . .

Star Route (Medallion TV Enterprises): Sold to WBOC-TV Salisbury, Md.; KXTV(TV) Sacramento, Calif.; KREM-TV Spokane, Wash.; WAGM-TV Presque Isle, Me.

The Human Jungle (United Artists): Sold to KCOP(TV) Los Angeles; KHOU-TV Houston; KTVT(TV) Fort Worth-Dallas; WGN-TV Chicago; KPHO-TV Phoenix, Ariz.; WHDH-TV Boston; WKY-TV Oklahoma City; WDAU-TV Scranton-Wilkes-Barre, Pa.; WTTV(TV) Bloomington-Indianapolis; KPTV(TV) Portland, Ore.; WOR-TV New York; WALB-TV Albany, Ga., and KTVU(TV) Oakland-San Francisco. Now in 25 markets.

The Detectives (Four Star): Sold to WGN-TV Chicago; KPTV(TV) Portland, Ore., and WTEV(TV) Providence, R. I.

Rifleman (Four Star): Sold to WTCN-TV Minneapolis-St. Paul; WWL-TV New Orleans; WCIA(TV) Champaign, Ill.; WLUK-TV Green Bay, Wis., and KLFY-TV Lafayette, La.

Dick Powell Theater (Four Star): Sold to KPTV(TV) Portland, Ore.

Zane Grey Theater (Four Star): Sold to WKBT(TV) La Crosse, Wis.

Stagecoach West (Four Star): Sold to WLUK-TV Green Bay, Wis.

Target: The Corruptors (Four Star): Sold to KSBW-TV Salinas, Calif.

Radio series sales . . .

The Shadow and *The Green Hornet* (Charles Michelson): Sold to KHJ Los Angeles; WICU Erie, Pa.; WYSL Buffalo, and WPON Pontiac, Mich. Each series now in 50 markets.

Record audience for fight

ABC Radio said its broadcast of the Liston-Clay heavyweight championship fight Feb. 25 was heard by a record 75,395,000 persons over 12 years old in the U. S., according to audience figures compiled by Sindlinger & Co. The network said the total is 7.5 million more people than had ever listened to a single commercial entertainment event on radio. The Sindlinger report said 45,374,000 listeners were male and 30,021,000 female.

FANFARE

Market data presented by Fetzer stations

At an audio-visual presentation at Avery-Knodel in New York last week, Gene Ellerman (standing), vice president and general manager of WWTV(TV) Cadillac-Traverse City and WWUP-TV Sault Ste. Marie, both Michigan, briefs timebuyers on new market data and distribution patterns of upstate Michigan as well as the selling effectiveness of the two Fetzer-owned stations.

Attending the presentation (seated, l-r): Irwin Fleischer, media supervisor at Ted Bates & Co.; Helen Johnston, associate director of media research at Grey Advertising, and Jacqueline Da Costa, assistant vice president and media research supervisor at Bates.

The presentation also has been made in Chicago and St. Louis. The next showing will be in Detroit.

Humidity causes tempest in Albuquerque TV

Two Albuquerque, N. M., television stations have accused the third station there of conducting an "audience-buying contest" in "direct violation" of the National Association of Broadcasters' code.

KOB-TV and KGGM-TV charged the promotion by KOAT-TV was timed to coincide with regular audience measurements by both A. C. Nielsen Co. and American Research Bureau and sent protests to both firms and the NAB code authority.

Both KGGM-TV and KOB-TV are code subscribers as is KOAT-TV.

Clair R. McCollough, president of the Steinman Stations (licensee of KOAT-TV), said the contest was not an audience-buying device because a viewer was not "required" to watch KOAT-TV to secure the necessary information and therefore the contest did not violate the code. "It's as simple as that," he said. Mr. McCollough becomes chairman of the NAB TV code board at the close of the NAB convention next month (BROADCASTING, Feb. 3).

Mr. McCollough said the KOAT-TV contest had been approved by the NAB code authority.

The contest ran the week of Feb. 24.

on KOAT-TV in connection with the 6 p.m. weather report. Viewers were asked to make a record of the city's humidity each night, add the daily readings and submit the total to the station. A drawing was to be held with a color TV set as first prize and transistor radios to the runners-up. A. R. Hebenstreit, KGGM-TV president, and George Johnson, manager of KOB-TV, protested the contest "required" viewers to watch KOAT-TV each night in order to enter the contest. This, they maintained, constituted audience buying in violation of the code.

Paragraph 26 of the TV code provides that "any telecasting designed to buy the television audience by requiring it to listen and/or view in hope of reward rather than for the quality of the program should be avoided." Nielsen was scheduled to begin measuring the Albuquerque TV audience Feb. 24 and ARB March 4.

Both KOB-TV and KGGM-TV wired the two rating firms requesting that the ratings be postponed "due to KOAT-TV's audience-buying contest." The stations told ARB and Nielsen to consider their wires as an order to cancel the March reports if the field work was not postponed.

ARB said Friday (March 6) that it has no intention of canceling the 4-week Albuquerque survey which began March 4. The firm said the KOAT-TV promotion is a "minimal kind of contest" which ended before the field work began and will not be mentioned in the report. ARB said such contests are "a dime a dozen" in nearly all TV markets.

Available Elsewhere ▪ Mr. McCollough said the humidity reports required to enter the contest were available from a half-dozen other sources, including the daily newspaper. Therefore, he said, viewers were not "required" to watch KOAT-TV in order to win. He said he did not even know the Albuquerque surveys were scheduled at the time and that the promotion ran only one week.

In their protests, Messrs. Hebenstreit and Johnson noted that the NAB TV Code News carried a warning to code subscribers that "promotion contests may violate the code" and cited the paragraph against audience buying. They said the KOAT-TV promotion leads them to wonder if the "NAB code operates upon a double standard."

"KGGM-TV and KOB-TV wonder how it is possible to upgrade the industry standards and back NAB codes when the chairman-elect does not see fit to operate his station accordingly and refuses to take the matter seriously," the protesting station executives said.

Drumbeats . . .

Mirror, mirror . . . ▪ A one-minute audience promotion put on by KMTV(TV) Omaha gives viewers a behind-the-scenes look at television engineering. Using a background of various KMTV camera equipment, engineering vice president Ray Schroeder points out interesting features and discusses the merits of KMTV's image orthicon tubes.

New brochure ▪ KPAT-AM-FM Berkeley, Calif., has produced a brochure, "Views of the Bay Area," which is composed of advertisements that the station ran in series in area newspapers.

Airwave's airways ▪ KMPC Los Angeles plans to give away 25,000 copies of a color comic book detailing the exploits of its "Airwatch" helicopter pilot.

Big bulletin ▪ Cork bulletin boards, 9 by 12 inches in size and bearing the heading: "KCBS Radio YU 2-7000," have been distributed by the San Francisco station to more than 300 agency people in the Bay Area. Fastened to the board is a note that says "with this bulletin board in the foreground, you need never forget important items—like the number for successful buying in San Francisco." The note also points out that the board can "double as a desk mat for containers of hot and cold drinks."

'Nabbed' by the posse

Two hundred and thirty-two executives, representing 62 advertising agencies and 20 cities were flown to Oklahoma City by KOCO-TV to celebrate the official dedication of the ABC affiliate's new 1,563-foot tower and transmitter facilities.

Taking part in the first evening's entertainment during the weekend ceremonies, Ben K. West (being carried), vice president and general manager of KOCO-TV, is "nabbed" by the posse of agency executives.

On the following night, the out-of-town guests were joined by over 300 local guests for a banquet featuring ABC-TV news analyst Howard K. Smith as speaker, and climaxed by the appearance of the comedy team of Ford and Hines.

200 attend opening of WGN news bureau

A reception and dinner to mark the opening of a Washington news bureau by WGN Inc., Chicago, and KDAL Inc., Duluth Minn., was attended by some 200 official guests at the Mayflower hotel, Washington, last Tuesday (March 3). Host was Ward L. Quaal, executive vice president and general manager of WGN Inc.

WGN Inc. is licensee of WGN-AM-TV Chicago, and KDAL Inc. is licensee of KDAL-AM-TV Duluth.

The four-man Washington bureau of the *Chicago Tribune* stations actually has been operating since Jan. 15. Robert Foster is bureau chief; Greg Guinan, reporter, and Bert R. Martin, news cameraman.

More and more, but not enough

Increase seen in color tube production; RCA will lead with 50% boost, plans 25-inch rectangular model

An alleviation of the color television tube shortage, which held back manufacture of color sets in 1963, seems likely following a report last week by RCA that it would increase its color tube output by more than 50% this year.

RCA expects to manufacture 1.3 million color tubes through the year and predicts an industry total of 1.7 million, but cautions that it will be forced to continue distribution to set manufacturers on an allocation basis because output will still lag behind demand.

RCA has also announced a pilot production program for a new 25-inch rectangular tube during the second quarter of this year, which is expected to see a limited number of such tubes available to manufacturers for sampling during the last half of the year. All of RCA's color tube production has been 21-inch round shadow mask models.

One manufacturer, National Video Corp., Chicago, whose color tube production has been for Motorola, already has a rectangular 23-inch color tube under production and has begun a $4 million expansion program which is expected to more than double its color tube capacity.

An official of National Video said last week he expected the industrywide total of color tubes for 1964 to be closer to 1.3 million. National Video, he said, is now producing at full capacity. Production difficulties formerly encountered, he said, have been essentially overcome and further gains in output are being made with the introduction of new machinery.

Price to the manufacturer for National Video's new rectangular tube is $122.50. RCA's round model costs set makers $98.

Rauland Corp., Chicago, a subsidiary of Zenith, said it expects to reach full color tube production by mid-year. A spokesman for Rauland predicted the company could produce as many as 350,000 color tubes in 1964.

Still another color tube manufacturer, Sylvania Electric Products, reportedly expects to turn out 200,000 color tubes this year.

Both Rauland and Sylvania use the RCA round shadow mask principle.

Zenith Radio Corp. last week also disclosed it will introduce a 25-inch rectangular color picture tube before the end of the year. The big tube will be put in the top portion of the color set line. Prospects of a 19-inch 90 degree rectangular color tube also were indicated.

Zenith produced not quite 200,000 color sets during 1963 and this year is shooting for 300,000 color units which would represent about 30% of the total color set output of the industry.

Technical topics . . .

New Angenieux ▪ Zoomar International Inc., Glen Cove, N. Y., has a new Angenieux 10 to 1 viewfinder lens for use with vidicon cameras. The lens, an adaptation of the 15mm-150mm, f/2.8 lens, can be mounted on any portable TV camera which operates without an electric viewfinder, and features a 4 to 1 reduction crank.

New rectifier stacks ▪ RCA's Electronic Components and Devices Division has announced production of a new family of high-voltage silicon power rectifier stacks ranging from 2400-9600 volts and 5-35 amperes. The new RCA-CR301 through CR354 series can be used as the rectifying element in power supplies for large radio and TV transmitters.

Comsat applies to FCC for Syncom type relay

The machinery for the first operational satellite communications system began to grind last week when the Communications Satellite Corp. submitted an application to the FCC for permission to put up a Syncom-type active relay in the spring of 1965 for U. S.-Europe traffic.

The relay, capable of carrying black and white television or 240 voice circuits, telegraph or facsimile messages, would be positioned 22,300 miles above the equator at 30° west longitude. Drift from 20° to 45° west longitude would be tolerated.

Comsat is proposing to have two satellites built by Hughes Aircraft. Hughes built both Syncom I and II for

WNAC-TV puts new gear into operation

Pushing the button, WNAC-TV Boston President William M. McCormick last month activated a new all-RCA equipment complex consisting of a 1,069-foot triangular tower and two 25 kw transmitters working in tandem. The tower, the station says, is the highest self-supporting rig in the East, and the dual transmitter is claimed to be a first.

Among those attending the Feb. 24 ceremonies were (l) Hathaway Watson, president of WNAC-TV's parent firm, RKO General Broadcasting, and Julius Barnathan, vice president and general manager of ABC-TV, with which the channel 7 outlet is affiliated, and (r) Massachusetts Governor Endicott Peabody, Bernard Bohunicky, the station's chief engineer, and Mayor Donald Gibbs of Newton, Mass. WNAC-TV did not disclose the cost of the new equipment, but its application filed at the FCC gave a total estimated construction cost of $1,148,700.

the space agency. The satellite would be launched from Cape Kennedy by the National Aeronautics & Space Administration, using an augmented thrust Thor-Delta vehicle. If the first shot is unsuccessful, the backup would be used.

Comsat is also arranging to lease AT&T's Andover, Me., space station for its ground facility in this country. Foreign countries in Europe would use their own ground stations. Andover is used by AT&T for its Telstar relay.

Center frequencies requested for the "Early Bird" satellite—bandwidths are 25 mc—are: Europe, 6301.02 mc transmit, 4160.75 mc receive; North America, 6,389.97 mc transmit, 4,081 mc receive. Alternate frequencies: Europe, 6,330.67 mc transmit, 4,170 mc receive; North America, 6,404.79 mc transmit, 4,100 mc receive.

The 85-pound satellite would have an effective radiated power of 10 w.

For black-and-white TV, a bandwidth of 2 mc to 2.5 mc would be used. This is not wide enough for color, it was explained. The narrower band would be used for TV, it was said, in order to overcome a low signal-to-noise ratio because of the low power.

Meanwhile, Comsat's engineers are studying four designs for a regular global satellite communications system. These were submitted to the company by Hughes Aircraft and Philco Corp., individual proposals; AT&T and RCA, a joint proposal, and International Telephone & Telegraph and Thompson Ramo Woolridge Inc., also a joint proposal.

Comsat plans to establish the beginning of a regular commercial satellite system in 1966, with global coverage by 1967.

Mandrel Industries is now Ampex subsidiary

Mandrel Industries, diversified manufacturer and geophysical service company with headquarters in Houston, has become a subsidiary of Ampex Corp. This is the first step in a planned program of diversification by Ampex that will reduce its defense business from about 40% to 29% for the current fiscal year, ending May 2.

Stockholders representing over 80% of Mandrel shares have approved the merger agreement, with 10 shares of Mandrel being exchanged for nine shares of Ampex.

Ampex had sales of $93,271,000 and net earnings of $5,005,000 in its last full fiscal year, ending April 27, 1963. Mandrel had sales and revenues of $21,293,000 and net earnings of $1,-263,374 in its last reported fiscal year, ended Dec. 31, 1962. Sales and earnings of both companies will be included in the Ampex report for fiscal 1964.

Hughes Aircraft gets $30 million contract

A $30 million contract on a new Advanced Technological Satellite is being negotiated by the National Aeronautics & Space Administration with Hughes Aircraft Co., Culver City, Calif., it was announced last week.

Three types of missions are planned for ATS, one of them for communications, meteorological and navigation investigations on a 23,500-mile earth orbit. There will be two ATS satellites used in this mission.

The ATS will be a cylindrical structure weighing about 650 pounds. It will carry a variety of experimental instruments weighing from 100 to 300 pounds.

Hughes built Syncom I and II "stationary" communications satellites for NASA.

FCC takes new approach to daytime problem

An interim arrangement for evaluation of presunrise operations by daytime-only AM stations was adopted last week by the FCC in its approval of presunrise operation for WEEE Rensselaer, N. Y., during specified hours, using 500 w.

The commission's procedure, based on a downward graduation of power, will be used to judge complaints against the predawn operations of daytime-only stations pending settlement of a pending proposed rulemaking covering the issue. The proposed rulemaking, which was met with disfavor by daytimers and others, would allow daytime-only stations to go on the air at 6 a.m. or sunrise, whichever is earlier, if located in areas not having a fulltime station (BROADCASTING, June 24, 1963).

WEEE, a daytime-only station, had been operating prior to local sunrise with its daytime power of 5 kw. On June 4, 1963, it was ordered to cease doing so following an interference complaint from WFBR Baltimore. The commission said that its approval of the resumption of pre-sunrise operation with reduced power was based on an agreement between WEEE and WFBR and will remain effective until a resolution of the rulemaking or some other valid complaint is received.

The commission said that "until recently" the rule under which pre-sunrise operations were approved was administered on a "go-no-go" basis and resulted in "complete cessation of presunrise operation, frequently resulting in loss of the only morning service to a community," if there was an interference complaint. Due to this present settlement of a presunrise operation dispute the rule "will be administered to allow presunrise operation with power graduated downward to a level of mutual acceptance or, absent such acceptance, downward to the extent that it does not cause objectional interference to the complaining station."

In such cases, the FCC said, "Where a probable justification for the continuance or resumption of a local service is shown and the dispute cannot be satisfactorily resolved in the manner" of the WEEE case, the commission "will give sympathetic consideration to waiver of the current 'freeze' " on AM applications. The commission said this will enable it to study an application for a presunrise authorization for a station against which an interference complaint has been filed. If the need for the desired service outweighs the service lost by the complaining station, the commission added, the application for presunrise operation will be set for hearing.

Cases which don't lend themselves to solution through graduated power reductions or qualify for a hearing will be handled, the commission said, under the present rules (Section 73.87[b]).

The commission will continue to condition future construction permits for daytime-only stations against presunrise operation.

Electronics sales increase

The electronics industry in the West accounted for factory level sales of $3,875,000,000 in 1963, just over 25% of the national electronic industry total of $15.2 billion, according to the Western Electronic Manufacturers Association. Employment by the Western electronics firms was also just about 25% of the national total, 250,200 in the West of the 1,040,000 nationally. Western electronics sales were up 8.1% from the 1962 total of $3,585,000,000 but employment was down 4,800 from the 255,000 employed by the western companies in 1962. The slowdown was attributed to lagging U. S. military expenditures in Western states by Burgess Dempster, WEMA president, who predicted that there will be no significant rise in Western electronics sales and employment during 1964, but that the upward growth curve will resume in 1965 or perhaps by the latter part of 1964.

INTERNATIONAL

British parties rule out Great Debates

BUT RADIO-TV TIME ADDS UP TO JOLLY GOOD SHOW

The three major British political parties have refused a request from BBC-TV and the commercial network to have party leader confrontations on television during the forthcoming nationwide election campaign. The main event would have been a debate between Conservative leader Sir Alec Douglas-Home and Labor chief Harold Wilson.

But a statement issued after a meeting between party whips and broadcasting representatives said that "presidential-type programs" were inappropriate. Agreement was reached on this schedule for campaign programs:

	Television
Conservative	five of 15 minutes
Labor	five of 15 minutes
Liberal	three of 15 minutes

These will be broadcast simultaneously by both networks at 9:30 p.m.

	Radio
Conservative	four of 10 minutes
	three of five minutes
Labor	four of 10 minutes
	three of five minutes
Liberal	two of 10 minutes
	two of five minutes

The 10-minute programs will be broadcast at 10:10 p.m. and the shorter ones at 7 p.m. Actual dates depend on the commencement of the campaign, the time of which has yet to be announced.

The Liberal party has been given an increased allocation over the 1959 campaign. It now has 45 minutes on television compared with 25 in 1959 and 30 minutes instead of 20 on radio. This is because of its increase in candidates. Only parties with at least fifty candidates are allocated nationwide broadcast time. This keeps the British Communist party off the air, as it has announced less than 40 cadidates.

British not expected to delay color TV

A British television advisory committee, established by Postmaster General Reginald Bevins, is expected to report on color TV in a few weeks. Its recommendation may very well be that Britain use U. S. standards formulated by the National Television Standards Committee 10 years ago.

Mr. Bevins has said that the time has passed when a decision should be delayed further in an attempt to reach a consensus "which does not seem possible." This is a reference to the meeting of the color standards group of the International Radio Consultative Committee in London last month (BROADCASTING, March 2).

The CCIR group, representing experts from 20 European countries, failed to agree on color standards for European television.

During the meeting, BBC-TV delegates came out strongly in favor of the NTSC system. Only three countries at the conference supported an immediate decision in favor of the NTSC standards: Britain, Holland and the U. S., France, the USSR and the East European countries urged further study on the proposed systems. In addition to the U. S. NTSC standards, under consideration are the SECAM system, proposed by France, and the PAL technique, proposed by West Germany.

Mr. Bevins has said he is willing to go ahead with United Kingdom color TV without waiting any longer for an international agreement on an all-European system.

Mrs. Chandler named to USIA advisory group

Mrs. Norman Chandler of Los Angeles was named to the U. S. Information Agency Advisory Commission by President Johnson last week, replacing John L. Seigenthaler, editor of the *Nashville Tennessean*, whose three-year term expired Jan. 27.

Mrs. Chandler is the mother of the publisher of the *Los Angeles Times*, Otis Chandler, and is the wife of the president of the Los Angeles Times Mirror Co., which owns the newspaper. The newspaper owned KTTV(TV) Los Angeles until the station's sale last year (BROADCASTING, June 3, 1963).

The term of J. Leonard Reinsch, president of Cox Broadcasting Corp., expired at the same time as Mr. Seigenthaler's, but no one has been named to fill his slot. It was announced last week that Mr. Reinsch, whom President Johnson has appointed executive director of the Democratic National Convention and vice chairman of the Democratic National Convention Committee (CLOSED CIRCUIT, Feb. 24), will serve with the advisory committee until a successor is named.

Abroad in brief...

Episodes completed ▪ Far Eastern Features Service Ltd., Singapore, producer-packager, has completed first two TV programs of its *Asian Diary* series: "The Malayan Story," a documentary on the war against communism in Malaya between 1947 and 1960, and "Harvest from the Sea," a documentary of a fishing village.

CBC-IATSE agree ▪ A two-year agreement has been concluded between the Canadian Broadcasting Corp. and the International Alliance of Theatrical Stage Employes. Negotiations were concluded with the assistance of Canadian government conciliation officer C. E. Poirier after 41 hours of continuous meetings. The union represents 1,500 CBC television production employes across Canada.

British series ▪ The Broadcasting Foundation of America plans to offer its more than 300 member radio stations a series of 15-minute programs dealing with international business and trade. The series, *International Business Review from London*, is being produced by the BBC.

FATES & FORTUNES

BROADCAST ADVERTISING


Mr. Benoit

Woodrow Benoit, VP-account supervisor and TV group head at J. Walter Thompson, New York, joins Lennen & Newell, that city, as senior VP and management account supervisor on P. Lorillard Co.

John W. Harpham, VP and creative director of Roche, Rickerd, Henri, Hurst Inc., Chicago, named senior VP-creative and chairman of creative plans committee. **Fred W. Tamke Jr.** joins agency as VP-creative director, succeeding Mr. Harpham. Mr. Tamke formerly was with McCann-Erickson there.

Three media executives were elected VP's in Lennen & Newell's New York office last week. They are **Morton Keshin,** media department manager; and **Joseph Kelley** and **Martin Narva,** group media directors.

George H. Anderson, president of Precision Products Co., Waltham, Mass., joins WBZ-TV Boston as assistant sales manager. He succeeds **David Henderson,** who was recently named sales manager.

James E. Allen, general manager of Westinghouse-owned WBZ-TV Boston, moves to group's New York headquarters April 1 to coordinate production and distribution of syndicated programs. He will report directly to Donald H. McGannon, WBC president. Mr. Allen's successor has not yet been named.

Bowman Doss, senior VP of Nationwide Insurance Co's., Columbus, Ohio, elected president and chief executive officer, effective April 2, succeeding **Murray D. Lincoln,** 72, who retires on that date. Mr. Lincoln will continue as director of company. Nationwide, through Peoples Broadcasting subsidiary headed by Herbert E. Evans, owns WRFD-AM-FM Columbus - Worthington, Ohio; WMMN Fairmont, W. Va.; WGAR-AM-FM Cleveland; WNAX Yankton, S. D., and KVTV(TV) Sioux City, Iowa.

Wade Chapman, VP-account supervisor at McCann-Erickson, Chicago, named senior VP-member of management board. **Currie Brewer** and **Ray Markham** elected VP's.

Richard Lane named president of Galvin-Lane-Farris-Sanford Adv., Kansas City. **Fred D. Farris,** former president, becomes board chairman. **Robert Sanford** continues as executive VP. Mr. Lane formerly was VP and director of Winius-Brandon Adv. there.

William H. Millar joins Geyer, Morey, Ballard, New York, as broadcast media supervisor. Mr. Millar was at J. Walter Thompson, New York, in media.

C. W. Plattes and **D. F. Swanson** of grocery products division of General Mills, Minneapolis, elected division VP's. Mr. Plattes recently became di-

Straus succeeds Galusha as NYSBA president

R. Peter Straus, president of Straus Broadcasting Group, elected president of New York State Broadcasters Association to succeed **Merl L. Galusha,** manager of operations at WRGB(TV) Schenectady. Also elected were: **Herbert Mendelsohn,** vice president and general manager of WKBW Buffalo, vice president; **Elliott Stewart,** executive vice president WBIX Utica, secretary and **John Lynch,** president, WWSC Glenn Falls, treasurer. **Perry Samuels,** vice president, WPTR Albany, was named to fill unexpired term of director **Sam Nielsen,** formerly of WTRY Troy, who resigned.

Elected to serve as directors for two years were: **Walter Schwartz,** vice president, WABC New York; **Robert Dreyer,** vice president, Metromedia, New York; **Peter Affe,** station manager, WNBC-TV New York; **William Griffiths,** general manager, WELM Elmira and **William Rothrum,** VP, WSYR Syracuse.

rector of marketing for cereals, pet foods, potatoes and casseroles. Mr. Swanson is director of marketing for flour, dessert mixes and baking mixes.


Mr. Snyder

William Snyder named sales director of WQAD-TV Moline, Ill. He formerly served as sales representative at ABC Films, Chicago, and sales manager of WTMJ-TV Milwaukee.

Roger Pierce, general manager of St. Paul, Minn., office of Erwin Wasey, Ruthrauff & Ryan, elected VP.

Richard Luetters, account executive at WEEI Boston, joins Bill Creed Associates, station representative, that city, as VP.

Richard Armstrong, account executive at Doherty, Clifford, Steers & Shenfield, New York, elected VP. **G. Emerson Cole** of Dancer-Fitzgerald-Sample, that city, joins DCS&S's copy staff.

Roger Creaden joins McGavren-Guild, station representative, as sales manager of St. Louis office.

Cleo Warriner named director of advertising and sales promotion for WBAL-AM-FM Baltimore. She formerly was with WFBR, that city.

Sam Posner named manager of San Francisco office of Savalli/Gates Inc., station representative. He formerly was with KSAN that city.

John McCarthy named Chicago manager of Robert L. Williams Co., station representative.


Mr. Piggott

Robert Piggott named to newly created position of director of marketing service for Pet Milk Co., St. Louis. He had been director of advertising.

Samuel Morgan, formerly VP at MacFarland, Aveyard & Co., Chicago, joins MacManus, John & Adams there as account group supervisor.

Frank Beckert, VP, named senior VP of Dunwoodie Associates, Garden City, N. Y., advertising, PR and marketing firm.

Dale Stevens elected VP-manager of Chicago office of Robert E. Eastman & Co., station representative.

Malcolm MacDougall, creative director, and **John Kraushaar** and **William Weigold,** account group heads, elected VP's of BBDO, New York.

John Ray, creative account executive and administrative assistant to president of Graceman Adv., Hartford, Conn., elected VP.

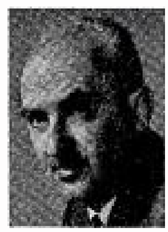
James T. Shaw Jr., assistant manager of daytime sales, ABC, named account executive on eastern sales staff. **John Tiedemann,** manager sales planning, succeeds Mr. Shaw, and **Mark Cohen,** manager of sales offerings, succeeds Mr. Tiedemann.

Irving Eckhoff, national promotion director for Ice Capades Inc., joins McCartney & Fritz Adv., Studio City, Calif., as VP to work on special promotional accounts and new business.

James Gibson, VP of Al Paul Lefton Co., Philadelphia, has retired. He joined agency in 1945.

Robert Zimmerman named national sales manager of Leland Bisbee Broadcasting Co. (KRUX Phoenix and KTKT Tucson, both Arizona), replacing **James Wells** who resigned.


Mr. Gilman


Mr. Gochfeld

Irving Gilman and **Alex Gochfeld,** both formerly VP's of Dichter Institute for Motivational Research, have formed Institute for Analytical Research Inc. (researchers and consultants in marketing, motivation and advertising) at 104 S. Division St., Peekskill, N. Y. Telephone: PEekskill 7-8855. Mr. Gilman is president; Mr. Gochfeld, executive VP.

Bill Unger Jr. named Los Angeles manager of The Bolling Co., station representative.

Joseph Jackson and **V. Thomas Sullivan** join San Francisco office of Guild, Bascom & Bonfigli as account executives.

James Agostina, commercial manager of KREM-AM-FM-TV Spokane, joins KTNT-TV Tacoma, Wash., as account executive.

Jerry Molfese, Todd Gaulocher and **Gerald Noonan** named account executives, and **Marty Ozer,** sales development specialist, at Metro TV Sales, New York.

John Leonard, formerly of BBDO, New York, joins Doyle Dane Bernbach, that city, as account supervisor.

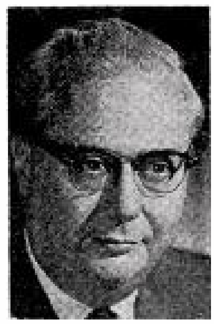
Donald Clark named account execu-


Mr. Armstrong

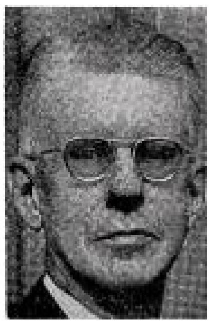

Mr. Cobb


Mr. Kops


Mr. Curtis

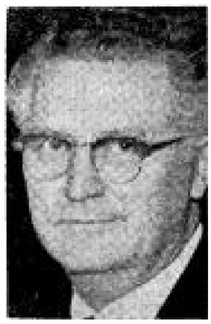

Mr. Dillard


Mr. Henzel


Mr. Essex


Mr. Haas


Mr. Spencer


Mr. Howell


Mr. Sigmon


Mr. Box

Five new faces added to NAB radio board, seven returned

Five new members were elected to the radio board of the National Association of Broadcasters in mail balloting concluded last week, the NAB announced. In addition, seven present directors were re-elected to a second two-year term. The new directors take office April 9, the day after the 1964 NAB convention ends. Newly elected directors, who will serve through the 1966 convention:

District 10 (Iowa, Missouri and Nebraska)—**George W. Armstrong,** executive VP-general manager of WHB Kansas City, succeeding **Richard Chapin,** KFOR Lincoln, Neb.

District 12 (Oklahoma and Kansas)—**Grover C. Cobb,** VP-general manager of KVGB Great Bend, Kan., succeeding **Allan Page,** KGWA Enid, Okla.

Medium-market stations—**Daniel W. Kops,** president of WAVZ New Haven, Conn., succeeding **John F. Box Jr.,** WIL St. Louis, who was reelected as a large-market director.

Small-market stations—**James R. Curtis,** president of KFRO Longview, Tex., succeeding **Robert Mason,** WMRN Marion, Ohio.

FM stations—**Everett L. Dillard,** president of WASH-FM Washington, succeeding **Fred Rabell,** KITT(FM) San Diego.

The following directors were reelected:

District 2 (New York and New Jersey)—**John R. Henzel,** president-general manager, WHDL Olean, N. Y

District 4 (Virginia and the Carolinas) — **Harold Essex,** VP-general manager of WSJS Winston-Salem, N. C.

District 6 (Arkansas, Louisiana, Mississippi and Tennessee)—**Julian F. Haas,** general manager of KAGH Crossett, Ark.

District 8 (Indiana and Michigan) —**Lester G. Spencer,** president-general manager of WKBV Richmond, Ind.

District 14 (Colorado, Idaho, Montana, New Mexico, Utah and Wyoming)—**Rex Howell,** president-general manager of KREX Grand Junction, Colo.

District 16 (Arizona and Southern California)—**Loyd C. Sigmon,** executive VP-general manager of KMPC Hollywood.

Large-market stations — **John F. Box Jr.** (who presently represents medium-market stations), managing director of WIL St. Louis, succeeding **John F. Patt,** WJR Detroit.

tive at KCBS San Francisco. **Robert Connors** joins station as national sales representative.

Weldon Winchester Jr. and **David King** join sales staff of WGAN Portland, Me.

John Dorkin named sales service manager of WCBS-AM-FM New York.

Thomas Hardy joins radio sales staff of Avery-Knodel Inc., station representative, New York, replacing **Frank Carlson,** who has resigned to join RKO General Inc. there.

John Severino of WCSH Portland, Me., joins sales staff of WBZ Boston.

Louis Crossin, media director at Lennen & Newell, New York, joins Cunningham & Walsh there as media supervisor.

James Alexander of Fletcher Richards, Calkins & Holden, New York, joins Kenyon & Eckhardt there as media supervisor.

William Kendrick named copywriter at KXTV(TV) Sacramento, Calif., replacing **Franklin Raymond** who was promoted to creative director.

Steve Harris joins sales staff of KHJ-TV Los Angeles.

Edward M. Sterling, formerly with Wade Adv., joins Hollywood office of North Adv. as West Coast program supervisor and production coordinator.

Caroll Layman joins Roger O'Connor Inc., station representative, as manager of Chicago office. He was VP and central division manager for Harrington, Righter and Parsons.

Edward M. Sterling joins North Adv., Hollywood, as West Coast program supervisor and production coordinator. Mr. Sterling was formerly at Wade Adv. in similar capacity.

Victor Cole named manager of marketing research department of Mattel Inc., Hawthorne, Calif., toymaker.

Ralph Gilbert joins Kircher, Helton & Collett, Dayton, Ohio, as copywriter.

Jane Swanson, formerly at KOL Seattle, joins William L. Simpson, that city, to assist station representative firm in handling new billing procedure.

Clyde Baird and **Ralph Breswitz** named art supervisors at Kenyon & Eckhardt, New York.

Gerald Sneed of McCann-Erickson, and **Ronald Marchetti** of Grey Adv., both New York, join Cunningham & Walsh there as art directors.

Gene Jacobsen, former operations manager of WSFA-TV Montgomery, Ala., named sales development manager of WTVT(TV) Tampa-St. Petersburg, Fla.

Jeff Scott named director of PR department of Watts, Lee & Kenyon, Cleveland.

Roy Lindau named sales manager of WEAM Arlington, Va.

Frederick Sellers, formerly of Lewis, Dobrow & Lamb, Washington, joins Henry J. Kaufman & Associates, that city, as radio-TV writer.

Dick Tyler of Guild, Bascom & Bonfigli, joins Johnson & Lewis, San Francisco, as administrative supervisor of agency services.

Felix Adams, manager of KAYO Seattle for nine months, has resigned to return to KRAK Sacramento, Calif., as national sales manager.

THE MEDIA

Dale Moudy, formerly VP-general manager of WING Dayton, Ohio, named general manager of WSAI Cincinnati.

John Murphy elected VP and general manager of WSOQ North Syracuse, N. Y. Mr. Murphy was formerly sports director at station.

Richard Bentley, business manager of *Omaha World-Herald* for past three years, named general manager of Palmer Media Group, Camden, Ark. Mr. Bentley will be responsible for overall supervision of KCMC Inc., licensee of KTAL-FM-TV and KCMC Texarkana, Tex.-Shreveport, La., and KAMD Camden, Ark., as well as number of newspapers owned by group.

Edward Charles, formerly commercial manager of WOL Washington, named general manager of KBEA Mission, Kan.


Mr. Plunkett

Paul Plunkett named VP-general manager of KOLD-AM-TV Tucson, Ariz., replacing **E. S. Mittendorf,** who takes leave of absence for reasons of health. Mr. Plunkett, who joined KOLD in 1946, will also supervise local and national sales, assuming duties formerly handled by **Bernie Perlin,** who resigned.

N. Joe Rahall, president of Rahall Broadcasting Co. (WKAP Allentown and WNAR Norristown, both Pennsylvania; WLCY St. Petersburg, Fla., and WWNR Beckley, W. Va.), named to advisory council of West Virginia Educational Broadcasting Authority.

Henry C. (Hank) Goldman, assistant to Morris H. Blum, general manager of WANN and WXTC(FM) Annapolis, Md., has resigned.

PROGRAMMING


Mr. Reinauer

Richard Reinauer named executive director of National Academy of Television Arts and Sciences Foundation in Hollywood. His most recent post was director of radio-TV and motion pictures for American Medical Association.

Anthony Azzato, formerly VP and radio-TV director at Swan & Mason Adv., New York, elected VP in charge of sales for The Teledynamics Corp., TV production firm, that city.

Tom Sibert joins Independent Television Corp., New York, as director of foreign sales. He will be responsible for ITC's international sales in Western Hemisphere. Before he joined ITC, Mr. Sibert was with 20th Century-Fox.

Don Steffens named operations manager of WCBS-AM-FM New York.

Larry Pickard named executive producer of public affairs programing at National Educational Television. He joined NET in December 1963.

Bruce St. George, former operations director of CKNX-TV Wingham, Ont., named production manager of WENH-TV Durham, N. H.

Art Brock, sports director and air personality at KPHO-TV Phoenix, granted leave of absence to seek office of governor of Arizona, subject to Democratic primary in September.

C. Howard McDonald, former general manager of KRBN Red Lodge, Mont., named program director of KGHL Billings, Mont.

George Schaefer, director of G. B. Shaw's "Pygmalion" on *Hallmark Hall of Fame* on NBC-TV, and **Adrienne Luraschi,** associate director, were chosen by Director's Guild of America to receive DGA award for outstanding TV directorial achievement of 1963.

Keith Painton joins KCJC(FM) Kansas City, Kan., as program manager and account executive.

Edgar Grower named account executive at Videotape Productions of New York.

Robert Leu named senior producer-director at WHA-TV (educational ch. 21) Madison, Wis.

John Callaway, formerly managing editor of *Chicago Scene* magazine, joins WBBM Chicago as director of public affairs, succeeding **Howard (Pat) Weaver**, who becomes producer-director of station's *Music Wagon* program. **Tom Clark**, for six years news director and personality on WHIZ-AM-TV Zanesville, Ohio, joins WBBM news department.


Miss Searight

Patti Searight, program director of WTOP-AM-FM Washington for 13 years and for past year general manager of information for WTOP-AM-FM-TV, has resigned. Miss Searight said she plans to stay in Washington and in field of broadcasting.

Ralph McFarland, production manager at WJBF(TV) Augusta, Ga., moves to KTVE(TV) El Dorado, Ark., in same capacity. He is succeeded at WJBF by **E. David Steele Jr.** of WMCT(TV) Memphis.

Doug Duitsman named supervisor, photo operations, NBC, West Coast. He has been member of NBC press department's West Coast offices in Burbank, Calif., since 1958.

Georgia Dearborn and **Bobbie Berkowitz** join The Film-Makers Inc., Chicago, as set decorator-stylist and production assistant, respectively.

NEWS

Robert Herb, NBC News writer and editor, named NBC News political editor, effective immediately through fall presidential elections.

Stan Lawrence, formerly of KHJ-TV Los Angeles, joins news staff of KNBC (TV), that city.

Ken Lynn and **Glen Charles** join news staff of WQXI Atlanta.

Bill Fennessy, controller of CBS Radio network since July 1961, named controller of CBS News, replacing **George Abramson**, who has been named special projects assistant to David Klinger, VP-administration, CBS News. **Andrew Subbiondo**, director of administrative operations for CBS Radio, succeeds Mr. Fennessy as controller of CBS Radio.

Marty Giles named news director of WFLA-AM-FM Tampa, Fla., replacing **Steve Porter**, who resigned to join news staff of KONO-TV San Antonio, Tex.

Roger Ackley joins news staff of WKMI Kalamazoo, Mich.

Daniel Perkes named Associated Press chief of Oklahoma bureau. He is now correspondent in charge of Pierre, S. D., bureau. Mr. Perkes succeeds **Wilbur Martin** who moves to Washington bureau.

FANFARE


Mr. Spina

Robert Spina named director of promotion for Taft-owned WKRC-TV Cincinnati, replacing **Donald Hardin**, who has resigned to become assistant prosecutor for city of Cincinnati. Mr. Spina was formerly general manager of Brentwood Bowl and King Pin Bowling Lanes, also owned by Taft Broadcasting.

Richard Wilcox and **William Corley** named VP's of Infoplan, PR division of The Interpublic Group of Companies, New York.

Ronald Fagan named promotion director of KFRE-AM-FM-TV Fresno, Calif., replacing **Don Shepherd**, who moves to WFIL-AM-FM-TV Philadelphia in same capacity. Both facilities are owned by Triangle Publications.

William C. Chadwick, former publicity-PR manager at WJZ-TV Baltimore, named director of radio-TV publicity for Laurel (Md.) Race Track.

Harry Munyan named PR director, and **Don Stewart**, promotion manager, of WIOD Miami.


Mr. Richardson

Bob Richardson named promotion manager of KOIN-TV Portland, Ore. He succeeds **Dick Kryder**, who has been promoted to account executive. Mr. Richardson will be in charge of advertising, PR and sales promotion.

Madeleine Gottleib joins ABC Films, New York, as special press representative. She was formerly associated with various theatrical booking organizations.

Hal Williamson joins Official Films, New York, as director of promotion and publicity. Mr. Williamson last year produced and directed the radio program *Celebrity Column*.

EQUIPMENT & ENGINEERING

William Day named general manager of Westinghouse Electric Corp.'s radio-TV division at Metuchen, N. J. Mr. Day, formerly VP-engineering for C. A. Olsen Manufacturing Co., Westinghouse subsidiary, Elyria, Ohio, replaces **O. H. Yoxsimer**, who was named manager of newly formed refrigeration division at Columbus, Ohio.

James M. Leahy joins CBS Laboratories, Stamford, Conn., as controller. He was budget director of CBS Inc.

Norval H. Green named to newly created position of manager for commercial receiving tube and semiconductor operations department of RCA, Somerville, N. J. He was formerly manager of commercial semiconductor operations department. Six new appointments to Mr. Green's staff were also announced: **R. M. Cohen**, manager, engineering; **H. A. DeMooy**, general plant manager; **J. W. Karoly**, manager, financial plans and controls; **J. W. Ritvey**, manager, operations planning; **E. Rudolph**, manager, equipment design and development-receiving tubes, and **J. D. Watkins**, manager, purchasing.

Leo F. Domeier, formerly WTCN-TV Minneapolis-St. Paul studio supervisor, named chief engineer of WTCN-AM-TV.

Howard Dempsey, formerly chief engineer of KFML-AM-FM Denver and before that with engineering staff of WIRE Indianapolis, joins Gates Radio Co., Quincy, Ill., as broadcast sales engineer in Colorado, New Mexico, Utah, Wyoming and Nebraska.

R. D. Carlson named western area manager, renewal sales, for electronic tube division of Sylvania Electric Products, New York.

Donald Tucker named assistant sales manager of Mitchell Camera Corp., Glendale, Calif. He will also represent Mitchell-Vinten Inc. as manager of sales for ancillary TV camera handling equipment made by W. Vinten Ltd. of London. **John Jergens, Steven Szabo** and **Cy Miller** join Mitchell Camera as project engineers.

Elmer Metz named sales manager for community systems division of Jerrold Electronics Corp., Philadelphia.

Charles Chrismon, manager and chief engineer of WHOO-AM-FM Orlando, Fla., resigns to join Voice of America engineering staff at Greenville, N. C.

INTERNATIONAL

R. Telford, general manager of The Marconi Co., Chelmsford, Essex, England, elected vice chairman of Electric Engineering Association, London.

Henri Tremblay, president of Cine-Laurentides Inc., Montreal, appointed representative of all NBC properties in French-Canadian market.

F. Rex Werts named account supervisor in Vancouver, B. C., office of J. Walter Thompson Co., Toronto.

John Grant, formerly national sales manager of CHQM-AM-FM Vancouver, B. C., named to national sales staff of Quality Broadcast Sales, Toronto.

DEATHS

Sherman K. Ellis, 71, retired advertising executive, died Feb. 27 at his home in Hollywood. Mr. Ellis had headed agency bearing his name that later became LaRoche & Ellis and is now C. J. LaRoche & Co., New York. In 1954 he joined Hollywood office of Raymond R. Morgan Co. as board chairman.

Harold J. Barich, 43, marketing manager at Young & Rubicam, New York, died Feb. 26 at St. Joseph's Hospital in Stamford, Conn.

Frank Albertson, 55, film-TV actor, died in his sleep at his home in Santa Monica, Calif., Feb. 29. After 30 years in motion pictures, Mr. Albertson, has been seen mostly in TV shows for past decade and recently completed part in installment of *Destry* at Revue.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Feb. 27 through March 4 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *educational. Ann.—announced.

New TV station:

ACTION BY FCC

*Orlando, Fla.—Florida Central East Coast Educational Television Inc. Granted CP for new TV on UHF channel 24 (530-536 mc); ERP 225 kw vis., 136 kw aur. Ant. height above average terrain 817 feet, above ground 829 feet. P. O. address c/o A. F. Edmunds, Director of ETV, Box 271, Orlando. Estimated construction cost $599,358; first year operating cost $116,758. Studio location Orlando, trans. location Winter Garden, Fla. Geographic coordinates 28° 33′ 30.9″ north latitude, 81° 35′ 37.5″ west longitude. Type trans. GE TT-56-A, type ant. GE TY-25-B. Legal counsel Norman E. Jorgensen, consulting engineer George P. Adair Engineering Co., both Washington. Principals: board of directors. Action March 2.

Existing TV stations

CALL LETTERS ASSIGNED

■ WKAB-TV Montgomery, Ala.—Montgomery Independent Telecasters. Changed from WCCB-TV.

■ KHQL-TV Albion, Neb.—Bi-States Co.

■ KHTL-TV Superior, Neb.—Bi-States Co.

■ WMGZ(TV) Mayaguez, P. R.—Antilles Broadcasting Corp.

■ WPSJ(TV) Ponce, P. R.—Antilles Broadcasting Corp.

New AM stations

APPLICATIONS

Saratoga Springs, N. Y.—Community Radio of Saratoga Springs, N. Y., Inc. 900 kc, 250 w, daytime. P. O. address Kent E. Jones, 71 West Avenue, Saratoga Springs. Estimated construction cost $1,000; first year operating cost $42,000; revenue $60,000. Principals: Kent E. (29.9%) and Francis P. Jones (29.2%), Paul R. Rouillard, Larrie G. Sutliff, Iona W. Robertson (each 11.7%), James E. Cudney and James M. Burke (each 2.9%). Messrs. Rouillard and Cudney are area businessmen; Mr. Burke is attorney; Mrs. Jones and Mrs. Robertson are housewives; Messrs. Jones and Sutliff are employes of WSPN Saratoga Springs. Applicant proposes to use facilities of WSPN, which suspended operations Feb. 9. Ann. Feb. 27.

Buena Vista, Va.—Altavista Broadcasting Corp. 1600 kc, 500 w, 1 kw LS, unl., DA-N. P. O. address Box 512, Altavista, Va. Estimated construction cost $23,500; first year operating cost $54,000; revenue $56,000. Principals: Theodore J. Gray Jr. (58.2%), M. E. Reynolds (6%) and others. Altavista Broadcasting is licensee of WKDE Altavista, Va. Ann. March 4.

Existing AM station

CALL LETTERS ASSIGNED

■ WWBC Cocoa, Fla.—Blue Crystal Broadcasting Corp.

New FM stations

ACTIONS BY FCC

Albany, Ga.—James S. Rivers Inc. Granted CP for new FM on 96.3 mc, 28 kw. Ant. height above average terrain 175.5 ft. P. O. address Box 611, Albany. Estimated construction cost $11,750; first year operating cost $6,500; revenue $8,500. Principals: James S. Rivers (52%), Herschel M., Telliver R., and Ronald S. Rivers (each 13%), R. Bruce Smith and Doris R. Rivers (each 4%). Mr. J. S. Rivers has controlling interest in WMJM Cordele (99%), WDOL Athens (66%), WTJH East Point (52%) and WACL Waycross (51%), all Georgia; Mrs. D. R. Rivers, his wife, WDOL (33.3%) and WACL (38%); Messrs. Ronald S. and Herschel M. Rivers (16% each) WTJH. Action Feb. 27.

Americus, Ga.—Americus Broadcasting Co. Granted CP for new FM on 94.3 mc, channel 232A, 3 kw. Ant. height above average terrain 183 feet. P. O. address c/o Charles C. Smith, Box 917, Americus. Estimated construction cost $10,583; first year operating cost $2,216; revenue $3,000. Americus is licensee of WDEC Americus. Action Feb. 27.

APPLICATIONS

*Stanford, Calif.—Board of Trustees of Leland Stanford Junior University. 90.1 mc, channel 211, ERP 6.9 w, unl. Ant. height above average terrain minus 238 feet. P. O. address Alf E. Brandin, 105 Encina Hall, Stanford University, Stanford, Calif. Estimated construction cost $2,047; first year operating cost $2,050. Principals: board of trustees. Ann. Feb. 26.

Hartford City, Ind.—Three J Radio Corp. 104.9 mc, channel 285A, ERP 3 kw, unl. Ant. height above average terrain 300 feet.

P. O. address John V. Russell, 211 West Main Street, Rural Loan Building, Hartford City. Estimated construction cost $19,942; first year operating cost $48,000; revenue $60,000. Principals: John R. and James B. Maddox and John V. Russell (each 33⅓%). All are local businessmen. Ann. Feb. 27.

Willmar, Minn.—Lakeland Broadcasting Co. 102.5 mc, channel 273, ERP 34.93 kw, unl. Ant. height above average terrain 390 feet. P. O. address H. Willard Linder, Box 777, Willmar. Estimated construction cost $38,887; first year operating cost $5,500; revenue $1,500. Principals: H. W. Linder (63.33%), H. Willard Linder, Irene Harriet Linder, M. R. Johnson, L. F. Johnson (each 8.33%) and V. W. Lundquist (3.33%). Mr. H. W. Linder has interest in KWLM Willmar, KTOE Mankato, KMHL Marshall, KLGR Redwood Falls, KDMA Montevideo, all Minnesota; Mr. H. Willard Linder has interest in KWLM, KTOE, and KDMA; Mrs. Linder has interest in KWLM and KDMA; Messrs. M. R. and L. F. Johnson are local businessmen; Mr. Lundquist is attorney. Ann. Feb. 27.

Erie, Pa.—Jet Broadcasting Inc. 103.7 mc, channel 279, ERP 17.3 kw, unl. Ant. height above average terrain 7 feet. P. O. address Myron Jones, 1635 Ash Street, Erie. Estimated construction cost $21,772; first year operating cost $15,500; revenue $18,000. Applicant is licensee of WJET Erie, Pa. Myron Jones is president of Jet Broadcasting. Ann. Feb. 28.

Covington, Va.—Earl M. Key. 100.9 mc, channel 265A, ERP 3 kw. Ant. height above average terrain minus 34 feet. P. O. address Box 710, Covington. Estimated construction cost $12,985; first year operating cost $2,634; revenue $3,000. Mr. Key, sole owner, is licensee of WKEY Covington. Ann. March 3.

Existing FM stations

CALL LETTERS ASSIGNED

■ *KCSB-FM Santa Barbara, Calif.—Regents of the University of California.

■ KIMN-FM Denver—KIMN Broadcasting Co.

■ *KCSU-FM Fort Collins, Colo.—State Board of Agriculture.

■ WZEP-FM De Funiak Springs, Fla.—Leonard Zepp.

■ WQIK-FM Jacksonville, Fla.—Rowland Broadcasting Inc.

■ WTOT-FM Marianna, Fla.—Chipola Corp.

■ WMFC(FM) Stuart, Fla.—Blue Water Broadcasting Inc. Changed from WSTU-FM.

■ WEMP(FM) Elwood, Ind.—Heart of Hoosier Land Inc.

■ WIXN-FM Dixon, Ill.—Russell G. Salter Inc.

■ KWDM(FM) Des Moines, Iowa—S.E.Q. Corp.

■ WLRS(FM) Louisville, Ky.—Kentucky Technical Institute Inc.

■ WFYC-FM Alma, Mich.—WFYC Inc.

■ WHSB(FM) Alpena, Mich.—Rogers City Broadcasting Co.

■ WMAJ-FM State College, Pa.—Centre Broadcasters Inc.

■ WLAT-FM Conway, S. C.—Coastal Broadcasting Co.

■ WTAW-FM College Station, Tex.—Radio Bryan Inc.

Ownership changes

ACTIONS BY FCC

WDIG Dothan, Ala.—Granted assignment of license from Jess M. Swicegood (100%), tr/as Houston Broadcasters, to Houston Broadcasters Inc., owned by Mr. Swicegood (99.94%), Joseph A. Holloway and Reuben A. Walker (each .03%). Consideration $20. Messrs. Holloway and Walker are officers of WDIG. Action Feb. 28.

WTHG Jackson, Ala.—Granted acquisition of positive control of licensee corporation, Jackson Broadcasting Inc., by Rowdy McGee (68% after sale, 48% before) through sale of stock by T. H. Gaillard Jr. (20% before). Consideration $15,000. Action Feb. 26.

KALF Mesa, Ariz.—Granted acquisition of positive control of licensee corporation, Maricopa County Broadcasters Inc., by Lee Ackerman (51% after transfer, 20% before) through purchase of stock from Sheldon A. Engel (20% after, 51% before). Consideration $53,875; includes assumption of notes. Action Feb. 28.

KTVU(TV) Oakland, Calif.—Granted transfer of control of licensee corporation, San Francisco-Oakland Television Inc., from Miami Valley Broadcasting Corp. (100%) to Cox Broadcasting Corp. (100%). Consideration: transfer of stock. Transaction involves reorganization of Cox broadcasting properties. Cox Broadcasting is owned by Atlanta Newspapers Inc. (45%), Dayton Newspapers Inc. (19.21%), Springfield Newspapers Inc. (20.35%), Jayren Corp. (5.50%), Robert H. Moody (1.65%), Raymond Sadler (1.28%), Ernest L. Adams (1.65%) and others. Also see WIOD-AM-FM Miami, WSB-AM-FM-TV Atlanta and WSOC-AM-FM-TV Charlotte, N. C., below. Action Feb. 27.

WIOD-AM-FM Miami and WHIO-AM-FM-TV Dayton, Ohio—Granted transfer of control of licensee corporation, Miami Valley Broadcasting Corp., from Dayton Newspapers Inc., et al. (100%) to Cox Broadcasting Corp. (100%). Consideration: transfer of stock. Transaction involves reorganization of Cox broadcasting properties. Cox Broadcasting is owned by Atlanta Newspapers Inc. (45%), Dayton Newspapers Inc. (19.21%), Springfield Newspapers Inc. (20.35%), Jayren Corp. (5.50%), Robert H. Moody (1.65%), Raymond Sadler (1.28%), Ernest L. Adams (1.65%) and others. Also see WSB Atlanta, below and WSOC Charlotte. N. C., below. Action Feb. 27.

WSB-AM-FM-TV Atlanta—Granted assignment of license from Atlanta Newspapers Inc. (100%) to Cox Broadcasting Corp. (100%). Consideration: transfer of stock. Transaction involves reorganization of Cox broadcasting properties. Cox Broadcasting is owned by Atlanta Newspapers Inc. (45%), Dayton Newspapers Inc. (19.21%), Springfield Newspapers Inc. (20.35%), Jayren Corp. (5.50%), Robert H. Moody and Ernest L. Adams (both 1.65%), Raymond Sadler (1.28%), and others. Also see WIOD-AM-FM Miami, above, and WSOC Charlotte, N. C., below. Action Feb. 27.

KGMB-AM-TV Honolulu, KHBC-AM-TV Hilo, and KMAU-TV Wailuku, all Hawaii—Granted transfer of control of licensee corp., Honolulu Star-Bulletin Inc., from A. S. Atherton, Chauncey B. Wightman, Chinn Ho et al to Chinn Ho, Alexander S. Atherton and Vincent J. Manno as voting trustees. No financial consideration involved. Action Feb. 27.

WLRW(FM) Champaign, Ill.—Granted assignment of license and SCA from L. Frank Stewart and Mervyn W. Ozier (each 50%), d/b as Modern Broadcasters, to Stewart Electronics, owned by L. Frank Stewart (100%). Consideration $23,000. Action Feb. 26.

WJAB Westbrook, Me.—Granted transfer of control of licensee corporation, Westbrook Broadcasting Inc., from Jacob Agger (51%), Leon M. Leavitt (19%), Halvdan Aase, John E. Willard Jr., and Philip Willard (each 10%) to Greater Portland Radio Inc., owned by Harlan G. Murrelle, Howard L. Green, John T. Stethers, Myron W. LaBarr, Albert E. Theetge, and Donald M. Simmons (each 16⅔%). Consideration $125,000. Mr. Green is officer of South Jersey Radio Inc., Pleasantville, N. J. Action Feb. 28.

WJAB Westbrooke, Me.—Granted assignment of license from Westbrook Broadcasting Inc., owned by Harlan G. Murrelle, Howard L. Green, John T. Stethers, Myron W. LaBarr, Albert E. Theetge and Donald M. Simmons (each 16⅔%), to Greater Portland Radio Inc., same owners. No financial consideration involved. Mr. Green is officer of South Jersey Radio Inc., Pleasantville, N. J. Contingent on grant of pending application to purchase control. Action Feb. 28.

KLFD Litchfield, Minn.—Granted transfer of control of licensee corporation, C. W. Doebler & Associates Inc., from C. W. Doebler (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. Action Feb. 27.

WNCN(FM) New York—Granted assignment of license and SCA from WNCN Inc., also licensee of WBCN(FM) Boston and WHCN(FM) Hartford, Conn., to SN Network Inc., owned by L. W. Frohlich. Consideration $467,000. Mr. Frohlich has advertising agency and other interests. Action March 2.

WSOC-AM-FM-TV Charlotte, N. C.—Granted transfer of control of licensee corporation, Carolina Broadcasting Co., from Miami Valley Broadcasting Corp. (100%) to Cox Broadcasting Corp. (100%). Consideration: transfer of stock. Transaction involves reorganization of Cox broadcasting properties. Cox Broadcasting is owned by Atlanta Newspapers Inc. (45%), Dayton Newspapers Inc. (19.21%), Springfield Newspapers Inc. (20.35%), Jayren Corp. (5.50%), Robert H. Moody (1.65%), Raymond Sadler (1.28%), Ernest L. Adams (1.65%) and others. Also see WIOD-AM-FM Miami and WSB-AM-FM-TV Atlanta, above. Action Feb. 27.

WOIO(FM) Cincinnati—Granted 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., licensee of WSAI-AM-FM Cincinnati. Consideration $4,776. Jupiter plans to switch WSAI-FM to WOIO's frequency. Action Feb. 26.

WONE-AM-FM Dayton—Granted assignment of license from WONE Inc. to Ohio Broadcasting Co., licensee of WHBC-AM-FM Canton, Ohio, and owner of WPDQ Jacksonville, Fla.; both WONE Inc. and Ohio Broadcasting are wholly owned subsidiaries of The Brush-Moore Newspapers Inc., Canton; Brush-Moore is owned by Thomas S. Brush, New York (23.73%) and others. No financial consideration involved. Eugene Carr is president of Ohio Broadcasting Co. Action Feb. 26.

KGAY Salem and KGAL Lebanon, both Oregon—Granted transfer of control of licensee corporation, Radio Wonderful Willametteland Inc., from Harry Rubenstein (25%) and Lawrence Black (8⅓%) to Glen Stadler (66⅔% after transfer, 33⅓% before); other ownership remains same. Consideration $17,500. Action Feb. 28.

WCBG Chambersburg, Pa.—Granted acquisition of negative control of licensee corporation, Reese Broadcasting Corp., by Norman E. Messner (25% before sale, 50% after) through purchase of stock from John Norris (25% before). Consideration $21,000. Action Feb. 27.

WAPA San Juan, P. R.—Granted assignment of license from Jose R. Quinones (100%) to Hearst Radio Inc., subsidiary of Hearst Corp. Consideration $708,000. Hearst Corp. owns WBAL-AM-FM-TV Baltimore, WISN-AM-FM-TV Milwaukee, WTAE(TV), WRYT-AM-FM Pittsburgh. Firm also has wide newspaper holdings. Action Feb. 28.

KBUY Amarillo, Tex.—Granted transfer of control of licensee corp., Radio KBUY Inc., from Giles E. Miller (17.1% before transfer, 37.3% after), GEMCO Inc. (2%), Radio KPCN Inc. (1.4%), voted by G. E. Miller, Betty Jane Miller (17.1% before, 37.3% after), Mercantile National Bank (40.4% before) and others to Giles E. and Betty Jane Miller as family group, through purchase of stock from Mercantile National Bank. Also see KPCN Grand Prairie, Tex., below. Consideration $8,073. Action Feb. 27.

KPCN Grand Prairie, Tex.—Granted transfer of control of licensee corp., Radio KPCN Inc., from Giles E. and Betty Jane Miller (each 17.1% before transfer, 37.3% after), GEMCO Inc. (.7%), voted by G. E. Miller, Radio KBUY Inc. (2.7%), Mercantile National Bank (40.4% before) and others to Giles E. and Betty Jane Miller as family group, through purchase of stock from Mercantile National Bank. Consideration $36,329. Also see KBUY Amarillo, Tex., above. Action Feb. 27.

APPLICATIONS

WTLN Apopka, Fla.—Seeks assignment of CP from Tom Harvey Moffit (100%) to Alton Rainbow Corp., owned by Tom Harvey Moffit (100%). No financial consideration involved. Ann. Feb. 27.

WHOW Clinton, Ill.—Seeks acquisition of positive control of licensee corp., Cornbelt Broadcasting Co., by J. R. Livesay (33.72% before purchase, 65.23% after) through purchase of stock from Rolland O. Looper (49.78% before). Consideration $33,282. Mr. Looper is selling all of his stock; remaining 18.27% involved in transaction will go to Mrs. Livesay (16.5% before, 28.83% after), Shirley L. Herrington (2.97%) and Jim R. Livesay II (2.97%). Ann. March 4.

WISZ Glen Burnie, Md.—Seeks assignment of license from Southfield Broadcasting Inc., owned by L. W. Gregory (100%), to WISZ Inc., owned by Harold H. Hersch and Samuel J. Cole (each 40%) and L. W. Gregory (20%). Consideration $175,000. Messrs. Hersch and Cole have interest in WPRW-AM-FM Manassas, Va. Ann. March 2.

KBMW Breckenridge, Minn.—Seeks assignment of license from Interstate Broadcasting Corp., owned by Robert E. (90.52%) and Mary Jean Ingstad (4.31%), George F. Kaufmann (4.31%) and Alfred G. Berry (.86%), to KBMW Inc., owned by D. Eldon Lum (40%), J. W. Wellington (20%), George

PROFESSIONAL CARDS

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Associate
George M. Sklom
19 E. Quincy St. HIckory 7-2401
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KANSAS CITY 14, MISSOURI

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Multronics Building
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(a suburb of Washington)
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889 El Puente Lane P.O. Box 888
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Service Directory

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103 S. Market St.,
Lee's Summit, Mo.
Phone Kansas City, Laclede 4-3777

CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.,
Cambridge 38, Mass.
Phone TRowbridge 6-2810

PAUL DEAN FORD
Broadcast Engineering Consultant
R. R. 2, Box 27 47885
West Terre Haute, Indiana
Drexel 7597

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, March 4

	ON AIR Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,856	84	104	287
FM	1,117	38	132	268
TV	522[1]	60	82	128

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, March 4

	VHF	UHF	TV
Commercial	477	95[2]	572[1]
Noncommercial	53	29	82

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Jan. 31

	AM	FM	TV
Licensed (all on air)	3,856	1,117	522[1]
CP's on air (new stations)	84	38	60
CP's not on air (new stations)	102	116	79
Total authorized stations	4,042	1,271	661
Applications for new stations (not in hearing)	178	236	63
Applications for new stations (in hearing)	105	20	60
Total applications for new stations	283	256	123
Applications for major changes (not in hearing)	208	62	44
Applications for major changes (in hearing)	43	2	7
Total applications for major changes	251	64	51
Licenses deleted	0	0	1
CP's deleted	1	0	0

[1] Does not include six licensed stations off air.
[2] Includes three noncommercial stations operating on commercial channels.

F. Kaufmann, B. P. McCusker, Robert Caspers and Vernon M. Johnson (each 10%). Consideration $110,000. Mr. Wellington is employe of U. S. Department of the Interior; Mr. Lum has 50% interest in newspaper, Richland County Farmer Globe; Mr. McCusker is retired; Mr. Caspers is local businessman; Mr. Johnson is attorney. Interstate Broadcasting is licensee of KEYD Oakes, N. D. Ann. Feb. 27.

KEYL Long Prairie, Minn.—Seeks transfer of control of licensee corp., Communications Associates Inc., from Walter F. Morrison, Charles H. Fee and Harold Jahnke (each 33⅓%) to Jerald and Douglas Stenoien (each 50%). Consideration $27,000. Jerald Stenoien is employe of KUOM Minneapolis; Douglas Stenoien is Des Plains, Ill., businessman. Ann. Feb. 27.

KLWT Lebanon, Mo.—Seeks relinquishment of negative control of licensee corp., Lebanon Broadcasting Co., by O. R. Wright (50% before, 48+% after), through purchase of treasury stock by Mildred Ashenhursts (48.38% before, 48+% after). Consideration $566. Ann. March 2.

WNDR Syracuse, N. Y.—Seeks acquisition of positive control of licensee corp., Syracuse Broadcasting Corp., by estate of Arthur C. Kyle (23.1%), David M. Kyle (18.5%) and Arthur C. Kyle, Jr. (4.8% before sale, 15.8% after) as family group through purchase of stock from Neldon L. Kidd (11% before). Consideration $8,300. Ann. Feb. 27.

WONO(FM) Syracuse, N. Y.—Seeks transfer of control of licensee corp., Sentinel Heights FM Broadcasters Inc., from Milton J. Rubenstein (24.5% before), Richard B. Shannon (18.5% before), John F. Dougherty (14% before), Joseph Brown (6.5% before), Daniel E. Dwyer (5% before), Herbert H. Heim and Darrell H. Badore (each 3.5% before) and Bernard J. Lipsy (.75% before) to Henry Fogel and Stephen Jacobs (each 38⅛% after). Consideration $1. Messrs. Fogel and Jacobs are employes of WONO(FM). Ann. Feb. 27.

KQDY Minot, N. D.—Seeks assignment of license from D. Gene Williams, Delbert Bertholf, Jack W. Birchill and H. T. Searle (each 25%), d/b as Dakota Broadcasters, to People's Radio Association, a non-profit corp. owned by Gordon L. Beck, Gerald M. Swanson, J. Merrill Tannehill and A. Orville Helgeson (each 25%). Consideration $92,500. Messrs. Beck, Swanson and Helgeson are associated with various religious organizations; Mr. Tannehill is farmer. Also see KSVN Ogden, Utah, below. Ann. Feb. 27.

WKET-FM Kettering, Ohio—Seeks assignment of license from Speidel Broadcasting Corp., owned by Speidel Broadcasters Inc. (100%), to University of Dayton (100%). Consideration $22,500. Speidel Broadcasters is owned by Joe (99.45%) and Jean W. Speidel (.55%), has interest in WOIC Columbia, WPAL Charleston, WLNN Florence, all South Carolina, WSOK Savannah, Ga., and WHIH Portsmouth, Va. Concurrent with transaction, Mr. Speidel is making gift of $27,500 in general stock to University of Dayton. Ann. Feb. 27.

WBRJ Marietta, Ohio—Seeks assignment of CP from Will P., William E. and Betty C. McKinney, Jane M. and Daniel W. Burton, and Robert E. and Ruth M. Schornstheimer (each 14.28%), d/b as The Radiocasters, to 5kw Inc., owned by Times Co. (68.15%), Will P. (4.55%) and Betty C. McKinney (9.10%), Robert E. and Ruth M. Schornstheimer (each 4.55%), and Daniel W. Burton (9.10%). Consideration $15,000. Stockholders of Times Co. are all partners of assignor. Times Co. is publisher of Marietta Times. Ann. March 4.

WNXT Portsmouth, Ohio—Seeks assignment of license from WNXT Inc., owned by Leonard Feldman (62.5%), Abraham R. Ellman (35%) and others, to Zanesville Publishing Co., owned by Clay and Arthur S. (each 47.5%) and William O. Littick (5%). Consideration $262,500. Zanesville Publishing has interest in WHIZ-FM-TV Zanesville, Ohio and is licensee of WTAP-AM-TV Parkersburg, W. Va. Ann. March 3.

KTUL-TV Tulsa, Okla.—Seeks assignment of license from Tulsa Broadcasting Co., owned by John T. Griffin (56.50%), James C. (3.62%) and Marjory Griffin Leake (39.-46%) and Bryan Mathes and Bryan Cole (each .21%), to KATV Inc., owned by John T. Griffin (55.81%), James C. (16.01%) and Marjory Griffin Leake (28.09%). Consideration transfer of stock. Tulsa Broadcasting will pass out of existence through merger with KATV Inc. KATV Inc. is licensee of KATV(TV) Little Rock, Ark., and has 50% interest in Oklahoma Television Corp., licensee of KWTV(TV) Oklahoma City. Ann. Feb. 27.

WCBG Chambersburg, Pa.—Seeks transfer of control of licensee corp., Reese Broadcasting Corp., from Norman E. Messner (50% before, 51% after), Samuel R. Youse (25% before) and Lester J. Grenewalt (25% before) to Norman E. (51%) and Molly Darr Messner (49%). Consideration $120,000. Mrs. Messner is housewife; Messrs. Youse and Grenewalt have interest in WABW Annapolis, Md., and WGSA Ephrata, Pa. Ann. March 4.

KSVN Ogden, Utah—Seeks assignment of license from North American Broadcasting Co., owned by George I. Norman Jr. (50.6%), C. Arnold Ferrin Jr. (6.9%), Bruce Browning and Louis S. Perry (each 5%), Frank Nelson Jr. (3.8%), Janet P. Ellis (3.5%), Cloyd Wangsgard, Gene Fullmer, Vaughn Soffe, Glenn W. Adams (each 2.5%) and others, to People's Radio Association, owned by Gordon L. Beck, Gerald M. Swanson, J. Merrill Tannehill and A. Orville Helgeson (each 25%). Consideration: Assignor is retaining all physical assets, but is to receive $20,000 for good will of KSVN. Messrs. Beck, Swanson and Helgeson are associated with various religious organizations; Mr. Tannehill is farmer. Ann. Feb. 27.

WDEF-AM-TV Chattanooga, Tenn.—Seeks assignment of license from WDEF Broadcasting Co., owned by Carter M. Parham (21.44%) and others, to Roy H. Park Broadcasting of Tennessee Inc., owned by Agricultural Advertising & Research Inc. (100%). Consideration approximately $2,000,000 (to be determined by formula at later date). Mr. Roy H. Park owns Agricultural Advertising & Research Inc. (100%); has interest in KREB Shreveport, La., WNCT-FM-TV Greenville, WGTC Greenville, WECT-TV Wilmington, all North Carolina. Ann. March 2.

KFYN Bonham, Tex.—Seeks assignment of license from Cyril W. (50⅔%) and C. Winsett Reddoch (16%) and Ralph L. Hooks (33⅓%), d/b as Bon-Tex Radio, to John T. Cauley (100%). Consideration $90,000. Mr. Cauley is manager of KFYN; Mr. Cyril W. Reddoch has interest in KDLA DeRidder and KREH Oakdale, both Louisiana, and KSTV Stephenville, Tex.; Mr. Hooks has interest in KREH and KSTV; Mr. C. Winsett Reddoch has interest in KREH. Ann. March 2.

WCTL(TV) Washington—Seeks acquisition of positive control of permittee corp., Capital Broadcasting Co., by Milton Grant (50% before purchase, 50.2% after) through purchase of stock from A. Dana Hodgdon (50% before, 18% after). Consideration $5. Mr. Grant owns 25% and votes 25.2% in trust; Mr. Hodgdon owned 26% and voted 24% in trust, is giving up trust and selling 160 shares of own stock. Other new stockholders: Edward Mernone (19%), Philip Johnson (6%), John Posey (.6%) and Dennette Harrod (.7%). Ann. Feb. 26.

WKAZ-AM-FM Charleston, W. Va.—Seeks assignment of license from Radio WKAZ Inc., owned by Judith S. Scofield (30%), Mack Shopnick (20%), Hartley L. and Margery S. Samuels (each 15%) and Charles and Lottie Riedel (each 10%), to WKAZ Inc., owned by Bristol Broadcasting Inc. (100%). Consideration $205,000. Bristol Broadcasting is licensee of WPHG Bristol, Va., and owns license of WKOY Bluefield, W. Va. Mr. W. C. Nininger is president of WKAZ Inc. Ann. March 3.

WVVW Grafton, W. Va.—Seeks transfer of control of licensee corp., WVVW Inc., from Patrick W. and Jean S. Larkin (each 35%) to Jean S. Larkin (70%), executrix of estate of Patrick W. Larkin. No financial consideration involved. Ann. Feb. 27.

Hearing cases

INITIAL DECISIONS

■ Commission gives notice that Jan. 8 Initial Decision which looked toward (1) granting applications of Community Broadcasting Inc. to increase power of WHPB Belton, S. C., from 500 w to 1 kw, continued operation on 1390 kc, D, and Cleveland County Broadcasting Inc. for change of operation of WADA Shelby, N. C., on 1390 kc, from 500 w, D, to 1 kw-LS, 500 w-N, DA-N, both conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Docket 14419 and added condition to Community and (2) granting motion by Community to extent of severing application from consolidated proceedings, became effective Feb. 27 pursuant to Section 1.276 of rules. Action March 4.

■ Hearing Examiner Elizabeth C. Smith issued Initial Decision looking toward granting application of L. N. Ostrander & G. A.

Wilson, d/b as Eastside Broadcasting Co. for new daytime AM on 1540 kc, 10 kw, DA, in Phoenix, Ariz. Action March 2.

■ Hearing Examiner Thomas H. Donahue issued Initial Decision looking toward granting application of James S. Rivers Inc. to change facilities of WJAZ Albany, Ga., from daytime only to unl., with 1 kw-N, DA-2, continued operation on 960 kc, 5 kw-LS; conditions. Action Feb. 28.

OTHER ACTIONS

■ Commission rescheduled order of oral arguments to be held March 26 as follows: 9:30 a.m.—proceeding involving National Broadcasting Co., RKO General Inc. and Philco Broadcasting Co.; Commissioners Cox and Loevinger not participating; and 2:00 p.m.—proceeding on application of Avoyelles Broadcasting Corp. for new AM in New Roads, La. Commissioner Cox not participating. Action March 4.

Routine roundup

ACTIONS BY REVIEW BOARD
ACTIONS ON MOTIONS

■ By memorandum opinion and order denied motion by B.B.C. Inc. (KCBN), Reno, Nev., to enlarge issues in proceeding on application of Verne M. Miller for new AM in Crystal Bay, Nev. Action March 4.

■ Granted petition by Al-Or Broadcasting Co. to extent of extending time to March 12 to file exceptions to initial decision in proceeding on application for new AM in Mebane, N. C. Action March 4.

■ Granted petition by Cleveland Telecasting Corp. to extend time to March 16 to file appeal from examiner's Feb. 25 adverse ruling in Cleveland TV channel 65 proceeding in Dockets 15248-50. Action March 2.

■ By memorandum opinion and order granted petition by Robert Sherman (KHOE), Truckee, Calif., for leave to intervene in proceeding on application of Verne M. Miller for new AM in Crystal Bay, Nev., in Docket 14841. Action March 2.

■ Scheduled oral argument for March 31 in proceeding on AM application of Easton Broadcasting Co. (WEMD), Easton, Md., in Docket 14877. Action March 2.

■ Granted motion by Dutchess County Broadcasting Corp. to correct transcript of oral argument in proceeding on AM application of Hudson Valley Broadcasting Corp. (WEOK), Poughkeepsie, N. Y. Action Feb. 28.

■ Dismissed petition by O'Connor Broadcasting Corp. to extend time to March 5 to file reply to Broadcast Bureau's opposition to O'Connor's petition for rehearing in proceeding on AM application of KPLT Inc. (KPLT), Paris, Tex. Action Feb. 28.

■ Denied motion by Spartan Radiocasting Co. to extend time from March 2 to March 5 to file motion to enlarge, change or delete issues in proceeding on application for new VHF translator in Asheville, N. C. Member Pincock dissented. Action Feb. 28.

■ Denied petition by Springfield Television Broadcasting Corp. to extend for 15 days time to file motion to enlarge, change or delete issues in Toledo, Ohio, TV channel 79 proceeding in Dockets 15326-8. Member Pincock not participating. Action Feb. 28.

■ Members Berkemeyer, Pincock and Slone adopted decision which granted applications of Bluestem Broadcasting Inc. (KVOE), Emporia, Kans., and KAYS Inc. (KAYS), Hays, Kans., to increase daytime power from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N; conditions. June 12, 1963 Initial Decision looked toward action. Action Feb. 26.

By Chief Hearing Examiner
James D. Cunningham

■ By memorandum opinion and order in proceeding on applications of La Fiesta Broadcasting Co. and Mid-Cities Broadcasting Corp. for new AM's in Lubbock, Tex., denied La Fiesta's petition requesting that May 11 further hearing be held in Lubbock, instead of Washington. Action Feb. 26.

■ Amended Feb. 10 order in proceeding on AM application of Middlesex Broadcasting Co. (WCNX), Middletown, Conn., to provide that March 9 prehearing conference will be convened at 10:00 a.m. in lieu of 9 a.m. Action Feb. 27.

By Hearing Examiner Basil P. Cooper

■ Pursuant to agreements reached at Feb. 28 prehearing conference in proceeding on application of Noble Broadcasting Corp. for renewal of license of WILD, Boston, continued March 16 evidentiary hearing to date to be specified at conclusion of further prehearing conference to be held on March 23. Action March 2.

By Hearing Examiner Thomas H. Donahue

■ In proceeding on AM applications of Meredith Colon Johnston (WECP), Carthage, and William Howard Cole (WHOC), Philadelphia, both Mississippi, in Dockets 15269, 15231, granted petition by Johnston for leave to amend application to specify correct site coordinates and provide application with photograph of site. Action Feb. 28.

By Hearing Examiner Charles J. Frederick

■ In consolidated proceedings on revocation of license of Radio Station WTIF Inc. (WTIF), Tifton, Ga.; WDMG Inc. for renewal of license of WDMG Douglas, Ga.; WMEN Inc. for renewal of license of WMEN, Tallahassee, Fla.; and B. F. J. Timm for new AM in Jacksonville, Fla., ordered that (1) Tifton and Douglas, Ga., phases of proceeding shall be held in Tifton at time and place previously announced; (2) examiner shall entertain motions in Tifton, if any party chooses to make such motion, to hold such other phases of proceeding as may be deemed proper in Tallahassee at time to be determined when, and if, such motion is acted upon favorably, and (3) if proceeding is not moved to Tallahassee, hearing on all four dockets shall continue on in Tifton. Action March 2.

ETV fund grants

Following grants for matching federal funds for educational television have been announced by Department of Health, Education and Welfare:

■ Orlando, Fla.—Florida East Coast Educational Television Inc.; for $239,-375 to activate and provide ant., trans. and studio equipment for channel 24 Orlando, Fla.; total project cost $478,-749.

■ University Park, Pa.—Pennsylvania State University; for $200,000 to activate and provide ant., trans. and studio equipment for channel 3, Clearfield, Pa.; total project cost $700,221.

By Hearing Examiner Charles J. Frederick

■ In proceeding on applications of Cleveland Broadcasting Inc. and Community Telecasters of Cleveland Inc. for new TV's on channel 19 in Cleveland granted petition by Community Telecasters to continue from March 2 to April 3 date for exchange of affirmative cases, March 13 to April 17 for off-the-record preliminary review of exhibits, March 18 to April 27 hearing on admissibility of exhibits, and to reschedule March 30 hearing for May 6. Action Feb. 26.

By Hearing Examiner Millard F. French

■ On own motion, scheduled further hearing for March 17 in proceeding on AM applications of Saul M. Miller, Kutztown, and Bi-States Broadcasters, Annville-Cleona, both Pennsylvania. Action Feb. 27.

By Hearing Examiner Walther W. Guenther

■ Granted petition by respondent Finley Broadcasting Co. (KSRO), Santa Rosa, Calif., to continue March 2 hearing to March 3 in proceeding on application of Bay Shore Broadcasting Co. for new AM in Hayward, Calif. Action Feb. 28.

By Hearing Examiner Isadore A. Honig

■ By order formalized certain agreements reached at Feb. 25 prehearing conference in proceeding on applications of Community Broadcasting Service Inc. and Mortimer and Vivian Eliza Hendrickson for new FM's in Vineland, N. J., scheduled March 30 for exchange of exhibits and continued March 18 evidentiary hearing to April 14. Action Feb. 25.

■ In proceeding on application of Verne M. Miller for new AM in Crystal Bay, Nev., (1) issued order following Feb. 26 further prehearing conference and scheduled certain procedural dates and hearing for July 14 on applicant's direct affirmative case under existing issues; and (2) issued memorandum formalizing ruling made at February 26 further prehearing conference and dismissed letter request of James E. McKahan (KSUE), Susanville, Calif., for extension of date for exchanging respondents' rebuttal exhibits from Jan. 27 to new date in May. Action Feb. 27.

By Hearing Examiner H. Gifford Irion

■ In proceeding on AM applications of Holston Broadcasting Corp. and C. M. Taylor for new AM's in Elizabethton and Blountville, respectively, both Tennessee, in Dockets 15111-2, granted Taylor's request to continue March 16 hearing to April 14. Action Feb. 27.

By Hearing Examiner Jay A. Kyle

■ Pursuant to March 2 prehearing conference in proceeding on applications of Chronicle Publishing Co. (KRON-TV) and American Broadcasting-Paramount Theatres Inc. (KGO-TV), San Francisco, in Dockets 12865-6, scheduled April 15 for exchange of exhibits and May 6 for hearing. Action March 2.

■ On own motion, rescheduled March 2 prehearing conference from 9:00 a.m. to 2:00 p.m., that date, in proceeding on applications of Chronicle Publishing Co. (KRON-TV) and American Broadcasting-Paramount Theatres Inc. (KGO-TV), both San Francisco. Action Feb. 25.

By Hearing Examiner Herbert Sharfman

■ In proceeding on AM applications of Marietta Broadcasting Inc. (WBIE), and Cobb County Broadcasting Co., both Marietta, Ga., in Dockets 15319-15320, dismissed petition by Marietta to enlarge financial issues. Action Feb. 28.

■ Issued statement and order after Feb. 24 further prehearing conference in Boston TV channel 5 proceeding granting motion by Greater Boston TV Inc. to continue date for exchange of exhibits from March 2 to March 23, date for further prehearing conference from March 12 to April 9 and hearing from March 23 to April 13. Action Feb. 25.

■ In proceeding on AM applications of Marietta Broadcasting Inc. (WBIE) and Cobb County Broadcasting Co., both Marietta, Ga., granted request by Cobb County to continue March 2 prehearing conference to March 5. Action Feb. 26.

By Office of Opinions and Review

■ Granted petition by Broadcast Bureau to extend time to March 5 to file replies to petition for reconsideration in whole or in part and/or for stay of proceedings and other relief and petition to change issues in proceeding on application of American Colonial Broadcasting Corp. to change trans. site of WSUR-TV (ch. 9), Ponce, P. R. Action March 2.

BROADCAST ACTIONS

by Broadcast Bureau
Action of March 3

WSPN Saratoga Springs, N. Y.—Granted request to cancel operating authority; delete call letters.

Actions of March 2

WAXE Vero Beach, Fla.—Regranted assignment of licenses to Shargo Inc. conditioned that assignment be consummated prior to March 27. Previous consummation date attached to Jan. 30 grant could not be met.

■ Granted renewal of licenses for following: WEEE Rensselaer, N. Y.; WAXE Vero Beach, Fla.

WLOX-TV Biloxi, Miss.—Granted CP to change trans. location to near McHenry, Miss.; change ERP to 316 kw visual and 158 kw aural; type trans. and type ant., make changes in ant. system and equipment, and change ant. height to 1330 feet.

Actions of Feb. 28

WMPO Middleport-Pomeroy, Ohio—Granted request to continue existing presunrise operation with non-DA and reduced power of 1 kw between hours of 4 a.m. and LS until final decision is reached in Docket 14419 or until directed to terminate such operation, whichever occurs first.

KOLO Reno, Nev.—Granted request to continue existing presunrise operation with non-DA and reduced power of 1 kw between the hours of 4 a.m. and LS until final decision is reached in Docket 14419 or until directed to terminate such operation, whichever occurs first.

WTAO Cambridge, Mass.—Waived Sect. 73.30(a) of rules to extent of permitting relocation of main studio at WXHR(FM) main studio, approximately five miles northwest of corporate limits of Cambridge at Zion Hill, west of Ridge Street, Woburn. WTAO to continue to identify as Cambridge.

WFMQ(FM) Chicago, Ill.—Granted mod. of licenses to change name to WFMQ Inc.;

Continued on page 107

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE, WANTED TO BUY STATIONS & EMPLOYMENT AGENCIES advertising require display space.*
- All other classifications, 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO—Help Wanted

Management

Manage establish remote studio, 5000 population. Must sell, announcer. Box C-192, BROADCASTING.

Sales

Detroit. Experienced top salesman, capable of management. Good salary plus with top station, multiple chain. Please write fully. Box B-262, BROADCASTING.

Aggressive salesman . . . capable of becoming sales manager . . . needed by growing good music station in Penna.'s 3rd market . . . good chance for small market man to move up. Send details & resume first letter to Box C-99, BROADCASTING.

California major market—fulltime well established adult radio station in fast growing area. Needs sharp, energetic, experienced time salesman. Substantial guarantee, commission, and a future with an expanding organization. An opportunity seldom seen in this market. If not interested in making above-average income do not apply. Send complete resume to Box C-121, BROADCASTING.

Experienced salesman for Northern New Jersey fulltime operation. Good base salary, high commissions, and exclusive areas! Lucrative offer for right man. Box C-163, BROADCASTING.

Wanted: Experienced sales manager-salesman. Preferably RAB trained with proven sales record. References. Photo. Excellent salary. Box C-167, BROADCASTING.

Wanted: Experienced sales promotion man with proven ratings, contests, programing. Box C-168, BROADCASTING.

Excellent permanent sales opportunity. Reside in Salt Lake City. All replies held in strictist confidence. Box C-170, BROADCASTING.

Experienced salesman-announcer. Adult operation. KDWA, Hastings, Minnesota.

Wanted: Good experienced salesman. $500 guaranteed plus. KSEN, Shelby, Montana.

Florida beckons sales-announcer combo, with emphasis on sales. Guaranteed earnings until you can prove yourself. No drifters. Must be able to sell, write copy and tape for airing. Send resume to WFTW, P. O. Box 10, Ft. Walton Beach, Fla. No phone calls.

Salesman-airman . . . progressive, youthful, medium market station wants ambitious time salesman with air ability for limited number of shows. Job has potential to become number two man at station for hardworker. Contact Richard Scholem, WTIG, Massillon, Ohio, TE 2-5023.

Announcers

Experienced staff announcer for good music kilowatt near Chicago. Excellent starting salary, many extra benefits for mature man who can gather, write and deliver news, newsmobile reports, plus bright music shows. Send tape, complete resume, telephone number, Box B-299, BROADCASTING.

Religious chain operator expanding. Needs top religious experienced personnel in all phases of radio. Send complete resume and picture. Box C-10, BROADCASTING.

Announcers—(Cont'd)

Immediate opening for experienced announcer knowing radio with ambition to be station manager. Small market FM with good music AM format. Resume and tape, no prima donna's. Box C-20, BROADCASTING.

Radio announcer join long established outlet in southern Arizona medium market. Acute need. First required. Good music format. Mature voice and attitude. Must write copy, production, follow through on various assignments in limited staff operation. Experienced hard workers apply. Prima donnas don't bother. Send tape, resume to Box C-83, BROADCASTING.

We have an immediate opening for the right man who desires a challenging career in radio. We program strong on sports, news, farm, and special events, and do a considerable amount of production work. There's plenty of advancement possible in progressive 2 station group. If interested please send tape, references and full resume. Box C-101 BROADCASTING.

Mid-western radio-TV in good market needs experienced, steady man for board work and some TV. News experience helpful. Third class ticket required. Send tape and resume. Box C-131, BROADCASTING.

Staff expansion—needed immediately topflight DJ for West Coast fulltimer. Send tape and resume to Box C-147, BROADCASTING.

Experienced announcer for Northern New Jersey full-time operation. Send tape photo and resume immediately. Box C-162, BROADCASTING.

Small market station seeks experienced newsman with authoritative, literate delivery—ability to gather, write and re-write. Also experienced, middle-of-road, versatile dj. Send resume, including credit references and tape to Box C-166, BROADCASTING.

Announcer salesman for daytime station in Eastern North Carolina. Send tape and resume, Box C-175, BROADCASTING. Excellent opportunity for right man.

N.Y.C. area, station seeks experienced announcer with mature voice, polished delivery, thorough knowledge of middle-of-the-road music. Air check and resume to Box C-180, BROADCASTING.

East Coast top 10 market, top rated station offers an unusual opportunity. Top 40 personality wanted. Must be strong on commercials and production. Send tape and particulars. Box C-195, BROADCASTING.

Announcer for station in growing Texas Gulf Coast area. Start $455 monthly. KBRZ, Freeport, Tex.

Experienced morning man for "Happy Sound" middle-of-the-road station. Best equipment, crew, and working conditions in area. $85 per week first month then $90, plus 10% on sales and servicing. Send photo, tape, and resume to Roy A. Maple, KIML Radio, Gillette, Wyoming.

If you are this man, please answer, if not please don't answer: Experienced announcer who can write copy, first class ticket, dependable, self starter, good typist who can handle traffic and has good references. I want you to be my assistant and will give you opportunity to manage proposed new station. Write fully to Si Willing, KMAR, Winnsboro, La. ZIP 71295.

Announcers—(Cont'd)

Opening March 15. Announcer with possible sales. Need one more staff member for complete congienal staff, KLEX, Lexington, Missouri.

Announcer for 1,000 watt Southeastern Michigan fulltimer. Nite shift open. Must have knowledge of good music. Also experience in airing news. Good starting salary, working conditions. Paid vacations and fringe benefits. Send resume and other information to Gene Baril, Program Director WABJ, Adrian, Michigan.

Announcer with first phone, no maintenance. WAMD, Aberdeen, Md.

Need immediately newsman-announcer to gather, write and report for quality news operation. Send resume, tape, photo. WASA, Havre de Grace, Md.

Wanted . . . A mature, experienced staff announcer. Must be strong on news and commercials. WCEN, Mt. Pleasant, Michigan.

Announcer, Live, swinging personality, top 40 operation. WHSL, Wilmington, N. C.

Immediate opening for morning man. Some experience required, WNJH, Hammonton, N. J.

Announcer-engineer combo with first class license. Send full info to Earl Peterson, WPLB, Radio, Greenville, Michigan or phone PLaza 4-3656.

Morning personality with three or more years experience needed for adult format station with good facilities. Send air check, resume, class of FCC license and other pertinent data to manager, WRTA, Altoona, Pennsylvania.

Young, energetic, first phone, all night dj wanted by modern central New York operation. Rush resume, tape, photo and references to: Bill Quinn, WTLB, Utica, New York.

Alert, aggressive newsman wanted by number one upstate New York station. Send tape, resume, photo and references to: Paul Lockwood, WTLB, Utica, N. Y.

Immediate opening—announcer, first phone for 5 kw, Orlando, Florida. Send tape and resume, references checked. Manager, WTLN, Apopka, Florida.

Announcer—mature, first phone ticket. No maintenance. WTVB, Coldwater, Michigan.

Complete staff new 5 kw day tight pop music in Seattle. Airmail tapes, info to: Radio, 1728 Sherman, Denver, Colorado. 80203.

Top quality announcer—prefer experienced with interest in public affairs and special events programs. Family man preferred. Ideal location in university town with many cultural and educational advantages. E. M. Sears, Box 62, Bloomington, Indiana.

Technical

Maintenance chief for Southwest station. Must have superior technical qualifications. Box C-88, BROADCASTING.

Wanted: Good engineer. Knowledge, repair, audio video tape recorders. Maintain AM, TV transmitters. KAVE-AM-TV, Carlsbad, New Mexico.

Chief engineer, transmitter studio maintenance. Three bedroom house, heat, utilities and up to $300 monthly. WRFK-FM, 3401 Brook, Richmond, Virginia.

Technical—(Cont'd)

Need experienced first phone engineer. Light announcing. Light maintenance. Send audition tape and information. WSYB, Rutland, Vermont.

Central New York operation has an immediate opening for an experienced chief engineer. If you have served as chief—or have the technical background to move up to such a position—rush all details including photo and references to: William Dudley, WTLB, Utica, New York.

Chief engineer. WTTN-AM-FM, Watertown, Wisconsin. Send details, references.

New installation. Searching for chief engineer to supervise construction and installation of FM station. Maximum power and altitude, with micro-relay remote for Mono, Stereo and SCA. Will serve Arkansas, Oklahoma. If interested in tackling this challenge send resume and qualifications to Engineering Valley Corp., 1780 Tower Bldg., Little Rock, Arkansas.

Broadcast equipment engineers—Need engineers with station experience for design development and field service and test work. Ideal location in university town with many cultural and educational advantages. E. M. Sears, Box 62, Bloomington, Indiana.

Production—Programing, Others

Young aggressive, ambitious program director. Are you an idea man? Can you gimmick up a station with audience getting promotions? Can you produce selling spots using station talent and sound libraries. Can you increase station ratings with one hard hitting promotion after another? If you can, then you're our man! You'll start as program director of our headquarters station of a group of stations and if you do a good job you'll take over as group program director and travel the circuit. We don't want a big shot reputation. We want an ambitious young man seeking to establish himself but we ask that you have evidence of your past accomplishments. We have the stations and the major markets to prove your talent. Salary is open with a sizable bonus if you are able to produce the ratings. Our station group programs to the Negro audience but we don't require a P.D. with Negro experience but rather one with ideas and imagination. Send detailed resume including past earnings record. Box B-300, BROADCASTING.

Experienced copy writer with ideas for production commercials and station promotional ideas. Send experience and sample copy to Box C-21, BROADCASTING.

Experienced, dependable newsman-photographer, adept at gathering and writing news. Box C-87, BROADCASTING.

News-special events director needed for adult-format, strong public affairs 5 kw Eastern station. Consider #2 man now in active news department or news editor from smaller station. Resume, tape and salary required to Box C-90, BROADCASTING.

Program director to do air work and head up aggressive and expanding operation. Experience, successful background and knowledge of music important. Good habits. Great Lakes, Box C-149, BROADCASTING.

Wanted: Merchandising girl, copy writing, announcing and public relations. Top salary. Box C-169, BROADCASTING.

News Director for sizeable station near N.Y.C. Must have supervisory experience. Send tape, samples of your writing, resume and salary requirements to Box C-181, BROADCASTING.

Help wanted: Immediate opening for news man capable of gathering, writing and editing local news. First ticket. If interested phone 308-345-5400. No collect calls. KWRV, McCook, Nebraska.

No. 1 rated WNOE. New Orleans needs versatile, creative, competent, cooperative production director. Must have production and promotion work. If you really want to move into a top notch organization, and have the ability. Send tape and resume immediately to B. H. Sommers, WNOE, New Orleans, La.

RADIO—Situations Wanted

Management

Perhaps it's unusual for a station owner to run an ad to help his general manager find a new job, but that's what this is. The facts are these. I've just sold my station located in one of the top 100 markets and find there will be no place for my GM under the new ownership. He's done a fine job for me, using his 16 year experience as a pd, sm and finally gm to good advantage. He's been one of the best liked men in the community and he is a sales whiz. His staff likes and respects and works for him. He's 40 years old, married, stable and would like to remain in the Middle Atlantic states but will look at anything. He belongs in one of the top 50 markets. $15,000 to start plus incentive. If you're in the market for a successful manager write Box C-122, BROADCASTING.

This is honest effort to find general management position in good town to raise family. Box C-141, BROADCASTING.

Man-wife team seeking management sales, promotion and station and personnel operations positions, medium market. College graduates, experienced, relocate family. Box C-150, BROADCASTING.

Present Mid-Atlantic sales manager, college graduate, radio-TV major, administrative experience, seeks medium market managerial position, will relocate family. Box C-151, BROADCASTING.

Attention absentee owners! 15 years experience as sports and staff announcer, PD, copywriter, traffic, salesman, sales manager, station manager with small and medium net and indie stations. Manage station on minimum nub, create and sell spots-programs. Want managerial post in Florida, Gulf Coast states, California. Box C-153, BROADCASTING.

Manager-sales manager, 18 years radio—ten management. Successful local/national sales, programing, promotion, single and competitive markets. Age 39, Box C-154, BROADCASTING.

Sales

College graduate (radio speech) with 2 years announcing experience seeking sales trainee position with reputable, adult radio-TV station. Box C-106, BROADCASTING.

Four years general manager. Desire small market sales or sales management—radio/TV. Les Leslie 330 South K, Lompoc, California. RE 6-0666.

Radio sales announcer with eight years experience, desires sales or management in small markets area. Married with excellent references. Texas, Louisiana preferred if possible, Box C-139, BROADCASTING.

Announcers

Sports announcer looking for sports minded station, finest of references. Box P-74, BROADCASTING.

Do you have a missing link on your announcing staff? Well here is a Northeastern Pennsylvania young man that would like to put the link back in. Box C-9, BROADCASTING.

Major market sportscaster—Desires play-by-play or sports director's position. Proficiently experienced in TV & radio on-air—sales—production—public relations. College grad. Locate anywhere. All opportunities considered. Personal interview if desired. Box C-32, BROADCASTING.

Top rated, happy sounding morning man with five years experience seeks security. Presently with 50,000 watter in Midwest. Excellent references, not a floater or screamer. Tight board. Good news. Box C-52, BROADCASTING.

Young, dj, tight board, news, some experience, will take direction. Box C-85, BROADCASTING.

Announcers—(Cont'd)

Announcer, dj—would like to relocate in Tennessee or Kentucky, but will consider all offers. Good combo—cut all shows—4 years experience—married—veteran—good references. Personal interview preferred at my expense. Available in April. Box C-97, BROADCASTING.

Virginia, D. C., Maryland, announcer. Now employed as PD. Family. No top 40. Box C-98, BROADCASTING.

Bright sound, tight production, third phone, responsible young man, not floater. Box C-105, BROADCASTING.

Two year television man wants combo announcing, continuity radio job. Box C-107, BROADCASTING.

Chicago columnist and radio personality desires to relocate. Complete resume upon request. Box C-110, BROADCASTING.

Announcer/dj, 18, tight board announcing school graduate, dependable, third phone. Box C-112, BROADCASTING.

Fed up with good music operation, first phone disc-jockey, presently employed with two years experience, wants to wail with major market, top forty station. Box C-116, BROADCASTING.

6 years announcing experience—prefer East Coast. Dependable—married man. Box C-117, BROADCASTING.

Top 40 dj, first ticket, limited experience. Air check available. Box C-119, BROADCASTING.

Newsman—on-air-man, edit, write, gather news. Four years experience, veteran, married, Northwestern University graduate, experience in top ten market—wish to relocate. Box C-120, BROADCASTING.

5 years experience, young 3rd phone with endorsement. Need job now. Will travel. Presently employed news director, dj, AM-FM format station. Have worked metro and small market. Box C-124, BROADCASTING.

Permanent medium, major, experienced all phases, married, 2nd ticket, metro experience. Box C-125, BROADCASTING.

Top country dj—15 years experience—emcee — musician — good references. Box C-129, BROADCASTING.

Announcer, six months experience, desires staff position with sound station. 25 years, married. Box C-132, BROADCASTING.

Experienced 1st phone announcer, desires position with major market station in West, prefer night or all-night, others considered. Box C-133, BROADCASTING.

PHD (Paul Harvey Delivery). If you want one of best newscasters in country bar none. You want me. . . . I want you. . . . If you are radio tv outlet in medium to large market. . . . I gather, write, air and televise news. Box C-140, BROADCASTING.

Bright and happy sounding DJ, wants to move up. 6 years know how. References. The best. Family man. Box C-145, BROADCASTING.

Overwhelming number one in all segments, twelve station market. Sparkling humorous personality different approach. Box C-148, BROADCASTING.

Top 40 Negro dee-jay, an aggressive air salesman. Brisk authoritative news. Excellent character, Box C-157, BROADCASTING.

Top dj-newscaster, desires Washington-Baltimore area. Box C-164, BROADCASTING.

First phone license. Good voice, light experience, dependable, married. Box C-165, BROADCASTING.

DJ announcer, strong emphasis news, sports, excels outdoor news reporting and sports, great personality. Box C-171, BROADCASTING.

RADIO—Situations Wanted

Announcers—(Cont'd)

Announcer, Negro. Needs first job on radio. Three years college, two years professional training-radio and TV. Talented singer (Baritone). Box C-172, BROADCASTING.

Looking for a home. Marrying soon. 2 yrs. experience. Now. Box C-176, BROADCASTING.

Four years experience, 3rd phone, 1st soon, married, Broadcasting graduate, any format, anywhere. Box C-178, BROADCASTING.

Announcing school graduate. Negro, married will settle anywhere some DJ and news experience, third phone. Box C-182, BROADCASTING.

Mature 16 year old boy desires summer dj show on rock 'n roll station. Capable of DJ show and production. Tape and resume available upon request. Box C-183, BROADCASTING.

DJ announcer & beginner, bright personality, experienced tight board. Authoratative newscaster want to settle, not a floater or prima donna. Box C-184, BROADCASTING.

Attention Connecticut area—young intelligent announcer disc jockey, short on experience but long on ability. Mature personality and voice—college. Box C-185, BROADCASTING.

Versatile announcer, mature sound. Two years experience. Experience selling sound. Tight board. Not a floater. C-186, BROADCASTING.

Bright personality, will settle, family man, not a floater or prima donna, dependable dj. Box C-187, BROADCASTING.

Announcer dj experienced top 40. Looking for East Coast station. 25 years old. Militarly complete. Tight board. Box C-188, BROADCASTING.

Good man, three in one, authoritative news. DJ announcer. Control board operator. Not a floater or prima donna. Personable bright. Box C-189, BROADCASTING.

DJ announcer, bright personality, authoritative newscaster, tight board. Cooperative with others. Willing to work and build with station. Box C-190, BROADCASTING.

Professor half bread—Rohrschach University—Chai orf Qualitative Trivia—on Sabbatical—Dean of Talkshows. 50 mile radius New York. National publicity—Kilgallen, Winchell cosmopolitan magazine. ½ hour tape available interview. Box C-191, BROADCASTING.

Well rounded, morning man (complete with experience) wants summer sit-in work with modern, progressive station. Jolly, mayor of the morning type will sell to, not scream at your market. Strong on news, and promos, too! Write to Howard Smith, 3650 Upton St. NW, Washington, D. C. 20008

Play-by-play, all sports, first phone, limited experience, any area. Tapes available. Chuck Timanus, 91 Lincoln Ave., Cortland, New York.

Versatile, adult announcer, excells in production, programing and news . . . medium or large market . . . five years experience, 1st phone, married, college, 24, above average knowledge adult music . . . Dale Genius . . . 2532 Ave., "C," Alexandria, La.

Radio Engineering Institute has a graduating class of seventeen, experienced and non-experienced first phone announcers and technicians. Call or write Radio Engineering Institute, 1336 Main St., Sarasota, Florida—Telephone 955-6922.

Experienced AM & FM, 1st phone, high I. Q., decent voice, 33, Korean Vet, no drifter, Keith Balfour, 6239 Stefani Dr., Dallas, Texas 75225, EM 1-0337.

All around man dj announcer. Control board operator. Newscaster. Write L. D., 1046 Stebbins Ave., New York 10459.

Technical

Experienced engineer, maintenance, transmitters, studio and directional systems prefer Florida or southern states. Box C-14, BROADCASTING.

I run the technical department and run it well. At $550 per month, I am the cheapest technician you can buy. Now employed as chief of a small AM-FM station. But looking for something better, would prefer FM stereo. For complete resume write Box C-46, BROADCASTING.

First class engineer—limited experience—college student (EE). Radio amateur. Summer vacation. Chance to earn for coming school year. Anywhere. Box C-127, BROADCASTING.

First license, six years experience. No Maintenance. Weekends, near Washington. Box C-152, BROADCASTING.

Combo M.O.R. 3rd phone. Copy writing, news rewrite. Sober, dependable family man. Prefer Western States. Consider part time if near San Francisco. Box C-159, BROADCASTING.

Dependable and experienced man with tools, car and ability, wants position as chief engineer. Location unimportant if offer is satisfactory. Write Box C-173, BROADCASTING.

Experienced all-around engineer, licensed 16 years, desires chief position. Will relocate for good offer. Box C-174, BROADCASTING.

Production minded engineer—desires position with stable operation. Operation, installation, maintenance, radio and TV experience, 1st phone, amateur. Draft exempt. Will relocate. Available immediately. Write, wire or call Thomas Mehrens, 532 Harrison, Owosso, Michigan. Phone 517-723-1637.

Any area. Wheelchair confined but desire to do you outstanding job. Have first phone. Willing to learn. Salary secondary. Paul Clark, 313 Selma Avenue, Selma, Alabama, 874-8407.

1st phone, age 43, married, unemployed. George Davenport, Chadron, Nebraska, Phone 432-5831.

Transmitter engineer, mature. Dependable operation and maintenance, minimum of supervision, any area. 3809 Riedel Ave., Lake Worth, Fla. 305-585-1623.

Presently chief engineer. AM directional-audio proofs & installation looking for experience in AM-FM & or TV. Good electronics background — voice. Phone 813-639-3862.

Production—Programing, Others

Steady newsman with family, college degree, five years experience and $200 asking price, top-rated in N.E. market. Box C-17, BROADCASTING.

Let me produce your evening FM schedule of music features. Box C-128, BROADCASTING.

Girl, attractive, experienced DJ announcer, writer, news, men's, women's, children's programs, will invest, 212 JE 8-5657. Box C-138, BROADCASTING.

Six years news experience. Missouri graduate. Currently $135. Box C-160, BROADCASTING.

13 a lucky number? Small, medium and major market air experience for 13 years. Program director medium market before pesent air shift 50 kw good music operation. Will consider management potential in small market to major market air experience for 13 years. Program director medium market before present air shift 50 kw good music operation. Will consider management potential in small market to major market air shift with reliable organization. Box C-161, BROADCASTING.

TELEVISION—Help Wanted

Small market TV station has opening for experienced sales manager. Resume in full detail, please. Box C-143, BROADCASTING.

Midwest small market TV about to start operation wants qualified salesmen. Your application should have complete information. Box C-144, BROADCASTING.

Announcers

Southeastern network affiliate seeking announcers with news, weather & MC experience. Send resume, photo and audio or video tape to Box B-85, BROADCASTING.

Wanted: Announcer for booth work and some "on camera" television only. Send tape, resume, photo to John Voigt, WOI-TV, Ames, Iowa.

Technical

Experienced TV engineers required by major East Coast network station for April through October period. Good Salaries and working conditions with potential for permanent employment. Must have 1st class FCC phone license. Box B-177, BROADCASTING.

Television broadcast engineer—Willing to take as trainees good young men with first class license for major Midwest television station outlets. Apply Box C-34, BROADCASTING.

N.Y.C. opportunity for prog-production man able to supervise all aspects of daily live TV information program. Must be able to direct program and technical personnel. Understanding of local TV operation helpful, willingness to work for high standards of operation essential. Box C-81, BROADCASTING.

Chief engineer with UHF background. Must be qualified transmitter and studio operator. Submit full details first letter. Box C-142, BROADCASTING.

We are looking for a young man who desires to advance into engineering supervision and management. He must have minimum of three years maintenance experience with television studio and transmitter equipment and a college engineering background of at least two years. He will begin in our engineering department as fulltime maintenance engineer and advance as his abilities are proven. Box C-158, BROADCASTING.

Studio and transmitter engineers wanted. Must be familiar with maintenance of RCA equipment. These openings are for maintenance work, not operators. Reply in confidence, with picture and salary required to Jerry E. Smith, KRIS-TV, Box 840, Corpus Christi, Texas.

Studio technician heavy on maintenance RCA equipment. Contact Ray Krueger, Chief Engineer, WQAD-TV, Moline, Ill.

Several temporary Broadcast Technician positions available in Ohio and Indiana. Opportunity for regular employment as opportunities arise. Applicants should have two years experience in studio or technical operations or equipment maintenance and have a first class FCC license. Send application to Personnel Department, Crosley Broadcasting Corporation, Cincinnati 2, Ohio.

Production—Programing, Others

Television newsman with emphasis on air work, to join five man staff in Midwest. Send complete resume and picture to Box C-1, BROADCASTING.

California TV station needs an announcer-director. Must have mature delivery from booth and on camera plus a thorough knowledge of TV production. Only those who are good at both need apply. Send resume and tape to Box C-114, BROADCASTING.

Director wanted immediately. Mature, imaginative, experienced and able to work efficiently with others. Send complete resume with references, availability to Harry Abbot, operations manager, WXEX TV, 124 W. Tabb St., Petersburg, Va.

TELEVISION—Situations Wanted

Management

The best station manager is not one with a long list of jobs (where he didn't make good). My list is short because I did. Station, ad agency, network background, heavy sales experience, expert in production, film, administration, finance. Economical, energetic, conscientious executive. Man-size salary plus ultimate part-ownership incentive preferred. Relocate. Box B-228, BROADCASTING.

Absentee station owners. Capable mgr. available with station, ad agency, network experience. Keen sales and organizing executive. Heavy knowledge production, films, tapes. Wide contacts N.Y., La. Energetic, conscientious. Substantial salary plus participation incentive preferred. Locate anywhere. Box B-314, BROADCASTING.

General manager—top commercial manager, fully qualified, ready for move up. Complete resume. Box C-60, BROADCASTING.

Film buyer—heavy experience in negotiating TV film buys and execution of contracts. I can more than save you my salary. Let's talk! Box C-96, BROADCASTING.

Announcers

Versatility, puppets, sports, hops, commercials, and continuity. Will relocate anywhere. Box C-109, BROADCASTING.

Staff member on vacation? Let me fill. On-camera TV announcer-mc. I write excellent copy. Desire June, July and August work in or around New York to attend World's Fair. In broadcasting five years. Will consider radio. Box C-113, BROADCASTING.

Experienced television .announcer, good voice, nice appearance, mature, excellent deferences, East Coast. Box C-123, BROADCASTING.

Polished, experienced, young, educated TV personality looking for the station in the right major market. Background in weather, sports and documentaries as well as producing and hosting discussion shows. Vt and brochure on request. Box C-146, BROADCASTING.

Technical

Chief engineer: Aggressive, experienced in TV-AM station design, construction, and operation, management capabilities, college graduate, excellent references, Box C-61, BROADCASTING.

Chief engineer or position of similar responsibility wanted by experienced and competent engineer. Excellent background and references. Box C-115, BROADCASTING.

Chief engineer. 16 years experience all phases. Looking for top position in Midwest or Northeast. Available for interview at NAB. Box C-134, BROADCASTING.

Presently chief engineer AM directional Good electronics background. Now TV experience needed. Wages not the big item. Phone 813-639-3862. Wayne Davis, 128 Central, Charlotte Harbor, Fla.

Control room operations. First phone ham ticket, 3 yrs. industrial electronic technician, 4 yrs. radio combo and maintenance, 2½ yrs. college. Reliable young family man with feet on ground. Go anywhere West of Mississippi including Alaska on short notice, Call collect Jack Chandler Seattle TA 4-1988.

Production—Programing, Others

Program manager with administrative experience in programing, production (VTR and film), and film buying. Wishes to relocate with VHF in West or Southwest. Resume & references upon request. Box C-95, BROADCASTING.

Production—Programing, Others Continued

News director: Experienced investigative reporter seeks news-in-depth opportunity. 13 years, excellent airwork, references. Box C-103, BROADCASTING.

Get eight puppets and four live characters in one large, presently employed, economy sized package. Box C-108, BROADCASTING.

Girl, attractive, experienced announcer, writer, news weather, sports. commercials, music, will invest, 212 JE 8-5657. Box C-137, BROADCASTING.

Meteorologist, professional television meteorologist with one year TV experience plus 10 years in meteorology desires position as chief or assistant meteorologist. Can guarantee delivery and simplified terminology appealing to viewers. Salary open. Write Box C-177, BROADCASTING.

WANTED TO BUY

Equipment

Will purchase for cash three Stainless G-15 towers with lighting, each 200 feet. Would be interested in other makes of towers. Box B-264, BROADCASTING.

Sturdy 300 foot guyed tower, late model FM monitor, Ampex 352 Transports for Michigan. Box C-24, BROADCASTING.

We have immediate need for one RCA type TP-16 TV projector in good condition with douser if available. Contact Chief Engineer, WJBF-TV, Augusta, Ga.

Wanted: 25 kw low band (2-6) TV transmitter. State make. KAVE, Carlsbad, N. M.

Wanted . . . used automation equipment. Any type, any condition considered. Send full information and lowest price accepted to Box C-104, BROADCASTING.

FM antenna turnable to 92.7 mc. Any number of bays. Also have 97.3 two-bay to sell. KVMA, Magnolia, Ark.

Wanted—Kahn Labs Symmetra-peak unit. Must be in excellent condition. State price. Box C-155, BROADCASTING.

FOR SALE

Equipment

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. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1⅝" 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.

350 foot Triangular, heavy duty, FM tower. John J. Hoke United States Tower Construction, 249 Bartow Lane, Petersburg, Virginia.

RCA BTE-10B 10 watt FM exciter, excellent condition, ½ year old. Richard Haskey, KGUD, Santa Barbara. California.

Heliax coaxial cable, HJ5-50 type, new, 85¢ ft. FOB, E.E.E.E., P.O. Box 2025, La Mesa, Calif.

Microwave Systems. used one watt 7kmc $3,200 each with new klystrons. Spiroline ½ inch 50 ohm 200 and 300 ft. sections 60¢ per foot new. Micro-Vision Box 3245, Van Nuys, Calif.

Seeburg Select-O-Matic 200, with Seeburg Hi-fidelity 20 watt amplifier. Both in excellent condition—$600.00. Two Gates turntables and gray arms, fair condition—$600.00. Will ship. Contact radio station WMRE, Monroe, Georgia.

FOR SALE

Equipment—(Cont'd)

DuMont Video Sw. TA-178B w/special eff., gen. & PS $1300. RCA console MI-26786 13" (6) ea. $100. RCA TM5 Mon. w/console $650. 7' relay racks (3) ea. $7.50. RCA Grating Gen. WA3A $280. RCA 5 kw load/wattmeter MI-19024A $825. Ray 4' dishes w/feeds & brackets (3) ea. $225. Ray KTR 100A trans. w/audio port. $1000. Ray KTR 100A trans. port. RF head, rack mt. cont. $950. Ray KTR 100A port rcvr cont. w/audio $500. Ray KTR 100A rack mt. rcvr cont. $400. GE microwave rcvr. 4UR2B2 1700-1900 mc AM mod. surplus (2) new $200. RCA Harmonic filters 10 kw MI-27317-11 (2) ea. $225. RCA diplexer 10 kw MI-19390-11 $225. Box C-111, BROADCASTING.

Used GE transmitter, 250 watt, type BT-20-A, tuned 149kc. In good condition, $450.00. Radio station WGCD, Chester, S. C.

For sale: 2 RCA BK 1A microphones. 1 in excellent condition. Both for $100. Box C-118, BROADCASTING.

PT6 Mag. with PT6-J amp. new head . . . excellent . . . $210.00, with case $225.00. PT6-AH without amp. $100.00. Two motor operated rehostat for Gates 500 and 1,000 watt transmitters . . . make offer. Box C-130, BROADCASTING.

RCA TP-16D film projector, RCA TG-1A synch generator, RCA TG-45A genlock, RCA 580D power supplies, chief engineer, WJAC-TV, Johnstown, Pa.

For sale: Used Western Electric 1-kw transmitter, good condition, $1000 F.O.B. Hull, Mass. Contact: WBZ Boston, W. H. Hauser.

Four (4) RCA 44-BX senior velocity microphones in good condition, less stands $95.00 each. WPIK Alexandria, Virginia.

For Sale: 8 standard cabinet racks and 1 used Gates RC12 audio console with power supply. Box C-179, BROADCASTING.

Mag-matic cartridge machine complete with 30 carts, microphone and remote control—transistorize tone-cued tape and external projector or displacement to 75 watts. Price $160.00. Box C-135, BROADCASTING.

Jerrold model 704B calibrated field strength meter. 54 to 230 mc. Excellent condition $300. Box C-194, BROADCASTING.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications, 2221, Steiner St., San Francisco.

Station breaks—A collection of one-line comedy pauses for breaks, station idents., dead spots, etc.—$5.00—Show-Biz Comedy Service, (Dept. SB), 65 Parkway Court, Brooklyn, N. Y. 11235

New! 100 Hitliners (hip gags & patter about todays hits). Only comedy written for the top rated top 50 entertainers. 100 for $1.00. Details about weekly service. Hogan Comedy Service. 313 North Center, Hickory, North Carolina.

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. 4-K, Grantham Schools, 3123 Gillham Road, Kansas City, Missouri.

INSTRUCTIONS—(Cont'd)

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4. Illinois.

Announcing, programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

San Francisco's Chris Borden School continues top placement record. Proven 1st phone and "modern" sound. Illustrated brochure, 259 Geary St.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

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 May 13, July 15 & September 23. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Why waste time and money? Come to beautiful sunny Sarasota and get your FCC 1st class radio-telephone license in 5 weeks. Complete tuition $295. Your license is guaranteed or a complete refund. Write Dwain Glenn at his new beautiful location, Radio Engineering Institute, Box 3855, 1336 Main St., Sarasota, Fla.

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. 4-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.

INSTRUCTIONS—(Cont'd)

FCC license in six weeks. Total cost $285.00. Complete combination course, DJ, newscasting, etc. Total cost $450.00. Train in fabulous Houston. Houston Institute of Electronics and Broadcasting, 904 M and M Building, Houston, Texas. CA-7-0529.

RADIO—Help Wanted

Management

SALESMAN, SALESMANAGER STATION MANAGER

are you travelling in that direction? We offer the opportunity in progressive 2 station group, please send resume & references first letter.

Box C-100, BROADCASTING

Sales

A MARVELOUS JOB

is available for commercial manager who can also go on the air. Good pay. Wonderful area. Single station market. Write Dick Scholem, Box 573, Massillon, Ohio.

Announcers

MORNING PERSONALITY

A major prestige station in a top eastern market is seeking a morning *entertainer*. Not a formula man. Rather, a man who can talk *to* people, who can be funny without loading his show with gimmicry. A man who has developed his own style, yet who is more conscious of his listeners than of himself. For this paragon, we offer a fine contract well into 5 figures, excellent working and living conditions, and a bright future. All replies confidential. Rush tape and resume to:

Box B-322, BROADCASTING

Technical

PRODUCER-ENGINEER ANNOUNCER

Triple threat man wanted for top New York Production Company. Must be creative and have ability to produce and engineer as well as do some announcing. Top 40 radio background preferred. Write giving all details.

Box C-102, BROADCASTING

Situations Wanted—Management

MY BAGS ARE PACKED

After sixteen months, I'm leaving the agency business to return to broadcasting . . . where I belong.

If you're looking for a man with a successful broadcast record, I may be your man.

I was formerly associated with a major Time-Life station as salesman, local sales manager, general sales manager, and station manager. I am thoroughly familiar with group ownership policies and practices, FCC regulations, programing P and L statements, budgeting, promotion and publicity. And I am long on sales . . . accustomed to being compensated on a per cent of the net profit.

I am 38, married, have five children, and am in excellent health.

Resume and references on request. Personal interview, including discussion of salary, at your convenience.

Hank Franz, Post Office Box 88231, Indianapolis, Ind., AX 1-4589

WANTED TO BUY—Equipment

Building new station need:

Used Modulation Monitor
Used Frequency Monitor
Distortion Meter
Intensity Meter

Please supply all information to:
Box C-193, BROADCASTING

FOR SALE—Equipment

NEW VIDEO OPERATING & TEST EQUIPMENT—50% OFF

TRANSISTORIZED:

Regulated power supply	$425.00
Pulse Distribution Amplifier	465.00
Sync Slave	460.00
Video Equalizer Amplifier	325.00

LANG ELECTRONICS INC., 507 Fifth Avenue New York, N. Y. 10017 MU 2-7147

EMPLOYMENT SERVICE

■ THE ONE SERVICE DEVOTED SOLELY TO BROADCASTERS ■ JOB HUNTERS AND THOSE PRESENTLY WORKING BUT READY TO MOVE ■ MANAGERS TO TRAFFIC GIRLS ■ THE INDUSTRY'S BEST ARE IN OUR FILES ■ ■ ■ ■ ■ ■ BROADCAST PERSONNEL AGENCY ■ SHERLEE BARISH, DIRECTOR ■ 527 MADISON AVE. ■ NEW YORK, N. Y. 10022 ■ ■ ■ ■ ■ ■ ■ ■

WANTED TO BUY—Stations

Radio Station

Wanted direct from owners. Please give complete details first letter. Qualified buyer. Reply in confidence to:

Box B-248, BROADCASTING

TV STATION

Wanted direct from owners. Please give complete details first letter. Reply in confidence to:

Box B-247, BROADCASTING

I'LL INVEST $10,000 AND 14 YEARS OF

Successful Sales and Management experience into the right Radio property on a Buy-In basis. Family man, Mid-thirties. Your reply held in strictest confidence.

Box C-86, BROADCASTING

Continued from page 101

and change studio and remote control point.

WCLI-FM Corning, N. Y.—Granted CP to increase ERP on 106.1 mc from 4.2 kw to 22 kw; ant. height from 500 feet to 540 feet; install new trans. and change transmission line; remote control permitted.

WOIO(FM) Cincinnati, Ohio—Granted mod. of CP to move main studio, ant.-trans. location; establish remote control of trans. at main studio location; change type trans. and type ant.; increase ant. height to 590 feet, and ERP to 34 kw.

K08DZ, K12BV Keyes & Keyes Helium Plant, Sturgis area and Southwest Elkhart area, Okla.—Granted CPs to replace expired permits for changes in VHF TV translator's.

■ Granted licenses for following: K10EV, K12EL, Packwood Community T. V. Broadcasters, Packwood, Wash.; K08AU, K09BQ, K10AZ, K11BV, K12AZ, K13BZ, Carbon County, Spring Glen, Price and rural Emery County, and Helper, all Utah.

■ Granted renewal of license for the following: WLAT (alternate main and auxiliary) Conway, S. C.; WMAP Monroe, N. C.; WNRG Grundy, Va.; and WDBN(FM) and SCA, Barberton, Ohio.

Actions of Feb. 27

North Tillamook TV Translators Inc. Rockaway and vincinity, Ore.—Granted application for new UHF TV translator on channel 80 to rebroadcast programs of KATU(TV) channel 2, Portland.

I.V.T.V. Inc. O'Brien, Ore.—Granted CP for new VHF TV translator on channel 2 to rebroadcast programs of KMED-TV (ch. 10), Medford, Ore.

KTUL-TV (ch. 8) Tulsa, Okla.—Granted assignment of CP to KATV Inc. to change ant. location.

WXBR(FM) Cocoa Beach, Fla.—Granted CP to change ant.-trans. and main studio location; install new trans. and new ant.; increase ERP to 100 kw; ant. height to 440 feet; and change ant. system.

WOCB-FM West Yarmouth, Mass.—Granted CP to install new trans. and increase ERP to 14 kw.

K07BS Lower Evans Creek at Rogue River, Ore.—Granted CP to change principal community to Rogue River and surrounding area; trans. location to ¼ mile west Rogue River on Point of Feilder Mountain, Rogue River, Mont.; type trans. and make changes in ant. system.

K07EK Terry, Rock Springs and Cohagen, Mont.—Granted CP to include Custer Creek, Mont., in principal community and make changes in ant. system.

K02DJ Doyleville, Colo.—Granted CP to replace expired permit for new VHF TV translator.

***KOAC-TV Corvallis, Ore.**—Granted CP to change ERP to vis. 263 kw; aur. 132 kw; ant. height 1,230 feet; change trans. location; redescribe studio location as Oregon State University, Corvallis; change transmitters, ant. structure, type ant., and make changes in ant. system.

KATU(TV) Portland, Ore.—Granted extension of completion date to Aug. 27.

KMBL Junction, Tex.—Granted authority to operate sign-off at 7:00 p.m. for period beginning Feb. 25 and ending May 30.

■ Following wele granted renewal of license: WABH Deerfield, Va.; WBBO-AM-FM Forest City, N. C.; WBCU Union; WBLR Batesburg; WCSC Charleston, all South Carolina; WGOL Goldsboro, N. C.; WGTN Georgetown, S. C.; WHFS(FM) Bethesda, Md.; WHIT New Bern; WIZS Henderson, both North Carolina; *WRTI-FM Philadelphia; *WSCB(FM) Springfield, Mass.; WTBO-AM-FM Cumberland, Md.; *WUNC-TV Chapel Hill, N. C.; WWBD Bamberg, S. C.; *WXPN(FM) Philadelphia; KQMS Redding, Calif.; WKKO Cocoa, Fla.; and WCBG Chambersburg, Pa.

Actions of Feb. 26

WBON(FM) Milwaukee—Granted mod. of license to change name to Industrial Sound Engineering Inc.

WBON(FM) Milwaukee—Granted license for FM.

WLEX-TV Lexington, Ky.—Granted CP to install new trans.

WOOK-TV Washington—Granted CP to change ERP to visual 245 kw; aural to 66.1 kw; ant. height 330 feet; make changes in equipment and redescribe trans. and studio locations.

WBJA-TV Binghamton, N. Y.—Granted CP to reduce aural ERP to 56.2 kw.

WEEK-TV Peoria, Ill.—Granted mod. of CP to change ERP to visual 562 kw; aural to 288 kw; ant. height 680 feet; change type trans. and type ant., and correct geographic coordinates.

KIII(TV) Corpus Christi, Tex.—Granted mod. of CP to make changes in ant. structure and heights; specify studio location; ERP visual 100 kw; aural 50 kw; ant. height 860 feet.

KBIB Monette, Ark.—Granted mod. of CP to change ant.-trans. and studio location and type trans.

WHBB Selma, Ala.—Granted mod. of CP to change ant.-trans. location; studio location; remote control permitted.

WOIO(FM) Cincinnati—Granted extension of completion date to Aug. 1.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ University of North Carolina, Chapel Hill, N. C.—Requests amendment of rules to change table of assignments as follows: Linville, N. C.: add channel 22; Concord, N. C.: add 14; reserve both for educational use.

■ Jim Gordon Inc., Cleburne, Tex.—Requests amendment of rules to change table of assignments as follows: Dallas: delete channel 238; Wichita Falls, Tex.: delete 236, add 237A; Austin, Tex.: delete 234, add 280A.

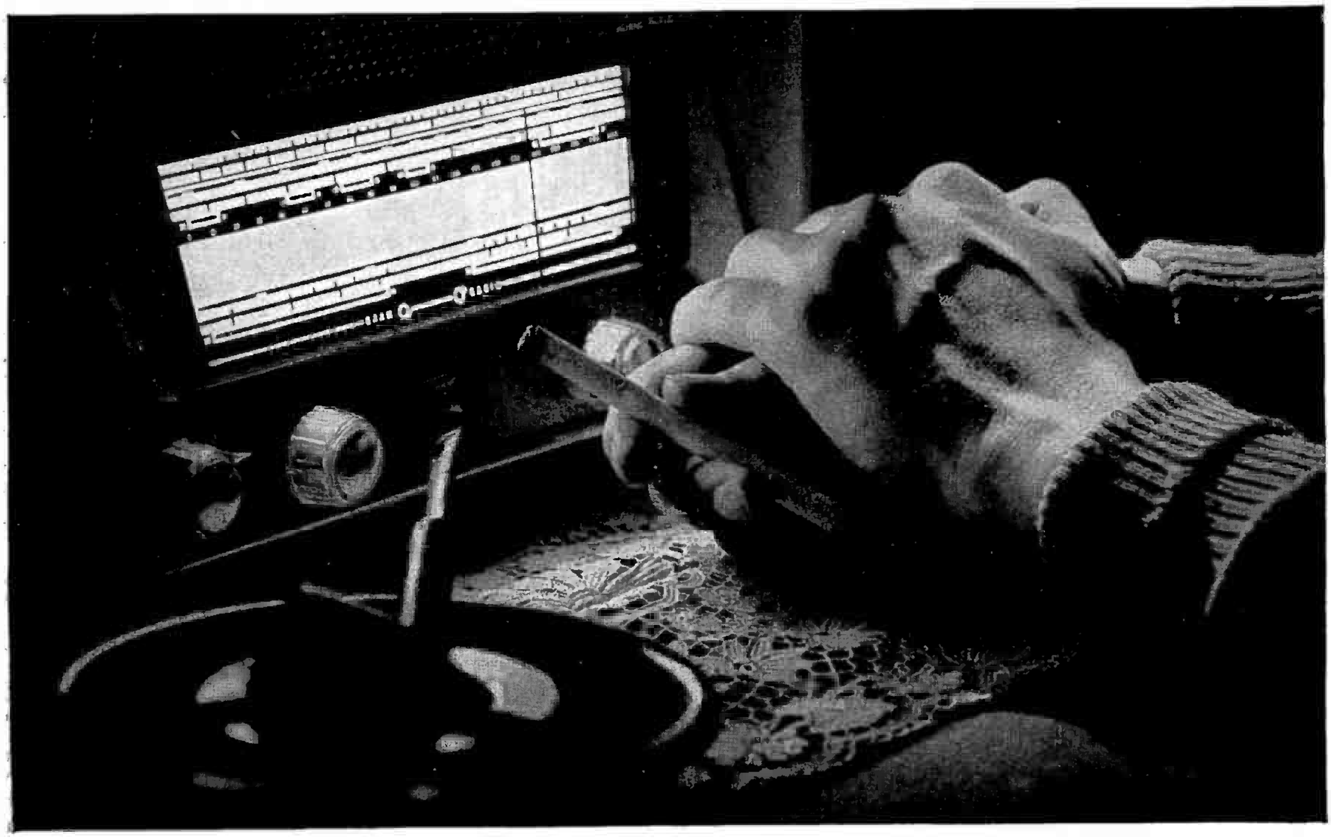
■ Wescoast Broadcasting Co., Wenatchee, Wash.—Requests amendment of rules to change table of assignments as follows: Wenatchee, Wash.: add channel 278.

■ WXIX Inc., Milwaukee—Requests institution of rulemaking looking to revision of "Territorial Exclusivity" provisions in Sect. 73.658(b) of TV "Chain Broadcasting Regulations" (1) to impose positive responsibility upon networks to offer to other stations in area on equitable terms and conditions programs not taken by their own affiliates and (2) to clearly establish time limitations upon exercise of first refusal privileges under network affiliation agreement.

■ Great Lakes Broadcasting Corp., Port Washington, Wis.—Requests amendment of rules to change table of assignments as follows: Port Washington, Wis.: add channel 261A.

Processing line

■ Commission gives notice that pursuant to Sect. 1.571(c) of rules, following standard broadcast applications will be considered as ready and available for processing on April 8, 1964: WHOO Orlando, Fla., WHOO Radio Inc.— Has: 990 kc, 5 kw, 10 kw-LS, DA-N, U Requests: 990 kc, 5 kw, 50 kw-LS, DA-2, U (10 kw Non-DA C.H.); WTUP Tupelo, Miss., Lee Broadcasting Co.—Has: 1490 kc, 250 w, U Requests: 1490 kc, 250 w, 1 kw-LS, U; KORK Las Vegas, Southwestern Broadcasting Co.—Has: 1340 kc, 250 w, U Requests: 1340 kc, 250 w, 1 kw-LS, U; WBVA Waynesboro, Va., Music Productions Inc.—Has CP: 970 kc, 500 w, Day Requests MP: 970 kc, 500 w, 5 kw-LS, DA-2, U; WFBS Spring Lake, N. C., Radio Smiles Inc.—Has: 1450 kc, 250 w, 500 w-LS, U Requests: 1450 kc, 250 w, 1 kw-LS, U; KPRM Park Rapids, Minn., De La Hunt Broadcasting Corp.—Has: 1240 kc, 250 w, U Requests: 1240 kc, 250 w, 1 kw-LS, U; KPAL Palm Springs, Calif., KPAL Broadcasting Corp.— Has: 1450 kc, 250 w, U Requests: 1450 kc, 250 w, 1 kw-LS, U; NEW Ulysses, Kan., Grant County Broadcasting Company Inc.—Requests: 1420 kc, 500 w, 1 kw-LS, DA-2, U; NEW Machias, Me., Coastal Broadcasting Company Inc.—Requests: 1400 kc, 250 w, 1 kw-LS, U; NEW Montpelier, Idaho, Glacus G. Merrill—Requests: 1450 kc, 250 w, 1 kw-LS, U; WDSG Dyersburg, Tenn., State Gazette Broadcasting Company— Has: 1450 kc, 250 w, U Requests: 1450 kc, 250 w, 1 kw-LS, U; KNOP North Platte, Neb., North Platte Television Inc.—Has CP: 1410 kc, 1 kw, Day Requests MP: 1410 kc, 500 w, 1 kw-LS, DA-N, U; KRNS Burns, Ore., Radio Burns— Has: 1230 kc, 250 w, S. H. Requests: 1230 kc, 250 w, 1 kw-S.H., U; NEW Franklin, N. H., Franklin Broadcasting Corp.— Requests: 1240 kc, 250 w, U.



The Iron Curtain isn't soundproof.

If you owned a radio set behind the Iron Curtain, what sort of programs would you hear?

From Communist sources, endless propaganda. Newscasts that twist—or suppress—the truth about home conditions and the world outside. Commentaries and criticism that are really just "commercials" for a single product—Communism.

Fortunately, however, the Iron Curtain isn't soundproof.

Try as they will, the Communists can't keep out the voice of Radio Free Europe. Nor can they prevent us hearing what they themselves tell—and don't tell—to their captive peoples.

Radio Free Europe speaks daily, in their own languages, to millions of listeners in Poland, Czechoslovakia, Bulgaria, Hungary and Romania. But—first—it monitors all the radio stations in these five satellite countries, and studies all their magazines and newspapers. It analyzes what they give out as news, and notes the lies, distortions and omissions.

These are then exposed—with tremendous impact—in RFE's own newscasts.

Radio Free Europe lets its audience know what is *really* happening in their enslaved countries—and right in their home towns. It answers Communist accusations. Spotlights rifts and failures. Reminds these 80 million captive people that they still have friends. And suggests some ways in which they *themselves* can help to regain their lost personal freedom.

Radio Free Europe is a private American enterprise, supported by voluntary subscriptions. To combat Communism by getting the truth through the Iron Curtain, many businesses and corporations contribute to RFE's funds. If your company is not among them, won't you mail your check (which is tax deductible) to:

Radio Free Europe, Box 1964, Mt.Vernon, N.Y.

Published as a public service in cooperation with The Advertising Council.

"When the time comes that we finally get a man on the moon and television cameras are finally allowed in the halls of Congress, I still expect to be president of CBS News," Fred W. Friendly commented last week. "And," he added, "I fully expect that CBS News will produce the first telecasts from the moon and from Congress."

As an afterthought, with characteristic candor, he remarked: "I'm pretty sure the moon show will come first."

Mr. Friendly, whose guiding philosophy in broadcast journalism has been to "aim high" and "probe deeply," now has the widest opportunity to put his principles into practice. Mr. Friendly was elected president of CBS News last week, succeeding Richard S. Salant, who was named vice president and assistant to the president of CBS Inc. (see page 10).

Until his elevation to the top spot of the CBS News operation, Mr. Friendly had functioned largely as a writer-reporter-producer in radio and television for 25 years, and had earned a reputation for tackling controversial and provocative themes and executing them superbly. He was a protege of, and long-time collaborator with, Edward R. Murrow, who once served briefly as a CBS vice president but found management assignments confining and returned to producing and reporting.

'Creative Force' ▪ Mr. Friendly acknowledged that he was "as surprised as anyone" by the offer of the top post in CBS News from Dr. Frank Stanton, president of CBS Inc. He was reticent to discuss the reasons given for his selection to the post, but Dr. Stanton, in the formal announcement, provided some clues: "Fred Friendly has been one of the genuine creative forces, both in public affairs broadcasting and in television journalism. He has brought to this medium the kind of reportorial enterprise, which, I am sure, will further enhance the leadership of our CBS News division."

Mr. Friendly is a tall, solidly-built man of 48 who spices his conversation with wry comments: "I play cardiac doubles"; "I'm a nonjoiner . . . I don't even belong to the Diners Club." But he can become most serious when he discusses his new role.

"I think I had the best job in broadcasting up to now as executive producer of *CBS Reports*," he related. "That job provided me with fulfillment each moment. It was a fun job.

"I've never been good at jobs I didn't enjoy. I hope to enjoy this job, though I think it's the hardest in broadcasting. I've got to find a way to enjoy it."

'People and History' ▪ Fred W. Friendly always wanted to work in journalism and be "involved with people and history." During his high

From the 'best' to the 'hardest' broadcast job

school and college days, he served as an editor and writer for undergraduate publications.

His long and distinguished career in broadcasting can be traced back to his first job in radio in 1937. Mr. Friendly conceived, wrote, produced and narrated a series titled *Footprints in the Sands of Time*," five-minute dramatized biographies of people whose ideas helped found American industry. He was paid $5 a broadcast from a local sponsor. This series was carried on WEAN Providence, R. I. Until 1941, when he was drafted into the army, he undertook similar assignments for WEAN and WPRO Providence.

Upon his discharge in late 1945 after serving as a master sergeant in the information and education section and as a news correspondent in the China-Burma-India theater, he headed for New York.

Enter Murrow ▪ Mr. Friendly's mission was to gain support for a project he had in mind: an audio chronicle of recent history. He credits J. P. (Jap) Gude, an agent for various news commentators, with introducing him to Ed Murrow. Together, in 1948, Messrs. Friendly and Murrow produced "I Can Hear It Now," an aural history of 1932-45, released by Columbia Records. The record became a best seller among non-musical recordings.

The project marked the beginning of the Murrow-Friendly collaboration, which continued until Mr. Murrow left the network to become director of the U. S. Information Agency in 1961. The team produced *Hear It Now* for CBS Radio, which developed into *See It Now*, which ran for eight years on CBS-TV and won 35 awards. Later they co-produced *Small World* for CBS-TV.

In 1959 Mr. Friendly was named executive producer for *CBS Reports*, the post he held at the time he was tapped for his new post. He will continue to serve as executive producer of the series during this transitional period.

Referring to his erstwhile collaborator, Mr. Friendly asserted that "Edward R. Murrow is CBS News," and "we want him back and badly." But he noted that Mr. Murrow's health and personal plans will decide his future.

In the past, Mr. Friendly has dealt with such sensitive subjects as the late Senator Joseph McCarthy in his heyday, the population explosion, bookmaking operations, birth control and cancer. He pledged that in the future CBS News will delve even more deeply into all facets of living history.

More 'Yeast' ▪ "We hope to put more 'yeast' into our operation," he said. "I hope that CBS becomes known as the 'reason why' network. It's not enough that we report the story. We have to dig deeply and provide an analysis of what we report. I think I'm living proof that television is not timid, and controversy, not just for the sake of controversy, can flourish in this medium."

He confesses it "sounds corny," but his only hobbies are his family and his work. The night he returned home with news of his new job, his son Andy asked him for help on a school assignment in mythology. "I found it a wonderful change of pace from events in the office," he observed. And he thinks nothing of getting up at 6:30 each morning to play basketball with his children.

WEEK'S PROFILE

Fred W. Friendly—president, CBS News; b. New York City, Oct. 30, 1915; graduate Cheshire Academy, Cheshire, Conn., and Nichols Junior College, Dudley, Mass.; created, wrote, produced and narrated "Footprints in the Sands of Time," five-minute dramatized radio series, 1937 (WEAN Providence); WPRO Providence; collaborated with Edward R. Murrow, 1948, on aural history of period 1932-45 (Columbia Records) and "Hear It Now" on CBS Radio; jointly produced with Mr. Murrow "See It Now" series on CBS-TV, also "Small World" for CBS News. U. S. Army, 1941-45, serving in Burma, decorated with Soldiers' Medal of Heroism, Legion of Merit and four battle stars; executive producer, "CBS Reports" for CBS News, 1959; chairman of three-network production committee for "A Conversation with the President," 1962; supervised initial Telstar transmissions and produced CBS-TV's "The Town Meeting of the World"; m.—Dorothy Greene, 1947; children—Andrew, 12; Lisa, 10; David, 8; residence—Riverdale, N. Y.

EDITORIALS

The vital statistic

FOR years, one of the big holes in radio's sales armory has been the absence of information on who radio's biggest customers are and how much they spend. Last week the Radio Advertising Bureau produced this missing weapon —dollar figures on spot radio's top 50 spenders.

RAB's 1963 list, reproduced elsewhere in this issue, demonstrates that spot radio is much more vitally used than many experts, lacking such figures, have let themselves believe. In time, we hope—as the RAB plans—that the list will be expanded in both breadth and depth. But it is not too early now for all broadcasters to be grateful to stations and reps cooperating in this project and particularly to Ed Bunker and his RAB for creating the atmosphere and providing the inspiration that made it possible.

Half a bill isn't enough

BY better than 7 to 1, the House has instructed the FCC to quit trying to control the business of broadcasting. It ruled that Congress, and not the FCC, will call the shots.

The clear mandate came in House passage of the Rogers Bill (HR 8316) which prohibits the commission "from making certain rules relating to the length or frequency of broadcast advertisements."

What transpired on the House floor Feb. 27 during the 3½ hour debate was the most exhaustive discussion of broadcast regulation of the past decade. There had been lobbying on both sides—by broadcasters for the Rogers bill, and by the FCC and the various pressure groups against the measure. Even the proponents were surprised by the overwhelming vote—317 to 43.

The debate transcended discussion of commercials. Many congressmen recognized, possibly for the first time, that the FCC, largely because of broadcaster-congressional inaction, had gone far beyond its delegated authority. They saw censorship implications and First Amendment derogations in the FCC's forays for tighter controls. Although much comment was stereotyped, it was a discussion that hands the FCC's tough-minded majority the guidelines it needs.

It is must reading for the FCC and its eager-beaver staff. It should deter the FCC from attempting to control the economics of broadcasting by general rule, a case-by-case examination or by any other means. As far as the House is concerned, the interplay of competition under our free enterprise system should control.

Regretfully, the action of the House is only half of the legislative process. The other half may come hard.

There is no predisposition in the Senate to act at this session. There is the attitude that since the House has spoken the FCC will get the message.

This, based on the FCC's track record, through both Republican and Democratic administrations, we doubt. The legislative process should be completed. The Rogers Bill, good as it is, is not the millenium.

The House bill dealt with the narrow issue of commercial control. There were numerous references to eventual control over programs if the FCC gets away with its economic grab. What most of the legislators failed to understand is that the FCC has been controlling programs since July, 1960, when it adopted its current programing policy.

Several references, but not enough, were made to the proposed license renewal forms. If implemented as proposed, they would invoke unvarnished control over programs, business and other phases of station operations.

The legislative drive should be pursued in the Senate. The indifference of Senate committee leadership, evidenced before House consideration, should shift because of the magnitude of the vote on the Rogers Bill.

What is needed now is a revised Rogers Bill which explicitly will proscribe FCC evasion of the intent of the law in both the economic and programing operations.

Once this is accomplished—and it can be—broadcasters can undertake evolving a new law and a new national policy. But that in its time, even if it takes 10 years.

Conferences aren't showbiz

IN its physical setting and in the style of the principal participant President Johnson's first televised news conference was as different from President Kennedy's many performances as the one man is from the other. It was apparent that Mr. Johnson has not yet hit upon a formula that will make him comfortable while satisfying the large corps of Washington correspondents for various media.

Mr. Johnson was reserved, almost to the point of stiffness. This was not the Johnson that Washington veterans have come to know. Yet, we suggest, it may have been less the presence of television than the presence of so large a throng of reporters in a large and institutional auditorium that made him less at ease than he has been in other circumstances.

It is our guess that the arrangements that are now being made in the White House Fish Room may turn out to be the best compromise between television's desire to broadcast the President's news conferences live and the President's natural predisposition toward more intimate gatherings than the one to which he submitted on Feb. 29. Once the Fish Room is equipped with unobtrusive television gear, the President can meet a relatively small assembly of reporters in a relatively informal setting. Not every correspondent will be able to get into the act, and those who are excluded are bound to complain about discrimination, but enough reporters will have access to the President to guarantee a representative range of questioning.

There is space in the Fish Room for the small cadre of reporters who regularly cover the White House and for some irregulars as well. Perhaps a rotation system could be worked out for the occasional admittance of those correspondents whose attendance in the past has been at least as much motivated by the hope of appearing on national TV as by a genuine desire to get in a meaningful question.

Drawn for BROADCASTING by Sid Hix

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